

RHAA

Ryerson Hospitality Alumni Association

Alumni Newsletter

Spring 2011 Edition

Ted Rogers School of Hospitality and Tourism Management, Ryerson University
350 Victoria Street, Room TRS 3-002, Toronto, ON M5B 2K3

COME BACK
GIVE BACK

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Mark These Dates...

RHAA ANNUAL SPRING MEET & GREET



Tuesday, April 5, 2011

Jump Cafe & Bar

6:00pm - 8:00pm

16th ANNUAL GOLF TOURNAMENT

Friday, May 13, 2011

Station Creek Golf Club



Registration begins at 9:00am

Shotgun Tee-off Time at 10:00am

ALUMNI BREAKFAST 2011

Friday, September 23, 2011

Ted Rogers School of Management, Ryerson University

TED
ROGERS
SCHOOL OF
MANAGEMENT
RYERSON
UNIVERSITY

Message from the President

Welcome to the Spring 2011 edition of RHAA newsletter which has many updates for you from the School of Hospitality, from Ryerson Alumni and from the RHAA (Ryerson Hospitality Alumni Association).

Our first event in 2010 in Toronto was our meet and greet in March 2010 with over 40 alumni in attendance. As always it was great to see some familiar faces and some new ones, as well as touch base with some of the school's faculty. Professor Richard Wade, Anthony Hopkins and Director David Martin were all in attendance with alumni ranging from 1984 to 2010.



Matt Butko '88

In May the RHAA hosted our 16th Annual Golf Tournament at Clublink's Station Creek in Stouffville. As always, this was very enjoyable day for all who joined us for golf and camaraderie. As our fundraising event of the year with over 100 golfers participating and fabulous donations from our corporate sponsors, we were able to raise over \$8000 towards funding our scholarships and awards that go to today's students and assist them with the financial burden of higher tuitions and other expenses. We are all set for this year at Station Creek again on Friday May 13th with a 10am shotgun! Please join us for us golf or with support of our fundraising efforts with a silent auction item or a sponsorship pledge.

October saw another very successful sold out Alumni Weekend event featuring keynote speaker Christiane Germain, Co-President and CEO of Groupe Germain. Christiane and her company oversee Le Germain Boutique Hotels in Quebec, Toronto and Calgary with exciting growth plans cross Canada. It was a very exciting morning and it was a pleasure of having a leading female as our keynote speaker.

In November at the School of Hospitality and Tourism Management Awards night at One King West, we were proud to present to following scholarships:

1. RHAA Entrance Award (\$1000) - Muzamal Hussain
2. RHAA Green Award (\$750) - Jung Yuan Qiu
3. RHAA Spirit of Community Award (\$1000) - Michelle Ing

Also in November, the RHAA participated with other industry leaders in an interviewing learning session with current students at the school. For those involved in the mock interviews it was a very satisfying day giving back to current fourth year students who will be soon entering our industry. Including this event, we had well over 160 speakers to students in special sessions or in classrooms over the past year!

For 2011, we are looking forward to continuing building our core events and growing our support of today's students through networking events and other opportunities. Enjoy the newsletter; for those in GTA and Ontario, we hope to see you a future alumni event or back at the school. For those across the country, we encourage you to meet with Alumni in your own area and to send us updates on where you are and what is new!

In the Spirit of Hospitality,
Matthew Butko

Greetings from the Alumni Relations Office!

Tyler B. Forkes, Executive Director of Alumni Relations

On behalf of Alumni Relations I'd like to wish you all a happy and prosperous 2011!

As graduates and friends of the Hospitality program, you are indeed fortunate to be represented by one of the most professional and productive alumni groups in Ryerson's growing network. The RHAA works year-round to plan special events and professional networking opportunities that not only benefit alumni, but also generate revenue that supports a number of financial awards for current students. What a great win-win scenario!

I'd like to take this opportunity to thank all of the members of the RHAA for the work that they do, and to add my personal invitation to you to make a resolution, this year, to come out and support an RHAA event. Whether it's the very successful annual golf tournament, the Alumni Weekend industry keynote breakfast, or the meet and greet events, you'll be sure to find friends and have an enjoyable time.

Alumni Relations, in partnership with the Ryerson University Alumni Association (RUAA), is dedicated to fostering a lifelong, mutually beneficial relationship between our alumni and the university. Please visit our website (www.ryerson.ca/alumni) to find out more about our programs, services, and ways that you can stay engaged with your alma mater. We'd love to hear from you.

