

TIAM AF!

October 6-8, 2025
Hotel Fort Garry, Winnipeg

Emcee: Jessica Dumas



Jessica is a professional speaker and speaker trainer known for her leadership in amplifying voices across Canada and the U.S. She works with leaders, teams, and organizations to elevate their confidence, communication, and stage presence. She is the only person who has served as Chairperson for both the Indigenous Chamber and the Winnipeg Chamber of Commerce, being the first Indigenous woman to hold that role. She is a band member of Keeseekowenin First Nation in Manitoba.

Day One: October 7, 2025

8:30 AM - Welcome & TIAM Update

9:00 AM - Air Access is Critical for Tourism Growth

Facilitator: Scott Marohn



As Vice President of Commercial, Scott oversees all commercial assets for WAA including key business areas such as Air Service, Air Cargo, Revenue Marketing, Retail and Concessions, Parking, and Real Estate. In addition, Scott has oversight of Airport City Winnipeg Ltd. as this company looks to diversify revenue through land development and other prospective opportunities.

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Scott started with WAA in 2005 in the Operations department and provided strategic leadership during the major terminal redevelopment project, which opened in 2008. His expertise in the startup of new common use, boarding bridge, and baggage handling systems has allowed him to bring the operations role of the facility over to commercial development in order to gain extensive knowledge of various sides of the business in discussions with airlines. Scott holds a Bachelor of Commerce degree from the University of Manitoba.

Presenters Christina Iversen & Jared Mikoch-Gerke



Presenter Jennifer Martin



Jennifer Martin, Strategic Partnerships Manager at WestJet, leads collaboration with tourism boards and destination partners to strengthen air access and drive market growth across Canada and globally.

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10:30 AM - Field to Fork: SK-MB Agritourism

Facilitator: Trevor Jonas Benson



Trevor is a social-minded systems thinker, progressive project manager, and empathetic entrepreneur. Since 2006, he has been supporting the realization of flourishing businesses, organizations, and communities in Canada and abroad.

As Managing Partner at Bannikin, Trevor oversees company operations, growth, and development. He also remains heavily involved in the delivery of its professional services, including managing highly participatory and asset-based research, strategy, and development projects at the local, regional, and national levels. Trevor has overseen countless projects over the years, and many of these have been focused on leveraging foodways to attract visitors and growing agritourism.

Trevor has an aptitude for meaningfully engaging with people of diverse backgrounds, and he regularly speaks about the power and potential of working together. Having attended the 1st World Agritourism Congress in Bolzano, Italy in 2018, Trevor spoke at both the 2022 International Workshop on Agritourism in Burlington, Vermont and the 2nd World Agritourism Congress, which took place last year. In 2024, he was also invited by the Inter-American Institute For Cooperation On Agriculture to participate in a panel on Innovative Approaches to Agritourism in the Caribbean.

Trevor has a background in Law and Human Rights and Sustainable Local Food. He sits on the Global Agritourism Network Definitions & Standards Committee and the Advisory Council of the Institute for Hospitality and Tourism Research at the Ted Rogers School of Management, Toronto Metropolitan University.

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Panelist: Mark England



Mark England, Executive Director, Destination Development - Mark leads Tourism Saskatchewan's Destination Development team which provides product development advice, planning assistance and training and funding opportunities to tourism businesses and destinations.

Panelist: Jennifer Horsnell



As Senior Director, Destination Development for Destination Canada, Jennifer relies on her extensive experience as a destination marketing organization specialist having worked for Destination Greater Victoria (Tourism Victoria), Destination BC (Tourism BC) and Tourism Kelowna before joining Destination Canada. Her passion for storytelling at the heart of visitor experiences was born when she attended the University of Victoria and worked on a paper about the historic Fairmont Empress Hotel for one of her history courses. This passion continued to grow at Selkirk College where she completed a two-year tourism program on Resort and Hotel Management. Her experience in community-led destination development blossomed as she led the approval and construction of a new \$2M visitor centre at the historic ferry landing along Kelowna's waterfront as well as the development of a community tourism destination development strategy for the Central Okanagan.

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Jennifer is active in her community serving on several local advisory boards and community organizations. Along with her husband and two daughters, she is a proud Kelowna resident and can often be found floating on Okanagan Lake or trying the valley's latest vintages at one of the over 120 amazing wineries.

Panelist: Jackie Tenuta



As VP, Tourism Growth and Research at Travel Manitoba, Jackie Tenuta leads a dedicated team focused on providing market research insights and supporting the development of Manitoba's tourism industry. Before moving into the tourism industry six years ago, Jackie spent 25 years working in the agriculture and food industry in international market development, market research, consumer marketing and industry development roles. In her spare time, Jackie enjoys exploring Manitoba's great campgrounds, hiking trails and lakes with her family.

