



Excellence

TIANB Monthly Newsletter



Tourism Industry Association of New Brunswick

Spring 2011

Message from the President

It has been a busy time for us at TIANB. We have been working on advocacy issues, TIANB staff has been delivering training programs, developing curriculum for NB's grade 11 Tourism and Hospitality students, and we have been involved with the Explorer Quotient (EQ) information sessions in partnership with the Department of Tourism and Parks.

Our training programs have been showing strong growth and we are delivering programs not only to our membership but also preparing people to enter into the tourism industry and food & beverage sector through our Ready to Work program.

Plans are well underway for another terrific Annual Conference. This year in Miramichi on May 25 to 27th, the time to register is now so you can take advantage of the Early Bird pricing.

The EQ information sessions were a great example of how we and our government can and do work together. I hope that many of you made it out to these sessions. They provided some terrific information about how this program will work, the benefits we hope to see and how it affects all of our businesses. There is no doubt that it is a significant departure from the older demographic based marketing

model. The new model based on psychographic profiles is interesting and it does give a good shake up in the whole way we are marketing our province. ([Click here](#) to visit TAP EQ website)

Finally, I would like to remind you all to go on line and [vote for the Bay of Fundy](#) as one of the 7 Wonders of the World. This has provided us in NB with some great PR and we need you all to get online and keep the momentum going.

Joanne Bérubé-Gagné
President

Advocacy Update

A significant part of what TIANB does is to make sure your voice is heard strongly and clearly with the various levels of government. TIANB makes sure issues that affect the tourism industry are addressed in a way that benefits or in some cases minimizes the negative impact on our industry partners. Currently there are three major issues facing our sector; Minimum wage increases, Destination Marketing Fee and marketing funding to TAP.

Minimum wage issues moved full on to the front burner during the last part of January and into February. Following a meeting with Premier Alward, Minister Coulombe and Minister Higgs and a presentation to the Minimum Wage Advisory Board, we were extremely pleased to hear Minister Higgs' mention that a full review should be made to the policy. "Minimum wage policy should be reviewed particularly as it relates to new hires and the food service industry" Minister Blaine Higgs, March 22, 2011. We will continue our lobbying efforts and see that the provincial government follows through on their promises regarding the Minimum Wage issue.

TIANB and our membership are not against poverty reduction, on the contrary, we are all for a prosperous province full of opportunity. To that end, we fear that arguments put forth by groups representing the poor to increase minimum wage to counter poverty, can potentially produce the absolute reverse effect.

A second issue that has been on and off the stove for a while is the issue of a Destination Marketing Fee. So to keep on its promise to a consultative process, the TIANB Board developed principles where the funds would be collected and managed by the industry and not by the provincial and/or municipal government. TIANB is lobbying on behalf of its members for the introduction of an enabling legislation that would give the municipalities the authority to introduce a bylaw whereby accommodation establishments would be allowed to collect such fee as stipulated by the local/regional industry committee.

Furthermore, it was established that any and all monies collected would be

additional to monies already invested by the provincial/municipal governments and at no cost the investments of the latter be reduced. TIANB has been invited to make a presentation to the government on this issue.

TAP marketing budget is always a relevant issue. We have made numerous presentations prior to the changing of the government and continuing on through the current government's budget consultation. We were active almost on a daily basis to make sure the new government understood the importance of tourism in a viable and sustainable NB economy. With Minister Holder echoing our views, we were pleased to see the TAP marketing budget appears to have been spared. We will be paying close attention to the Department's budgetary estimates where more details will be outlined. We remain, however, confident that we were successful in what we consider to be the first round of discussions in making a strong representation on behalf of our membership. We would also like to thank Minister Holder for his support and collaboration at the Cabinet table in convincing his colleagues of the importance of Tourism in NB's economy.

Réal Robichaud
Executive Director

TIANB Annual Conference

Don't miss the 2011 TIANB Annual Conference
Save \$200 by registering now!
Early Bird Deadline April 30th

The TIANB Annual Conference is a gathering of more than 250 tourism operators from around the province that has gained a lot of popularity in recent years mainly due to the networking opportunities it offers. It is an event where you can share, communicate, network, and celebrate outstanding successes from within the province.

TIANB will hold its 2011 Conference in Miramichi from May 25-27. The conference will be split between the Miramichi Agriculture Exhibition Centre and the Rodd Miramichi River Resort.

