

ADVANCING INDIGENOUS TOURISM

 **2019**

PROGRAM



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Logistics Intern
First Nation of
Na-Cho Nyak Dun



Welcome from the YFNCT Board of Directors

On behalf of the Yukon First Nations Culture and Tourism Association (YFNCT) Board of Directors and staff, I would like to extend a very warm welcome to the participants who have gathered for the 2019 Advancing Indigenous Tourism Conference (AITC). Gunalcheésh, mahsi cho and shāw nithān, thank-you to the Kwanlin Dūn First Nation and Ta'an Kwāch'ān Council for welcoming us to host this gathering on their beautiful traditional territory.

We are very excited to welcome over 170 delegates to this conference, with strong representation from Yukon communities, along with many industry stakeholders and partners from Tourism and Culture, Education and Economic Development. We are especially excited to be continuing our work with Yukon Government and Indigenous Tourism Association of Canada in our shared strategic focus after the signing of our MOU at our last conference. We are honoured to welcome our guest speakers from Nicaragua, Quebec, Ontario, Alberta, British Columbia, and the Northwest Territories, who have come to share their passion and knowledge with us.

The AITC theme this year is "Growing Indigenous Experiences & Opportunities in Yukon". Over this two-day conference our keynote speakers and presenters will share stories and inspiring case studies of how they have overcome challenges to share their stories and culture with visitors from around the world. We will also hear about Indigenous culinary, innovative partnerships and programs, mentorship, and discussions about advancing Indigenous tourism in Yukon.

Our hope is that you leave the conference feeling inspired and connected and take what you learn back to your communities and organizations. We encourage you to share your thoughts, ideas, questions and expand your networks as we work together to grow a strong and sustainable Indigenous tourism industry in Yukon.

Gunalcheésh,

Marilyn Jensen

President, YFNCT

On Behalf of the Board of Directors

Victoria Fred, Jackie Olson, Jessie Stephen, Judy Gingell, Courtney Wheelton, Diane Strand, Teena Dickson, George Bahm

CONFERENCE TEAM

- Alexis Hougen
Conference Lead
- Charlene Alexander
Conference Support
- Harmony Hunter
Culinary Lead &
Conference Support
- Katie Johnson
Cultural Program
& Protocol
- Marissa Mills
Cultural Program
& Protocol
- Math'ieya Alatini
Master of Ceremonies
- Lyn Fabio
Culinary Logistics
Coordinator
- Mary Hudgin
Finance
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Hospitality Coordinator
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- Sarah Marsh
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- Suzanne de La Barre



AGENDA



DAY 1 | TUESDAY, DECEMBER 3

8:00 am Breakfast & Registration

8:30 am Opening Prayer & Welcoming Remarks

9:00 am Setting the Stage: Indigenous Tourism Association of Canada

Teresa Ryder | Director of Business Development, Indigenous Tourism Association of Canada

Teresa Ryder will share highlights of the Indigenous Tourism Association of Canada's (ITAC) achievements in the past year including updates on key performance indicators and marketing initiatives.

9:45 am Nutrition Break

10:05 am Yukon First Nations Culture & Tourism Developments

YFNCT Staff | Charlene Alexander, Katie Johnson, Alexis Hougen, Harmony Hunter
Clinton Belcher | Founder, Canadian Ecotourism Services
Chad Rickaby | Consultant, Nordicity

The YFNCT team will share updates on programs, projects and new initiatives underway.

10:45 am How Challenges Can Become Opportunities: Breaking Down the Barriers

Teresa Ryder | Director of Business Development, Indigenous Tourism Association of Canada
Marilyn Jensen | President, Yukon First Nations Culture and Tourism Association

Starting your own business isn't easy, but there are many supports and opportunities to access. Teresa and Marilyn will present some of the challenges that exist in the tourism industry, and that individuals face when entering and operating in the tourism industry, and how AITC will discuss breaking them down. This presentation will be followed by a group networking exercise.

11:15 am Social Innovation: Sharing Our Story

John Ritchie | Project Developer, Indigenous Spirit Creation (div. of Lac La Biche Canadian Friendship Centre Association)

In the spirit of a true harmonious relationship, this partnership between the Lac La Biche Canadian Native Friendship Centre Association and Alberta Parks to create the adventure accommodations of Tipi Comfort Camping with the goal to share the stories of the true rich histories of Northern Alberta's Cree and Metis cultures all the while instilling the pride of Indigenous people.

