

Hotel Association of Canada Program 2017

WEDNESDAY FEBRUARY 15, 2017

**SHERATON CENTRE TORONTO AIRPORT HOTEL AND CONFERENCE CENTRE
801 DIXON ROAD, TORONTO, ON, M9W 1J5**

9:00AM - **HAC BOARD OF DIRECTORS MEETING**
4:00PM (Collingwood Room)

4:15PM - **HAC ANNUAL GENERAL MEETING**
5:00PM (Macintosh Room)

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4:30PM - **BADGE PICK UP- REGISTRATION OPENS**
5:00PM (Conference Centre Foyer)
5:00PM - **OPENING RECEPTION**
7:00PM (Ambrosia II, III, IV Rooms)

THURSDAY FEBRUARY 16, 2017

**SHERATON CENTRE TORONTO AIRPORT HOTEL AND CONFERENCE CENTRE
801 DIXON ROAD, TORONTO, ON, M9W 1J5**

7:00AM - **BADGE PICK UP- REGISTRATION OPENS**
5:00PM (Conference Centre Foyer)

7:00AM- **NETWORKING BREAKFAST WITH SPONSORS**
8:15AM (Ambrosia Foyer)

8:15AM- **WELCOME REMARKS: PHILIPPE GADBOIS**
8:35AM (Ambrosia Ballroom)

8:35AM- **PRESIDENT'S ADDRESS: SUSIE GRYNOL**
9:00AM (Ambrosia Ballroom)

HAC's new President, [Susie Grynol](#), will share her vision for the association with members.

9:00AM-
10:15AM

**UPDATED!!!: TONY CHAPMAN | TAKING THE AIR
OUT OF AIRBNB**
(Ambrosia Ballroom)

10:15AM-
10:45AM

NETWORKING COFFEE BREAK
(Ambrosia & Conference Centre Foyer)

BREAKOUTS:

Based on the success of the 2016 event, the HAC Conference includes interactive breakout sessions that are designed to appeal to a General Manager or a Director of Sales/Marketing. These workshops incorporate a combination of short presentations from leading industry experts and open debate in which all attendees will be encouraged to participate, offer their own ideas, ask any questions etc.



Presentations specific for a Director of Sales or a Director of Marketing are labelled with this icon.



Presentations specific for a General Manager are labelled with this icon.

10:45AM-
11:45AM

**A1: AN OWNER, GENERAL MANAGER AND ASSET
MANAGER WALK INTO A HOTEL BAR**
(Ambrosia II & III Room)

Ready to have a frank and open conversation about hotel performance? This session is all about perspective, managing expectations and driving hotel performance during a major renovation or repositioning. This STRATEGY session explores best practices for management to create success for the property and collectively, the performance of the company.



Moderator:

[Sara Glenn | InnVest Hotels](#)

Speakers:

Tammy LeBlanc | Hilton Québec

[Tyler MacDonald | Oxford Properties Group](#)

[Tim Reardon | Westin Harbour Castle](#)

[Glen Squires | Pacrim Hospitality Services Inc.](#)

10:45AM-
11:45AM

A2: E-COMMERCE TIPS FOR THE DIRECTOR OF SALES

(Macintosh Room)



Speaker:

[Robert Patterson | MMGY Global](#)

10:45AM-
11:45AM

A3: 5 TIPS ON HOW TO DRIVE DEMAND WHEN CURRENT EVENTS SHIFT THE TRAVEL LANDSCAPE

(Ambrosia I Room)



Speaker:

[Susan Catto | Travelzoo Canada](#)

Presented by:

TRAVELZOO[®]

10:45AM-
11:45AM

A4: ENERGY MANAGEMENT IN HOSPITALITY
(Golden Delicious Room)

Speakers:

[Jiten Chavda | Honeywell International](#)
[Rakesh Moza | Honeywell International](#)

Presented by:



11:45AM-
1:00PM

NETWORKING BUFFET LUNCH WITH SPONSORS
(Ambrosia & Conference Centre Foyer)

1:00PM-
1:30PM

PART 1: HAC'S HALL OF FAME AWARDS OF EXCELLENCE
(Ambrosia Ballroom)

1:00PM-
1:30PM

***HUMANITARIAN AWARD PRESENTATION**

Presented by: [Garth Peterson | IDEaS - A SAS COMPANY](#)

CHELSEA
Hotel

The purpose of the Humanitarian Award is to recognize those working in or who are affiliated with Canada's lodging industry who demonstrate dedication and responsiveness to the needs of the local, national and/or global community.

WINNER: [Chelsea Hotel, Toronto](#)

TORONTO *Sponsored by:*



1:00PM-
1:30PM

***HUMAN RESOURCES AWARD PRESENTATION**

Presented by: [Ian Milford | JRoss Hospitality Recruiters](#)



The Human Resources Award is given for programs/individuals that develop a climate conducive to new and/or repeat business, create goodwill among guests, provide special services, reverse negative public relations situations or effectively solve guest complaints.

WINNER: [CLIQUE Hotels & Resorts](#)

Sponsored by:



INTERACTIVE WORKSHOPS: THE CHOICE IS YOURS

1:30PM-
2:30PM

B1: 50 SHADES OF STAY: UNDERSTANDING ETHNIC TRAVELLERS
(Ambrosia Ballroom)



Speakers:

[Jason Dunkel | Environics Analytics](#)
[Waseem Shaikh | McCann Canada](#)

1:30PM-
2:30PM

B2: SEE TOMORROW'S HEADLINES BEFORE EVERYONE ELSE! HAC'S TRAVEL INTENTIONS SURVEY RESULTS REVEALED
(Macintosh Room)



Speaker:

[Donna Nixon | The Strategic Council](#)

1:30PM-
2:30PM

B3: FLEXING YOUR FITNESS CENTER
(Golden Delicious Room)

Speaker:

David Diehl | Precor

1:30PM-
2:30PM

B4: COST CONTROL FOR FOODSERVICE
(Northern Spy Room)

2:30PM- **NETWORKING COFFEE BREAK WITH SPONSORS**

3:00PM (Ambrosia & Conference Centre Foyer)

3:00PM- **DESTINATION CANADA'S REV PAR MODEL FOR THE TOURISM
3:45PM SECTOR**

(Ambrosia Ballroom)

Speaker:

[David Goldstein | Destination Canada](#)

3:45PM- **PART 2: HAC'S HALL OF FAME AWARDS OF EXCELLENCE**

4:00PM (Ambrosia Ballroom)

***GREEN KEY ENVIRONMENT AWARD PRESENTATION**

Presented by: Michael Van Dyke | Ecolab

4:00PM- **FINAL PLENARY: WHAT IS THE FUTURE OF HOTEL BRANDS?**

5:00PM (Ambrosia Ballroom)

Moderator:

[David Larone | CBRE Hotels](#)

Speakers:

[Heather Balsey | IHG](#)

[Don Cleary | Marriott Hotels of Canada](#)

[Phil Cordell | Hilton Worldwide](#)

[David Tarr | Hyatt Hotels Corporation](#)

5:00PM- **CLOSING REMARKS**

5:15PM (Ambrosia Ballroom)

Speaker:

[Philippe Gadbois | HAC Chair](#)