



## **ONTARIO ACTA ATLAS AWARDS**

### **Travel Agent of the Year: Norm Payne**

With more than 22 years of experience, Norm is widely known for his energy, integrity, expert knowledge, travel foresight, incredible customer advocacy, sense of humour, stellar sales achievements and solving the most difficult travel problems. Norm really believes that if you have the right attitude, you will reach the right altitude!

Norm graduated from Algonquin College in 1983 and has served at Alison Travel, Marlin Travel, Thomas Cook, American Express and, since 2004, with ATCO Travel. He has been a Professor of Travel Studies at Algonquin College, Ottawa, since 1994. He has traveled extensively and is very active in his community.

Norm has received other recognitions for his dedication to his profession. For example - the Marlin Silver and Golden Globe Award, Thomas Cook President's Council, American Express Honour Roll and Pacesetter Award, the coveted American Express President's Global Award for exemplary Customer Service and ATCO Travel's highest honour, The President's Sky Award. His accomplishments have been reported in Ottawa's major daily newspapers.

Norm is married to Diana and they have an adorable rabbit, Daisy. He is a recognized aviation expert, a cabinet maker, has a large model train and model aircraft collection.

### **Allied Member of the Year: WestJet**

On February 29th, 1996, WestJet commenced flight operations with 200 employees and three Boeing 737-200 aircraft to the cities of Vancouver, Kelowna, Calgary, Edmonton and Winnipeg. Today, they employ over 6,300 employees and flies 64 next-generation 737 aircraft to 40 destinations in North America, Hawaii and its first international destination - the Bahamas. WestJet turns 11 next month and boasts the youngest aircraft fleet in North America.

WestJet is North America's most profitable airline and are proud to say that over 40% of their revenue comes from travel agencies. They recognize how important travel agencies are in their day-to-day operations and have an ongoing commitment to the travel agency community. Examples of special promotions they offered to Travel Agents in 2006, the Bums in Seats promotion, the Easy Life Contest, the Airmiles bonus and, of course, the at source 9% commission every single day.

As they have grown and achieved success, the sales team always demonstrates their commitment to improving the retail travel business environment in Ontario.

Some of WestJet's awards include: Most Admired Corporate Culture in Canada 2005-06; one of Canada's Top 100 Employers 2004-05-06; and in the top 3 of Canada's Best Managed Brands 2006.

### **Travel Personality of the Year : Coralie Belman**

Coralie has been part of the Canadian Institute of Travel Counsellors (CITC) since 1987 at both the provincial and national levels and in a variety of capacities.

Now serving as National Certification Manager, Coralie served for more than 6 years as the Executive Director of CITC National and 5 years as the Education Coordinator of CITC – Ontario. She represents the CITC on the National Board of the Canadian Tourism Human Resource Council.

Coralie has used her initiative and knowledge as Certification Manager to awaken the Certification issue and to seriously challenge industry professionals to register and become certified.

She looks after the Educational Standards Division of the CITC. This includes the new Certification Program (as well as the former credit-based system) and takes in the Advanced (CTC) and Management (CTM) Programs, the Entry Level and Advanced (CTC) Level exams, the Travel & Tourism Program Endorsements, the PQE (Providers of Quality Education) Program and the national Standards Review Program.

Coralie was the recipient of the CITC's Distinctive Achievement Award in 2005 for her exemplary service and dedication with the CITC.

### **Travel Agency of the Year : The Travel Network Corp.**

For over 20 years, owner/operator Ms. Ruby Silvertown and her team have built The Travel Network Corp. into one of the most respected and trusted names in Canadian travel. The Toronto-based agency now boasts over 65 travel professionals, many of them with decades of experience in the business. Each counsellor boasts specialized areas of expertise, making The

Travel Network Corp. a one-stop-shop for both corporate and leisure travellers.

The Travel Network Corp. is one of just four Canadian members of the invitation-only Virtuoso, the most prestigious travel organization in North America. It is also a proud member of Air Canada's Circle of Excellence and a top producer for many travel suppliers.

Ruby Silvertown and VP/Partner Annika Klint make up the two-woman team that drives The Travel Network Corp. They believe strongly in the viability of retail travel as a career choice and are expanding rapidly by training and mentoring new agents. The Travel Network Corp. continues to innovate and expand. Three years ago, it boosted its wholesale division with the launch of Cruise North Expeditions, offering authentic Canadian arctic cruising in conjunction with the Inuit people of the north.

The Travel Network Corp. provides convincing proof that there is a willing Canadian audience for expert travel advice, trip planning and superior customer service.

### **Ches Chard Award: AIR MILES® Reward Program**

Founded in 1991, the AIR MILES® Reward Program is Canada's premier coalition loyalty program. More than 9 million active Collector accounts, representing approximately two-thirds of all Canadian households, actively participate in the Program.

The AIR MILES® Reward Program allows Collectors to indulge in travel, entertainment, leisure, merchandise and other lifestyle rewards.

The AIR MILES® Reward Program supports employee education and training by providing tuition assistance and encouraging, obtaining and maintaining CTC/CTM designations from the CITC.

The Program also supports travel education programs at schools and college by offering on-site visits, guest speakers and by actively participating on advisory boards and co-op programs with students.

AIR MILES® Reward Program also sponsors and actively participates with CITC Conferences.

Recently, the AIR MILES® Reward Program has partnered with a local college to provide Sabre and Timatic training ensuring that every student has access to learn the systems.