



**2016 INTERNATIONAL  
ABORIGINAL TOURISM CONFERENCE  
MEMBERTOU, NOVA SCOTIA    DECEMBER 12 – 14**

## WELCOME FROM KEITH HENRY

On behalf of the Aboriginal Tourism Association of Canada (ATAC) Board, staff and members I would like to welcome you to the beautiful location of Membertou in the traditional territory of the Mi'kmaq people.

ATAC is proud of our commitment to growing and promoting a sustainable and culturally rich Aboriginal tourism industry throughout Canada. Through the vision of our national Aboriginal tourism strategy, ATAC is implementing and promoting networking opportunities, new investments in experience development, and innovative marketing with key partners including Destination Canada.

ATAC is a national resource for Aboriginal entrepreneurs and communities throughout Canada as we work together to meet growing consumer demand. Our vision is building towards creating 50 new export-ready businesses, approximately 8,000 new Aboriginal tourism employees, and \$300 million in increased annual sales by 2021. To achieve these objectives ATAC works closely with tourism, business, education and government organizations to help Aboriginal tourism businesses offer quality experiences and meet the current and future growth demands.

The International Aboriginal Tourism Conference (IATC) is a strategic initiative implemented by ATAC in order to inform Aboriginal communities and to inspire Aboriginal entrepreneurs to successfully capitalize on the growing opportunities within the Aboriginal cultural tourism industry. IATC also enables governments and the non-Aboriginal tourism industry to find new ways to improve existing partnerships within the Aboriginal cultural tourism industry and to create new partnerships for the future.

Thank you so much for your support and interest on behalf of our Board, staff, and members from across Canada.



*Sincerely,*

**KEITH HENRY**

*President & CEO*

*Aboriginal Tourism Association of Canada*

## WELCOME FROM ROBERT BERNARD

On behalf of the organizing committee of the 2016 International Aboriginal Tourism Conference (IATC), I would like to welcome all participants to the beautiful traditional territory of Unama'ki and the Mi'kmaw people of Atlantic Canada. It is our extreme pleasure to have this wonderful opportunity to bring such a prestigious event to our region.

We believe that it is a great opportunity to not only share our beautiful and rich culture and traditions but a great opportunity to also start the dialogue that is needed to put the building blocks together to create a rich and vibrant cultural and eco-based tourism movement across the country.

We have gathered together some of the top presenters from around the world to share pertinent information specific to building the necessary tourism knowledge that will help you and your organization take the necessary steps forward towards a successful business or community venture.

We would like to thank the community of Membertou for hosting our 2016 IATC event and it is our greatest hope that your time here with us this week will be one of sharing, learning and taking back key pieces of information that will help build new initiatives and partnerships involving Aboriginal tourism development.

In closing we would like to also congratulate Keith Henry, President & CEO of the Aboriginal Tourism Association of Canada (ATAC) as well as their staff and Board of Directors for the incredible job that they are doing to promote Aboriginal tourism on the world stage. Their work has created numerous capacity building opportunities across the country and have put Canada's Aboriginal tourism on the international map.



*Sincerely,*

**ROBERT BERNARD**

*2016 IATC Conference Chairperson,  
ATAC Executive Board Member  
Wagmatcook Culture and Heritage Centre*

## TABLE OF CONTENTS

WELCOME FROM KEITH HENRY	2
WELCOME FROM ROBERT BERNARD	3
MEMBERTOU, NOVA SCOTIA: YOUR HOST COMMUNITY	5
ATLANTIC REGION CAPACITY DEVELOPMENT DAY	6
ABOUT THE 2016 IATC LOGO	7
IATC DAY 1	8
CULTURAL TOURS	9
IATC DAY 2	10
ATAC ANNUAL GENERAL MEETING	11
KEYNOTE SPEAKERS	12
CONFERENCE SPEAKERS	13



## THANK YOU TO OUR SPONSORS

The Aboriginal Tourism Association of Canada (ATAC) wishes to thank our event partners and sponsors. Without their support this conference would not be possible. These partners are demonstrating their commitment to supporting Aboriginal tourism product and capacity development in Canada. This conference, as a result of the critically important support of these partners and sponsors, has a very important opportunity to advance the development of Aboriginal tourism in the Atlantic provinces and across Canada.