12:00 PM - Behind the Headlines: Media-Ready Manitoba

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13:00 PM - Building A Sustainable Future for Manitoba Tourism: A Practical Workshop

Presenter: Angela Nagy



Angela is a sustainability expert with more than 20 years of experience in project management, business development, marketing and public relations. She has lived and traveled extensively throughout the US and Canada, working with all levels of business, utilities, as well as various levels of governments, on a variety of engineering, energy efficiency, environmental and sustainability related projects.

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2:00 PM - Building Relationships with Indigenous Tourism Operators; Relationships to Partnerships Facilitator: Darcie Guarderas



Darcie Guarderas brings over 35 years of experience to the tourism industry. Proud of her Cree Métis heritage and Alberta roots, she began her career as a travel consultant before moving into business development, where she quickly became recognized as a leader. Over the years, she has built a strong reputation for her expertise in training, mentorship, and relationship-building with Indigenous tourism businesses across Canada.

Today, Darcie, a director at Tansi Solutions, where her deep knowledge and extensive industry connections continue to drive meaningful impact. In her role as Product Development Specialist with Indigenous Tourism Manitoba, she provides one-on-one mentorship, guiding businesses with care and dedication as they grow their presence in the tourism sector. Passionate about walking alongside entrepreneurs on their journeys, Darcie is committed to fostering success and strengthening Indigenous tourism.

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Presenter: Holly Spence



As the CEO of ITM, Holly Spence is tasked with leading the growth and development of the Indigenous tourism industry in Manitoba. In collaboration with TMB and ITAC, Holly will lead the implementation of the Manitoba Indigenous Tourism Strategy, which focuses on the development of a sustainable market-ready and export-ready Indigenous tourism products, as well as increasing the demand for Manitoba's Indigenous tourism experiences. Holly was born

and raised in Peguis First Nation, where she owned and operated multiple successful businesses. She understands the barriers and complexities of owning a business both on and off the reserve and brings that first-hand knowledge to tourism operators in Manitoba.

Through her previous work as the Manitoba Regional Coordinator at ITAC from 2019 to 2022, she guided many Indigenous entrepreneurs and community-owned tourism enterprises to strengthen their offerings into market and export-ready products.

Holly's connections and leadership within the region are proven and she is a true advocate for Indigenous tourism in Manitoba.

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Presenter: Adrian Alphonso



Adrian is from Anishinaabe and Guyannse parents and raised in Winnipeg, Manitoba Canada.

Passionate about indigenous perspectives in tourism and storytelling. He uses Trails to inspire a connection through experiences all while inviting Canadians to consider impactful "Trails As Reconciliation". He believes all people need radical welcoming opportunities to benefit from a relationship to Land.

Having been involved with committees and boards of both for-profit and non for profit, he has developed an understanding and respect for the process of planning. Currently, Adrian holds Vice-President board positions with both Trails Manitoba and International Mountain Bike Association of Canada.

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Presenter: Caleigh Christie



Caleigh Christie is Owner and General Manager of Falcon Trails Resort and the Falcon Ridge Ski Slopes, a family run operation in the beautiful woods of the Whiteshell Provincial Park, Treaty 3 Territory. With their wonderfully handcrafted cabins on the edge of the lake, a charming little ski hill, and over 30km of all season multi-use trails on site, Caleigh and her crew offer one of Manitoba's top nature tourism destination experiences. Aside from

keeping the wheels turning at the family business, Caleigh is very active in the local community serving as Past President of the South Whiteshell Trail Association, Treasurer for the Whiteshell Marketing Organization and Falcon Sports Club, and is a founding board member for the Tourism Industry Association of Manitoba.

Caleigh looks beyond the view that Manitoba has nothing but mosquitos and cold and see its unique undercurrents, what makes it special. She has a lot of passion for building community and connections.

Presenter: Jamie Dumont



Jamie Dumont is Red River Métis and grew up in St. Laurent, Manitoba.

She is Co-Owner of Chadwick Consulting Ltd, and a consultant with over 13 years of senior central government experience with the Province of Manitoba, specializing in Indigenous and northern economic development.

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Jamie is also a skilled facilitator, with experience in strategic planning, and community and employee engagement strategies.

Jamie previously served as the Chair of the Indigenous Chamber of Commerce and currently serves on the board of directors of the Manitoba Chamber of Commerce, the Manitoba Mineral Development Fund, and UWCRC 2.0, as well as the Truth and Reconciliation Advisory Council of the Manitoba Liquor & Lotteries Corporation and the Indigenous Affairs Committee of the Canadian Chamber of Commerce. In 2022, Jamie was re-elected as Trustee for Ward 1 of the Winnipeg School Division.

Presenter: Jayde Finkbeiner



Jayde Finkbeiner owns Heartland International Travel and serves on the TIAM Board of Directors.

Beyond Heartland, Jayde serves as the Vice President of SKAL International Winnipeg, is a member of Team Winnipeg, and volunteers with local host committees to help organize major events and conferences. Her work reflects a deep commitment to growing tourism, enhancing local experiences, and ensuring Manitoba's treasures are shared far and wide.

