

Society for
Incentive
Travel
Excellence**site** Canada

SITElines

Welcome to the latest edition of SITElines



July 29, 2015

In this issue:

- Page 2 Industry Calendar
- Page 3 SITE Young Leaders
- Page 4 SITE Golf Tournament
- Page 5 The Art of Luxe Gifting
- Page 6 September Chapter Meeting
Volunteer Champion
- Page 7 Education Day 2015
- Page 8 New Member Spotlight
SITE Global Scholarship Awards
- Page 9 SITE International Elections



Check out the Young Leaders city wide
Scavenger Hunt

President's Message

"We are what we repeatedly do. Excellence, then, is not an act, but a habit." – Aristotle

Hayley Bishop, CMP

Go Canada!

As I pry myself away from watching Pan Am highlights to share some thoughts, it becomes apparent that displays of such prowess are nothing short of riveting. I have become a professional spectator.

Whether looking at Pan Am and Para Pan Am through the eyes of a patriotic fan or the lens of an event professional—or both—something pretty special is unfolding in our midst. Athleticism, arts and culture combine in the aptly termed "PANAMANIA."

Stepping back, I cannot help but draw a parallel to this year's theme of Excellence within SITE Canada, which is both a destination and a state of being. Excellence is something that, in all manifestations, is inspiring. Canada's "Team Next" is a program that provides life coaching, mentorship and support to up-and-coming athletic hopefuls, reminiscent of our own Young Leader program. Growth and development of our future stars is a best practice in both realms. For each, we seek to nurture champions.

SITE Canada office:
6700 Century Ave, Ste. 100
Mississauga, ON L5N 6A4
T: 905.812.7483
F: 905.567.7191
office@sitecanada.org

SITElines 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

SITElines' flip book
is fueled by

ignite

Those chosen to represent their respective countries are united in their singular focus and lifelong dedication, yet distinguished by varying degrees of skill, speed, mental toughness, prodigy and experience. These Games represent the best of the Americas, with athletes vying for the coveted top spot on the podium. Triumph and heartbreak, celebration and disappointment, abound. This is the pinnacle for some. It is a training ground for others. It is a qualifier for something bigger. It is one of a series for the exceptional.

We, in Toronto, are the hosts to some quite spectacular moments. Athletics aside, the hearts and souls of those aspiring for excellence are beautiful things to witness: the stories behind the grit and determination; the obstacles; the support.

Our Canadian athletes have been unanimous in exclaiming that the crowd has brought energy to their performances. This energy has been credited with helping some to find that little extra push needed to go higher, faster, farther. There is undoubtedly an energy in the city right now, and it spreads outside of the GTA boundaries to other regions hosting events.

Considering the unbelievable logistics of Games that sprawl such a distance—the largest ever—utilizing the best of each region to put on an event of this magnitude is truly staggering. Organizers have been criticized for some decisions, including the infamous HOV lanes. These lanes were maddening prior to the Games' commencement, as traffic crawled to a stop and grid-lock became even more of an issue, without a perceivable need at that time. Like them or not, they are now the lanes that athletes, officials, and carloads of spectators use to get to competitions on time, the very competitions that we have been privileged to watch live or while cheering from our couches. Risk management has been considered, to the tune of \$230 million. Officers are present and visible. There are tens of thousands of staff and volunteers. Years of preparation, new, improved

"We, as event and travel professionals, can appreciate the immense amount of planning that has gone into bringing the Games to life. Regardless of inevitable controversies, the overall impact of the pursuit of excellence, by athletes and planners alike, is inspiring."

the overall impact of the pursuit of excellence, by athletes and planners alike, is inspiring. And, as soon as the Pan Am Games are done, the Para Pan Am Games will take centre stage. The feats that the athletes in both Games accomplish epitomize excellence. I am sure organizers have felt weakened by the sheer enormity of it all and all the tiny nuances that need equal attention. But, like the athletes, they have had to find something extra from within to reach higher. The show must go on.

Bringing it back to our SITE Canada realm, our own sporting event is fast approaching – tiny in comparison but big in terms of its impact to our Canadian Chapter. We have been hosting our tournament, for years, on a world-class course, at Angus Glen. Our annual Golf Tournament will follow Pan Am golf this summer. Sold out again, this event has become a staple on the industry calendar, hosted on August 17th, a day before



IncentiveWorks opens. The course becomes our proverbial outdoor boardroom, where members can connect in an atmosphere of play. We have had the support of our title sponsor, AlliedPRA for seven years, along with countless returning sponsors and donors. This generosity has allowed us to put on a best-in-class event. Just last year, we established a meaningful partnership with KidSport, which has continued to grow, becoming more rewarding than we could have anticipated. A portion of our proceeds will benefit this non-profit partner and its important work to enable children and youth 18 years and under, of compromised financial means, to participate in organized sport.