Indigenous and Northern Affairs Canada

Affaires autochtones et du Nord Canada



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DESTINATION CANADA



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Your Cape Breton Island Gateway

## MEMBERTOU, NOVA SCOTIA: YOUR HOST COMMUNITY

Named after the Grand Chief Membertou (1510-1611) the community of Membertou belongs to the greater tribal group of the Mi'kmaq Nation. Membertou is situated in the heart of the city of Sydney, Nova Scotia, within its tribal district of Unama'ki (Cape Breton).

Membertou is one of five Mi'kmaq communities in Cape Breton, and one of thirteen in the Province of Nova Scotia. Membertou is an urban First Nation community consisting of over 1400 people, and one of five communities that make up the Cape Breton Regional Municipality, with a total population of over 115,000.



TO LEARN MORE ABOUT MEMBERTOU, VISIT [MEMBERTOU.CA](http://MEMBERTOU.CA).

## ATLANTIC REGION CAPACITY DEVELOPMENT DAY

MONDAY, DECEMBER 12, 2016

**Atlantic Canada representatives only.** The Atlantic Region Capacity Development Day is a pre-conference event specially targeted to Aboriginal tourism operators and communities in Canada's Atlantic provinces. Everyone is welcome but the focus is on regional topics.

**7:30 AM | Continental Breakfast**

• Emcee Jeff Ward, General Manager, Membertou Heritage Park

**8:00 AM | Welcome and Opening Prayer**

• Graham Marshall, Councilor, Membertou First Nation  
• Elder Lawrence Wells, Membertou First Nation  
• Sons of Membertou

**8:45 AM | Welcome Address**

• Atlantic Regional ATAC Representatives

**9:15 AM | Keynote**

• Keith Henry, CEO, Aboriginal Tourism Association of Canada (ATAC)

**10:00 AM | Atlantic Canada Tourism Partnerships | Presentation**

• Rob McCloskey, Director General, Tourism Atlantic

**10:30 AM | Nutrition Break and Trade Show**

**11:00 AM | Nova Scotia Aboriginal Tourism Process | Presentation**

• Tim Bernard, Director of History and Culture, Confederacy of Mainland Mi'kmaq (CMMNS)

**11:30 AM | Tourism Industry Association of Nova Scotia (TIANS) Presentation**

• Glenn Squires, Chair, TIANS

**12:00 PM | Lunch**

**1:00 PM | Aboriginal Best Practices | Concurrent Workshops**

**Authenticity**

• Kevin Eshkawkogan, CEO, Great Spirit Circle Trail

**Marketing**

• Dené Sinclair, Director of Marketing, ATAC

**Community Development**

• Keith Henry, CEO, ATAC

**Managing Finances**

• Barry Eisenhauer, Business Development Officer, Ulnooweg

**2:00 PM | Regional Tourism | Presentation**

• Atlantic Regional ATAC Representatives

**2:45 PM | Nutrition Break and Trade Show**

**3:00 PM | Regional Industry Association | Round Table Discussion**

**Regional Tourism Industry Associations of:**

• Nova Scotia: Darlene Grant Fiander, President  
• New Brunswick: Ron Drisdelle, Executive Director  
• Prince Edward Island: Kevin Mouflrier, Chief Executive Officer

**3:45 PM | Regional Industry Association | Wrap Up Discussion**

• ATAC Facilitators

**4:15 PM | Closing Ceremony**

• Emcee Jeff Ward, General Manager, Membertou Heritage Park

**4:30 PM | VIP Reception - INVITATION ONLY**

• Hosted by ATAC

**6:00 PM | Cultural Sharing and Celebrations**

• Emcee Jeff Ward, General Manager, Membertou Heritage Park  
• Atlantic Premiers  
• George Paul, Author of the Mi'kmaq Honour Song and Featured Cultural Presenter, Metepenagiag First Nation

