



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA

## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

# Dr. David Suzuki & Chip Conley Keynote Speakers at HAC 2012 Conference

*December 1, 2011 – Ottawa-* HAC announced today that award-winning scientist, environmentalist and broadcaster Dr. David Suzuki and Chip Conley CEO of Joie de Vivre Hospitality and well known author will be keynote speakers at HAC's 2012 Annual Conference on March 6, 2012.

r. Suzuki has received consistently high acclaim for his thirty years of award-winning work in broadcasting, explaining the complexities of science in a compelling, easily understood way. Well known to millions as the host of the CBC's popular science television series, *The Nature of Things*, and author of more than 50 books, his passionate, hard-hitting speech "What does being green mean" will mesmerize, educate and inspire.

"HAC is delighted to be hosting Dr. Suzuki as a conference keynote speaker," said Tony Pollard, President HAC. "His presentation is timely given the strength of the Green Key Eco-Rating Program and the dedication of the Canadian Lodging Industry in fostering sustainable practices."

When he founded Joie de Vivre Hospitality, Chip Conley had no intention of building a traditional company — or becoming a conventional CEO — what Chip Conley has done instead is build a business with a reputation that clearly speaks to its mission statement, "Creating opportunities to celebrate the joy of life." This was his intention 20 years ago when he opened his first property, and it continues to drive his company today.

"In these challenging and turbulent times Mr. Conley is sure to bring forward a novel approach to cultivating happy employees and engaging loyal and satisfied customers," said Tony Pollard, President.

**Hotel Association of Canada**

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This year, the HAC National Conference is bringing together some of the biggest names and the brightest minds in the industry to share insights, nurture ideas and help formulate strategies that will help drive business over the next twelve months and years.

For more information and to register for the conference visit <http://www.hacconference.ca/>