

attraction

inside:

PRESIDENT'S MESSAGE	2
MEET THE NEW STATISTICS CANADA CHIEF	3
FOREWARNED IS, WELL... FOREWARNED: THE DEMISE OF THE CANADIAN CENSUS	3
UPDATE ON THE TTRA TASK FORCE ON THREATS TO THE NATIONAL SYSTEM OF TOURISM STATISTICS	4
LONDON, ONTARIO OFFERS CANADIAN CHARISMA	5
COME CELEBRATE WITH US! 100 YEARS OF PARKS CANADA	6
TTRA-CANADA STRENGTHENS PARTNERSHIP WITH TOURISM ONLINE RESOURCE CENTRE	7
THE EPASSPORT AND YOUR PRIVACY	8
LE PASSEPORT ÉLECTRONIQUE ET LA PROTECTION DE VOS RENSEIGNEMENTS PERSONNELS	10
TTRA REDUCES ITS CARBON FOOTPRINT	12
STUDENT AWARDS	12
JOAN CHRISTINE TAYLOR (NEE MIDWINTER) MEMORIAL	13
TTRA CANADA ONLINE MEMBERSHIP HUB	14
YOUR 2011 TTRA CANADA BOARD OF DIRECTORS	15



Photo: Banff, Alberta, Caroline West

president's message



It is both easy and difficult at the same time to follow the trail of previous Presidents, who were tenacious, dedicated and high achievers. Having moved into my new role as your Association's President, I realize that my good friends and predecessors, Sandra and Jennifer, "passed the baton" of a healthy and prosperous association to me. We had a wonderful conference in Quebec City. There, we saw how passionate and creative you are, and how quick you are to mobilize and fight for the integrity of our system of tourism statistics, which is so vital for our research.

Moving forward this year, your Directors endorsed at the January meeting a number of goals that I would like to achieve this year in order to sustain and grow the Chapter. At the same time, a couple of task forces will deal with timely issues such as the changes in the organizations responsible for key elements of Canada's tourism statistical system and the emerging implications, and the review of the TTRA Strategic Plan, to determine what actions of its own the Chapter can initiate in order to complement the goals and activities of the International Strategic Plan.

Some other actions of your Board during 2011 will include: improving the existing Student Award process; upgrading our membership database and making improvements in the member profile page; developing an Operational Manual to improve the overall functionality and transition of the Board; and a set of "green policies" for our annual conference and Board meetings. We have also renewed our agreements for continued collaboration with the Marketing Research and Intelligence Association (MRIA), with the Tourism

Industry Association of Canada (TIAC), and with the Tourism Online Resource Centre (TORC).

As you see, this year is far from being a passive year for the Canadian Board of Directors. While we are rolling up our sleeves and working to advance some aspects to better serve you, we are helping our colleagues on the TTRA International Board, as the annual conference comes this June to our very own and lovely London, Ontario. As we gear up for this exciting event, I encourage you all to attend the conference and to take advantage of this great opportunity to expand your research network and learn about some international perspectives.

We also continue to work with the TTRA International staff and Board to advance our relationship. A specific example is the new Sponsorship Share Agreement we signed with TTRA, which is a first. Traditionally, when the International Conference was held in Canada, our revenue blanket was very slim; funds came only from rebates from TTRA International, which sometimes were not enough to offset the operational costs of the year. Not anymore! There is a new deal in place that will see the funds from any former TTRA Canada partners or new Canadian partners shared between the Canada Chapter and TTRA International. For this reason, I want to thank all of our faithful partners for their valuable support, which will show positively in this year's budget.

On a final note, a personal thank-you to my former colleague on the Board, Tom Griffin, whose effort to bring all our partners in London is absolutely remarkable.

I am looking forward to a great year, and I hope to see you in great numbers at our AGM meeting in London in June!

DENISA GEORGESCU
PRESIDENT, TTRA CANADA

meet the new statistics canada chief

(Excerpt from Statistics Canada's website, 18 January 2011)

OTTAWA — Prime Minister Harper officially appoints Wayne R. Smith as the Chief Statistician of Canada.

