

**Michael J. Ballingall, Senior Vice President – Big White Ski Resort Ltd.**

Michael J. Ballingall is the Senior Vice President of Big White Ski Resort Ltd., British Columbia's second most popular winter resort. Ballingall has worked in tourism and hospitality in the Okanagan Valley since 1982. He is well regarded as an innovative thinker and leader within the ski and snowboard industry. Under Ballingall's leadership, Big White has grown to become Canada's Favorite Family Resort and has been awarded top 5 Children's Ski School in the world.

Active in the Thompson Okanagan, he is currently Past Chair of the Thompson Okanagan Tourism Association, Marketing Chair of the BC Pavilion Corporation, Director of the Canadian Ski Council, member of Destination Canada USA Marketing Committee, member of the YLW Air Service Development team, and President Tourism Big White Society.

**Tracy Eyssens, CEO – Aboriginal Tourism Association BC**

Tracy Eyssens has been a long standing partner of AtBC's for the last 17 years. She brings 20 years of experience working at Indigenous and Northern Affairs Canada. Throughout the 20 years, Ms Eyssens worked in a number of positions at the organization where she ultimately landed in Economic Development. She was successful in accessing \$5M to support AtBC's Blue Print Strategy and an additional \$1.8M to support AtBC's Next Phase Strategy. She was born and raised in Winnipeg, Manitoba with heritage from the Pinaymootang (Fairford) First Nation, and moved to Vancouver in 1995, which she now calls home.

Ms. Eyssens has significant experience and awareness for partnerships and collaboration. With her many years of working with Aboriginal people, she was able to build effective partnerships to overcome the capacity gaps and unlock economic opportunities that have enabled the development of prosperous economies for Aboriginal people. She has worked with over 150 First Nations across BC, managed a budget of \$40M and supported over 300 projects in First Nation communities ranging from cultural centers, infrastructure and business/industrial parks.

Her creativity and innovation has allowed her to push through boundaries and collaborate and partner on a number of initiatives and projects that have supported the economic prosperity of Aboriginal communities and entrepreneurs. Working with a number of aboriginal organizations, federal/provincial partners along with private sector partners across the province, her vision for community economic development has allowed for the successful development of many diverse projects across BC.

**Tyler Beckley, Owner – Three Bars Guest Ranch**

Tyler along with his family have been operating the Three Bars Guest Ranch for over 20 years. Three Bars has been recognize as one of the top properties of its kind in the world. Tyler is current serving as Vice President for Kootenay Rockies. For 6 years Tyler served as President of the BCGRA, working in conjunction with DBC to bring BC Ranches to the world. As an owner/operator Tyler brings a unique perspective to marketing a BC property.

**Kathy Cooper, CEO & Travel Trade Manager – Kootenay Rockies Tourism**

Kathy has been a key member of the Kootenay Rockies Team over the last 28 years, assisting the region to become a leader in the marketing of British Columbia as a premier tourism destination. Kathy has excelled in many diverse roles with the organization including project management, consumer

advertising, travel trade, media relations, board relations and governance, and most recently, strategic planning and implementation of a new direction for Kootenay Rockies Tourism that aligns with Destination BC's new corporate strategy.

**Pat Corbett, Chair – Cariboo Chilcotin Coast Tourism**

Pat developed the Hills Health Ranch from scratch and has worked with successive governments for the benefit of the tourism industry. Pat is the current Chair of the Cariboo Chilcotin Coast Tourism Association and serves on the board of the BC Hotel Association and the Canadian Tourism Commission's Canada Branding Committee. Pat has held many other board and committee positions with a variety of organizations including the Canadian Tourism Commission, The International Spa Association, Spas of Canada, Tourism BC and the Council of Tourism Associations. Pat was inducted into the US Spa Industry Hall of Fame in 2015, has been inducted to the Canadian Tourism Hall of Fame and is a recipient of the Queens Diamond Jubilee Medal.

**Clint Fraser, CEO – Northern BC Tourism Association**

As the Chief Executive Officer, Clint works with the board and team at Northern BC Tourism to achieve the overall vision and mission for the organization. For over a decade he has been working to promote tourism experiences in the north and has excelled as an innovator in digital marketing practices. Clint holds a Bachelor of Commerce (Marketing) from the University of Northern British Columbia and has also held positions in the Brewing Industry and Economic Development.

**Ingrid Jarrett, Vice President, Business Development – Watermark Beach Resort**

A long-time veteran of the travel and hospitality industry, Ingrid Jarrett is the Owner of Ingrid Jarrett Management Consulting and the Vice President, Business Development and General Manager for Watermark Beach Resort in Osoyoos, British Columbia. Ingrid Jarrett Management is a successful management, marketing, business development and brand consulting firm.

