

CUCCOA – Western Region Winter Business Meeting 2026

Program

Date	Time	Session	Location
Wed. February 4, 2026	2:00 to 4:00pm	Check-in and Registration – Hampton Inn & Suites Lobby	Hampton Inn & Suites
	4:00 to 4:15pm	Shuttle to campus	Meet in Hotel Lobby
	4:15 to 4:30pm	Meet at the Pritchard Entrance - UBCO	
	4:30 to 5:00pm	Housing Space Tour – (Suzie McCormick)	
	5:00 to 9:00pm	Welcome Reception/Social Event	Nechako Gathering Room
	9:00 to 9:15pm	Shuttle to Hotel	Pick up in F Lot
Thurs. February 5, 2026	7:00 to 9:00am	Breakfast	Complimentary at Hotel
	9:00 to 9:15am	Shuttle to Campus	Meet in Hotel Lobby
	9:15 to 9:30am	Meet at the Pritchard Entrance - UBCO	
	9:30 to 9:45am	Opening Remarks/Welcome – Tash Reynolds - UBCO	Skeena 112
	9:45 to 10:45am	The Importance of Branding/Marketing for the C&A Business (Kristen Thompson -UBCO)	Skeena 112
	10:45 to 11:00am	Coffee Break	
	11:00 to 12:00pm	Benefits of Collaboration within the Tourism Industry – (Nicolle Gomez DeSouza from Tourism Kelowna)	Skeena 112
	12:00 to 1:00pm	Lunch	Pritchard
	1:00 to 2:30pm	Open Round Table Talk Focus on StarRez - Jen Nadon (SFU)	Skeena 112
	2:30pm – 2:45pm	Coffee Break	
	2:45pm – 4:00pm	Impacts & Benefits of AI in the Industry – Jay Amin (SFU)	Skeena 112
	4:15 to 4:30pm	Shuttle to Hotel	Pick up in F Lot
	4:30 to 6:00pm	Free Time	
	6:00 to 6:15pm	Shuttle to campus	Meet in Hotel Lobby
	6:20 to 7:00pm	Rideshare - Uber to Restaurant	Downtown Kelowna
	7:00 to 9:00pm	Dinner – Off Campus	Downtown Kelowna
	9:00 to 9:30pm	Boardwalk stroll	Downtown Kelowna
	9:30pm	Rideshare - Uber back to Hotel	
Fri., February 6, 2026	7:00 to 9:00am	Breakfast	Complimentary at Hotel
	9:00 to 9:15am	Shuttle to Campus	Meet in Hotel Lobby
	9:15 to 10:30am	Core Campus Tour (Maaike Ammerlaan) Meet at the Pritchard Entrance	
	10:30 to 11:00am	Coffee Break	Nechako Large Board Rm
	11:00 to 12:30pm	Business Meeting	Nechako Large Board Rm
	12:30 to 1:00pm	Bagged Lunch Pick up	Nechako Large Board Rm
	1:00 to 1:30pm	Departure– Shuttle back to hotel	Pick up in F Lot