



The Site Canada Board at the 2013 Annual General Meeting
Photo courtesy of The Image Commission

Welcome to the April edition of 'sitelines' for 2013 your Site Canada Newsletter

In this edition

- **President's Message from Pam Graham**
- **AGM Report**
- **Rocking the Ages at the Sony Centre**
- **Volunteer Champion**
- **Young Leaders Update**
- **Summer Social Preparations; 25 Years and Still Rockin'**
- **The Contrasts of Colombia**
- **Golf Day Preparations...still swingin'**
- **SM+i Announcement**
- **Travel Health Insurance; a big incentive**
- **Site Global Conference Orlando...it's coming**

'sitelines' is published six 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.

published April 11, 2013



President's Message

The year is full of ambitious plans to make the most of your membership investment.

"Site Rocks at the Sony Centre", sponsored by London & Partners, was a once in a lifetime chance to walk on a real set of Rock of Ages. The "behind the scenes" tour (NO PUN – it really was behind the scene-ry) included access to see the dressing rooms, make up areas, costume wardrobes, walk on the set and meet some of the actors as they prepared for a live performance. Thank you to Sandra Eagle again for making the arrangements and creating a WOW event. See the event survey results in Sandra's report for the feedback.

Make sure you join us on May 15 for the "Business of Wellness" at the Elmwood Spa. It's not what you may be thinking (dreaming) of. The event is another "behind the scenes" of how "exercise bytes" will help your attendees focus at meetings and a presentation of what it takes to make a spa a successful business. It is my belief that if you take the time to understand the business side of the spa experience, it will enhance your own business skills when negotiating with both the spas and your clients.

The new initiative called "Gain InSite" will be launched in June. Aably led by Cathy O'Connor and Liz Akey, we are creating a program to provide more value to both suppliers and buyers. For those with a creative flair, why not make your mark in Site history, and be the graphic designer for the new logo! The pay isn't great - but the legacy of your talents will last forever! In preparation of the launch, there is a questionnaire going to all members to establish our benchmark. Be sure to take a few minutes to complete the questionnaire. Only by knowing where we have started, will we be able to monitor our successes in the future.

At the same time Maria daCunha has finalized her sponsorship package. A document of beauty, it is a well designed outline of what sponsors can expect from their investment and the value of the investment.

June 19 is our annual Summer Social, taking place during the week of Ignite's Business Event Expo - iBE and Canada Meet Week. Hard Rock Hotel is our sponsor – so you know it will be an evening to "Rock On". The Board listened closely to your comments from last year's event, and under the leadership of Hayley Bishop, we have changed the format to accommodate your recommendations. The biggest change is that we are returning to a sit down dinner (yeah!). Liberty Grand is the

...continued on next page

...President's Message continued

venue – so you can look forward to plenty of excellent food, great company and a chance to bid on exciting travel and gift items. A portion of the proceeds from the funds raised support our Education Reserve Fund and our charity of choice – Childhood Cancer Canada.

The Site Canada golf tournament on August 19, under John Crowe's leadership, kicks off the IncentiveWorks show. It sells out quickly – so get in there if you want to be included in the "In" crowd! The lead sponsor is AlliedPRA, and the holes are almost all completely sold out.

And this never-ceases-to-amaze-me newsletter is lovingly produced by Vlad Haltigin. He works on it tirelessly, and we have come to expect nothing but perfection from him. In addition to the herculean task of producing this comprehensive publication, his Social Media committee is developing recommendations as to how to best strategically use social media to engage and energize our membership from coast to coast.

I hope to see all of you at the National Meetings Industry Day on April 18 at the Metro Toronto Convention Centre!

A special thank you to our Strategic Partners: AV Canada, The Image Commission, Ignite Magazine, Meetings + Incentive Travel magazine and Porter Airlines.

Pam Graham
President, Site Canada



Members Musings

Welcome New Site Canada Members

A very warm welcome to our newest Site members:

Heidi Baille-David, Meridian Incentive Consultants
Susan Bernad, Associated Luxury Hotels International
Christine Duarte, Experience Kissimmee
Kristen Empey, Niagara College
Caitlin Hughes, Niagara College
Lindsay Rudyk, Communicate Incentives
Anu Vittal, A Vittal Consulting

Site Canada AGM

The Site Canada Annual General Meeting was held on February 13th at the luxurious Trump International Hotel and Tower Toronto, a perfect venue for our evening of celebration.



