



Welcome from our National President, Mr. Toni Daoud

January 2010

On behalf of the National Executive Board and the members of Les Clefs d'Or Canada, I would like to thank you for taking interest in Les Clefs d'Or and invite you to consider a possible partnership with us.

Les Clefs d'Or Canada is a non-profit association of dedicated concierges from across Canada, under the auspices of the Union Internationale des Concierges d'Hôtels (UICH). This organization includes more than 3,000 members in 40 countries, who network around the globe in order to ensure hotel guests receive the pinnacle of personal service while staying at their properties. Les Clefs d'Or is founded upon the principle of "Service through Friendship." No competition exists between workplaces, as camaraderie and teamwork allow members to serve guests to the best of their ability, utilizing all resources. Coming together to share ideas and gain knowledge is one of the keys to the organization's success. To facilitate this exchange, meetings are held monthly in each region and annually at both the national and international level.

Along with their daily duties, Les Clefs d'Or members take time to help those less fortunate in their communities by actively participating in various local projects and charities.

In the following pages you will find an information package on our organization, answering questions about our aims and proceedings. Please do not hesitate to contact Vice President Hugo Legrand (vicepresident@lesclefsdorcanada.org) or myself, should you have any further questions regarding our reputable organization. Additionally, I invite you to view our national website at www.lesclefsdorcanada.org.

We look forward to future correspondence with you.

In Service through Friendship,

Toni Daoud
President, Les Clefs d'Or Canada
Concierge
The Sutton Place Hotel, Toronto
president@lesclefsdorcanada.org



Our Mission Statement

Our purpose is to function and act as both an association of professional hotel concierges in Canada and an affiliate of the Union Internationale des Concierges d'Hôtels "Les Clefs d'Or" (UICH). As such, we strive to establish and promote high professional and ethical standards; to coordinate, promote and assist the activities and interests of concierges; to foster friendship and communication among concierges in Canada and abroad; to expand the training of those entering the profession; to promote, enhance and improve the technical skills and professionalism of concierges; to foster the development of the hotel industry and tourism in general; and to maintain the highest possible standards of services for hotel guests.

What is Les Clefs d'Or

Les Clefs d'Or (The Golden Keys) is a name familiar to any national or international traveller accustomed to staying in the grand hotels of the world.

Founded on October 6, 1929 by Ferdinand Gillet, the French association of Les Clefs d'Or was responsible for the creation of the European association in Cannes in 1952. Today, the Union Internationale des Concierges d'Hôtels "Les Clefs d'Or" (UICH) is represented by more than 3,000 members in 40 countries worldwide.

The aim of Les Clefs d'Or is to help improve and maintain the quality of service provided by concierge staff in their hotels, and to advocate on behalf of this little known profession. The association is at the disposal of its members to provide any help and guidance they may require. It is this solidarity that gives Les Clefs d'Or great power on an international scale and allows its members to deliver the very best in service to their hotel guests.

Les Clefs d'Or also encourages its members to continually improve their professional abilities by offering them educational opportunities at home and abroad. Regional meetings are held monthly and an annual International Congress is hosted by a participating country, giving members the opportunity to network and share industry ideas.

In Canada, biennial national congresses are held to unite concierges across our vast country. Additionally, our members also participate in a biennial Pan-American congress involving Canada, the United States, Mexico, Argentina and Brazil.

Most importantly, members of Les Clefs d'Or adhere to a strict code of professional standards and ethics in order to provide the highest standard of service to hotel guests.

Les Clefs d'Or symbolizes welcome smiles, dedication and professionalism. It is an organization that plays a vital role in the total success of international travel.

Les Clefs d'Or International Member Sections

Argentina, Australia, Austria, Belgium, Brazil, Canada, China, Chinese Taipei, Czech Republic, Denmark, Finland, France, Germany, Great Britain, Greece, Holland, Hong Kong, Hungary, Ireland, Israel, Italy, Japan, Luxembourg, Malaysia, Mexico, Morocco, New Zealand, Norway, Philippines, Portugal, Romania, Russia, Singapore, South Korea, Spain, Switzerland, Thailand, Turkey, and the United States.



A brief history of Les Clefs d'Or Canada

In the mid 1970s a few concierges gathered in Toronto to discuss the possibility of joining a prestigious international concierge association, known at that time as the Union Internationale des Portiers des Grands Hotel (UIPGH).