**7:00 PM | Dinner and Keynote**

• Graham Marshall, Councilor, Membertou First Nation

**8:00 PM | Closing Ceremony**

• Emcee Jeff Ward, General Manager, Membertou Heritage Park

## ABOUT THE 2016 IATC LOGO

The 2016 IATC logo is a representation of a significant Mi'kmaw cultural symbol of unity; the 8-Point star. Its use of vibrant colour contrasting on dark surfaces and its layered geometric forms are inspired by the works of Mi'kmaw artist Tracey M. Barnaby, most noticeable in her print "Mi'gmaq Unity".



In 1983, a man in Bedford, Nova Scotia came across a Mi'kmaw petroglyph of the 8-point star. It is believed that this eight-point petroglyph is over 500 years old.

The eight-point star is understood to be an updated version of the seven-point star; which the Mi'kmaw used to represent the seven districts of their nation. The Mi'kmaw nation grew to eight communities with the addition of the K'Taqmkuk (Newfoundland) into their territory.

### *"Mi'gmaq Unity"*



### ABOUT TRACEY M. BARNABY

Born and raised in Listuguj, Quebec on the shores of the Restigouche River, Tracey holds a Bachelor of Arts and Bachelor of Social Work at St. Thomas University and a Masters of Social Work from Wilfred Laurier University.

Tracey's artwork reflects much of her own journey in life and she believes that everyone is on their own journey looking to better their lives and to put everything they have experienced into retrospect. She does not believe in assigning a story to her art. "If someone becomes attracted to my art it's because there's something about their own journey in life that drew them to it. My art now becomes their story!"



## IATC DAY 1

TUESDAY, DECEMBER 13, 2016

The first day of the International Aboriginal Tourism Conference features a range of presentations, key-note speakers, workshops and panel discussions. A choice of one of four local Mi'kmaw cultural tours completes the day - dinner is included!

**7:30 AM** | Delegate Registration & Continental Breakfast

**8:30 AM** | Official IATC Opening Ceremonies and Opening Prayer

- Emcee Jeff Ward, General Manager, Membertou Heritage Park
- Keith Henry, CEO, Aboriginal Tourism Association of Canada (ATAC)
- Elder Lawrence Wells, Membertou First Nation

**9:00 AM** | Keynote Welcome

- Keith Henry, CEO, ATAC

**10:00 AM** | Larrakia Declaration & World Indigenous Tourism Alliance (WINTA) | Presentation

- Ben Sherman, Chairman, WINTA

**10:30 AM** | Nutrition Break and Trade Show

**11:00 AM** | Aboriginal Best Practices | Concurrent Workshops  
**Shifting the Cultural Tourism Paradigm with Virtual Reality**

- Eric Christmas, CEO, Virtual Nation
- Willie Stevenson, President, Silverback Games | Workshop to include VR Demonstrations

**Native American Tourism**

- Camille Ferguson, Executive Director, American Indian Alaska Native Tourism Association

**Tourism – Are You Ready?**

- Tourism Industry Association of Nova Scotia (TIANS)

**12:00 PM** | Lunch and Building Capacity | Presentation

- Philip Mondor, President, Tourism HR Canada

**1:00 PM** | Keynote

- David Goldstein, President and CEO, Destination Canada

**2:00 PM** | Nutrition Break and Trade Show

**2:30 PM** | Building Effective Partnerships for Aboriginal Tourism  
Presentation

- Dr. Sonya Graci, Associate Professor, Ryerson University
- Glenn Mandziuk, CEO & President, Thompson Okanagan Tourism Association
- Ellen Walker-Matthews, Experiences Development Specialist, Thompson Okanagan Tourism Association
- Greg Hopf, Regional Aboriginal Tourism Specialist, Thompson Okanagan Tourism Association

**3:30 PM** | Community Driven Tourism Development - Case Studies | Panel Discussion

- Dave Laveau, Executive Director, Aboriginal Québec
- Marie-Josée Parent, General Director, DestiNATIONS
- Tracy Menge, Director Economic Development, Eskasoni First Nation

**4:15 PM** | Closing Remarks

- Robert Bernard, Manager, Wagmatcook Culture and Heritage Centre / 2016 IATC Conference Chair / ATAC Executive Board Member

**5:30 PM** | Evening Activities

**Participate in a Cultural Tour!**

A choice of one of four local Mi'kmaw cultural tours completes the day - transportation and meals are provided! Select your tour choice when registering.