Wouldn't it be excellent if some of the children benefiting from this charity grew up to become future Pan Am or Para Pan Am stars? GO CANADA!

SITE Canada Calendar

Aug. 17, 2015
Annual Golf Tournament
Angus Glen Golf Club

Sept. 30, 2015
Chapter Meeting
Nella Cucina

Oct. 23 - 25, 2015
Global Conference, India

Nov. 3, 2015
Education Day
One King West

Dec. 15, 2015
Holiday Social
InterContinental Hotel Toronto Centre

Young Leaders Great City Hunt

by Christy Wright

The SITE Canada Young Leaders committee hosted the Great City Hunt on June 23, 2015. Young Leaders from a variety of backgrounds gathered for refreshments at the Omni King Edward hotel. From there, they journeyed through Toronto with stops and activities at the Hockey Hall of Fame, Fairmont Royal York, Ripley's Aquarium, and Steam Whistle Brewery. The final stop was across the ferry to the Billy Bishop Toronto City Airport. A small reception was held in a converted Porter Airlines classroom, with magnificent views of the Toronto skyline.

Young leaders were put into groups and had to answer a trivia question at each destination; these ranged from the number of exotic sea and fresh water specimens at the Aquarium, to which King Edward the Omni hotel was named after. In addition, a group photo was required at each location. Groups were encouraged to take cheesy fitness photos at the Fairmont Royal York, and to take a unique team picture using the props provided at the Ripley's Aquarium. Speed was an afterthought, as the goal was to wow the judges with their creativity at each stop.

In the end, the yellow team, made up of Justin Wegiel, Mariela Velkova and Alyssa Merrick, came out on top and walked away with gift certificates for their spectacular performance. The second place team was the green team, and they also earned top marks and gift certificates at the end of the night. Onika Dainty earned herself the designation of best performer throughout the Great City Hunt. She was given a fake microphone and entertained the group with an impromptu concert! Prizes were awarded for the cheesiest photo (Cheetos), best Ripley's Aquarium photo (Goldfish), and slowest team (Turtles).

The evening had representation from hotels, DMCs, third-party planners, corporate planners and students. With a great group of attendees, and some board director help, the night was quite a success—and we have the pictures to prove it. Thank you to everyone who attended and made this night such a success, we look forward to seeing you at our next event.

Special thanks to our sponsors:

Marriott Hotels & Resorts Canada

The Omni King Edward Hotel

Porter Airlines

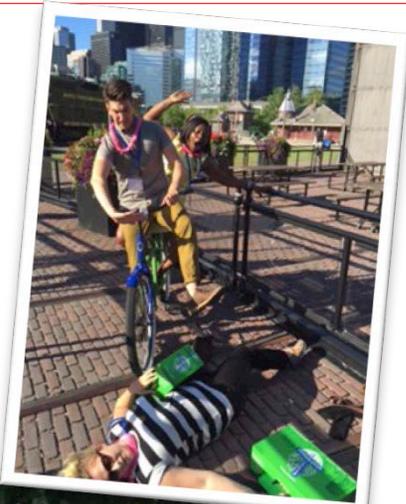
Steam Whistle Brewery

Metracon Travel Group

Ignite Magazine



SITE Young Leaders is a program designed to engage young professionals with SITE at an early stage in their career. Marriott is the sponsor of SITE Canada Young Leaders



Golf Tournament is SOLD OUT!

by Liz Akey, CMP

It's less than a month before our 7th Annual Golf Tournament, so get ready for a fabulous day at Angus Glen. We have received such generous support from our sponsors and have fantastic draw prizes, live-auction prize packages and a raffle at the Awards luncheon. Our goal is to double the proceeds to our selected charity. KidSport is a national not-for-profit organization that provides financial assistance for kids aged 18 and under to play sports. Let's give the gift of sport! So get ready to do some bidding and be sure to bring your credit card...

We look forward to seeing you on August 17th. With the tremendous support of our sponsors, golfers and volunteers, this premier industry tournament will be a hole-in-one!



