



19th Annual General Meeting
April 11, 2016

The Westin Bear Mountain Golf Resort & Spa, Victoria

ANNUAL GENERAL MEETING (2016)

Date: Monday April 11, 2016
Time: 09:00 – 10:30
Venue: The Westin Bear Mountain Golf Resort & Spa, Victoria
Chairperson: Mr. Bill Bessho

AGM AGENDA

08:30 ~ Registration

9:00 ~ 10:30 19th Annual General Meeting (2016)

1. Chairman's Welcome
2. Order and Agenda
 - (a) Order
 - (b) Approval of Agenda
 - (c) Approval of Minutes from 2015 April AGM in Jasper, AB
3. Introductions
 - (a) Board of Directors
 - (b) Executive Director
4. Treasurer's Report
 - (a) Auditor's Financial Report 2015
 - (b) Appointment of auditor for 2016
5. Other Report(s)
6. Election of Directors (2016/17)
7. Adjournment

10:30 ~ 11:00 2016/17 First Board of Directors Meeting

CANADIAN INBOUND TOURISM ASSOCIATION (ASIA PACIFIC)

18th Annual General Meeting 2015 Minutes - DRAFT -

Date: April 10, 2015
Time: 10:00 – 11:30AM
Venue: Tonquin Room, The Fairmont Jasper Park Lodge
1 Lodge Road, Box 40, Jasper, Alberta T0E 1E0 Canada
Chair: Bill Bessho, President

1.0 Chairman's Address

Bill Bessho, President of CITAP, welcomed the audience to the 18th Annual General Meeting, the second AGM CITAP has held its AGM outside of Lower Mainland in an effort to bring AGM, CITAP presence, to across Canada to fulfill its mandate as a national organization. The chair thanked Tourism Jasper and its stakeholders for hosting AGM as well as the FAM to showcase Jasper in Winter, and thanked transportation partners VIA Rail Canada and WestJet.

2.0 Order, Agenda, Minutes

- 1(a) The Chair, Bill Bessho, called the meeting to order at 10:07 and stated that we have a quorum with 61 votes present today either in person or by proxies, which satisfies our bylaw requirement for 10% of all eligible voting members.
- 1(b) The Chair requested for a motion to approve the Agenda as circulated; it was so moved by Podollan Inns and seconded by VIA Rail Canada, with all in favor the motion carried.
- 1(c) The Chair requested for a motion to approve the Minutes from 2014 AGM on April 2, 2014; it was so moved by Cal Tour & Travel and seconded by Fairmont Hotels & Resorts, with all in favor the motion carried.
- 1(d) The Chair requested for a motion to approve the Minutes from 2014 SGM on July 22, 2014; it was so moved by JTB International (Canada) Ltd. and seconded by Banff Lake Louise Tourism, with all in favor the motion carried.

3.0 Introductions

- 3(a) The Chair introduced and thanked the current board of directors as follows;
 - Alice Lin/ CAL Travel & Tours, RTO director for Sino-China and Vice President
 - Cheryl Lee/MLI Inc., CUS director and Secretary
 - Chiemi Nishinari/JTB International, RTO director for Japan and Treasurer
 - Albert Tseng/NTS International Group; RTO director for Sino-China
 - Yuji Shimizu/ J-PAC Travel, RTO director for Japan (not present)
 - Victor Pun/ Winners Vacation, RTO director for Sino China
 - Harvey Hamazaki/Ontario Tourism, DMO director and Chair of Eastern Chapter Committee (not present)
 - Lukas Prochazka/ Banff Lake Louise Tourism, DMO director and Chair of Membership Committee
 - Merv Gunter/Frontiers North Adventures, CUS director and Chair of Advocacy Committee (not present)

- Puspa Affandi/ YWCA Hotel Vancouver, CUS director and Chair of Communications Committee

The Chair then thanked Brad Sidjak who had resigned during the course of the year;

The Chair thanked the 2 advisors who supported the board of directors in the past year:

- Brandon Furyk of Fairmont Hotels & Resorts
- Lee Morris of Tourism Kamloops (not present)

4.0 Treasurer's Report:

This report was presented by Chiemi Nishinari, CITAP Treasurer.

