

▶ EXPERIENCE THE ENERGY



90th ANNUAL CONVENTION & TRADE SHOW

THE FAIRMONT JASPER PARK LODGE
APRIL 18 – 20, 2010

ahla

ALBERTA HOTEL &
LODGING ASSOCIATION

INSPIRING SERVICE, GROWING VALUE



90th ANNUAL CONVENTION & TRADE SHOW

THE FAIRMONT JASPER
PARK LODGE
APRIL 18 – 20, 2010

▶ EXPERIENCE THE ENERGY



ALBERTA HOTEL &
LODGING ASSOCIATION

The AHLA is thrilled to invite our members to attend the 90th Annual Convention & Trade Show at the incredible Fairmont Jasper Park Lodge. This year's theme, "Experience the Energy" reflects the vitality and dynamic quality of the tourism & hospitality industry in Alberta. It also captures the spirit that we hope will create positive energy and provide forward momentum for our members in 2010.

The AHLA is also pleased to welcome members of the Southern Alberta Chapter of the Hospitality Financial & Technology Professionals, who will once again be participating in this year's convention.

Our convention program has been carefully designed to ensure that every member in attendance experiences a positive return on their investment of time and money. As a convention delegate, you will have the opportunity to learn from knowledgeable professionals through a variety of business sessions, connect with your industry colleagues and suppliers, and celebrate with friends.

The accomplishments of many of the properties and people in our industry who work diligently day by day to achieve their success will be celebrated during the Gold Key, Employer of Choice, Certificate of Recognition, and Housekeeping Awards.

The AHLA is proud to announce that the 2010 Convention & Trade Show is a carbon Neutral event! With the support of the LivClean Corporation, all of the unavoidable emissions resulting from this year's event have been balanced off through carbon offsets from emission reducing projects.

We look forward to experiencing the energy with you in Jasper!



SUNDAY, APRIL 18

▶ 12:00 p.m. – 2:00 p.m.

CAMPGROUND MEMBERS' MEETING

AHLA campground members are invited to get together to find out the latest information on challenges and opportunities that face their businesses. The Recreation Vehicle Dealers Association of Alberta will be on hand to provide attendees with an update and recap of the highlights from the past year.

▶ 2:00 p.m. – 9:00 p.m.

DELEGATE REGISTRATION

▶ 4:00 p.m.

ALBERTA HOTEL & LODGING ASSOCIATION ANNUAL GENERAL MEETING

Attend the AHLA's Annual General Meeting to learn more about your association. Hear a full report of the AHLA's 2009 activities and discover the plans for the future. Results of the AHLA's online elections for the 2010 – 2011 Board of Directors will also be announced. Membership dues must be paid in full to attend.

Alberta Hotel Safety Association Annual General Meeting to follow

▶ 5:00 p.m. – 9:00 p.m.

OPENING RECEPTION & TRADE SHOW

Sponsored by The Fairmont Jasper Park Lodge

One of the most popular hospitality industry trade shows in Canada, the AHLA's trade show attracts exhibitors from a wide range of services and suppliers to the industry. This is a great opportunity to re-connect with old friends, make new acquaintances, and experience the latest products and services for hotels, motels, resorts and campgrounds firsthand.

*Prize draws will take place throughout the evening.
You must be present to win.*



MONDAY, APRIL 19

► **8:00 a.m. – 10:00 a.m.**

OPENING BREAKFAST

Sponsored by Connect Logistics Services

KEYNOTE ADDRESS – WARREN MACDONALD

Presented by HED Insurance & Risk Services

Finding Opportunity in Adversity

While climbing to the summit of the tallest peak on an island near the Great Barrier Reef, Warren Macdonald became trapped beneath a one-ton boulder in a freak rock fall. Warren waited two days before a helicopter arrived to rescue him. The accident cost him the use of both legs, but it didn't take away his spirit. Warren's amazing story has been featured on both Larry King Live and The Oprah Winfrey Show. He will encourage you to view challenges as a catalyst for growth by creating and focusing on opportunities that help to put challenges in perspective. With humour, warmth and energy, Warren will deliver a story that you will never forget, and a message that will last a lifetime.

Seating is limited - be sure to purchase your tickets in advance!

► **10:00 a.m. – 1:30 p.m.**

TRADE SHOW

Don't miss your last chance to visit the AHLA's trade show and win fantastic prizes offered by the exhibitors. All staff attending the Housekeeping Awards Gala are encouraged to arrive in time to visit the trade show and meet the exhibitors. Prize draws will take place throughout. Passport prize draws start at 12:30 p.m. sharp.