Lynn Crawford has a 26 year history of extensive culinary experience. Chef Crawford has traveled throughout Canada and the United States and gained her culinary strength and knowledge by surrounding herself with world renowned Chefs working at top destination restaurants and hotels. Maintain a philosophy that food needs to be celebrated and shared with family and friends, Lynn believes that food is not something that should be kept to oneself but shared amongst many as a means of providing a sense of enjoyment. "I love people. I love food. And I love sharing so if that's my role and future, then that's perfect for me"

Chef Crawford will be making a presentation on how to create a culinary experience with emphasis on local produce.

Amber Mac is a consultant, host and journalist who has championed, chronicled and even helped to enable the gargantuan growth of social media as a force for improving business and community. Enthusiastic and deeply authoritative, she is a leading voice of the Web generation.

Amber MacArthur will be making a presentation about how to actually make social media work in a small to medium size business.

Pierre Battah bba, mba, chrp is an expert in management and human resource management. His practice is focused on teaching, facilitating and especially providing counsel to individuals and organizations. He is currently an associate professor at Mount Allison University and is an award winning management development instructor.

Pierre Battah will be talking about training and HR issues that affect retention

Over the past two decades **Michel Gauthier** has distinguished himself in the festival, event, tourism and recreation industry. Michel managed Winterlude for five years and then went on to manage Ottawa's oldest and most prestigious festival the Canadian Tulip festival for 14 years.

Michel Gauthier will be making a presentation on how to develop and grow an idea into a community festival to benefit the tourism sector.

You can register any time by contacting TIANB at 1.800.668.5313 or email at info@tianb.com or you can get your registration form by [clicking here](#)

Featured Training Program



Design, plan and execute events with polish in 2011

This is the year to enhance your skills with one of three event professional certifications from *emerit*. Set yourself apart by starting your path to an event management practitioner designation.

Event Coordinators

emerit trained Event Coordinators are able to bring together all the little details that create an unforgettable event experience! With *emerit* training, we add to your passion for

Welcome New Members



We wish to welcome the new members who joined TIANB

Town of Hampton
Port of Saint John
Stellart Web
LG Electronics
Best Western Saint John
Country Inns & Suites
Moncton
Riverside Rentals
Learnisphere

people and endless enthusiasm, and help you develop a broad range of multidisciplinary skills from human resources to budget management. With *emerit* Event Coordinator training, Event Coordinators can study the following modules:

- administration
- event co-ordination
- interpersonal skills
- marketing plan
- implementation
- human resources co-ordination
- professionalism

[Click here](#) to watch a video on Event Coordinator training

[Click here](#) to visit the *emerit* Event Coordinator training website

Event Manager

emerit-trained Event Managers see the "big picture" when it comes to planning and organizing an event. Whether it's an executive conference or a dream wedding, *emerit*-training gives you the tools to execute flawless events. From negotiating with vendors to designing the perfect marketing plan, you run the show and your abilities increase event revenue, profile and recognition. With *emerit* Event Manager training, Event managers can study the following modules:

- events management
- event risk management
- program planning
- marketing
- human resources management

[Click here](#) to visit the *emerit* Event Manager training website

Are you ready for 2012?

Well we aren't talking about the end of the world as has been predicted by a number of soothsayers. No we are talking about the new legislation that is coming down the pipe which says that **all operations that offer food must have one person per shift on duty who is certified with a National Food Safety Training Program.**

The National Food Safety Training Program (NFSTP) is a five year certification. It was developed by the Canadian Restaurant & Food Service Association (CRFA). It is recognized by all Health Authorities Canada wide. It covers both the National Standards in Food Safety and the Provincial Standards.

Motel 6
City Grill
Captain Dans
The Castle Inn
Diamond Taxi
Miramichi Exhibition
Roosevelt Cottage
FREX
Schnitzel Parlour & Fackleman's Chocolates
Nepisiguit Sports Lodge
Fredericton Convention Centre
Tobique Truck Stop
Magnetic Hill Winery
Chez Ra-Ly
Maple Café D érable
Roosevelt Campobello International Park
Synthèse Communication
Gaston Adventure Tours

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

Responsible Beverage

Protect
Prevent
Prosper

with Responsible Beverage training

Now Online for \$45 per participant

[Click here for more information](#)

emerit



Groom your workforce,

The program will help any food service operator create a safe and responsible team as well as reduce waste by developing and advancing their skills in such things as; time and temperature control, cleaning and sanitizing, chemicals and safety.