4 (a) Auditor's Financial Report 2014

The auditor's Financial Report for 2014 was presented and the members were asked if anyone has any questions. There being no questions from the floor, Ms. Nishinari requested for a motion to approve the financial report; it was so moved by CAL Tour & Travel and seconded by Podollan Inns, with all in favor the motion carried.

4 (b) Appointment of an auditor for 2015

Chiemi Nishinari requested for a motion to appoint Rolfe Benson Chartered Accountants as our auditor for fiscal year 2013; it was so moved by Tourism Canmore and seconded by Maple Fun Tours, with all in favor the motion carried.

5.0 Other Reports

- Advocacy Committee report was presented by Albert Tseng
- Communications Committee report was presented by Puspa Affandi
- Eastern Chapter Committee Report was presented by Cheryl Lee
- Membership Committee report was presented by Lukas Prochazka
- Tactical Committee report was presented by Brandon Furyk

6.0 Special Resolutions

Voting process was conducted by Cheryl Lee. Cheryl reported to the membership that the newly required transition, adhering to Canada Non-for-Profit Corporations Act, had successfully completed with the membership approval of the new Bylaws in summer of 2014 and subsequent acceptance of our application to Corporations Canada in October of 2014. The process of reviewing the Bylaws to adhere to the new Act provided an opportunity to revisit the bylaw change, last of which took place in December of 2005.

The board wishes to propose the 6 changes listed in the handout (copy attached to this minute).

Cheryl added explanation to each of the resolutions before vote was taken. The results of the voting are as follows;

- Special Resolution A – unanimously approved
- Special Resolution B – unanimously approved
- Special Resolution C – unanimously approved
- Special Resolution D – unanimously approved
- Special Resolution E – unanimously approved
- Special Resolution F – unanimously approved

7.0 Election of Directors

Election process was carried out by Victor Pun.

With 6 RTO Directorship positions open, with maximum of 3 directors per region:

JAPAN – filled by 2 nominees who are elected by acclamation

- 1) Bill Bessho, Maple Fun Tours
- 2) Yuji Shimizu, J-PAC Travel

Southeast Asia – filled by 1 nominee who is elected by acclamation

- 1) Alice Lin, CAL Tours & Travel

Sino China – with 2 nominees for one opening, an election was required:

- 1) Esther Ge, Starluck Travel Corp., Lehangholidays
- 2) Sherry Sun, Canada CYTS Travel Services Inc.

Both nominees had a chance to address the membership before voting took place.

For DMO Directorship, one position is open with the passing of the Special Resolution B and with 2 nominees, an election was required.

- 1) Colin Brost, Tourism Sun Peaks (not present)
- 2) Monica Leeck, Destination BC (not present)

Both nominees being absent, Estelle Stewart read a note from Colin Brost and the membership was asked to refer to Monica's profile.

For CUS Directorship, two positions are open with the passing of the Special Resolution C and with 3 nominees, an election was required.

- 1) Puspa Affandi, YWCA Hotel Vancouver (Accommodation)
- 2) Allen Liu, Sheraton Vancouver Airport Hotel (Accommodation)
- 3) John Webster, Sandman Hotel Group | The Sutton Place Hotels (Accommodation) (not present)

Both nominees had a chance to address the membership before voting took place and for John, the membership was asked to refer to his profile.

Voting for one RTO director – Sino China, one DMO director and two CUS directors took place using the voting ballots. Ballots were collected and counted, and it was announced that the following nominees have been elected:

RTO – Sherry Sun

DMO – Monica Leeck

CUS – Puspa Affandi and John Webster

The chair requested a motion to destroy the ballots. The motion was moved by MLI Inc. and seconded by CAL Tours & Travel, with all the motion carried.

8.0 Adjournment

The chair adjourned the 2015 Annual General Meeting at 11:23.

