

For Immediate Release:

Five Businesses Achieve National Employer of Choice Designations
CTHRC and STEC Congratulate Recipients on Strong HR Philosophies

(OTTAWA, ON – July 23, 2010) The Canadian Tourism Human Resource Council (CTHRC) and the Saskatchewan Tourism Education Council (STEC) are pleased to announce five new Employer of Choice recipients.

With labour market research showing an imminent labour shortage, the CTHRC and STEC have each developed complimentary Employer of Choice programs to facilitate the attraction and retention of employees on the provincial and national levels.

Recipient of the CTHRC Employer of Choice Designation

The Conexus Arts Centre, Regina <http://www.conexusartscentre.ca/>

The Conexus Arts Centre has a vibrant catering and convention department that plays a large part in supporting the operation of their theatre, allowing them to showcase a variety of local, national, and international artists and entertainers.

To instil employees with a sense of ownership, the Conexus Arts Centre human resources philosophy embraces communication, staff feedback, and teamwork. Management saw the employee-rated Employer of Choice program as an effective means of evaluating employee satisfaction. “We are so pleased to have achieved the Employer of Choice designation,” says Pat Beanland, Personnel Manager at the Centre. “It means that we are heading in the right direction.”

In encouraging other businesses to take the Employer of Choice challenge, Ms. Beanland notes that, “the realities of today’s workforce make it especially important to remember who makes our establishments what they are”. She believes that, in maintaining a focus on empowering staff, the Conexus Arts Centre will attract potential employees and continue to retain top performers.

The free CTHRC Employer of Choice program is an online assessment tool which allows employees to rate employers based on established standards in today’s workplace. It provides specific recommendations and resources to assist employers in achieving Employer of Choice status.

For more information, please visit www.employersofchoice.ca.

Recipients of the STEC Employer of Choice designation are:

- **Days Inn, Regina** - <http://www.daysinn.com/DaysInn/control/home>
Dedicated to excellence, this well-awarded hotel has been the Days Inn Property of the Year 5 Times and has earned both the Chairman Award for Quality and the Humanitarian Award.

- **Gold Eagle Lodge, North Battleford** - <http://www.goldeaglelodge.com>
Owned by the Battleford Tribal Council, the Gold Eagle Lodge is listed on many “best of” lists including Saskatchewan’s top 20 Employers list and Canada’s best employers for recent graduates list.
- **Prairieland Park, Saskatoon** - <http://www.saskatoonex.com>
Attracting over 1.6 million people every year, this community-driven, non-profit organization emphasizes the importance of staff training and development and supports the national Ready-to-Work program.
- **Radisson Hotel, Saskatoon** - <http://www.radisson.com>
After going through an extensive renovation to the lobby and all 291 guest rooms, the Saskatoon Radisson has been elevated to new heights of luxury, which is enhanced by a world-class staff.

The free STEC Employer of Choice program is designed to give employers the tools and resources they need to engage in human resource best practices, and to be recognized as a leader in the tourism sector. This is achieved through an extensive employer questionnaire and an employee opinion survey, where employers receive a report on their human resource strengths as well as opportunities for growth.

For more information, please visit <http://www.stec.com/standards-and-certification/employer-of-choice>