12:00 pm

Lunch Catered by the Claim Cafe

Breakout Session: YFN Moments 101 in Classroom A

Clinton Belcher | Founder, Canadian Ecotourism Services

Yukon First Nation (YFN) Moments is Canada's first online marketplace dedicated to Indigenous tourism entrepreneurs, allowing you to promote and share meaningful cultural experiences with visitors. YFN Moments creates a direct connection between Indigenous hosts and visitors while providing business support directly related to marketing and administration. Join this lunchtime session and learn more, ask questions and connect with the team.

1:00 pm

Nicaragua Community Based Tourism Experience

Danelia Lopez & Eric Boucher | Puesta del Sol Community Based Tourism Association

In Ometepe, Nicaragua, a cultural homestay program was created to provide economic and social benefits to the small community. Hear from the creators, Danelia and Eric, about the development of the innovative program that changed the community and what they could offer to visitors.

1:45 pm

The Future Of Indigenous Tourism: Youth Perspectives On The Industry

Facilitated by Marissa Mills

Amber Berard-Althouse | Public Outreach Education Officer, Parks Canada

Brandon Kyikavichik | Interpreter, John Tizya Centre

Chyanne Trenholm | Tourism Management, Vancouver Island University

Teah Dickson | Guide & Operations, Who What Where Tours/Dickson Outfitters

Hear from youth leaders who are working in tourism in various capacities. This panel will discuss their experience with tourism, sharing their culture, challenges they've faced and opinions on the future of tourism in Yukon.

2:45 pm

Nutrition Break

3:00 pm

Entrepreneurs: Challenges, Successes & Lessons Learned

Facilitated by Teena Dickson, Who What Where Tours/Dickson Outfitters

James McPherson | Owner & Operator, Sahtu Adventures, NWT

Paul Josie | Owner & Operator, Josie's Old Crow Adventures

Teri-Lee Isaac | Entrepreneur

Get a glimpse into the life of an entrepreneur -- the good, the bad and the reality. This panel will discuss the different stages of starting a business, from the idea phase to the first year in operation. Hear about their challenges, successes and words of advice they have to share.

4:15 pm

Sharing Our Spirit Celebration

Daghaalhaan K'e and the Dakhká Khwáan Dancers

Experience the power and pride of traditional dance and drum featuring the Daghaalhaan K'e and the Dakhká Khwáan Dancers.

DAY 2 | WEDNESDAY, DECEMBER 4

8:00 am **Breakfast & Networking**

8:30 am **Welcome of Day 2**

8:40 am **Unlocking Potential: Complementary Strategies at Tourism and Culture**

Pierre Germain | Director, Tourism & Cultural, Yukon Government
Rick Lemaire | Director, Cultural Services, Yukon Government

9:00 am **A Journey Through Yukon's Cultural Centres**

Yukon is home to eight unique cultural centres, that welcome visitors and provide them with a glimpse of the past, present and the vibrant future of Yukon First Nations. Hear from the cultural centres and learn about their programs, visitation, and plans for the future.

9:30 am **Mahikan Trails**

Brenda Holder | Owner & Operator, Mahikan Trails

Mahikan Trails is a family owned Cree Iroquois company, who enjoys sharing their culture, traditions and heritage through guided medicine walks and hands on workshops. Hear from owner and Traditional Knowledge Keeper, Brenda Holder, as she talks about her experience building her business.

10:15 am **Nutrition Break**

10:45 am **Keynote Speaker: Thinking Outside the Box, But Inside the Circle**

Senator Murray Sinclair

Senator Sinclair served the justice system in Manitoba for over 25 years. He was the first Aboriginal Judge appointed in Manitoba and Canada's second. He served as Co-Chair of the Aboriginal Justice Inquiry in Manitoba and as Chief Commissioner of the Truth and Reconciliation Commission (TRC). As head of the TRC, he participated in hundreds of hearings across Canada, culminating in the issuance of the TRC's report in 2015. He also oversaw an active multi-million-dollar fundraising program to support various TRC events and activities, and to allow survivors to travel to attend TRC events.