► **2:00 p.m. – 4:00 p.m.**

BUSINESS SESSIONS

► **2:00 p.m. – 3:00 p.m.**

“RESPONSIBLE GAMING – WHAT DOES THE FUTURE HOLD?”

You know who your customers are today – but who will they be in the future, and what will they expect? How will advances in technology shape the future of electronic gaming? How will sustainable revenue streams continue to be balanced with social responsibility? AGLC representatives will discuss the factors that will shape the future of gaming in Alberta. If your property has VLTs, you won't want to miss this session!

► **2:00 p.m. – 3:00 p.m.**

“THE HOUSEKEEPING EDGE”

Join the AHLA Human Resource Development team for a sneak peek into their newest workshops. Specifically designed for housekeepers and housekeeping supervisors, this session will give your property the edge that it needs. Improve your housekeeping practices, training, and staff retention through the use of the National Occupational Standards.

► **3:15 p.m. – 4:15 p.m.**

“STANDARDS + BENCHMARKING = PROFITS”

Presented by Hospitality Financial & Technology Professionals

In the financial world, both standards and benchmarking are essentials in the roadmap to profit. This session will include an introduction to the Uniform System of Accounts for the Lodging Industry (USALI), the various types of benchmarking products available in the hospitality industry, and how together they can help owners and operators yield more profits in today's competitive economy.

► **3:15 p.m. – 4:15 p.m.**

“WHAT'S NEW AT TRAVEL ALBERTA?”

Travel Alberta continues to promote Alberta as a tourist destination regionally, nationally and internationally to ultimately increase the number of visitors to and within Alberta. It remains an important

partner to the hospitality industry and a key marketing resource for all properties in Alberta. Join Bruce Okabe, CEO of Travel Alberta, as he highlights Travel Alberta's plans and goals for the upcoming year.

► **4:30 p.m. – 6:30 p.m.**

HOUSEKEEPING AWARDS CHECK IN

Staff from properties who have achieved the 2010 Housekeeping Award are asked to check in prior to the Housekeeping Awards Gala.

► **6:00 p.m. – 7:00 p.m.**

CANADA SELECT COCKTAIL RECEPTION

► **7:00 p.m.**

HOUSEKEEPING AWARDS GALA DINNER

Presented by Travel Alberta

Treat your housekeeping staff to an evening they won't forget!

The dependable people who ready our hotels, motels, inns and resorts for guests are among the most important in Alberta's Tourism & Hospitality Industry. This prestigious gala dinner will celebrate the front line staff members whose skill and hard work helped to earn their property the 2010 Housekeeping Award.

Gift bags and grand prize provided by SERTA.

► **7:00 p.m.**

CAMPGROUND MEMBERS' DINNER

Sponsored by the Recreation Vehicle Dealers Association of Alberta

AHLA campground members are invited to get together for an enjoyable evening of dining, networking, and laughter with friends and colleagues.

REGISTER ONLINE AT
WWW.AHLA.CA



TUESDAY, APRIL 20

► 8:00 a.m.

COR SUNSHINE BREAKFAST AHSA Certificate of Recognition Presentations

Sponsored by Alberta Hotel Safety Association

► 9:15 a.m. – 11:30 a.m.

BUSINESS SESSIONS

► 9:30 a.m. – 11:30 a.m.

“ALBERTA ACCOMMODATION OUTLOOK”

Presented by Alberta Tourism, Parks & Recreation
Tourism Development Branch

The economic downturn that started in 2008 has had a measurable impact on Alberta's accommodation industry. While signs are pointing to broader economic recovery for the Canadian economy, this session, sponsored by the Tourism Division of Alberta Tourism, Parks and Recreation, will provide hotel owners and operators with a current and comprehensive outlook for Alberta's accommodation industry. The session will include vital information about the health of our sector today and tomorrow, including economic and market conditions, projected supply and demand trends and financing related issues. This session will be invaluable to anyone involved in the development and operations of hotels and fixed-roof accommodation in Alberta.

► 9:30 a.m. – 11:30 a.m.

“WHY SO STRESSED?”

Stress...that little 6 letter word that can create havoc in our lives. The good news is that it doesn't have to! The reality is that we can't always avoid stress, but we do have control over how we deal with it and how it affects us. Through this high energy session, Dale Carnegie Training will provide tools, tips and tricks to help you and your staff handle, manage and conquer any stress that comes your way.

► 9:15 a.m. – 10:15 a.m.