Born in Chilliwack, British Columbia, Wayne R. Smith completed an Honours B.A. and Masters degree in Economics at Carleton University in Ottawa. His early career was in the library, academic and news media sectors. In 1981, he joined Statistics Canada, working in the advisory services, communications, census and agriculture programs before becoming Director of Communications Division in 1990. After assignments as Director of Special Surveys Division and Director General of Regional Operations Branch, Mr. Smith was appointed in 2004 as Assistant Chief Statistician, Communications and Operations. In April 2009, he became Assistant Chief Statistician of Business and Trade Statistics Field.

Wayne is intimately familiar with the evolution of tourism statistics within the official national statistical system. In his previous positions as Director Special Surveys Division and Director General of Regional Operations, Wayne participated in the Canadian Tourism Commission Research Advisory Committee and its task force on the redesign, development of the Travel Survey of Residents of Canada and oversaw its initial field tests. Later, he also oversaw the regional field work challenges and improvements in the International Travel Survey. Most recently, in his role of Assistant Chief Statistician of Business and Trade Statistics, he was responsible for the redesign of the streamlining of the business surveys system, including those for tourism industries and expanding the use of administrative data in areas that included international trade in tourism services and travel prices.

PREPARED BY SCOTT MEIS
SPECIAL ADVISOR
CANADIAN TOURISM HUMAN RESOURCE COUNCIL
JANUARY 26, 2011

forewarned is, well... forewarned: the demise of the canadian census

Judy Rogers, President, Research Resolutions & Consulting Ltd. provides an analysis of possible impacts of changes in the 2011 Census using two of Statistics Canada's own simulations. The picture is not a pretty one. In *Forewarned is, well . . . forewarned: The Demise of the Canadian Census* she describes how the recent government decision to make the long-form census voluntary, in effect rendering it not a census at all, will reduce the availability of the necessary bullet-proof information to adjust (weight/project) samples to the population. Once the census is replaced with the National Household Survey (NHS), research organizations will no longer have variables beyond age, gender, household size and language on which to test the "representativeness" of their samples and make necessary adjustments. Her article has been accepted for publication in *MRIA'S Vue Magazine* later this year. With *Vue's* permission, the article is available now for TTRA Canada members at:

<http://www.ttracanada.ca/sites/default/files/uploads/stc-simulation-submission-feb2011en.pdf>

update on the ttra task force on threats to the national system of tourism statistics

Following from a Plenary Session on the subject of “emerging threats to the national system of tourism statistics”, a task force was created at the Annual General Meeting to prepare a “Statistics Discussion Paper”. The central idea is to prepare a “TTRA Canada “position paper” on the subject of the implications of organizational flux and fiscal reductions to the collection and analysis of tourism data. Voluntary members of the task force include Neil McInnis, Scott Meis, Richard Porges, Judy Rogers, Peter Williams and Brian White. An initial project scoping, definition and task specification meeting of Scott, Judy, Peter and Brian was held immediately after the conference in Quebec City. The intended audience for the proposed statistics position paper include TTRA-Canada members, tourism industry representatives, and government officials. Identified goals include: raising awareness of emerging threats and implications; identifying and mobilizing messengers and champions; conveying to decision-makers the business case for retaining and/or improving the national economic and tourism statistical system; and, recommending essential organizational requirements to retain/improve the system.

Throughout the months of November and December, Peter Williams, with input from the others, led the development of a draft web survey of the membership on the subject of their use of Statistics Canada’s tourism data. Judy Rogers drafted some initial report materials on the topics of “current uses”, “expectations management”, and “room for improvement”. Meanwhile, Scott made enquiries to document the current ongoing budget

requirements and cost sharing arrangements for the various components of the statistical system.

In January, the focus, goals, plan and progress to date of the Statistics Discussion Paper was presented by Neil to the new Chapter Board of Directors meeting, where it received their endorsement and support. In addition, Dave Pierzchala of Ipsos Reid offered to assist in implementing the proposed membership user survey.

If all continues to go as planned, a full report along with recommended actions and advocacy messages will be presented to the Chapter and its members at the next Annual General Meeting in June.

Membership Renewal

Dear colleagues, as you know, TTRA memberships expire on either June 30th or December 31st, depending on when you signed up. As a gentle reminder to those of you with the June renewal date, you can renew on-line under the 'Members' tab at www.ttra.com.