**Option 1: Membertou Heritage Park**

**Option 2: Eskasoni Cultural Journeys**

**Option 3: Wagmatcook Culture & Heritage Centre**

**Option 4: Mi'kmaq Legends Performance**

One ticket for the Cultural Tours is included with your conference registration. Additional tickets are available should you wish to bring a guest who isn't registered. Additional tickets are \$50/person and are available for purchase at the registration desk.

## EXHIBITOR MARKETPLACE & TRADE SHOW

LOCATED ON THE LOWER LEVEL



Don't miss the IATC Exhibitor Marketplace & Trade Show located on the Lower Level. You can browse local art and crafts for sale and learn more about our industry and event partners. The Lower Level is where all conference networking and nutrition breaks happen so you will have frequent opportunities to support local Aboriginal artists and interact with key industry professionals.

## CULTURAL TOURS



### MEMBERTOU HERITAGE PARK

Experience the heritage and the story! Join us in a round dance followed by storytelling and a traditional Mi'kmaq ceremony. Tour our Heritage Centre Displays and gift shop.



### ESKASONI CULTURAL JOURNEYS

Includes lantern tour of Goat Island, smudging ceremony in an authentic teepee warmed by a fire, storytelling, basket making and more.



### WAGMATCOOK CULTURE & HERITAGE CENTRE

Experience a traditional smudging ceremony, enjoy authentic cultural performances, and participate in hands-on experiences. Kojua dancing, playing Waltes, drumming, basket making, and beadwork will inspire the soul.



### MI'KMAQ LEGENDS PERFORMANCE

Mi'kmaq Legends is an ever-evolving theatre production where youth use acting, storytelling, music, dance and visual arts to bring authentic Mi'kmaq legends to life. Its youth are proud to comprise Atlantic Canada's only Aboriginal theatre troupe.

## IATC DAY 2

WEDNESDAY, DECEMBER 14, 2016

The final day of the Conference features more informative workshops, key-note speakers, discussions and presentations. Don't miss the Aboriginal Tourism Association of Canada Awards Gala and Traditional Mi'kmaq Dinner & Performance to close the conference.

**7:30 AM | Continental Breakfast**

**8:30 AM | Opening Welcome and Opening Prayer**

- Emcee Jeff Ward, General Manager, Membertou Heritage Park
- Elder Lawrence Wells, Membertou First Nation

**9:00 AM | World Indigenous Tourism Strategies Panel Discussion**

- Judy Karwacki, President and Owner, Small Planet Consulting
- Dan Moore, CEO, Pandion Consulting & Facilitation
- Camille Ferguson, Executive Director, American Indian Alaska Native Tourism Association

**10:00 AM | Nutrition Break and Trade Show**

**10:15 AM | Attracting the International Visitor Panel Discussion**

- Bill Knowlton, VP Marketing and Sales, Jonview Canada Inc.
- Casey Hanisko, VP Marketing and Communications, Adventure Travel Trade Association (ATTA)
- Joe Volk, Executive Director, Canadian Inbound Tourism Association (CITAP)

**11:00 AM | How does Aboriginal Tourism Contribute to the Economy? | Presentation**

- Rob Taylor, VP, Public and Industry Affairs, Tourism Industry Association of Canada (TIAC)

**11:45 AM | Trade Show Visit**

**12:00 PM | Lunch and Keynote**

- Michael Nadler, Vice President of External Relations and Visitor Experience, Parks Canada
- Carley Duckmanton, Coordinator of Indigenous Tourism, Experiences and Story-Telling initiative, Parks Canada Places

