



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

BUILDING BACK  
**BETTER**

# NATIONAL INDIGENOUS TOURISM CONFERENCE

March 8-10, 2022 | Calgary, Alberta



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Lanyard

Food Box





**Keith Henry, B. ED**  
*President & CEO*  
*Indigenous Tourism*  
*Association of Canada*

Mr. Keith Henry is a Métis person who was born in Thompson, Manitoba and raised in Prince Albert, Saskatchewan.

Since 2015, Mr. Henry has been spearheading the growth of authentic Indigenous tourism in Canada as he worked to redevelop the national Indigenous Tourism Association of Canada first as Chair, now as ITAC's President & CEO.

Mr. Henry was recognized as one of Canada's 150 Ambassadors in 2017 to celebrate Canada's 150th anniversary. Mr. Henry was awarded an Honorary Doctor of Laws, honoris causa from the University of Guelph in 2020.

# Welcome to #NITC2022

On behalf of the ITAC board and staff, I would like to welcome you to the Grey Eagle Resort & Casino on Tsuut'ina Nation lands in Calgary, Alberta. This is the first time we have gathered collectively in person since the International Indigenous Tourism Conference in Kelowna in November, 2019.

The COVID-19 global pandemic had an immediate detrimental impact on the Indigenous tourism industry with an estimated 70% reduction in contributions to the gross domestic product and a loss of 21,000 jobs. This resulted in ITAC's realignment of resources, accessing more than \$16M in stimulus support from the Government of Canada and focused marketing activities towards a domestic audience.

We know we are not alone; however, Indigenous tourism remains the most vulnerable sector of the industry. We gather today, as health restrictions begin to ease, welcoming Indigenous tourism operators, allies and partners and government agencies – all to focus a conversation on how we Build Back Better towards a resilient future for Indigenous tourism in Canada.

#NITC2022 is a culmination of several months of conversations and a proposed investment in a 3-year Indigenous-led Building Back Better 2022-25 which calls for a \$65M investment. This plan will rebuild to 2019 levels by 2025 – Indigenous tourism's best year on record – but only if the plan is fully supported and Indigenous-led. By leveraging domestic and global demand for Indigenous tourism, ITAC will continue our leadership in supporting the development of exceptional, export ready experiences and invest in job recovery.

Thank you to all the partners of #NITC2022 who made this event possible and thank you to all of you for your commitment to the recovery of Indigenous tourism in Canada. I wish you a successful conference and resiliency in your business as we begin to rebuild.

FRONT COVER PHOTO:  
WARRIOR WOMEN, AB

BACK COVER PHOTO:  
DRIFT OUT WEST FLY FISHING, AB



**Brenda Holder**  
*Chair*  
Indigenous Tourism  
Association of Canada

Brenda Holder follows her lineage as a traditional Métis guide from the Kwarakwante and Aseniwuche Winewak of Jasper/Grand Cache and a descendant from the Michel First Nation.

Brenda is a Professional Interpretive Guide with the Interpretive Guide's Association and is an active advocate of Indigenous tourism through her company Mahikan Trails.

# Welcome from the ITAC Board

On behalf of the ITAC Board of Directors, we extend a warm welcome of all of the delegates who have gathered to join us. I would like to acknowledge our presence here on Tsuut'ina Nation lands.

The past few years have demonstrated that our industry is resilient - proof as we are all here today to start talking about the necessary steps we must take to rebuild the Indigenous tourism industry in Canada. We are excited to share a new Indigenous-led strategy Building Back Better 2022-25 - backed by research and collaboration with our members and partners, to inspire our entire industry to move forward with a focus of building back better than ever.

We are delighted by the presenters we have gathered for this conference - with focused conversations on leadership, development, partnerships and marketing as we start to look to the future for Indigenous tourism in Canada. We want to ensure that your business has the tools and resources to rebuild in a post-COVID future, stronger than ever before.

It is time for Indigenous tourism to rebuild and flourish. With a 3-year commitment of \$65M, the rate of return will be substantial. This investment will allow ITAC to engage with Indigenous operators, leadership and private sector partners. Investing in Indigenous tourism is an investment in our future. Beyond the economics, investing in the Indigenous tourism industry is an investment in future generations, ensuring that Indigenous youth, languages and cultures continue to thrive.

Thank you to everyone who worked to bring us together again. On behalf of the ITAC board and staff, we look forward to Building Back Better with you.

PHOTOS PAGE 5 (CLOCKWISE FROM TOP): RESTAURANT LA SAGAMITÉ, QC; TUNDRA NORTH TOURS, NT; TRANSFORMATION FINE ART, AB



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

# Support Indigenous Tourism in Canada

The Indigenous Tourism Association of Canada (ITAC) is a membership based global leader in the marketing and development of Indigenous tourism experiences. ITAC's members are Indigenous-owned and controlled businesses from every province and territory in the country.

