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HOTEL & HOSPITALITY MAGAZINE



Laura Bence, left, Service and Hospitality Safety Association (SHSA) Safety Advisor, and Lisa Chavady, SHSA Senior Advisor

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CEO MESSAGE: Provincial Update Fall 2017



Jim Bence, President & CEO

With Premier Brad Wall's sudden resignation in August, the political landscape in Saskatchewan saw an immediate shift. A leadership race was triggered, and a number of candidates threw their names into the proverbial "hat". The rules say that if you announce your intention to run for party leadership, you must relinquish your current portfolios, which

is exactly what Minister Harrison did, upon announcing his candidacy. His responsibilities, including minister for the Saskatchewan Liquor & Gaming Authority (SLGA) and Ministry of the Economy were distributed to a number of other cabinet members.

The idea being that once a new leader for the Sask. Party has been chosen in January 27, 2018, he or she will decide who makes up cabinet, and portfolios could once again be shuffled. The ministers that were handed new responsibilities may, or may not continue to hold them once the premier has made choices for key positions. These interim postings are considered "custodial", and I suspect that not many political decisions will be made during this time of transition.

The new Minister of the Economy (Tourism and Immigration fall under this ministry) is Steven Bonk and the Minister of SLGA is Gene Makowsky, both having served for many years in the Sask. Party.

I immediately requested meetings with both after they received their new portfolios' and subsequently I have had the opportunity to meet with Minister Bonk and Minister Makowsky. In each case we had lengthy discussions regarding the significant challenges currently facing our industry.

1. Secondary/Rural Hoteliers Economic Crises.
 - Wholesale/LTO Liquor Model and monopoly for some retailers (SLGA, Sobeys, Coop)
 - Taxation (Municipal commercial increases and 6% pst on restaurant meals)
 - .04 - .08 BAC
 - SGI lawsuits
 - VLT changes
 - Staffing challenges

2. Immigration and Employment Initiatives.
 - Regina/Saskatoon Hosp Projects ("From Entry to Executive")
 - Collaboration Open Door Society, Trades and Skills, STEC, SHSA and Employers
 - Solomon Islands
 - Aboriginal engagement, ATAC, Indigenous Works, GDI, STEC
3. Marijuana Legislation.
4. WCB Bill 39 and Bill 28.
5. Airbnb.
6. On-line Travel Agency Commissions.

Most of the individuals I talk to are surprised by the depth and breadth of the SHHA's members, which include hoteliers, restaurateurs, bar owners and event centres, for example, and the myriad of challenges that they face on a daily basis. An awareness of the scope and impact of our industry on local and provincial economies is key for our government officials and policy makers to understand. It is critical for us to keep the conversations going irrespective of who holds what position in government or for how long.

It is also important that I meet individually with each of the candidates running for the leadership of the Sask. Party. It is imperative that each of them understand what our concerns are, and, we need to understand their positions, and how they will support you and the hospitality industry as you work to grow your businesses and be successful.

We want our members to thrive, not just survive in these difficult economic conditions. The SHHA will impress upon the future Sask. Party premier that our members play a critical role in Saskatchewan's economic development and future.

These are very interesting times and present a unique opportunity for us to listen, but more importantly, be heard. ■

WHAT'S YOUR LEAVE BEHIND For Your Customer?



By Darren McDonald R-R Furniture Solutions, Saskatoon

Outdoor space is so important for the commercial customer experience. Creating the **ULTIMATE** outdoor space or indoor space with quality transitional patio furniture provides that initial touch point that ties you to your customer's expectation immediately at your hotel or golf resort.

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LOOKING AT LABOUR COSTS: A ‘very credible’ new study on Seattle’s \$15 minimum wage has bad news for Saskatchewan’s hospitality industry.

By SHHA Staff with files from the National Post

When Seattle officials voted three years ago to gradually boost the city’s minimum wage to \$15 an hour, they’d hoped to improve the lives of low-income workers. Yet according to a major new study conducted by a group of economists at the University of Washington, the hike has had the opposite effect.

Some employers have not been able to afford the increased minimums. They’ve cut their payrolls, putting off new hiring, reducing hours or letting their workers go, the study found.

