



develop.  
perform.  
succeed.

➤ OTEC: HELPING BUSINESSES DEVELOP, PERFORM and SUCCEED



OTEC is proud to present our new brand in the form of an exciting new image and an increasingly wide array of innovative HR solutions, tools and resources.

"It has been almost two years since I began leading OTEC and it has been both exciting and challenging, says Vicki Lymburner, OTEC President and CEO. "The Board of Directors and OTEC team have

assessed, re-evaluated and re-invented the organization to ensure dynamic and sustainable growth. Broad consultation and stakeholder feedback assisted us in creating a new strategic plan with a new Vision, Mission, Values, Mandate and Strategic Priorities. Now, we're excited to launch our new brand to position OTEC to reach new goals and objectives for the future!"

Previously, OTEC operated with two parallel businesses and brands – OTEC (Ontario Tourism Education Corporation) and CSEC (Customer Service Excellence Corporation). [MORE](#)

➤ DR. MARION JOPPE ON THE ROLE OF INTEGRATING OTEC, INDUSTRY AND EDUCATION



Left: Dr. Marion Joppe  
Right: Vicki Lymburner

*Dr. Marion Joppe, influential leader, educator and past OTEC Chair, is University Research Chair in Tourism at the School of Tourism and Hospitality Management, University of Guelph*

"As Past Chair, I have the opportunity to reflect on the last few years as a board member of OTEC, including two each as Vice Chair and Chair, and the enormous changes this organization has undergone in that time. While originally set up by the

stakeholders in the tourism industry – industry associations, government and labour – it became clear over the years that the types of programs and initiatives offered by OTEC were of great interest and value to other parts of the service sector, such as healthcare, transit, police services, banking, etc.." [MORE](#)

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➤ THE REPUBLIC BANK IS OTEC'S NEWEST SERVICE EXCELLENCE ORGANIZATION



Left: Vicki Lymburner

**Republic Bank Celebrates Success!**

In September 2007, Vicki Lymburner, OTEC President and C.E.O, joined the Republic Bank in Port of Spain, Trinidad, to celebrate their monumental achievement in becoming an **OTEC Service Excellence Organization!**

UPCOMING TRAINING DATES

Feb 26 Tues  
Service Excellence

Feb 26/27/28 Wed/Thurs  
Designated Trainer

Mar 6 Thurs  
Coaching for Excellence

March 27 Thurs

Right: Mr. Dulal-Whiteway  
The Republic Bank

Achieving service excellence and consistently “wowing” customers, takes an organization-wide commitment to service. The Republic Bank has shown

that commitment through its dedication to achieving the OTEC Service Excellence designation. The Bank began working with OTEC to begin their customer service training journey in 2004. By September 2007, over 4,000 employees from frontline to management level had been trained in Service Excellence in Barbados, Granada and Trinidad and Tobago – an amazing accomplishment! [MORE](#)

Engaging Gen Y

April 29 Tues  
Service Excellence

April 29/30/01  
Wed/Thurs  
Designated Trainer

May 15 Thurs  
Hiring the Best Workshop

May 29 Thurs  
Engaging Gen Y

#### NEW! POLICE SERVICE EXCELLENCE E-LEARNING TOOL!



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#### NEW! PERFORMANCE AND TRAINING A MANAGER'S GUIDE

This CD-ROM and workbook helps Managers and Business Owners identify gaps in performance and close those gaps through training – exclusively from OTEC!

Performance and Training – A Manager's Guide includes easy-to-use exercises, information and a comprehensive on-line toolkit to help maximize employee performance. At a special introductory price of only \$79.00 (regular \$99.00), this limited time offer includes both the workbook and CD.

Help your employees achieve top performance! Contact Deb Fletcher, Manager of Training and Human Resources Development at (416) 622-1975 x 215 or [dfletcher@otec.org](mailto:dfletcher@otec.org).