Canadian Inbound Tourism Association - Asia Pacific
Budget 2016

REVENUE	Budget'15	Dec. 31'15	Budget'16
Membership 1-CUS	61,000	57,659	64000
Membership 2-RTO	11,000	10,412	12000
Membership 3-DMO	12,000	10,888	12000
Membership - RTA	200	17	100
Membership - ASC	150	25	150
Membership 4-MED	150	188	150
Membership 6-DPT	1,200	900	1200
Membership 8-IND	150	213	400
Total Membership Revenue	85,850	80,302	90000
Function Totals	109,000	110,700	119500
Promotion ECC	-	-	0
Promotion Alberta	-	-	0
Promotion North	-	-	0
AGM Networking	1,000	1,190	2500
Interest Income	750	379	750
Misc Income	500	620	600
Mr.Nishi Foundation			4000
Difference in currency exchange	-	80	0
Total Other Revenue	111,250	112,969	127350
TOTAL REVENUE	197,100	193,271	217350

EXPENSES	Budget'15	Dec. 31'15	Budget'16
Insurance (D/O & office)	800	840	900
Function Totals	88,500	82,401	90000
Promotion - National (RVC)			6000
Promotion - ECC	4,000	2,559	4000
Promotion - Alberta	2,000	-	2000
Promotion - North	3,000	-	3000
AGM/SGM	7,000	4,886	7500
FAM Tours	3,000	570	5000
Accounting,Legal,License	6,500	5,500	6500
Licence/Permit/Fees	100	220	220
Memberships (TIAC/TIABC)	4,500	2,975	4500
Industry Event *new 2012	4,000	3,205	4000
Committee Expense	2,000	970	3500
Board Meetings	5,000	1,330	1500
IATS Fees	5,500	4,574	5500
Online Registration Fee	4,000	3,390	3700
Bnk-Interest,ServiceCharges	50	49	50
Printed Materials/pop-up banner	1,200	1,474	1250
Office Total	60,650	59,917	92000
Website	4,000	2,440	3000
Newsletter	500	1,009	1000
Misc	500	591	500
Mr.Nishi Foundation		-	5000
TOTAL EXPENSES	206,800	178,898	250620

NET INCOME	-9,700	14,373	-33,270
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CANADIAN INBOUND TOURISM ASSOCIATION (ASIA PACIFIC)

CITAP Board of Directors SLATE 2016/17

- Directors serving 2nd year of his/her 2 year term in 2016/17:
RTO (Japan): BESSHO, Bill - Maple Fun Tours Ltd.
RTO (Japan): SHIMIZU, Yuji – J-PAC Travel
RTO (Sino-China): LIN, Alice - CAL Travel & Tours
RTO (Sino-China): SUN, Sherry – Canada CYTS Travel Services Inc.
DMO: LEECK, Monica – Destination British Columbia
CUS (Accommodation): AFFANDI, Puspa - YWCA Hotel Vancouver
CUS (Accommodation): WEBSTER, John – Sandman Hotel Group| The Sutton Place Hotel Company
- Directors completing his/her term at the 19th AGM:
RTO (Japan): NISHINARI, Chiemi - JTB International (Canada) Ltd.
RTO (Sino-China): TSENG, Albert - NTS International Group
RTO (Sino-China): PUN, Victor – Winners Vacation Inc.
DMO: HAMAZAKI, Harvey - Ontario Tourism
DMO: PROCHAZKA, Lukas- Banff Lake Louise Tourism
CUS (Attractions): GUNTER, Merv - Frontiers North Adventures
CUS (Others): LEE, Cheryl - Muskoka Language International Inc.

CITAP Board of Directors OPENINGS for 2016/17 ELECTION

- 5 (five) RTO Openings (with a maximum of 3 directors per region)
- 2 (two) DMO Openings
- 4 (four) CUS Opening (with a maximum of 2 directors per sub-category)

*Minimum number of directors required is 8, maximum is 18

*Each elected directors serve for 2 years

*Maximum of 9 RTO directors

*Maximum of 3 DMO directors

*Maximum of 6 CUS directors

CITAP 18th ANNUAL GENERAL MEETING (2016)