## **BECOME A MEMBER TODAY!**

To learn more, come see us at our membership booth in the Exhibitor Marketplace or visit [IndigenousTourism.ca/membership](https://IndigenousTourism.ca/membership)



## MEET YOUR MC!



### **Teresa Ryder**

*Indigenous Tourism Association of Canada*

Teresa is proud to be of Musqueam descent. Upon finishing her Bachelor of Arts degree in Criminology at Simon Fraser University, Teresa has spent more than 10 years in Indigenous tourism development, starting her career with Indigenous Tourism BC. She has worked with Indigenous tourism operators and partners to grow Indigenous tourism while implementing regional and provincial destination development strategies and improving the market readiness of operators.

Teresa is an experienced speaker, facilitator and trainer and advocate for the betterment of Indigenous Peoples. Teresa is passionate about Indigenous tourism not only for the economic benefits but also for the social impact on Indigenous People and communities who thrive in business while sharing unique stories from coast to coast to coast.

A photograph of an exhibitor marketplace. A man in a dark suit and glasses is looking at a woman in a purple floral top who is showing him a piece of clothing. They are surrounded by various items for sale, including a blue patterned bag and a black and white striped garment. The background shows a large, well-lit event space with other people and tables.

### **Exhibitor Marketplace**

#NITC2022 features a large area that houses the Exhibitor Marketplace. Vendors will be selling art, fashion, gift-ware, and other merchandise.

Be sure to show your support for the exhibitors. You can explore everything the Marketplace has to offer during conference breaks each day.

# DAY 1 AGENDA

Tuesday, March 8th

**1:00pm-  
4:00pm**

## **ANNUAL GENERAL MEETING: Indigenous Tourism Association of Canada**

Day 1 starts in the **Eagle Robe Room** and **Crow Flag Rooms** with the ITAC Annual General Meeting. All members, as well as the general public, are encouraged to attend.

**6:00pm**

## **Welcome Reception**

Join us in the Event Centre for our kick-off reception as we welcome everyone to #NITC2022! The evening will feature tasty Indigenous bites from the Grey Eagle team, inspired cocktails and live entertainment by Damase.

# DAY 2 AGENDA

Wednesday, March 9th

7:30am - 4:00pm

7:30am Breakfast

## LEADERSHIP

8:30am **Opening Ceremony, Grand Entry & Welcome**

Welcome to the territory and protocol; Elders prayer and welcome remarks from dignitaries.

9:00am **KEYNOTE: Building Back Better**

COVID-19 has had a detrimental impact on the Indigenous tourism sector but together we will begin to rebuild stronger than ever before. This session will focus on ITAC's new strategic recovery plan delivered by the ITAC senior management team.

*Keith Henry, Indigenous Tourism Association of Canada*

*Teresa Ryder, Indigenous Tourism Association of Canada*

*Sebastien Desnoyers-Picard, Indigenous Tourism Association of Canada*

*Brady Smith, Indigenous Tourism Association of Canada*

10:30am Coffee & Networking Break

11:00am **KEYNOTE: Partnering for Indigenous Tourism - Alberta's Story**

Nationally, there is a focus on building capacity for the Provincial and Territorial Indigenous tourism associations. Indigenous Tourism Alberta, with partners from the Government of Alberta and Travel Alberta have been able to find quick success by leveraging resources. Indigenous Tourism Alberta has aligned with the national strategy focusing programs on product development and marketing.

*Shae Bird, Indigenous Tourism Alberta*

*Martin Long, Government of Alberta*

12:00pm Parks Canada Lunch & Networking

# DEVELOPMENT

1:00pm

## Project RISE

RISE accreditation is a mark of excellence that assures visitors of a quality experience. Accredited businesses offer products and services that are truly authentic and showcase the made-in-Canada Indigenous brand of quality. RISE Market Ready Accreditation is the Indigenous Tourism Association of Canada's renowned program to recognize Canada's best Indigenous tourism experiences. Having just wrapped a pilot, we will share information about how Indigenous tourism businesses can get accredited through this initiative!

***Teresa Ryder**, Indigenous Tourism Association of Canada*

***Genevieve Huneault**, Indigenous Tourism Association of Canada*

1:30pm

## PANEL: Innovative Experience Development Through COVID-19

Without a doubt, COVID-19 has had a detrimental impact on the Indigenous tourism sector with closed borders, health orders and capacity limits. Despite this, we have seen new experiences emerge and businesses shift their operations to survive the pandemic. This session will explore the ways businesses have "pivoted" as we begin to see a new future for Indigenous tourism.

***Andrew McDonald**, Wanuskewin Heritage Park*

***Greg Hopf**, Moccasin Trails*

***Juanita Marois**, Métis Crossing*

***Colombe Bourque**, Tourism Wendake*

***Luke Wassegijig**, Wasse-Giizhik Tours*

*Moderated by **Teresa Ryder**, Indigenous Tourism Association of Canada*

2:30pm

## Coffee & Networking Break

3:00pm

## Development Breakout Sessions

SEE PAGES 10-11 FOR DETAILED INFORMATION.

