



January 19, 2010

## UPCOMING PROFESSIONAL DEVELOPMENT OPPORTUNITIES

### **SPORT TOURISM WORKSHOP: January 26**

If you host or are interested in hosting sport events in York Region, plan to attend the York Region Sport Tourism Workshop in partnership with the Canadian Sport Tourism Alliance! Sport Tourism was identified in the York Region Long Term Tourism Destination Development Strategy as an opportunity to support sustainable tourism and economic growth for local businesses and municipalities.

**Date: January 26, 2010**

**Location:** The Sports Village Complex , 2600 Rutherford Road in Vaughan.

Please FORWARD this invite to colleagues and organizations from York Region who may be interested in attending.

To register, contact Steven Trainor, Project Coordinator at (613) 231-4105 or [strainor@canadiansporttourism.com](mailto:strainor@canadiansporttourism.com)

### **HST SEMINAR: February 10**

On July 1, 2010 HST goes into effect. HST will require sport organizations to re-evaluate current programs and budgets and make changes to accounting systems in time for May 1, 2010 when transitional rules will begin to apply.

SPORT4ONTARIO has invited tax expert Jonathan Spencer, C.A. to help members prepare for HST. This seminar will lead attendees through the key elements of HST, help you to

### **IEG Webinars**

*To purchase all 5 of the following Webinars in a package, see below.*

#### **Jan 21: Strategic Servicing: How to Keep Sponsors Happy and Coming Back**

This Webinar addresses critical areas where sponsors say they need assistance and discover how to provide that help in ways to benefit both your partners and your property.

In-person viewing at 3 Concorde Gate, Boardroom 2 on Jan. 21st from 2:00-3:30pm. \$25 for members, \$35 for non-members. Registered participants will be able to view the webinar on replay after the live viewing. For more information and to register, click [here](#).

#### **Jan 28: Taking Your Property's Sponsorship Program to the Next Level**

Learn how to go beyond the basics in packaging benefits, targeting prospects and building an internal organization that can maximize sponsorship opportunities.

In-person viewing at 3 Concorde Gate, Lobby Boardroom on Jan. 28th from 2:00-3:30pm. \$25 for members, \$35 for non-members. Registered participants will be able to view the webinar on replay after the live viewing. For more information and to register, click [here](#).

#### **Feb 11: Creating Cutting-edge Activation Programs**

Sponsoring without leveraging is like buying an electronic device but not the batteries. Learn the latest successful promotion tactics and strategies

understand how HST will affect your organization and develop a plan for the necessary changes.

This seminar will be of interest to *Executive Directors, staff and board members* charged with implementing HST within their organizations and communicating the impact of this new tax.

Seminar leader: Jonathan Spencer is a chartered accountant with more than 20 years experience as a GST and PST consultant. He is the author of the Practitioner's Guide to Retail Sales Tax, a frequent speaker and facilitator and an active volunteer board member.

**Date: February 10, 2010**

**Lunch 'n' Learn Forum:** 12:00 noon to 12:30 pm

**Time:** 12:30 pm to 2:00 pm

**Lunch:** Served at 11:45 am

**Location:** 3 Concorde Gate, Boardrooms 3/4

**Members:** \$20; **Non-members** \$30

For more information and to register, click [here](#).

## HST QUESTIONS?

Please forward your **HST questions** to [Lizzie McArdle](#). Jonathan will address as many as possible at this seminar. Plans are underway, should the demand be there, to host a second HST Seminar. Watch for details!

## PEER LEARNING CIRCLES

The **Marketing and Communications Peer Learning Circle** is meeting on Thursday, January 21st. Please join us! For details, contact [Lizzie McArdle](#).

The inaugural **Revenue Generation and Sponsorship Peer Learning Circle** will be launched in February. Contact [Lizzie McArdle](#) for more details.

and their property partners should implement to make sure sponsorships hit home with their targeted audiences.

In-person viewing at 3 Concorde Gate, Boardroom 1 on Feb. 11th from 2:00-3:30pm. \$25 for members, \$35 for non-members. Registered participants will be able to view the webinar on replay after the live viewing. For more information and to register, click [here](#).

## Feb 18: Basic Training: The Keys to Becoming Successful in Sponsorship

If you're involved in sponsorship at any level or plan to get involved, then this Webinar is for you. In just 90 minutes, you'll get the inside scoop on what it takes to succeed in sponsorship.

In-person viewing at 3 Concorde Gate, Boardroom 2 on Feb. 18th from 2:00-3:30pm. \$25 for members, \$35 for non-members. Registered participants will be able to view the webinar on replay after the live viewing. For more information and to register, click [here](#).

## Feb 25: Fast-track your Sales: 20 Proven Ideas in 90 Minutes

Hear sales tips from the industry's best and brightest sellers, covering the gamut of property types from sports to nonprofits. Each idea is something any sponsorship sales person could put into practice. A great opportunity to refresh your approach and change your game.

In-person viewing at 3 Concorde Gate, Boardroom 1 on Feb. 25th from 2:00-3:30pm. \$25 for members, \$35 for non-members. Registered participants will be able to view the webinar on replay after the live viewing. For more information and to register, click [here](#).

Watch for details on the launch of the following **new Peer**

**Learning Circles:**

- Board Governance
- Executive Directors
- Risk Management

**INJURY PREVENTION**

**A concussion is a brain Injury: Calling it "mild traumatic brain injury" is more accurate, one McMaster University researcher says** - January 18, 2010 - Toronto Star. Click [here](#) to read this article.

**WEB WATCH**

Check out the redesigned **Parks and Recreation Ontario website**. It's great!

**SPORT CANADA RFP**

Sport Canada has issued an RFP for the development of indicators and targets to measure the impact of the 7-stage Long Term Athlete Development (**LTAD**) model, known as Canadian Sport for Life (CS4L), on the Canadian Sport System. Submissions are due February 1st. To read more, click [here](#) and type "Sport Canada" in the Search box.

**MHP STAFF ANNOUNCEMENT**

Please join us in welcoming **Craig Stewart** as the **Manager of Sport and Recreation** effective January 25.

**5 Webinar Package**

To purchase all 5 webinars by January 21 (Members \$100; Non-members \$150) click [here](#).

**Payment options:** On-line, invoice, mail check or bring your check to the event.

Our mailing address is:  
SPORT4ONTARIO  
102-3 Concorde Gate  
Toronto, Ontario M3C 3N7

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