Thanks

— TTRA Membership Committee

5

London, Ontario offers Canadian charisma



Come... "Discover our Spirit"... is London, Ontario's call to today's traveler. Steeped in Canadian history and culture, London, Ontario is one of Canada's oldest cities. Still elegant, with tree lined streets sitting amongst majestic homes of the early 20th century, London has vaulted into the 21st century as an exciting, vibrant and character filled group and leisure travel destination.

This June 19-21, London welcomes the Travel and Tourism Research Association international conference. The theme for this year's conference is "Seeing the Forest AND the Trees- Big Picture Research in a Detailed Driven World. The event will be held at the London Convention Centre in the heart of beautiful downtown London, Ontario.

While attending the conference, delegates can experience a superb array of excellent tourism attractions and sites. It has quite a diverse product line, offering such unique opportunities such as a Labatt Brewery tour, the original home of Labatt Breweries, a visit to the award winning Carolinian Winery, and Western Fair Slots

and Racetrack with 750 slot machines. Double Decker Bus Tours in an original Double Decker from London, England, heritage sites such as Museum London, the majestic Eldon House, which offers High-Tea in the summer months, the Museum of Archaeology where there is an ongoing archaeological dig in progress, the Royal Canadian Regiment Museum, Elsie Perrin Williams Estate, and the Banting Museum where insulin was discovered.

London offers a wide variety of family tourism attractions which include the London's Regional Children's Museum (the first of its kind in Canada), Fanshawe Pioneer Village, which houses 20 plus historical sites, East Park Golf Gardens which offers a wonderful variety of activities for the whole family, the Toy Shoppe which has 9,400 square feet of sheer enjoyment for kids and adults of all ages, Delaware Speedway and of course, Storybook Gardens which has just completed a \$7 Million renovation and is opened year round.

After a day of shopping that is highlighted by four major malls, historic downtown shopping opportunities such as the elegant and up scale Richmond Row and the renowned 143 year old Kingsmill's Department Store complex, you can take advantage of some of the finest restaurants in Southwestern Ontario.

"We are a destination that has virtually everything a visitor could ask for whether you are looking for heritage, festivals and events, attractions, family getaways, entertainment and sports," says Marty Rice, Director of Advertising and Leisure Travel for Tourism London.

For detailed information on this exciting destination call Tourism London at 1-800-265-2602 or visit the website at www.londontourism.ca

come celebrate with us!

By Alan Latourelle — CEO Parks Canada



On May 19, we will celebrate our 100th birthday as the world's first national parks service. This global first was the result of a compelling vision for the country, and one that saw our early leaders realize the importance of protecting both our natural and historic places. This is a year when Canadians will be paying attention to us as never before, a time when we will have a uniquely powerful chance to showcase our places, our experiences, our programs and our century of service to Canadians since the Dominion Parks Branch, as we then were known, was founded in 1911. This will also be a time for us to celebrate 100 years as world leaders in conservation, education and providing visitor experience opportunities in some of the most magnificent and significant places on the planet. It will be a chance to confirm to the world that we continue to be leaders as guardians, guides, partners and storytellers of Canada's most treasured natural and historic places.

Our vision is for Parks Canada's places to be a living legacy that connects the hearts and minds to a stronger, deeper understanding of the very essence of Canada. With this in mind, the Parks Canada Team members from all over the country have contributed hundreds of suggestions and joined groups and committees that have resulted in a truly exceptional centennial

year program that is getting richer by the day. Our overall goal this centennial year is to launch our second century with a powerful leap towards the achievement of our vision. After this year, more Canadians will have more awareness and understanding of Parks Canada, stronger personal connections with our places, and will give voice and action to greater support for what we do.

There are many activities planned for this year, such as a series of signature events including a "Centennial Launch" scheduled to take place the week of May 19 – 23rd – our birthday week. A long list of national outreach activities includes on-going presence on Facebook and twitter and the continuation of already successful programs like "Canada's Greatest Summer Job Program" and "My Parks Pass". On January 4th, the Royal Canadian Mint launched its first collector's coin for 2011 – a Silver dollar – dedicated to the 100th Anniversary of Parks Canada. Truly an honour for the Agency and soon to be followed by a commemorative postage stamp as well!

