



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 over 4,000 top Concierges in the world, making it easily possible to assist our guests globally. Our dedicated 150 Canadian members meet regionally at monthly meetings to exchange service ideas with new and established vendors, allowing us to stay aware of new industry trends and to further strengthen our network. This constant development of knowledge and connections genuinely makes us fine 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 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. This year, Les Clefs d'Or Canada is celebrating our glorious 40th Anniversary and we promise to ensure many years of further development for 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 .

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

Carolina Avaria

President

Chef Concierge - InterContinental Toronto Yorkville

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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 Pierre Quentin, the French Association of Les Clefs d'Or was responsible for the creation of the European association in Cannes in 1952, under the presidency and leadership of Ferdinand Gillet, our founder. Today, the Union Internationale des Concierges d'Hôtels "Les Clefs d'Or" (UICH) is represented by more than 4,000 members in over 45 countries worldwide.

The aim of Les Clefs d'Or is to help improve and maintain the quality of service provided by Concierges 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 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 the latest in 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, Brazil, Peru, Columbia and Chile.

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 their guests.

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

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

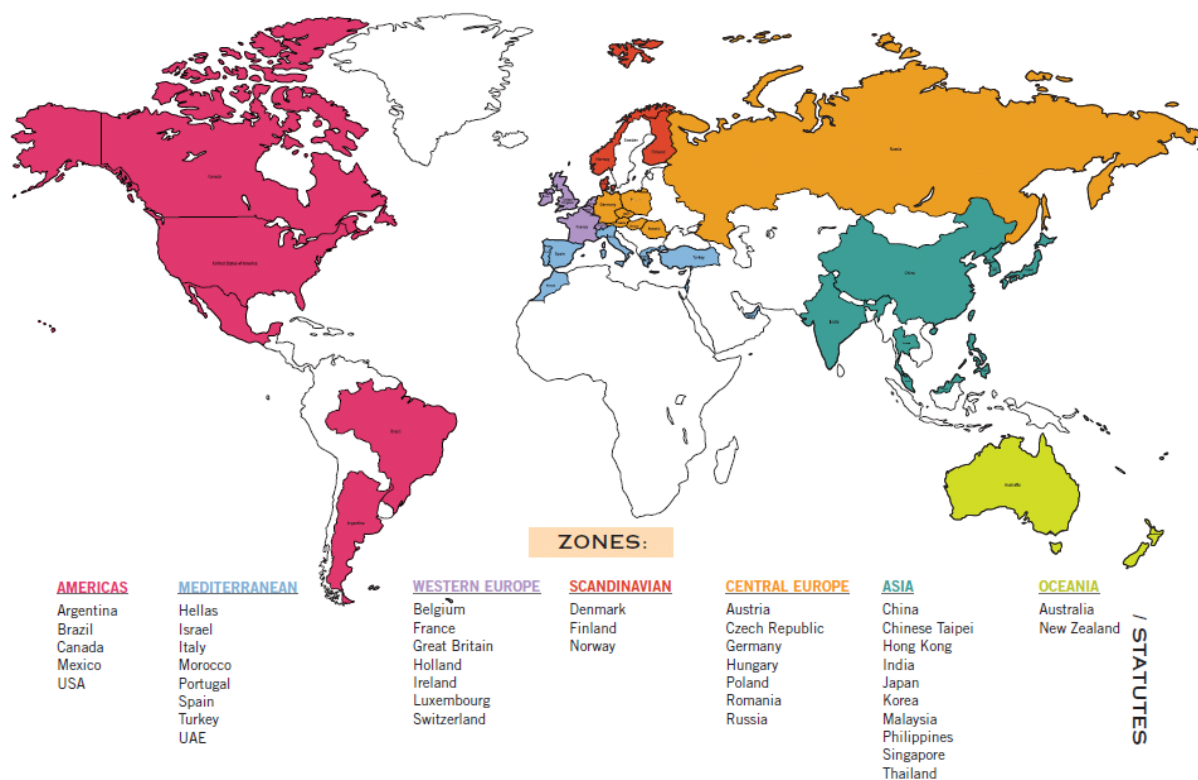
Take charge. Accept responsibility.





Les Clefs d'Or International

Internationally, the UICH has more than 4000 members. Les Clefs d'Or is present in 65 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. Then, 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 (leaders in social media) is focusing on Brand recognition 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 157 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".

Deborah Trepanier
Publisher, Where Toronto
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.

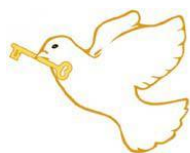
I have participated in events such as the "Habitat for Humanity" house building, and have sponsored events such the UICH, and numerous golf tournaments. The Clefs d'Or prides itself on its global commitment to excellence and this is a philosophy that I am in agreement with.

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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