The program is designed to help participants identify and reduce many different types of hazards in the kitchen and to maximize the knowledge of food handlers in food safety. NFSTP is for food service managers, food handlers including all servers, retail food workers and students.

This particular program is critical for businesses, employees, the public and the Tourism Industry and will save you money.

- It shows **Employees** they are a valuable investment in the organization thereby creating long term, loyal relationships with your team.
- It will reduce waste and therefore reduce food loss, **improving the bottom line.**
- It benefits the **Public** in general by assuring their health and well being is being taken very seriously by responsible establishments.
- It benefits the **Tourism Industry** by helping to create a high standard in the Food & Beverage industry

After completing the one day workshop and successfully passing the exam, participants will receive the NSFTP certification in food safety from the Canadian Restaurant and Foodservice Association. This certification is valid for 5 years.

For more information contact Ann at ann.trainer@tianb.com or 1.800.668.5313



boost productivity, and increase your revenue with *emerit* training products

[Click here for more information](#)

Handy Links

[NB Tourism and Parks](#)

[HR Toolkit](#)

[Business Builders Toolkit](#)

[Revenue Canada Tax Breaks](#)

[Revenue Canada payroll information](#)

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

[Workplace Health and Safety](#)

[Human Resources for the Tourism Sector](#)

Ready to Work gets results...and jobs!

(Fredericton) The Tourism Industry Association of NB (TIANB) has been offering a unique training experience for newcomers to the Fredericton area. In partnership with the Multicultural Association of Fredericton, TIANB is training people to work in the tourism industry. With an employment success rate of over 60%, this program gives people the transferable skills needed to fill the skilled labour shortages of the tourism industry.

It has been reported that by 2025, the shortage of skilled labour within our industry will create serious impediments to businesses throughout the province. The Ready to Work program actively seeks to counteract this imposing trend. The training is specially designed to create highly skilled and motivated employees for employers in the Fredericton area. In other locations where this program has been offered its success has garnered glowing reports from both the participants and the employers.

"This is a wonderful program that connects people who want to work and learn with Employers who want trained and skilled people for their businesses." Says Joanne Bérubé-Gagné, President of TIANB. "We have worked hard on this program to create an experience that is rewarding for the participants and is very beneficial for the employers."
Continued Bérubé-Gagné.



The importance of quality and a "quality experience" are synonymous when speaking of a vacation and travel experience. Discussions among industry operators and government representatives from across the Atlantic region continuously identify the need for a way to "measure" the quality of an experience or the satisfaction of a visitor at an accommodation, restaurant or attraction.

In keeping with consumer expectations of having a "quality experience," the Atlantic Canada Tourism Industry Association Caucus provides a Quality Assurance/ Visitor Satisfaction Program for small and medium sized accommodations in Atlantic Canada.

The program allows visitors to rate their experience at accommodations throughout Atlantic Canada and enable operators to learn more about their individual strengths and weaknesses.

The program also gathers macro information for each province, which will identify service deficiencies and help demonstrate how operators can enhance the visitor experience and in turn, improve the overall operation of their business. TIANB plays a pivotal role in developing and delivering training to operators based on the macro feedback collected.

The Visitor Satisfaction Program (VSP) in partnership with Atlantic Canada's four tourism industry associations, ACOA and the four departments of tourism in Atlantic Canada is accepting participants for its Visitors Satisfaction Program for accommodation and campground operators in Atlantic Canada.

Operators pay an annual modest participation fee (\$50.00 to \$100.00). Unique to this program is the amount of quality research available to each operator specific to their individual property. Learn from your guest "how you are doing" as well as, "how you are doing compared to other operators in your region, province and throughout Atlantic Canada".

"Having an unbiased user friendly system in place that guests can provide honest feedback about the property they have stayed at, is extremely important to be a part of. Logging in often and sharing this information with our management team has made us a much more guest oriented property".

Jim Gertridge Rodd Miramichi River, A Rodd Signature Hotel

For more information about this great program contact Scott Kennah at scott@tianb.com or by calling 1.800.668.5315

TIANB Training

Complete Responsible Beverage anytime, anywhere - [now available online!](#)

For more information on training, please contact Ann Purdy at (506) 874-9320 or ann.trainer@tianb.com

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

Contact Information

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