Today, Parks Canada protects and presents 167 national historic sites, 42 national parks and 4 national marine conservation areas. Together this makes up one of the most extensive networks of protected national heritage places in the world and one of which we, as Canadians, should be very proud.



100 ¹⁹¹¹⁻²⁰¹¹
YEARS / ANS
parksCanada.gc.ca
parcsCanada.gc.ca

ttra-canada strengthens partnership with tourism online resource centre

Taking advantage of the opportunity to meet at the upcoming London conference, a group of enthusiasts will be discussing the renewal of the MOU that now supports the ongoing development of the Tourism Online Resource Centre (TORC).

TORC was created in BC to act as a hub for tourism information, and is now providing a very solid platform for expansion to a nationally recognized, maintained and strengthened resource.

The initial agreement, signed in a 2008-2010 MOU, created a partnership between TTRA-Canada and the LinkBC network (managers of TORC). The overall goal was to work collaboratively to create an exemplary Canadian online tourism sector web-based resource.

The second MOU creates a stronger “TORC site development partnership” and is intended to achieve the following goals:

- Strengthen the profile of both organizations, and ensure the long-term viability of this web-based resource
- Expand the network of active contributors to the site
- Increase promotion and utilization of the site
- Expand the collection of this valuable online library service, with more focus on Canadian resources, and development of enhanced site features

The big objective: TORC will improve and grow to be Canada’s most recognized and useful repository of tourism information—for Canadian tourism researchers, instructors & students, planners, and the industry at large.



Members are encouraged to visit the site www.torc-ttracanada.ca and consider becoming active contributors during the next stage of development. A TTRA-Canada-LinkBC steering committee will guide this collaborative effort and actively seeks your input and suggestions.

Interested in becoming involved? Please contact:

- TTRA-Canada admin@ttra.com,
- Terry Hood, General Manager, LinkBC the tourism & hospitality education network terry@linkbc.ca

the epassport and your privacy

Passport Canada



Starting in 2012, Passport Canada will begin issuing electronic passports, or ePassports. The use of ePassports will allow Canada to follow international standards in the field of passport security to protect our borders and maintain the ease of international travel that Canadians currently enjoy. At the same time, Passport Canada will start offering adult passport applicants the option of a 10-year validity period as well as the current 5-year validity period.

The ePassport looks like a regular passport book, but it contains an extra security feature: an electronic chip. When Passport Canada consulted Canadians in the spring of 2010, it became clear that some people have questions about the privacy implications of the ePassport. This article provides an overview of the steps Passport Canada is taking to protect your personal information.

Data stored on the chip

The chip in the ePassport securely stores the same information that is displayed on page 2 of the passport: your name, your gender, your place and date of birth, your photo, and the passport number and expiry date. Your signature, however, is not reproduced on the chip.

The photo on the chip is the same photo that is submitted with your passport application, but in digitized JPEG format. The fact that your photo appears in more than one place in the passport makes it more difficult to counterfeit. What's more, having your photo on the chip may eventually allow you to use automated customs and immigration kiosks that use facial recognition technology to compare your face to the photo on the chip. This technology is becoming more common at borders around the world.

The chip does contain one thing that is not visible to the naked eye on page 2 of the passport: a digital security feature that proves the passport was issued by the Canadian government. This feature is shared with other countries, to help border authorities ensure that the passport was issued by Passport Canada. It contains no information about individuals.

No other information is stored on the chip.

All Passport Canada offices will have ePassport readers, where you will be able to see with your own eyes what exactly is on the chip and confirm that it is working.

Can the chip record new information?

Once your personal information has been stored on the chip, the chip is locked and no data can be added or modified without invalidating the passport. If your status changes (for instance, if you change your name), the information recorded on the chip cannot be modi-

fied to reflect this change. You will have to apply for a new passport, as is currently the case.



Furthermore, the chip has no internal power source, so it cannot be used for tracking or recording any information.

Preventing data skimming

Data skimming refers to reading the personal information on an electronic chip without the knowledge of the bearer. Passport Canada has taken strong measures to protect against data skimming. The chip in the Canadian ePassport must be held within ten centimetres of an ePassport reader in order to be read. Moreover, the data on the chip cannot be accessed unless the machine-readable zone on page 2 has first been read, which means that the passport book must be open. It is therefore extremely unlikely that the data stored on the chip could be read, or skimmed, without your knowledge.

