

ALARM

UPCOMING EVENTS ...

We have many dynamic topics, speakers and locations lined up for the Spring season including

FRIDAY, APRIL 9

Chief Constable Jim Chu
Terminal City Club
837 West Hastings Street

WEDNESDAY APRIL 14

Annual Hotel General Managers
Breakfast
At the NEW Fairmont Pacific Rim
Hotel 1038 Canada Place

FRIDAY APRIL 23

Walt Judas, Tourism Vancouver
Vice-President
Visitor Services, Communications,
and 2010
Venue to be announced

FRIDAY, MAY 7

Fairmont Pacific Rim Hotel
Stay tuned for more details...

Register or sign up to receive
email notices at

www.vancouveram.org

Registration is required two
days prior to an event

Breakfast events are open to
the public.

Cost: Members \$25
Guests \$35

TOURISM MARKETING

IN THE OLYMPIC AFTERGLOW

"This is our time," announced Tourism Vancouver President Rick Antonson, back on January 8, 2010, to a room full of Vancouver AM members and guests at the Sutton Place Hotel. He was talking, of course, about Vancouver, on the brink of an amazing year, soon to be on the world stage, in front of nearly 3 billion people for 17 straight days.

"We're here because we had a plan," Antonson emphasized. He then thanked Vancouver AM for 'keeping the vision', with advocacy for a world-class convention centre and strong Olympic bid support, all helping to create a unique business opportunity on the heels of an economic crisis. He predicted that by 2012, we will see significant economic recovery and strengthening of the tourism market, with many reasons to be confident.

Now that the sea of red and white has receded and the Olympic spending has subsided, how do we weigh in tourism-wise, post Olympics?

In a recent Vancouver Sun article, Antonson stated: "Right now, I would wager that Canada is the coolest national brand in the world, and Vancouver is its signature. But if we don't follow up with more global marketing, that feeling could be gone in six months."

That's just what Tourism Vancouver plans to do over the next few months – follow up.

The organization plans to utilize hundreds of thousands of dollars from its reserves to focus on multimedia marketing in key North American markets.

The Canadian Tourism Commission is onside. They still have half of an extra \$26 million in federal funding that they received in 2007 for Olympic-related marketing. That money will be used to expand tactically driven sales and marketing campaigns to keep "Canada front and centre in our core markets," said Commission Vice-President Susan Iris.

So, what is the tally? Tourism Vancouver expects the total number of overnight visits to the region will increase by four to six per cent this year, fuelled by the Olympics, but believes that the real boost will come in the longer time frame.

"Our 2011 convention calendar is already filling up. International meeting planners who visited us recently were impressed by the way we handled the massive crowds. These types of visitors will be major advocates in directing future convention business here," Antonson said.

The Vancouver Convention Centre expects that conventions booked for 2011 will have an economic impact of \$663 million while business booked for 2012 is forecast to contribute \$717 million to the city's economy.

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PRESIDENT'S MESSAGE RAYMOND GREENWOOD

Let me commence by saying how honoured I am to be the President of this fine organization which

has been in existence since 1976. In 2011, Vancouver AM will be celebrating its 35th year (a 2011 Planning Committee has been commenced to plan a large explosive party).

First of all, I would like to thank Paul Holden, President, 2009, Vivian Farkas Tsogas, Past President 2008, and the entire 2009 Board of Directors: Kim Lejarzo, Trevor Roald, Brenda Jacobsen, Leanne Gillespie, Kate Brown, Kerry O'Donohue, Randy Vannatter, Alison Johnston, Sarah Haffey, David Clark-Wilson, Wes Wenhardt and of course the previous Executive Director, Lenore Rattray who is due to have a baby in the next eight weeks (as is Kerry O'Donohue) and we wish the Moms-

to-be well. On your behalf I would sincerely like to thank them for leaving the Association in such great shape and in a tough financial year, leaving a very healthy bank balance of \$19,000.00.

As you can see, inside this newsletter we have a brand new Board of Directors and on Saturday, March 20th we had a retreat to discuss the goals and objectives for this year. We have laid down some great plans and I can promise you that we will be giving you fun and informative networking meetings. We have great speakers and venues lined up as shown in the Calendar of Events, with more to come, and I look forward to seeing you every other Friday and also on April 14th for the Hotel G.M. Breakfast

In closing, if you have any suggestions, concerns, or wish to join a committee, please call me at 604-733-6453 or e-mail me at Mr.Fireworks@telus.net.



