

Suite Talk

OUR MONTHLY NEWSLETTER



your partner in planning.

Hi Kristi,!

Celebrating 20 Years Together!

20-year-old Mark Dosman thought he was destined to be the next big film maker but life had different plans, and that path led me somewhere unexpected and so very fulfilling. This month marked a significant milestone for Strategic Site Selection – our 20th anniversary. As I look back on this journey, I'm proud of Strategic Site Selection's growth in becoming Canada's #1 company for site selection.

The key to our success? People! I owe this milestone to many people, starting with our amazing clients, especially those who believed in us during those early years when we were just getting started. Your trust and support have been the foundation of our growth and success.

To our partners, you have been there every step of the way – providing us with your hospitality, resources, and support. I'm incredibly grateful for the amazing connections we've made over the years. So many of you have become dear friends, and our shared successes are a testament to the strength of our collaborations.

I also have to share my deepest appreciation to our extraordinary team, from those who have been with us since the days of working out of my basement office, those that stayed awhile and moved onto something else, and to our newest team members. You have all played a vital role in shaping SSS and helping us achieve amazing things, including branching off to create Sandbox Events Inc. It's been an amazing rollercoaster of a ride, but I wouldn't change a thing, and it wouldn't have been possible without each one of you.

As we mark 20 years, the greatest lesson I've learned is the importance of flexibility. It's not just a strategy for us—it's a fundamental way of life. It's reflected in how we tackle every opportunity, engage with clients, and navigate challenges. This mindset has allowed us to grow, succeed, and adapt seamlessly to our ever-changing industry.

Here's to the past 20 years of Strategic Site Selection and to many more years of growth, innovation, and meaningful connections. I can't say it enough but, thank you for being here with us!

With sincere appreciation,
Mark Dosman
Founder & CEO
Strategic Site Selection



Nice Words from Nice People

STRATEGIC SITE SELECTION 20

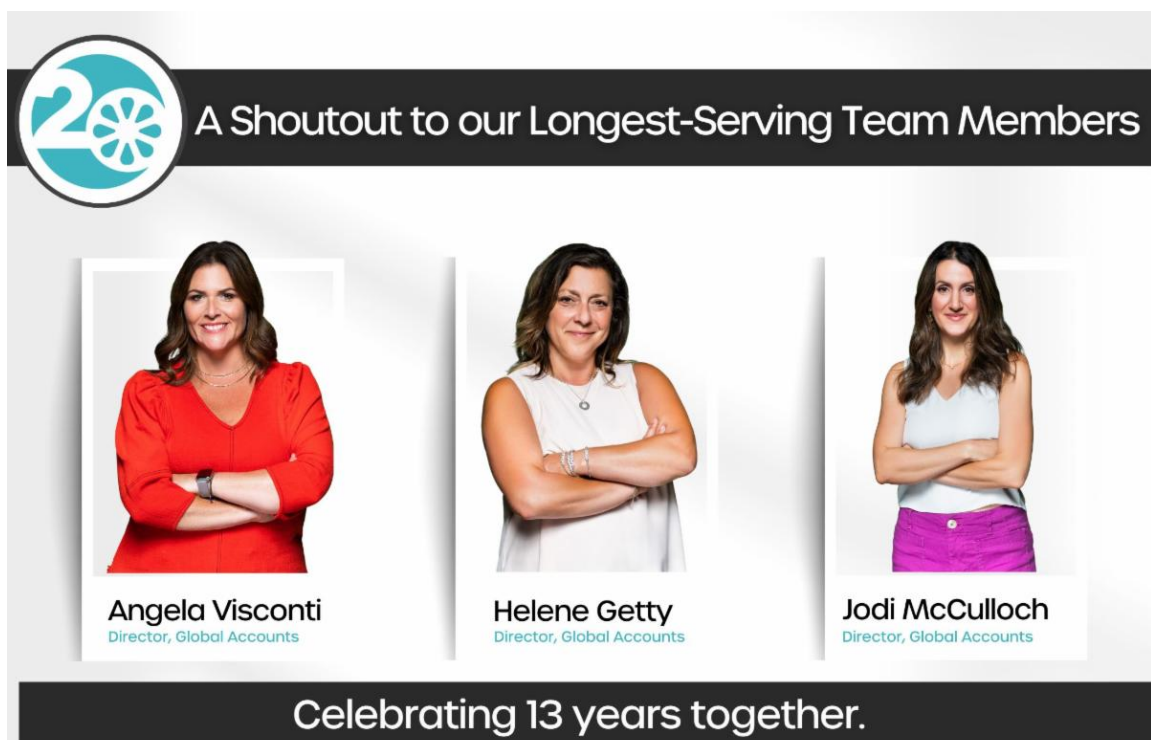
This month, we're celebrating 20 years in business, and as your trusted partner in event planning, we truly appreciate your support and value your feedback.