Very best regards,

Tyler Forkes



Tyler B. Forkes

Stay in touch!

Please update your information at:

<http://www.ryerson.ca/alumni/updateyourinformation>

Meet the RHAA Executive Team

The RHAA Executive is comprised of alumni volunteers who are committed to promoting RHAA's long term initiatives. They remain the foundation of the association, and never forget the overall goal of bringing together students, alumni and industry associates for professional development and networking opportunities.

President: Matt Butko '88 - General Manager, Thornhill Golf and Country Club

Vice-President: Paul Gardian '84 - Executive Director, Brand Operations & Environmental Officer, Delta Hotels

Secretary: Sandy Yong '09 - Event Coordinator, Big Picture Conferences

Events Committee Chair: Lorra Jean-Price '85 - Program Assistant, HTM, Ryerson University

Communications Chair: Bhavna Kaushal '99 - Senior Manager, Emerging Payments, American Express

Networking Chair: Barbara Anie '02 - Manager, Brand Partnerships, CTV

Executive Committee Member: Donnal Macdonald '87 - Professor, George Brown College

Executive Committee Member: Lorraine Assenza '02 - Executive Assistant, Metro Ontario Inc.

Director's Message

2010 has been another year of remarkable achievement at the Ted Rogers School of Hospitality and Tourism Management. The reputation and quality of our program continue to grow which translates into a heightened demand for our professional, career-ready program and increased funding and research opportunities for our Institute for Tourism and Hospitality Research and faculty research activities. This year, the school received over 1300 applications for 220 first-year seats.

The focus in the undergraduate curricula to integrate theory with practice continues to prove its value. Our graduates consistently validate the value of a Ted Rogers School of Hospitality and Tourism Management education when they enter the workforce.

In the area of connecting with industry, the school continues to benefit from its location with over 100 industry guest speakers engaging with our students in 2010. The school was the educational partner of The Responsible Travel and Tourism Forum, Travel Law Day Conference and The Hotel Investment Conference, and sponsored The Travel Tourism Research Association Conference this past year which has translated into an increased awareness of our school and has improved prospects for student placements, co-op participation, internships, and on-campus hiring.

The 2009-2010 academic year has been a major success on a number of dimensions.

Two of our graduating students received the two top university awards and one of our Alumni received the Alumni Achievement Award:

The **Brian Segal Award** was awarded to Latoya Dickenson (For a full-time undergraduate student enrolled in a degree program; completed at least one full year of study; academic proficiency demonstrated by a minimum CGPA of 3.00; and outstanding contribution to the cultural and/or athletic life of Ryerson on a voluntary basis)

The **Ryerson Gold Medal** was awarded to Natalie Thiesen (The Ryerson University Gold Medal is the University's highest honour, awarded to students with outstanding academic achievement combined with outstanding involvement with the University, their profession, and/or the community. All full- and part-time students graduating in either the fall or spring of an academic year are eligible for nomination).

The **Alumni Achievement Award** was awarded to Hala Bissada (91). One of Canada's foremost event fundraisers, Hala Bissada established her award-winning firm, Hala Events and Communications, in 2004, where she is president and CEO.



Dr. David Martin

"This year, the school received over 1300 applications for 220 first-year seats."

Please see *Director's Message* on page 5

Director's Message from page 4

New partnerships:

The Ted Rogers School of Management (TRSM) and L'Université du Québec à Montréal (UQAM) have partnered to exchange research and educational experiences. This partnership brings together two of the leading business schools in Canada. TRSM is the largest English-speaking business school in Canada with over 7,000 students and UQAM is the largest French-speaking business school in Canada with 12,865 students.

The partnership focuses on the exchange of student ideas, faculty research and educational experiences. To exchange ideas, the students from UQAM in the Baccalauréat en Gestion du Tourisme et de l'Hôtellerie and Ted Rogers School of Hospitality and Tourism Management participate in case competition whereby students from both universities will explore topics related to tourism within urban environments. The second initiative is designed to encourage collaborative research projects amongst the faculty of both schools. The last and final focus of the partnership is to develop a student exchange program where students from both schools can work towards receiving a dual degree upon graduation.

The School has partnered with Food Service and Hospitality Magazine and Doug Fisher of FHG to create and distribute the first Canadian Restaurant Market Survey to be done in over ten years. The market survey was distributed to 23,500 subscribers and designed to provide industry with benchmark financial information that restaurateurs can use to maintain operational efficiency.

