

ADVANCING INDIGENOUS TOURISM



2017

PROGRAM

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KEYNOTE SPEAKERS

RAVEN LEBLANC

Haida Heritage Centre at K̓aay Llnagaay, BC

Raven LeBlanc is from Skidegate, Haida Gwaii and is of the Naa Saagaas X̓aaydaGaay Eagle clan. Raven attended the Emily Carr University of Art & Design and Freda Diesing School of Northwest Art after graduating from highschool. Raven worked at the Haida Heritage Centre and Museum for many years in a variety of positions including cultural interpreter and collections/archives assistant. She enjoys educating the public about Haida traditions and stories.

DR. KELLY WHITNEY-GOULD

Haida Heritage Centre at K̓aay Llnagaay, BC

Dr. Gould received a doctorate in Tourism Management from the University of Otago in New Zealand and completed a Postdoctoral Fellowship from UNBC. Her research interests relate to the use of community-based tourism initiatives with extensive work in New Zealand, Hawai'i, and Haida Gwaii. Kelly has worked with destination communities to develop culturally appropriate tourism products and experiences founded on heritage values and principles of sustainability to build organizational capacity and economic stability.

BRADY SMITH

Squamish Lil'wat Cultural Centre, Whistler, BC

Brady has served as the executive Director of the Squamish Lil'wat Cultural Centre, Whistlers First Nations Museum for the past three years. Brady has previously managed business and economic development for Whistler Sport Legacies and has worked senior positions at the London 2012 Olympic Games and the Vancouver 2010 Olympic and Paralympic Games.

KELSEY WALLACE

Alaska Native Heritage Centre, Anchorage, AK

A passionate Cultural enthusiast, Kelsey began her career as the public relations and marketing coordinator at the Alaska Native Heritage Center. She holds a Bachelor of Arts degree in Rural Development with an Indigenous Organization concentration and a minor in the Yup'ik language from the University of Alaska. Future plans include completing her Masters and opening a small business, catering to Alaska Native women, helping to improve their physical and mental well-being.

YUKON PRESENTERS

- › **Carmen Magro**
Klondike Travel
- › **Joost Van der Putten**
Nature Tours of Yukon
- › **Teena Dickson**
Who, What, Where Tours
- › **Suzanne de la Barre**
Department of Rec and Tourism
Vancouver Island University
- › **Joella Hogan**
Director of Heritage First Nation of Nacho Nyak Dun
- › **Patti Balsillie**
Tourism, Strategy and Engagement Specialist
- › **MacKenzie Downing**
Tourism & Yukon
- › **Teresa Conkin**
Royal Roads University
- › **Linaya Workman**
Superintendent, Kluane National Park and Reserve, Parks Canada
- › **Charlene Alexander**
Executive Director
Yukon First Nations Culture and Tourism Association
- › **Lynn Feasey**
Director of Arts
Yukon First Nations Culture and Tourism Association
- › **Shadelle Chambers and Alexia McKinnon**
Champagne and Aishihik First Nations



LEE KADINGER

Sealaska Heritage Institute, Juneau, AK

Lee Nagootk'í Kadinger is adopted Wooshkeetaan, of the Xoots Hít (Brown Bear House) from Juneau, Alaska. Kadinger is the Chief of Operations at Sealaska Heritage Institute (SHI), a Native non-profit dedicated to preserving and enhancing the culture of the Tlingit, Haida, and Tsimshian. Kadinger served as the Project Director, overseeing the fundraising and construction of the Walter Soboleff Building during the construction process, insuring Tlingit, Haida and Tsimshian values were incorporated throughout.

CASEY VANDEN HEUVEL

Director, Development & Partnerships Indigenous Tourism Assoc. of Canada

Casey's experience is built from a diverse tourism career including managing an award-winning Indigenous museum in British Columbia and leading the media communications strategy for Tourism Whistler for the 2010 Winter Games. His current work with Indigenous Tourism Canada concentrates on strategic planning, business development support, partnerships and capacity development.

