



THE TOWERS OF INDUSTRY AWARDS

BY THE PLANNER

For the second straight year, the Planner is recognizing individuals and businesses that stood out over the past 12 months for their excellence, leadership, passion, determination and unexcelled commitment to customer service.

By presenting them with the Tower of Industry Award, we are highlighting the example that each has set in its category.

The names of CN Tower Trophy winners and runner-ups, who also merit mention on this honour roll, follow:

Why do we use the CN Tower to represent our Towers of Industry?

- Our winners are way up at the top, like the CN Tower, which is 555.33 metres (1,815.5') high.
- Like the CN Tower, our winners can withstand lightning. The CN Tower is struck about 75 times each year.
- Our winners can see over the horizon. The view is as much as 160 km (100 miles) on a clear day at the CN Tower.



VENUE OF THE YEAR

TIFF Bell Lightbox

Our Venue of the year winner hopes to host over 4000 events running 365 days of the year with an annual attendance of over a million people. TIFF Bell Lightbox is Canada's newest year-round cultural destination offering a diverse selection of screenings, guest appearances, exhibitions and special events. The five-storey complex provides a permanent home for film lovers to celebrate cinema from around the world and propels TIFF forward as an international leader in film culture.

It occupies an entire city block in the heart of Toronto's media and entertainment district, not to mention proximity to some of the city's coolest new condo developments. Entirely wheelchair accessible, the building houses 5 public cinemas, 2 galleries, 3 learning studios, a centre for students and scholars, a bistro, a restaurant and a lounge. Oliver & Bonacini's Malaparte, the private event space for gala receptions and elegant dinners, features

floor to ceiling windows, an adjoining rooftop terrace and an outdoor amphitheatre. Underground parking is available.

Designed by innovative architecture firm KPMB, TIFF Bell Lightbox's fluid structure encourages exploration, movement and play. The 850 square foot shop carries leading edge giftware, books, DVDs and special product collections.

Sponsors include Bell, the Provincial and Federal Government, the King and John Festival Corporation and numerous corporations and foundations.

Web: tiff.net/tiffbelllightbox.ca

Runner-up: The Sony Centre For The Performing Arts. Canada's largest soft-seat theatre re-opened on October 1 as a revitalized nexus of arts, culture and technology with improvements to facilities and full food service. This is the first phase of an extensive \$30M process to the designated historical site. The final phase is to be unveiled in 2015.

PLANNER OF THE YEAR

Connie Tinney, KPMG

Creativity and innovation are two keys to successful event organization, but pushing the envelope often means taking risks. Our Planner of the Year, Toronto's Connie Tinney, made good on an immense project in 2010, without losing sight of a core creative concept that nonetheless posed a threat to its success. Now National Director, Event Management at KPMG, Connie Tinney ran her own marketing and event management firm for 10 years with such clients as Scotia Bank and Staples.

In her current job, she is responsible for events in the Toronto region and

throughout Canada. In June 2010, Connie and her team fielded the idea of holding a large gathering in an unusual downtown Toronto venue: a public square that would certainly turn this event into a huge hit given its unique character—but entailing constraints to make a planner's blood run cold! Backed by a solid team and supported by outstanding suppliers, anything was possible and the mission accomplished. Hats off to Connie Tinney and her team!

Runner-up: Congratulations to all the planners who organized the 2010 Winter Olympic events!

ENTREPRENEUR OF THE YEAR

Groupe Germain

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This year, Groupe Germain steps to the top of the podium! The hotel group's 22 years of leadership and experience have helped pave the way to its success, with a solid understanding of its market sector and impeccable customer service have clearly driven Germain's expansion. The entrepreneurial momentum of cofounders Christiane and Jean-Yves Germain was not inhibited by the 2009 crisis. The firm in fact announced some of its biggest developments during this difficult period. New Le Germain boutique hotels appeared on the luxury market, with a big 2009 premiere in Calgary followed by a second opening in Toronto during 2010. Riding a crest of fresh demand from eco-friendly business travellers and tourists seeking a different kind of accommodation, Groupe Germain also focused its efforts on its three-star ALT hotels and soon plans to wrap-up construction of 10 ALT hotels in Canada for \$240 million. What stunning performance!