**1:00 PM | Aboriginal Tourism | Concurrent Workshops**

**Destination Canada Social Media Programs**

- Gloria Loree, Executive Director, Global Marketing, Destination Canada
- Craig van der Merwe, Creative Director, The Update Company

**Working With Tour Operators**

- Joe Volk, Executive Director, Canadian Inbound Tourism Association (Asia/Pacific)
- Dené Sinclair, Director of Marketing, Aboriginal Tourism Association of Canada (ATAC)

**1:45 PM | Signature Experiences | Panel Discussion**

- Maureen Riley, Executive Director, Industry Partnerships, Destination Canada
- Keith Henry, CEO, ATAC
- Kevin Eshkawkogan, CEO, Great Spirit Circle Trail

**2:30 PM | Nutrition Break and Trade Show**

**2:45 PM | Aboriginal Tourism - Major Project Planning Presentation**

**Legacy Tourism Group**

- Rod Taylor, CEO and Director
- Jim De Hart, COO and Director
- John Caton, Founder and Managing Director

**3:30 PM | Aboriginal Arts and Culture - Honouring Our Legacy, Embracing our Future | Presentation**

- Nadine St.Louis, Executive Director, Sacred Fire Productions

**4:15 PM | Closing Remarks**

- Keith Henry, CEO, ATAC

**4:30 PM | Free Time**

**6:00 PM | Aboriginal Tourism Awards and Traditional Mi'kmaq Dinner & Performance | INCLUDED WITH REGISTRATION**

- Emcee, Dion Denny, Eskasoni First Nation
- Performances by the Denny Family, Sons of Membertou and George Paul
- Award presentations, Keith Henry, CEO, ATAC

**8:00 PM | Closing Ceremony**

- Keith Henry, CEO, ATAC

One ticket for the Awards Gala is included with your conference registration. Additional tickets are available should you wish to bring a guest who isn't registered. Additional tickets are \$50/person and are available for purchase at the registration desk.

#2016IATC

## ATAC ANNUAL GENERAL MEETING

THURSDAY, DECEMBER 15, 2016

The Aboriginal Tourism Association of Canada (ATAC) is holding its Annual General Meeting the morning after the conference. Everyone is welcome to attend.

**9:00 AM** | Annual General Meeting

**Including ATAC Board elections**

*Only ATAC voting members are eligible to vote.*

**11:00 AM** | End of AGM

**ABORIGINAL**  
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

Through a unified Aboriginal tourism industry voice, the Aboriginal Tourism Association of Canada focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Aboriginal tourism.

### OUR VISION

*To Provide leadership in the development and marketing of authentic Aboriginal tourism experiences through innovative partnerships.*

### OUR MISSION

*A thriving Aboriginal tourism economy sharing authentic, memorable and enriching experiences.*

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**SUPPORT CANADA'S ABORIGINAL TOURISM INDUSTRY**  
**BECOME A MEMBER TODAY**

To learn more, visit [AboriginalCanada.ca/corporate](http://AboriginalCanada.ca/corporate)

## KEYNOTE SPEAKERS



### DAVID GOLDSTEIN

**President and Chief Executive Officer**

**Destination Canada**

*DestinationCanada.com*

Before joining Destination Canada in December 2014, as President and CEO, David led the Tourism Industry Association of Canada (TIAC) from April 2010. At TIAC, David worked to increase industry alignment and has positioned the organization to forge a more forceful and credible voice for tourism issues at the national level. His long history in media and advocacy helped TIAC raise political awareness around tourism as one of the country's leading export sectors, leading to key initiatives such as the Federal Tourism Strategy.