As we move forward in 2011, every aspect of our university is on the move. Maple Leaf Gardens, The Ryerson Gallery and Research Centre and Student Learning Centre on Yonge Street will begin to take shape. So this year, get involved, help us continue to build our reputation as the leading Hospitality and Tourism School that has an urban edge and distinctive energy. We look forward to your part in our progress. As Ted Rogers would say, "The best is yet to come".

School News

Hospitality and Tourism Course Union (HTMCU)

The HTMCU began the year of social/educational activities with a Networking Night at the Marriott Eaton Centre with over 75 students and 20 Marriott professionals in September. The next activity planned was the Wine & Cheese Trip into Prince Edward County where 57 students learned about the local culinary tourism. In January, the HTMCU hosted an etiquette dinner which saw some of our Alumni attend. Other events the HTMCU is hosting is a Valentine' Pub Night, the first ever Commerce Games and a tour of a New Hotel opening Downtown. The team is also sending a group of students to Montreal to compete in a case competition at UQAM. As the year finishes, the HTMCU has a great succession plan to keep up the initiatives and foster relationships with industry professionals and alumni.

Research Facility

The Ted Rogers Institute for Tourism and Hospitality Research conducts both academic and industry related research that is relevant to different stakeholders. Over the past two years, we have built the infrastructure and expertise to handle both large scale ongoing tourism research projects and single event projects. The institute is supervised and managed by faculty that provide the guidance and training to the students who conduct interviews, enter data and analyze the results.

Research conducted by the faculty over the past year include; Sustainability in Craft Beer Landscapes of Ontario, Sustainable Tourism in Island Destinations and Corporate Social Responsibilities Among Canadian Mass Tour Operators. Student research projects include working with Tourism Toronto and Fairmont Hotels & Resorts. As an example, a student worked closely with Fairmont Hotels & Resorts to create their 2010 Ideas Count Program. This project was created to keep track of the 'One Big Idea' that made the greatest impact to different Fairmont properties in 2010. These ideas were then nominated and winners were chosen.

Inquiries about the opportunity to collaborate with the facility should be directed to Chris Gibbs (cgibbs@ryerson.ca /416-979-5000 ext 7936)



Alumni at the RHAA Keynote Breakfast
 Top Row (L to R): Lorra Jean-Price, Matt Butko, Joanne Hogg, Dr. David Martin, Leah Grubb, Leslie Chan, Amy Kwan, Paul Gardian
 Bottom Row (L to R): Roberta Edwards, Sandy Yong, Russell Beaudry, Robin McCluskie, Sofia Neves, Christiane Germain, Joicelin Muis, Adam Bussell

Alumni at the RHAA Golf Tournament
 (L to R): Tony Bishop, Bob Bainbridge, Bill Dover, Jeff Dover (Guelph Alumnus)



Enjoying breakfast

(L to R): Joanne Hogg, Roberta Edwards, Leah Grubb, Leslie Chan, and Mathieu Legault



Golfers catching up

(L to R): Glenn Brown, Shey Clark and Bridget Wight



Alumni at the RHAA Spring Meet and Greet
(L to R): Sonya Ho, Sandy Yong, Xavier Pinto,
Michelle Ing, Dr. David Martin, Cecilia Gonzalez-Baker



Alumni at the RHAA Spring Meet and Greet
Andrew Walker and Barbara Anie



Alumni getting ready to exercise
Barbara Anie, Jay Lolarga, Mia Craig



Golfers heading off for the RHAA Golf Tournament



Where Are They Now?

Sandy Yong, 2009

Sandy Yong is an Event Coordinator at Big Picture Conferences. She assists in planning six annual conferences for the Canadian hospitality industry including the Hotel Association of Canada's Annual Conference, Canadian Tourism Marketing Summit, Online Revealed Canada, Canadian Hotel Investment Conference, Canadian Restaurant Investment Summit, and Western Canadian Hotel & Resort Investment Conference. She manages registration, updates the conference websites, and handles volunteer recruitment. She coordinates venue selection, hotel accommodations, F&B selections, marketing and print materials, signage, and audio-visual set up.

Sandy is an active member of Meeting Professionals International (MPI) and participates in the Communications Committee. She is involved in writing articles for the Toronto Chapter's MEETING magazine. She is also a member of the Toronto Meeting Industry Young Professionals group and attends their quarterly social events to meet other young future leaders in the meeting industry.

