

## **Tourism Marketing Committee Members 2016**

### **Bios**

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

Michael is the Senior Vice President of Big White Ski Resort Ltd., British Columbia's second most popular winter resort. Michael 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 Michael'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.

#### **Brenda Baptiste, Board Chair and Interim CEO Aboriginal Tourism Association BC**

As a member of the Osoyoos Indian Band, Brenda graduated as a Registered Nurse specializing in Aboriginal health with a focus on community development, and worked with the Osoyoos Indian Band in the area of community health. Later, she was the responsible for the development of the Nk'Mip Desert Cultural Centre and continues to support the Osoyoos Indian Band in the marketing and development of the Centre. As the Chair of the Aboriginal Tourism Association of British Columbia, Brenda's focus is to actively promote tourism as a foundation for socio-economic development for Aboriginal communities. She has committed her energy to the development and promotion of the Aboriginal Cultural Tourism Blueprint Strategy, an innovative and leading edge initiative to develop the Aboriginal tourism industry in BC. During the 2010 Olympic Games, Brenda completed the role of Director, Aboriginal Business Showcase for the Four Host Nations, as part of the programming for the 2010 Aboriginal Pavilion which hosted over 500 Aboriginal businesses and artisans. Brenda has also held the position of Chief Administration Officer for the Tsleil-Waututh First Nation, a challenging role that includes working with the leadership, staff and community in the area of economic development, social and community development, administration and governance. Supporting business, social and cultural development was one of her priorities within the nation.

#### **Tyler Beckley, Owner - Three Bars Guest Ranch**

Tyler, along with his family, has been operating the Three Bars Guest Ranch for over 20 years. Three Bars has been recognized as one of the top properties of its kind in the world. Tyler is currently serving as Vice President for Kootenay Rockies Tourism. For six years Tyler served as President of the BC Guest Ranch Association, working in conjunction with Destination BC 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.

#### **Harley Elias, Faculty, Tourism & Hospitality and Business Programs at North Island College and Owner/Operator, Protected Water Charters**

Harley has a broad-ranging and successful background in tourism education, market research, hospitality consulting, and resort management (Painter's Lodge, April Point Lodge and Tsa-Kwa-Luten Lodge). Harley is currently full-time faculty with the Tourism & Hospitality and Business Programs at North Island College (since 1993) and also operates his own sport fishing guide service from Quadra Island.

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

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

Glenn 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 is Vice President, Marketing and Communications for Vancouver Airport Authority (YVR). 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.

**Dave Petryk, President and CEO – Tourism Vancouver Island**

Dave has been the President and Chief Executive Officer of Tourism Vancouver Island since 2000. During this time he has been instrumental in leading change in governance, strategic approach and organizational effectiveness. Through Dave's vision and leadership, Tourism Vancouver Island pioneered the transition from a membership model to a stakeholder model which has since been adopted by all regional tourism organizations and many of the community based destination marketing organizations in the province. With over 40 years in the tourism industry, Dave has spent the past 20 years managing destination marketing organizations in British Columbia and Alberta. His prior expertise as a hotel manager, executive chef, tourism educator and sport fishing guide have created a solid foundation and understanding of the needs of the tourism sector. Having served on several boards and committees, Dave is dedicated to effective governance and collaboration to achieve great things.

**Angela Rafuse-Tahir, MBA - Director, Sales and Marketing – Fairmont Empress**

Angela is a career hotelier, specialized in hotel operations, revenue management, sales and marketing, and has worked for some of the world's best hotels and brands including The Wedgewood, Starwood, Marriott, Shangri-la and Fairmont. A passionate strategist and marketer, she has volunteered at several educational institutions and tourism organizations including Tourism Victoria and Royal Roads University. Educated at the University of PEI, BCIT and Cornell University, Angela most recently earned an MBA at Royal Roads University in Executive Management, specialized in Certified Management Consulting.

**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.

**Stuart Rempel, Senior Vice President, Marketing and Sales – Whistler Blackcomb**

Stuart has worked for Whistler Blackcomb since 2000 as the Senior Vice President, Marketing and Sales and is directly responsible for worldwide sales and marketing efforts. Stuart also serves on the boards of Tourism Whistler and the World Ski and Snowboard Festival.

**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.

**John Stibbard, Vice President of Operations – Capilano Suspension Bridge**

John has worked in the tourism industry for the last 28 years with experience in food and beverage, accommodations and attractions. John served on the board of Vancouver Coast & Mountains Tourism Region from 2005 and became Chair in June 2013.

**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.

**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.

**Thom Tischik, Marketing Manager – Revelstoke Accommodation Association**

Thom is the Marketing Manager for the Revelstoke Accommodation Association and currently the Chair of Kootenay Rockies Tourism Association. Active in the visitor industry since 1977, Thom has spent the last fifteen years with community Destination Marketing Organizations. He brings a solid understanding of Visitor Centre management, Additional Hotel Room Tax community initiation/management and varied promotional activities including branding and digital mediums. Thom has worked with the accommodation, ski and outdoor adventure travel sectors for most of his career in tourism.