### KEITH HENRY

**President and Chief Executive Officer**

**Aboriginal Tourism Association of Canada**

*AboriginalCanada.ca*

Mr. Keith Henry is a Métis person born in Thompson, Manitoba and raised in Prince Albert, Saskatchewan. He has become an international Aboriginal cultural tourism leader receiving recognition as the former CEO for the Aboriginal Tourism Association of British Columbia. Mr. Henry has been spearheading the growth of authentic Aboriginal tourism in Canada as he worked to redevelop the national Aboriginal Tourism Association of Canada as elected chair when this organization incorporated in April 2015.



### GRAHAM MARSHALL

**Councilor**

**Membertou First Nation**

*Membertou.ca*

Born and raised in Membertou, Graham Marshall is a lifelong and seasoned traveller. He has worked across North America for most of his life, has performed for international heads-of-state, and is currently earning a Bachelor of Arts in Community Studies Degree. In June 2016, Graham was elected by the community as one of its 12 band councilors. He resides in Membertou with his wife, daughter and two sons.

## CONFERENCE SPEAKERS

### 2016 IATC EMCEES

#### **DION DENNY**

**Councilor**

*Eskasoni First Nation*

*Eskasoni.ca/home*

#### **JEFF WARD**

**General Manager**

*Membertou Heritage Park*

*MembertouHeritagePark.com*

Originally from Metepenagiag Mi'kmaq Nation, for the past ten years Jeff has lived in Membertou and is a very active participant, volunteering on numerous local boards and committees, and providing public awareness presentations on Mi'kmaq culture.

#### **ROBERT BERNARD**

**2016 IATC Conference Chairperson, ATAC**

**Executive Board Member**

*Wagmatcook Culture and Heritage Centre*

*WagmatcookCentre.com*

Robert's multiple business partnerships focus on providing different offerings such as recent work in First Nations Community Development and Planning, Entrepreneurship Development and Support.

#### **TIM BERNARD**

**Director of History and Culture**

**Confederacy of Mainland Mi'kmaq**

*CMMNS.com*

Tim is well known beyond his own community of Millbrook as the Manager/Editor of the Mi'kmaq Maliseet Nations News and Eastern Woodland Print Communications.

#### **JOHN CATON**

**Founder and Managing Director**

**Legacy Tourism Group**

*LegacyTourism.com*

John is the founder and former managing director of Clayoquot Wilderness Resort, a luxury all-inclusive wilderness resort located on the west coast of Vancouver Island.

#### **ERIC CHRISTMAS**

**Chief Executive Officer**

**Virtual Nation**

Eric has dedicated the entirety of his professional career to the advancement of Aboriginal communities, corporations and institutions through a variety of private/public sector engagements.

#### **JIM DE HART**

**COO & Director**

**Legacy Tourism Group**

*LegacyTourism.com*

Jim brings a direct operations focus to the LTG team, with specific experience in working closely with First Nations, managing operations in remote locations as well as developing government tenures, licenses and agreements.

#### **RON DRISDELLE**

**Executive Director**

**Tourism Industry Association of New Brunswick**

*TIANB.com*

Ron is a results-oriented bilingual managerial professional with solid experience in all aspects of business management including private and community-based sectors at the provincial, national, and international level.

#### **CARLEY DUCKMANTON**

**Coordinator of Indigenous Tourism, Experiences and Story-Telling Initiative**

**Parks Canada Places**

*PC.gc.ca*

Carley has been with Parks Canada for the past 8 years and is currently with the Indigenous Affairs Branch leading work on tourism-based partnerships with long-term mutual benefits to advance Aboriginal tourism and other economic opportunities.

## CONFERENCE SPEAKERS

### **BARRY EISENHAUER**

**Business Development Officer**

**Ulnooweg**

*Ulnooweg.ca*

Barry has spent almost 20 years in Financial Institutions, primarily in Credit Unions. Barry has held various positions in that time, primarily Senior Management roles, such as Chief Operating Officer and Credit Union Business Consultant.

