

2019 ANNUAL

# SPRING CONFERENCE & TRADE SHOW

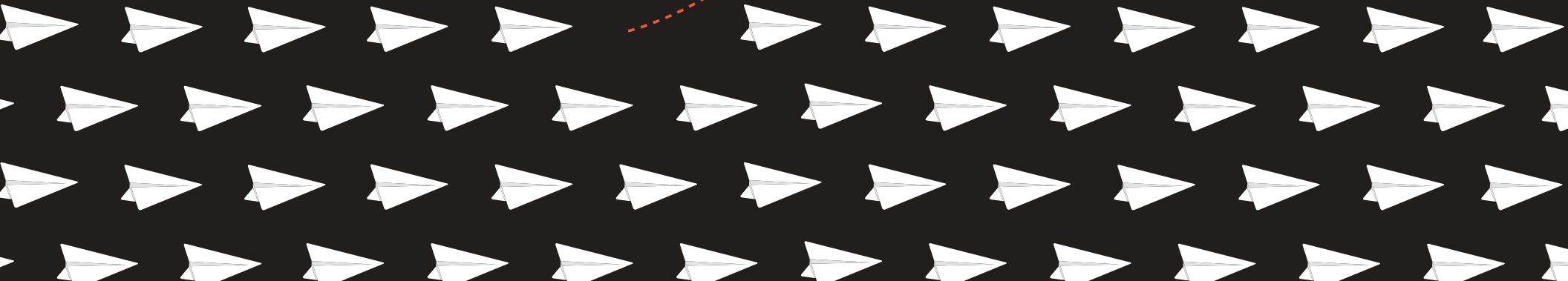
SUNDAY MARCH 31 - TUESDAY APRIL 2, 2019  
FERN RESORT, RAMARA & CASINO RAMA, RAMA

Resorts of Ontario



# FROM ORDINARY TO EXTRAORDINARY

TOOLS FOR THE  21ST CENTURY



# 2019 SPRING CONFERENCE & TRADE SHOW • FERN RESORT & CASINO RAMA

## A G E N D A

### **Fellow Resort Members, FOBBA and Industry Partners,**

The theme this year “from ordinary to extraordinary — tools for the 21st century” is another inspired Conference.

The educational line up is sure to once again exceed your expectations, providing invaluable tools to help you grow your business and develop your vision.

During the recent past few years the program and speakers has galvanized the industry through a compelling conference program and speakers.

We urge you to attend, to invest your time and attend this year’s conference. The program offers three days of incredible insight, best practices, strategy and useful information to guide business operations and policies.

Block the date and more importantly register your key staff — unparalleled networking opportunities, a runway line up for the trade show with ideas, solutions and invaluable information are all take aways to guide you and help your business be extraordinary!

We look forward to welcoming you to Fern Resort and Casino Rama in Orillia.

Yours truly

**Jo-Anne Snyder**  
**Chair - Annual Conference**

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## A G E N D A

### SUNDAY MARCH 31, 2019 - FERN RESORT

1:30pm	<b>Greetings from the Premier</b> <b>Speaker:</b> Doug Ford, Premier of Ontario (invited)	
2:00-5:00pm	<b>FOBBA Board Meeting</b>	Mara Boardroom
2:00-3:15pm	<b>Bill 47 – Is Your Business Ready?</b> <b>Presenter:</b> Sarah Smith, Mathew Dinsdale & Clark LLP <ul style="list-style-type: none"><li>• Learn about Bill 47 and the major changes on “Making Ontario Open for Business.</li><li>• Know the provisions of Bill 47 and Bill 148 to be ready and compliant with these regulations.</li></ul>	Huronia Room
3:15-4:15pm	<b>Cannabis – (Bills C-45 &amp; C46)</b> <b>Presenter:</b> Ryan Mallough – C.F.I.B <p>The October 17, 2018 implementation of these Bills require businesses to be mindful and diligent of your policies. With the responsibility to maintain a safe and healthy workplace your policies need to be comprehensive to protect your business operations. This session will cover the Essential tools for Employers. Highlights are:</p> <ul style="list-style-type: none"><li>• Establishing guidelines and policies that protects your staff and guests (zero tolerance, medical marijuana, drug testing)</li><li>• Determining accommodations necessary on fitness for duty, determining impairment etc.</li><li>• Work related travel, breaks and more</li><li>• Communications with all staff on these policies.</li><li>• Employee obligations and violations.</li></ul> <p>Don't miss this session which will help you to evaluate all your policies, and accommodations to ensure your compliance with other regulations. (Human Rights Code, etc.)</p>	Huronia Room
4:15-4:30pm	<b>Coffee Break</b>	
4:30-5:30pm	<b>Future Proof Your Business Strategies and Solutions to Cope with Labour Shortages</b> <b>Moderator:</b> Brody Purser, Director of Human Resources, Deerhurst <b>Panellists:</b> TBC <p>Labour shortages are increasingly challenging the tourism and hospitality sector. The Association has spearheaded these initiatives to assist resort stakeholders by working with key stakeholders but also putting together shorter term strategies to help the industry surmount these challenges.</p>	Huronia Room
5:30-6:30pm	<b>Resorts of Ontario Annual General Meeting</b>	Huronia Room