In 1976, their goal was achieved: Canada was accepted at the international congress in Lisbon, as the 17th member nation of the UIPGH. In the preceding years Canadian membership grew steadily and on November 1, 1995 Montreal opened the first international concierge institute outside of Paris, France (presently known as the Merici International Concierge Institute). In January of 2005, following four years as National President, Virginia Casale (from the Montreal region) triumphantly is elected as General Secretary of the now renamed Union Internationale des Concierges d'Hôtels "Les Clefs d'Or" (UICH.). Ms. Casale is the first Canadian to hold a position on the International Board and the first female General Secretary.

Today Les Clefs d'Or Canada consists of more than 130 members working at hotels in seven regions of our vast country: British Columbia, Alberta, Ontario, Niagara, Montreal, Quebec & Charlevoix and the Atlantic Region. Each extremely dynamic region (supervised by its regional board) holds special events, contributes to charitable works and holds monthly meetings. These meetings are held to further educate one another by exchanging industry ideas and integrating with invited industry guest speakers. The Les Clefs d'Or Canada National Board oversees the seven regions and represents Canadian concierge internationally.

Presently, members of Les Clefs d'Or Canada may be found in the following cities:





Where our members work across Canada

British Columbia Region:

Delta Victoria Ocean Point Resort and Spa	Fairmont Chateau Whistler	Fairmont Hotel Vancouver
Fairmont Empress Hotel, Victoria	Fairmont Pacific Rim	Four Seasons Hotel Vancouver
Four Seasons Whistler Resort	Hotel Grand Pacific, Victoria	Pacific Palisades Hotel
L'Hermitage Hotel	Metropolitan Hotel	River Rock Casino Resort
Pan Pacific Hotel	Renaissance Vancouver Hotel Harbourside	Terminal City Club
Shangri-La Vancouver	The Sutton Place Hotel	
Vancouver Marriott Pinnacle	Victoria Marriott Inner Harbour	
Wickaninnish Inn, Tofino		
Professional Affiliates: Air Canada, Vancouver and Vancouver Convention Centre		

Alberta Region:

Delta Lodge at Kananaskis	Fairmont Banff Springs Hotel	Hotel Arts
Hyatt Regency Hotel	Rimrock Resort and Spa	Westin Hotel, Calgary
Professional Affiliates: Air Canada. Corporate Affiliates: Where Calgary		

Ontario Region: (Toronto hotels)

Fairmont Royal York	Four Seasons Hotel	Hotel Le Germain
The Hazelton Hotel	InterContinental Toronto Centre	InterContinental Toronto Yorkville
Marriott Bloor Yorkville	Metropolitan	Le Meridien King Edward
Soho Metropolitan	The Sutton Place Hotel	
Professional Affiliates: Air Canada, American Express, Belleria Residents, Holt Renfrew Toronto, Manulife Centre, Oxford Properties Group, Palace Place, Prince Arthur Condominiums		
Corporate Affiliates: Star 1 Promotions, Tourism Toronto and Where Toronto		

Niagara Region:

Queens Landing Inn & Conference Resort, NOTL	Sheraton Fallsview Hotel & Conference Centre, Niagara Falls
Sheraton on the Falls, Niagara Falls	Sterling Inn and Spa, Niagara Falls
The Oban Inn and Spa, NOTL	The Pillar and Post, NOTL
The Prince of Wales Hotel, NOTL	White Oaks Conference Resort & Spa, NOTL
Corporate Affiliates: Fielding Estate Winery and Jackson Triggs Estate Winery	

Montreal Region: (Montreal hotels unless otherwise noted)

Chateau Beauvallon, Mont Tremblant	Hotel de la Montagne	Hotel de L'Institut
Hotel Fairmont La Reine Elizabeth	Hotel Hilton Lac Leamy	Hotel Hilton Bonaventure
Hotel InterContinental	Hotel Le Centre Sheraton	Hotel le St James
Hotel Loews Vogue	Hotel Marriott Chateau Champlain	Hotel Nelligan
Hotel Omni Mont-Royal	Hotel Place d'Armes	Hotel Sofitel Montreal
Hotel W	Le Crystal de la Montagne	Manoir Hovey
Professional Affiliates: Air Canada, Bombardier, Holt Renfrew Montreal and 90 George – Ottawa.		
Corporate Affiliates: Conservus		

Atlantic Region:

Delta Beausejour, Moncton	Delta Barrington Hotel, Halifax	Fox Harbour Golf Resort & Spa
The Lord Nelson, Halifax	The Prince George Hotel, Halifax	Radisson Suites Halifax Hotel
Westin Nova Scotia, Halifax		
Professional Affiliates: The Martello on Dresen Row, Halifax and World Trade Centre and Convention Centre – Halifax.		