Receptive Tour Operator (RTO) Category Nominees Profile 1/4

CATEGORY	RTO – Receptive Tour Operator
Nominee's Name:	Lin, David
Organization:	GS Travel (Vancouver) Ltd.
Position:	President
Trade Affiliation:	CITAP, Consumer Protection BC, TCCBC(Taiwanese Chamber of Commerce in B.C.), TCCCA(Taiwanese Chamber of Commerce in Canada), TCCNA(Taiwan Chamber of Commerce of North America), WTCC(World Taiwan Chamber of Commerce)
Company Profile:	GS Travel, formerly Asia World Travel, is a hotel wholesaler and market MICE to Asia since 1988.
Personal Profile:	<p>Mr. David LIN (David), as a partner and General Manager of successful Dominion Pacific Travel and Bonus Holidays & Tour since 1989, both companies were sold to a Hong Kong public listing company in 2000.</p> <p>Prior to that, David was General Sales Agent in Taiwan of Holland America Cruises Lines and promoted Canadian Rocky Mountain tours to Asia market since 1988.</p> <p>David was handling both Eva and Canadian Airlines' ground tours and transportation in 1999.</p> <p>David was one of the original founders of TCCBC and TCCCA since 1992, elected as 9th President of TCCBC (2000) and 16 & 17th President of TCCCA (2010 & 2011).</p>
Biography: (100 words or less)	<p>David was born and raised in Taipei, Taiwan. He came to Vancouver BC, Canada as a student in 1985.</p> <p>In 1989, he became a landed immigrant and obtained his Canadian citizenship in 1992. David was known as one of the youngest entrepreneur who studied and worked in business during his university days. He has successfully marketed and promoted the Canadian tourism industry to the Far East market for almost 25 years.</p>

Canadian Inbound Tourism Association – Asia Pacific (CITAP)

a non-profit organization federally incorporated under the Canada Not-for-Profit Corporations Act (Reg.#336098-9)

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GST/HST Registration Number: 888 644 770 RT 0001

Receptive Tour Operator (RTO) Category Nominees Profile 2/4

CATEGORY	RTO – Receptive Tour Operator
Nominee's Name:	Nishinari, Chiemi
Organization:	JTB International (Canada) Ltd.
Position:	Director, Procurement Tour Services and Tourland Operations
Trade Affiliation:	COTA, CITAP, Tourism Vancouver, Tourism Richmond, Tourism Victoria, Tourism Whistler, Whistler Chamber of Commerce, Tourism Toronto, Tourism Montreal, Japan Canada Travel Association, Japanese Tour Operators Association
Company Profile:	<p>Since 1982, the JTB International (Canada) Group has been developing travel related business throughout Canada from its headquarters in Vancouver and continues to expand that business today to Asia Pacific and Latin Americas market. As the central company of the JTBI Canada group, JTB International (Canada) Ltd takes care of all sorts of arrangements for travelers visiting Canada from Japan. The company's support network – Vancouver, Whistler, Banff, Toronto and Montreal - covers the entire country from coast to coast, making it one of the largest operators in Canada. Within JTBI Canada Group, we have Silkway Travel & Cruise Inc. and Tourland Travel Ltd (Transportation and Guide service provider). Our philosophy is to contribute to the growth of local and global society through the pursuit of our customers' "Perfect moments"</p>
Personal Profile:	<p>Ms. Chiemi Nishinari joined JTB International (Canada) Ltd., in 2003. Ms. Nishinari currently leads a key role in Purchasing and Quality and Revenue Control for JTBI Canada Group. Association: She is a present Treasurer of CITAP and Chair of Standard Policy Committee and working on other new CITAP initiatives such as the CITAP scholarship and Quebec City Guide License issue.</p>
Biography:	<p>Born in Japan, Working for the various RTO since 1985. Moved to Canada in 1990. Love travelling and enjoy showing my Canada to our customers.</p>

Receptive Tour Operator (RTO) Category Nominees Profile 3/4

CATEGORY	RTO – Receptive Tour Operator
Nominee's Name:	Pun, Victor
Organization:	Winners Vacation Inc.
Position:	Managing Director
Trade Affiliation:	Registered with Consumer Protection BC Accredited RTO for Chinese ADS Leisure Groups Member of CITAP
Company Profile:	Winners Vacation Inc. was established in 2002, who has its own bus fleet.
Biography:	Born in China, Victor moved to Canada in 1996. After graduating from university, he joined CITS Zhuhai, China. In 1989 Victor moved to Hong Kong and set up his own travel agency with close cooperation with agents from China, Taiwan, South East Asia and the USA. Currently Victor works as Managing Director at Winners Vacation Inc.