Due to these security measures, the Canadian ePassport does not need a protective sleeve or case to prevent unauthorized parties from reading the data on the chip.

Other countries' use of the information on the chip

Passport Canada does not share your personal information with foreign governments. When you give your passport to a border agent, you are authorizing the border agent to access the information in your passport. This is why passports exist.

Once you hand over your passport, the border agent may retain the information in the passport. The addition of the electronic chip as an extra security feature does not change this commonplace practice. Whether or not the passport contains a chip, the information on page 2 may be scanned or entered manually. All countries, including Canada, may read and record information about foreigners entering their territory. Many countries also take photos of foreigners crossing their borders.

Privacy is a priority

A Privacy Impact Assessment (PIA) was developed for Passport Canada's ePassport project to evaluate compliance with privacy requirements. In addition, Passport Canada has been actively keeping provincial, territorial and federal privacy commissioners informed about the project. Passport Canada is committed to protecting Canadians' personal information, in accordance with the Privacy Act and other relevant legislation and policies.

le passeport électronique et la protection de vos renseignements personnels

Passeport Canada



À partir de 2012, Passeport Canada commencera à délivrer des passeports électroniques. L'utilisation du passeport électronique permettra au Canada de suivre l'évolution des normes internationales en matière de sécurité des passeports pour protéger nos frontières et préserver la facilité des voyages internationaux dont jouissent les Canadiens. En même temps, Passeport Canada commencera à offrir aux requérants adultes l'option d'une durée de validité de 10 ans ou de 5 ans (la durée de validité actuelle).

Le passeport électronique ressemble à un livre de passeport ordinaire, mais il renferme un dispositif de sécurité supplémentaire : une puce électronique. Lorsque Passeport Canada a consulté les Canadiens au printemps de 2010, il est devenu évident que certaines personnes ont des questions relatives

à l'incidence du passeport électronique sur la vie privée. Cet article présente une vue d'ensemble des mesures que prend Passeport Canada pour protéger vos renseignements personnels.

Données stockées sur la puce

La puce intégrée au passeport électronique stocke de façon sécuritaire les mêmes renseignements qui se trouvent à la page 2 du passeport : votre nom, votre sexe, vos lieu et date de naissance, votre photo et votre numéro de passeport ainsi que la date d'expiration. Par contre, votre signature n'est pas reproduite sur la puce.

La photo contenue dans la puce est la même que celle que vous avez soumise avec votre demande de passeport, à la seule différence qu'elle est numérisée en format JPEG. Le fait que votre photo apparaisse à plusieurs endroits dans le passeport rend celui-ci plus difficile à falsifier. De plus, la présence de votre photo sur la puce pourrait un jour ou l'autre vous permettre d'utiliser les kiosques automatisés des douanes et de l'immigration qui utilisent la technologie de reconnaissance faciale pour comparer votre visage à la photo contenue dans la puce. Le recours à cette technologie est de plus en plus fréquent aux frontières partout dans le monde.

La puce en page 2 du passeport contient un élément invisible à l'œil nu : il s'agit d'un dispositif de sécurité numérique qui prouve que le passeport a été délivré par le gouvernement du Canada. Ce dispositif est partagé avec d'autres pays afin d'aider les autorités frontalières à s'assurer que le passeport a été délivré par Passeport Canada. Il ne contient aucune information concernant les personnes.

Aucune autre information n'est stockée dans la puce.

Tous les bureaux de Passeport Canada seront équipés de lecteurs de passeports électroniques où vous pourrez constater de visu ce que renferme exactement la puce et confirmer qu'elle fonctionne.

La puce peut-elle enregistrer de nouvelles données?

Une fois que vos renseignements personnels ont été stockés dans la puce, celle-ci est verrouillée et aucune information ne peut y être ajoutée ou modifiée sans annuler le passeport. Si votre statut change (un changement de nom par exemple), il sera impossible de modifier l'information enregistrée sur la puce pour refléter ce changement. Vous devrez présenter une nouvelle demande de passeport, comme c'est le cas actuellement.