Quebec and Charlevoix Region: (Quebec City hotels unless otherwise noted)

Auberge La Pinsonniere, La Malbaie	Auberge Saint-Antoine	Château Laurier
Fairmont Le Chateau Frontenac	Hotel Dominion 1912	Hotel le 71
Le Capitole	Loews Le Concorde	Village Touristique, Mont Sainte Anne
Professional Affiliates : Auberge de la Visitation. Corporate Affiliates : Merici International Concierge Institute		



10 reasons to partner with Les Clefs d'Or

1. We provide an exclusive affiliation with an internationally recognized “brand of excellence” that symbolizes the pinnacle of personalized service.
2. We provide you with global reach: concierges who are both local experts and globally connected.
3. We will act as an extension of your marketing activities as qualified net promoters, providing personalized and specific “word of mouth” referrals from a reliable and credible source.
4. We will save you time and money as a valuable source of reliable information and an abundance of industry contacts.
5. You will be exposed to an organization whose members follow a strict code of ethical and professional standards.
6. All 132 members of Les Clefs d'Or Canada across the country support our corporate sponsors.
7. The Les Clefs d'Or network can provide global assistance and support to our corporate sponsors when they are travelling.
8. Two representatives from a corporate member of Les Clefs d'Or have privileged access to network at monthly regional meetings, and at annual national and/or international congresses.
9. Corporate sponsors are given exposure on our organization's website.
10. Corporate sponsors have the opportunity to be included in other Les Clefs d'Or printed material, such as our map publications.

Partner Testimonials

“Where magazine is proud to be associated with the Les Clefs d'Or Canada. As a Professional Affiliate Where magazine has benefited immensely through its relationship with Les Clefs d'Or Canada. Our partnership is essential to our business and will continue to be that way for many years to come”.

Kevin Gonsalves
National Marketing Manager, *Where* Canada magazines

“The relationship between the Air Canada Concierge World-wide team and the Concierge of Les Clefs d'Or gives our passengers seamless service between our airline and the Hotel service industry. It is a great benefit to both organizations”.

Deborah-Ann Desouza
Manager Worldwide Premium Services and Maple Leaf Lounge Toronto, Air Canada



Les Clefs d'Or Congresses

Members of the UICH have the ability to travel, learn, share ideas and meet their colleagues who participate in various congresses organized throughout the world. Members and Corporate Affiliates of Les Clefs d'Or Canada are eligible to attend our National Congress, the International Congress and the Congress of the Americas. The following lists our past congresses and their varied locations.

History of Host Cities of the UICH International Congress

1951	Sierres (Switzerland)	1975	London	2000	Guangzhou
1952	Cannes	1976	Lisbon	2001	Brussels
1953	San Remo	1977	Copenhagen	2002	Athens
1954	Munich	1978	Vienna	2003	Biarritz
1955	Marrakesh/Paris	1979	Rome	2004	Morocco
1956	Montreux	1980	Monte Carlo	2005	Philippines
1957	Dublin	1981	Dublin	2006	Washington, DC
1958	Brussels/Berlin	1982	Barcelona	2007	Vienna
1959	London/Lourdes	1983	Funchal/Madeira	2008	Copenhagen
1960	Amsterdam	1984	Munich	2009	China
1961	Vienna	1985	Sorrento (Italy)	2010	Portugal (to come)
1962	Copenhagen	1986	Tel Aviv	2011	Canada (to come)
1963	Nice	1987	Washington, DC	2012	Great Britain (to come)
1964	Tangier/Casablanca	1988	Budapest	2013	New Zealand (to come)
1965	Madrid	1989	Paris	2014	Italy (to come)
1966	Geneva	1990	Gothenberg (Jan. 1991)		
1967	Athens	1991	Costa del Sol		
1968	Brussels	1992	Tangier/Marrakesh		
1969	Annulled (death of Mr. Goede)	1993	Singapore		
1970	St. Moritz	1994	Sydney		
1971	Dublin	1995	Jerusalem		
1972	Palma de Majorca	1996	Rome		
1973	Munich	1997	Budapest		
1974	Tel Aviv	1999	Prague		

History of Host Cities of the Pan-American Congresses: Canada, USA, Brazil, Mexico and Argentina

1993	San Francisco	1998	Seattle	2005	New Orleans
1994	Toronto	1999	Miami	2006	Puerto Vallarta
1995	Washington, DC	2001	Quebec City	2008	Vancouver
1996	Los Angeles	2002	Las Vegas	2010	Buenos Aires (to come)
1997	Acapulco/Cruise to LA	2003	Rio de Janeiro		

History of Host Cities of the Canadian National Congress

1990	Toronto	2000	Banff	2009	Calgary
1991	Montreal	2004	Niagara Region	2011	Toronto (to come)
1992	Vancouver	2007	Montreal		



