



## President's Welcome to Les Clefs d'Or® Canada

On behalf of the National 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 an elite fraternity of hotel Concierges dedicated to the achievement of exceptional service by connecting, educating and inspiring our members to constantly exceed guest expectations. Our not for profit association has been a member of Les Clefs d'Or International since 1976. We began with six members in Toronto and now are proud to have one of the largest member Sections in the world, found from coast to coast in seven regions: British Columbia, Alberta, Ontario, Niagara, Montreal, Quebec City and Atlantic.

Through our motto "In Service Through Friendship", our members are connected to 4,000 top Concierges in the world, making it easily possible to assist our guests globally. Our dedicated 155 Canadian members meet regionally at monthly meetings to exchange service ideas with new and established vendors, allowing us to stay aware of industry trends and to further strengthen our network. This constant development of knowledge and connections genuinely makes us the finest ambassadors of our hotels, cities and country. And Ambassadors of our hotels and country we truly are, when we proudly represent at annual International Congresses or at biennial Canadian or joint Pan American Congresses (Canada, USA, Brazil, Mexico and Argentina).

Les Clefs d'Or Canada is governed by six elected Executive Board members and seven Regional Directors who meet twice a year to discuss strategies to continue to develop guest services through the Concierge profession and to review applications for potential new members. As **#yourkeytoeverything**, Les Clefs d'Or Canada proudly embraces our world with social media campaigns, charitable endeavours, collaborations with educational institutions and Brand awareness initiatives. Last year, Les Clefs d'Or Canada celebrated 40 years and promised to ensure many more years of dedicated fine guest service and a continued focus on our members and the Concierge profession as a whole.

In the following pages you will find an information package on our association, answering questions about our aims and proceedings. Please do not hesitate to contact Public Relations Director Alain Ethier or myself, should you have any further questions.

We warmly welcome you to follow us on Facebook: Les Clefs d'Or Canada, Twitter: @LesClefsdOrCAN and our LCDC Blog: [www.lesclefsdorcanada.com](http://www.lesclefsdorcanada.com) .

In Service Through Friendship - Vive Les Clefs d'Or!

### **Carolina Avaria**

President

Chef Concierge - InterContinental Toronto Yorkville

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## Welcome from the Regional Director Andrea Melendez

It is a pleasure to welcome you on behalf of the Regional Board and Members of the Ontario Region of Les Clefs d'Or Canada.

Ontario is the oldest region in this prestigious association and we pride ourselves for our diversity, our history as well as for keeping our motto "In Service through friendship" strong in our hearts. We are Concierge from the most luxurious hotels in the city of Toronto as well as Ottawa and Nattawasaga and we are passionate about providing excellent service to our distinguished guest and making their stay a memorable one.

Les Clefs d'Or is a worldwide association, founded in France in 1929 by eleven founding members. Today the organization consists of over 3800 concierges from all over the globe, many of whom meet annually at our International Congresses. Here in North America we also attend National and Pan-American Congresses biennially. These congresses provide us with the opportunity to network, experience a destination and give us the chance to make a personal connection with our fellow colleagues all with the intent of providing outstanding service to our travelling guests

Regionally, in order to grow and strengthen our skillset, we meet every month for the purposes of education, fundraising and social events. We usually invite 1 or 2 guest speakers each month to make a presentation to our group, this way we can be informed to better serve our guest. Les Clefs d'Or members consider every guest a VIP. When we meet as a group we take advantage of this opportunity to share our experiences with each other.

We have also begun a Scholarship program with our Educational Partner Fanshaw College who is the only school in North America that promotes and has an established Concierge Program. This Scholarship is intended to help students who are part of the Concierge program so in the future we may have them working among us.

The members of the Ontario region also fundraise for various charities such as Terry Fox, Dreams Take Flight and Habitat for Humanity. Each year our members volunteer their time and their skills to assist in every way needed.

It would be my pleasure to meet with you should you have any questions and discuss how we can better help each other with the thought of building a strong and healthy relationship. Please visit our social media sites on, Twitter and Facebook, whose links you will find on our Clefs d'Or Ontario website, [www.lesclefsdorcanada.org](http://www.lesclefsdorcanada.org).

Sincerely,

**Andrea Melendez**

Regional Director, Les Clefs d'Or Canada Ontario Region  
Chef Concierge, Thompson Hotel Toronto  
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## What is Les Clefs d'Or?