De plus, n'étant pas dotée d'une source d'alimentation interne, la puce ne peut donc pas être utilisée pour retracer ou enregistrer des données.

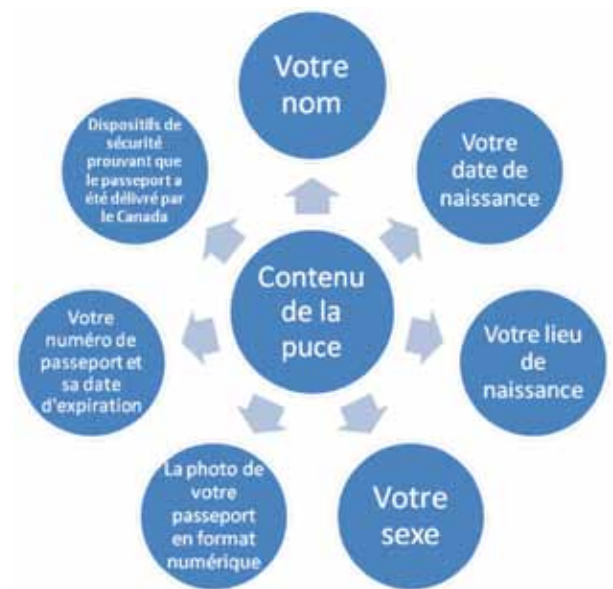
Prévenir l'écrémage de données

L'écrémage de données se définit comme la lecture des renseignements personnels sur une puce électronique à l'insu du titulaire du passeport. Passeport Canada a adopté des mesures draconiennes pour protéger ses clients contre l'écrémage des données. La puce intégrée au passeport électronique canadien doit être tenue à moins de 10 cm du lecteur afin que les renseignements qu'elle renferme puissent être lus. De plus, les données que renferme la puce ne peuvent être consultées que si la zone lisible à la machine en page 2 a été lue auparavant, ce qui signifie que le livret de passeport doit être ouvert. Par conséquent, il est tout à fait improbable que les données stockées dans la puce soient lues ou extraites à votre insu.

Grâce à ces mesures de sécurité, le passeport électronique canadien n'a pas besoin d'enveloppe protectrice ou d'étui pour empêcher les parties non autorisées de lire les données stockées sur la puce.

Utilisation par les autres pays des données contenues dans la puce

Passeport Canada ne communique pas vos renseignements personnels aux gouvernements étrangers. Quand vous remettez votre passeport à un agent des services frontaliers, vous l'autorisez à accéder aux données contenues dans votre passeport. C'est la raison d'être même du passeport.



Une fois que vous lui remettez votre passeport, l'agent des services frontaliers peut conserver les renseignements qu'il renferme. L'ajout d'une puce électronique comme élément de sécurité supplémentaire ne change en rien cette pratique courante. Que le passeport contienne ou non une puce, les renseignements qui se trouvent sur la page 2 peuvent être lus électroniquement ou inscrits à la main. Tous les pays, incluant le

Canada, peuvent consulter et enregistrer les renseignements concernant les étrangers qui entrent dans leur pays. Nombre de pays prennent également des photos des étrangers qui traversent leurs frontières.

Priorité accordée à la protection des renseignements personnels

Une Évaluation des facteurs relatifs à la vie privée (EFVP) a été réalisée dans le cadre du projet de passeport électronique de Passeport Canada afin de déterminer la conformité de ce projet aux exigences de protection des renseignements personnels. De plus, Passeport Canada informe activement les commissariats à la protection de la vie privée des provinces, des territoires et du gouvernement fédéral de ce projet. Passeport Canada s'engage à protéger les renseignements personnels des Canadiens en conformité avec la Loi sur la protection des renseignements personnels et les autres politiques et lois pertinentes.

student awards

This year, because the TTRA International Conference is coming to Canada, TTRA Canada will not be hosting a separate conference, nor offering our Student Awards in 2011. The next awards will be granted in October 2012, at the TTRA Canadian Chapter conference in Winnipeg. Thank you to our 2010 Student Award Sponsors, Tourism Synergy Ltd, Destination Marketing Association Canada and Research Resolutions & Consulting for their continued support of student research. We encourage students to attend the 2011 TTRA International Conference Graduate Student Symposium on June 19th in London, Ontario.

ttra reduces its carbon footprint

TTRA Canada, in partnership with TNS Canadian Facts, has offset emissions from all delegate travel, hotel rooms and meeting rooms used during the conference in Quebec City last October. A third party consultant, Gobi Carbon Management Solutions, performed the emission calculations on behalf of the Association and offsets were purchased from CarbonZero; rated one of the highest quality offsetters in Canada by the Suzuki foundation and Pembina Institute. In total 41.7 tonnes of CO₂ were offset by contributing funds towards a project in Niagara, Ontario that captures landfill gas and turns it into energy.