12:00 pm **Lunch Catered by The Claim**

12:45 pm **Local & National Opportunities in Indigenous Culinary**

Bill Alexander | Executive Chef, Grey Eagle Resort
Eric Pateman | Owner & Operator, Edible Canada

This session provides an overview of the work the Indigenous Culinary of Associated Nations is doing nationally, including strategies and upcoming initiatives. It will also discuss the local culinary strategy and research that the Tourism Industry Association of Yukon is developing.

1:45 pm **Mr. Bannock Foodtruck**

Paul Natrall | Owner & Operator, Mr. Bannock Foodtruck

Mr. Bannock is Vancouver's first Indigenous food truck, serving a menu with a mix of Indigenous classics and fusion. In his first year of business, Mr. Bannock has received many accolades including Young Entrepreneur of the Year at the BC Indigenous Business Awards. Hear directly from Owner, Paul Natrall, and his story of starting his own business, the ups and downs, and his plans for the future.

2:15 pm

Nutrition Break

2:45 pm

Breakout Sessions - Take Your Pick!

Understanding the Value of the Indigenous Tourism and Culture in Yukon

Chad Rickaby | Nordicity
Paul Kishchuk | Nordicity

Join us for this one hour session and help the Nordicity research team understand the importance and value of Indigenous tourism and cultural activities to Yukon communities.

Breaking Down Business Ideas - The Dirt!

Brenda Holder | Mahikan Trails

Meet Brenda Holder, owner and operator of Mahikan Trails and the Chair of the Indigenous Tourism Association of Canada. Join Brenda as she deconstructs ideas, shares insights on development, implementation and the business side of cultural tours.

Getting the Most Out of Yukon's Programs

Facilitated by Sarah Marsh, Tourism & Culture

Harry Borlasse | CanNor
Lana Selbee | Yukonstruct
Lauren Manekin Beille | Innovation & Entrepreneurship | Yukon College
Logan Freese | dāna Nāye Ventures
Martin Meyer | dāna Nāye Ventures
Deborah Lemaire | Economic Development

This breakout session will dive into programs and services that are available in Yukon for entrepreneurs. Learn about what challenges each program addresses, adaptations to meet needs, and application statistics and tips.

Create and Deliver Value with EntrepreNorth's Multi-Directional Business Compass

Ben Scott | EntrepreNorth
Xina Cowan | EntrepreNorth

The EntrepreNorth Multi-Directional Business Compass provides a new way to think about value creation and business development in a more holistic and balanced way. It is an Indigenous centred approach that acknowledges we are all interconnected. For new tourism entrepreneurs, discover how to create and deliver value using EntrepreNorth's Multi-Directional Business Compass. (30 min Presentation / 30 min Workshop)

Building Indigenous Tourism Together

Facilitated by
Shannon McNevin | Tourism & Culture
Teena Dickson | Who What Where Tours / Dickson Outfitters

This breakout will discuss and present a holistic view of how non-Indigenous operators and stakeholders can partner in Indigenous tourism, from operator to community. Join the discussion, ask questions, and gain insight on roles and support in Yukon's growing Indigenous tourism industry.

3:45 pm

Looking Forward & Reflections

This group exercise will reflect on things learned, biggest takeaways, and what was missed at AITC 2019.

4:15 pm

End of Conference

6:30 pm

A Taste of the Nation Event: From Land to Food - A Yukon Culinary Journey

Join us for an evening of celebrating Yukon Indigenous culinary delights from the land. Locally sourced and harvested ingredients will dance across your tastebuds at this interactive and festive culinary event not to be missed. Sponsored by TIA Yukon, this Culinary Journey will take you to wild places with handcrafted, locally-made foods. With a menu specially designed by award-winning Canadian Indigenous Chef Bill Alexander, a line-up of talented, local First Nation performing artists, and the company of Yukon friends and national guests, it will be a night to remember.

