



TOURISM
INDUSTRY
ASSOCIATION OF

BC



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**Low-res photo attached. High resolution photos available upon request.*

HR Leader Recognized for Lifetime Contribution to BC's Tourism Industry

Vancouver, BC – BC's tourism industry has presented a Lifetime Achievement Award to Arlene Keis, CEO of go2HR, at the BC Tourism Industry Conference, hosted by Tourism Industry Association of BC (TIABC).

"This is an extraordinary award that we don't normally give out," said Walt Judas, CEO of TIABC. This special Lifetime Achievement Award recognizes an individual for their long-serving tenure in BC's tourism industry and their remarkable contributions to the industry's success.

"I have had the pleasure of working with Arlene and seeing her in action. She is about as passionate and dedicated about our industry as they come," Judas continued. "When I first met Arlene, I was struck by her enthusiasm, her knowledge, and her commitment to making a difference. Each one of us in the industry relies on go2HR, almost on a daily basis. Her list of accomplishments is lengthy."

Under Keis's 17 years of leadership, go2HR has tripled in size, expanded programs to include contracts with the Industry Training Authority, WorkSafeBC and government, and established strategic partnerships with other tourism organizations. Key accomplishments include:

- establishing the first provincial tourism industry-led and -financed organization to promote tourism workforce development;
- creating an industry-specific portal website and niche job board to assist tourism businesses in recruiting, retaining and training its workforce;
- reinforcing and championing a healthy and safe culture for tourism businesses; and
- acquiring SuperHost™ customer service training from Destination British Columbia and refreshing the program to meet the current market needs.

An HR professional by trade, Keis has over 30 years of experience at the operational, corporate, and industry levels in both public and private sectors. Arlene has a M.Ed. in Counseling Psychology from UBC and is designated as a Chartered Professional in Human Resources.

"I am honoured to be presented with such prestigious award in front of hundreds of industry colleagues at the Tourism Industry Conference," said Keis. "Our industry's success is built on collaborations and partnerships. I am grateful for the opportunities to meet and work with so many organizations and individuals over the years, and I'm proud to be a part of the industry."

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About go2HR

go2HR is BC's tourism human resource association, responsible for coordinating the BC Tourism Labour Market Strategy. go2HR provides tourism employers with resources in the area of recruitment and retention, as well as training and certification programs to develop relevant skills for prospective and current tourism and hospitality employees. www.go2hr.ca

About TIABC

The Tourism Industry Association of British Columbia (TIABC) advocates for the interests of British Columbia's \$18B+ tourism industry. As a not-for-profit tourism industry association, TIABC works collaboratively with its members -- private sector tourism businesses, industry associations and destination marketing organizations -- to ensure the best working environment for a competitive tourism industry. www.tiabc.ca

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