LIVE Auction Prize Packages

New York Two Nights / Three Days

- Two nights at Langham Place in a luxurious Langham suite including daily continental breakfast for two
- Round trip airfare for two people from Toronto to Newark, NJ., compliments of Porter Airlines
- Roundtrip airport transfers for two
Welcome goodie bags
Dinner cruise for two
Compliments of Briggs Inc.



Value \$4,500 USD

Punta Cana Five Nights / Six Days

For two adults in a Deluxe Junior Suite at the newly renovated PARADISUS PALMA REAL RESORT. This includes international and premium brand beverages at any of our eight bars, your choice of 10 a-la-carte and two buffet restaurants, 24 hour-room service and unlimited green fees at Cocotal Golf & Country Club, our 27-hole championship golf course

Round trip airfare for two people from Toronto to Punta Cana, Dominican Republic compliments of Air Canada



Value \$7,700 CDN

San Diego Seven Nights

- Two economy class air tickets from any gateway in Canada or the US to San Diego (donated by San Diego Tourism Authority)
- Three nights at the Hotel Del Coronado in a "Resort Room" including breakfast in Sheerwater Restaurant
- Two nights at Torrey Pines including a 50 minute massage for two people
- Two nights at Rancho Bernardo Inn with choice of (four) 50 minute spa treatments or unlimited golf for two people including cart
- All ground transfers donated by AlliedPRA
- Choice of one tour donated by AlliedPRA

Value \$8,500 CDN

Raffle Prizes

Round Hill Hotel & Villas Montego Bay – Value \$2,200 USD

Three nights at the Round Hill Hotel & Villas in a luxurious Oceanfront Room including breakfast for two people.

Round-trip airport transfers to Round Hill Hotel & Villas. A rafting tour on the Martha Brae River combined with a Falmouth and Montego Bay highlight tour. Total prize value inclusive of airport transfers and tour is \$450 USD. Compliments of Glamour DMC

Scottsdale Arizona – Value \$2,400 USD

Two nights lodging for two guests including use of a pool cabana for both days at the Westin Kierland Resort & Spa in Scottsdale, Arizona.

Your choice of either two Flowrider passes, two rounds of golf, or two 50-minute spa treatments.

Round-trip sedan airport transfer to Westin Kierland and either a Hummer tour or a horseback riding excursion compliments of AZA Events.

The Art of Luxe Gifts

by Joanna Wiseberg

Luxury gifting to top earners is nothing new, but our response to it has changed since the last recession. "Are people afraid of the word luxury?" I asked my colleague, and in my head, I had to stop and think about it for a second or two and decided yes, they are.

I've been thinking about my response to this question and I think luxury has meant mostly "unattainable" or "unrealistic to have" simply because those desired products cost too much money. Do they really? As times change I'm not so sure luxury means the same for all people. Some regard a Starbucks latte a luxury and others think buying a Lamborghini is the ultimate splurge. It all depends upon our level of satisfaction.

If you have a team of top-notch national salespeople—making their company a lot of money—how would you, as an incentive travel planner reward them? What is the first step in deciding what product to give them? Tough, isn't it? Especially when there is a mix of ages, genders and cultures.

Selecting an exquisite destination is definitely one of the first things to think about, but now you have to think about a gift or two. Since most of these people already buy and have been given brand name products, they're probably familiar with what's hot—and what's not. This is when you have to be creative. This type of recipient is hard to please. You really have to make it an unforgettable experience and appeal to all five senses.

What is luxury today? Consider the following suggestions:

1. Provide sophisticated packaging and presentation. If you're gifting jewellery, then make sure it's in a jewellery box.
2. Considering how you will apply the corporate brand on the item. Check out the incredible full-colour digital imprint decoration methods used today on some very useful products such as carry on luggage or

lasered logos on apparel to name a few. Decoration methods are available that make a statement of understated elegance.

3. Make it personal. Add initials to the item with a hand written note. High-quality top grain leather still reigns.

4. Lifestyle products that provide an experience is always fun. A great example would be to have a well-known chef cook at your event. Let everyone experience the taste of great food and beverage.

5. Find products they wouldn't think about buying on their own. Products they want—not need. Usually it's a cool lifestyle or sport item such as a top-of-the-line fitness band and a few sessions with a personal trainer or a signed limited edition of a Mont Blanc writing instrument.

6. Golf always gets top marks but remember...top brands packaged in a fantastic golf travel bag, initialed and ready to go.

