



Excellence

TIANB Newsletter



Tourism Industry Association of New Brunswick

September 2011

Message from the President

Autumn is Almost Here!

Summer arrived after what can only be called a rather challenging spring. But July and August have given us some much needed warm weather and sunny days. The season, although not a record breaker by any means, has brought to us guests from throughout our region and the world. NB continues to offer unique experiences for all the people who come here, either on their yearly trip home or for that break away or for a new adventure in a part of the world they have never experienced before. At TIANB, we are continuing to deliver training programs, create new ones and keep our programs current to the market. A case in point is the work we are doing with the Food Safe program. This program will give your employees a five year certification to meet the new upcoming requirements from the Provincial Government. If you haven't checked into the program, please visit our website and contact TIANB staff for more details.

TIANB has also been working on the minimum wage issue over the past several months. The latest news from the Minister of Post Secondary Education, Training and Labour was to put on hold the latest round of minimum wage increases until further study and consultation was done. We have maintained since the beginning

that we need to go slow, evaluate often and assess whether the increases are beneficial to our industry and those who struggle with poverty or whether this quick increase to a businesses cost is detrimental. What we have learned is that for the most part, it is not as beneficial as the pundits would claim. Over the past several months we have heard from our members who have said they are hiring less and we have seen the Statistics Canada Employment numbers for NB get worse and worse. We believe a cost/benefit assessment is due.

I want to wish you all continued success for the rest of the summer and into the autumn. The growth of our industry means that we now have tourism experiences for all seasons and we wish you success in all seasons!

Respectfully

Joanne Bérubé-Gagné
President

Ready to Work

This fall brings a new installment of the Ready to Work program. The overall objective of the Ready-to-Work (RTW) program is to provide individuals with essential tourism skills so that they may find long-term employment and a career in the tourism and service industry.

Individuals who graduate from the RTW program receive relevant, transferable and nationally recognized skills training. Participants will receive the following training as part of the three week program:

- SuperHost Atlantic
- Responsible Beverage
- National Food Safety
- Workplace Health and Safety
- First Aid and CPR
- Workplace Etiquette

The program will run in Saint John from September 19-October 7, 2011. The completion of this program will see 15-20 newly trained individuals ready to work for you!

For more information on this program or to collect resumes from this fresh pool of talent please contact Catherine at 1-800-668-5313 or catherine@tianb.com

It Costs You to Replace Employees, but it Pays to Train

What are you getting back from your investment in Training? How much are you spending on constantly replacing staff? The CTHRC has the tools to provide the answers

Having well trained, professional employees is important for any business, but determining the actual cost and value of training can be difficult. The Canadian Tourism Human Resource Council ([CTHRC](#)) is pleased to offer a [Return on Training Investment](#) tool (ROTI) that provides businesses with the means to identify the costs and benefits of training in real dollar values. Available for free online at [Employers of Choice](#), ROTI calculates the cost of training, return on training investment, and the number of weeks required to recover the cost of training by comparing six performance measures before and after training: sales, upselling, staff turnover, customer satisfaction, employee competence, and cost savings.

Investing in training is proven to reduce employee turnover, the "expense without an invoice". The free online [Employee Turnover Cost Calculator](#) allows businesses to measure this expense and compare it to the cost of retention strategies that reduce turnover and increase profits. Employers who use the Employee Turnover Cost Calculator and the Return on Training Investment tool together will develop a clear understanding of how effective training programs affect their bottom line, and how investing in their employees can keep their business competitive in the face of labour shortages and other human resource challenges.

For more information on [ROTI](#), the [Employee Turnover Cost Calculator](#), and other [HR and business planning tools](#) offered by the CTHRC, please visit [Employers of Choice](#).

What's new at NBCC St Andrews campus

The following is a brief overview of new programming in the area of Hospitality & Tourism Operations, offered by the New Brunswick Community College (NBCC) at the St. Andrews campus location.

The NBCC, in consultation with various sectors of the hospitality and tourism industry, identified the need for highly-skilled 'job ready' employees. With that, a series of three individual, 1-year certificate programs were developed and are currently being offered.

The **Hospitality & Tourism Operations: International Travel and Tourism** program is designed to provide graduates with advanced skills suitable for working in Canadian and international travel and tourism business environments. This one-year, highly practical intensive program combines classroom work, industry attachments, practical work experience and international travel so that graduates leave the program with a deep understanding of the industry and the ability to function in a professional setting.

Graduates are able to apply advanced skills in marketing and sales to develop and implement tourism destination products (eg. sport, cultural, adventure, event, entertainment, recreation, education, history, culinary). As they develop significant insight into the nature of social and geographic cultural diversity, they use this knowledge for product development, communication, negotiation, travel counselling and profitable business practices.

The **Hospitality & Tourism Operations: Hotel and Restaurant Operations** program is designed to provide advanced skills relating to lodging and food and

beverage operations by providing an intensive, highly practical learning environment in this one-year program. While focusing on developing business skills specific to a range of lodging and food and beverage operations, students are engaged in the practical applications of food & beverage service, lodging services and culinary techniques.