4:00pm

## Break until Cultural Tours

6:00pm

## Cultural Tours

SEE PAGE 12 FOR DETAILED INFORMATION.

# DEVELOPMENT BREAKOUTS

Day 2: Wednesday, March 9th

3:00pm - 4:00pm

## **Sustainable Tourism & the Sustainable Development Goals**

### **BIG PLUME ROOM**

Indigenous peoples and communities have strong connections to ecology and place, and often carry these strong values and ways of being into their tourism business. It is time to celebrate and share the stories of holistic approaches to tourism operations and business modeling. This workshop dives into how the United Nations Sustainable Development Goals (SDGs) can aid in business and sustainability planning, and how the SDGs can be used as a framework to highlight the work Indigenous tourism businesses are already doing.

**Genevieve Huneault**, *Indigenous Tourism Association of Canada*

## **Digital Storytelling**

### **CROW FLAG ROOM**

We all come from a long line of storytellers; it is a vital part of our culture and our experiences; it is natural and ingrained in who we are. This breakout session provides tips and tricks to tell compelling stories digitally while providing guidance on how to engage with consumers in a meaningful way. Demand for Indigenous tourism experiences in Canada continues to grow. How do we embrace current marketing trends while staying true to our core values?

**Ryan Rogers**, *Indigenous Tourism Association of Canada*

**Zane Buchanan**, *Indigenous Tourism Association of Canada*

## **Firecircle - Supporting Tourism Startups**

### **EAGLE ROBE ROOM**

What is your tourism vision – your dream? Join Deneen Allen, the founder and lead mentor of Firecircle, for an introduction to the five key areas of tourism entrepreneurship. Whether you are just beginning to plan your tourism business or have been operating for years, it's never too late to explore the power of using your authentic story to improve your operations and physical design for better market readiness and financial success. Deneen will lead you through Firecircle's process of uncovering your Big Why and how this deep understanding of yourself can flow through and energize every part of your business.

**Deneen Allen**, *The Firecircle*

## **Indigenous Culinary Tourism**

### **EVENT CENTRE A**

Join renowned Indigenous chefs and share ideas on how to bring your tourism experiences to life through Indigenous culinary experiences.

**Joseph Shawana**, *Centennial College's School of Hospitality, Tourism & Culinary Arts*

**Jenni Lessard**, *Inspired By Nature Culinary Consulting*

**Paul Natrall**, *Mr. Bannock*

**Sheila Flaherty**, *Sijjakkut*

## **Parks Canada - Stories of Canada**

### **EVENT CENTRE C**

How does a federal agency change its way of working? Parks Canada's "Framework for History and Commemoration" was launched in 2019. The Stories of Canada program, designed to implement the framework, is supporting projects that advance the Truth and Reconciliation Commission (TRC) Call to Action 79, which calls on the federal government to integrate Indigenous history, heritage values and memory practices into Canada's national heritage and history. This session will provide an overview of the framework and how it's being implemented, and feature examples from coast to coast of how Indigenous peoples are sharing and communicating their history in their own voices at places administered by Parks Canada.

**Jackie Syroteuk**, *Parks Canada*

## Cultural Tours

Conference delegates are welcome to choose a complimentary cultural tour as part of their registration. Cultural tour tickets must be pre-registered and guests will be checked in upon arrival.

### Discussing Treaty 7 - Making Treaty 7

#### **MANY HORSES ROOM**

Join Making Treaty 7, in an intimate evening of history, land and culture mixed with digital media. There will be a panel of artists and knowledge-keepers along with screened vignettes from past productions.

### Star Story Program - Painted Warriors

#### **OUTDOORS (Meet in Hotel Lobby)**

The program will give insights from an Indigenous perspective on using stars for natural navigation, a clock and a calendar. This event is taking place outdoors, please bring appropriate outdoor attire.

### Beaded Lanyard Workshop - Moonstone Creation

#### **BIG PLUME ROOM**

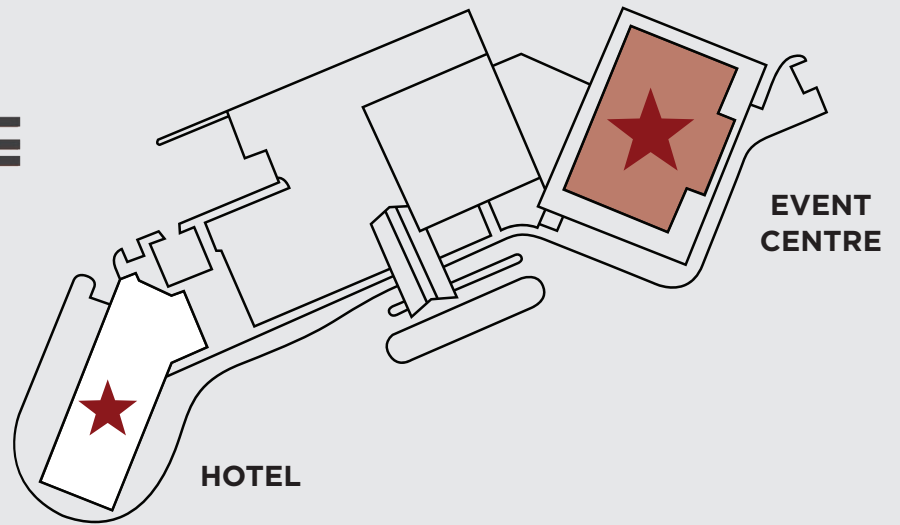
Moonstone Creation will lead participants in a guided workshop where they will create their own lanyards, while learning teachings and beading techniques.

