



# Wind in Our Sails

ATLANTIC WINTER REGIONAL MEETING

## AGENDA February 9-10, 2022

### Notes:

- All times listed are in Atlantic Standard Time (AST).
- Zoom links will be provided to registered attendees one-week in advance.
- After the event, please complete this feedback survey:  
<https://www.surveymonkey.com/r/22AtIWRM>

### Wednesday, February 9<sup>th</sup>, 2022

**1:30 – 1:45 p.m. WELCOME AND INTRODUCTIONS**

*Welcome to the Atlantic Regional Meeting! Join us as we welcome you to CUCCOA, and to our Winter Regional Meeting!*

**1:45 – 3:00 p.m. SESSION ONE – OPENING KEYNOTE**

**Attracting the Group and Travel Trade Market**

Speaker: Eva Gutsche, Founder, STEM Consulting & Marketing Inc.

This program will walk participants through various group markets including Travel Trade (ways to attract the domestic, US and international bus tour market), specialty groups and other opportunities. We will look at how to identify opportunities, what is involved in working with the various channels and how to approach the potential buyer.

Participants will leave with a deeper understanding of group opportunities and tactics to source these opportunities and engage. We will also address logistics, pricings, commissions, contracts and how to strategize a longer-term sales approach and partnerships.

**BIOGRAPHY:**

*Eva Gutsche, founder of STEM Consulting and Marketing has extensive experience in the hospitality, communications and training industry and brings a solid business foundation to the workshops.*

*Eva brings 20 years' experience as a facilitator, coach, workshop designer, and presenter, working with public and private sector and assisting clients in improving their overall performance and bottom-line results.*

*Eva's direct hospitality background spans over 20 years with experience across Canada and is comprised of hotel sales, sales management, revenue management and leadership.*

- *MBA from Simon Fraser University*
- *Diploma in Hospitality Management from Centennial College – Major in Travel & Tourism*
- *Certificate programs in Leadership, Pricing Strategy & Revenue Management from Cornell University*
- *Design Thinking certificate – Harvard*
- *Certificate in Diversity & Inclusion – Cornell*
- *Licensed Practitioner – Insights Discovery & Lumina*

**3:00 – 3:15 p.m. BREAK**

**3:15 – 4:00 p.m. SESSION TWO**

**Positive Space Training**

A Positive Space is a welcoming and inclusive environment for everyone including members of the two-spirit, lesbian, gay, bisexual, transgender, queer, questioning, intersex and asexual (2SLGBTQIA+) community.

This session will provide foundational terms and concepts used to understand gender and sexual diversity, and privilege and oppression within and outside of the 2SLGBTQIA+ community.

Speaker: Aimee MacDonald, Gender and Sexual Diversity Advisor, St. Francis Xavier University

**BIOGRAPHY:**

*Aimee MacDonald is the Gender and Sexual Diversity Advisor at St. Francis Xavier University and has an extensive background when it comes to education and advocacy for the 2SLGBTQIA+ community. While Aimee has only within the last year taken her current position, she has been both an activist and visible member and*

*educator for the Queer and Trans community for many years, specifically working with youth and their educators. In Aimee's current role, she is an active team member in the Diversity Engagement Centre under the management of Human Rights and Equity. This team is dedicated to enhancing the university's efforts to support traditionally underrepresented student populations on campus. Her team collaborates to support and work with all of the campus community to provide Education and training for faculty, staff and students on discrimination, harassment, diversity and equality and promotion of a climate on campus that is welcoming of diversity and respectful of differences.*

*Aimee's work does not stop on StFX campus, she also has outreach into the local schools and community to provide the necessary education to folks to ensure that the 2SLGBTQIA+ members are safe and supported. She also is a facilitator/mentor for the Pride in Education Conference through EGALE that happens in New Brunswick each year. This conference is a time where queer and trans youth from all over the province come together with their educators for a weekend of education and community building. Aimee is also an advocate for Fertility Matters Canada, she and her wife are active in supporting the education of fertility when it comes to starting/growing a family as a queer couple.*

**4:00 - 4:30 p.m. ATLANTIC CHECK-IN**

*This is an informal time to meet and greet colleagues, catch up with old friends and meet new members.*

## Thursday, February 10<sup>th</sup>, 2022

**10:00 – 11:00 a.m. BUSINESS MEETING – MEMBERS ONLY**

*Join your colleagues from Atlantic Canada for an informational meeting covering association business, financial updates, new initiatives, regional leadership, future directions, and more! This meeting is for CUCCOA members only.*

**11:00 – 11:15 a.m. BREAK**

11:15 a.m. –  
12:00 p.m.

### **SESSION THREE**

#### **Thoughts on Tourism post COVID**

Speakers: Lynne Delorey, Destination Eastern and Northumberland Shores (DEANS)  
& Wes Surrett - Resort Manager Pictou Lodge Beach Resort Nova Scotia

This presentation will speak to how we move forward in tourism, in a time of COVID uncertainty.

