

Diverse by Nature! - Get Ready for New Business



WELCOME!



World Pride—Toronto
June 20-29, 2014

Pan Am Games—Toronto & Area
July 10—26, 2015

Resorts of Ontario Spring Conference & Trade Show

Monday March 31 & Tuesday April 1, 2014
Casino Rama Hotel, Rama & Fern Resort, Orillia

*Learn about Diversity, Social Inclusion &
preparing your Staff and Business
in a changing Marketplace.*

*Learn strategies on these markets
and set the stage for NEW CUSTOMERS.*

PLUS opportunities to gain Certification...and more!

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2014 SPRING CONFERENCE PROGRAM

Monday March 31, 2014

Casino Rama Hotel, Rama

8:30 am	Registration Desk Opens	Rama Hall
8:30 am	Welcome Coffee	Anishnaabe A
8:45 am	Welcome & Opening Remarks President Greg Elmhirst, Elmhirst Resort Spring Conference Chair: Jim Pomeroy, YMCA Geneva Park	Anishnaabe A
9 am— 12 Noon	Diversity & Social Inclusion: Train-the-Trainer Speaker: James Milligan This 3-hour Train-The-Trainer workshop on Diversity & Social Inclusion will give Resorts Ontario leaders trainer's tools to help them deliver engaging diversity workshops to their staff on their home ground. Skills such as raising awareness, introducing cultural competence, dealing with customer differences, and managing difficult conversations about diversity-related topics will give you what you need to deliver on-site training yourselves.	Anishnaabe A
10:30 am	Coffee Break <i>Sponsored by: FIRST PAGE SEO</i>	Anishnaabe A
12 Noon— 1:45 pm	Resorts of Ontario Luncheon & AGM <i>Sponsored by: The Preferred Supplier Division & Smart Serve</i>	Anishnaabe A
2-3 pm	EDUCATIONAL ROUND TABLES Hosted by 2014 Trade Show Exhibitors <i>Sponsored By: SMART SERVE</i> Our knowledgeable Suppliers will be on hand to share invaluable tips and information on important operational topics. Here are just a few of the Educational highlights: <ul style="list-style-type: none">• Learn about your legal obligations on bed bugs and special canine services for pest control and management. ABELL PEST CONTROL• Frustrating or difficult employee? Unclear expectations of your employees? More safety obligations coming in 2014? Your company's HR and Safety requirements can be a daunting task to stay on top of. In our round table discussion, we'll talk about trends in HR and Safety and discuss some best practices to get effective results from your most valuable asset; your employees. BRAYMARK SERVICES• Most resorts see immediate results in occupancy rates from their investment. The entertainment value is huge resulting in repeat customers each year. ATL Distributing can work with you to develop an effective attraction that would be sure to be a huge hit with its guests. ATL DISTRIBUTING• Acquire more insights on search engine optimization and social networking for your business PLUS how PPC ad campaigns and your web architecture can directly help or hinder your business. FIRST PAGE SEO	Anishnaabe A

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2014 SPRING CONFERENCE PROGRAM

Monday March 31, 2014

Casino Rama Hotel, Rama

2—3 pm EDUCATIONAL ROUND TABLES Continued Anishnaabe A

Sponsored By: Smart Serve

- Launch of the new Preferred Supplier Search Engine is planned for March 2014. An excellent tool and solution for you and your staff. Featuring the NEW Search Engine and its benefits to members including mobile and desktop applications. **THE PREFERRED SUPPLIER DIVISION**
- Hear more about “ **The importance of the mattress in the room**” Simmons leads the bedding industry with innovations like EverNu, the replaceable mattress top that zips off for a fast and easy mattress replacement. **SIMMONS CANADA**
- **Design-Build- Finance-Operate** - The Design-Build-Finance-Operate option for water and wastewater plants is now available to the resort industry. Learn how this new approach can help you. **TEAM AQUATIC MANAGEMENT INC.**

3—5 pm RESORTS OF ONTARIO ANNUAL TRADESHOW Silvernightingale ABC

This year's Show features a variety of booths showcasing what's new in products and services all key to the needs of resort operations. Join us at a Reception held during the marketplace/trade with an opportunity to win a Grand Prize.

4 –5 pm Reception & Grand Prize of \$1,000.00 (Restrictions Apply)
Sponsored by the Preferred Supplier Division

5:15 pm Resorts of Ontario Elections of Officers Meeting Anishnaabe A

Delegates proceed to Fern Resort for Evening Festivities

Monday March 31, 2014

Fern Resort, Orillia

6:30 pm Reception Bertyl's Lobby & Bar

7:30 pm Dinner Heritage Dining Room

Sponsored by: BDO Canada LLP & Simmons Canada Ltd.

10 pm Hospitality Suite Mary Lou's

Sponsored by: Abell Pest Control

Join us afterhours where the fun continues with opportunities to Network with your colleagues. See you there!

Day 2 - Tuesday April 1, 2014

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2014 SPRING CONFERENCE PROGRAM

Tuesday April 1, 2014

Fern Resort, Orillia

8—9 am **Breakfast** **Heritage Dining Room**

9 am—1pm **LGBT Certification Training Workshop** **Huronia Room**

Facilitator: Annemarie Shrouder, Travel Gay Canada

All delegates in this workshop will earn Certification status.

This interactive workshop helps businesses learn about lesbian, gay, bisexual, transgender (LGBT) diversity and how to effectively understand, value, and serve LGBT employees and customers. The workshop:

- Defines the diversity of LGBT communities and provides an opportunity to ask questions;
- Discusses safe space and the benefits to employees, customers, and the organization;
- Applies new strategies and an opportunity to work on the concepts and put the teaching into practice;
- Links training to provincial and federal policies and legislation;
- Includes a take-away workbook.

10:30 am **Coffee Break**

1 pm **Farewell Remarks**

Accommodation (SEE INSERT):

Please find a list of properties in the local area that have offered special rates:

Fern Resort, Casino Rama, YMCA Geneva Park, Days Inn, Horseshoe Resort & Carriage Ridge Resort

Thank you Sponsors!

**Abell Pest Control
BDO Canada
First Page SEO
Simmons Canada Inc.
Smart Serve**

The Preferred Supplier Division

Spring Conference Committee

Jim Pomeroy—CHAIR —YMCA Geneva Park
Dianne Hounsom—Membership Chair
—Bayview Wildwood Resort

Gord Bell—Beauview Cottage Resort
Jo-anne Snyder—Beachwood Resort
Jill Harrington—Clearview Cottage Resort
Sarah Morris - Fern Resort
Tammy Parish—Royal Harbour Resort

Trevor Walker—R & F Construction
Doug Rolling—Abell Pest Control

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