Photos courtesy of The Image Commission

2012 was a year of successes, and the evening focused on recognizing those who were instrumental in making it happen –our strategic partners, sponsors, volunteers, and all of our members whose leadership and contributions created a winning formula, as well as the Board of Directors,.

Reflecting back on 2012, it was amazing how much was accomplished. Joanne shared with the members, her goals and was pleased to report that all were accomplished..... and more.

1. A three-year Strategic Plan for Site Canada was developed. The plan provides our Chapter with a vision and a strong foundation for our growth in the future.
2. Under the leadership of our Immediate Past President, Joe Orecchio, a By-Laws Task Force was established and we successfully revised and passed the new By-Laws.
3. Members were encouraged to participate and get involved with our Chapter. The goal was to have at least 60% of the membership volunteer in 2012. We surpassed that, and achieved 63%. Thank you! Let's keep the momentum going!

Site Canada is one of the largest and most active Chapter's globally, and we were recognized at the International Conference in Beijing, by earning the most prestigious award - Chapter of the Year!



Our success was based on the following key factors:

- our strong membership
- our volunteers
- our Young Leaders program
- our sponsors
- our dedicated Board

Our 'Volunteer of Year' Award recognizes members who have made significant contributions to our chapter. Past winners of this prestigious award were Morag Donald, Vlad Haltigin, Rachel Streek-Buma and Alex Tessier. The nominees for 2012 were

- Melaya Horsten – MCC Planners
- Jennifer Sloan - Meridican
- Natalie Lowe - Celebrate Niagara
- Morag Donald - Incentive Insight
- Leah Cournoyer- SM+i

The contributions of these individuals as well as all of our other members are all deserving of this award. Leah Cournoyer was awarded "Volunteer of the Year". Leah, one of our Young Leaders, was heavily involved in several Site events and played a significant role with the Site Summer Social. We look forward to Leah's continued enthusiasm and dedication to Site Canada. Congratulations to all of the volunteers, and nominees for making the commitment to participate in our Chapter's success.



Highlights of 2012

Site Canada held its first ever virtual chapter meeting that brought members together from Montreal to Vancouver and in between for the "Return on Canada" webcast hosted by Michele McKenzie from the CTC. Our Board will continue to look at this platform for future Chapter gatherings.

The Site Summer Social was moved from July to June to partner with the new Ignite Business Expo (iBE). The change of date was a positive one. We had over 400 industry colleagues attend the annual fundraiser, and we raised over \$26,000 for Childhood Cancer and Site Canada's Educational Reserve Fund. An event of this size, didn't go without some logistical challenges. Based on feedback from our members, we are making positive changes to the 2013 event.

Site Canada held another very successful Golf Tournament! The tournament has become a premier event for Site Canada, selling out weeks in advance each year. Four years ago Site partnered with Meeting & Incentive Travel to host the tournament the day prior their annual industry IncentiveWorks Trade Show. We are pleased to partner with them again this year. The money raised at this event supports our Chapter and the Education Reserve Fund.

In September, nine members from our Chapter travelled to China to attend the Site Global Conference. The International conference is an opportunity to connect with member colleagues and friends from around the world. Site Canada was honoured with the highest award "Chapter of the Year Award". This award recognizes the incredible contributions that our members and sponsors have made, to make Site Canada so highly regarded. Congratulations to the Board, Fletcher Wright, our volunteer members and sponsors for making this possible.

This is the fourth year in a row that Site Canada has been recognized for its continued commitment to excellence. In 2009 we received Chapter of the Year and in 2010 and 2011, the Chapter Excellence Award for Membership. Site Canada is well positioned for continued success in the years to come. Let's continue the momentum!

Education day was a home run! The event sold out weeks before, creating a buzz about Site. Education Day exceeded expectations, and we look forward to next year under Ellie Macpherson's leadership.

Throughout the year, Site provides networking opportunities at one of our Chapter meetings. These meetings offer a one-of-a-kind experience. In March, we hosted a 'Behind the scenes' tour at Toronto's Pearson Airport. It was an incredible opportunity to see in the inner workings of the airport.