She believes TIAM provides an invaluable platform to network with industry-leading experts and collaborate on innovative initiatives, ensuring we collectively enhance and promote local tourism.

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Jayde is deeply committed to sustainability and environmental stewardship. One of the many cool facts about her is that she lives in Manitoba's first Earthship, which is a type of eco-friendly self-sustaining home built from natural and recycled materials! It is designed to be energy-efficient, utilizing solar and wind power, and is completely off-grid living. Her dedication to sustainability reflects her broader commitment to creating a positive impact on the planet.

Presenter: Melanie Gamache



Melanie Gamache, a francophone Red River Métis artisan, started beading to help calm her mind, and it helped her to dig deeper into her Métis culture and heritage, discovering her connection and responsibility with beading and the environment. Each piece of beadwork she creates is an expression of gratitude to her Métis ancestors, “The Flower Beadwork People”.

Her passion for beading evolved into her business, Borealis Beading, with a goal to share stories of connection between Métis culture and history and beadwork, nature, and food. This is achieved by sharing the history of the Flower Beadwork People and Melanie’s personal experiences growing up in a close-knit francophone Métis family. These stories illustrate the connections that the Métis people have with art, socializing and the earth and how they are all woven together like threads in a sash.

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Presenter: Florence Hamilton



Florence Hamilton, the proud founder and owner of Dene Routes, cherishes her Sayisi Dene heritage. Growing up in Churchill, Manitoba, she felt a connection to her Dene identity but sought to explore it further. In her journey, Florence discovered the profound respect for the land, the significance of caribou, and their vital role in sustaining the Dene for millennia.

As she embraced these teachings, Florence developed a deep passion for preserving her heritage. Now, she enthusiastically shares her knowledge through story telling in Churchill, narrating personal and historical stories, and offering cultural experiences such as tufting caribou hair. Florence brings the vibrant tapestry of the past to life for all to experience and appreciate.

3:15 PM - Get to Know Your Tourism Minister Honourable Minister Nellie Kennedy



Minister of Sport, Culture, Heritage and Tourism

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4:45 PM - Industry Reception

End of Day One of the TIAM Advocacy Forum

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Day Two: October 8, 2025

8:45 AM - TIAM Advocacy Update

9:15 AM - AGM

10:00 AM - Tourism Growth Export Readiness Program

Presenter: Doreen Booth



With over 18 years of experience in the tourism industry, Doreen Booth brings a wealth of knowledge and a deep passion for authentic, immersive travel to every project she undertakes. Throughout her career, she has helped travelers from around the world fulfill their bucket-list dreams — from polar bear viewing and beluga whale watching to witnessing the northern lights.

A lifelong adventurer, Doreen was raised in British Columbia and has since called the Yukon and Manitoba home. Her connection to nature runs deep, and she thrives in the wild, whether on land or underwater as a certified diver. Her appreciation for the natural world is rooted in the landscapes she grew up in and continues to explore.

Now as a Project Manager with Indigenous Tourism Manitoba, Doreen plays a key role in advancing Indigenous tourism initiatives across the province. Her background in international travel trade has made her a skilled relationship builder, known for her industry expertise, community-first mindset, and commitment to fostering meaningful connections between visitors and the places they explore.

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11:15 AM - Breakouts

Breakout 1 - In-Destination Tourism Super App

Presenter: Lionel Johnston



Lionel Johnston brings more than three decades of experience in sales and marketing across tourism, corporate, and entrepreneurial ventures. While earning his MBA at the University of Manitoba, he led international marketing for Travel Manitoba, promoting Canada and Manitoba throughout Europe and Asia. He later spearheaded corporate marketing for one of Canada's largest trucking companies, where his work earned multiple awards from the Transportation Marketing and Sales Association, an organization where he also served on the board.

Building on this foundation, Lionel launched and now runs two digital marketing agencies — Farmers Marketing Inc. and Toto Digital Marketing — helping businesses modernize their marketing strategies, generate steady leads, and scale revenue. His career reflects a consistent theme: taking organizations from where they are to where they want to grow, with a clear focus on results, clarity, and sustainable growth.

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Breakout 2 - Emergency Preparedness: Fires & Floods

Presenter: Caleigh Christie



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Presenter: Pit Turenne



Pit Turenne is the Co-owner and General Manager of Aikens Lake Wilderness Lodge. Pit's a second generation lodge owner. He grew up at Aikens every summer and took on all the job, as of the age of 10 when his parents got involved. Pit and his wife Julie took over the managing of camp in 2005.

Pit was previously part of an industry-led group of tourism businesses back in 2014 that lobbied for a sustainable funding model for Travel Manitoba. When Merv Gunter reignited the idea that this type of lobbying was lacking in our province as Manitoba was the only province or territory in Canada without one, Pit was instantly on board.

Pit's passionate about the tourism industry because he believes this industry provides the opportunity to live our lives in one of the funniest industries there is!

12:00 PM - Driving Manitoba's Tourism Growth

1:30 PM - Thank You and Farewell

End of the TIAM Advocacy Forum