THANK YOU LENORE!!

Thanks to our former Executive Director, who worked tirelessly to keep Vancouver AM professional, organized and the ideal networking place for tourism professionals.



THANKS FOR KEEPING US INFORMED KATE!

Kate, thank you for resurrecting the Alarm after a long hiatus.



NEW BOARD IS WELCOMED IN ON MARCH 12

Photo by Dave Roels



VANCOUVER AM WELCOMES OUR NEW EXECUTIVE DIRECTOR

Please welcome Aila Karpio, CMP, Vancouver AM's new Executive Director. Aila founded spets (which means peak or apex) in 1996. Her clients have benefitted from her unique skill set and broad experience. Now, she shares her expertise with us! Aila is familiar with corporations, private companies, agencies and not-for-profit groups. She is an entrepreneur who understands customer needs.

A natural organizer, Aila enjoys working behind the scenes and putting your needs first. She makes sure that you get the assistance and the credit. She is also an expert team builder, whether developing a board of directors or finding the right talent for a business or an event.

People are inspired to excel under her direction. Her passion for understanding humanity allows her to see the broader implications of every issue for all those she serves. As a believer in human potential Aila believes that everyone has a role to play. Her sense of connection is intuitive and she helps others see the links among their talents, actions, mission and successes.

With a strong sense of responsibility, Aila makes sure that every project or meeting's goals and expectations are clear to all team members and there is always a satisfactory conclusion. You can count on every task being completed with its best possible outcome!

Aila Karpio is also a member of MPI BC Chapter and Vancouver AM Tourism Association.



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HOW MANY MEMBERS CAN YOU FIND?

FIRST MEETING OF THE VANCOUVER AM TOURISM ASSOCIATION PAST PRESIDENT'S CLUB

-BY PAULINE BUCK, COMMUNICATIONS MANAGER, KIDNEY FOUNDATION OF CANADA, AND PAST VANCOUVER AM PRESIDENT

Greetings fellow morning revelers! I'm not surprised some of you couldn't make it to the first meeting of the Vancouver AM Tourist Association Past President's Club. After all, it was held AFTER work, not before – and those of us who were "around when" were groomed, trained and brainwashed at a young and impressionable age to only show up at the crack of dawn. Nevertheless, for those of us who were able to break out of the mould (a difficult thing to do at our advanced ages), it was a bit of a hoot. Only Raymond would be able to produce Vancouver AM newsletters that go back to the early days, and arrange a loop of our early photos to play on the bar's TV set. Although there were a few

newsletters he missed. Linda, remember when I was president and you were secretary and we used to talk Thursday nights about what I would put into the newsletter that I was producing on my electric typewriter in my apartment?? And as for the video – some of those shots were before the guys lost their hair and the girls grew their beards! Yikes!!

Anyway – a good time was had by all as we love to say in PR-ville, and plans are being made for another gathering. The next one will be to actually plan something – our 35th anniversary!!! (Can't believe that one!).

Cheers everyone!

FULL OF BRIGHT IDEAS

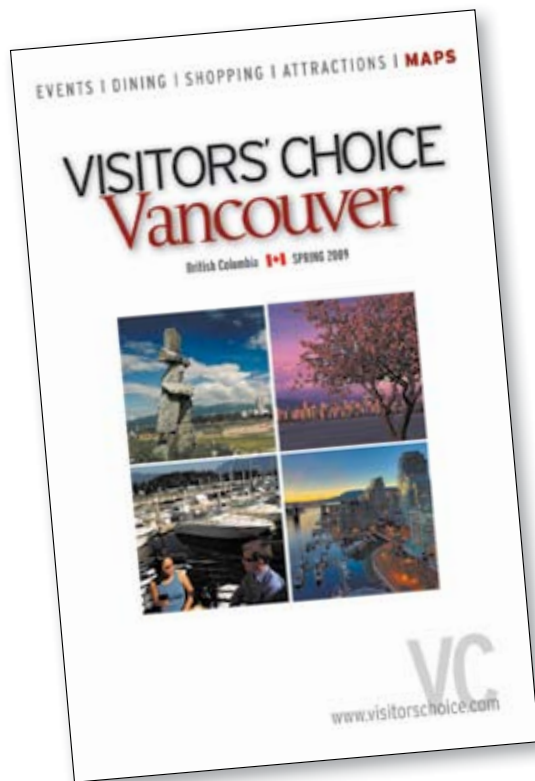
Photo: L to R: Bottom: Aila Karpio, Raymond Greenwood, Ana Kozjak

Top: Don Kirkpatrick, Randy Vannatter, Brenda Jacobsen, Rick Vet

Missing: Rick Fisher, Sarah Haffey, Conrad Gregoire, Paul Holden



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SAVE THE BLOEDEL CONSERVATORY

The Friends of Bloedel (FOB) invited the media to a brief news conference at the entrance to the Bloedel Conservatory Friday, March 19th at 11 am for an update on their efforts to save this iconic horticultural facility.

