



**Annual General Meeting,  
Forum and Workshops**

**Wednesday  
November 16th to 19th, 2011**



**Aboriginal Tourism Association of British Columbia (AtBC)  
Annual General Meeting**

Wednesday, November 16<sup>th</sup>, 2011

**6:30 PM**

Coast Coal Harbour Hotel  
1180 West Hasting Street, Vancouver, BC  
(604) 697-0202

**AGM Registration Open 5:00 PM – 6:30 PM**

**Agenda**

1. Call to Order – Verification of quorum
  - a. Chair AtBC Chief Executive Officer Keith Henry
2. Opening Prayer/Opening Remarks
  - a. AtBC Chairperson Sophie Pierre
  - b. AtBC Co-Chair Brenda Baptiste
3. Approval of Agenda
4. Approval of 2010 AtBC Annual General Meeting Draft Minutes
5. AtBC Reports (April 1<sup>st</sup>, 2010-March 31<sup>st</sup>, 2011)
  - a. AtBC Blueprint Strategy Final Report
  - b. AtBC Auditors Report – Financial Statements April 1<sup>st</sup>, 2009 – March 31<sup>st</sup>, 2010
    - i. Approve Auditor for 2011-2012
6. AtBC Five Year Plan 2012-2017 – Overview
7. AtBC Board of Director Elections (In accordance with the AtBC bylaws)
8. Resolutions
9. Other...
10. Closing Remarks AtBC Chair and Co-Chair
11. Closing Prayer



## Aboriginal Tourism Association of British Columbia (AtBC)

### AtBC Stakeholder Forum

November 16<sup>th</sup> – 19<sup>th</sup>, 2011

Wednesday, November 16th	6:00 PM – 9:00 PM
Thursday November 17th	9:00 AM – 4:30 PM
Friday, November 18th	9:00 AM – 4:30 PM
Saturday, November 19th	9:00 AM – 3:00 PM

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 1180 West Hasting Street, Vancouver, British Columbia  
 (604) 697-0202

**AtBC Stakeholder Forum Objective:** AtBC is hosting our fifth forum designed to continue to engage Aboriginal Tourism Association of British Columbia Stakeholders with a focus on the draft AtBC Five Year Plan, industry training, and focus on the cultural/interpretative center sustainability for the future.

<b>AtBC Forum Day 1</b>	<b>Wednesday, November 16th 6:00 PM – 9:00 PM</b> Grouse & Seymour Rooms 4th Floor
<b>5:00 PM</b>	<b>AtBC AGM and Stakeholder Registration</b>
<b>6:30 PM</b>	<b>AtBC Annual General Meeting</b>
<b>8:00 PM</b>	<b>Stakeholder, Board of Directors and Staff Networking</b> Snacks provided and no host bar

**AtBC Forum  
Day 2**

**Thursday, November 17th 9:00 AM – 4:30 PM**  
Coal Harbour Ballroom B – 3rd Floor

**8:00 AM**

**Breakfast Provided for Stakeholders**

**8:35 AM**

**Presentation of AtBC 5 Year Plan DRAFT**

AtBC cultural tourism industry development –“Good to Great”. AtBC will introduce a 5 year strategy for the world to associate the AtBC brand with Customer Service, Quality Assurance and Authenticity.

**9:40 AM**

**AtBC Marketing – Mainstream Marketing with Social Media**

AtBC Social Media Strategy – setting the foundation for an Aboriginal Tourism Social Media Campaign

**10:10 AM**

**BREAK**

**10:25 AM**

**AtBC Marketing – Working with the Travel Trade**

Paula Amos, AtBC Marketing Manager

Dana Schoahs, AtBC Travel Trade Coordinator

**11:25 AM**

**Emerging Markets: How to Market Your Business to China**

Cindy Gobin, Market Development Manager, Asia

Tourism British Columbia, Ministry of Tourism, Trade & Investment

**12:00 PM**

**LUNCH PROVIDED**

**1:00 PM**

**AtBC Regional Breakout Sessions – Identifying Regional Priorities**

- Vancouver Island
- Vancouver Coast and Mountains
- Thompson Okanagan
- Kootenay Rockies
- Cariboo Chilcotin Coast
- Northern BC