The costs to low-wage workers in Seattle outweighed the benefits by a ratio of three to one, according to the study. The study, published as a working paper in June 2017 by the National Bureau of Economic Research, has not yet been peer reviewed.

On the whole, the study estimates, the average low-wage worker in Seattle lost \$125 a month because of the hike in the minimum. It raises questions for Saskatchewan NDP leadership hopeful Ryan Meili who proposes a \$15.00 minimum wage within two years.

Saskatchewan’s current minimum wage increased to \$10.96 on October 1. Across Canada, Ontario and Alberta have already announced minimum wage increases to \$15.00 per hour within the next two years, and, British Columbia

is considering a \$15.00 minimum wage. Nova Scotia will become the Province with the lowest minimum wage after October 1, 2017 at \$10.85.

Mr. Meili’s announcement comes during an economic downturn in the hospitality industry whereby many operators are seeing a substantial decrease in revenue.

There are many reasons for the slowdown; less money in liquor sales due to new legislation on drinking and driving, and more rigorous enforcement; customers are paying more income taxes; some customers may be earning less, leaving less for discretionary spending; and more industry competition is splitting the customer base.

The Canadian Federation of Independent Businesses seems to agree with the Seattle study contending that minimum wage increases actually hurt the very people they purport to help by causing unemployment or a cutback in hours for entry level workers.

What is your opinion on a minimum wage increase in Saskatchewan? Share your story with us by email info@skhha.com or fax to 1 – 306 – 525 - 1944

We will be doing a series of articles on the current Employment Standards in Saskatchewan and look forward to your feedback. ■

FORE THE FUTURE Golf Tournament



Winning team from left: James Mueller, Great Western Brewing Company; Lance Grosco, Duck Lake Hotel, and, Andrew Crombie, QUASEP

The 19th Annual Saskatchewan Hotel & Hospitality Association’s (SHHA) “Fore the Future” Golf Tournament” Was held on Monday September 11 at the Humboldt Golf Club.

The SHHA awards annual scholarships to students who are studying for a career in the hospitality industry. “Fore the Future” is our major fundraising event.

Thank you to all participants and sponsors. ■

RESPONSIBLE SERVICE of Alcohol for Volunteers

By Diane Cohoon, Hospitality Industry Consultant



Responsible service of alcohol for volunteers is an on-line program developed by Tourism Saskatchewan to provide training for people who will serve and sell alcohol at permitted public events. Currently, volunteers are not required by SLGA to participate in training before working at a permitted event, but many insurers and municipalities do require evidence of good risk management strategies including responsible service.

The program will provide information on responsibilities when selling and serving alcohol and ensuring the safety of people attending any successful event.

Upon completion volunteers will be able to:

- Fulfill social responsibilities.
- Social awareness of liquor-related problems is growing and there is little tolerance for over consumption.
- Achieve a safe and enjoyable atmosphere while reducing liability.

- Alcohol service to the point where individuals are visibly impaired can result in illness, injury and even death. These consequences can create situations where event volunteers may be held legally liable.
- Understand and apply relevant liquor legislation.
- It is a volunteers' responsibility to prevent over-serving, and to control situations involving minors trying to purchase or consume liquor.
- Promote the responsible sale of liquor.
- There are social, moral and legal responsibilities surrounding liquor service.
- Identify signs of intoxication and the techniques to effectively refuse or discontinue service.
- Knowing how to recognize signs of intoxication is critical to knowing when to stop service.

This program is specific to the requirements of a Special Occasion Permit and does not replace Serve It Right Saskatchewan (SIRS) for industry professionals including employees, managers and operators of Commercial Liquor Permits.

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RECENT STUDY SHOWS IMPACTS of Airbnb on Canada's Hotel Sector

Commercial operators are growing rapidly and are far outpacing actual home sharing activity. That is the conclusion of a new study launched by the Saskatchewan Hotel and Hospitality Association (SHHA) and Regina Hotel Association (RHA), in partnership with the Hotel Association of Canada (HAC).

Entitled An Overview of Airbnb and the Hotel Sector in Canada: A Focus on Hosts with Multiple Units, the study is most comprehensive of its kind,

“The results of this study show that multiple entire-home home units were the fastest growing Airbnb segment in terms of the number of hosts, the number of units, and revenues generated in the past two years,” said Jim Bence, President and CEO of the SHHA. “This demonstrates that a large proportion of Airbnb’s revenue is generated through actively managed businesses – ones that do not resemble the original concept of home-sharing.”