Receptive Tour Operator (RTO) Category Nominees Profile 4/4

CATEGORY	RTO (Sino China)
Nominee's Name:	Tseng, Albert
Organization:	NTS International Group / Utopia Travel Inc.
Position:	President
Trade Affiliation:	IATA, CITAP, Tourism Richmond, Tourism Vancouver, CLIA, Chinese tour operator community, Consumer Protection BC
Company Profile: NTS Intl Group is a tour operator with focus on Chinese Market. Over the years NTS had built strong relationship with its partners in China. NTS also had a retail department serving local Chinese community.	
Personal Profile: Mr. Albert Tseng had been working on tour business for more than 10 years. He is currently BOD of Tourism Richmond and BOD of CITAP, and has serviced as CITAP President from 2007 to 2012. President for Taiwanese Chamber of Commerce BC 2010~2011.	
Biography: Born in Taiwan at 1963, move to Vancouver at 1993, Albert had been doing tour business since 1996. Before tour business, he had work with several parties in construction. Albert is also active in local Taiwanese community, he was the president for Taiwanese Chamber of Commerce BC in 2010 ~ 2011.	

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Destination Marketing Organization (DMO) Category Nominee Profile 1/3

CATEGORY	DMO
Nominee:	Hamazaki, Harvey
Organization:	Ontario Tourism Marketing Partnership Corporation
Position:	Trade Consultant - Asia
<p>Personal Profile:</p> <p>Harvey began his career in the Tourism Industry working for a Vancouver based receptive tour operator servicing the inbound Japanese travel market. Moving to Japan in 1991 he continued his career in the travel industry by working for NTA Pacific, a subsidiary of Nippon Travel Agency for 4 years. Upon his return to Canada, Harvey continued working in the RTO sector before moving to the DMO sector in 1998 by joining Tourism Whistler. His experience working for a destination marketing organization has rounded out his knowledge of the tourism industry by giving him a tourism prospective from both an inbound operator and supplier side of the industry.</p> <p>In August 2001, Harvey joined the Ontario Public Service as the International Trade Development Consultant – Asia for the Ontario Tourism Marketing Partnership Corporation, moving to Toronto where he currently resides.</p> <p>Harvey has been an active member of CITAP, serving on the board as a DMO Director for the past 6 years. Prior to being elected to the board, he served in an advisor role as well as volunteering at the Winter Function and the CITAP golf tournaments. In 2002, Harvey initiated the first CITAP educational seminar and market update in the provinces of Ontario and Quebec. RTO board members representing various markets travelled to various cities to conduct seminars and market updates. The purpose of the initiative was to provide timely market information to CITAP members and non-members and expand Eastern Canada membership. Along with the CITAP seminars, Harvey over the years has organized various events such as the CITAP East golf tournament and other networking functions in order to expand CITAP membership in the Central/East Canada. Harvey avidly continues to recruit new CITAP members in Eastern Canada and looks forward to working with the association and its members for years to come.</p>	

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Destination Marketing Organization (DMO) Category Nominee Profile 2/3

CATEGORY	DMO
Nominee:	Prochazka, Lukas
Organization:	Banff Lake Louise Tourism
Position:	Manager - Business Development, Asia Pacific
<p>Company Profile:</p> <p>Banff Lake Louise Tourism is a cooperative marketing organization that promotes the year-round destination of Banff and Lake Louise. Situated in the pristine protected wilderness is Banff National Park, Canada's first national park and a UNESCO World Heritage Site. The towns of Banff and Lake Louise offer breathtaking scenery, endless activities, 47 hotels, 250 retail shops and over 130 restaurants. Banff Lake Louise Tourism can assist with itinerary suggestions, information on events and activities, leads to member businesses, brochures and marketing materials</p>	
<p>Personal Profile:</p> <p>Master's Degree in Marketing and Management from Tomas Bata University in the Czech Republic (graduated in 2001). Worked for Xanterra at the Grand Canyon in different positions (Accounting, Front Office, Concierge, 2001-2002). Director of Sales at Rieger-Kloss Organs, Czech Republic (2002-2004). Bellman, Sales Assistant and Sales Manager positions at The Rimrock Resort Hotel (2004-2010), Manager, Asia at Banff Lake Louise Tourism since 2010.</p>	
<p>Biography:</p> <p>Born and raised in the Czech Republic. After graduating from Tomas Bata University in 2001, spent several years working in his homeland as well as the US. Following his passion for mountains and outdoor lifestyle, moved to Banff which has become his new home in 2004. Worked at The Rimrock Resort Hotel for almost 6 years before joining Banff Lake Louise Tourism as Manager, Asia in March 2010.</p>	