### Casino and Buffet - Grey Eagle Resort & Casino

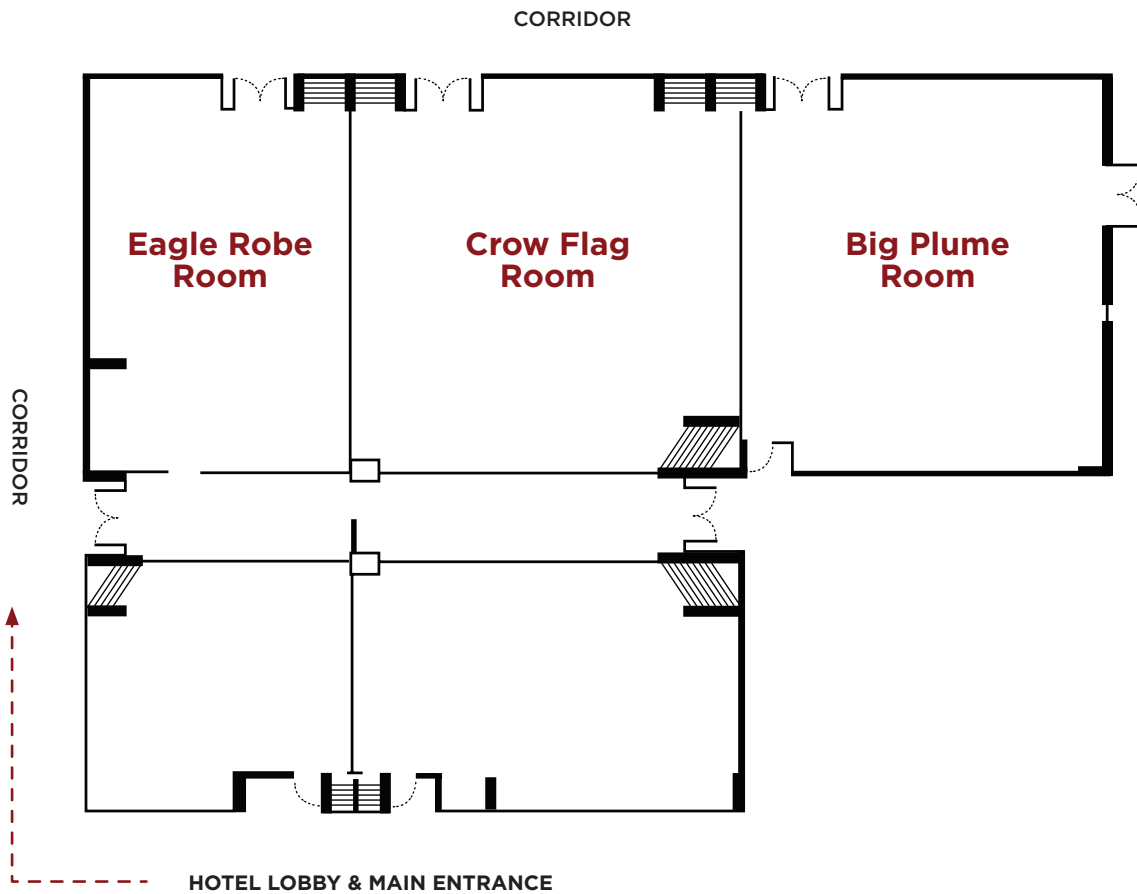
#### **CASINO FLOOR AND GREY EAGLE CASINO BUFFET & RESTAURANT (Meet in Hotel Lobby)**

Take a break from the conference, and enjoy some time at the casino, and enjoy a buffet dinner.