For more details
on this project, visit

<http://www.carbonzero.ca/projects/niagara-landfill-gas-energy-project>.

42.00

tonnes CO₂e

This certifies that 42.00 tonnes of
greenhouse gas emissions were
offset on behalf of

TTRA Canada
by Carbonzero

01.24.2011

In support of the
Niagara, ON - Landfill Gas to Energy Project

CERT-224-8047-8047-42

carbonzero

joan christine taylor (nee midwinter) memorial



Joan Christine Taylor (June 26, 1925 – October 29, 2010), Gordon Taylor

I'm sorry to report the recent death of Joan Taylor, on October 29, 2010; just two months after the death of Gordon Taylor (TTRA Past President and Life Time Achievement winner), with whom she had been married for almost 63 years.

Joan was born in Winnipeg, Manitoba, Canada on June 26, 1925 to Charles and Christina Midwinter. She was the youngest of three children. During the years of the Second World War, Joan completed high school and then attended the University of Manitoba. Her B.Sc. degree in home economics led to a teaching position in Ladner, British Columbia. There she met and married Gordon and started their family, which became her proudest career achievement.

Joan supported Gordon in his career moves across the Canada and together they shared a strong interest in, and love of family, present and past. She also enjoyed travel and for many years accompanied Gordon to numerous national and international TTRA conferences, for which she is fondly, remembered by many life-long friends among TTRA long-time members and past conference attendees. In speaking of his memories of Gordon, Clare Gunn recently mentioned that "... his memory of Gordon includes the many times that Joan and my wife Mary Alice accompanied Gordon and me in their home and at conferences of TTRA. We shared values and family experiences reserved only for our best of friends."

Joan is survived by her two daughters, Linda Fields and Eileen Winterwerb, four grandchildren and five great grandchildren (with a sixth one on the way).

SCOTT MEIS
PRESIDENT
SCOTT M. MEIS RESEARCH ASSOCIATES
JANUARY 7, 2010

ttra canada online membership hub

New as of this month, TTRA Canada has developed an online membership hub for its members, available through the TTRA Canada website (www.ttracanada.ca).

This hub will allow members to search for, and connect with, other TTRA Canada members. It will offer exclusive access to member-only content from TTRA Canada, and allow members to stay informed with more regular updates from TTRA Canada, delivered to their inbox. We are also working on making available even more French content, and the new member hub will allow you to select your language of preference, when such content exists.

How do you get connected?

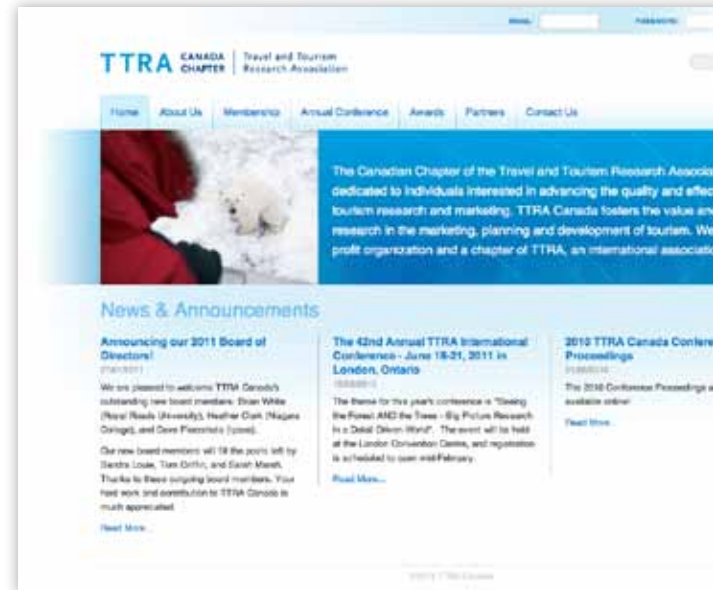
All members in good standing will receive a welcome email which will contain a one-time log-in to initialize the account and set a password.