What started as true home sharing – where the owner is present during the guest’s stay – has expanded into a growing trend: people using these platforms to become commercial operators.

“Effectively, these operators are running illegal hotels within residential housing. This unregulated commercial activity has given rise to unintended consequences including the loss of affordable housing, lost tax revenues for governments, loss of jobs, increased disruption in communities and a risk to guests, as there are no health and safety standards in place”, added Bence.

Anyone operating in the commercial accommodations space should be subject to the same rules and regulations as other businesses doing exactly the same kind of work. “The traditional lodging industry welcomes competition and is prepared to compete on quality, experience and price; but the rules of the game have to be applied evenly to all players,” concluded Bence. “To be clear, we are not opposed to an individual using a home-sharing platform to rent out a room in his or her home to help make ends meet. What we are against is the continued allowance of commercial operators to act like hotels without the same responsibilities to taxation, health & safety standards, business licenses/permits, insurance and accessibility. This is about fairness - these laws and regulations should be upheld by anyone running a commercial operation.”

For more information or to access the full report, please visit www.skhhha.com or, www.fairrules.ca. ■

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The SHHA has a reputation of being an extremely effective lobby and advocacy group because of the activities we engage in and the strength of our membership. We are YOUR voice with government ministries, and MLA's.

For further information call (306) 790-1045 or email info@skhhha.com

**The Saskatchewan Hotel & Hospitality Association...
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PARLIAMENT HILL DAY Supporting the Hotel & Hospitality Industry

Since the inception of “Parliament Hill Day” by the Hotel Association of Canada (HAC), this event has become HAC’s most successful government relations activity. This day draws hotel leaders from across the nation and has become the cornerstone of HAC’s national advocacy program. “Parliament Hill Day” is dedicated to meeting Members of Parliament and raising awareness of the issues affecting the hotel & hospitality industry.

35 hoteliers held 65 meetings on Thursday October 5th to speak with Ministers and Senators. Airbnb regulation and taxation, and, labour shortages, were recognized as areas of profound concern, and all ministers understood their role in supporting the hotel & hospitality industry in Canada.

This year, Regina Hotels Association President and CEO Tracy Fahlman and Saskatchewan Hotel and Hospitality Association President and CEO Jim Bence were invited to Ottawa to participate in this incredibly worth-while event.

Our message, and the voice of Saskatchewan’s hospitality industry, was very well received, with every meeting producing commitments from the government to support our efforts. ■



From left: Tracy Fahlman, President & CEO, Regina Hotel Association; Jim Bence, President & CEO, Saskatchewan Hotel and Hospitality Association; and, The Honourable Bardish Chagger, Federal Minister of Small Business & Tourism meet on Parliament Hill on Thursday October 5, 2017

PROPOSED BUSINESS TAX CHANGES are big Trouble



Todd McKay
Prairie Director – Canadian
Taxpayers Federation

The federal government's proposed business changes could be big trouble for independent hotel and restaurant owners.

Prime Minister Justin Trudeau says he wants to close so-called tax loopholes and make sure everyone is paying their fair share of taxes. In reality, it appears the changes will force many small businesses to pay more. And many of the changes are themselves unfair.

For example, the government wants to limit income sprinkling. This happens when a business owner pays family members with lower incomes who therefore pay less tax. The government is suggesting there needs to be a reasonableness tax to make sure those family members actually deserve the money.

Which raises the question: how does the government know what's reasonable and who's deserving?

First, small businesses are often a family affair. People who grow up in entrepreneurial families always have funny childhood stories about stuffing envelopes for mailers or cutting limes for the bar. How will the government put a value on having everyone pitch in?

Second, the small business life is full of both risks and rewards. Even if one spouse isn't directly involved in the business, they'll feel the pinch if hotel rooms are empty or the catering orders don't come in. Is it fair for the government to limit rewards provided to family members while ignoring the risks they inevitably accept?