# 2019 SPRING CONFERENCE & TRADE SHOW • FERN RESORT & CASINO RAMA

## A G E N D A

6:30-7:00pm	<b>ROO Board of Directors' Meeting - Election of Officers</b>	Huronia Room
7:00pm	<b>Dinner</b> (Not included in package) group seating	Heritage Dining Room
9:30pm	<b>After Hours Hospitality &amp; Bearpit</b>	Mary Lou's

### MONDAY APRIL 1, 2019 - CASINO RAMA

8:30am	<b>Welcome Coffee</b>	Anishnaabe A/B
9:00am	<b>Welcome Remarks</b> <b>Resorts of Ontario President</b> - Dianne Hounsome <b>Federation of Ontario Bed &amp; Breakfast Association</b> - Don Mathews	
9:15-11:00am	<b>Peer to Peer – Best Practices from the Pros!</b> <b>Moderator:</b> Kelly Bryan Murray, Investment Development Branch, Ministry of Tourism, Culture and Sport <b>Panellists:</b> TBC  This peer to peer panel is directed to operational excellence and will yield invaluable business planning and strategy insights. Our pros share their experiences and path to success — where do they get their innovation and innovative ideas from? Where do they find their research and insights? How do they cultivate new streams of revenue? Attend and learn from some of the best performers in the industry! Don't miss this unique opportunities to hear proven paths to success!! – How these leaders overcame challenges, adjusted their operations to respond to changing and new generations of travellers.	Anishnaabe A/B
9:15-11:00am	<b>FOBBA Member Breakout Sessions</b>  • <b>Compete Head-on with Air B&amp;B-style accommodations</b> A Case Study on how one FOBBA Member assessed and dealt with competition from these competitors and increased his business. <b>Presented by:</b> Guy Laporte, Craigleith Manor B&B, Collingwood - 30 minutes with Q&A discussion  • <b>Online Reservations – A How to Guide through the Best Available Resources.</b> This session will discuss the most affordable and easy to use online channel managers that you can set-up to accept online reservations. <b>Presented by:</b> Guy Laporte, Craigleith Manor B&B, Collingwood - 30 minutes with Q&A discussion  • <b>Maximizing the Value of your FOBBA Membership- FOBBA Resources and Website Tour</b> Take a guided tour of the resource rich FOBBA Members Only website. Learn where all the great resources are kept and how to access them to your financial and business benefit. Provide your input on what else you would like to see on our website. <b>Your tour guide is:</b> Réjeanne Groulx – Legacy House B&B, Stratford	Wendat Room