**Andre Kuerbis, Owner – AFK Business Consulting and Services**

Andre owns AFK Business Consulting and Services, manages Trophy Mountain Outfitters and is Chair of the Cariboo Chilcotin Coast Tourism Association. He is also involved with the BC Fishing Resorts and Outfitters Association, Cariboo Chilcotin Coast Tourism Association and the Wilderness Tourism Association. He thus brings a perspective from small, independent, back country operators but his German banking background gives him a wider outlook and an understanding of the importance of overseas markets.

**Glenn Mandziuk, President & CEO – Thompson Okanagan Tourism Association**

Glenn Mandziuk is a recognized leader in the tourism and economic development professions in Canada. With over 20 years of experience in tourism marketing and community development, Glenn has successfully administered and/or coordinated hundreds of major community and regional product development projects, business retention programs, local, regional, and provincial partnership development agreements, and marketing initiatives that assisted in attracting nearly a half a billion dollars in public and private sector investment to the regions and communities for which he has served.

**Anne Murray, Vice President, Marketing and Communications – Vancouver Airport Authority**

Anne Murray is Vice President, Marketing and Communications for Vancouver Airport Authority. With a goal to be a sustainable airport serving 25 million passengers by 2020 Anne leads a team focused on airline business development, marketing, communications, community and government relations as well as YVR's art program.

Anne joined the Airport Authority in 1992, and has worked as Director, Environment and Vice President, Community and Environmental Affairs prior to her current position.

An active community member, Anne is Vice President of the YVR Art Foundation, a charity that supports BC First Nations art and artists. She is also an Adjunct Professor at Simon Fraser University.

Anne completed her Masters degree at the University of Canterbury in New Zealand and a Bachelor of Environmental Studies degree at the University of Waterloo, Canada.

**Anthony Everett, President and CEO – Tourism Vancouver Island**

Anthony has been involved in tourism in British Columbia for 30+ years starting his career at The Butchart Gardens in visitor services and then establishing Butchart Gardens' Media Relations department. In 1999, he was recruited to Tourism Victoria to manage the Media Relations Department until 2003 when he joined the team at Tartan Public Relations as Account Director. In 2006, Anthony moved away from Vancouver Island to lead the Northern British Columbia Tourism Association until 2015.

From 2011 to 2017, Everett Chaired the Board of Directors for the 2015 Prince George Canada Winter Games Host Society, which hosted the 2015 Canada Winter Games. Well versed as a director with various organizational boards, he has gained invaluable experience from his involvement with the Myeloma Canada Board of Directors (June 2016 – present), the Canada Games Council Board (fall 2016 – present), go2HR (2012 – 2016), and as a Co-Chair of the 2015 Canada Winter Games Ambassador Program (2012 – 2015).

Anthony has earned significant achievements through his career including the Canadian Sport Tourism Alliance (CSTA) Prestige Award 2016, the Queen Elizabeth II Diamond Jubilee Medal, and the 2015 Prince George Citizen of the Year.

**Mike Randall, Director of Marketing – Langara Fishing Adventures**

Mike is a tourism sales and marketing professional who has worked in the sport fishing sector for the past 16 years. As director of marketing for one of North America's top fishing destinations, he is responsible for planning and implementing all aspects of Langara's marketing, with a focus on the sport fishing, corporate, luxury, and adventure travel markets in Canada and the US.

**Tom Rosner, Vice President, Marketing & Sales – Resorts of the Canadian Rockies Inc. (RCR)**

For the past 15 years Tom has been in a senior management role at RCR, one Canada's largest privately held recreation companies that owns and operates ski resorts, golf courses, hotels and an inbound reservations tour operation. Aside from overseeing all aspects of RCR's sales and marketing initiatives, he also plays an active role within the communities that RCR resorts operate including Board of Director Positions on; Tourism Fernie, Tourism Kimberley and Kootenay Rockies Tourism. Tom also plays a key

role on the CWSAA BC Ski Sector marketing committee that works collaboratively with DBC to plan ski sector initiatives. As a passionate marketer, Tom is continually evolving his skill set to remain current with market advancements and maintain a strong understanding of digital and social media trends.

### **Ty Speer, CEO – Tourism Vancouver**

Ty has a strong background in sales and marketing and has held senior leadership positions in organizations with parallels to Tourism Vancouver – most notably in major sporting events such as the Olympic Games and the Commonwealth Games.

He brings a private-sector, international perspective with extensive experience working with boards of directors, multi-levels of government, corporate sponsors and media. His most recent role was Deputy CEO of the Glasgow 2014 Commonwealth Games where he led a commercial program that exceeded some \$168 million in revenues. For the London 2012 Summer Olympic Games, his responsibilities included leading all client partnerships (55 sponsors) and managing commercial relationships with the British Olympic Association, the British Paralympic Association and various public sector partners such as Greater London Authority, Visit London and UK Sport.