“GUESTROOM 20X”

Presented by Hospitality Financial & Technology Professionals

Back by popular demand, GUESTROOM 20X gives attendees a peek at the leading-edge and near-future technologies for tomorrow's hotel rooms. From unique innovations, such as high-definition artwork that changes to match a guest's mood to the more practical self-cleaning shower, GUESTROOM 20X delivers the next generation of hospitality technology. GUESTROOM 20X is a can't-miss experience.

► 10:30 a.m. – 11:30 a.m.

“HOTEL SAFETY 101”

Hotel health and safety is a critical part of daily operations that sometimes gets overlooked. Join the Alberta Hotel Safety Association team as they lead you through simple steps to develop, implement and maintain an effective health and safety management system at your hotel. You will receive valuable take home information that you can't afford to miss!

► 11:30 a.m.

GOLD KEY AND EMPLOYER OF CHOICE RECIPIENTS' CHECK IN

Gold Key and Employer of Choice recipients are invited to check in prior to the Gold Key and Employer of Choice Luncheon.

► 12:00 p.m.

GOLD KEY AND EMPLOYER OF CHOICE AWARDS LUNCHEON

Join in celebrating employers and employees who are committed to making Alberta's tourism & hospitality industry the best that it can be!

The AHLA's Gold Key Award celebrates the contributions of employees at all levels who,

in their careers, have shown the attitude and dedication needed to serve our guests.

The Employer of Choice Award recognizes properties that have achieved the highest standard of human resource practice in Alberta's Tourism & Hospitality Industry.

► 2:00 p.m. – 4:00 p.m.

CREATING POWERFUL CUSTOMER EXPERIENCES

Presented by Johnson Inc.

In times of uncertainty, it's more than just service that matters. Companies that focus on delivering compelling customer experiences are the ones that succeed in drawing in and strengthening their connections with loyal customers. Borrowing from his experiences with companies such as Southwest Airlines, The Ritz-Carlton Hotel Company, and Ben and Jerry's Ice Cream, Dr. Joseph Michelli will examine ways to make cost-conscious decisions that will help to drive consumer loyalty and increase customer spending at your property. He will offer strategies for both front line staff and managers that can be easily applied to help keep your business relevant to changing customer needs and shifting economic times.

► 6:00 p.m. – 7:00 p.m.

CHAIRMAN'S RECEPTION

► 7:00 p.m.

CHAIRMAN'S DINNER

Sponsored by SYSCO Edmonton

Our 90th Annual Convention will close with an elegant evening of dinner and entertainment, including the presentations of the Award of Distinction and Life Membership to AHLA members whose service has contributed to our association and Alberta's tourism & hospitality industry.

Grand Prize Draw of an Edmonton – Jasper return trip for 2 sponsored by VIA Rail.

DELEGATE REGISTRATION FORM

PLEASE COMPLETE ONE FORM PER PERSON

OR

REGISTER ONLINE AT
WWW.AHLA.CA

INFORMATION

STEP 1 – DELEGATE INFORMATION

Mr. Mrs. Ms.

First Name _____ Last Name _____

Company _____ Title _____

Address _____

City _____ Province _____ Postal Code _____

Phone _____ Fax _____ Email _____

Please indicate any special needs or dietary requirements: _____

Please indicate if the delegate will be attending to receive any of the following awards: (check all that apply):

Housekeeping Award AHSA Certificate of Recognition Gold Key Award Employer of Choice

STEP 2 – EVENT SELECTION (prices include GST – GST #106693583RT)

A: Full Conference or Partial Conference

Please check off which package you are choosing (Full or Individual) and circle the applicable amounts.

	Award Recipients	Before March 31	After March 31
<input type="checkbox"/> Full Package (Includes All Meals & Sessions)		\$425	\$525
<input type="checkbox"/> I will be attending the Chairman's Dinner on Tuesday evening			
or			
<input type="checkbox"/> Individual Tickets			
Sunday <input type="checkbox"/> Trade Show Reception		\$55	\$65
Monday <input type="checkbox"/> Opening Breakfast & Keynote Speaker		\$60	\$80
<input type="checkbox"/> Trade Show Luncheon		\$45	\$55
<input type="checkbox"/> Campground Members' Dinner		\$95	\$105
<input type="checkbox"/> Housekeeping Awards Gala	\$55	\$95	\$105
Tuesday <input type="checkbox"/> COR Sunshine Breakfast		\$50	\$60
<input type="checkbox"/> Gold Key & Employer of Choice Awards Luncheon	N/C	\$50	\$60
<input type="checkbox"/> Creating Powerful Customer Experiences		\$50	\$60
<input type="checkbox"/> Chairman's Dinner		\$105	\$115