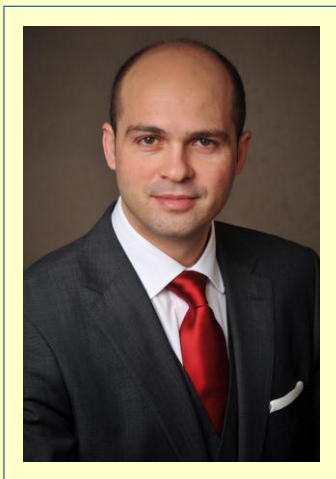


Frank Campo, 2001

After graduating with a Bachelor of Arts degree from York University, Frank decided to pursue a career in hospitality, and enrolled at Ryerson University. His first hospitality job was at Skydome, as a customer service representative, where he learned the ins and outs of operations. Having a passion for hotels, he moved to the Windsor Arms Hotel as a Front Desk Agent and member of the opening team. He was promoted to Supervisor. After graduation he moved to Palm Beach, Florida with Four Seasons and held positions as Assistant Manager and Front Desk Manager. He then returned to Toronto to work as the Entertainment Sales Manager for The Sutton Place Hotel.

Most recently, Frank accepted a position at the highly anticipated, Trump International Hotel as the Luxury Travel and Entertainment Manager. In his new role on the pre-opening team, he is able to bring all of his sales, customer service, and operational experience together to help build the hotel from the bottom up.

Frank also sits on the Board of Directors for a local charity, teaches hospitality management at George Brown College, and runs marathons when not working.

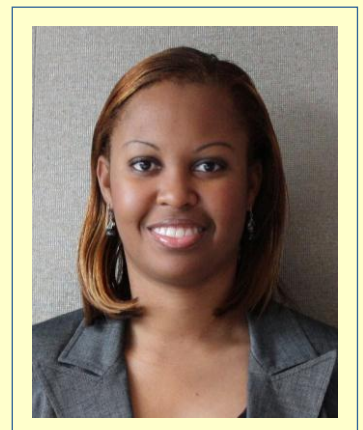


Roberta Edwards, 2007

Upon completion of her degree, Roberta Edwards first started working as a Guest Services Agent at the Marriott Eaton Centre. There, she performed all aspects of the Front Desk operation.

With a minor in Human Resources, Roberta obtained her first position in Human Resources career as a Human Resources Generalist, where she specialized in Recruitment and Training, Compensation and Benefits, Payroll and Performance Management for 250 employees.

In 2008, Roberta moved to a new environment and became a Human Resources Specialist in a Private Club. To date, she is currently employed at the Granite Club as a Human Resources Specialist in Recruitment. Her responsibilities include recruiting for both the Club, which currently has 450 employees, and the Golf Club, which employs around 90 seasonal staff and have 13 all year round employees. In addition, employee relations are also a crucial aspect in her role, as it up to her to ensure employee satisfaction.





**16th Annual RHAH
Golf Tournament
Friday May 13th, 2011
Station Creek Golf Club**



COME BACK AND GIVE BACK!

Support HTM student scholarships and events
Give back to the School

Our Tournament Features:

- 18 holes, on regulation golf course with power carts
- All player levels
- Best Ball Format
- Teams of two
- Shower, Towel & Locker Service
- Practice Facility
- Welcome gift bag
- Longest drive
- Hole in one contests
- Silent Auction and Raffle
- Cocktail reception (**Cash Bar**)
- BBQ Lunch and Full Dinner

**Early Bird Price
\$160*
until April 29th, 2011**

Graduates of
1961, 1986, 2001
Special Pricing
\$150*

Registration: 9:00AM – 10:00AM
Shotgun Tee-Off Time: 10:00AM
Reception: 3:00PM – 4:00PM
Silent Auction & Dinner:
4:00PM – 6:00PM

**Register Now and SAVE!
RHAH's Fundraiser Event of the Year**





RHAA 16th Annual Golf Tournament REGISTRATION FORM



**Please complete this form and fax it back to:
416-979-5281, Attention: Lorra Jean-Price**

Name: _____

Company: _____

Telephone: _____ Fax: _____ Email: _____

Skill level (please check box): Beginner Intermediate Advanced

Please advise of any food allergies: _____

Vegetarian meal request (please check box):

Please list the name of your golf partner: _____

If you do not have a partner, we will match you up with another player

If there is another pair you would like to be play with, please list their names (optional):