### **KEVIN ESHKAWKOGAN**

**Chief Executive Officer**

**Great Spirit Circle Trail**

*CircleTrail.com*

### **CAMILLE FERGUSON**

**Executive Director**

**American Indian Alaska Native Tourism Association**

*AIANTA.org*

Camille is Tlingit from the Kiksadi Clan and a member of the Sitka Tribe of Alaska. She served as the Economic Development Director for Sitka Tribe of Alaska for 15 years, 1996-2012 before accepting the position of Executive Director in 2013.

### **DR. SONYA GRACI**

**Associate Professor**

**Ryerson University**

*Ryerson.ca*

### **DARLENE GRANT-FIANDER**

**President**

**Tourism Industry Association of Nova Scotia**

*TIANS.org*

Darlene has held various management positions within the tourism industry. She is a founding member of the Canadian Tourism Human Resource Council, Past President of Canada CHRIE and a past Chair of the Nova Scotia Association of Industry Sector Councils.

### **CASEY HANISKO**

**VP Marketing and Communications**

**Adventure Travel Trade Association**

*AdventureTravel.biz*

Specializing in adventure travel marketing, communications and branding, Casey has spent nearly 20 years telling the story of authentic, educational and responsible travel.

### **GREG HOPF**

**Regional Aboriginal Tourism Specialist**

**Thompson Okanagan Tourism Association**

*TOTABC.org*

Greg is currently responsible for developing a cultural tourism strategy in alignment with TOTA's Embracing Our Potential and Aboriginal Tourism Association of British Columbia's The Next Phase plans.

### **JUDY KARWACKI**

**Founder and Owner**

**Small Planet Consulting**

*SmallPlanet.travel*

Judy Karwacki is a veteran travel and tourism professional, with more than 30 years of experience ranging from retail travel to education, management and consulting.

### **BILL KNOWLTON**

**Vice President, Marketing & Sales**

**Jonview Canada**

*Jonview.com*

From 1980 to the present, he has been actively engaged in all aspects of the Canadian receptive industry, from product development to contracting, operations, sales and marketing.

### **DAVE LAVEAU**

**Executive Director**

**Aboriginal Quebec**

*QuebecAboriginal.com*

Huron-wendat from Wendake, Dave is the General Manager of Québec Aboriginal Tourism, which is celebrating its 25th anniversary this year. He is also co-promoter of the First Nations and Inuit Legacy project in Montreal, a cultural and tourism embassy.

## CONFERENCE SPEAKERS

### GLORIA LOREE

**Executive Director, Global Marketing**

**Destination Canada**

[DestinationCanada.com](http://DestinationCanada.com)

### GLENN MANDZIUK

**Chief Executive Officer and President**

**Thompson Okanagan Tourism Association**

[TOTABC.org](http://TOTABC.org)

Glenn has over 20 years experience in tourism marketing and community development, and has coordinated many projects and programs and assisted in attracting over \$220 million in investment to the South Okanagan Region.

### ROB MCCLOSKEY

**Director General**

**Tourism Atlantic**

[ACTP-PTCA.ca](http://ACTP-PTCA.ca)

Throughout his career, Rob has placed a high priority on exploring and developing the relationship between tourism research, product development and marketing.

### TRACY MENGE

**Director Economic Development**

**Eskasoni First Nation**

[Eskasoni.ca](http://Eskasoni.ca)

Tracy Menge is the Economic Development Manager for Eskasoni First Nation. In the past 19 years, Tracy has made a significant impact on the community. She is the driving force behind Eskasoni Cultural Journeys Goat Island project.

### PHILIP MONDOR

**President**

**Tourism HR Canada**

[TourismHR.ca](http://TourismHR.ca)

Philip has worked on labour market projects for 25 years, and has been with Tourism HR Canada for 20 of those years, assuming the role of President of the organization in March of 2015.

### DAN MOORE

**Chief Executive Officer**

**Pandion Consulting & Facilitation**

[Pandion.biz](http://Pandion.biz)

### KEVIN MOUFLIER

**Chief Executive Officer**

**Tourism Industry Association of PEI**

[TIAPEI.pe.ca](http://TIAPEI.pe.ca)

### MICHAEL NADLER

**Vice President of External Relations and Visitor Experience**

**Parks Canada**

[PC.gc.ca](http://PC.gc.ca)

Prior to joining Parks Canada, Michael served with the Province of BC and then held leadership positions with the Government of Canada, including serving in Nunavut as a senior regional executive with Indigenous and Northern Affairs Canada.

