

# GATHER AGAIN



## Hospitality & Tourism Industry Conference and Tradeshow

World Trade Centre  
PrairieLand Park,  
Saskatoon

# 2021

### MONDAY SEPTEMBER 27TH

**3:00–3:45pm Annual General Meeting**  
*The purpose of the Annual General Meeting is to receive reports, approve the 2020 audited SHHA Financial Statement, vote on resolutions and vote in the election of new directors (that have been received and filed prior to the meeting.)*

**4:30–6:00pm Brewers' Reception**  
*Brewers invite you to enjoy their complimentary beverages as you visit with colleagues.*

**6:00–8:00pm Delegate Dinner**  
with special guest Hon. Jeremy Harrison  
*Minister of Trade and Export, Development;  
Minister of Immigration and Career Training;  
Minister Responsible for Innovation Saskatchewan;  
Minister Responsible for Tourism Saskatchewan*



### TUESDAY SEPTEMBER 28TH

**8:00–9:00am Breakfast**

**9:00–10:00am Introduction**  
Jim Bence, President & CEO Hospitality Saskatchewan  
**Opportunities in Times of Change**  
Jonathan Potts, CEO Tourism Saskatchewan

**10:00–11:00am Hotel Financial Literacy**  
David Lund  
*Create hotel teams who know how to increase profit. David Lund is The Hotel Financial Coach, a hospitality financial leadership pioneer. He has held positions as Regional Controller, Corporate Director and Hotel Manager with an international brand for over 30 years. David authored an award-winning workshop on financial leadership and has delivered it and others to hundreds of hotel managers.*



**TUESDAY SEPTEMBER 28TH CONTINUED**

**10:00–11:00am Covid-19 Recovery Update for Employers**

Brent Matkowski, Partner MLT Aikins  
*Overview of the latest legal topics impacting your workplace such as vaccination policies, disclosure of vaccination status, and the ongoing impact of COVID-19.*

*Brent Matkowski assists employers with labour and employment law matters including labour relations, human rights, occupational health and safety, certification, collective agreement negotiation, workers' compensation, employment standards, employment contracts, employer policies and discipline.*

**10:00–11:00am Niche and Passionate Markets**

Presented by Tourism Saskatchewan  
*People who travel to pursue their passions often stay longer and spend more money. Learn the value of attracting niche and passionate markets and why Tourism Saskatchewan is targeting niche-based travellers to ensure long-term growth of the industry. Presenters: Amy McInnis and Jeannette Lye*

**10:00–11:00am Economic Development**

Christian Boyle, CEO Glyph Creative Strategy, a strategic consulting agency, focusing on helping communities develop strong sustainable tourism  
*Recovery for established and start up rural attractions.*

*It is core to Christian's purpose that the work undertaken at Glyph Creative Strategy is done through meaningful consultation with the goal of bringing long-term sustainable benefits to Indigenous communities and businesses. It's the only way to create lasting prosperity and move Canada forward in a positive, inclusive way.*

**11:00–12:00 Goodbye Stress. Hello Life! Reclaim your power and start living for YOU**

Allan Kehler, Mental Health Advocate.  
*Drawing from his own experiences, Allan will inspire you to persevere through your personal challenges rather than avoiding or escaping them. You will be encouraged to take an honest look at what lies beneath your stress and be provided with tools to heal through a holistic approach.*

*Allan is a mental health advocate, international keynote speaker, and best-selling author of four books. His writing has been published in countless national magazines and he has been featured on several television and radio programs. He has also instructed various mental health related courses at the college level and spent years working as an addiction counselor and clinical case manager.*

**11:00–12:00 Identifying Local Talent to Diversify Tourism Potential**

Presented by Tourism Saskatchewan  
*Every Saskatchewan community offers visitors something unique. Learn how to enlist community ambassadors and build on local talent, knowledge or expertise to enhance tourism in your area. Presenter: Corrina Kapeller*



**Lunch Keynote Address**

Beth Potter,  
 President & CEO Tourism Industry Association of Canada  
*Beth Potter is an accomplished leader with over 35 years of diversified provincial, national association experience, and close to 20 years in the tourism sector. In March of 2021, Beth joined the Tourism Industry Association of Canada (TIAC), with a vision to heighten the awareness of the industry across Canada, and to strengthen the organization's advocacy objectives and results as the sector works through and post the COVID-19 pandemic. At the international level, Beth is an active member of the World Travel and Tourism Council (WTTTC) COVID-19 Taskforce and Government Affairs working group.*

