

## 2019 ITBC MARKETING COMMITTEE

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**Paula Cranmer-Underhill**  
**Spadium "Little Prairie" Farm, Owner**  
**Cariboo Chilcotin Coast**

Paula Cranmer-Underhill, of 'Namgis and Nle?kepmx Nations, has made Sto:lo territory (Chilliwack) her home for over 40 years. She is the owner of Spadium "Little Prairie" Farm, a healing destination that grows food in a way that is gentle on the earth and uses sustainable farming methods and modern technology.

With 20 years of experience in Indigenous economic development, Paula is a graduate student at Royal Roads University and has obtained graduate certificates in Sustainable Tourism Management, Destination Development, Tourism Leadership, and Social Entrepreneurship. An entrepreneur and ITBC Stakeholder, Paula looks forward to sharing her insights as a business owner and providing marketing strategy and program support to Indigenous Tourism BC's management team to achieve desired results.

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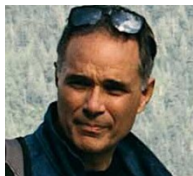


**Greg Hopf**  
**Moccasin Trails, Co-Owner**  
**Thompson Okanagan**

Greg Hopf was born and raised in Denendeh (Northwest Territories). He owns and operates Moccasin Trails with business partner Frank Antoine and shares his traditional knowledge on hiking and canoe tours in the Kamloops region.

Storytelling and cultural values bring Greg out on the land to hunt, trap, fish, and harvest. Sports played an integral role in Greg's young life, and his parents John and Liz Hopf registered and enrolled him in various sporting programs in Somba K'e (Yellowknife). He learned important life values from sports: respect, leadership, teamwork, commitment, listening, learning, and hard work ethic. These values continue to guide him in his work today.

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**JP Obaggy**  
**Homalco First Nation, Tourism Development Officer**  
**Vancouver Island**

JP Obaggy manages the Bears of Bute grizzly viewing program for Homalco Wildlife Tours and develops new tourism products for Homalco First Nation.

His goal is to grow employment and income for the community by transforming this seasonal opportunity into a significant year-round operation and source of community pride. He views the Indigenous tourism industry as a vehicle to restore culture and language while sharing a compelling and authentic story with visitors to British Columbia.

He holds a Bachelor of Commerce in Tourism and Hospitality Management and leans on his own experience as a cultural traveller and has more than 25 years of hands-on experience and entrepreneurship in the tourism industry. JP believes in the power of collaboration and tourism as a force to create positive change for Indigenous communities.

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**Mike Willie**  
**Sea Wolf Adventures/Coastal Rainforest Safaris, Owner**  
**Vancouver Island**

Hereditary Chief Mike Willie is from the remote village of Kingcome Inlet and a member of the Musgamakw Dzawada'enuxw First Nation.

Mike is the owner of Sea Wolf Adventures, a company that integrates unparalleled wildlife-viewing experiences with Indigenous culture and lands; provides employment, and trains young community members while reconnecting them to the land base, sacred sites, and places of cultural significance. Launching in 2020, Mike is also the co-owner of Coastal Rainforest Safaris, a new luxury safari-style tent experience at Skull Cove base camp on Branham Island (40 km north of Port Hardy).

Mike is passionate about sharing historical information and traditional knowledge as a speaker, multimedia producer and teacher, and brings years of experience as an outdoor adventure operator to ITBC's Marketing Committee.

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**Kathie Heard**  
**Gift n Gab Trading Post, Owner**  
**Thompson Okanagan**

Kathie is the owner-operator of The Gift 'n' Gab Trading Post located in the traditional territory of Simpcw First Nation (Barriere, British Columbia). She offers a memorable experience to locals and visitors seeking authentic Indigenous art, souvenirs, and products.

The mission at Gift 'n' Gab is to support Indigenous entrepreneurs and artists by bringing their traditional arts and crafts to market while building awareness of the importance of authentic Indigenous art. Kathie brings her expertise in merchandising and marketing to the ITBC Marketing Committee.

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**Shawna McKay**  
**HaiCo Enterprise, Brand Manager**  
**Northern British Columbia**

Shawna McKay was born and raised in Sto:lo territory (Chilliwack) and has since lived in communities within the lower mainland of British Columbia.

Shawna holds a Bachelor's Degree in Applied Design for Marketing which, combined with work experience in a broad range of industries, has been instrumental to her success in many roles, including entrepreneur, marketing consultant, designer. Shawna began working for the Haida community in 2011 and continues this work, now as a brand manager for the Haida Enterprise Corporation (HaiCo).

She looks forward to collaborative work with other Marketing Committee members dedicated to the development of marketing programs that support ITBC's Stakeholders and the growth of Indigenous tourism in BC.