If you've had a positive experience working with Strategic Site Selection, we'd love to hear about it!


Please [click here](#) to share your thoughts. Every testimonial means so much to us.

Thank you for your continued partnership.


Mark Dosman
CEO, Strategic Site Selection




A Shoutout to our Longest-Serving Team Members



Angela Visconti
Director, Global Accounts



Helene Getty
Director, Global Accounts



Jodi McCulloch
Director, Global Accounts

Celebrating 13 years together.

At Strategic Site Selection, we prioritize our team and work diligently to create an environment where they can

thrive and be productive. Over the years, we have been intentional and thoughtful in selecting the individuals who join our team, and we take pride in the success of those choices. As we celebrate our 20th anniversary, we want to shine a spotlight on some of the incredible people who have helped us reach this milestone.

Helene is currently our longest-serving team member, having joined us in 2011 during a pivotal time as we were starting to make our mark in the industry. She arrived with a wealth of expertise and an impressive network, both of which have become invaluable assets over the years. Beginning her journey part-time in our basement office, Helene has evolved into our longest-serving director. Her warm and welcoming personality combined with the ability to make people feel seen and heard along with her extensive experience are her superpowers. Armed with these skills Helene continues to build a loyal client base. Her dedicated client network keeps her busy throughout the year while also adeptly managing new clients. Mark often seeks her advice, stating that she is normally the first person he calls when in a dilemma, praising her exceptional ability to navigate any challenge that arises. He remains incredibly grateful to have such a remarkable individual on the team.

Angela is a site selection expert with an extensive background in travel, hospitality, and marketing. She joined our team in 2011, bringing over 20 years of experience to the table. Known for her open and collaborative approach by her team, Angela is also highly regarded by her clients for her expertise and transparency. Although, what truly sets her apart is her exceptional negotiation skills. Mark praised her unmatched ability to secure the best outcomes for her clients, no matter the challenge. Angela has developed a strong and devoted client base and has successfully managed some of our largest programs effortlessly. Every year, she raises the bar, consistently surpassing her previous sales achievements. She is truly an invaluable member of our team.

Jodi truly embodies the mantra of "work hard, play harder!" Transitioning from the leisure side of the industry, she joined us at the start of 2012, infusing the team with her passion and energy. Over the years, her bubbly yet determined personality has helped her shine in this industry and build a solid reputation. Her work ethic speaks volumes, and our clients consistently praise her for going above and beyond in every interaction. Jodi believes it's essential to have fun while working, and this mindset makes working with her such a pleasure. Beyond her professional achievements, she is also an amazing mum who effortlessly balances family and work, making it all look easy. Mark expressed how rewarding it has been to witness Jodi evolve into the exceptional professional she is today, stating, "She is truly a powerhouse!"



This month, our Key Account Managers came together for our annual meeting at the incredible **Great Canadian Resort and Casino**—a gathering that blended comfort, style, and a focus on sustainability. Special thanks to **Nicolette Vella** and her team for their warm hospitality and seamless coordination, making our stay unforgettable.