*As a testament to her leadership in the industry, Beth was recently named one of the Top 50 Women in Travel by the Global Business Travel Association.*

**1:00–2:00pm Hotel Financial Literacy**

David Lund

**1:00–2:00pm Forging the Future of Indigenous Tourism in Canada – Build Back Better**

Keith Henry, President & CEO.  
 The Indigenous Tourism Association of Canada.

*Keith Henry has become an international Indigenous cultural tourism leader receiving Indigenous recognition as the former CEO for Aboriginal Tourism Association of British Columbia (AtBC). In April 2014, the inaugural World Indigenous Tourism Alliance award recognized the work of AtBC and Mr. Henry's leadership. Mr. Henry has been spearheading the growth of authentic Indigenous tourism in Canada as he worked to redevelop the national Indigenous Tourism Association of Canada as elected chair when this organization incorporated in April 2015. In October 2015 Mr. Henry took the full-time role as the Indigenous Tourism Association of Canada's President and CEO.*



**2:30–3:30pm Dealing with Tourism's Systemic and Chronic Workforce Challenges**

Philip Mondor, President  
 Tourism HR Canada

*Philip Mondor is a recognized labour market specialist with more than 25 years of experience. Recently, Philip was appointed to the Deputy Minister's Advisory Council, Immigration, Refugees and Citizenship Canada and to the National Stakeholder Advisory Panel of the Labour Market Information Council. Philip is an advisory member of the Ted Rogers School of Hospitality and Tourism Management, Ryerson University. He is a Board member of the Events Management Body of Knowledge, and a technical advisor to the International Network of Skills Sector Organizations.*



**2:30–3:30pm Best Practices in Content Marketing**

Presented by Tourism Saskatchewan  
*Reaching consumers in a competitive and crowded marketplace requires businesses to be "always-on"—delivering valuable and engaging content to acquire new customers and gain their loyalty. Learn about best practices and the value of content marketing from Tourism Saskatchewan content creators and digital consultants.*



## TUESDAY SEPTEMBER 28TH CONTINUED

### 4:00–5:00pm Cyber and Privacy Risks in Hospitality

Sponsored by Western Financial  
Presented by Ms. Mouna Hanna  
Partner, Dolden Wallace & Folick LLP  
*It is no secret that cyber threats continue to plague the hospitality industry. With a high volume of transactions and customers, hotels can be attractive targets for data breaches, ransomware, and other cyberattacks. This presentation will provide you with an overview of the current and emerging cyber security risks, the legal implications following a cyber attack or a data breach, and how you can be prepared.*

Mouna Hanna is a Certified Information Privacy Manager (CIPM) designated through the International Association of Privacy Professionals and holds a Certificate in Privacy Law and Cybersecurity from Osgoode Hall Law School. She sits on the Board of Directors of the Canadian Defence Lawyers and on the Ontario Bar Association's Privacy & Access to Information Section committee. Mouna is also a contributing author of the book "Cyber Liability and Cyber Insurance in Canada", published by Thomson Reuters in 2020.

### 4:00–5:00pm Building Your Business

Tourism Saskatchewan Programs  
*Tourism Saskatchewan offers a number of programs to support tourism businesses, communities and events to be sustainable and profitable. Learn about funding programs for co-operative marketing, event sponsorship, and new experience development as well as the AWesome Experience Design Studio online course.*  
Presenters: Denise Stroeder and Nathan Morrison



## WEDNESDAY SEPTEMBER 29TH

### 8:00–9:00am Breakfast

### 9:00–10:00am Managing Through Rising Food Prices and Chaos in the Food Supply Chain

Greg Prokopowich,  
Director of Business Resources, Sysco Canada  
*With over 30 years of Food Service Sales, Greg originally started up and lead the development of Sysco's Business Resources team over 17 years ago in Winnipeg. This team is now a regional team with members based in Regina and Winnipeg and is comprised of Business Resource Specialists whose primary focus is the health and business success of every Sysco customer. This passionate and driven consulting team is comprised of culinary, operational, marketing, and other industry expertise. They are not afraid to bring solutions and ideas to every business challenge associated with running restaurants.*

