

Tourism Innovations Days

Tuesday, April 26th and Wednesday, April 27th 2011



Speakers

Ian Thompson, Deputy Minister, Nova Scotia Economic and Rural Development and Tourism

Welcome and Introduction – JobsHere



Ian Thompson is a former reporter, former business owner and a former executive with two energy utilities. He's a Halifax native who graduated from Dalhousie University. He has been involved with local, national and international charitable and business organizations. He currently sits on the boards of Nova Scotia Business Inc. and InNOVAcorp.

Ian is a member of the College of Fellows of the Canadian Public Relations Society and, in recognition of his volunteer work, he has received the Meritorious Service Medal from the Governor General and an honorary degree from Dalhousie University. He is also a 2006 graduate of the Directors' Education Program from the Rotman School at the University of Toronto.

He joined the Government of Nova Scotia in January 2006, opening the Office of Nova Scotia in Ottawa. As of January 5, 2009, Ian was appointed Deputy Minister, Department of Economic and Rural Development.

Stephen Coyle

Session: Research Insights

Stephen Coyle is the Manager, Tourism Research at Nova Scotia Economic and Rural Development and Tourism. Stephen and his team are responsible for ensuring that the Department and industry have the best possible information for decision making. He has many years of experience with the Department, with involvement in all areas of tourism research and economic development. Stephen has also taught a tourism research methods course at the university level. Beyond the Department, Stephen has worked with Parks Canada, a market research consulting company and as a social policy analyst with the Seniors Citizens' Secretariat. Stephen holds a Masters in Business Administration from Dalhousie University.

Karen McNutt

Session: Research Insights

Karen McNutt is the Senior Research Analyst for the Tourism Division at Nova Scotia Economic and Rural Development and Tourism, where she leads the research team's efforts in monitoring tourism activity, evaluating marketing initiatives, and supporting industry decision-making efforts. Karen is currently vice-chair of the Provincial Territorial Tourism Research Working Group and is involved with regional research

committees as well. She is also a member of the Travel and Tourism Research Association (TTRA) and represents Nova Scotia on several national research committees such as the Canadian Tourism Commission Research Advisory Committee and the Tourism Research Partners Forum. Karen grew up in Truro until she attended Acadia University where she received her BA (Honours) and MA in Sociology. She has worked in research with the NS government since 1992 and has been with the Tourism division for the past 12 years.

Toni Newman, The Innovation Advantage (www.toninewman.com)

Session: Customer Touchpoint Innovation. Keynote Presentation and Working Session



Five-time award winning business owner Toni Newman is passionate about helping you to grow your business.

A highly sought after business speaker and Innovation Catalyst, Toni has an uncanny ability to help her clients turn inspiration into innovation and ideas into results.

No one... simply no one... can match Toni's uniquely integrated approach to customer experience innovation and both she and her clients have the results to prove it. Her powerful and passionate message, supported by practical tools and techniques, applies to businesses of all sizes and across all sectors.

Fluent in both English and French, Toni travels extensively working with leaders who are committed to change and ready for results. Her approach is quite simply a breath a fresh air. Entertaining and highly knowledgeable, authentic and exceptionally relevant, Toni brings a uniquely powerful mix of proven strategies, extraordinary creativity and real world business insight to the platform.

Brian Allaway, Acadian Maple Products (www.acadianmaple.com)

Session: Success Stories (Industry Panel)



Acadian Maple Products began its journey in 1982 as a backyard hobby. Brian Allaway was taught by his father how to make maple syrup as a young boy in Pictou County, Nova Scotia. Fast forward to 1982, Brian did the same thing with his children in Tantallon, just outside Halifax. In this first year too much maple syrup was produced and it was sold to a local retailer. In 2002, a new property was acquired and Acadian Maple became a federally licensed maple packing establishment and so additional markets were sought to fill its excess capacity. Trade missions were attended in Mexico, Switzerland and Ireland with the result that sales started to increase on the international level. A new bottling plant was constructed in 2009 with increased space and capacity. Brian became a school principal in the 1970's and retired from this occupation in 2002. The maple syrup business grew every year

from 1982 to the present. With his wife Simonne and son William they worked hard at expanding their markets. Brian has been on the board of directors and has served as president of the Maple Producers Association of Nova Scotia. He is currently the representative for Nova Scotia on the Canadian Maple Syrup Marketing Board that plans the marketing strategy for the industry.