In Site tradition, Joanne officially passed on the ceremonial bowling pin and gavel to our new President – Pam Graham. Pam



brings a wealth of knowledge and past board experience to Site. She is focussed on continuing our success and momentum. Pam's message and vision for 2013 is summarized in her inaugural President's Message, which focuses on the four pillars of the new Strategic Plan:

1. Connect members, chapters and Site Global
2. Lead motivational, educational and networking experiences.
3. Grow business results and drive professional development.
4. Champion Site and industry best practices.

2013 is positioned to be another another successful year. We look forward to everyone's involvement and participation.

Joanne Keating

Site Canada Rocks the Sony Centre

Photos courtesy of The Image Commission



Rocking out before breakfast is a good way to kick start the day and maybe even the year—as our first chapter meeting of 2013 took in the backstage world of the ‘Rock of Ages’ show at the Sony Centre For The Performing Arts in Toronto, Canada’s largest soft-seat theatre, with an auditorium seating capacity of over 3000.

Our enthusiastic group of 46 members and guests dined on a proper English breakfast, sponsored by London & Partners, in the beautiful atrium lobby of the Sony Centre, while shots of Site Canada’s events from 2012, and images of London, England splashed across the multi-media screens in the foyer. After a short message from Chris Lynn, Vice-President, Sales and Marketing, North America, for London & Partners, we entered the auditorium and stage for an exclusive backstage tour of the ‘Rock of Ages’ set and the Sony Centre dressing rooms. Luckily for us, we got to see an impromptu makeup and wig application session for a couple of the ‘Rock of Ages’ actors, who were gearing up for a promotional gig at the Eaton Centre.



Scott North, Sony Centre Sales Manager and colleague, Mark Hammond, Marketing Manager led the tour of the theatre. With the construction of a new residential condominium attached to the Sony Centre, many backstage facilities, including the entire

extensive dressing room area were forced to improvise during the extensive construction period over the last 5 years. With this re-construction nearing completion in Fall 2013, the Sony Centre will be fully restored. Additionally, the lower lobby, tentatively known as the Rehearsal Hall, will become a multi-purpose room which will be able to accommodate up to 200 people for a sit-down dinner. Another exciting development is the new outdoor plaza planned for the corner of Front and Yonge, which will be fully operational once the Condominium is completed. Several final designs for the plaza are in process, and it is expected to become a prime outdoor function space for corporate events.



Survey results of this meeting were very positive, with a rating of almost 9 out of 10 for ROI for attending this event. Members liked the “behind the scenes” sneak peek, and the options that the Sony Centre staff presented about their venue.

It was a morning well spent, and the rest of the day ‘rocked on’ from there!

Sandra Eagle

2013 Upcoming Events...

Wednesday, May 15

***The Business of Wellness at Elmwood Spa
Dinner Meeting***

Wednesday, June 19

Site Canada Summer Social

Monday, August 19

Golf Tournament

Wednesday, September 25

Chapter Meeting

Wednesday, November 13

Education Day

December 7-10 2013

Site Global Conference - Orlando

Thursday, December 12

Holiday Social

2012 Volunteer Champion Award

At the Site Canada AGM we recognized some incredible volunteers and emphasized the importance of their contribution to our Canadian Chapter. We are thrilled to see the increase of volunteers year after year. We received five nominations for our 2012 Volunteer Champion Award:

Melaya Horsten – MCC Planners
Jennifer Sloan - Meridian Incentive Consultants Inc.
Natalie Lowe - Celebrate Niagara
Morag Donald - Incentive Insight
Leah Cournoyer- SM+i



We were delighted to announce, Leah Cournoyer of Sunquest Meetings + Incentives as the recipient for 2012. Leah is a dedicated Young Leader and a great asset to the program. Leah played an instrumental role in planning YL meetings and recruited new members. She was always willing to assist and take initiative with new tasks. Leah is an absolute pleasure to work with on the Membership committee. Her positive attitude and a

smile can light up a room! Congratulations Leah on this well deserved Volunteer Champion Award !

Liz Akey, CMP

Young Leaders' Update

Site Canada now has a total of 11 Young Leaders. 8 are active participants, and leading the way in the meeting and incentives industry. Mark Akey, our Student Young Leader, is blazing the way with an enthusiasm that is a hallmark for Young Leaders in our industry. 2 members, who are on maternity leave, will be back during the year ahead.