### MARIE-JOSÉE PARENT

**General Director**

**DestiNATIONS**

[desti-NATIONS.ca](http://desti-NATIONS.ca)

Marie-Josée is Mi'kmaq and Acadian. General Director of DestiNATIONS, an indigenous cultural organization. She is also co-promoter of the First Nations and Inuit Legacy project in Montreal, a cultural and tourism embassy.

### GEORGE PAUL

**Author of the Mi'kmaq Honour Song and Featured Cultural Presenter**

**Metepenagiag First Nation**

[Metepenagiag.com](http://Metepenagiag.com)

### MAUREEN RILEY

**Executive Director, Industry Partnerships**

**Destination Canada**

[DestinationCanada.com](http://DestinationCanada.com)

Maureen's current role with Destination Canada as Executive Director, Industry partnerships, allows her to combine many of her personal interests: exploring Canada's great outdoors and urban centres.

## CONFERENCE SPEAKERS

### **BEN SHERMAN**

**Chairman**

**World Indigenous Tourism Alliance**

*WINTA.org*

Ben Sherman is a founding board member and Chairman of the World Indigenous Tourism Alliance and is a member of the Oglala Lakota (Sioux) Nation, from the Pine Ridge Indian Reservation in South Dakota, USA.

### **DENÉ SINCLAIR**

**Director of Marketing**

**Aboriginal Tourism Association of Canada**

*AboriginalCanada.ca*

Dené joined the ATAC team in August 2016. She has more than 10 years experience in tourism marketing and destination development having led a strategic planning and sales team for Travel Manitoba.

### **GLENN SQUIRES**

**Chair**

**Tourism Industry Association of Nova Scotia**

*TIANS.org*

Glenn is the current Chair of IHG's Crowne Plaza Brand Committee and Chair of the Tourism Industry Association of Nova Scotia (TIANS). He was awarded "Developer of the Year" (Canada) by IHG; and received the "Vision Award" from TIANS.

### **WILLIE STEVENSON**

**President**

**Silverback Games**

*SilverbackGames.com*

### **NADINE ST. LOUIS**

**Founder & Executive Director**

**Sacred Fire Productions**

*SacredFireProductions.ca*

Nadine St. Louis is an Aboriginal Entrepreneur, BFA, MA with over 25 years of experience in management, community development and governance and has been an important leader in the development of Aboriginal economy through arts and culture.

### **ROB TAYLOR**

**Vice President, Public & Industry Affairs**

**Tourism Industry Association of Canada**

Rob's government relations and advocacy experience includes federal lobbying on behalf of the Canadian Federation of Independent Business and as President of Bravo Show Management, an Ottawa based company providing strategic communications consulting and event planning.

### **ROD TAYLOR**

**Chief Executive Officer & Director**

**Legacy Tourism Group**

*LegacyTourism.com*

Rod is Director and CEO of the LTG and the former CEO of Waste to Energy Canada (WTEC) a company that deploys a proprietary green technology around the globe.

### **CRAIG VAN DER MERWE**

**Creative Director**

**The Update Company**

*TheUpdateCompany.com*

### **JOE VOLK**

**Executive Director**

**Canadian Inbound Tourism Association (Asia-Pacific)**

*CITAP.ca*

### **ELLEN WALKER-MATTHEWS**

**Experiences Development Specialist**

**Thompson Okanagan Tourism Association**

*TOTABC.org*

Ms. Walker is responsible for assisting with Tourism Destination Development in partnership with industry stakeholders in the creation and marketing of international products deemed "Remarkable Experiences" within the Thompson Okanagan.

### **LAWRENCE WELLS**

**Elder**

**Membertou Heritage Park**

*MembertouHeritagePark.com*