FOB Board President John Coupar explained how the FOB have been working closely with the VanDusen Botanical Garden Association (VBGA) to develop an Expression of Interest Proposal that would see the Conservatory come under the umbrella of the VBGA while remaining a public facility under the management of the Vancouver Park Board.

The VanDusen Botanical Garden is located a short six blocks from Queen Elizabeth Park at 33rd Avenue & Oak Street and is undeniably the epicenter of horticultural expertise within the Park Board system. The VBGA is a nearly 5000 member strong volunteer organization that supports VanDusen Garden in a multitude of areas including marketing, promotion, education, special events and fundraising.

"If we can craft a mutually beneficial model with the VanDusen Botanical Gardens Association that maintains Bloedel Conservatory as the green jewel it is while enriching and enhancing its education and revenue streams, I think everyone becomes a winner, especially the people of Metro Vancouver," said John Coupar.

The Park Board issued an Expression of Interest (EOI) earlier this year so it could receive proposals for a continued or new use of the Heritage A building. This action by the Park Board was a result of a late November budget cut where the Bloedel Conservatory was targeted.

The Friends of Bloedel have worked tirelessly to save the iconic floral conservatory, positioned at the highest point in Vancouver in the city's second most visited park. In late January the FOB staged a sold out gala fundraiser, Rumble in the Jungle, raising over \$50,000 in support for the Bloedel Conservatory. Another moderately priced event, A Little Night Music, is planned for later in the spring.

For further information contact

John Coupar at 604-818-2756 or Terri Clark at 778-866-9875



CARRYING THE TORCH FOR TOURISM

"We're here today, exploring our Olympic dream, because along the way, someone always said 'Yes'," Bruce MacMillan, President of Meeting Planners International, told the Vancouver AM House guests, February 12, 2010 Olympic opening day.

He relayed how it all began more than a decade ago when he told his boss, Rick Antonson, Tourism Vancouver CEO that he had an idea to bring the 2010 Winter Olympics to Vancouver and Whistler.

"Why don't you look into it?" Antonson encouraged, not yet knowing that their chat overlooking the powdery North Shore Mountains would lead to a world focus on our city.

Investigate he did. MacMillan found out Calgary and Quebec City were making an Olympic bid and believed that Vancouver had a chance. He and Antonson began a preliminary proposal, and called Arthur Griffiths, who said 'yes', and rallied the community.

Terry Wright, now executive vice-president of service operations

and ceremonies for the Vancouver 2010 Olympic and Paralympic Winter Games also said 'yes'. He put together a feasibility study, and the business community nodded their approval. Our then premier, Glen Clark, instantly saw the value of having billions of viewers in our provincial audience. He and former Mayor Philip Owen, embraced the idea.

MacMillan went on to describe the superb marketing job the Olympic Bid Committee did to convince Olympic officials to pick Vancouver's submission. "We had cleverly made up lunch bags which were hand drawn by BC children and contained BC water and BC apples. While the other cities were making their bid presentations, the officials were holding our bags and drinking our water!" MacMillan exclaimed.

He continued to go through a long list of names, citing 'yes' people with a larger vision, including skiing legend Dave Murray, entrepreneur David Bentall, and of course, Jack Poole and John Furlong who co-led the successful Games bid. He also highlighted the dedicated efforts of Ian Waddell, former Tourism Minister who was a strong proponent in bringing us the Games, stimulating our economy and continuing to bring economic benefits to our region.

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WE CAUGHT THE OLYMPIC SPIRIT

Vancouver AM House and Spirit of Vancouver House Celebrate the 2010 Olympics

On January 15, as 2010 fever mounted, Senator Nancy Greene Raine officially launched Vancouver AM House and Spirit of Vancouver House at Canadian retail icon and 2010 sponsor, the Hudson's Bay Company. Greene Raine, one of Canada's favourite athletes cut our official House ribbon, and weeks later, went on to light the Olympic flame in front of billions.