1. _____ 2. _____

Registration Fees

- | | |
|--------------------------------|--|
| 1. \$160 - Prior to April 29th | 2. \$150 - Graduates of 2001, 1986, 1961 |
| 3. \$180 - After April 29th | 4. \$65 - Dinner only |

Payment Options

CREDIT CARD

VISA MasterCard

Cardholder Name: _____

Card Number: _____

Expiry Date: _____ / _____
MM YYYY

Signature: _____

Amount: \$ _____

***Note: A processing fee will be applied**

CHEQUES

Required to be mailed within **2 weeks of registration**

Please make cheques payable to:

RYERSON HOSPITALITY ALUMNI ASSOCIATION

Mailing Address

RHAA Golf Tournament
C/O Ted Rogers School of Hospitality and Tourism Management
Ryerson University
350 Victoria Street, TRS3-002
Toronto, ON, M5B 2K3

Questions:

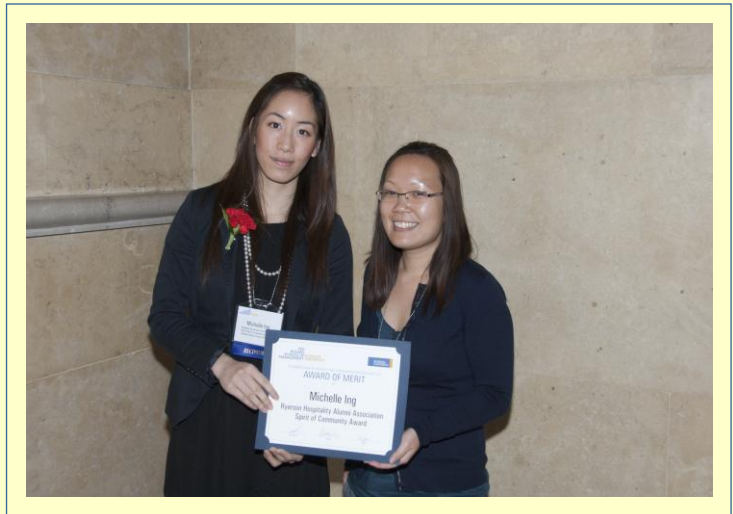
Registration and Sponsorship

RHAA
E-Mail: rhaa@ryerson.ca

Lorra Jean Price
Phone: (416) 979-5366
E-Mail: ljeanpri@ryerson.ca

Hospitality and Tourism Management Awards Night

The Ryerson Hospitality Alumni Association was pleased to award three awards to deserving students at the Hospitality and Tourism Management Awards Night held at One King West. Matt Butko presented the RHAH Green Award to Jung Yuan Qiu (pictured below), while Michelle Ing received the RHAH Spirit of Community Award from Sandy Yong. Muzamal Hussain was the recipient of the RHAH Entrance Award. Unfortunately, he was unavailable to attend.



Hospitality and Tourism Management Course Union Etiquette Dinner

The Hospitality and Tourism Management Course Union (HTMCU) hosted an etiquette dinner on January 27th, 2011 with Charmaine Mills, founder and CEO of Advance Image & Etiquette Consulting. Some of our Alumni came back and volunteered their time, sharing networking tips and antidotes that they have picked up in the workforce with students.



(L to R): Jodi Vogelhut, Dean Hannon, Dr. David Martin and Richard Wade



(L to R): Jennifer Law, Helen Chan, Felix Oaong, Nasreen Kamal, James Boyle, Wendy Schofield, Alaina Boyer, Mary Sistilli and Jodi Vogelhut

Wondering How You Can Get Involved with RHAA?

It's a great opportunity to learn something new, have fun with fellow alumni and give back!

RHAA Events

Our Events Team needs your help in planning and running exciting RHAA events! Maybe even come up with new events! Please contact Lorra at ljeanpri@ryerson.ca for details

Come Back, Give Back Your Time

Volunteer in a series of experiential learning events designed to share experience and insight with students. Two events, networking and interviewing skills, require Alumni participation. Please email rhaa@ryerson.ca if you would like to participate in the next series, in Fall 2011.

Guest Speaker

Come in as a Guest Speaker and experience life on the other side of the classroom!

Become a Mentor

Help guide a student into the exciting world of Hospitality and Tourism

Moving? Changing Jobs? Keep in touch!

Email updates to rhaa@ryerson.ca

Visit the RHAA website at www.ryerson.ca/rhaa