Graduates leave the program with unique hands-on experiences gained through providing food & beverage service for events both within our facilities and in the local community, and through the operation of our on-campus full service Lady Dunn Dining Room. Working with industry partners, students apply hotel operations theory in a hotel setting as interns, and in lab classes through hotel specific learning activities that are problem solving in nature. Industry-related technology is used to ensure graduates are current with industry trends; these experiences result in personal growth, enhance team work and leadership skills, and build self-confidence.

Students spend the majority of their time engaged in practical training to develop service techniques appropriate to a wide range of food and beverage facilities, and property administration skills applicable to any style of lodging facility. A work experience at approved restaurants or lodging facilities enhances training and gives students additional hands-on experience. Students learn to think on their feet, and lead a diverse range of operations while balancing practical actions with creative solutions.

The **Hospitality & Tourism Operations: Culinary Arts** program is designed to provide advanced skills in the sound practices that are used in both modern and classical kitchens. This highly practical and intensive one-year program focuses on culinary skills development, essential skills development, kitchen operations and business theory. The program blends the application of classical cooking techniques with new trends and idea while incorporating current business management concepts into the practical learning and extends the learning experience outside the on-site kitchen and classroom.

This approach results in a dynamic and comprehensive learning experience grounded within the context of a real environment of culinary excellence. Graduates develop their own cooking style through creativity, passion, focus, dedication and research. Students in the program become confident and competent as they gain experience preparing a wide range of food items, experimenting with a variety of ingredients and flavouring as well as acquiring cooking techniques that complement a broad range of food service models and protocols.

Upon graduation, students will have over 900 hours of hands-on culinary training as they develop food preparation and professional kitchen operation skills - including a work term at an approved location. Graduates are trained to work in institutions, cruise ships, catering, hospitality supply companies, hospitals, convention centres, hotels and many other culinary-related businesses.

It is important to note that each of the above three programs offer a minimum of a three- week practicum period. Graduates from each of these programs can readily transfer into the second year of the 4-year Bachelor of Applied Management:

Hospitality & Tourism degree program offered at the University of New Brunswick, Saint John campus. Other academic transfer opportunities also exist.

The NBCC will continue to expand tourism training at other campus locations in New Brunswick. For further information on any of these new programs, please contact Allan Gray, Department Head, at (506) 529-5038 or allan.gray@nbcc.ca

HR Forum 2011

HR Forum 2011

Registration is now open to the [10th Annual Tourism HR Forum](#), November 14 to 16, 2011, in Charlottetown, Prince Edward Island!

Join executives, managers, private industry, corporate trainers, educators and associations.



Culinary

Fall is a great time to taste New Brunswick! Take your tastebuds for a walk at these fantastic festivals happening around the province this season:

Oyster Festival: Maisonnette, NB October 7-9, 2011
<http://www.festivaldeshuitres.com/>

indulge Festival: St. Andrews, NB October 14-16, 2011
<http://indulgenb.com/>

World Wine and Food Expo: Moncton, NB October 29 - November 5, 2011
<http://www.wineexpo.ca/>

NB Spirits Festival: Fredericton, NB November 17&18, 2011

Welcome New Members



We wish to welcome the new members who joined TIANB

Fancy Pokket Crop
Big Eric's
World Wine & Food Expo
La Coopérative de Saint Quentin
Picket Fence Motel
The Trophy Man Ltd
Town of Riverview
Beaver Curling Club
O'Reilley Foods Ltd.
Peter Murray
JMC Pizzaria Inc
Résidence Beaux Souvenir
United Way of Greater Moncton & South Eastern NB
Ed's Subs/ Carroll's Bakery
Hampton Inn & Suite, Saint John
Chambre de commerce de la région d'Edmundston
Raymond Gallant & Fils Ltee

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

Responsible Beverage

<http://www.whiskynb.ca/>

TIANB Training - Food Safe

TIANB training events will be listed in chronological order
Please contact Ann Purdy to register for any of these training events 1(800) 668-5313 or local in Moncton at 874-9320

September 27 - Food Safe, Moncton - Registration Deadline Sept 19

October 12 - Food Safe (en francais), St. Quentin - Registration Deadline October 3

October 13 - Food Safe (en francais), Kedgwick - Registration Deadline October 3

October 19 - Food Safe (en francais) Beresford, Registration Deadline October 7

October 19 - Food Safe, Miramichi - Registration Deadline October 7

October 25 - Food Safe, Fredericton - Registration Deadline October 11

November 2 - Food Safe, Bathurst - Registration Deadline October 18

November 3 - Food Safe (en francais), Campbellton - Registration Deadline October 19

November 9 - Food Safe, Saint John - Registration Deadline October 26

**Please note, you must register and REVIEW the book before the class to ensure success

Handy Links

[NB Tourism and Parks](#)

[NB Department of Health - Food Safety](#)

[HR Toolkit](#)

[Business Builders Toolkit](#)

[Revenue Canada Tax Breaks](#)

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[Revenue Canada payroll information](#)

[Province of NB, Business New Brunswick Financial Programs for Businesses](#)

[Workplace Health and Safety](#)

[Human Resources for the Tourism Sector](#)

Contact Information

You can call us toll free 1-800-668-5313, visit our website at www.tianb.com , email us info@tianb.com ,or come in for a visit at 500 Beaverbrook Court, Suite 440, Fredericton.