Please note, this welcome email differs from the email that recently went out to some TTRA Canada members. An additional welcome email will be sent to all members with the correct log-in details.

Once you have received your invitation, we encourage you to log-in and update your member profile so that we have the most accurate and up to date information for your membership.

Don't forget to set your profile privacy settings!

By default, only TTRA Canada members can search and view your profile. If you desire, you can allow your personal contact information to be shared publicly, but your TTRA Canada membership information is always kept private, and will not be available to the public or other TTRA Canada members (save for TTRA Canada admin staff).



We're excited about this new online membership hub, and look forward to the community growing into an invaluable tool for all TTRA Canada members.

If you have any questions, or any feedback on your experience with the new hub once it is live, please contact us: info@ttracanada.ca

Looking forward to seeing you online!

Correction notice

An error has occurred in the list of sponsors of the fall 2010 edition of aTTRAction. We should read UQAM's School of management (ESG UQAM) instead of Université du Québec à Montréal.

your 2011 ttra canada board of directors

OFFICERS:

CHAIR:

Jennifer Hendry

Canadian Tourism Human
Resource Council
#608 – 151 Slater Street
Ottawa, ON K1P 5H3
Phone: (613) 231-6949 ext. 250
jhendry@cthrc.ca

PRESIDENT:

Denisa Georgescu

Parks Canada
25 Eddy Street
Gatineau, QC
Phone: (819) 997-4047
denisa.georgescu@pc.gc.ca

1ST VICE-PRESIDENT:

Richard Leigh-Bennett

Harris/Decima
#1820 - 160 Elgin Street
Ottawa, ON K2P 2P7
Phone: (613) 230-2200 x3034
rleighbennett@harrisdecima.com

2ND VICE-PRESIDENT:

Helena Haley

TNS Canadian Facts
#900 - 2 Bloor Street East
Toronto, ON M4W 3H8
Phone: (416) 924-5751 x221
helena.haley@tnsglobal.com

SECRETARY/TREASURER:

Statia Elliot

University of Guelph
School of Hospitality & Tourism
Management
Guelph, ON N1G 2W1
Phone: (519) 824-4120 ext. 53971
statia@uoguelph.ca

DIRECTORS:

Heather Clark

Niagara College
135 Taylor Rd. RR#4
Niagara Falls, ON L0S 1J0
Phone: (905) 374-7454
hclark@niagarac.on.ca

Tony Fisher

Canadian Sport Tourism Alliance
#600 – 116 Lisgar Street
Ottawa, ON K2P 0C2
Phone: (613) 266-6964
research@canadiansport
tourism.com

Rick Gaunt

Travel Manitoba
#7 - 155 Carlton Street
Winnipeg, MB R3C 3H8
Phone: (204) 927-7815
rgaunt@travelmanitoba.com

Marlène Hasbani

Tourisme Montréal
#600 - 1555 rue Peel
Montréal, QC H3A 3L8
Phone: (514) 844-6240
hasbani.marlene@tourisme-
montreal.org

Neil McInnis

Parks Canada
Western & Northern Service Centre
145 McDermot Avenue
Winnipeg, MB R3B 0R9
Phone: (204) 983-5120
neil.mcinnis@pc.gc.ca

Dave Pierzchala

Ipsos-Reid
#200 - 1285 West Pender St.
Vancouver, BC V6E 4B1
Phone: (778) 373-5006
dave.pierzchala@ipsos.com

Liddie Sorensen-Lawrence

NRG Research Group
#1380 - 1100 Melville St.
Vancouver, BC V6E 4A6
Phone: (604) 676-5649
lsl@nrgresearchgroup.com

Brian White

Royal Roads University
2005 Sooke Road
Victoria, BC V9B 5Y2
Phone: (250) 391-2600
brian.white@royalroads.ca

Interested in writing
something for aTTRAction?

Feel free to submit to:
editor@ttracanada.ca