



Excellence

TIANB Monthly Newsletter



Tourism Industry Association of New Brunswick

September, 2010

President's Message

Fall is upon us and a good number of you are finally looking at taking that well-deserved break. From the many conversations I have had in the many regions that I have visited through my travel for business and pleasure, the majority has reported a positive summer season. The US market is reported to be steady, the domestic market mainly Quebec and Ontario, steady and on the rise in some areas and finally our regional and local markets, appear to have heeded the many invitations to unforgettable experiences in their back yards!



At the TIANB office, although the staff was able to take a bit of a breather, they continue to work hard on representing your interests and address your issues. In preparation for the September 27th provincial campaign, the Executive Director and I met with the Progressive Conservative Caucus and presented a number of the most pressing issues facing our industry today. From the Minimum wage increase to the highway signage policy to the New Brunswick Tourism Development Strategy. At the meeting with Mr. Alward, we were able to get a commitment from him, that he would support the current ongoing development of a Tourism Strategy for New Brunswick and he would be willing to look into the minimum wage issue. We are confident that through our discussions and lobbying efforts that we have raised the profile of tourism in all of the election platforms, and pushed your issues and concerns to the forefront. We are also confident that through these interventions, we are receiving more of the respect we deserve as an important economic player in New Brunswick.

As President, I congratulate Mr. Alward and his team on winning a history making election and look forward to working with him and the person that will be entrusted with the Tourism portfolio at the cabinet table. I would also like to thank Mr. Stewart Jamieson and Mr. Brian Kenny that have represented our sector at the cabinet table for the past four years.

For those of you that will be closing your doors after a busy summer season, I thank you for your hard work and dedication and we look forward to seeing you all next spring. For those of you in for the long haul, I thank you for your continued efforts in making our industry what it is today and what it holds for the future.

Joanne Bérubé-Gagné

Executive Director's Message

It's already that time and as our President alluded to, it is now the time for some of you to take a break. For my part I was able to take that break and would like to share on my experience with you. I was tasked this year by six of my Quebec friends and their families to organize a tour of New Brunswick after hearing about how great a province we have and the many things available to do. We entered the Province from Campbellton, visited the Acadian Peninsula, the Kent and South East regions, the Bay of Fundy - where I encouraged them to vote for us on the 7 Natural Wonder Contest, Fredericton and exited via Edmundston.

In each of the places we visited, they were amazed by the warmth and generosity of the people. While flying with our Powered Paragliders (Paramotors) we had people offering their fields for us to take to the air, even cutting the grass. We had people offering to get gas for us and all of this without asking for anything in return!!!! We hear it all the time from visitors when we go to trade shows , but when we experience it, it really hits home on how great a province we have. Now the problem I have is they want to come back again, and again...When will I get to visit their regions so I can compare?

The Team here at TIANB is hard at it. From preparing for the many meetings pre-election and continuing to provide training to our industry workers, their owners and operators and those individuals who are thinking of a career in tourism, as well as developing new programs for specific requests as was the case with Taxi Host for Diamond Taxi and the Saint John Airport , we are busy.

Furthermore, in our attempt to enhance our services and communications to you, extensive work continues to take place in the development of our new Website which I strongly encourage you to visit. Please share your comments and suggestions online.

As our workload has been amplified by the departure of two of our employees, (Melynda and Yvan), we have been busy trying to recruit those that will be up to the challenge of exceeding your expectations for the positions.the best . We have also taken the time to brainstorm and develop a work plan in order to be more strategic and able to focus our resources on maintaining our level of service and enhancing it where we can.

In preparation for our next Annual Conference, we have visited the proposed venue and work has begun with the local committee to ensure another great event is presented. We encourage you all to block off May 25 - 27, 2011 on your agendas and make your way to Miramichi for the gathering of the tourism industry not to be missed.

Finally I would like to emphasize the importance of your next visit to www.tianb.com where you will find the latest in industry news, stats, HR tools, services, calendars and program information. You will be able to share your views and provide us with your opinion on topics that affect you.

Thank you for your continued support and all the best.
Réal Robichaud

TaxiHost-NB First Customized Taxi Driver Customer Service Program in NB

Welcome New Members

Saint John, September 7, 2010 — The Tourism Industry Association of New Brunswick (TIANB) is pleased to announce the recent completion of TaxiHost-NB: New Brunswick's first customized taxi driver customer service program held in Saint John in partnership with the Saint John Regional Airport and Diamond Taxi. To date, 36 taxi drivers, dispatchers, and managers have become provincially certified as TaxiHost-NB specialists in customer service and the art of service recovery.



We wish to welcome the new members who joined TIANB

Bistro on the Blvd
Call Rocky Consulting
Foire Brayonne
Homeport B&B
Kiwanis Oceanfront
Campground
MacKellar Cunningham &
Associates
Miel N-Bee Honey

TaxiHost-NB was developed as an introductory workshop based on the principles of outstanding customer service. The program was customized for the taxi industry with focus on developing the following customer service skills: local and provincial tourism product knowledge, making a positive first impression, improved communication techniques, serving customers with disabilities, handling customer concerns, and effective listening.

The volume of passenger activity at the Saint John Airport has increased for three consecutive years which has triggered the need for a tailored customer service program for taxi companies in that region. As the total tourism dollar expenditures by visitors in Saint John increased to reach a new high of \$246.2 million in 2008, so did the need to provide professional customer service training and tourism product knowledge to those organizations that experience high volumes of visitors, such as taxi companies.

