CONVENTION 2016
MAY 12 & 13, 2016 | DELTA BESSBOROUGH HOTEL | SASKATOON

The Saskatchewan Hotel & Hospitality Association (SHHA) is pleased to present the 2016 edition of our annual convention at the Delta Bessborough Saskatoon, Thursday, May 12 & Friday, May 13, 2016.

Members of the SHHA will gather for information sessions, award celebrations and the province’s largest hotel, bar & restaurant related trade show.

The Hotel, Bar & Restaurant Trade Show will take place on Friday May 13 at the Delta Bessborough Hotel in Saskatoon.

Please join us!

CONVENTION REGISTRATION ON THE BACK PANEL
THURSDAY MAY 12

10:00 am – 3:00 pm  
**CONVENTION REGISTRATION**
Delegates may pick up their registration kits on the convention floor. Name badges are required to be worn for entry to all functions and sessions.

Noon – 1:30 pm  
**AWARDS LUNCHEON**
Adam Ballroom
Master of Ceremonies, MARY-TAYLOR ASH, CEO, Tourism Saskatchewan
Official opening of the convention. We’ll salute the 2016 Employers of Choice, SHHA scholarship winners, SHSA Safety Centred Leadership Award and the Long Service employees.

1:45 – 3:00 pm  
**THE IMPORTANCE OF TEAMWORK**
Adam Ballroom
**MICHAEL “PINBALL” CLEMONS**
CFL Legend
Whether in uniform, on the sidelines, or in the front office, Pinball has always been and continues to be one of Canada’s favorite personalities.
Known for a personality that is as electric as his style of play on the field was, Michael “Pinball” Clemons redefines the meaning of community involvement and has been recognized by many organizations for his tireless work with charities, schools and other community groups. Mike was awarded the Order of Ontario in 2001. In 2007, he fulfilled a longtime ambition by launching the Michael 'Pinball' Clemons Foundation to quicken academic excellence, infuse depth of character, promote health and vitality, and inspire generosity in our youth.

3:00 pm – 3:15 pm  
Coffee Break

3:15 pm – 4:15 pm  
**TAKE BACK YOUR GUESTS: OTA SESSION**
Adam Ballroom
**DAVE KAISER**.
President & CEO, AHLA
Dave Kaiser is the President & CEO of the Alberta Hotel & Hotel Lodging (AHLA)
Once upon a time, Online Travel Agencies (OTAs) were allies of the hotel industry, bringing in bookings from markets that hotels would have struggled to access, or by helping to sell unbooked rooms.
Fast forward to 2016 and the relationship is no longer so friendly. OTAs like Expedia and Hotels.com compete directly against a hotel’s own promotional efforts, creating a substantial shift in how travelers book rooms. This shift in booking behavior saw hoteliers across Canada pay over $250 million in commissions to the OTAs in 2012 alone.
The hotel industry is fighting back with “Check In Canada”.

Any SHHA member who wants to increase direct bookings to their property and get their guests back from the OTAs should plan to attend this session.

4:15 pm – 6:00 pm  
**BREWERS’ WELCOME RECEPTION**
Convention Level
Great Western, Labatt and Molson Coors hope you enjoy their complimentary beverages as you relax with colleagues after a busy afternoon at the convention.

6:00 pm – 7:30 pm  
**DELEGATE DINNER**
Adam Ballroom
Come as you are and enjoy delicious dinner and a major prize draw.
The dinner is a fantastic opportunity to meet and network with your fellow delegates.
7:30 pm – 11:30 pm  **DELEGATE LOUNGE OPENS**  
William Pascoe Room
The Delegate Lounge is the place to relax, have a drink and enjoy some great live comedy and a DJ for your entertainment. **You must be a registered delegate to attend this exciting social event.**
“Banger Bingo are the original Bingo-Calling Glam Rock Supergroup making their way across stadiums and back yard parties alike. With a tight knit team of dedicated head bangers and even tighter clothing, they’re sure to get you in touch with your inner rock star! Let them take you on a gameshow journey through the greatest decade of all time celebrating big hair and big guitar licks!
www.bangerbingo.com
Sponsored by