### 9:00–10:00am Covid-19 Saskatchewan Hospitality Industry Impact and Recovery Forecast

Mark von Schellwitz, VP Western Canada, Restaurants Canada  
*Mark von Schellwitz's work on numerous public policy issues in BC, Alberta and Saskatchewan over the years has helped association members in the challenging foodservices industry grow and prosper. Mark continues to be a strong advocate for the hospitality industry and represents the industry on numerous small business and tourism related organization boards and committees. Mark is past Chairman of the Coalition of BC Businesses and of Go2 (BC's resource for people in tourism).*



### 10:00–11:00am Future of Craft Brewing in Saskatchewan Where are we, and where are we going?

Glenn Valgardson, General Manager,  
Pile O' Bones Brewing Company  
*We are craft beer drinkers and award-winning home brewers. We know you only get out of a beer what you put into it. That's why we're committed to using the best quality ingredients we can get our hands on and treating them with respect. Whether it's malt and other grains, water, yeast or hops; we pay attention to every detail to ensure we're producing a quality craft beer for you.*

### 11:00–11:45am Well Made...Elevating the Customer Experience with Conciere

Presented by QUASEP  
Presenter: Carlos Villarreal,  
LeVecke International Sales Manager  
*In this session discover how your operations can elevate the quality of house drinks while increasing profit margins. Additionally, learn about the Conciere story and approach to creating a premium brand without the premium price tag. From vodka originating in America's heartland, using only locally-grown yellow corn, to rum produced in the Caribbean, Conciere sources the highest quality ingredients.*



### 11:00–12:00 Managing Food Costs "Keep More Money in Your Jeans"

Greg Prokopowich,  
Director of Business Resources, Sysco Canada

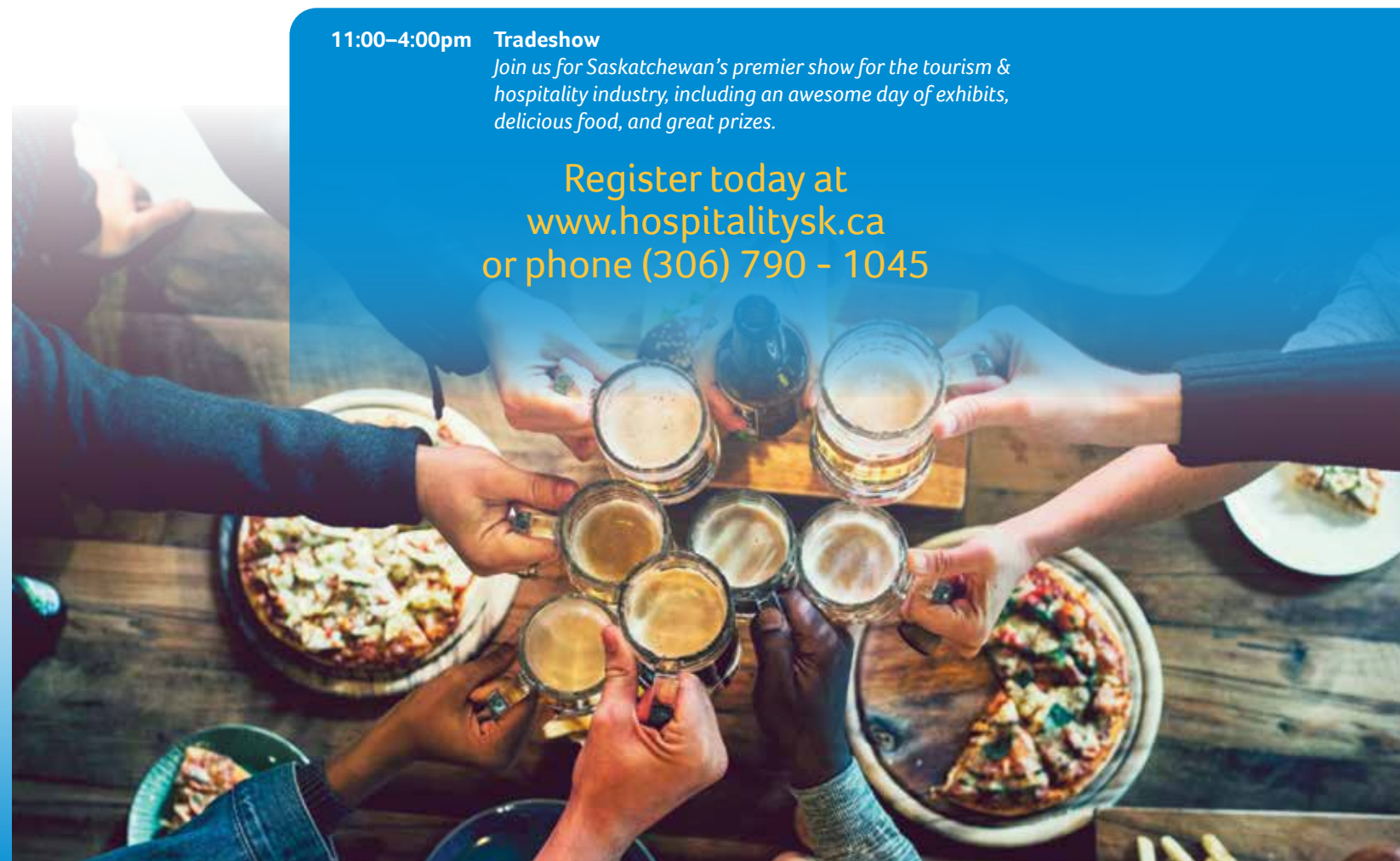
### 11:00–12:00 Covid-19 Saskatchewan Hospitality Industry Impact and Recovery Forecast