#### "SUPERVISOR" NATIONAL PROFESSIONAL CERTIFICATION – NOW ONLINE!



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Skilled supervisors inspire the people they lead to develop, perform and succeed. In fact, they are the true pillars of customer service in any organization. The Online Supervisor National Professional Certification program is designed to help develop the skills and knowledge necessary so that Supervisors can deliver exemplary performance and ensure exceptional client experiences. [MORE](#)

#### TOURISM COMPENSATION STUDY

Don't forget to order the 2006 Tourism Sector National Compensation Study presented by OTEC and the Canadian Tourism Human Resource Council (CTHRC)! The first of its kind, this national study provides compensation and benefits data from tourism establishments in three key industries:

- Accommodation
- Food and Beverage Services
- Recreation and Entertainment

This study provides companies with critical

#### LET OTEC BRING EXCITEMENT TO YOUR NEXT EVENT!



Deborah Fletcher - OTEC

If you're planning a conference, workshop, seminar, general meeting or forum, consider OTEC for dynamic speakers that will engage and invigorate your audience!

OTEC's presenters will inform, educate and improve the professional skills of your delegates or members with current,

relevant, topics and important industry trends and issues, at much more economical rates than speakers bureau presenters. Just look at where we've been over the past year: [MORE](#)

information that will assist them in planning their human resource needs. The 2006 Tourism Sector National Compensation Study is currently available in print format and is valued at \$125.00 for the National version and \$75.00 for the Ontario version (plus GST and shipping). For more information and to place an order, please contact Kamaljeet Singh, Training & Certification Coordinator at OTEC at 1-800-557-6832 ext. 217 or [ksingh@otec.org](mailto:ksingh@otec.org).

## QUESTIONS?

For further information concerning OTEC products and services please call: 1-800-557-6832, visit our website at [www.otec.org](http://www.otec.org) or email us at: [info@otec.org](mailto:info@otec.org). If you do not wish to receive future editions of this newsletter please [unsubscribe](#).

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Previously, OTEC operated with two parallel businesses and brands – OTEC (Ontario Tourism Education Corporation) and CSEC (Customer Service Excellence Corporation). After merging the two corporate entities over the past three years, and in response to the changing needs of our industry partners, we saw the need to rebuild our brand to re-acquaint the marketplace with what OTEC stands for, and why we exist.

The new brand identity includes a new logo in contemporary shades of blue and green. The logo is supported by the tagline, 'Develop.Perform.Succeed.', which defines the key ways in which

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O TEC provides value to our clients. The re-branding of the organization to simply "O TEC positions our organization as a training and H.R. solutions provider and reinforces the business and service delivery model that has evolved over the past few years. The brand is reflected in new communications materials and our new website, scheduled to be launched in late February 2008.

Vicki Lymburner comments, "As an independent, not-for-profit organization without core government funding or membership fees, O TEC must ensure that we are relevant and competitive and that we provide innovative products and services to support the needs of our partners and clients, now and in the future. That means responding to emerging trends which reinforce that now, more than ever, improving customer service and occupational skills is crucial for businesses and destinations to succeed:

- Statistics Canada reports indicate the Tourism sector alone is projected to be unable to fill more than 300,000 new jobs across Canada over the next 5 years due to the changing labour market and aging workforce 60% of Canadian companies say that currently a shortage of skilled workers is slowing their growth
- The Conference Board of Canada estimates that by 2020 there will be a shortfall of 1 million workers in the Canadian economy.

To assist our clients in meeting these challenges, promote the growth of a service excellence culture and assist them in becoming Employers of Choice, O TEC provides innovative HR solutions that support business, human resource, marketing and brand objectives. These tools and resources help businesses like yours develop a stronger workforce and increase competitiveness. In our next e-newsletter, look for more information on the ways in which O TEC has changed to better assist organizations and destinations in attracting, retaining, and developing a skilled, effective workforce.

*For more information on O TEC's diverse range of training and HR solutions please check out our new website to be launched Feb. 2008 ([www.otec.org](http://www.otec.org)) or contact Vicki Lymburner at [vlymburner@otec.org](mailto:vlymburner@otec.org) or 416-622-1975 ext. 209*

#### DR. MARION JOPPE ON THE ROLE OF INTEGRATING O TEC, INDUSTRY AND EDUCATION



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"As Past Chair, I have the opportunity to reflect on the last few years as a board member of O TEC, including two each as Vice Chair and Chair, and the enormous changes this organization has undergone

in that time. While originally set up by the stakeholders in the tourism industry – industry associations, government and labour – it became clear over the years that the types of programs and initiatives offered by O TEC were of great interest and value to other parts of the service sector, such as healthcare, transit, police services, banking, etc. The recognition that consumers have an ever increasing number of choices, and that customer service has become a reality even in sectors that deal with a more "captive" audience such as healthcare and policing, has led to a significant expansion of offerings. At the

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same time, almost every sector of the Ontario economy is starting to feel the effects of the impending labour shortage, which has been a reality in Western Canada for a number of years.

