

# you are the brand

october 2025

## featuring:

Our feature Ambassador for the month of October is Jamie, our Hotel Accountant at the Coast Prince George Hotel by APA in Prince George, BC.

Jamie's career with Coast Hotels began in April 2019. She joined the Coast Hotels team as Executive Housekeeper at the Coast Prince George Hotel by APA. Not long after, the opportunity arose for her to transition into the role of Hotel Accountant. A position that reignited her long-standing passion for accounting. Before joining Coast Hotels, Jamie spent over a decade at another local hotel, where she held several roles including Front Office Supervisor, Duty Manager, and Hotel Accountant. Hospitality has always been near and dear to Jamie's heart.

## Why did you choose the hospitality industry, and specifically Coast Hotels?

I began my journey in hospitality in 2005, as a Room Attendant. I was originally assigned to work at Esther's Inn as part of my graduation requirements but ended up staying for six years. This was where the door first opened for me, and I found my love for hospitality. When Coast Hotels reached out to me after learning I was looking for a new career opportunity, I was very excited. I couldn't wait to start my new journey with Coast Hotels.

## What would you say is the best part about working at Coast Prince George Hotel by APA?

The Ambassadors are what makes this place feel like home. We really are a "Coast Family."

## What is your definition of success?

Watching the company grow over the years, achieving day-to-day goals, and providing our guests with outstanding customer service—these are just a few ways I define success.

## What is a piece of advice that resonates with you?

Always apply your customer service excellence training. It may seem like a small step but can make a world of difference, especially in a difficult situation.

## What are you most proud of in your role?

I am most proud of learning all the new financial systems and being able to assist other properties in using these new tools as well.

## If you could have lunch with anyone, who would it be?

Nathan MacKinnon because he's my all-time favorite NHL player! I'd probably be full of anxiety and completely speechless, but nothing beats a bit of awkward silence, right?

## What was your dream job when you were a kid?

Marine Biologist – I loved dolphins, until I realized I have a fear of anything big in the ocean! It took a trip to Puerto Vallarta before I recognized this fear.

## Describe your personality in three words:

Determined, Analytical and Strong-Willed.



## What is your favorite food?

Home-made Perogies and Shepherds Pie. I can't just choose one.

## What is the top item on your "bucket list"?

Visit the Colosseum in Rome.

## Who inspires you & why?

My family. I have many mouths to feed and little ones that rely on me. I need to be there for them and demonstrate the key values of success so they can begin their own journeys in the right direction.

## If you could live anywhere in the world, where would it be?

Here (PG)! This is my forever home. Now if I could only change the weather ... maybe some more sun and add a sandy ocean beach... how can we bring Hawaii to Prince George?

**thank you Jamie**  
**for being an amazing**  
**ambassador!**

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