Web: www.groupegermain.com

Runner-up: Having already racked up numerous achievements, Jérôme Ferrer is not only a chef at heart, but an entrepreneur whose flair for business has made him a great success in Quebec. Heading a number of different companies, all of which are linked by his love of fine cuisine, Jérôme Ferrer clearly stands out from the crowd.

SPONSOR OF THE YEAR

L'Oréal Canada

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L'Oréal, international leader of the cosmetics market, selected Montreal as its base in Canada in 1966. Five decades later, it would employ 1,200 people. Company offices expanded, numerous group brands emerged and this multinational corporation has become deeply rooted in Canada over the years. Its strategic alliances and partnerships/sponsorships underscore the firm's commitment to giving back to the community. One goal promoted by all of the group's brands and by Javier San Juan, L'Oréal Canada's President and CEO, is that "we need encounters with the rare, the exquisite and the innovative to stimulate our senses, illuminate

our minds and fill us with the joys of being human." Proud sponsor of different festivals, including Montréal High Lights (spotlighting women in 2011) and the annual Luminato event in Toronto (celebrating art and creativity), L'Oréal Canada continues to forge ahead and "stay young at heart" in line with the wishes of its founder, Philippe Dalle.

Web: www.loreal.ca

Runner-up: To all the Canadian Banks who provide ongoing support to charitable, artistic and fundraising events.

AUDIO-VISUAL COMPANY OF THE YEAR

SBI Audiovisuel

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SBI is one step ahead of the AV market in many ways. It has assumed a big role due to perseverance, accompanied by human and financial investments. SBI's development efforts, which were launched just prior to the economic crisis, are now paying off, with this Quebec-based firm seeing its bottom-line grow and customer loyalty soar following acquisitions of technological equipment, hiring of new staff and expansions. SBI ended 2010 up 16% leap in sales, or an overall 42.5% leap in business since 2008, before the crisis. Nothing has slowed SBI's advance.

In 2009, while undergoing a transition, the company vigorously met a drop in client budgets by providing them with economic solutions and support, without ever skimping on service. In 2010, SBI kicked off a strategy for consolidating the audio-visual market by focusing on additional partnerships and acquisitions. The company now has new offices and more warehouse space making it easier to meet clients' rising needs and employ state-of-the-art equipment.

Web: www.sbiav.com

Runner-up: AV Canada also stands out for its use of leading-edge technology. Member of the Stronco Group, the Mississauga (Ontario) company makes customer service a top priority.

PRODUCTION OF THE YEAR 2010 Olympic Games

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Vancouver and The Vancouver Organizing Committee deserved a Gold Medal for host-

ing and producing the 2010 Winter Olympic Games – what an incredible event. They are our Towers of Industry for City of the Year and Production of the Year, combined. Its spirit and impact will reach beyond a single event or year. Similarly, the investment in infrastructure will continue to draw and support tourism for years to come.

Officially the XXI Olympic Winter Games or the 21st Winter Olympics, the major international multi-sport event was held from February 12–28, 2010 in Vancouver, BC. Some events were held in the suburbs of Richmond, West Vancouver, and the University Endowment Lands and in the resort town of Whistler. Approximately 2,600 athletes from 82 nations participated in 86 events in fifteen disciplines. Both the Olympic and Paralympic Games were organized by the Vancouver Organizing Committee.

The world's media reported the Games as a success in creating a positive atmosphere for athletic achievement. The massive celebratory crowds in downtown Vancouver were highly praised by the International Olympic Committee. Jacques Rogge, president of the IOC, indicated that "the way Vancouver embraced these Games was extraordinary. This is really something unique and has given a great atmosphere for these Games."

The atmosphere surrounding the Olympics, and its inclusion of foreigners, was also praised, with many seasoned Winter Olympic observers putting the games at, or near, the top of the list of best ever Winter Olympics. They were also the most watched Winter Olympics since the 1994 Olympics in Lillehammer and are mentioned alongside the Sydney Summer games in regards to the best atmosphere. A large part is credited to the citizens of Vancouver and Canada.

For the first time, Canada won gold in an "official" sport at an Olympic Games hosted at home. With this type of effort and success, it won't be the last.

