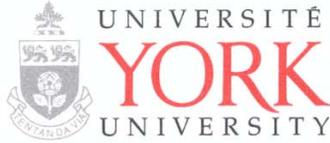


Department of Psychology  
FAX: (416) 736-5814



FACULTY OF ARTS

4700 KEELE STREET • TORONTO • ONTARIO • CANADA • M3J 1P3

June 5, 2003

To whom it may concern:

I am writing to offer my highest recommendation for Ms. Ellen Maracle-Benton and her crew at Signatures Event Planning Group. When we were scouting around for planners in mid 2001, for our Spring 2003 annual meeting of the Canadian Pain Society, we interviewed a number of companies, including Ellen at Signatures. Even then she stood head and shoulders above the others in terms of experience, professionalism and organization. One of our criteria that we insisted upon was a conference planner from a company that would be attentive and responsive to our individual needs. We chose well.

We held the annual meeting of the Canadian Pain Society several weeks ago here in Toronto at the Sheraton Centre on May 22-24. I was the Chair of the Scientific Program Committee and a member of the Local Arrangements Committee and so had the opportunity of working closely with Ellen. The meeting was probably the best we have had. In part, this was due to Ellen's expertise and professionalism in planning, anticipating and organizing the meeting. The meeting itself went off without a hitch. Registration was painless, plenary sessions and workshops were on time, AV equipment worked flawlessly, etc.

I should add that the recent SARS outbreak in Toronto made for a great deal of uncertainty with respect to delegate's decisions to attend or not. Ellen was exceptionally helpful in keeping delegates apprised of SARS related announcements from the WHO and in keeping in touch with speakers to update them as well. I firmly believe that this minimized the number of cancellations and reaffirmed that our decision to go with Signatures Event Planning Group was the right choice. I would not hesitate to use Signatures again and recommend Ellen to you without any reservations whatsoever.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Joel Katz".

Joel Katz, PhD

*Professor and Canada Research Chair in Health Psychology  
Department of Psychology and  
School of Kinesiology and Health Science  
York University*

**Feldman, Sid, Board Member, OLTCP**

**Sent:** Sunday, September 21, 2014 8:43 PM

**Subject:** Thank you

I wanted to thank you for your hard work this weekend and in preparation leading up to the course. Things seemed to flow very smoothly, but I know that never happens through chance alone, but through diligence and meticulous attention to detail. Your efforts are much appreciated.



**Department of Psychology  
Social Science Centre  
University of Western Ontario  
London, Ontario CANADA N6A 5C2**

**PHONE: 519-661-3677**

**FAX: 519-661-3961**

**E-MAIL: [rollman@uwo.ca](mailto:rollman@uwo.ca)**

To whom it may concern:

I am delighted to write a letter of recommendation for the conference planning and organization services offered by Ellen Maracle-Benton and her company, Events In Sync. Simply put, she is unparalleled in her competence, thoroughness, and dedication.

The Canadian Pain Society, for which I recently served as President, has relied upon Ellen for two of our annual conferences, Toronto and Halifax. She was so outstanding in executing the first one, that we not only hired her to organize our next three meetings, but we also engaged her services as Coordinator of CPS, handling all aspects of member, sponsor, and government relations for the Society.

Ellen took charge of our meetings, carefully selected the venues, negotiated for optimal hotel costs, handled all aspects of the speaker arrangements, made the sessions run flawlessly, and earned us a generous profit.

You will be enormously impressed by her ability to take on difficult challenges and deliver a perfect meeting. She, and her staff, are terrific.

Best wishes,

Gary B. Rollman, Ph.D.  
Professor of Psychology

Brian Knight, MD, FRCPC  
Pain Clinics  
Misericordia Hospital

Department of Anaesthesiology, Misericordia Hospital  
16940 87 Avenue  
Edmonton, AB, T5R 4H5  
780 429 4761 Ext. 400 voice  
bknight@ualberta.ca

April 19, 2007

To Whom It May Concern:

**RE: Ellen Maracle-Benton**

I am the treasurer of the Canadian Pain Society. I have worked with Ms. Maracle-Benton since 2003. I first met her in 2003 when her company Events in Sync organized our annual meeting in Toronto. Organizing a meeting in a centre the size of Toronto is a sufficient challenge on its own; this conference was complicated by the SARS epidemic and was in fact cancelled and then rapidly rescheduled. Ms. Maracle-Benton and her company handled the situation extremely well and the conference was the most successful financially in the history of the Canadian Pain Society.

Our society hired Ms. Maracle-Benton's company to manage our association in 2004. Our society at that time had been run by a variety of volunteers and part-time contractors to that time. As someone who had an inside look at the finances and membership roles, I can vouch that the society was a mess at that time. Within a year Ms. Maracle Benton and her associates were able to turn things around and our society is now on sound financial footing with paid membership almost double.