Membership in Les Clefs d'Or Canada

Full Member:

It takes three years to become a full member of Les Clefs d'Or Canada. The applicant must have been a full time concierge employed and paid by a hotel for a minimum of two consecutive years. He or she must also be invited to and participate in a minimum of eight monthly Clefs d'Or meetings in the 12 months prior to submitting an application. The applicant will provide a letter of support from his or her general manager and will make a brief presentation to all Clefs d'Or members of their region on why they wish to become a member of Les Clefs d'Or. The current Full Members will vote on the applicant taking into consideration the applicant's professional and ethical conduct and the grade received by the applicant on anonymous test-call evaluations. If successful, the new apprentice will be presented with one golden key to be worn on his or her lapel symbolizing this accomplishment and commitment to the association. After one year, the apprentice will be re-evaluated and if successful will be presented with a second golden key—making him or her a full member of UICH.

Professional Affiliate:

Persons with a minimum of two years experience as a concierge may be nominated for consideration as a Professional Affiliate of Les Clefs d'Or Canada pursuant to having met all other prerequisite requirements and qualifications. After having attended a minimum of four meetings in the 12 months prior to applying, applicants are expected to make a presentation before members explaining why they wish to join Les Clefs d'Or and how their joining will benefit the association. The Full Members will then vote to accept or decline the applicant. Affiliate members are granted access to all open meetings and functions of Les Clefs d'Or Canada exclusive of voting privileges. The Professional Affiliate may wear the pin of the UICH on his or her uniform. They are eligible to attend congresses and the open portion of the Annual General Meeting.

Corporate Affiliate:

The Executive Committee may, with the approval of the members in a general meeting, elect any person, firm or company deemed to possess the appropriate qualifications and who is considered to render some special service to Les Clefs d'Or Canada as a Corporate Affiliate. The corporate applicant must provide a company portfolio and letter stating why he or she wishes to partner with Les Clefs d'Or, and outlining the benefits he or she will bring to the association. Corporate affiliates cannot vote. They are eligible to attend congresses and the open portion of the Annual General Meeting.

For further information please contact our regional Vice Directors:

National	Hugo Legrand, Vice President	514-285-9000	vicepresident@lesclefsdorcanada.org
B.C.	Stephane Mouttet, Vice Director		stephane.mouttet@shangri-la.com
Alberta	Jill Grundy, Vice Director		jgrundy@hyatt.com
Ontario	Angela Penman, Vice Director		angela.penman@fourseasons.com
Niagara	Corey Stirrett, Vice Director		c.stirrett@vintage-hotels.com
Montreal	Louis Philippe Talbot, Vice Director		concierge.vogue@loewshotels.com
Quebec City	Anne McKenna, Vice Director		anne.mckenna@fairmont.com

For contact information on all Les Clefs d'Or Canada members please visit:

www.lesclefsdorcanada.org



Charities supported by Les Clefs d'Or Canada

Les Clefs d'Or Foundation of the Americas:

Created in 1990, Les Clefs d'Or Foundation of the Americas provides financial support and in-kind donations of goods and services to persons who are no longer able to work due to the life threatening effects of AIDS, cancer or heart disease. Those who are helped through this program include: hotel concierges in the USA, Canada, Mexico and Brazil; former concierges who are affiliate members of Les Clefs d'Or in these countries; concierges who are members of a local concierge association in these countries; and partners of one of the above concierges. Membership in Les Clefs d'Or or the Society of the Golden Keys is not required to receive support.

Dreams Take Flight:

Dreams Take Flight is a non-profit national organization dedicated to providing the trip of a lifetime—a day at Disney World, Florida or Disneyland, California—to underprivileged or physically and/or mentally challenged Canadian children. Entirely volunteer driven, with the aid of local organizations such as Les Clefs d'Or, the program raises money to make the dream a yearly reality for children in Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Ottawa, Montreal and Halifax. Air Canada donates the aircraft and the volunteers do the rest. Several members of Les Clefs d'Or Canada have had the pleasure of accompanying these delighted children on this memorable day.

The Terry Fox Run:

The first Terry Fox Run in 1981 attracted 300,000 participants across Canada and raised \$3.5 million. To date the annual event has raised more than \$400 million worldwide for Cancer research. Les Clefs d'Or Canada adopted the Terry Fox run as a national charity in 2005 and since that time has donated over \$34,000 to aid in the search for a cure. On the second Sunday of September, teams of volunteers from each Canadian Les Clefs d'Or region raise money and participate in the 10-kilometre run.

Additionally, all Les Clefs d'Or regions support a number of charities and charitable events in their respective communities.