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**FRIDAY MAY 13**

8:00 am – 9:00 am  **DELEGATE BREAKFAST**  
Sponsored by

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9:15 am – 10:45 am  **SLGA: THE NEW ROAD TO RETAIL LIQUOR SALES**  
William Pascoe Room
BARRY LACEY,
President & CEO and
RAYNELLE WILSON,
Director, Enterprise Initiatives at
Saskatchewan Liquor and Gaming Authority

In June of 2015 the Saskatchewan Hotel & Hospitality Association (SHHA) took part in the formation of the Stakeholders Advisory Committee to SLGA. This group was comprised of buyers and sellers of beverage alcohol in the Saskatchewan.

Through the combined efforts of the Advisory Committee, and meaningful discussions with SLGA the Saskatchewan Party announced sweeping changes to liquor legislation and in what way beverage alcohol would be bought and sold in the province.

**Attend this session and hear how these changes will affect your business**

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9:15 am – 10:30 am  **“CRISIS? WHAT CRISIS?”**  
Spadina Room
PAT REDIGER,
Owner, Benchmark Group
Pat Rediger began his career as a journalist Pat Rediger Benchmark Group and Benchmark Public Relations, one of the premier public relations firms on the prairies.

Are you nervous, scared or unprepared for media interviews? Are you thrown off guard by tough questions or hostile reporters? What do you tell the media when there are allegations of bed bugs or staff washing cups in the toilet at your business?

Participants will learn how to deal with reputation management during times of crisis. Pat focuses on what the news media expects of you; how to develop a plan for when a reporter calls; how to face reporters with confidence and make the most of media encounters.

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9:15 am – 10:30 am  **ONLINE REPUTATION MANAGEMENT**  
Meewasin Room
GEORGE LEITH,
VP, Vendasta Technologies
George Leith doesn’t call himself an expert in digital media — he’s an interpreter. Specializing in digital strategy and implementation, George illustrates the importance of online reputation management and brand presence. George understands the necessity of adapting to new technology. He helps organizations make their virtual doorways as inviting as their brick and mortar entrances, which is crucial to the survival of a business. With nearly three decades of experience in marketing, sales and promotion, George is a highly compelling speaker, always in high demand across North America. Vital content and emphatic delivery are combined for an enlightening presentation.

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10:30 am – 10:45 am  **COFFEE BREAK**

10:45 am – 11:45 am  **SHHA ANNUAL GENERAL MEETING**  
William Pascoe Room

11:00 am – 4:00 pm  **HOTEL, BAR & RESTAURANT TRADE SHOW**  
Convention Level
Have lunch with the exhibitors and view the numerous products and services available for the accommodation and hospitality industry. Prize draws will take place at 3:30 pm.

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**THE CONFERENCE CONCLUDES**
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Call (306) 244 – 5521 to book a room with rates starting at $159.00 a night. Mention the group name Saskatchewan Hotel & Hospitality Association Rate expires on April 12.

Print Name(s) _______________________________
___________________________________________
___________________________________________
___________________________________________

Business Name _______________________________

Town/City __________________________________

BUY 2 AND RECEIVE 3

___ Registrations @ $149.00 (includes GST) = ________

Total Registration ________

REGISTER NOW!

Mail this registration information and cheque to: Saskatchewan Hotel & Hospitality Association #302 - 2080 Broad Street, Regina, SK S4P 1Y3 or fax: 306.525.1944 or email: info@skhha.com

CALL (306) 244 – 5521 TO BOOK A ROOM WITH RATES STARTING AT $159.00 A NIGHT. MENTION THE GROUP NAME SASKATCHEWAN HOTEL & HOSPITALITY ASSOCIATION RATE EXPIRES ON APRIL 12.

$5 FROM EVERY REGISTRATION WILL BE DONATED TO THE CHILDREN'S HOSPITAL FOUNDATION. TO LEARN MORE, VISIT WWW.CHILDRENSHOSPITALSASK.CA