7. Make sure it's small enough to pack in a suitcase or it will be left behind, wasting precious budget dollars.

8. Spouses or significant others should also receive a gift.

Let your presentation do the talking. At the end of the day, you want your recipients to feel appreciated and proud to be working for a company that takes care of them. It's all about the experience. They deserve to experience the rewards of their labour.

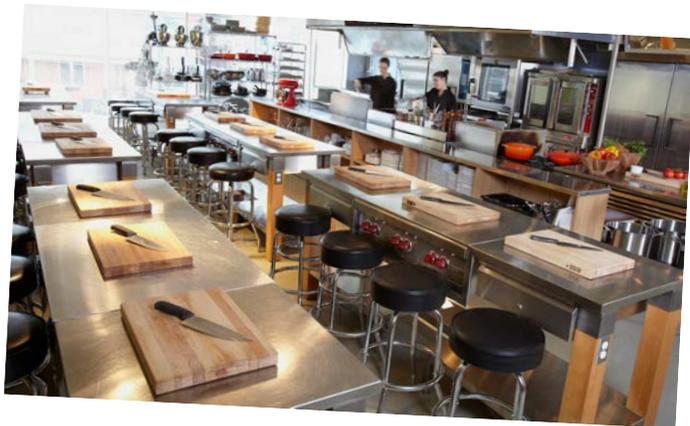


Branded travel luggage would be a hit for an incentive group.

SITE Canada 2015 Strategic Partners



porter



Get your MasterChef on as we prepare a culinary masterpiece at Nella Cucina.

SITE MasterChef

Join us for an interactive evening at Nella Cucina and participate in a culinary adventure!

A team of expert chefs will guide us through an evening of epicurean bliss as we make our way around the state-of-the-art commercial kitchen preparing the food for our dinner.

No previous cooking experience is required and be prepared to interact, have fun and learn the latest in food and wine trends.

Registration is now open for the evening of Sept. 13th. Register on the SITE Canada website up for a fun-filled and informative evening.

SITE Canada Volunteer Champion – Christy Wright

by Joanne Hall

Becoming a volunteer is an important aspect of being a member of SITE Canada and although we have many members that step up for our committees and events, our chapter recognizes one individual every year who has gone above and beyond the call of duty and has made an impression on our membership. Every year we ask our membership to nominate a fellow member for this award.

Christy Wright has been actively involved on a number of committees, with a big focus on our Young Leaders and helping to mentor the next generation of SITE members. She is always willing to pitch in and take on new tasks, always meets the deadlines and has a fantastic approach with our

Young Leaders. When asked about being a member of SITE Canada –Christy Wright says SITE is an invaluable opportunity to be connected with other professionals in the incentive travel industry. “With such a diverse group of members there are many opportunities to network, ask for advice and there is a constant list of suppliers that understand what we do. By volunteering, I hope to aid in fundraising and assist anyone new to incentives who is looking for help in navigating this sometimes complicated industry.”



Joanne Hall (left) presents Christy Wright with the Volunteer Champion Award.

ALHI Global Sales Services
for nearly 30 years

Over 170 Luxury Level Hotels & Resorts

Global Alliance Partners – DMCs & Luxury Cruise Lines



SITE Canada Education Day 2015

by Lynne Coyne, CMP

Join us at the recently renovated One King West in downtown Toronto for an exciting day of education topics from our industry, including risk assessments, safety and security, how to engage Millennials and more.

Program Highlights

Rhonda Brewer, SITE 2015 president and vice president, sales at Maritz Travel.

Rhonda will not only share what SITE is doing on the global stage but she will also share her story as veteran with more than 25 year's experience in the industry, from a travel coordinator to her current role with a focus on global companies and strategic planning. Rhonda was recently honoured by *Meetings & Conventions* magazine as one of the top 25 women in the meetings industry.

David Coletto, CEO, founding partner of Abacus Data

David will share his research and insights about Millennials and how to manage the generational change. He will offer his advice on how to best engage Millennials, not only at work, but also in the consumer marketplace.

Steve Davis, Focus One Security

Steve will share his experience and insights with us on Risk Management on the global scale and what you need to ask in a risk assessment.

Rhonda Brewer, 2015 SITE president, and vice president, sales at Maritz Travel



Panel Discussion on Risk, Safety and Security

This is your chance to pose your questions to experts in the industry about how to operate and plan in the new world and how to deal with perceptions and safety concerns.

Registration is opening soon—so be sure to check the SITE Canada website for more information.