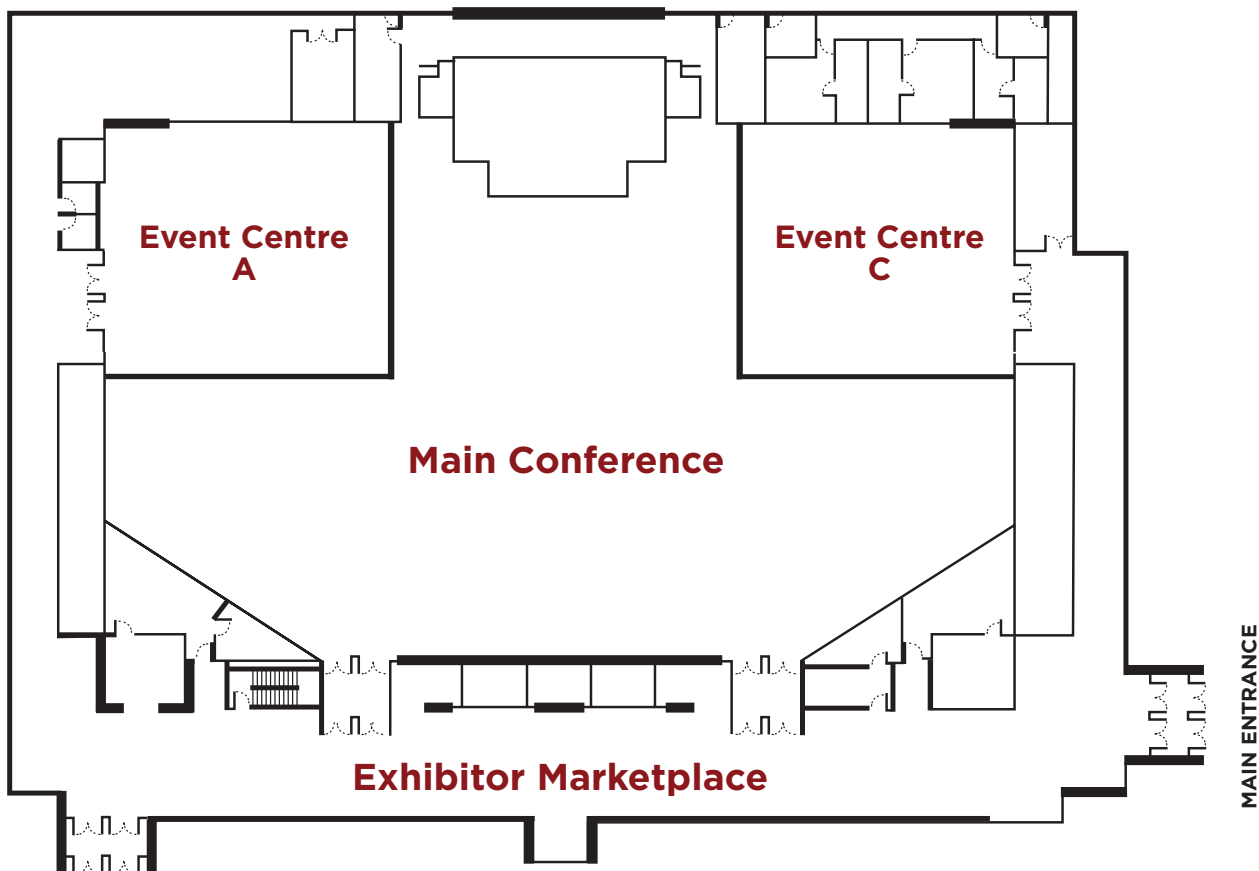




## BREAKOUT ROOMS IN THE HOTEL



## MAIN CONFERENCE, EXHIBITOR MARKETPLACE AND BREAKOUT ROOMS IN THE EVENT CENTRE



# DAY 3 AGENDA

Thursday, March 10th

8:00am - 4:00pm

8:00am Breakfast

## PARTNERSHIPS

8:30am **KEYNOTE: WestJet**

Visitors from around the world come to hear the authentic story of the land and connect with the diverse peoples that were here first. Indigenous tourism provides communities with jobs, training and a source of pride in culture.

In 2019, WestJet partnered with the Indigenous Tourism Association of Canada to support Indigenous culture, history and the health of the overall industry. Join Angela Avery as she highlights the success of this relationship and WestJet's ongoing commitment to Indigenous tourism in Canada.

*Angela Avery, WestJet*

9:30am **PANEL: Indigenous Tourism is Reconciliation in Action**

As the country continues to mourn the children lost to residential schools, and struggles to find ways to support reconciliation, Indigenous tourism plays a vital role in educating and sharing Indigenous culture. Experiencing Indigenous tourism firsthand is an important way for non-Indigenous Canadians to gain a new perspective. It helps them to connect to the lands, traditions and way of life of Indigenous Peoples and to better understand the history of Canada—while also having a positive impact on Indigenous economic growth. This session will focus on some of our country's storytellers as we explore the relationship between Indigenous tourism and reconciliation.

*Brenda Holder, Mahikan Trails*

*Jason Johnston, Cape Croker Park*

*Sheila Flaherty, Sijjakkut*

*Robert Bernard, Nova Scotia Indigenous Tourism Enterprise Network*

*Moderated by Sebastien Desnoyers-Picard, Indigenous Tourism Association of Canada*

10:30am Coffee & Networking Break

**11:00am**      **FIRESIDE CHAT: Partnership Panel**

One of ITAC's 4 Pillars includes Partnerships - we know that we cannot build Indigenous tourism in Canada alone! This session will highlight some of ITAC's national partners, exploring why relationships have been built, what work we are accomplishing together and what it means for Indigenous tourism operators.