JAI MUKERJI

Vice President, Anderson Vacations, Calgary, AB

Jai has 29 years of diverse professional and leadership experience in the travel industry, from escorting tour groups to remote corners of the world to serving as General Manager of a fast growing inbound Canada travel company and more. With a keen interest in using digital marketing techniques to reach unique 'Off the Beaten path' travel products to potential visitors, Jai has spent considerable time working with specialists to develop online marketing strategies for travel companies.

SCOTT ROBERTS & SHERRY BAUMGARDNER

Riata Partners Inc.

Sherry Baumgardner and Scott Roberts, Senior Management Consultants with Riata Tourism, each have extensive backgrounds in the fields of hospitality and tourism. Their expertise includes driving successful operations and strategic marketing and sales through constructive discussions, partnerships and decision-making. One of their most recent projects was in Port Hardy, B.C. working with the Gwa'sala Nakwaxda'xw people to open the Kwa'lilas Hotel and to launch Kawat'si Tours. Riata Tourism is part of Riata Partners, a western Canadian firm specializing in out-sourced expertise for small to medium size organizations.

MARIO FULMER

Alaska Native Voices, Juneau, AK

Mario Fulmer is Tlingit with family ties to Hoonah, Alaska and grew up in Ketchikan. He is currently the Alaska region rep for the American Indian Alaska Native Tourism Association and is the Visitor Programs Manager of Interpretive Services for Alaska Native Voices. Alaska Native Voices trains and prepares Cultural Heritage Guides to take long-standing and tested interpretive principles, paired with our years of experience in cultural tourism to provide memorable experiences and cultural insights to travelers. They work with numerous organizations seeking to develop and train their own guide staff to better present the cultural and regional indigenous history with a keen eye on accurate and respectful interpretation.

YUKON CULTURAL CENTRE PECHAKUCHA PRESENTERS

- › **Brandon Kyikavichik**
John Tizya Centre
- › **Cindy Charlie**
Tagé Cho Hudän
Interpretive Centre
- › **Glenda Bolt and
Kylie Van Every**
Dänojà Zho
Cultural Centre
- › **Heather McIntyre**
Kwanlin Dün
Cultural Centre
- › **Lisa Dewhurst**
Teslin Tlingit
Heritage Center
- › **Sharmane Jones**
Da Kų Cultural Centre
- › **Teri-Lee Isaac**
Big Jonathan
Heritage Centre
- › **Derek Grose**
Carcross/Tagish
Learning Centre



AGENDA

DECEMBER 5 | KWANLIN DUN CULTURAL CENTRE (KDCC)

- › **6:00 pm - 8:00 pm:** Welcome Reception & Registration

DECEMBER 6 | KDCC

- › **8:00 am:** Networking and Celebrating
Continental Breakfast
- › **8:30 am:** Opening Prayer
Greetings from Shirlee Frost, YFNCT President and the Honourable Jeannie Dendys, Minister of Tourism & Culture; Setting the Stage
- › **9:10 am:** Raising our Voices: Building economy through Indigenous tourism and community stories
Casey Vanden Heuvel, Director, Development & Partnerships ITAC
Casey will provide an overview of ITAC's programs and projects supporting the growth of Indigenous tourism along with ideas and examples of how some communities and entrepreneurs have found success.
- › **9:30 am:** Travel Trade and Culture
Jai Mukerji, Anderson Vacations
Learn from Jai and his experiences and insights into the key roles that the Travel Trade together with Cultural Centres can plan in fostering a more interactive and mutually beneficial relationship.
- › **10:10 am:** Refreshment Break & Networking
- › **10:40 am:** Learning from our Network - Best Practices from Pacific Northwest Culture and Heritage Leaders - 1 | 4 with Q&A
Raven LeBlanc & Kelly Whitney-Gould, Haida Heritage Centre at Kaay Llnagaay
- › **11:15 am:** Learning from our Network 2|4
Brady Smith, Squamish Lil'wat Cultural Centre
- › **12:00 pm:** Lunch followed by Pechakucha
A tour through Yukon's World Class Cultural Centres
- › **1:00 pm:** Learning from our Network 3|4
Kelsey Wallace, Alaska Native Heritage Centre
- › **1:35 pm:** Talking Travel Trade in Yukon's Cultural Centres
Brief presentations from Who, What, Where Tours, Klondike Travel-Yukon Adventure Centre and Nature Tours of Yukon. Group Discussion to follow.
- › **2:30 pm:** Refreshment Break and Networking
- › **3:00 pm:** Workshop: Creating Host and Guest Encounters for our Shared Future
Suzanne de la Barre, Department of Rec and Tourism, Vancouver Island University and Joella Hogan, First Nation of Nacho Nyak Dun
- › **4:00 pm:** Blue Sky Thinking
Facilitated by Patti Balsillie
- › **4:30 pm:** House Keeping and planning for tomorrow
- › **6:30 pm:** Celebrate, Share & Dine
Multipurpose Room, KDCC