One admission is included in each conference registration



A TASTE OF THE NATIONS

FROM LAND TO FOOD:
A YUKON CULINARY JOURNEY

DECEMBER 4

6:30 PM - 9:00 PM
KWANLIN DÜN CULTURAL CENTRE

BROUGHT
TO YOU BY



INDIGENOUS CULINARY
of Associated Nations

NATIONAL GUEST CHEFS

BILL ALEXANDER
Executive Chef,
Grey Eagle Casino and Resort

PAUL NATRALL
Owner,
Mr. Bannock Foodtruck

JOSEPH SHAWANA
Owner,
Kū-kūm Indigenous Kitchen

YUKON CULINARY TEAM

TERESA WARD
Kwanlin Dün First Nation

TISH LINDGREN
Tr'ondëk Hwëch'in

CHRISINE LEWIS
Na-Cho Nyak Dun First Nation

HEATHER JOHNSON
Kluane First Nation

JOSHUA DARBYSHIRE
Champagne and Aishihik First Nations

WILD MEAT DONATIONS



**DICKSON
OUTFITTERS**
HUNTING WITH HISTORY



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Canadian Northern Economic
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PRESENTED BY



Yukon First Nations
**CULTURE &
TOURISM**
Association



**KWANLIN DÜN
CULTURAL CENTRE**

Yúk'è

ARTS MARKET

NOV 23 UNTIL DEC 16
KWANLIN DÜN CULTURAL CENTRE

FEATURING FINE ART AND CRAFTS
FROM OVER 40 YUKON INDIGENOUS ARTISTS

Maria Rose Sikyea
Temira Vance
Teagyn Vallevand
Dawna Hope
Justien Wood
Annabelle Lattie
Leisa Gattie-Thurmer
Dennis Shorty

Hazel Buffalo Robe
Brenda Lee Asp
Blake Lepine
Diane Olsen
Lena Moon
Edith Baker
Shirley Smith
Gary Tautenhahn

Rhoda Merkel
Robyn McLeod
Copper Caribou
Kim Fleshman
Mark Preston
Ben Gribben
Melina Hougen
Agnes Noksana

Kanelsa Noksana
Heather Callaghan
Miranda Lee Lane
Velma Olsen
Mary Blahitka
Sharon Vittrekwa
The Yukon Soaps
Company

AND MORE!

Market times will vary.

For more information, please visit yfnc.t.ca

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SPEAKERS



KEYNOTE SPEAKER



SENATOR MURRAY SINCLAIR

Senator Sinclair served the justice system in Manitoba for over 25 years. He was the first Aboriginal Judge appointed in Manitoba and Canada's second.

He served as Co-Chair of the Aboriginal Justice Inquiry in Manitoba and as Chief Commissioner of the Truth and Reconciliation Commission (TRC). As head of the TRC, he participated in hundreds of hearings across Canada, culminating in the issuance of the TRC's report in 2015. He also oversaw an active multi-million-dollar fundraising program to support various TRC events and activities, and to allow survivors to travel to attend TRC events.

MASTER OF CEREMONIES



MATH'IEYA ALATINI

Math'ieya Alatini's name is synonymous with energy, action and integrity. She's a capable and experienced leader, known for trailblazing and her no-nonsense approach to getting results. On the heels of two very productive terms serving as Chief of Kluane First Nation, Math'ieya did a quick pit stop working with the Yukon Government Cabinet office and is now bringing her experience and energy to her work for Canada's Indigenous Governments and Northern communities as the Chief Strategist for GSD Strategies.

She is of Southern Tutchone, Tlingit, Russian and Welsh descent and therefore has extensive family and community connections in Yukon and globally! Math'ieya was fortunate to experience both a traditional Indigenous lifestyle and a modern way of living which has given strong foundations to all her endeavours. The traditional values and "ways of knowing and doing" is also shared by her husband, Tevita, and thereby has been transferred to their two children. Together they ensure their children have the same opportunities for growth and discovery of all cultures and yet are grounded in knowing where they come from.