**2:15 PM**

**AtBC Regional Strategy Reporting**

**2:45 PM**

**BREAK**

**3:00 PM**

**AtBC Product Authenticity**

Shain Jackson, Spirit Works

**4:00 PM**

**AtBC Insurance for the Tourism Industry – Thistle Underwriting Services**

Insurance Survey Review

**6:00 PM – 9:00 PM**

**AtBC Hosted Travel Trade Networking Reception**


Special Event – AtBC will host a Travel Trade Reception for tourism receptive operators from 6:00 PM – 9:00 PM at Musqueam Cultural Pavilion. Aboriginal cuisine will be featured during this networking event. All AtBC stakeholders attending the stakeholder forum are invited and transportation from the hotel will be arranged.

Existing Aboriginal market ready tourism operators are encouraged to prepare their marketing material and further increase awareness about their companies with key industry businesses.

## Aboriginal Cultural Centre Mentoring Program

### Special Industry Focus on Strengthening Cultural/Interpretive Centers

With our ambitious mandate we realize that facilitating healthy and vibrant Aboriginal tourism is not just with the individual entrepreneurs, but also lies with those communities that are sharing their Aboriginal culture, history and programs through interpretive and cultural centres. It is for these existing or planned centres that we will focus the **Aboriginal Cultural Centre Mentoring Program**. This is our first pilot, supported by ANNDC (INAC), and your feedback and participation is crucial to help AtBC assist you.

 AtBC gratefully acknowledges Aboriginal and Northern Development Canada for the sponsorship for the Mentoring Program.



#### WHO SHOULD ATTEND:

- Those who care about strengthening and presenting Aboriginal culture coupled with tourism...
- Those directly involved with planning for, or currently operating, cultural and interpretive centres...
- Chiefs, Councilors and Tribal Council leaders involved with, or considering developing cultural or interpretive centres...
- Anyone who cares about creating Aboriginal jobs in cultural tourism...
- Community Economic Development Officers...
- Government Departments involved with First Nations cultural centres...
- Corporations and Foundations working with First Nations cultural tourism...

**AtBC Forum  
Day 3**

**Friday, November 18th 9:00 AM – 4:30 PM**  
Coal Harbour Ballroom B – 3rd Floor

9:00 AM

**The AtBC Cultural/Interpretive Center Mentoring Program Overview  
– our first pilot program**

*Moderator - Brenda Baptiste, AtBC Co-Chair* — Introduction to the workshop modules drawing from her management experiences with the Osoyoos Indian Band's Nk'Mip Desert Cultural Center and her role with AtBC. Brief program overview with topics to be covered: Vision, Innovation and Market Needs; Facility Planning; Governance and Management; Retail Operations; Fundraising; Marketing; and Curatorial Matters.

9:15 AM

**The Vision, Innovation and Market Needs and Trends**

Focus on the existing and ever changing markets in relation to how cultural/interpretive centers are envisioned, designed and potentially interact with consumers. How do centers meet the changing expectations of the consumers and still maintain cultural integrity?

*Speaker - Phil Aldrich, Principal Aldrich Pears* — International leaders in Interpretive planning They specialize in developing immersive, interactive and hands-on interpretive experiences for mission-driven museums, science centers, interpretive centers, zoos, aquariums, botanical gardens, and children's museums around the world

REFRESHMENTS AS NEEDED

**Facility Planning and Design... a process for you to keep control**

Addressing the big vision with good building planning, design, space programming, budgets, trends, and processes.

*Speaker - Bruce Haden, Principal and Architect with Dialog* — a fully integrated multidisciplinary team of architects, engineers, interior designers, urban designers and planners with a unique culture and spirit. Bruce has been involved with a number of interpretive centres including the Nk'Mip Desert Culture Centre.

**Collections and Reflections...**

Key considerations with acquiring, archiving and presenting Aboriginal collections

*Speaker - Bill McLennan, Curator, Pacific Northwest UBC Museum of Anthropology*

12:00 PM

LUNCH PROVIDED (*Speaker To Be Announced*)

1:30 PM

**Governance and Management**

As with any business the nature of how the cultural/interpretive centre organization is structured, governed and managed will impact the degree of the centre's success. The tendency of Boards to meddle in matters of operations is dramatic and usually detrimental. There are processes to mitigate these issues.

