

Saskatchewan Summit on Tourism
September 24 & 25, 2007
Conexus Arts Centre, Regina

Media Backgrounder

Please note that two parts of the summit agenda are open to media as indicated below. Summit staff can arrange interviews with speakers and attendees present at the summit—at both open and closed sessions—upon request.

Monday, September 24, 2007

7:30am - 8:30am
Networking Breakfast

8:30am - 10:00am
Setting the Stage
[Media Welcome](#)

MC: Senator Larry Campbell, Ottawa
Greetings & Remarks: The Honorable Lorne Calvert, Premier of Saskatchewan
Greetings & Remarks: Dr. Lynda Haverstock, President & CEO, Tourism Saskatchewan
Keynote Speaker: Pamela Wallin, Consultant on Canada/US Relations

Tuesday, September 25, 2007

11:00am - 12:00pm
Getting to GREAT - Next Steps & Conclusion of Summit
[Media Welcome](#)

SPEAKERS AND PRESENTERS—Monday, September 24, 2007

"The Experience" (Hospitality, Service)

Presenter: Richard Bartrem, Vice-President of Culture & Communication, WestJet Airlines, Calgary, AB

Access

Presenter: Hal Stupnikoff, Executive Director, Saskatchewan Outfitters Association, Prince Albert

Quality Assurance

Presenter: Marla Preston, General Manager, Radisson Plaza Hotel Saskatchewan, Regina

“Where Am I And How Did I Get Here?” (Signage, Visitor Reception Centres)
Presenter: Rick Lemon, Vice-President of Visitor Services, Tourism British Columbia, Victoria, BC

Fishing & Hunting

Presenter: Sue Schigol, Great Grey Outfitters, Meath Park

Winter Tourism & Eco-Tourism

Presenter: Bradley Muir, Owner, Sundogs Excursions and Sundogs Sled Excursions, Prince Albert National Park area

Cultural Tourism

Presenter: Claude-Jean Harel, Owner, Great Excursions Company, Regina

Special Events

Presenter: Bernadette McIntyre, Regina

New Opportunities

Presenter: Rick Rumberger, CEO, Candle Lake Golf Resort, Candle Lake

First Nations and Métis Tourism

Presenter: Mark Calette, Project Manager, Batoche National Historic Site, Rosthern area

Destination Areas

Presenter: Heather Gibson, T.rex Discovery Centre, Eastend area

Flagships & Icons

Presenter: Steve McLellan, CEO, Saskatchewan Chamber of Commerce, Regina

Image

Presenter: Todd Brandt, CEO, Tourism Saskatoon, Saskatoon

Resident Pride

Presenter: Marty Klyne, CEO, Saskatchewan Gaming Corporation, Regina

For interview requests, please call 565-4590 or if on-site please contact:

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