Runner-up: Robert Lepage whose numerous productions in 2010 have made him an international producer. From The Canadian Opera Company in Toronto to the Metropolitan Opera in New York and the Cirque du Soleil, Mr. Lepage had an incredibly busy 2010 following the reception in 2009 of the Governor General's Performing Arts Award for Lifetime Artistic Achievement.



THE TOWERS OF INDUSTRY AWARDS BY THE PLANNER (CONTINUED)

TOURISM BUREAU OF THE YEAR

Tourism Winnipeg

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Tourism Winnipeg unveiled an ambitious and comprehensive plan which will boost Winnipeg's reputation as a destination for meetings, conventions, sports and special events as well as for leisure travellers to meet present and future needs.

According to the 2008 CITIES Profile for Winnipeg, the city's tourism industry generates more than 12,000 jobs and represents approximately 2.6 million visitors each year, bringing in more than \$483 million in direct annual expenditures.

Recognizing tourism as an economic driver for the city of Winnipeg and the province of Manitoba, Tourism leadership identified the need for a robust, integrated tourism economic development plan in order to grow Winnipeg's economy through tourism expenditures.

The planning process included the solicitation and aggregation of research on industry trends, input and analysis from tourism industry partners and consultation with private and public stakeholders.

The resulting document is aimed at growing Winnipeg's competitive tourism position in the global market, encapsulating broad based strategic direction and identifying key initiatives that affect Winnipeg tourism product development, visitor experience, community engagement and ultimately the desire to grow tourism visitations and expenditures.

The aggressive platform to expand Winnipeg's tourism industry reflects new realities and presents workable and efficient solutions to growing export revenues for Winnipeg over the long-term. Over the next five years, Tourism Winnipeg will bring together stakeholders and traditional and non-traditional

tourism partners to creatively and collaboratively examine and elevate Winnipeg as a tourist destination.

Web: www.tourismwinnipeg.com

Runner-up: It's one of Canada's best kept secrets. Kingston, our Tourism Bureau runner up of the Year, offers a strategic location, bilingualism, and a beautiful waterfront. Home of Ontario's only Unesco World Heritage Site – the Rideau Canal and Fort Henry. Tourism Kingston has done a great job of promoting its location and has succeeded in attracting new hotels to meet its growing needs.

SPECIAL HONORS

Isadore Sharp

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In 1961, Isadore Sharp, a young architect and builder, together with his contractor father Max Sharp, constructed a modest motor hotel in downtown Toronto: the first Four Seasons. He announced his retirement in June of 2010, after almost 50 groundbreaking years in a highly competitive field.

In His Own Words:

"The reason for our success is no secret. It comes down to one single principle that transcends time and geography, religion and culture. It's the Golden Rule – the simple idea that if you treat people well, the way you would like to be treated, they will do the same.

There was no vision, there was no grand dream. But there has always been a consistent thread and it propels us forward today, as we continue to grow globally, and that's service."

It may seem obvious that in the hotel business, service is a primary objective, but it is how that service is delivered that sets Four Seasons apart.

"I sat down with our communications experts

and wrote down the fundamentals of our culture, which is based on the Golden Rule – to treat others as you wish to be treated. A lot of companies talk about having a culture, but we knew we had to walk the talk if we expected it to thrive in our hotels.

Four Seasons today is a brand that people equate with exceptional experiences and the lifelong memories that come with them. The business decisions we've made over the past five decades ensure that Four Seasons will continue to hold this esteemed position for decades to come.

One way to characterize Four Seasons service would be to call it an exchange of mutual respect performed with an attitude of kindness."

Today many former Four Seasons employees work in some of the best hotels in the world. Without exception, they credit their high level of performance to the training they received at The Four Seasons. In this way, Isadore Sharp's guidance has raised the bar not only in his own hotel, but for the industry at large. We wish Mr. Sharp good luck in his future endeavours and wish to thank him for having made the industry a better one.

Linda Leith

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Our runner up is a single mum to three grown sons, translator and author of seven books, Linda Leith finishes her tenure as Blue Metropolis' Literary Festival president and artistic director. Over 14 years, she grew the festival from a one-woman show, to 11 full-time employees, plus seasonal workers, hordes of volunteers and an international reputation. More importantly, she built bridges between people of all ages, cultures and languages, moving all who participated. Thank you and congratulations, well done.