***Andy Gibbons**, WestJet*

***Nadine Spence**, Parks Canada*

***Maureen Riley**, Destination Canada*

***Beth Potter**, Tourism Industry Association of Canada*

Moderated by ***Keith Henry**, Indigenous Tourism Association of Canada*

**12:00pm**      **Destination Canada Lunch & Networking**

## MARKETING

**1:00pm**      **The Original Original Marketing Campaign**

Learn about the Indigenous Tourism Association of Canada's plans to increase awareness and sales of Indigenous tourism through high-value, targeted marketing, media and sales efforts for domestic and key international markets; and deliver effective and frequent communications on the positive community and cultural impacts of Indigenous tourism.

***Sebastien Desnoyers-Picard**, Indigenous Tourism Association of Canada*

***Suzanne Reeves**, Indigenous Tourism Association of Canada*

**2:00pm**      **Tourism's Big Shift - Key Trends Shaping the Future of Canada's Tourism Industry**

This session will cover key macro, industry and market trends that will have the largest impact for small and medium tourism businesses.

***Maureen Riley**, Destination Canada*

**2:30pm**      **Coffee & Networking Break**

**3:00pm**      **Marketing Breakout Sessions**

SEE PAGE 18 FOR DETAILED INFORMATION.

**4:00pm**      **Closing Remarks**

# MARKETING BREAKOUTS

Day 3: Thursday, March 10th

3:00pm - 4:00pm

## Digitization & Online Sales

### EAGLE ROBE ROOM

Visitors from around the world are seeking Indigenous experiences when they travel to Canada. In this session, businesses will learn how to demystify the tourism ecosystem, understand how travel and trade works and how to optimize and diversify your sales in order to get the results you deserve.

**Jason Picard-Binet**, *Indigenous Tourism Association of Canada*

## Telling your Cultural Story through Food

### BIG PLUME ROOM

We all have a food story - this session will focus on how you can explore your Indigenous food story and is tailored to engage conversations with both Indigenous and non-Indigenous operators. Chef Billy Alexander will explore how food impacts Indigenous people, how to explore your food story and will leave attendees with key takeaways for making changes in your own business, while moving us all one step closer to achieving reconciliation through food.

**Billy Alexander**, *Culinary Tourism Alliance*

## Indigenous & Non-Indigenous Partnerships

### CROW FLAG ROOM

Working closely with the Stoney Nakoda Nation, Pursuit unveiled a unique and immersive experience of light, sound and wonder with the launch of Nightrise, a multi-sensory winter experience at the Banff Gondola. Key to creating Nightrise was the partnership forged with the Stoney Nakoda Nation, the Indigenous peoples who have called the Canadian Rockies home since time immemorial. The partnership saw the Stoney Nation contribute music, spoken word and a storied perspective to the creation process. Pursuit has created meaningful partnerships with Indigenous businesses and this breakout session will go deeper into the importance of partnerships and ways Indigenous and non-Indigenous businesses can work together.

**Mirit Poznansky**, *Pursuit*

**Vanessa Wainwright**, *Pursuit*

**Kirsten Ryder**, *Stoney Tribal Administration*

## **Labour Market Shortages - Strategies for Staff Engagement**

### **EVENT CENTRE A**

Tourism HR Canada is a pan-Canadian organization with a mandate aimed at building a world-leading tourism workforce. Tourism HR Canada facilitates, coordinates, and enables human resource development activities that support a globally competitive and sustainable industry and foster the development of a dynamic and resilient workforce.

Building on recent research and learning, participants will explore Indigenous-led strategies to create more tourism employment opportunities, culturally supportive career pathways, and ways to develop and retain top talent.

**Philip Mondor**, *Tourism HR Canada*

## **Indigenous Destination Development**

### **EVENT CENTRE C**

The experiences offered at Beardy's and Okemasis' Cree Nation shed light on the post-contact history of Indigenous peoples in these territories. We will offer a variety of ways to engage with our people and our land, from glamping to making bannock and learning to dance. From the historic signing of Treaty 6 and the Riel Resistance to the pass system and Indian Residential Schools, these significant moments in our shared history have defined ahkemayimok —the resilience of our people. We want our guests to come away with a deeper understanding of the history of our people, our province, and our nation. The Beardy's & Okemasis' Cree Nation is a proud partner of Kichiota Indigenous Destinations – a first-of-its-kind partnership between the Beardy's & Okemasis' Cree Nation, Wanuskewin and Whitecap Dakota Nation. By combining the strengths of each partner, Kichiota offers tourists of all ages and interests the opportunity to immerse themselves in authentic, indigenous experiences.

