



## **NEWS RELEASE**

September 23, 2009

### **OTEC AND ORHMA ANNOUNCE NEW PARTNERSHIP OTEC to Provide Training and Human Resource Services to the Members of Ontario's largest Tourism and Hospitality Industry Association**

Toronto, Ontario

Vicki Lymburner, President & CEO of OTEC (Ontario Tourism Education Corporation) and Tony Elenis, President & CEO of ORHMA (Ontario Restaurant Hotel & Motel Association) are pleased to announce the establishment of a partnership which will add significant value to ORHMA's 11,000 members. As leaders in customer service and occupational skills training for the tourism and hospitality industry, OTEC becomes the exclusive training company for ORHMA and ensures ORHMA members have access to award winning training products and nationally recognized occupational certification training programs.

"We are thrilled to support our membership's training needs through the resources of OTEC. In doing this we are building a stronger Hospitality Industry in Ontario. OTEC possesses the tools, the talent and a wide spectrum of training topics to deliver quality training" states Tony Elenis. He continues by saying "training provides large financial benefits to an organization and managers must not regress over short term thinking of cost. Our most important resource is people. Investment in training our people offers huge returns associated with guest satisfaction, employee performance, employee satisfaction and rewards to the bottom line. This is especially true in a down economy"

"OTEC understands the needs of businesses in associations such as ORHMA, and continues to evolve our products and services" says Vicki Lymburner. "Our goal is to provide relevant and innovative training and leadership resources to support employer requirements to remain competitive in challenging and competitive economic climates. Now, more than ever, Ms Lymburner indicates, employers need to focus on, and invest in attracting and retaining the best talent to provide consistent service and operational standards, and to ensure that they get the best return possible for their businesses. The quality of employees, and their on-going development through training and education, are major factors in determining long-term profitability in any business. OTEC's suite of training products, H.R. solutions, research, and communications provide the resources for businesses to become "Employer of Choice organizations." ORHMA's commitment to providing their members with the information, training, and learning resources they require will help create a successful hospitality industry in Ontario".

**About OTEC**

OTEC is an independent, not-for-profit training and human resource development organization which has evolved from the 2005 consolidation of the Ontario Tourism Education Corporation (OTEC) established in 1991, and Customer Service Excellence Corporation (CSEC) established in 2001. Originally formed through a partnership with industry, government, labour, associations, and education to offer training programs, standards, certification and employment development programs for the tourism and hospitality sectors, the organization has expanded to provide an extensive range of “Customer Service & Management level” training programs.

OTEC is also Ontario’s Human Resource and Tourism Sector Organization and is Ontario’s representative on the Canadian Tourism Human Resource Council (CTHRC), the national sector council for tourism.

**For more information on OTEC’s products and services please visit the OTEC website at [www.otec.org](http://www.otec.org)**

For more information contact:

Vicki Lymburner, President & CEO, 416-622-1975/1-800-622- 7476

**About the ORHMA**

*As the largest provincial hospitality industry Association in Canada, with over 4,000 members representing more than 11,000 establishments across the province, the **ORHMA** is a member-driven and service focused non-profit organization representing the interests of the province’s \$20 billion foodservice and hospitality industry, which employs over 415,000 people. [www.orhma.com](http://www.orhma.com).*

**For more information contact:**

**Fatima Finnegan**, Director of Corporate Marketing & Development, 905-361-0268 / 1-800-668-8906