DECEMBER 7 | WESTMARK WHITEHORSE (BALLROOM)

- › **8:15 am:** Networking and Celebrating
Continental Breakfast and Housekeeping
- › **8:30 am:** Learning from our Network 4|4
Lee Kadinger, Sealaska Heritage Institute, Juneau,
- › **9:10 am:** Knowledge is Power – Visitor Profiles, Cultural Tourism, Ideal Markets
A three part presentation: Explorer Quotient with Patti Balsillie; Research Insight from Tourism Yukon with MacKenzie Downing; and Visitor Motivations to Yukon's Indigenous Experiences with Teresa Conkin.
- › **10:15 am:** Refreshment Break and Networking
- › **10:45 am:** The Power of Partnerships
– Three Part Presentation
Scott Roberts and Sherry Baumgardner of Riata Tourism; Linaya Workman of Parks Canada; Mario Fulmer of Alaska Native Voices, followed by group sharing partnership examples.
- › **11:45 am:** Lunch and YFNCT Update on Programs, Partnerships and Marketing
Charlene Alexander, Executive Director and Lynn Feasey, Director of Arts
- › **1:00 pm:** Our House – The Da Kų Cultural Centre, the Community and Tourism
Shadelle Chambers & Alexia McKinnon, Champagne and Aishihik First Nations
- › **1:35 pm:** Tailoring Experiences with Community Values, Research & Culture
A group working session on experience development.
- › **2:50 pm:** Refreshment Break and Networking
- › **3:15 pm:** Next Steps for the Cultural Centre Network and Tourism Development
Full team will work together to identify needs, findings, opportunities and next steps.
- › **4:15pm:** **Closing** Remarks and Prayer
- › **6:00 pm:** Optional Group Activity
Dinner and a soak at the Takhini Hot Springs
Transportation provided by YFNCT,
Dinner on your own



Hosted on the traditional territory of the Kwanlin Dün First Nation and the Ta'an Kwäch'än First Nation

INDIVIDUAL PLANNING WORKSHEET

My Vision | Describing the dream or vision realized from work completed, from a successful culture and tourism program, as the best possible outcome for your community or business – Think Key Words...

Who's in the 'community' or internal team | Who are the key players, people, contributors that will help you reach your vision? Think about your partners, levels of government, community members, the trade, other champions, etc.

Current Strengths of my Community, Cultural Centre or Business

STRENGTHS

SUCCESSSES



Current Challenges or Gaps from my Community, Cultural Centre or Business

CHALLENGES

GAPS

From this Forum, I am inspired to get more information about:

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In Advancing Indigenous Tourism in my community or Cultural Centre, the 3 BIG Ideas I take away from this Forum are?

BIG IDEA

BIG IDEA

BIG IDEA

From the Advancing Indigenous Tourism 2017 Forum, I will make commitments to:

COMMITMENT

COMMITMENT

COMMITMENT



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Yukon First Nations
**CULTURE &
TOURISM**
Association

Working together to support, strengthen
and grow Yukon First Nations Arts,
Culture and Tourism Sectors

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