We still have some sponsorship spots available for this event, if you are interested, please contact Diane Alexander at diane.alexander@visiontravel.ca for more information.

Mark your calendars for November 3rd RIGHT NOW!



David Coletto, CEO and founding partner of Abacus Data



Members in rapt discussion at Education Day 2014.

New Member Spotlight



Stefano Mastrantonio

Stefano Mastrantonio

National Manager

Group Sales, Air Canada

I have been working in the travel industry for over 19 years and have been with Air Canada for all of it. My career started in Vancouver and allowed me to spend some years in Montreal before settling in Toronto (for now). I consider myself extremely fortunate to have experienced living in all three of Canada's largest and most exciting cities. Each city has brought with it a different role and for the past three years I have been the national manager, group sales. The responsibilities of this position include simplifying and facilitating travel for groups, meetings, conventions and incentives of 10 or more people to anywhere in the world. I also manage our Star Alliance products which allows an even broader global reach to compliment what Air Canada already offers.

Of course it is difficult not to love travel when you work for one of the world's best airlines and my

position has allowed me to take in some incredible destinations around the world. It is that passion for travel that has introduced me to a great many folks in this industry equally as passionate about travel and finding solutions to make their customer's journey a smooth one. The common message I hear from these industry people (hey, you might be one of them) was "why aren't you a member of SITE?" The more I looked into this organization and met with the people involved the more I knew that Air Canada—and myself in particular—needed to be a part of it. Connecting with like-minded industry individuals to further a common goal is exactly what I require in order to maximize my career and personal potential.

Although I am brand new to SITE Canada I am sure that I have crossed paths with many of you already. My goal is to attend as many SITE functions as possible to ensure I am taking advantage of all this organization and its members have to offer.

So when you see me at the next SITE event please stop me and say "hello"... whether or not it is for the first time! You can follow me on twitter at @ACStefanoM

SITE Canada New Members

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

Stefano Mastrantonio

Air Canada

Ross Robinson

Love That Destination Research Inc.

SITE Global Conference

The SITE Canada board is thrilled to share that Jennifer Glynn and Joanne Keating have been awarded this year's scholarships to attend the SITE Global Conference in New Delhi.

The scholarship committee had an incredibly difficult task choosing the winners, as the pool of applicants was outstanding, making the choice quite difficult. What a fabulous problem for our Chapter to have! Stay tuned for news about our Young Leader scholarship recipient at month's end...




awaken your senses **Global Conference**
23-25 Oct 2015 • New Delhi, India

SITE International Board Elections

by Sandra Eagle

All SITE Canada members are encouraged to cast their votes for the candidates for the four available seats on the SITE International Board of Directors. The elected candidates will serve for three years, starting January 2016 – 2018. You will be voting for two candidates from Europe and two candidates from North America. An email communication from SITE headquarters contains links to the elections website.

You can review the candidate's qualifications before you vote. Two Canadians are vying for the North American seats on the board, **Jennifer Glynn** and **Grant Snider, DMCP**.

The list of candidates include:

North America

Jonathan Richards, Pamela Shepherd, Anne Marie Rogers, Grant Snider, Harith Wickrema, Patricia Perez, Jake Megrikian and Jennifer Glynn.

Europe

Krzysztof Michniewicz, Annamaria Ruffini, Michael Dalton, Eda Ozden and Fiona O'Sullivan.



The election is open until August 26th. Your vote counts—make your voice heard!

Race to India for the **SITE Global** Conference



ENTER THE VIDEO COMPETITION!



SUBMIT A 30 SEC VIDEO ANSWERING TWO QUESTIONS:

- 1** Why do you wish to attend the SITE Global Conference in New Delhi, India?
- 2** How will your attendance enhance your professional career growth?

Submit your video to youngleaders@siteglobal.com

Deadline: Friday, July 31st, 2015

Prize: One complimentary conference registration, 4 nights accommodation at one of the host hotels & one round-trip ticket on Air India to New Delhi, India for the SITE Global Conference, October 23 – 25, 2015.

All young professionals can enter – be creative, have fun!

PRESENTED BY...

site Young Leaders

Hard Rock
HOTELS
CANCUN • PUERTO CANA
VALLEARTA • BEJERES MAYA
COMING SOON! LOS CABOS
AN ALL-INCLUSIVE EXPERIENCE

Incredible!India

site
Global Conference
23-25 Oct 2015 • New Delhi, India

awaken your senses