Les Clefs d'Or (translated as The Golden Keys) is a professional association of hotel concierges, with approximately 4000 members working in over 80 countries and 530 destinations, in literally every corner of the world. Easily identified by the golden crossed keys on their lapels, these members are an elite fraternity, globally connected, committed to professional development, and driven to setting new standards for guest service perfection.

With roots dating back to 1929, Les Clefs d'Or was officially founded in France in 1952 as a not-for-profit organisation based on two pillars: Service and Friendship. Before earning the right to wear the golden keys, those who aspire to become a member must have several years of experience as a hotel concierge, pass comprehensive testing and prove, beyond doubt, their ability to deliver the highest quality of service.

Serving more than 100 million guests every year, Les Clefs d'Or members fulfil an infinite variety of requests from the everyday to the extraordinary. As lifelong professional hotel concierges, their experience, knowledge and professional relationships make them the most reliable local experts and ambassadors of their chosen destinations.

With every member having access to the Les Clefs d'Or global network, often meeting face-to-face at one of their annual international congresses, there is nowhere they cannot reach or guest request they cannot deliver. No one knows the world like Les Clefs d'Or. From Berlin to New York City, Paris to Tokyo, and everywhere in between, Les Clefs d'Or concierges strive to provide nothing short of inspired service.

## Our Mission Statement

Our purpose is to function and act as both an association of professional hotel Concierges in Canada and as 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 our guests.



## Our Values

### In Service Through Friendship

Foster friendship to promote professionalism and mentor young members.

### The Guest Comes First

Create memorable experiences for guests and they will return and bring others.

### The Network

Share information and communicate with members from around the world. This collaboration is our most powerful tool.

### Integrity and Respect

Your word is your bond. Be honest and fair in all circumstances.

### Strive for Excellence

Exceed expectations and embrace the highest standards of service.

### Discretion

Always respect and protect the identity and confidentiality of all guests.

### Lead by Example

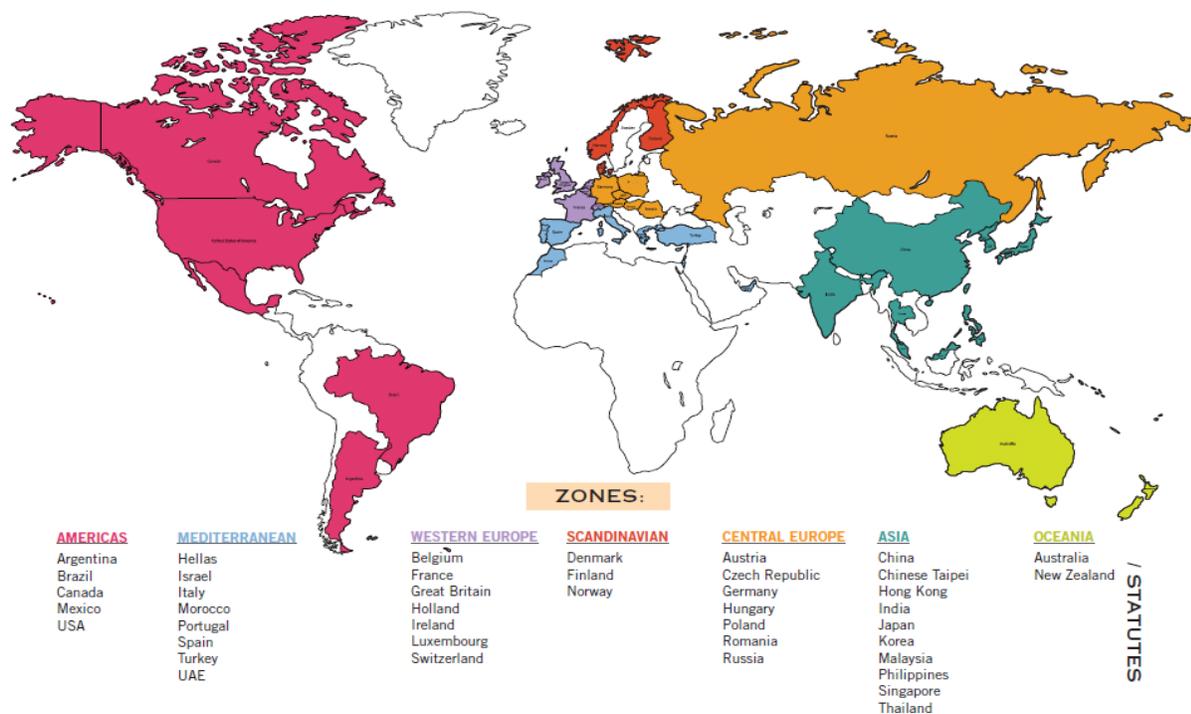
Take charge. Accept responsibility.