**Kevin Seesequasis**, *Beardy's & Okemasis  
Cree Nation*

# KEYNOTE SPEAKERS



**Angela Avery**  
*Executive Vice-President,  
External Affairs & Chief  
Legal Officer*  
**WestJet**

Angela Avery is the Executive Vice-President, External Affairs and Chief Legal Officer at WestJet where she is responsible for communications as well as the legal, community, government and regulatory affairs of the company. She has more than 25 years' commercial and legal leadership experience across multiple industries.

Angela is a respected negotiator leading deals totaling more than \$25B. Her extensive regulatory and compliance background including as Chief Compliance Officer for the global operations of the world's largest independent energy producer. She is a trusted advisor to the board with US and Canadian public and private company experience.

Her international experience includes an appointment to litigate war reparations at the United Nations and she is licensed to practice law in Alberta and New York. She is a committed volunteer and community builder and has served on the boards of directors for the Calgary Zoo, YMCA, Arts Commons and the Canadian Energy Law Foundation.



**Shae Bird**  
*Chief Executive Officer*  
**Indigenous Tourism  
Alberta**

Shae Bird is the Chief Executive Officer of Indigenous Tourism Alberta, responsible for the development and growth of Alberta's Indigenous tourism industry.

As the CEO, Shae has been responsible for steering ITA through one of the most difficult times in tourism history. Through his leadership, ITA has created the Indigenous Tourism Alberta Strategy 2020-2024 to drive its business, while growing ITA's members to more than 180. Additionally, Shae has secured necessary funding grants to stabilize Indigenous businesses during COVID-19, including the Stimulus Relief Fund which provided relief to more than 80 businesses, alongside national and provincial partners.

With education through the Masters in Tourism Management from Royal Roads University and corporate experience that covers strategic planning, organizational renewal, operations management, government relations and capital project oversight, Shae is now proud to call Treaty 6 & Métis Region 4, Edmonton, Alberta, home. Shae has quickly become recognized and respected as a leader in Indigenous tourism across Alberta and Canada with interview requests, speaking roles and involvement in multiple economic recovery task forces across Alberta.



**Sebastien Desnoyers-Picard**  
*Chief Marketing Officer*  
**Indigenous Tourism Association of Canada**

As the Indigenous Tourism Association of Canada's (ITAC) Chief Marketing Officer, Sebastien Desnoyers-Picard has spent his career developing strong partnerships and relationships with industry leaders across the globe and is passionate about raising awareness of the many opportunities for Indigenous tourism. Prior to joining ITAC, Sebastien spent 10 years serving the Quebec Indigenous tourism industry, first as General Manager with Tourism Wendake and then as a marketing advisor with Quebec Indigenous Tourism. Throughout his career, Sebastien's work with media has helped produce award winning stories in France, Germany, Canada and the USA. In 2019, Sebastien was recognized with the Explore Canada Award of Excellence, based on nominations from the media.

As a member of the Huron-Wendat Nation, and past Chief in his community, Sebastien is trilingual and a strong advocate for Indigenous rights and traditional way of life, which he still practices. Sebastien has a diploma in Business, a degree in Sales and Marketing, and has completed an Indigenous Studies program at Laval University. Sebastien takes great pride in defending Indigenous interest throughout all aspects of his life and career and focuses on bringing creative solutions to bring Indigenous people, communities, and tourism industry forward.



**Keith Henry**  
*President & CEO*  
**Indigenous Tourism Association of Canada**

Mr. Keith Henry is a Métis person who was born in Thompson, Manitoba and raised in Prince Albert, Saskatchewan.

Mr. Henry has become an international Indigenous cultural tourism leader receiving Indigenous recognition as the former CEO for the Indigenous Tourism Association of British Columbia. Mr. Henry has been spearheading the growth of authentic Indigenous tourism in Canada as he worked to redevelop the national Indigenous Tourism Association of Canada as elected chair when this organization incorporated in April 2015. In October 2015 Mr. Henry took the full-time role as the Indigenous Tourism Association of Canada's President and CEO.

In Canada Mr. Henry continues to be recognized across the country as one of the leaders in Indigenous tourism and has led many new initiatives including the multiple national strategies to grow Indigenous tourism, contributions to the development of national standards on market readiness and authenticity, and multiple research projects on the economic progress of Indigenous tourism.

Mr. Henry was recognized as one of Canada's 150 Ambassadors in 2017 to celebrate Canada's 150th anniversary. Mr. Henry was awarded an Honorary Doctor of Laws, honoris causa from the University of Guelph in 2020.

# KEYNOTE SPEAKERS



**Martin Long**  
*Parliamentary Secretary  
for Small Business and  
Tourism*  
**Government of Alberta**

Elected to the Legislative Assembly of Alberta in 2019, Martin Long has the distinct honour of serving the constituency of West Yellowhead. In August of 2020, Martin was appointed Parliamentary Secretary for Small Business and Tourism, serving under the Ministry of Jobs, Economy, and Innovation.