*Speaker- Margaret Mason, Partner with Bull, Housser and Tupper* — Provides counsel to a wide range of not-for-profit organizations and charities. Her practice spans a broad range of issues which affect charities and not-for-profits including tax exempt status, governance, international programs and social enterprise.

REFRESHMENTS AS NEEDED

3:00 PM

**Marketing Strategy .... you build, they will come...?**

Every center will depend upon visitors and your marketing strategy must be prepared early and developed to support the overall design of the facility. Examples of a case study and marketing strategies will be presented.

*Speaker - Katherine Flett, Principal Blue Sky Communications* — Katherine is an award-winning communications consultant with more than 18 years' experience. Prior to launching Blue Sky, Katherine has senior marketing and communications management experience in the private sector.

6:00 PM -9:00 PM

**AtBC Hosted Dinner Reception – Coal Harbour Ballroom B – 3rd Floor**

AtBC will feature a key note Aboriginal business leader to speak on the importance of cultural/interpretive centers.

<b>AtBC Forum Day 4</b>	<b>Saturday, November 19th 9:00 AM – 3:00 PM</b> Coal Harbour Ballroom B – 3rd Floor
9:00 AM	<p><b>Operations – realizing the dream or creating a nightmare ... a focus on the retail store.</b></p> <p><i>A focus upon the retail store as the interpretive center's financial heart and soul to ensure a successful sustainable centre. A focus will be on the retail stores (the financial heart and soul of the centre) as a major centre of profit.</i></p> <p><i>Speaker - Nancy Nightingale, Owner Khot-la-Cha Art Gallery — and past operator of the very successful Squamish Lil'wat Cultural Centre gift store.</i></p>
REFRESHMENTS AS NEEDED	
11:00 AM	<p><b>Fundraising... fundraising and more fundraising...</b></p> <p>A presentation on how to develop the business case for fundraising - the “ask”, the closing, and the big thank you. The session is directed at capital projects, special programs and operational needs. Most Aboriginal centers have approached the senior levels of government for financial participation...and most are disappointed. Information will be presented to showcase effective techniques.</p> <p><i>Speaker - Kimberley Fenlon, Kimberley &amp; Kompany — Kim has a wealth of experience in raising capital for not-for-profits. (more to be added)</i></p>
12:00 PM	<p>LUNCH PROVIDED</p> <p><i>Speaker - Tourism and Culture – a good story</i> <i>Keith Henry, AtBC CEO</i></p>
1:00 PM	<p><b>Your Organization – your next steps...</b></p> <p>An intense 2 hours facilitated “navel gazing” in a workshop to develop specific and practical strategies for you to take home. This session incorporates the forum’s previous learnings into a structured and valuable process for participants to begin to resolve challenges within their existing or planned centres.</p> <p><i>Speaker - Gary Robinson, EM Sciences — Gary’s services, whether in coaching or group facilitation always involve:</i></p> <ul style="list-style-type: none"> <li>• Providing you with processes that will help identify valid and useful information about yourself, your organizations, or work processes; and then based on that information;</li> <li>• Provide the most effective processes to help you make free and informed choices regarding the next course of action.</li> </ul>
3:00 PM	<p><b>Closing Remarks</b></p> <p><i>AtBC Chairperson/Co-Chairperson</i></p>
3:10 PM	<p><b>Closing Prayer</b></p>
3:15 PM	<p><b>Adjourn</b></p>

## Biographies



### Phil Aldrich

Principal, Aldrich Pears

Phil is a widely recognized expert in institutional and interpretative planning with decades of experience in the exhibit design industry. He brings valuable perspective, sound knowledge and creative energy to each project.

With excellent leadership and facilitation skills, Phil enables groups to work together to quickly create or advance the vision, exhibit design concept and thematic framework. Phil has customized the workshop process for diverse groups of clients, stakeholders and designers to assist the development of successful visitor experiences. He applies a holistic and collaborative approach to help clients think strategically, see relationships among ideas, make sense of the design process and build commitment. Phil's aim is to bring together a wide range of talents and experiences to access innovative solutions to planning, design and communication challenges.