When the Executive Director left three years ago, and changes in the team occurred, it provided OTEC and the Board of Directors with a chance to completely rethink the vision and mission of the organization, rebrand it to reflect industry needs today and develop tools to support clients in attracting, retaining and developing high performing employees and becoming Employer of Choice organizations. OTEC brought a number of team members on board, each with their own area of expertise that complement each other perfectly and provide a breadth of Training and HR solutions.

As the Ontario representative of national training and certification programs under the emert brand, OTEC plays a strong role in helping to professionalize the workforce. Ongoing skill development is a prerequisite for ensuring the kinds of productivity gains and service orientation necessary to a healthy economy, and gratifying careers for individual employees. The national occupational standards and training material have also been an invaluable resource for educational programs, particularly at the college level, to ensure that graduates meet industry expectations when it comes to competencies, knowledge and skills. Similarly, OTEC's increasing role in the delivery of programs to assist immigrants with integration into our society and workforce, is another way in which the organization is helping to address the looming labour shortage.

As you can see, the need for an organization like OTEC has never been greater, and with the talented team of individuals that bring customized and highly innovative training solutions to industry, its future is bright indeed!"

*To learn how OTEC can help your organization develop, perform and succeed, please contact: Vicki Lymburner, President & CEO, at [vlymburner@otec.org](mailto:vlymburner@otec.org) or 416-622-1975 ext. 209*

## ▶ THE REPUBLIC BANK IS OTEC'S NEWEST SERVICE EXCELLENCE ORGANIZATION



Left: Vicki Lymburner  
Right: Mr. Dulal-Whiteway  
The Republic Bank

### Republic Bank Celebrates Success!

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Mr. Dulal-Whiteway, Managing Director of the Republic Bank, is a firm believer in the importance of building a service excellence culture. "The Republic Bank considers customer service and employee satisfaction primary components in ensuring consistent shareholder value", he says.

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The process of building a world-class organization takes dedication and commitment, as demonstrated by The Republic Bank. By training thousands of employees in OTEC's Service Excellence program at Branches, Corporate offices and Business Centres, the organization has demonstrated that customer service is a core value it supports at all levels. That commitment has an enormous payoff, a fact that is confirmed by independent Customer Satisfaction surveys conducted in Trinidad and Tobago which rate the Republic Bank as number one for customer satisfaction!

"Successful businesses and those being recognized as 'Top Companies to Work For' appreciate that their employees' ability to deliver service excellence is central to the fulfillment of their brand promise. They understand that developing their people to enhance performance improves competitiveness - a key factor for business success," states Ms. Lymburner. "It is my pleasure to congratulate the Republic Bank in achieving their Service Excellence Organization Designation!"

*Is your organization committed to service excellence? Ensure your customers are "wowed" with every service experience - become a **Service Excellence Organization** or **Service Excellence Community** – contact Wendy Paradis, Vice President, Client Services at [wparadis@otec.org](mailto:wparadis@otec.org) or 416-622-1975 ext. 212.*

#### ▶ NEW POLICE SERVICE EXCELLENCE E-LEARNING TOOL!



OTEC has partnered with Magna Carta Training Inc. to provide Police Services with a valuable new tool to improve community relations and service delivery!

The Police Service Excellence E-Learning Tool was developed by police officers for police officers, in association with Magna Carta. It's a convenient, cost effective training solution designed to provide police officers and civilian team members with effective service skills that apply to a wide variety of job functions. With its simple-to-use, interactive online learning format, users can complete the program at their own pace and at a time convenient for them – a particularly attractive feature to police service personnel.