There's always room to improve the tax code. But the federal government is focused on the wrong things. And it's doing it the wrong way. ■

INDUSTRY EVENT PROFILE Belvedere Cocktail Competition

Ian Miller, Bar Manager at the Ayden Kitchen & Bar, Saskatoon, one of the judges of the "Belvedere Cocktail Competition-Round One" held August 13, 2017 at Saskatoon's O'Brian Event Centre described the event.

"This is an open competition for all working bartenders and cocktail hobbyists. Each competitor creates a cocktail showcasing the featured liquor. At the competition, the competitor prepares five identical drinks, three for the judges and two for display. Cocktails are judged on appearance, taste, balance and use of the featured liquor. Bartenders are judged on technique, ability to engage judges in the cocktail story and presentation skills".

Competitors in The Round One Competition included; Jonathan Regnier-Sticks and Stones; Brennan Elliot – Flint / O'Brian's; Danielle Pingent – 6Twelve Lounge; Christopher Cho- Grassroots Restaurant Group; Jayde Hyrniuk – Flint; Brad Horseman – Ayden Kitchen & Bar; Chad Lawrence; Benn Smith – Sticks and Stones; Brooke Motowylo – James Hotel; Curtis Kelly; KoKo Kyaw – Sheraton; Brandon Sukut – Ayden Kitchen and Bar.

The top three bartenders, Christopher Cho, Brooke Motowylo and Chad Lawrence went on to compete at the "Premier Showcase Belvedere Bartending Competition" at TCU Place, Saskatoon, September 29 & 30.

Interested in competing next year? Check out the Belvedere XYE Facebook Group. ■



Congratulations to our winner of the Belvedere Bartending Competition Christopher Cho from The Grassroots Company and Ayden Kitchen and Bar.

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A SUMMER of No Changes



Daniel Hirschhorn
Saskatoon Immigration &
Employment Consulting Inc.
(SIECSI)

In the summer, governments tend to work slowly when it comes to significant moves and changes. This has held true for the provincial and federal immigration departments. Federal Minister of Immigration, Refugees and Citizenship, Ahmed Hussen was in Saskatoon on August 1, and I was fortunate to be invited to give a brief presentation on my thoughts on immigration numbers and streams.

With SHHA members in mind, I focussed on expanding the provincial streams to allow for an increase, and a greater diversity of occupations made available to employers in the Saskatchewan.

We were informed of an employer driven stream that was opened recently called the “Atlantic Immigration Pilot” which allows employers to support the nominations of international graduates, skilled workers and also semi-skilled workers, the latter of which allows the nomination of NOCC workers. For the un-initiated this can include kitchen helpers and servers.

I am currently working in conjunction with your CEO, Jim Bence, to put together a similar proposal for presentation to the Ministry of the Economy in Saskatchewan. There has never been a better time to become a member of the SHHA and provide input on your industry needs.

On a basic informative level, it's business as usual with the province's immigration program. The previous Minister, Jeremy Harrison is no longer there, replaced by Minister Steven Bonk, who has so far impressed me with his knowledge and desire to understand the impact the program has on our province. ■

THE HOLIDAYS Aren't Just for Kids!



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1. It is a complete package

The HSLC doesn't leave you wondering what else you need to do to build an effective safety management system (SMS). The HSLC is made up of four levels, each requiring training and development work on your SMS. Throughout all levels the SHSA is there to provide support and consultation. The formal training and informal consultation combined with the work that you do will ensure you have all the information you need to maintain a safe workplace.

2. It is as much, or as little, as you want it to be

The four level design of the HSLC means that you can commit to as much, or as little, as you believe is right for your organization at that time. It doesn't mean that you can't do more in the future, but if all you can manage right now is a Level one, start there and see if that is sufficient for what you are trying to achieve. Once you complete a level, you will receive a Certificate showing your progress.

3. It recognizes your previous accomplishments

If you have taken safety training in the areas included in the HSLC prior to enrolling, it may be acknowledged as equivalent for the HSLC. This will depend on a few factors, such as what type of training it was, how long ago it was, and if the appropriate people took the training. But have no fear, if you took a Hazard Identification course last year, you won't have to take it again. The aim of the HSLC is to ensure the right training has been completed by the right people, not to re-do the work you have already put in.