At the last meeting held at the luxurious Trump Hotel Toronto, our Young Leaders set the stage for 2013 and aligned themselves with various committees including Golf, Events, and Communications.

Each Young Leader is an active participant in these and other Site Canada committees, and they continue to show the dedication and focus that will enable our Chapter to be in the forefront of this program.

To add to their industry experience and to provide even more visibility for Canada, two Young Leader Volunteers are being considered for selection to attend the AITBM trade show in Chicago in June. It's super progress all round.

Yola Marshall

25 Years and Still Rockin'

There is so much to celebrate this year...Site Global's 40th anniversary, Site Canada's 25th, the 2nd annual ignite Business Event (iBE) Expo, and the inaugural Canada Meet Week.

Naturally, Site Canada's flagship event, the Summer Social, will be the official 'after party' for our industry's rock stars to gather. Hosted on the opening night of iBE in the luxe contemporary Artifacts Room at the historic Liberty Grand, our annual fundraising gala promises to be more glamorous than ever. It is a place to mingle, strut, toast, dine, celebrate, and connect.

Find your inner celebrity, enjoy a signature cocktail on arrival and a gourmet seated dinner, browse the incredible auction prizes, and in true idol style, give back. A portion of the proceeds benefits both Childhood Cancer Canada and the Site Canada Educational Reserve Fund which creates amazing opportunities for our industry's future stars.

With immense gratitude to our generous sponsors, donors, partners and the backstage efforts of our volunteers, we are thrilled to announce...

2013 Summer Social

**June 19th 2013, 6:30-9:30 pm,
Artifacts Room @ Liberty Grand**

Presented by Site Canada and our Title Sponsor:



'dynamic networking, inspired cuisine, incredible auction prizes, deserving cause'

Watch for tickets, table purchases, sponsorship and donation opportunities at sitecanada.org.

Hayley Bishop

Colombia...a gem waiting to be discovered

From an article written just a few months ago, the influential Financial Times of London made some clear and exciting observations. "It's time to forget the old stereotypes, and spread the really good news...Colombia is an emerging global player and bustling investor, where the banks are well capitalized and the country has a free-trade agreement with the USA. Colombia is committed to expanding its important tourism business, including the important MICE market. The old stereotypical views of drug lords and unbridled violence are long past, and there has been a stunning turnaround." As Colombia Tourism itself says: 'The Only Risk Is Wanting To Stay!'



Backed up by even more recent research done by the Wharton School of Management in Pennsylvania, it observed that Colombia is the best positioned of any country in Latin America to expand its tourism industry in the coming

decades. Its meetings business is rapidly growing and the 'previously infamous' city of Medellin has just been awarded the 'Most Innovative City' title in the world, sponsored no less by Citibank and the Wall Street Journal. Medellin also happens to be the Latin American Headquarters for global corporate giants like Kimberly-Clark, and Hewlett-Packard.

So, it was with these new perceptions in my mind, I set off for the recent Colombia Travel Mart in Bogota, as well as a FAM trip to the historic city of Cartagena de Indias, set on Colombia's Caribbean coast. Colombia is very fortunate as it has extensive



coastlines on both the Pacific Ocean and Caribbean, yet it has several major tourism regions, which include these coastal gems; the high Andean sierra of its capital Bogota; the famous coffee growing region; and the Amazonas tropical rainforests. It is said that Colombia has the second greatest

number of animal and bird species in the world. I saw a toucan, but thankfully avoided the anaconda and jaguars. Certainly a country of contrasts, both visually and from the visitor's expectations.

Being on the Caribbean, one vision of Cartagena is sun and sand. Sun, for sure...it has two seasons: 'hot and hotter', the sun almost always shines, but because of the dark colour sand around Cartagena, its best beaches are offshore on private islands. The history is spectacular, being one of the key ports-of-call for the Spanish armada in the 1500's, so stories of pirates abound...even the British hero, Sir Francis Drake, is labelled



a pirate... perfect for a theme party. Cartagena's old city, built within formidable ramparts, is full of charm; it has some delightful restaurants and smaller hotels of the highest quality, with up to 100 rooms. The

larger convention hotels such as the Hilton and Las Americas are within a short drive of the old city. A relaxing horse carriage ride to view the sights is a must-do, especially in the evenings when the city becomes even more alive.