The Police Service Excellence E-Learning Tool consists of four modules that include learning units and case studies as well as an introductory tutorial and an evaluation. The course takes one to two hours to complete and includes topics such as:

- Principles of Professional Relationships with a focus on the elements that impact these interactions
- Client Service and understanding the importance of providing exemplary service
- Effective Communications and strategies to improve your interactions with the public
- Dealing with Challenges specific to police and client service

The Police Service Excellence E-Learning tool will assist police service personnel to develop, perform and succeed in delivering high quality service, enhancing community relations and meeting the public's expectations for police services in their communities.

*To find out more or to bring this exceptional training product to your*

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organization, please contact Brian McGillivray, Manager, Business Development & Marketing, at [bmcgillivray@otec.org](mailto:bmcgillivray@otec.org); 1 (800) 557-6832 ext. 206, or contact Magna Carta at 1-(705)-325-0255

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- Supervisor Essentials
- Human Resource Management
- Operations and Quality Control
- Sales and Marketing
- Finance and Administration

If your career goals include becoming a skilled and effective supervisor within your organization, or if you have potential or existing Supervisory personnel you'd like to give the opportunity to develop in their careers, this valuable learning resource is for you!

**What does it take to become Professionally Certified?** To achieve Supervisor National Professional Certification through the online program, participants complete:

- Four online self study modules
- A web-based exam (100 multiple choice questions)
- 3000 qualified hours of experience, over 2 consecutive years, prior to evaluation
- A minimum of 6 months at a supervisory level
- On-site observation/interview, reflective review, case study and portfolio assignments

**Why become Professionally Certified?** Because Professionally Certified employees deliver improved customer service, have higher morale and motivation and often receive new opportunities for advancement. Employers experience reduced employee turnover and increased profitability.

The Online Supervisor Occupational Knowledge package (including modules, exam and course evaluation) is available for only \$400.00 plus GST. The complete Professional Certification package (including a performance evaluation) is available for \$625.00 plus GST – an outstanding value!

*OTEC and CTHRC offer over 10 front line, supervisory and management level online National Professional Certifications! Sales Manager, Heritage Interpreter and Food & Beverage Manager will be*

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added to our growing list this year. To enrol and receive your username and password contact Kamaljeet Singh, Training and Certification Coordinator, at 1-800-557-6832 ext. 217 or [ksingh@otec.org](mailto:ksingh@otec.org) today!

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economical rates than speakers bureau presenters. Just look at where we've been over the past year:

## February

- Canadian Society of Club Managers – "Issues & Trends in the Labour Market"
- Toronto Attractions Council – "Enhance the Experience"

## April

- Tourism Federation of Ontario – "Canadian Labour Market Challenges & Strategies"
- Canadian Society of Club Managers – "Engaging Generation Y"
- Simcoe County Training Board – "Attracting & Retaining Generation Y"

## May

- Labour 20/20 Conference (Kostuch Publications) – "Looking for Employees in all the Right Places" and "Employers of Choice"
- Huronia Historical Parks – "Make Your Visitors' Experience Historic!!"

## June

- Tourism Burlington – "Destination of Choice or Chance?"

## September

- Ontario Snow Resorts Association – "Engaging Generation Y"
- Republic Bank – "The Importance of a Service Excellence Culture"
- Destination Niagara- "Creating a Successful Visitor Experience through your Employee Brand"

## October

- Grey/Bruce Regional Tourism Conference – "Engaging Generation Y"
- Premier Spas of Ontario – "Employer of Choice or Chance – Attracting & Retaining Employees in a Tough Labour Market"

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- North Simcoe Community Futures Development Corporation – “Attracting & Keeping Good Employees”
- Grey- Bruce 8th Annual Regional Tourism Conference – “Engaging Generation Y”
- Ontario Travel Centres – “Engaging Generation Y”

#### **November**

- National Golf Course Owners Association – “Engaging Generation Y”
- Ontario Motor Coach Association – “A Taste of Service Excellence”
- Timmins Chamber of Commerce – “ Engaging Generation Y”

Let an OTEC presenter bring excitement to your next event – call Client Services today! [clientservices@otec.org](mailto:clientservices@otec.org); 416-622-1975