Laura Bence, left, Service and Hospitality Safety Association (SHSA) Safety Advisor, and Lisa Chavady, SHSA Senior Advisor

4. It won't break the bank

The HSLC is incremental, with small amounts of training at each level. The processes that are evaluated by the SHSA take time to develop, but once complete, will only require reviews and revisions in the future. The SHSA offers a package discount for those hotels interested in Levels one through three, but each level is also offered individually. You know best about your abilities and funds, and we want to work with you in any way we can.

5. Safety is an investment

The HSLC's main purpose is to make your workplace a safe place. Fewer injuries and a safer work environment contribute to a more positive and productive workforce, and also, fewer costs. Did you know, the indirect costs of an injury (those costs beyond the direct compensation and medical costs) can be anywhere between 4 and 20 times the direct costs? When you consider the factors, it's not hard to see that the "cost" of implementing a Safety Management System is much more justifiable than forever paying the high costs (both financially and morally) of workplace injuries.

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SHOTZ ON ELEVEN owner finds home in hotel industry

by Jonathan Hamelin

SHHA Member Profile

Herman Zentner

When you examine Herman Zentner's background, you would assume it was an easy decision for him to enter the hotel and hospitality industry.

His grandfather purchased a hotel in Chamberlain in 1960 and ran the business until he passed away in 1992 after a battle with cancer. Zentner's grandmother and father then headed up operations. As he was growing up, however Zentner didn't originally plan to follow in his family's footsteps.

"I never really had anything to do with the hotel growing up," Zentner said. "I was a welder by trade and never imagined I'd be involved with the hotel."

In 2006, Zentner's family went through a difficult year as Zentner's father and then grandmother passed away after battles with cancer. The business was willed to Zentner and his brother and suddenly the future of the hotel was up in the air.

"The big question was 'what do we do with this?'" Zentner said. "We both had great fulltime jobs; we were home every night

and had decent pay and benefits. We had to determine whether we should sell it or open it."

The brothers decided to open the hotel on a trial basis to see if they would enjoy running the business. They reopened the hotel as a tavern in 2008, calling it ShotZ on Eleven. Zentner said they received the idea from a local restaurant owner during a brainstorming session at lunch. ShotZ refers to a shot of alcohol and also pays tribute to the family's last name, while Eleven references the fact that Chamberlain is located on Highway 11.

Eventually, Zentner's brother decided he didn't want to be involved with the business so Zentner bought out his portion.

"Here I am, a welder with no business experience, quitting a job I'd had for a decade to get into the hotel business," he said. "I was kind of enjoying having my own business. It was a scary choice, because you walk away from a guaranteed paycheck to basically roll the dice."

To ensure he would be successful in his now sole business venture, Zentner determined that it was time to make some changes. He decided to re-open the hotel portion and the rooms underwent major renovations. New beds, linens, window panes and lighting fixtures were added to the rooms and plumbing

and electrical lines were installed, among other changes. The rooms, which hadn't been rented out since the 90s, were operational in 2012.

ShotZ on Eleven also consists of a pub and sports bar, both of which have been extensively updated from the roofing to the furnaces. According to Zentner, something that highlights the change in the business is that ShotZ on Eleven is going to be acquiring a liquor gun this year.

"It's another big step in a small town bar," he said. "We're not a huge place like a city bar, but we offer that cozy environment. Before, you couldn't walk in and get a paralyzer or Caesar. You came in and got a beer or a white rum and coke. There was no cocktail mixing. Now, we do all the basics. Our back shelves have 50 bottles on them."

Under Zentner's guidance, ShotZ on Eleven has emerged as popular community hub and destination for people passing by.

"It's been interesting," he said. "I never saw myself being here today. I'm third generation. I haven't even been here for a long period of time yet I have seen other small town bars come and go through owners time and time again. I'm still here and it's pretty neat."

One thing that made Zentner's transition into the industry easier was joining the Saskatchewan Hotel and Hospitality Association (SHHA). His grandparents had previously been members.

"Before we opened, I got an opportunity to go to the convention and trade show," Zentner said. "It was really interesting because even though I didn't know anybody there, once I mentioned where I was from or my last name everybody seemed to know who I was. Everybody was friendly and accepted me in. We laughed and shared stories. It was great to receive that kind of a welcome."

This warm welcome inspired Zentner to join the board of directors, which he has sat on for six years.