#### **BIOGRAPHIES:**

##### ***Lynne DeLorey - Executive Assistant for President at St. Francis Xavier University, Nova Scotia.***

*Prior to her return to administration, back in 2004, Lynne bought a rundown existing motel in Antigonish and transformed it into an 8 room, modern, homey INN. It had won several awards both in the local tourism organization and on Trip Advisor - often rated #1 in Canada. By decorated each one differently, using great duvets, local prints, big bathrooms with numerous amenities and beautiful Roman shades, her dedication to her guests had rewarded her with many lasting relationships.*

*Lynne is an advocate for tourism and is currently includes the Antigonish Visitor Information Center holds the Treasury position with Destination Eastern and Northumberland Shores Tourism Association (DEANS). She has held the position of Director of Volunteers with 2018 Special Olympics, overseeing 1200 volunteers, as well as the Director of Volunteers with the 2019 55+ Provincial Games Antigonish.*

##### ***Wes Surrett, Tourism Champion - Resort Manager Pictou Lodge Beach Resort Nova Scotia.***

*Originally from Petitcodiac, New Brunswick where his family owned and operated the Homestead Motel, Wes Surrett graduated from UNB Fredericton with and Education and Arts degree in 2000. He went on to manage several properties including City Motel Fredericton, Maritime Inn Antigonish, Silver Dart Lodge Baddeck, and now proudly operates the Pictou Lodge Beach Resort.*

*In 2014 Wes was one of the first hotel managers in Nova Scotia to receive the Professional Certification for Hotel General Manager offered through Emerit program with support from NSTHRC and CTHRC. Wes currently serves as Chairman of the Tourism Industry Association of Nova Scotia, Chairman of the Ship Hector Society, and Past Chair of Destination Eastern and Northumberland Shores. He is the proud recipient of the inaugural Fleur Mainville Tourism Ambassador Award in 2015 for his contributions to tourism.*

**12:00 – 1:30  
p.m.**

**NETWORKING LUNCH**

**(Lunch vouchers/gift cards will be emailed to Atlantic members in advance.)**

*Use this time to get a bite to eat, enjoy a meal remotely with members, share what is happening on our campuses, or to bring up a topic not covered in another session.*

**1:30 – 2:15 p.m. SESSION FOUR**

**Including Traditional Indigenous Ceremonies into an Event:  
What you Should Know to Be Respectful and Avoid Pitfalls**

Speaker: Kelly Anne Butler, Indigenous Education Specialist and Adjunct Professor, Memorial University of Newfoundland and Labrador

This presentation will help you navigate the unknowns that that you face when a client asks you to include any traditional indigenous ceremonies in their event. We often find ourselves wondering what to ask or not without being disrespectful of the culture. We will cover the main dos and don'ts and some important information so that you are ethically correct in your approach.

**BIOGRAPHY:**

*Kelly Anne Butler is a member of the Mi'kmaw community through her maternal family in Seal Rocks and St. George's, on the west coast of the island. She is an ethnohistorian with a focus on comparative Indigenous studies and a commitment to direct collaboration with Indigenous communities in her teaching, engagement, and research. Ms. Butler is currently the Indigenous Education Specialist in the Office of Indigenous Affairs and holds an adjunct appointment with the School of Arts and Social Science at Grenfell Campus, where she worked for several years in Indigenous Affairs. A 2017 recipient of the Vice-President (Grenfell Campus) Engagement Award and 2018 recipient of the Vice-President (Grenfell Campus) Staff Service Award, Ms. Butler has recently been named recipient of the 2021 Grenfell Campus Teaching Award.*

*Ms. Butler's recent collaborations include Weaving Together Past, Present, and Future – The Grenfell Campus Wampum Belt Project, a curated exhibit at the Craft Council NL main gallery, with graduate students in Dr. Kelley Totten's Folklore course; and "Maw-lukutinej/Let's work together: Relationship-Building and Collaboration in a Mi'kmaw Context," a symposium series and long-term collaboration project, with the Bay St. George Mi'kmaq Cultural Revival Committee and the Office of Research and Graduate Studies (Grenfell).*

**2:15 – 2:45 p.m. BREAK**

**2:45 – 3:45 p.m. SESSION FIVE – CLOSING KEYNOTE**  
**Climbing from the Storm to the New Summits**

Speaker: Dr. TA Loeffler, Memorial University of Newfoundland and Labrador

Much like organizing conferences during the COVID-19 pandemic, climbing high-altitude mountains requires specialized skills, resilience, teamwork, the ability to manage innumerable risks—not to mention weathering severe storms. The first step in any climb is to accept the invitation to navigate the challenges and risks, followed by intensive planning, training, and practice to reach the rewards of the summit. TA Loeffler utilizes this model repeatedly when exploring extreme environments. TA's riveting presentation relates relevant lessons learned from climbing the Seven Summits, the highest peaks on each continent. Additionally, TA provides a path for building hope, resilience, and the ability to aim for new summits in the wake of crushing disappointments.

**BIOGRAPHY:**

*Dr. TA Loeffler brings 25 years of expertise leading people through significant life-changing experiences to every facet of her work. Her work and adventures have taken her to 42 different countries and all seven continents. TA has completed 6 and 4/5 of "The Seven Summits," the highest peak on all seven continents. In 2015, TA was named to the "Canada's Greatest Explorers 100 Modern-Day Trailblazers List" by Canadian Geographic.*

*As a Professor of Outdoor Recreation at Memorial University of Newfoundland and Labrador, TA has developed a reputation for excellence in experiential education because her students are more likely to be outside chasing icebergs than sitting in a classroom. TA inspires hope, possibility, and vision in those whose lives she touches. Over the past ten years, TA has shared her message of "Big Dreams, Big Goals" with over 90,000 youth in the province of Newfoundland and Labrador.*

## THANK YOU TO OUR SPONSOR:

