

Society for  
Incentive  
Travel  
Excellence**site** Canada**SITE***lines*

## Personal Connections on a Global Scale

October 2, 2017



### In this issue:

- Page 2 Industry Calendar
- Page 4 Golf Tournament
- Page 6 Global Conference
- Page 7 Education Day
- Page 9 New Members



SITE Canada's Annual Golf Tournament

## President's Message

### Partnership and Perseverance

by Diane Alexander

Fall is in the air and a feeling of change and renewal is upon us. The SITE Canada Board of Directors is reflecting on our achievements for the year so far and we have begun to look ahead to 2018. Nominations for the 2018 Board of Directors are now being received, and we are getting a head start on booking venues and partnering with sponsors for our events next year. This well-oiled machine continues to work at high levels and it really is incredible to behold the drive and commitment of our Directors and committee members. If you would like to be part of our outstanding team, whether on the Board, on a committee or as a sponsor, now is a great time to get involved and help shape our success in the coming year!

This year has seen its share of challenges throughout the world, many of which will have a lasting impact on our industry. Our global community has found itself dealing with obstacles in a variety of ways. We started the year with political challenges in the US with the travel ban, have seen numerous terrorist attacks in major cities across the globe and most recently witnessed the brutal devastation of two incredibly powerful hurricanes in the US and Caribbean and earthquakes in Mexico.

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*SITE*lines is published five times a year to keep you informed of what's happening in Canada and around the world, what's new, upcoming events and linkages to members and other SITE Global Chapters.

Please contact Sandra Eagle, Director of Communications with feedback, suggestions or comments. [sandra@ignitemag.ca](mailto:sandra@ignitemag.ca)

*SITE*lines' flip book  
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## SITE Canada Calendar

November 1, 2017

Education Day  
The Boulevard Club, Toronto

December 12, 2017

Holiday Social  
Shangri-La Hotel Toronto

January 12 – 14, 2018

SITE and MPI Global Forum  
Rome

SITE Canada 2018 Event Dates  
coming soon...



### Love being a SITE member?

Share your pride and help recruit new members by joining the movement. Upload a photo of your SITE friends, share why you became a member, or talk about your favorite SITE moments to help us spread the word about the value of SITE membership.

#SITEUnite

These events have had impacts across the incentive travel industry that will have long-term implications on the programs we promote and operate. But amidst the struggle, it is heartening to see the spirit of support and caring that is so prolific in our industry.

I am honoured to be a part of a community that faces these challenges head-on together and strives to support and champion the destinations and communities that are impacted by these difficult events. We live in a time when anything can happen, yet we continually see the strength of partnership and encouragement in helping to overcome these challenges.

The power of the human spirit prevails time and time again and it is something I am humbled to be a part of. Incentive travel programs are an important part of the recovery for impacted destinations and through our efforts we can help these communities recover and thrive once again.

Looking ahead to the last quarter of 2017, we have two more fantastic events in our calendar. Education Day takes place November 1st at the Boulevard Club and the Education Committee has put together an outstanding line up of speakers and topics. Be sure to register early as this event is always sold out! And we wrap up another great year with our Holiday Social on December 12th at the Shangri-La Hotel Toronto. Please join us as we celebrate all that we've accomplished in 2017.

Finally, I'd like to thank all of our volunteers and sponsors for your commitment throughout the year and in the homestretch of 2017. We are looking forward to finishing the year on a high note with you all!

Cheers,

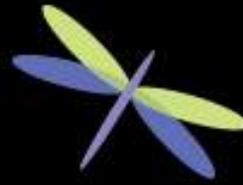
Diane

### SITE Canada is Social!



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# Golf Tournament 2017

by Joanne Hall



Another year, another amazing tournament!

We were so fortunate that the weather held for us once again. It was a beautiful hot and sunny day for the 9th Annual SITE Golf Tournament. We even got a sighting of the solar eclipse! It was a sold-out event with golfers and suppliers from around the globe, interacting and networking throughout the day. We are so thankful for the amazing support from our industry partners as each hole was sponsored with returning and new sponsors. We cannot do this without you!

As always, there are so many people to thank for helping make this tournament successful. Without the support of our title sponsor for this year, Melia Hotels International, the tournament would not be possible. This was their first time acting as title sponsor and we were so grateful to have them onboard. Thank you as well to our affiliate partners who play a big role in the success of this tournament, *Meetings and Incentive Travel*, *Ignite*, The Image Commission and Pacific Western.

To all of our sponsors at each hole, our meals and refreshments, food & beverage stands, golf carts, registration, signage, golf balls, and bottled water—thank you! Your continued support of this event is so very much appreciated. Each and every one of our sponsors and partners make this tournament such a prestigious event and one not to be missed.

For a third year in a row, a portion of the proceeds from the monies raised from the live auction and raffle prizes will be donated to KidSport, a fantastic organization that provides children with the opportunity to play sports. We had five incredible live auction prizes with trips to the Canadian East and West Coast, San Diego and Europe as well as a golf retreat package. The raffle prizes included trips to Las Vegas and the Caribbean. We couldn't have done it without the generosity of our partners for all of the auction and raffle items. We raised close to \$2,800.00 for

**MELIÀ**  
HOTELS  
INTERNATIONAL



KidSport. Thank you again to our sponsors for their donations and allowing us to continue to support the KidSport organization.

And finally, thank you to the entire golf committee. It came and went in a blink of an eye and kudos to another successful year. Thank you to:

**Joanne Keating** – Meridican

**Trina Arjoon** – Communiqué

**Léah Cournoyer** – Cascadia

**Morag Donald** - Incentive Insight

**Rebecca Alexander** - PEI Meetings & Conventions

**Jason Boyer** - SITE Canada

**Michael Kohlmaier** - Melia Hotels International

**Joeanne Comisso** - VIA Rail Canada

**Christy Wright** - Allstate

Thank you as well to our volunteers the day of including John Crowe, Ellie MacPherson, Maureen Peets, Susan Bernad and Jeanette Faria.

**We look forward to seeing you in 2018 for our 10th Golf Tournament Anniversary**



## SITE Global Conference

For the first time, the joint SITE + MPI Global Forum will welcome both incentive travel and meeting professionals to Rome in early 2018 to provide a collaborative atmosphere to learn, network and exchange best industry practices.

Both SITE and MPI will host joint activities, while incentive or meetings focused learning tracks will allow conference delegates to customize their educational experiences.

Pre- and post-tours of the surrounding countryside will feature Puglia, Milan, Florence and an exclusive private opening of the Vatican Museums and the Sistine Chapel.

Registration is now open. Get the details about accommodation, events, pre-conference certification classes, educational tracks and travel [here](#).

The SITE Scholarship committee is pleased to announce the scholarship winners to attend the SITE + MPI Global Forum in Rome, Italy in January 2018.

Congratulations to John Crowe, CIS and Rebecca Alexander who won \$2500 towards their expenses to attend the conference.



### 2017 Scholarship Winners

John Crowe, CIS, and Rebecca Alexander



**site + MPI**

# GLOBAL FORUM

**Connecting Event and Incentive Travel Professionals**

12-14 JANUARY 2018 • ROME, ITALY

# Education Day 2017

by Jan Zanboer

Join us at SITE Canada Education Day 2017 and discover why Communication Matters.

SITE Education Day will be here soon. Don't be disappointed—get your registration done now. We have an exciting lineup of speakers and a diverse range of destinations, products and services for the incentive industry to browse during our Supplier Showcase. Join your industry colleagues for a full day of inspiring speakers and great networking.

## Back by Popular Demand!

Education Day will once again be live-streamed in Vancouver in partnership with Tourism Vancouver. Our western colleagues can join us for our amazing line-up of speakers and educational sessions.

Our agenda for the day will include three general session keynotes, a supplier showcase during lunch and two break-out sessions during the morning and afternoon.



## Keynote—Attention Is The Oxygen Of Our Business

### Tony Chapman

Today's consumer is armed with superpowers. The Internet is everywhere and pricing is becoming one of the primary dealbreakers. How do we get the consumer to pay attention?

Stop telling your story and instead become part of theirs. Join Tony Chapman for his keynote packed with actionable insights and ideas to grow your business.

## Keynote—Brain Fitness Change Your Brain, Change Your Life

### Jill Hewlett

As a brain fitness expert and wellness guru, Jill Hewlett will share her experience working with simple and effective tools to enhance your Body-Mind connection and reduce stress.

## Breakout Session—Revenue Management

### Wendy Burgess

Revenue management drives how hotels accept and place business. You may “understand” revenue management in general, but perhaps you have difficulty

understanding when it's your RFP that has been declined! Sound familiar? Then this session is for you.

## Breakout Session—Transforming Teams

### Claudia St. John

Transforming Teams is based on Claudia St. John's book of the same name. With tips for improving collaboration and building trust, this presentation explores the common breakdowns

that happen between co-workers and colleagues, and particularly those between sales and customer service or operations teams and how to resolve them.



Breakout Session—Think On Your Feet

McLuhan & Davies

This interactive demonstration will introduce participants to the power of using structure to organize their thoughts and ideas quickly, and answer questions on the spot. Walk out of this session with amazing communication techniques you can apply right away.

Closing Keynote—Ready, Steady, Engage



**Claudia St. John**

This keynote explores the workplace elements that are known to improve employee engagement and suggests ways that employers of any size and budget can create a more satisfied, workforce.

Mark your calendar!

Wednesday November 1, 2017

The Boulevard Club, Toronto

Registration is now open.

Click [here](#) for all of the details.

SITE Canada is pleased to offer its Young Leader members scholarships to attend SITE Canada Education Day on November 1 at the Boulevard Club in Toronto. Up to seven scholarships will be awarded to our Young Leaders. The scholarships are open to all Young leaders regardless of their discipline (buyer or supplier).

The application deadline is Friday, October 6th. We encourage all Young Leaders to apply and take advantage of a full day of education and networking. The scholarship will cover the Education Day fee.

PLATINUM TITLE SPONSOR



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SILVER



## New Members

Be sure to extend a warm welcome to our new members of SITE Canada at upcoming events.

*Saira Morris, Hotel X Toronto*

*June Ueda, Rocky Mountaineer*



# SITE Canada 2017 Strategic Partners