"It's been a great learning experience," he said. "I'm learning something every day when it comes to the industry and the politics."

"There are so many benefits to being a member. One of the greatest things I love about the association is the convention and trade show. I get to network with both fellow hoteliers and the suppliers that we don't get to see on a regular basis." ■



Ajit Matharu

Looking After His Clients Every Step of the Way



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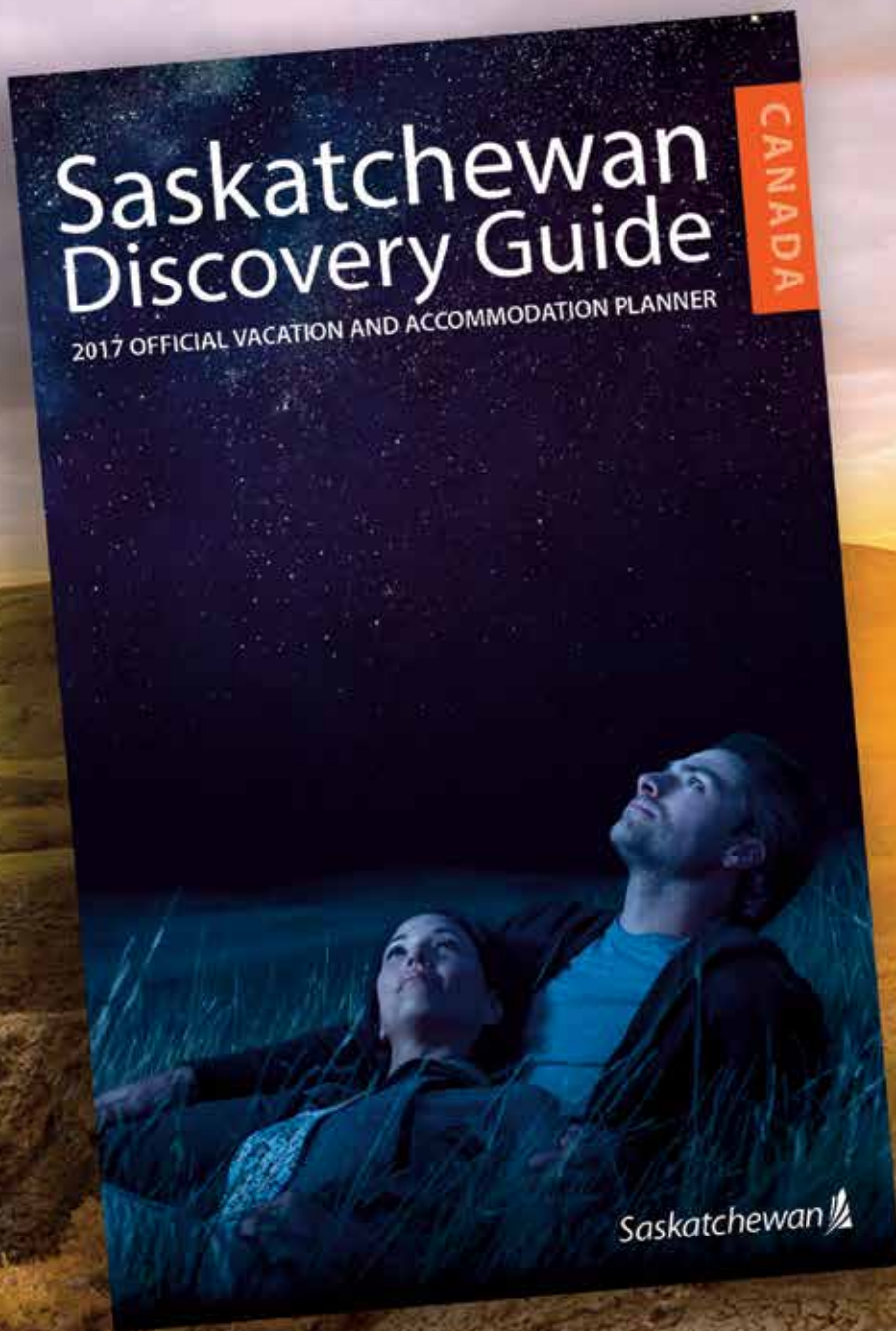
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