SPEAKERS



BILL ALEXANDER

Executive Chef, Grey Eagle Casino and Resort

Canadian Indigenous born Bill Alexander is the Executive Chef at the Grey Eagle Resort & Casino, located on the beautiful TSUUT'INA Nation. Further to this Bill is the Indigenous culinary development chef for WestJet in Calgary Alberta, as well as Chairman of the board of the Indigenous Culinary of Associated Nations (I.C.A.N)

His early years were spent growing up in Ontario & Western Quebec with heavy influence from his mother & Indigenous teachings. A childhood spent farming, hunting, foraging and trading laid the foundation of locally sourced ingredients and the importance of knowing food origins. By the age of 12, Bill was cooking full meals for his family and community while thriving off an ignited passion for food and the happiness it inspired. At age 15 he began his first formal training in the restaurant industry leading to his first sous chef role by 17 and head chef role by 18 years of age. This inspired a thirst for traveling and continual honing new skills in places such as Australia, Japan, New Zealand, Germany, Italy, Prague, as well as various Canadian destinations. After years of working overseas, Chef Bill returned to Canada reaffirming that "food is a magical ingredient needed to create happy memories", believing this sentiment is echoed in every corner of the world and is a universal language in itself.



BRENDA HOLDER

Owner & Operator, Mahikan Trails

Brenda Holder was born and raised in the Rockies in Jasper National Park and is pleased to follow her lineage as a traditional Cree/Iroquois Métis guide from the Kwarakwante of Jasper. She is a Master Interpretive guide and is an active advocate of Indigenous Tourism.

She has spent the last 19 years in tourism and has served on many Aboriginal Tourism Advisory Boards and is presently the Chair for the Indigenous Tourism Association of Canada (ITAC), and Chair for the new Alberta Chapter Indigenous Tourism Alberta (ITA). Brenda's main passion is Traditional Medicine and she uses that and other cultural knowledge to build quality programs for guests taking part of her tours and programs. Brenda has spent much of her career as a guide to connect people to the land through Indigenous eyes and through learning about the medicines gifted to all people.



CLINTON BELCHER

Founder, Canadian Ecotourism Services

As an Indigenous person from South Africa, Clinton brings an innovative approach to tourism development gained through his entrepreneurial abilities and community driven tourism ventures such as cultural infrastructure projects, tourism strategies, business planning, technology and product development. As founder and CEO he has operated Canadian Ecotourism Services for 21 years, providing sustainable economic development solutions with a social conscience.

Clinton works across Canada and internationally to develop Indigenous tourism projects ranging from individual grassroots efforts to large scale community developments. He is motivated and understanding of cultural keepers and entrepreneurs and their importance to the sustainability of Indigenous tourism. He is thankful for the opportunity to learn from and empower community champions that believe cultural preservation is central to a vibrant and sustainable community. He believes all good ideas start with a conversation and are brought to life by the willingness of the human spirit. As a speaker Clinton has delivered over 200 workshops to small, medium, and large corporate groups; developed and delivered over 50 interactive workshops on various tourism development models; and has presented as a keynote speaker at many tourism conferences including hosting the 1st International Ecotourism Summit in Chile.



DANELIA LOPEZ & ERIC BOUCHER

Puesta del Sol Community Based Tourism Association

Danelia Lopez is the Puesta del Sol Community Based Tourism Association coordinator in Nicaragua. With a university degree in business administration, she is proud to be able to participate in the development of the community that watched her grow. Her husband, Eric Boucher, is involved in the project since the beginning 15 years ago. His motivation lies in creating bridges between Canada and Nicaragua, as well as the improvement of the living conditions of his wife's community. As an agricultural technician, he implements agritourism projects in Quebec and Nicaragua.



ERIC PATEMAN

Owner & Operator, Edible Canada

Eric Pateman has emerged to be at the top of the pile for culinary consultants on the planet. He is a key ambassador of Canadian, Australian, British and New Zealand cuisines and is the strategic mind behind a global culinary tourism focus over the past decade. He is not only the nation's leading ambassador of Canadian cuisine and a storyteller for hundreds of small artisan food companies, farmers, fishermen, foragers, but is also known to bring together chefs and influencers from all aspects of the culinary world.

With 25+ years of experience in many facets of the tourism and hospitality industries including being an executive chef (cooked with Bourdain, Ramsey etc.), and with an MBA specializing in hospitality finance. Eric is focusing most of his time on ESP Culinary Consulting, the company that keeps him travelling around the world about 75% of the time working for both public and private sector clients to write strategies, define cuisines, build new brands and renew old ones, curate events and festivals and shape the future of food.

Additionally, Eric owns and operates the successful Edible Canada brand of companies in Vancouver, which includes a restaurant, retail stores and a culinary travel division. Pateman also owns Amola Salt - an award-winning sea salt company.