Prior to being elected, Martin worked for 9 years as an operator at the Alberta Newsprint Pulp and Paper Mill in Whitecourt, Alberta. He has also worked extensively at drill sites for oil and gas companies and is a Class III power engineer.

Originally from the Nova Scotian community of Liverpool, Martin believes wholeheartedly in community service. He has served as chair for Tennille's Hope Community Kitchen in Whitecourt and as a youth leader with the Whitecourt Baptist Church.

Currently, Martin serves on the Premier's Council on Charities and Civil Society, the Members' Planning Committee on Communities and Families and is Chair of the Upper Smokey Lake Caribou Taskforce. He is honoured to help ensure a working landscape for Albertans, while protecting the habitat of our great wildlife. Martin is also a member of the Murdered and Missing Indigenous Women and Girls Joint Working Group, and is interested in broadening both the general awareness of this crisis and being a part of the solution.



**Teresa Ryder**  
*Director of Business  
Development*  
**Indigenous Tourism  
Association of Canada**

As the Director of Business Development, Teresa Ryder is responsible for overseeing the development and stability of Indigenous tourism associations, product development and grant initiatives to support Indigenous tourism businesses investing in tourism. In 2020, Teresa led the \$16 million COVID-19 Stimulus Development Grant program for ITAC. She has also overseen the growth of the International Indigenous Tourism Conference since 2018, being a part of this project for many years since its inception.

Teresa is proud to be of Musqueam descent. She holds a Bachelor of Arts degree in Criminology at Simon Fraser University. Teresa started her 10-year+ career with Indigenous Tourism BC. She has worked with industry to grow Indigenous tourism while implementing destination development strategies and improving the market readiness of operators. She is an experienced speaker, facilitator and trainer and advocate for the betterment of Indigenous Peoples. Teresa is passionate about Indigenous tourism not only for the economic benefits but also for the social impact on our people who thrive in business while sharing unique stories from coast to coast.

Teresa currently sits as a board of director for the Tourism Industry Association of Canada where she advocates for tourism alongside national tourism professionals.



**Brady Smith**  
*Chief Strategy Officer*  
**Indigenous Tourism  
Association of Canada**

As the Chief Strategy officer for the Indigenous Tourism Association of Canada (ITAC), Brady Smith focuses on strategic partnerships to enhance ITAC's organizational efficiencies and to strengthen overall revenue and membership growth. Brady currently supports ITAC's President and CEO to manage the organization guided by strategy and governance that is steered by the vision and mandate.

Brady was the CEO of the Squamish Lil'wat Cultural Centre in Whistler for 5-years, he previously managed business and economic development for Whistler Sport Legacies and has worked senior positions during the London 2012 Olympic Games and the Vancouver 2010 Olympic and Paralympic Games. He also served as the chair of the Whistler Chamber of Commerce, Vice Chair of Tourism Whistler Board of Directors, and sits on numerous business and tourism related committees and boards.

# CONFERENCE SPEAKERS



**Billy Alexander**  
*Director of Programs*  
Culinary Tourism Alliance



**Brenda Holder**  
*Owner*  
Mahikan Trails



**Deneen Allen**  
*Founder & CEO*  
The Firecircle



**Greg Hopf**  
*Co-Owner/Operator*  
Moccasin Trails



**Robert Bernard**  
*Executive Director*  
Nova Scotia Indigenous  
Tourism Enterprise  
Network



**Genevieve Huneault**  
*Development Manager*  
Indigenous Tourism  
Association of Canada



**Colombe Bourque**  
*General Manager*  
Tourism Wendake



**Jason Johnson**  
*Program Coordinator*  
Cape Croker Park



**Zane Buchanan**  
*Digital Marketing Manager*  
Indigenous Tourism  
Association of Canada



**Jenni Lessard**  
*Owner / Operator*  
Inspired by Nature Culinary  
Consulting



**Sheila Flaherty**  
*Founder & Executive Chef*  
Sijjakkut



**Andrew McDonald**  
*Director of Marketing &  
Communications*  
Wanuskewin Heritage Park



**Andy Gibbons**  
*Vice President, Government  
Relations & Regulatory  
Affairs*  
WestJet



**Juanita Marois**  
*Executive Director*  
Métis Crossing



**Philip Mondor**  
*President & CEO*  
 Tourism HR Canada



**Kirsten Ryder**  
*Director of Training & Development*  
 Stoney Tribal Administration



**Paul Natrall**  
*Owner*  
 Mr. Bannock



**Kevin Seesequasis**  
*Community & Tourism Development Officer*  
 Beardy's & Okemasis' Cree Nation



**Jason Picard-Binet**  
*Sales Manager*  
 Indigenous Tourism Association of Canada



**Joseph Shawana**  
*Professor Culinary Arts*  
 Centennial College



**Beth Potter**  
*President & CEO*  
 Tourism Industry Association of Canada



**Nadine Spence**  
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