Prior to his recent consecutive games' experiences, Ty held senior positions with the Australian Broadcasting Corporation, the Melbourne Commonwealth Games and Octagon (formerly Advantage International). A native of Atlanta, Georgia, Ty has a Bachelor of Arts from Duke University, as well as a Graduate Diploma in Management from the Australian Graduate Schools of Management in Sydney.

### **Steve Smith, Owner – Crest Hotel**

Steve is the owner/operator of the Crest Hotel and brings accommodation experience with 'skin in the game' versus having been a GM for a large firm. Steve has been involved in a wide variety of board/governance positions at high levels including Tourism BC, BC Ferries, and as an alderman in Prince Rupert.

### **Erika Stenson, Head of Marketing, Sales and Business Development – Royal BC Museum and Archives**

Erika Stenson has a depth of experience in providing vision and leadership in organizational development, community relations, international marketing, operations, government relations and business development in both the private and public sectors. In her over-20-year career, she has proven successful in delivering on the strategic alignment of business against organizational goals and objectives and has provided direction and advice on strategy, planning and implementation to clients and partners in many sectors. She is an alumna of Harvard Business School, a communications and advertising accredited professional, and has a diploma in applied communications. Erika currently sits on the Board of Tourism Victoria, is Chair of the Tourism Victoria finance committee, and is on the BC Museums Association finance committee. She previously sat on the 2015/16 Canadian Museums Association Awards Jury. She is a past board and executive member of the BC Museum Association, past board member for Big Brothers Big Sisters Victoria, was a member of University of Victoria's Congress of the Humanities 2013 Community Partnerships committee, and a Royal BC Museum representative on the marketing committee of the National Association of Natural History Museums. As head of marketing, sales and business development at the Royal BC Museum, Erika's extensive portfolio includes responsibility for the marketing communications team, tourism program, media relations and corporate

communications, membership, publishing, licensing, consumer and economic impact research and other related activities. She also leads on business development strategy and sponsorship initiatives through the development of partnership programs related to building long-term meaningful relationships.

**Amy Thacker, CEO – Cariboo Chilcotin Coast Tourism Association**

Amy has a strong passion for rural tourism and economic development. Amy holds a Bachelor of Science in Business Administration with majors in Project Management and Operations Management. Entering tourism as the Marketing Manager for Gold Country Communities Society, Amy wrote and successfully implemented the Gold Country GeoTourism program, a first in British Columbia, encompassing parts of the Cariboo Chilcotin Coast, Vancouver, Coast & Mountains and Thompson Okanagan. Since joining the Cariboo Chilcotin Coast Tourism Association, Amy has become very familiar with all aspects of destination management, leading award-winning programs such as the Gold Rush Trail and Cariboo Reputation Recovery collaboratives. Amy believes rural British Columbia holds untapped potential and unlimited opportunities for excellence.

**Blain Sepos, Executive Director – Parksville Qualicum Beach Tourism Association**

Blain is a Dean's List graduate of Vancouver Island University's Tourism Management program and over the last 22 years has held positions in the private sector, with municipalities, and with destination marketing organizations in BC and Alberta.

Blain is Chair of the British Columbia Destination Marketing Organization Association and is an active member of Tourism Vancouver Island's (TVI) Marketing Committee. He was also a member of the Tourism Marketing Committee's Leveraging & Cost Sharing Sub-Committee that helped create the Co-operative Marketing Partnerships program. Blain is a former President of the Parksville Community Centre Society and is a past recipient of TVI's MVP Award.

**Sine Scott, Regional Director, Internet Marketing – Fairmont Hotels & Resorts**

Sine Scott has been working in technology and travel for the past 15 years with organizations including Destination Canada and Intrawest. In her current role as Regional Digital Marketing Director with Fairmont Hotels & Resorts she oversees the digital marketing strategy for hotels in the Pacific Northwest and has launched multiple award winning campaigns and websites. She holds a Bachelor of Commerce from UBC and Ecommerce certifications from McGill and HSMIAI.

**Nikki Hellyer, Senior Director, Global Marketing & Communications – Rocky Mountaineer**

Based in Vancouver, BC, Nikki Hellyer heads up Marketing & Communications at Rocky Mountaineer. In this role, Nikki is responsible for developing strategic marketing plans to support the company's ambitious growth in existing domestic and international markets, plus expansion into emerging markets like China.

With over 15 years of experience in both advertising agencies and in-house marketing roles, Nikki has an impressive track record of developing brands to grow sales through brand strategy and positioning, new product launches, and the development and optimization of complex multi-media campaigns. She has developed and implemented leading campaigns for some of the biggest brands operating in Canada: Rocky Mountaineer, Future Shop (Best Buy), Bell and McDonalds.