JOHN RITCHIE

Projector Developer, Indigenous Spirit Creation
(div. of Lac La Biche Canadian Friendship Centre Association)

John Ritchie has a rich history of experience from 5 star restaurants, to themed hotels and cultural historical sites. His mentors taught him to dream BIG!!! He believes that our unique individual characteristics are the keys to our success along with a solid plan which he learnt in the years he served his community as economic co-ordinator and tourism management.

John is proud of the successful community resort property that in 2005 he was manager of re-development for the resort and set the foundations of this professional managed property. Today the resort boost 10 cabins and over 200 seasonal sites filled to full occupancy and is an economic driver for the community.

Currently he is works with the Lac La Biche Canadian Native Friendship Centre Association as project developer for Indigenous Spirit Creations: the revenue generation initiative for the non-profit society as he builds his own unique camping experience for tourism market.



PAUL NATRALL

Owner & Operator, Mr. Bannock Food Truck

Paul Natrall is 35 years of age, is Coast Salish from the Squamish Nation in North Vancouver. He has been specializing in Indigenous cuisine since 2009-2010, is an active member of Indigenous Culinary Team and went to the World Culinary Olympics in Erfurt, Germany in 2012 representing Indigenous Culinary on the world stage. He is a founding member of Indigenous Culinary of Associated Nations, an Indigenous Cuisine specialist, featuring Indigenous Fusion for the locals and people around the world.



TERESA RYDER

Director of Business Development,
Indigenous Tourism Association of Canada

Teresa Ryder works as the Director of Business Development at ITAC. Teresa is of Musqueam descent, born in the Lower Mainland and raised on Vancouver Island. She holds a Bachelor of Arts with a major in Criminology from Simon Fraser University.

Before joining the Indigenous Tourism Association of Canada (ITAC), Teresa worked for the Indigenous Tourism Association of BC (ItBC), as well as in various roles throughout the hospitality industry. Her passion for working with people and joy of connecting with other Indigenous communities has led her to a career in tourism and community development.

YOUTH SPEAKERS



AMBER BERARD-ALTHOUSE

Public Outreach
Education Officer,
Parks Canada at
Kluane National Park
and Reserve



BRANDON KYIKAVICHIK

Interpreter,
John Tizya Centre



CHYANNE TRENHOLM

Tourism Management
Student, Vancouver
Island University



TEAH DICKSON

Guide/Operations,
Who What Where Tours/
Dickson Outfitters

PANELIST & BREAKOUT SPEAKERS



**BEN
SCOTT**

Project Director,
EntrepreNorth



**LOGAN
FREESE**

Manager of
Financial Services,
dāna Nāye Ventures



**CHAD
RICKABY**

Consultant,
Nordicity



**MARTIN
MEYER**

Program Officer
Entrepreneurship
and Business
Development Program,
dāna Nāye Ventures



**DEBORAH
LEMAIRE**

Department of
Economic Development,
Yukon Government



**PAUL
JOSIE**

Owner & Operator,
Josie's Old Crow
Adventures



**HARRY
BORLASSE**

A/Regional Director,
The Canadian Northern
Economic Development
Agency



**PAUL
KISHCHUK**

Researcher,
Nordicity



**JAMES
MCPHERSON**

Owner & Operator,
Saktu Adventures Inc.



**TERI-LEE
ISAAC**

Entrepreneur



**LANA
SELBEE**

Executive Director,
Yukonstruct



**XINA
COWAN**

Project Coordinator,
EntrepreNorth



**LAUREN
MANEKIN BEILLE**

Manager, Innovation
& Entrepreneurship,
Yukon College

THANK YOU



Gwãnaschis

Southern Tutchone

Màsi

Northern Tutchone

Gùnètchìsh

Tagish

Gunalchìsh

Tlingit

Màsi

Kaska

Màhsi'

Gwich'in

Màhsi' or **Hay'**

Hän

Tsin'ijì (choh)

Upper Tanana

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SPECIAL THANKS TO

Lyn Fabio
Suzanne de La Barre
Tanya Boone,
NVD Tour and
Groups Manager



INDIGENOUS CULINARY
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Working together to support, strengthen
and grow Yukon First Nations Arts,
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