Mark von Schellwitz,  
VP Western Canada, Restaurants Canada

### 11:00–4:00pm Tradeshow

*Join us for Saskatchewan's premier show for the tourism & hospitality industry, including an awesome day of exhibits, delicious food, and great prizes.*

Register today at  
[www.hospitalitysk.ca](http://www.hospitalitysk.ca)  
or phone (306) 790 - 1045



# GATHER AGAIN



# 2021

## EXHIBITORS LIST

Axiom Career College  
Backroads Spirits  
Casterland / Caster Town  
Charton Hobbs  
Egg Solutions - Vanderpols Eggs  
Enviroway Detergent Manufacturing Ltd.  
Great Western Brewing Company  
Guest Supply Canada  
Ideal POS  
Labatt Brewing Company Limited  
Last Mountain Distillery  
Molson / Coors Canada  
Mtech Locks & Key Card Ads  
NexCash  
Paddock Wood Brewing Co.  
Payworks Inc.  
Pelee Island Winery  
Pile O' Bones Brewing Company  
QUASEP  
RHB Enterprises Inc.  
riide  
Select Wines / Concierge  
Serta Simmons Bedding  
Shaw Business  
Sperling Silver Distillery  
Standard Textile  
Sysco Prairies  
W. T. Lynch Foods Limited  
Western Canada Lottery Corporation  
Western Financial Group Insurance Solutions  
Westport Manufacturing Company Ltd.  
WorkSafe Saskatchewan

## THANK YOU TO OUR SPONSORS

**Battleford Agency Tribal Chiefs**  
**Pile o' Bones Brewery**  
**QUASEP**  
**Tourism Saskatchewan**  
**Western Financial Group Insurance Solutions**  
**Whitecap Dakota First Nation**

Connect Energy  
Cynkara  
Great Western Brewing Co.  
Molson/Coors  
Paddock Wood Brewing Co.  
Prairieland Park Saskatoon  
Regina Hotel Association  
Riide  
Saskatchewan Chamber of Commerce  
Saskatchewan Polytechnic  
Saskatoon Hotel Association  
SaskTel  
Serta Simmons  
SYSCO Food Services

FOR THE SAFETY OF OUR DELEGATES AND EXHIBITORS  
WE WILL REQUIRE ALL ATTENDEES TO PROVIDE PROOF  
OF FULL VACCINATION, OR, A NEGATIVE COVID-19 TEST RESULT  
TAKEN WITHIN 72 HOURS OF THE CONFERENCE