If Cartagena is 'hot & hotter' by the ocean, then Bogota is another contrast. Bogota is set over 8500 feet up on an Andean plateau, so the temperatures are about 15 degrees lower, ranging from 18-22 degrees year-round, with a chill in the late afternoon. There are over 8.5 million people in Bogota, so the traffic and bustling nature of the city are relentless, and very much a surprise to the uninitiated traveler. Colombia is very proud of its



culture; it was settled by the Europeans, with Spanish as the dominant language; it has the history of its own indigenous peoples and also of the slave trade, which lasted till the 1800's. Today, there more than

fifty different indigenous groups which inhabit Colombia. While one-third are white, of full European ancestry, the population is mainly of mixed races, comprising Mestizo, mixed European and the earliest settlers' ancestry; Mulatto, of mixed black African and European ancestry; and Zambos, of mixed black African and Amerindian ancestry...a rich multicultural melting pot, which cradles a friendly, happy, yet shy people...their smiles are beaming, and contagious, and they love to dance the Salsa (originally from the city of Cali in the south).

Bogota houses some world class museums including the Museo de Oro, the Gold Museum, giving a clear historical significance of the indigenous peoples to the power and mystical nature of the sun. More modern artistic expressions come through the Botero Museum, to celebrate the unique style of Fernando

Botero's art of displaying the physique of larger people through paintings and sculpture. In addition, there is the stunning Salt Cathedral.

While I did not visit the Coffee Region, nor the Amazonas Region on this occasion, both are worthy of further exploration, especially for adventure travel...the vision of adventurous Colombia through the 1980's movie 'Romancing the Stone' does indeed come alive.

Talking about coffee and stone, Colombia really has some delightful realities, through some of the products it produces:

- the quality of coffee, with the image of Juan Valdez, is legendary
- highest quality emeralds are mined and polished in Colombia; they comprise 80% of the world's total supply of these precious stones. And, of course, with its indigenous history, there is gold there, too.
- the fine leather goods produced in Colombia, rival anything one can find in Florence, Italy

Getting to and around Colombia is surprisingly easy by air. Air Canada has a direct flight from Toronto to Bogota, which takes just one-half hour longer than going from Toronto to Vancouver! Once in Colombia, efficient and modern airlines, like LAN and Avianca, have frequent flights around the country...with smartly dressed crew and pleasant in-flight service! Bogota to Cartagena is quick; just like going from Toronto to Montreal, or Calgary to Vancouver...



Colombia will quickly say that other parts of its infrastructure need improving, such as the roads system and railroads. Both of these are still adventures in their own right, and attention is slowly being given to them. As a rapidly developing economy, the focus on tourism training techniques and foreign language proficiency need attention, but the Colombians are industrious and very reliable, and with help, they will succeed quickly. As the Wharton School says: "Colombia is a country of majestic and diverse landscapes.

The country's uniqueness promises unbounded potential; tourism could serve as a flagship in that direction."

There is still some attention to be paid to internal security in a few parts of the country, but like Mexico, its main tourist areas are ready and waiting.

Every piece of positive promotion and publicity that can be made for all types of tourism to Colombia deserves attention, if only to explode old, outdated myths.

Like its emeralds, Colombia is a gem waiting to be discovered: Viva Colombia!

Vlad Haltigin, CITE

Site Canada 5th Annual Golf Tournament

Plans are well underway for Site's 5th Annual Golf Tournament taking place August 19, 2013 at Angus Glen Golf Club in Markham. This event has become the flagship kick-off to Incentive Works, and is an integral contributor to Site Canada's fundraising efforts.

Our title sponsor again for this year is AlliedPRA and we are close to selling out of all sponsorship opportunities. Remaining sponsorships will be posted on the website shortly. For sponsorship opportunities, you may also contact Tracey Brenneman at tbrenneman@rogers.com.

Registration for golfers will be available by mid-April. We are anticipating a very quick sell out so be sure to watch for e-mails regarding registration, and act right away.

This event always provides a day full of fun, tremendous opportunities for networking, many fantastic prizes, plus breakfast and lunch are provided. Don't miss out!