# 2019 SPRING CONFERENCE & TRADE SHOW • FERN RESORT & CASINO RAMA

## A G E N D A

- 11:00am-12:00pm **The Value of Traditional Marketing – Guerilla Style** Anishnaabe A/B  
**Presented by:** BDC  
Marketing as a science requires diversification in tactics - How do you break through to today's customer on a reasonable budget? Traditional marketing is still a fundamental tactic in the overall marketing puzzle. Come and learn about guerilla marketing, scalable to your operation and budget, and the power of being imaginative.
- 12:15-1:15pm **ROO Lunch** Anishnaabe A/B
- 12:15-2:00pm **FOBBA Lunch & AGM - 2018 Regional Meetings Wrap-up** Wendat Room  
**The Future of Inspections – A Membership Discussion**  
**Facilitated by:** Don Mathews
- 1:15-2:00pm **Don't miss this runway line up** Anishnaabe A/B  
**Save \$\$'s – Find Solutions – Be Innovative!**  
**Presented by:** ROO Supplier Ambassador – Jason R. Traviss  
A great way to plan how to best navigate this year's trade show. An exciting showcase with specific highlights on savings, solutions & innovation.
- 2:00 - 5:30pm **TRADE SHOW** Silvernightingale ABC Room  
**Learn - Liaise - Network**  
Walk the red carpet! Don't miss this range of Supplier Booths with Marketplace Concept (On what's new and trending). A One stop marketplace key to services and goods related to your discerning guests. Take the opportunity to meet our knowledgeable suppliers who are at the trade show available to share their expertise, market insights and service your buying needs.

## PRESIDENT'S EVENING & RECEPTION

### Presidents Evening Oscar Night

A Celebratory night to recognize excellence by those in the hospitality industry.

7:00pm, Heritage Dining Room, Fern Resort

Followed by **Hospitality Suite** Mary Lou's

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## A G E N D A

### TUESDAY APRIL 2, 2019 - FERN RESORT

8:00am	<b>Breakfast</b> (on own)	Heritage Dining Room
9:00am-1:00pm	<b>Key Note Presentation - Be Extra-Ordinary</b> <b>Key Note Speaker:</b> Roger Brooks, Roger Brooks International <ul style="list-style-type: none"><li>• This plenary with Roger Brooks offers enormous insights directly from the Expert and will focus on giving resorts' tools to help your operation be more competitive, more unique and again with a view to enhancing your business. Roger will provide insights to help business acumen, marketing know-how, and tips and ideas to grow your business.</li><li>• A deeper dive into Marketing (the new world – Google and TripAdvisor as the top travel related on line resource. Investing in TripAdvisor and the priorities for business – essentially leveraging all these tools. Social media and in particular Instagram as owners, and how to involve guests.</li><li>• Leveraging AirBnB – pros and cons; how to optimize your presence and grow business; how to build professional “endorsements”; reviews; and working with influencers. Investing in assets – photography – the tools to invest in; the things to avoid; and the downside to not investing.</li></ul> <b>Don't miss this session on being Extra-Ordinary!</b>	Bergwen's
11:00-11:15am	<b>Coffee Break</b>	
1:00pm	<b>Lunch</b>	Heritage Dining Room
	<b>Closing Remarks</b>	
2:00-3:30pm	<b>Optional Session (additional cost)</b> <b>Building a Culture of Service Excellence</b> <b>Presenter:</b> Sherry Sibio, Vice President, Client Solutions <b>The learning outcomes include:</b> <ul style="list-style-type: none"><li>• The Rallying Cry – Creating a Strong Service Vision</li><li>• Best Practices for Employee Engagement – Engage your Employees to Deliver on your Service Vision</li><li>• The Guest Experience – Define Your Moments of Truth</li></ul>	Bergwen's

# Resorts of Ontario

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## SPRING CONFERENCE & TRADE SHOW

MARCH 31 - APRIL 2, 2019 - FERN RESORT & CASINO RAMA HOTEL

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TO OUR SPONSORS



*Killarney*  
LODGE  
IN  
ALGONQUIN PARK



THANK YOU  
COMMITTEE MEMBERS!

**Chair:**

Jo-anne Snyder, Beachwood Resort

**Committee:**

Heather Ford, Green Acres Inn

Eric Miglin, Killarney Lodge

Bob Law, Briars Resort

Sandy Brough, Southview Cottages

Sharon Mahussier, Spectacle Lake Lodge

Jason Traviss, The Commodities Group

**FOBBA:**

Guy Laporte, Craigleith Bed & Breakfast

## ACCOMMODATIONS

Call Fern Resort at: 1-800-567-3376

Daily rate per person: \$179 single/\$98.50 double pp/night including breakfast Plus: 18 % Event Services Fee, 13% HST.

Rooms released February 28, 2019

Call Casino Rama Hotel at: 1-800-832-7529 (Quote RESD19)

Accommodation Only Rate: \$149. Single or Double occ. & subject to 13% HST Rooms released February 28, 2019