We also contracted her company Events-in-Sync to run our 2005 meeting in Halifax and our 2006 meeting in Edmonton. The Halifax meeting was a huge success. As the chairman of the local arrangements committee for the Edmonton meeting, I can vouch for Ms. Maracle Benton's organizational skills. I also observed her during the meeting and was really impressed with her energy and hands on approach during the meeting. One thing I really appreciated the run-up to the meeting was that she knew when to be flexible and when to be firm (always in a polite fashion). Meetings in peripheral sites like Halifax and Edmonton are always risky propositions but both conferences were huge successes financially and in other ways.

We have, over the time I have been treasurer, contracted with other individuals and companies for management and special projects and compared with these others; I have found Ms. Maracle Benton to be excellent value for money.

I would not hesitate to recommend her company or her.

Sincerely,

Brian Knight, MD, FRCPC



**Colin J.L. McCartney**  
MBChB, FRCA, FFARCSI  
Staff Anesthetist  
Consultant in Pain Management

Tel: 416-603-5118  
Fax: 416-603-6494  
E-mail address: colin.mccartney@uhn.on.ca

June 5, 2003

To Whom It May Concern;

I am writing to offer my reference in support of Ellen Maracle-Benton and her team at Signatures Event Planning Group who very successfully provided the event planning for the Canadian Pain Society Annual Meeting recently in Toronto (May 22<sup>nd</sup>-24<sup>th</sup> 2003). I found Ellen and her team to be supportive and highly professional at all times and were able to provide the Local Arrangements Committee with a level of service that ensured the Conference was a complete success. I must also add that Georgina Smith, the Registration Manager, provided us with a flawless registration process and her attention to detail, professionalism, experience and pleasant manner both prior to the event and on-site were invaluable. The staff both prior to the event and on-site were also exceptional and I found them to be helpful, organized and friendly.

As the chair of the Education Day, and as a member of the Local Arrangements Committee, we were looking for a meeting planner that could work with our diverse committee and blend into being one of the team. Ellen and her team did this flawlessly and were supportive, attentive to each of our needs, questions, suggestions and decisions. Ellen was always available for meetings and was especially available at all other times through either telephone or email correspondence. Responses from her came back quickly allowing decisions to be made with minimal delay. For example I received instant replies from Ellen to e-mail that I sent both just after midnight and prior to 6am in the weeks running up to the meeting.

The Annual Conference ran extremely well. I have received many comments in praise of the meeting from speakers and delegates that included the organization of registration and flow of the meeting. Speakers were all on time, audiovisual sourcing that Ellen provided was outstanding and the organization of 120 poster presentations (divided viewing over 2 days) was handled without a hitch. Ellen on a number of occasions provided instant responses to the common technical issues that can mar a presentation if left unattended but in all cases the actions of her team allowed smooth continuation. The Exhibit and Sponsorship program far exceeded our expectations and the overall program and organization of the event was very well received, not just by the Local

Arrangements Committee, but also delegates themselves. Many commented that it was the best CPS meeting they have ever attended.

I would also like to add a further note in respect to this particular conference that had to deal with the unexpected outbreak of SARS in Toronto. During this critical decision making time on whether to proceed or postpone the event, Ellen and her team went far beyond the expected level of service with this issue. Her foresight early in the outbreak provided us with alternative dates in the fall that we could have used (although our program and speakers would have changed drastically due to the dates falling over another major scientific conference) and her responses to registered delegates and other individuals were met with only the highest form of professionalism and accurate correspondence that occurred on a daily basis for several weeks. In conjunction with the local arrangements committee Ellen provided the advice and experience that allowed us to make a decision to proceed with the meeting on the original dates and as it turned out this was the best possible decision to have made.

I would highly recommend Ellen and her team at Signatures Event Planning Group and would not hesitate to use them again in the future for any other event. We are extremely pleased with our decision to choose them as our planner for the meeting, and give them only my highest regards.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Colin McCartney', with a long horizontal flourish extending to the right.

Colin McCartney MBChB FRCA FCARCSI  
Staff Anesthetist,  
Toronto Western Hospital,  
Consultant in Pain Management,  
Wasser Pain Management Centre,  
Mount Sinai Hospital,  
Assistant Professor,  
Department of Anaesthesia,  
University of Toronto.  
Co-Chair,  
Interdisciplinary Pain Education Day,  
Canadian Pain Society Annual Meeting 2003.

**Andrea Moser MD, MSc, CCFP, FCFP, President, OLTCP**

**Sent:** Sunday, September 21, 2014

**Subject:** Sincerest Thank You

A most sincere thank you for your support in delivering the Medical Director Curriculum. You may have heard a loud applause during the closing remarks but may not have been aware that it was in response to our thanking the support from you in making the course run smoothly. Thank you again and I look forward to seeing you at the conference in November.

**Paddy Quail, President, Long Term Care Medical Directors Association of Canada**

**Sent:** Friday, November 1, 2013

**Subject:** Thank you

I just wanted to thank you for your tremendous handling of our meeting last Friday. This was a largest attendance ever! The Board members that were present were absolutely delighted with how the day ran. A very sincere thank you to you and your wonderful staff. We look forward to future collaboration.