Phil enjoys working on projects, such as the Nk'Mip Desert Cultural Centre in Osoyoos, British Columbia and the Desert Living Center in Nevada, where visitor experiences encourage people to look at the world in new ways and inspire them to become more involved in their communities. Phil's main goal is to create lasting connections between institution, visitor and community.



### Bruce Haden

Principal, Dialog  
MAIBC, MRAIC, LEED® AP

Bruce's architectural and urban design work has been recognized globally, particularly for the Governor General's and World Architecture Festival winning design of the Nk'Mip Desert Cultural Centre in Osoyoos, BC. He has extensive experience in institutional, social services, residential, retail and First Nations projects with work ranging widely from wastewater treatment plants to cafes. Currently he is

working on renovating a historic post office building in northern BC into a community arts centre, the competition-winning design of the Canadian Navy Monument in Ottawa and the new Student Union Building at the University of British Columbia.



### Bill McLennan

UBC, Museum of Anthropology

Bill McLennan is a Curator, Pacific Northwest, for the UBC Museum of Anthropology. Originally contracted to develop and produce exhibits for the opening of the museum in 1976 he has continued to work for the museum in building projects, development, photography, and research on Northwest coast art. Some of his external MOA projects include exhibit development for the opening of the U'Mista Cultural Centre at Alert Bay and the Nuyumbalees Society Museum at Cape Mudge, Registrar for Expo'86 in Vancouver, production of First Nations houses for inclusion in the Canadian Museum of Civilization's Grand Hall, commissioning of art for the First Nations House of Learning at UBC, and consultant to the Vancouver International Airport for the contemporary First Nations art commissioning and installation.

Recently has been a consultant to the Squamish and Lil'wat for their new cultural centre constructed at Whistler, B.C. Presently is a member of the advisory committee for program development for the Freda Diesing School of Northwest Coast art, Northwest Community College in Terrace B.C. and member of the board for the YVR Art Foundation. Has been on the jury panel for the British Columbia Creative Achievement Awards for First Nations' Art since its conception and a jurist for the Aboriginal Art commissioned work presented at the 2010 Olympic and Paralympic Winter Games.

Presently managing the refurbishment of the Haida House at MOA originally constructed by Bill Reid and Doug Cranmer and curator of the exhibit "Signed without Signature, Works by Charles & Isabella Edenshaw which opened Nov. 25, 2010.

He has won a number of awards including, "Certificate of Design excellence" from Print



Magazine, "President's Service Award for Excellence" from UBC, and as co-author with Karen Duffek of the book *The Transforming Image, Painted Arts of Northwest Coast First Nations*, which received the "Award for Outstanding Achievement" from the Canadian Museums Association, as well as the "Certificate of Merit" from the British Columbia Historical Federation.

### **Research Statement**

Bill's research is focused on the material culture of the Northwest Coast First Nations in all its disparate locations. His interest is in finding methods to bring together the artifacts or photographs of artifacts with relevant information, combining these with community knowledge and contemporary FN artists' insights. He is looking at ways of making that information accessible through traditional forms of publishing or through new forms of web interface and 3D digital visualization that will able artists and community members in the originating communities to examine artworks, photographs and information on-line in their own communities.



### **Margaret H. Mason**

Partner,  
Charities & Tax-Exempt  
Organizations

Bull, Housser and Tupper

Margaret Mason provides counsel to a wide range of not-for-profit organizations and charities. She has over 25 years of experience working with the voluntary sector and is a frequent writer and speaker both nationally and regionally. Her practice spans a broad range of issues which affect charities and not-for-profits including tax exempt status, governance, international programs and social enterprise. Margaret represents organizations across the sector including family and corporate foundations, religious organizations, healthcare, education, sport, international aid, research and social services.

Margaret assists charities and not-for-profits with their corporate structuring, charitable registration and regulatory compliance issues and has particular expertise with respect to governance and social

enterprise. She also provides general commercial advice to not-for-profits and charities.

Margaret also advises donors with respect to their philanthropic planning and has extensive experience with trust and estate related matters including all aspects of estate planning and the administration of estates and trusts, both within Canada and elsewhere.