[Click here for a complete list of TIANB members.](#)

TaxiHost-NB is also designed to help taxi companies recognize the importance of promoting regional and provincial tourism as a way to improve the image of both the driver and the taxi company, encouraging local residents to stay and explore the community and generate new and return visits by their passengers.

Joanne Bérubé Gagné, the President of TIANB, has indicated great interest in developing other partnerships to offer Taxi Host in communities around the province. Mrs. Bérubé Gagné applauds Saint John's Airport and Diamond Taxi's initiative with TIANB in ensuring visitors and users in Saint John have a positive and memorable experience.

National Food Safety Train-the-Trainer

The NFSTP Train-the-Trainer sessions are suitable for individuals who have a background in foodservice, food safety or related fields. Participants may include food and beverage managers, educators, consultants, corporate trainers, health inspectors and others with relevant

experience or training.

The cost of registration for this 2-day workshop is \$299 which includes all training materials, exams and certificates.

Registrants will receive a professionally developed CD-ROM with PowerPoint®; speaking notes; Pre-session Workbooks; and a Code of Practice.

As an NFSTP Trainer you will be able to provide food safety certification to your company or clients for as little as \$33 per person.

October 18-19

Moncton, NB

8:30 am - 5:00 pm

Special rate at the Crowne Plaza Moncton for participants

emerit Professional Certification

emerit Professional Certification is the pinnacle recognition in the Canadian tourism industry. It is awarded when an employee demonstrates that they have mastered the required skills and met the standards of their profession in a practical job setting. This includes writing an examination proving their knowledge of the *emerit* material, followed by evaluation in a real-world setting to demonstrate their mastery of the practical course component.

emerit certification is a professional credential recognized by tourism employers across Canada. When an employee earns this important credential it means they demonstrated competence and met all the job standards set by the industry.

For more information, contact Catherine or visit www.emerit.ca



HR Forum - "FRESH Ideas: New Opportunities - Developing a Dynamic Workforce"

Registration is now open for the Canadian Tourism Human Resource Council's 9th Annual Tourism HR Forum November 15-17, 2010 at the

Edmonton Marriott at River Cree Resort.

This year's event addresses critical HR issues currently facing the tourism sector, including the labour shortage, staff recruitment, retention, and training. A variety of forum sessions will provide strategies and suggestions for attracting, retaining, and leading top talent.

Registration for the Forum and an exciting preliminary program are available now at www.cthrc.ca/hrforum.



NB's Hospitality & Tourism Job Board

TIANB is connected with various employment agencies throughout New Brunswick. This portal is designed to help the employer with a cost effective way to advertise a job posting. The information will be read by employment councilors/development officers and individuals from every region of the province.

All TIANB members can place recruitment ads for **FREE**.

All ads will remain on the job board for one month maximum. Ads can be resubmitted as necessary. [Click to visit the job board and find details about posting your position](#)

2010 HAC Hall of Fame Awards of Excellence

August 24, 2010 - Ottawa, ON - The Hotel Association of Canada (HAC) is now accepting entries for the 2010 Hall of Fame Awards of Excellence.

Now in its seventh year the Hall of Fame Awards program continues the association's tradition of acknowledging the strong standards and values of those involved in and with the lodging industry.

Each year the Hall of Fame Awards attracts more and more entries from HAC members across the country. The Awards program proudly recognizes those individuals, companies or properties that have demonstrated significant accomplishments, exemplary leadership and tireless commitment to our industry.

[Click here to nominate someone or for more details](#)

2010 Canadian Tourism Sector Compensation Study

September 10, 2010

Gain access to the latest compensation and benefits data by participating in the 2010 Canadian Tourism Sector Compensation Study.

As an employer, you can't change economic or labour market trends, but you CAN change the way you respond to these issues. To attract, recruit, and retain skilled workers for peak performance in your workplace, you need to show your employees that your compensation package is competitive.

All survey participants gain access to regional compensation data for 31 occupations sorted by industry group and employee work patterns (full-time/part-time/seasonal). As a participant, you will also benefit from information on turnover rates, minimum wage impacts, and benefit and incentive programs. All of this valuable information will facilitate your understanding of the tourism labour market, which will allow you to assess how competitive your compensation package is. The more competitive the package, the easier it is to attract and retain the staff you need to run your business effectively.

The survey takes 10 - 15 minutes to complete and covers human resource policies related to compensation. Once you complete the survey, you will be asked to submit compensation data for your business/organization either online or using an Excel spreadsheet. All compensation data provided will be kept anonymous and used only in aggregate form.

The 2010 Canadian Tourism Sector Compensation Study is conducted by Hay Group on behalf of the Canadian Tourism Human Resource Council (CTHRC), along with provincial/territorial tourism Human Resource Organizations (HROs).

[Click here to Participate in the 2010 Tourism Sector Compensation Study!](#)

Upcoming TIANB Training Events

October 12th
National Food Safety Training Moncton

October 18th
Responsible Beverage Saint John

Check our [Training Calendar](#) for the most up to date listings of our training programs

For more information or to register, please communicate with [Ann Purdy](#) at **(506) 874-9320** or ann.trainer@tianb.com