The resort offered so much more than just a meeting space. Each morning, we were greeted with serene

views of horses in training—a wonderful start to our days. Dining was a highlight, with unforgettable meals at **Northern Lights** and **Copperhorn Steakhouse**, each taking you on a delicious, culinary experience!

The resort impressed us with so many highlights: luxurious rooms with serene views, state-of-the-art meeting spaces, and unique art pieces displayed throughout the property, each adding a touch of character to our surroundings.

But beyond its luxurious offerings, what truly impressed us was the resort's commitment to sustainability. The 250,000-square-foot green roof, Canada's second largest, is a living testament to eco-friendly design. With solar panels supporting their energy use, Great Canadian has set an inspiring benchmark for environmental responsibility in hospitality.

Thank you once again to Nicolette and the entire team at **Great Canadian Resort and Casino** for making our annual meeting so remarkable. Here's to more collaborations that combine comfort, inspiration, and sustainability!



A major highlight for us this month was the IMEX Convention in Las Vegas—and what an incredible experience it was! From the hustle and bustle of the tradeshow and productive meetings during the day to the exciting soirees and networking events at night, there was always something happening. The team dove headfirst into an environment rich with learning and connection, making it a rewarding experience for everyone, from our veterans to our first-timer. Huge shoutout to Sara for absolutely crushing her first IMEX! Click the image below to view photo album.

Things we learned at



"I made a bunch of great connections and refreshed myself of new and exciting activations for client programs. I also learned quite a lot about using cruise ships for conferences and incentive programming that I'm excited to share with our team and clients!"

Kristi Piukkala



"Preparation is everything! My biggest lesson this year was the importance of being well-prepared. I took a different approach by planning everything in advance to make the most of the opportunity. I booked my flight and hotel much earlier, mapped out most of my daily appointments, and as a result, I had even more free time to explore. It was fantastic to reconnect with so many of our partners and clients, and I especially enjoyed connecting with the group of clients in the hosted buyer program".

Mark Dasman



CLICK IMAGE TO VIEW
PHOTO ALBUM



LAS VEGAS
2024

"IMEX was a fantastic, first-time experience! My aim was to meet with as many destinations as I could, to learn about their cities, updates, and new projects. It was a valuable learning opportunity to get a sense of what each location can offer. The biggest takeaway? Leveraging CVBs is key—they're city experts who can guide us to the best options, especially in places we haven't sourced before. Oh, and note to self: pack lighter and do not take the red eye home—I was exhausted!"

Sara Scott



"I think my biggest takeaway from IMEX this year was that no matter how many times you have attended this show there are always so many new people to meet and new things to see and learn. Whether it be watching an old colleague speak on an expert panel for the first time, meet with a Hotel group you have never spoken to before or experience a live event with a new group of people, it never gets old (despite me feeling a bit older each time!)"

Jodi McCulloch



Industry Events

See you there!

*Are you planning on attending any of these events? Let us know!
We're excited about the opportunity to reconnect with you.*



NOVEMBER 24-26, 2024 - SASKATOON, SK

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cater to everything from corporate and social gatherings to nonprofit and government initiatives. Whether you need end-to-end support or just a bit of guidance, our team is here to exceed your expectations.

Ready to create something extraordinary? [Let's connect!](#)



Client Review



Having Amanda on-site with us was one of the best decisions we made. She was super helpful, responsive to our needs and extremely organized. She was also such a lovely person to spend time with. This was welcomed and much needed during a stressful two weeks. I felt she had total control of everything we needed for each event, and this was a weight lifted off my shoulders. I would highly recommend having her on-site for any events. Hope to work together in future.

Best,
Lindsay

As your trusted partner in planning, we value your support and are grateful for your feedback. If you've had a positive experience with Strategic Site Selection and/or Sandbox Events, please drop us a line at the email below.

Thank you for your partnership and please don't hesitate to contact us if you have any questions or need assistance with a new program.

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