Wanda VanTassel, Fundy Adventures and Gulliver's Cove Oceanview Cottages www.fundyadventures.com and www.gulliversretreat.com

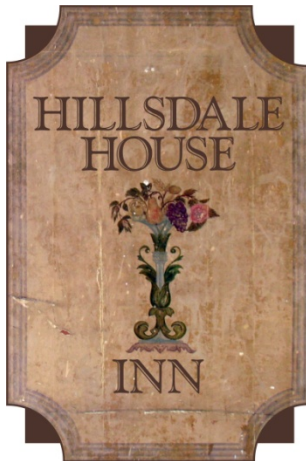
Session: Success Stories (Industry Panel)



Wanda Van Tassel has lived by and from the Bay of Fundy for her entire life. In 1999 she started her own business, Fundy Dulse. Since then Wanda has been harvesting and experimenting with sustainable sea vegetables and picking periwinkles. She also owns and operates Gulliver's Cove Oceanview Cottages on Digby Neck. In addition to all of this, Wanda began offering experiential adventures to tourists in the summer of 2009, after being inspired at GMIST's Edge of the Wedge Program. Fundyadventures.com offers clamming, beachcombing, winking and dulsing, and a variety of experiential activities designed to educate and excite guests about life in, on, and around the Bay of Fundy.

Paul Stackhouse, Hillsdale House Inn www.hillsdalehouseinn.ca

Session: Success Stories (Industry Panel)



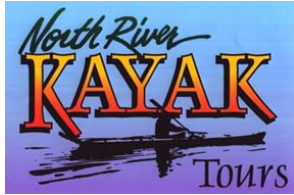
Paul has more than 30 years experience in the tourism and hospitality industry, primarily in the area of fixed-roof accommodations operations management, ranging from full service hotels of 200 rooms to a Historic Inn with 13 rooms. As the co-owner and operator of the Hillsdale House Inn in Annapolis Royal he has applied much of his previous experience to enhance the operation which has gained international recognition from previous guests.

Paul also has extensive experience in Tourism Business Planning, including Visioning, Strategic Planning and Destination Development. Throughout his career he has either facilitated or participated in numerous planning exercises at both the provincial and local level.

Selection of accomplishments and awards:

- Immediate Past-President of the Nova Scotia Association of Unique Country Inns
- Vice-President of Destination Southwest Nova Scotia Association (2007-2009)
- Member of the Nova Scotia Tourism Partnership Council (NSTPC) from its inception in May 1997 to December 2005. Served as Chair from December 2000 to December 2003
- 2008 Crystal Tourism Award for Tourism Technology sponsored by Tourism Atlantic (ACOA)
- 2010 and 2011 TripAdvisor Travelers' Choice Award for Hillsdale House Inn

Angelo Spinazzola, North River kayak Tours www.northriverkayak.com
Session: Success Stories (Industry Panel)



Professional musician and kayak tour operator Angelo Spinazzola started North River Kayak Tours in 1994. He began offering 1/2 and full day guided tours to travelers from around the world. Seventeen years later Angelo is now offering 8 exciting tour options to choose from. From the popular Roughing it and Romance Tour to The 5 Day Highland Getaway Tour he caters to all levels of paddlers. Being the recipient of the 2003 Adventure Tour Operator of the Year from TIANS and nominee for the East Coast Music Awards - *Roots Traditional Recording of the Year*, things continue to grow rapidly. Recently returning from a Best Practices adventure mission in Vancouver, Angelo has learned of new ideas incorporating music and paddling into the business which he is eager to develop. Stay tuned folks!

Michelle Sears

Session: Getting your message out (Novascotia.com)

Michelle Sears is the Database Marketing Assistant with Nova Scotia Economic and Rural Development and Tourism. A graduate of the Nova Scotia Community College, Michelle holds diplomas in Business Information Technology and Information Technology: Web Development Concentration and an Advanced Diploma in Public Relations. In her role with the Department, Michelle works primarily with the NovaScotia.com website, assisting with festival & event and travel packaging input, traveling throughout the province presenting on the opportunities available to tourism operators and ensuring that quality content and industry business listings are promoting Nova Scotia as a must-see destination!



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