John Crowe

SM+i Announcement

On March 22, a significant announcement was made involving SM+i, a key player in the meetings & incentives business in Canada. Here is the full text:

Vision 2000 acquires Thomas Cook meetings & incentive business

Brian Robertson, COO of the Vision 2000 Travel Group, is pleased to announce that an agreement -- which has been months in the works -- has been finalized with Thomas Cook North America (TCNA) to acquire its meetings and incentives business, which trades as SM+i.

Commenting on the sale, Dean Moore, CEO of TCNA stated: "SM+i has always been a profitable and unique division of our company, but because its sole focus is on the corporate incentive market, the brand was never integrated with our other businesses and is not core to our principal leisure travel tour operating business." On the other hand, the acquisition is a perfect fit for Vision 2000 which has an extensive and diverse division specializing in upscale meetings and events. As part of Vision 2000, SM+i will spearhead the corporation's incentives division.

Under the terms of the sale, SM+i will continue to operate under that name and will remain, for the foreseeable future, in the Thomas Cook offices in central Toronto. Ellie MacPherson will remain at the helm in her new role as Senior Vice-President, Strategic Meetings + Incentives (SM+i), and become an integral part of the Vision 2000 executive team.

"This really is a great match for us," says Robertson. "The calibre of business that SM+i has is a wonderful complement to ours, and we look forward to welcoming their talented and experienced staff to Vision 2000."

Big Tip: Travel Insurance a must for that Big Incentive

You are a planner putting together an incentive program with plenty of 'wow' factor. The participants will be treated to over-the-top activities and the best local cuisine at a destination that most people only include on their 'bucket list'.

Sounds idyllic, until an unexpected incident or illness occurs onsite. Medical charges, emergency evacuation or the need to repatriate a participant to their homeland can all be very expensive.

Fortunately, almost all health & accident related travel expenses can be covered under emergency health travel insurance plans. That is, if your company has followed provincial regulations, and offered each of the participants this form of travel protection.

Too often, incentive companies may not comply with regulated travel insurance sales obligations. In Ontario, The Travel Industry Council of Ontario (TICO) provides the following in their study manual:

"Travel companies must advise clients about the availability of out-of-province health insurance. Many customers automatically purchase travel insurance for trips outside of Canada, but they may not always think of it when travelling to other provinces in Canada outside of Ontario. If the travel company sells insurance, he or she must indicate on the invoice whether or not the customer has purchased out-of-province health insurance, if applicable. If the travel company does not sell insurance, he or she must indicate whether the customer was advised of the availability of out-of-province health insurance, if applicable."

Beyond Provincial requirements, it is smart business to provide emergency medical insurance. For a small investment per participant, pricing the cost of basic emergency medical insurance into future programs could give your company a competitive edge. Should any need to deploy the insurance arise while on-site; having the safety net of travel health insurance could make you an outright hero.

Dallyce Macas

Start your preparations for the Site Global Conference, Orlando December 7-10, 2013

Even though it is still 8 months to the Site Global Conference, start your preparations now for an outstanding event in Orlando, Florida. The Conference website is already open at www.site-global.com. There, you will find the conference schedule, pre and post conference tours, hotel information, etc. An important part of the registration is the airlift. Negotiations with airlines are still ongoing and a decision will be made soon, so you will be able to book your flights as well.

A most exciting development is that there will be a student conference from December 5 -7 just prior to the Global conference. In co-operation with the Rosen College of Hospitality Management and the Young Leaders of Site, it is expected that 50 students from all over the world and 25 Young Leaders from Site will participate. Watch for exciting new opportunities for you to attend.

The Global Conference is in a convenient location this year, so let's wave our Canadian flag proudly with super-sized member participation. Mark your calendars.

Jenn Glynn

Meetings Industry Euchre Tournament

In support of The Princess Margaret Hospital for Cancer Research

On May 8th the second annual Meetings Industry Euchre Tournament (MIET) will take place at The Allstream Centre at Exhibition Place in Toronto, in support of the Princess Margaret Hospital for Cancer Research. Co-Sponsored by Tourism Toronto, the event is bringing out avid and closeted Euchre players from the meetings and events industry. In 2012, the Tournament raised just under \$11,000 for cancer research. With the support of Scotiabank promising to match every dollar we raise on the night of the event, we hope to double our efforts this year.

Registration is now open <https://www.microspec.com/reg/MIET2013/>.

For more information contact Sheila Wong, BBW International Inc. - swong@bbwinternational.com T: 416-565-6692