Each Friday brought forth an exceptionally high calibre of Olympic-related speakers, as Tourism and business professionals were infused with Canadian spirit. When the torch finally arrived in Vancouver on February 12, the spirit could no longer be contained and burst out onto the streets into a sea of red and white. Our own Dal Richard's proudly ran the flame through Robson Square, amidst balloon waving Vancouver AM'ers. It was a historic day to remember, and one that will impact tourism now and in the future.

VANCOUVER AM HOUSE SPEAKERS

January 15 – Senator Nancy Greene Raine, 1968 Gold Medalist

January 22 – Donna Wilson, Executive Vice President, People and Sustainability, VANOC

January 29 – The Honourable Mary McNeil, Minister of State for the Olympics and ActNow BC

February 5 – Her Worship Dianne Watts, Mayor (City of Surrey)

February 12 - Bruce MacMillan, President & CEO of MPI

February 19 - Sue Paish, CEO, Pharmasave Drugs (National) Ltd.; Chair, The Vancouver Board of Trade Betty MacLeod, Vice-President, Olympic Business Development, RBC Royal Bank

Rich Gorman, Regional Vice-President, The Bay (Western Canada) and Dal Richards, Band Leader, Former Vancouver AM President

February 26 - The Honourable James Moore

Other speakers included Mary Ann Clark, who spoke of Mitts for Kids, a program aiming to raise \$200,000 supplying disadvantaged children with official, red, 2010 mittens (see mittsforkids.com).





Photos on page 6 & 7 by Dave Roels



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teamradio.ca

MEET THE NEW KIDS ON THE BLOCK

Coast Coal Harbour Hotel 1180 West Hastings Street

On March 12, 2010, Vancouver AM members and guests were treated to a special breakfast and tour of the newest hotel in town, the opulent Coast Coal Harbour Hotel. With a much-delayed occupancy permit in mid-December and a full hotel of guests coming in February 2010, the newly hired hotel staff had to switch into high gear. Due to their team's determination, efficiency and professionalism, finishing work in the hotel was completed, and furnishings, linens, towels and soaps were ready for the guests.

On Scott Roberts – Executive Director Sales, Coast Hotels & Resorts

A hospitality veteran with more than two decades of industry experience, Scott is responsible for leading the Coast Hotels & Resorts' sales team among the 32 owned, managed and franchised hotels in Western Canada, as well as expanding existing client relationships and exploring new revenue opportunities for the company.

Scott is actively involved in the tourism and hospitality industry throughout Canada. He has been a strong moderator within the Pacific Asia Travel Association and the International Air Transport Association. Scott is a former board director of Tourism Vancouver, Hong Kong-Canada Business Association and the Richmond Chamber of Commerce. He was also a former instructor at the Tourism Training Institute and served as head judge for the HSBC Celebration of Light.

Hans von Bloedau – General Manager, Coast Coal Harbour Hotel

Hans has an extensive hospitality industry management background that spans more than 20 years. For the past two years, he has served as Regional Manager, Coast Hotels & Resorts' Managed Properties, Alberta, overseeing the operation of six Coast hotels in Edmonton, Jasper and Yellowknife in addition to managing the daily operations of the Coast Edmonton House Hotel.

Hans has contributed to the hospitality industry as recent Vice Chair of the Alberta Hotel and Lodging Association, a Board member of the Tourism Destination Region and Tourism Partnership Council, Chair of Edmonton Tourism's Meetings, Business Travel and Events Marketing Committee, and member of the Strategic Tourism Marketing Council for Travel Alberta.