TOTAL REGISTRATION FEES

B: Business Sessions (included in registration fees)

To assist us with attendance at the Business Sessions, please provide us with your preferred selection:

Monday Afternoon (1 hour sessions) A – Responsible Gaming – What Does the Future Hold? OR B – The Housekeeping Edge
 Monday Afternoon (1 hour sessions) C – What's New at Travel Alberta? OR D – Standards + Benchmarking = Profits
 Tuesday Morning (2 hour sessions) A – Alberta Accommodation Outlook OR B – Why So Stressed?
 Tuesday Morning (1 hour sessions) C – Guestroom 20X OR D – Hotel Safety 101

STEP 3 – PAYMENT

Cheque Enclosed VISA MasterCard Request Invoice

Card Number _____ Expiry Date _____

Cardholder _____ Signature _____

Please complete and return this form with payment information to the Alberta Hotel & Lodging Association
 Mail: 2707 Ellwood Drive, Edmonton, AB, T6X 0P7 OR Fax: (780) 436-5404

Full Registration

- Includes all meals, speakers, entertainment, and prize draws.

Housekeeping Awards Gala

- Attendees must be pre-registered.
- Gala tickets for General Managers and housekeeping staff of award winning hotels are \$55.

Awards Recipients

- All attendees must be pre-registered.
- Recipients of the Gold Key Award, AHSA Certificate of Recognition, and Employer of Choice Award are eligible to attend those award ceremonies at no charge

Convention Dress

- Business Sessions & Trade Show –Business Casual
- Housekeeping Awards Gala –Business/Formal Attire
- Chairman's Dinner –Business/Formal Attire

The AHLA reserves the right to use photos taken at the convention during and after the event.

The AHLA is pleased to accept payment of convention fees by VISA or MasterCard.

Deadline for all award nominations is 4 p.m., Friday, March 19, 2010.

Registrations received prior to March 31 qualify for the Early Bird Draw.

A 100% non-refundable administration fee applies to cancellations received after April 9, 2010.

Watch for updates on www.ahla.ca

TRADE SHOW

Alberta Employment & Immigration
Alberta Gaming & Liquor Commission
Alberta Hotel & Lodging Association
Alberta Hotel Safety Association
Allmar International
Allstream Unified Communications
Anderson Chemicals
Apple Fitness Store Ltd.
Best Buy Canada
Best Western International, Inc.
Birchwood Furniture Co. Inc.
Braidwood Hospitality Management Inc.
Canopco
Christopher Carpets Ltd.
CL Marketing Inc.
Coinamatic Commercial Laundry Inc.
Connect Logistics Services Inc.
Coronet Equipment Ltd.
Custom Amenities Inc.
EMC Publications
Executive Mat Services
Frame Source
Gas Alberta Energy

George Courey Inc.
HED Insurance & Risk Services
Hendrix Restaurant Equipment & Supplies
Hospitality Financial and Technology Professionals
Hotel Equipment & Supply Co.(2006) Ltd.
Hotel Solutions
ILCO a member of the Kaba group
Image Distributors (Canada) Ltd.
Independent Supply Company
InnSource Solutions
Johnson Inc.
LivClean Eco-Stay Program
Milliken Hospitality
Mother Parkers Tea & Coffee
Natural Rest Bedding Inc.
Nerval Corporation
Northern Feather Canada Ltd.
Orkin/PCO Services Inc.
Profitek POS Solutions
Recruitment Solutions International Ltd.
RONA Inc.
Royal Roads University
Schoolhouse Products Inc.

SERTA Mattress Co.
Shaw Hospitality Designs
Simmons Canada Inc.
SimplexGrinnell Edmonton
Smart Hotel Software
SOCAN
Spring Air BC/Restwell Mattress Co.
Staging Canadell (A Division of Del-Air)
Standard Textile Co., Inc.
Sysco Guest Supply Canada
Threshold Financial Technologies Inc.
Time Business Machines
Town & Country Uniforms Inc.
Transworld Hospitality Inc.
Travel Alberta Regional
Unisource Canada Inc.
VingCard Elsafe
W.E. Greer Ltd.
Wentich Enterprises Ltd.
Westport Manufacturing
World Web Technologies Inc.
Zep Manufacturing Company

A complete and up to date list of exhibitors is available at www.ahla.ca

SPONSORS

This conference is possible thanks to the generosity of the following sponsors:

Platinum Sponsors



Gold Sponsors