## Les Clefs d'Or International

Internationally, the UICH has approximately 4000 members. Les Clefs d'Or is present in 80 countries however as a minimum of 15 members must represent a country Section, presently there are 45 registered Sections in the association. Our members profit from this worldwide network by enabling each Concierge easy access to each other and their respective contacts to better serve their guests. As a result of this elaborate network, a 2011 Les Clefs d'Or study showed that our members serve roughly 127 million guests each year. We are structured in seven zones around the world.



## Les Clefs d'Or Canada's Role

Since 1976, when Canada was accepted at the international congress in Lisbon, as the 18th member section of Les Clefs d'Or and the first section outside of Europe, we have been notable leaders. Exercising a steady membership growth, in November 1st, 1995, Montréal proudly opened its doors to the first International Concierge Institute outside of Paris, France. Although the school has now closed, Collège Mérici in Québec City continues to offer courses originated by ICI. In May of 2011, Virginia Casale, from Montreal, was elected as International President, the first Canadian to hold a position on the International Board. Today, Les Clefs d'Or Canada is recognized as leaders in our brand focus, creating initiatives which are being picked up and shared internationally by other sections of Les Clefs d'Or.



## **10 Reasons to Sponsor and Partner with Les Clefs d'Or Canada**

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 advocates, 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 155 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. Corporate sponsors are given exposure on our organization's website, blog and numerous social media avenues.
9. Corporate sponsors have the opportunity to be included in other Les Clefs d'Or printed materials, such as our map publications.
10. Once a relationship has been established there is potential for a corporate partnership. Representatives from your company will have the privileged access to network at our monthly regional meetings, and at annual national and/or international congresses.

As a partner of Les Clefs d'Or Canada, your business will have access to our worldwide network of connections. Your contribution to Les Clefs d'Or will continue to allow the association to aspire to its full potential. You and your company will have access to our network of knowledge at any time. Our concierges will recognize you as a valued partner and will work towards creating a lasting relationship of trust and mutual aid. During our activities, meetings and congresses, your business will have the opportunity to be promoted and benefit from its association to our brand of excellence.



## Partner Testimonials

### where

Founded in 1936, Where has enjoyed more than 75 years of serving the global visitor market. As the largest network of visitor publications in the world, with a name that visitors know and trust, our magazines are found in hotel rooms in 50 cities including Toronto, Hong Kong, London and Los Angeles. These markets are, of course, also served by Les Clefs d'Or members with whom we share a commitment to excellence in service. Where is happy to be an information source and partner of Les Clefs d'Or with whom we share a mandate.

One way in which our two organizations have worked together is in the presentation of Les Clefs d'Or Congress materials. Whether it's a Canadian Congress held in Vancouver or an International Congress in Toronto or London, Where has been an enthusiastic sponsor.

It has been our pleasure to provide support to Les Clefs d'Or in their mission of "service through friendship".

Jonathan Harris  
Group Publisher, Where Canada

### StarOne Tickets

As an International Honorary member of Les Clefs d'Or, since 2006 I have personally experienced a gratifying and humbling relationship with the Clefs d'Or members that comes from forging relationships that are both treasured and enduring.

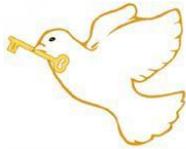
I have participated in events such as the "Habitat for Humanity" house building, and have sponsored events such the UICH, and numerous golf tournaments. The Clefs d'Or prides itself on its global commitment to excellence and this is a philosophy that I am in agreement with.

As Founder and President of Star One Tickets, I am determined to make a difference and I find the Clefs d'Or to be a benevolent, exciting organization that I am proud to support and be a member of.

Ervil DiGiusto  
Founder and President, Star One Tickets



## Our National Charities



Les Clefs d'Or  
Foundation of the  
Americas

### The Terry Fox Run for Cancer Research



The Terry Fox  
Foundation



Dreams Take Flight  
Foundation

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