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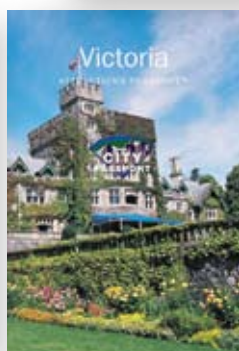
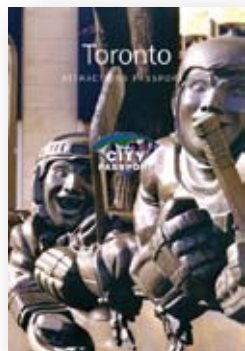
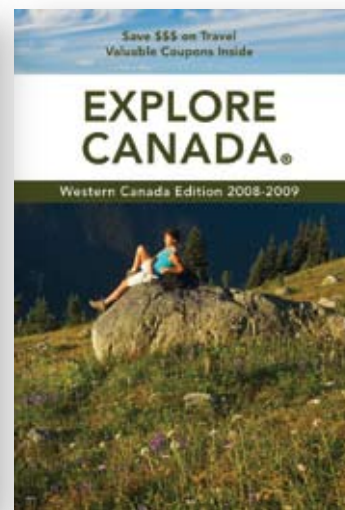
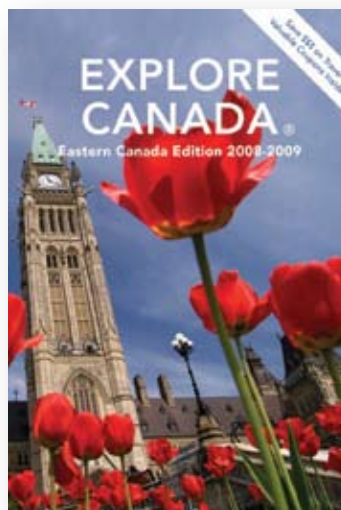
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MEMBER SPOTLIGHT: LEN MACHT, TGIF SINGLES Inc.

CONRAD GREGOIRE

I ventured up to the North Shore today and had lunch with Len. We discussed a lot of things that might or might not go into this spotlight.

When I got back to work, I thought about TGIF and maybe mentioning the fact that it's been around for 22 years. I thought you might like to know that it currently has about 300 members and puts on over 500 events a year. Those events include trips, dinners, dances, sporting events, social gatherings, walks and the list keeps growing.

I concluded that it made more sense to talk about Len the person, for I have known him many years and have a pretty good perspective. This would also help you understand what kind of man he is and what to expect when you attend one of his gatherings. He has been through a lot, as have most of us, which I think explains why he is so nice, so giving, so wise and so fair. But it's not my place to tell his story because it's his life.

What I will tell you is what I see when I meet this man – this Len Macht.

What it's like to see him, to talk with him.

He has an eternal smile and uncontainable optimism I rarely see in a person.

When you talk to him, you know he is sincere and you trust him immediately.

He is supportive, non-threatening and gives to everyone he meets. I can't count how many times I saw him give 50/50 tickets to people at an AM Breakfast, who forgot their money or weren't going to buy tickets at all. And never did he ask for anything in return, nor will he ever.

How one treats others, is a true test of their character and their spirit. Len is rich in both.

The "Ship" he has captained over the years is successful because he is at the helm.

To meet Len is to be face-to-face with honesty and warmth.

TGIF is an extension of Len – and people go there because it's safe and fun.

If you are looking for a place to meet great people and have a great time, give Len a call @ 604-988-5231

Or go to his colourful website at www.tgifcanada.com

To me, TGIF means This Guy Is Friendly

Yes, I know he's not a God. (but Len, if you're adopting...?)



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Deadline for the Fall Entertainment theme submission is September 1, 2009. We appreciate your prompt input!

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**MICHAEL LAMBERT, HONOURARY CHAIR
RAYMOND GREENWOOD,
PRESIDENT OF VANCOUVER AM TOURISM ASSOCIATION**

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SALUTE TO THE CRUISE SHIP INDUSTRY BREAKFAST

At the brand new Fairmont Pacific Rim Vancouver
3rd Floor Star/Sapphire Ballroom 1038 Canada Place, Vancouver



GUEST SPEAKER: Phil Reimer,
National Columnist of The Ports and Bowes, Television, and Radio personality.

TOPIC: What's new in the Cruising Business?

DATE: Wednesday April 14, 2010 - 7:00am - 9:00am

Presentation of Captain George Vancouver Award to CRUISE LINE member

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Reserved tables of 10 \$400.00 + GST (\$20.00) = \$420.00 includes hotel & corporate signage.

AFTER April 7, 2010 - \$500.00 + GST (\$25.00) = \$525.00 includes hotel & corporate signage

Host: Randy Zupanski
General Manger, Fairmont Pacific Rim Vancouver

TO REGISTER PLEASE CALL THE VANCOUVER AM TOURISM ASSOCIATION TICKET OFFICE AT
(604)733 6453 or on line at: www.vancouveram.org/?p2=?modules/vam/eventscalendat.jsp or
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