### **Nancy Nightingale,**

Principal, Khot-La-Cha Art Gallery  
& Gift Store

Entrepreneurship runs in the family. Khot-La-Cha Art Gallery and Gift Shop is a second generation

owned and operated First Nations business. Nancy Nightingale has been operating the business since 1989. Her mother, Emily Baker, founded the store in 1969. Nancy's Great-Grandmother, Mary Agnes Joe Capilano was known for her basketry. Also known as the "Indian Princess of Peace," Mary Agnes travelled all along coastal British Columbia by canoe to trade in the late 19th century.

Khot-La-Cha means "*Kind Heart*" in the Squamish language. The store is named after Nancy's late father Chief Simon Baker. Khot-La-Cha was his traditional name. Nancy's inspiration for her business is her father. She is dedicated to preserving the legacy of her father as an ambassador of goodwill. Nancy believes that it is important to keep the crests, stories and legends active, ensuring that the traditions will be passed on to the next generation. Her main goal is to express and keep the First Nations culture alive through craft.

Khot-La-Cha continues to grow and prosper at the hand of Nancy Nightingale. She is highly regarded and recognized in the local as well as the national community.

This includes:

- Canadian Women Entrepreneur of the Year runner-up for quality in 1994;
- A member of the Indian Arts & Craft Association (IACA);
- Co-founding executive member of Canadian Aboriginal Business and Trade Corporation;

- Part of a major “Aboriginal Business Leadership” promotional poster campaign distributed across Canada;
- Successfully exporting to the United States, Asia and European Countries;
- Long serving Aboriginal Tourism Canada board member representing the arts and crafts sector.

Nancy is a member of the Canadian Retail Council, Tourism Vancouver and the Aboriginal Tourism Association of British Columbia.



### Gary Robinson

Principal, EM Sciences

Gary Robinson is president of E.M. Sciences Ltd, a management consulting firm formed in 1975 to meet the needs of project-

oriented businesses. Specific services include organization development and culture change, management training and coaching, collaborative project planning, work redesign, team building and project partnering processes, project management critique, strategic planning, conflict resolution and continuous productivity and quality improvement. The purpose of his consulting is to increase the productivity of teams, organizations, and managers in ways that will also improve the quality of working life for people in the organization.

Gary has a M.Sc. in Engineering and a M.Sc. in Organization Development. His clients in Canada, the United States, England, Australia, India and Korea have included federal and provincial government agencies and crown corporations, research organizations, universities, high tech research and development firms, software design companies, engineering and architectural firms, contractors, manufacturers, city governments, oil companies, hospitals, First Nations, community agencies, and a variety of voluntary organizations. He is a Registered Organization Development Professional (RODP) in the International Organization Development Institute, a member of the Project Management Institute and a Professional Engineer with the Association of Professional Engineers of B.C.



### Katherine Flett

Principal, Blue Sky Communications

Katherine is an award-winning communications consultant with more than 18 years experience.

Prior to launching Blue Sky, Katherine was a senior marketing and communications manager for Dairyland Foods. During her role, she received several awards including an international marketing award for the company’s website and a consumer brochure.

In 1999, she launched Blue Sky Communications to further her passion for creating brand and marketing strategies. Her expertise in branding and communications led her to consulting for a range of industries, including academics, tourism, software and consumer packaged goods. Her clients include **Rocky Mountaineer Vacations, Manning Park, Ecosummer Expeditions, BC Ministry of Finance, University of BC, BC Wine Institute, Nestle Canada**, and the new **Britannia Mine Museum**. Her expertise in marketing and managing projects for her clients ensures projects are kept on budget and results orientated.



### Kimberley Fenlon

Principal, Kimberley & Kompany

For 24 years, Kimberley has been engaged in raising money for the social services, health, and arts sector in the Lower mainland and

in the United States. Working on capital campaigns, grass roots fundraisers, annual fundraising programs and planned giving programs, she has been instrumental in raising over half a billion dollars. She is past Vice President and Chief Philanthropy Officer at BC Children’s Hospital Foundation, Senior Vice President Development at United Way of Greater Los Angeles. Kim is currently working with the Canadian Breast Cancer Foundation 2020 Campaign.



