



Member Update

January 2004

FROM THE FRONTLINE

The **Industry Benefits and Compensation Study** has picked up speed this month, with increasing numbers of employer responses arriving daily. The study focuses on four sectors: Food and Beverage, Accommodation, Adventure Tourism and Recreation, and Attractions. It is rewarding to see employers and business owners take great value in this initiative by contributing their time and input. This study would not be possible without the participation of those at the industry helm. We turn to our members and fellow industry organizations to encourage your own membership to participate. Pooling together communication resources will continue the momentum for responses and ensure the best results are attained. This, in turn, benefits all by having the most qualified, accurate and current data possible to present.

Contact John Leschyson to help assist you in rallying your members!

The **Industry Image Campaign** continues well into 2004.

A dynamic industry think-tank session concluded our 2003 agenda, giving us tremendous insight and feedback. Supplier consultations have wrapped up and we are now reviewing the numbers.

The plan's details are being fine tuned in preparation for a January go2 Board presentation. Next steps? Calling on potential partners and sponsors to help fund and roll out the campaign. Call Nikki Germany for details.

Welcome to 2004! We've jumped into the new year with vigour. The website is the most anticipated task at hand as development winds down and we prepare to go live. For employers and the business community, it is our goal to make our resources *readily accessible* and *easily applicable*, and to support you in operating as a workplace of choice for the pool of outstanding talent in B.C. We applaud the numerous individuals who will choose Tourism this year and encourage those planning a career move to look to go2 for direction.

go2hr.ca

... is gearing up for launch! With content development and promotional strategy well underway we will soon need **YOU** to jump in and take advantage of the site's unique features. We will be inviting you to post your company listing, job vacancies, events, people appointments and changes, best practices and feedback. Stay tuned for details.

In short? This is industry's site and, together, we can make it **the** leading online HR source for B.C. tourism operators, employees, students and career seekers. Call Bettina if you have great people stories to share.

CONSIDER THIS:

Improving communications at the hiring stage and being up front about all aspects of a job - *including the negative* - can reduce first year attrition by as much as 41%.

Simple steps like communicating your efforts to employees - *and explaining why something is needed* - can reduce employment attrition.

NEW FACES



Bettina Wolff von Gudenberg joins go2 this month as Project Manager to oversee the completion and launch of the new portal website. Her skills in market planning, research, event management and communications make her an invaluable asset to our team. She holds a Diploma of Technology in Marketing Management from BCIT as well as a Bachelor of Arts in International Relations from UBC.

THE go2 TEAM AT YOUR SERVICE

- Arlene Keis, CEO | Extension 222
- Moon Yee, Director of Finance & Operations | 223
- John Leschyson, Mgr., Industry HR Development | 225
- Nikki Germany, Mgr., Industry HR Development | 228
- Linda Halington, Manager, National Products & Certification | 229
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ON THE go:

- January 2004**
- FAB - Food & Beverage Conference 2004 | *Attendee*
- Vancouver Coast & Mountains Tourism Region | *Presenter*
- Destinations Annual Conference | *Attendee*
- February 2004**
- B.C. Tourism Industry Conference | *Partner*
- Vancouver and Okanagan Education & Career Fairs | *Exhibitor*