Destination Marketing Organization (DMO) Category Nominee Profile 3/3

CATEGORY	DMO – Destination Marketing Organization
Nominee's Name:	Stewart, Estelle
Organization:	Tourism Jasper
Position:	Manager, Travel Trade
Trade Affiliation:	CITAP, NTA, TIAC
Company Profile:	Tourism Jasper is the official marketing organization of Jasper and Jasper National Park, Canada's base of adventure. As the keepers of the Jasper brand, our role is to present Jasper as it really is: an awe-inspiring and authentic Rocky Mountain destination – the entry point to Canada's most epic adventures. Before your guests take on the real Canadian Rockies of Jasper National Park, it is our duty to connect those explorers and wanderers from around the world to the activities, accommodations, restaurants, and businesses of the town of Jasper. Welcome those prepared to Venture Beyond.
Personal Profile:	Estelle has worked for the Tourism Industry in Jasper for now 18 years. She moved to the mountains immediately after her Fine Art studies at CEGEP in Sainte-Foy, Quebec, and joined the industry first as the receptionist of the Marmot Lodge. For 5 years she filled various positions within Mountain Park Lodges and quickly climbed the corporate ladder to Hotel Manager of the Amethyst Lodge in 2005, then Marmot Lodge (2007-2010) and Chateau Jasper 2010-2012). During those years she was managing operations, involved in marketing, developing and maintaining trade relationships and managing trade contracts. She then joined Jasper's Destination Marketing Organization in 2012 as the Manager of Travel Trade for all international markets, including Asia Pacific and all receptive accounts.
Biography:	Born and raised in Quebec City, Estelle has been living the Jasper brand for half her life since she first stepped foot in the Canadian Rockies in 1998. When she is not at tradeshow and events around the world sharing her passion for her base of adventure, you will find her venturing into Jasper's deep canyons and highest peaks, climbing, hiking, skiing, snowboarding, paddling and enjoying everything outdoors with her friends and canine pal Johnny Cash.

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Canadian or US Supplier (CUS) Category Nominee Profile 1/3

CATEGORY	CUS - Attraction
Nominee's Name:	Gunter, Merv
Organization:	Frontiers North Adventures
Position:	Owner
Trade Affiliation:	Travel Manitoba –Board of Directors, Polar Bears International Advisory Council, CITAP – Board of Directors, Canadian Chamber of Commerce - SME Committee, BBB, Chambers of Commerce – Churchill, Winnipeg, Manitoba and Canadian, Manitoba Chamber of Commerce – Chair Special Expert Committee on Manitoba and Canada North, Chair – Special Expert Committee on Tourism Manitoba Chamber of Commerce, Board of Governors – Manitoba Museum
Company Profile:	Frontiers North was Incorporated in 1987. Family business packaging and promoting Wildlife and Nature Tours to Canada's North specializing in Churchill Manitoba's Polar Bear and Beluga Whale tours. Canada's Premier Wildlife and Nature Tour provider, winner of numerous Sustainable and eco-tourism awards. Attended RendezVous Canada 24 successive years, ITB Berlin 12 years, Spotlight Canada in Britain 14 years, numerous trade and consumer marketing shows in U.S.A for 20+ years, Showcase Japan 2 years, Showcase India 3 years, Showcase China 3 years
Personal Profile:	Red River College Grad. Employed by Royal Bank of Canada for 27 years retiring from a Senior Management position in 1999. Owner/operator of Frontiers North Adventures and Frontier North's Tundra Buggy® Adventure since 1987. Advisory Council Polar Bears International, Advisory Council TIAC Sustainable Tourism Committee, Advisory Council Travel Manitoba Sustainable Tourism Committee, President Destination Churchill, Winnipeg Airport Authority Advisory, Red River College Alumnus of Distinction Award Winner 2009
Biography:	Born and raised in Rural Manitoba. Graduated Red River College 1970. Worked with Royal Bank of Canada 27 years - retired from Senior Management position in 1999. Married to Lynda in 1970, Daughter Kelly, son-in-law Jason with Grandsons Vann and Cohen, Son John, daughter-in-law Lisa-Joy with Grandson Mekhi and Granddaughter Isla. President of 2 different Kinsmen Clubs of Canada. Founding member and Board Member of Continuity Care, Manitoba Chambers of Commerce – Board, Executive, Chairperson President's Expert Committee for Tourism as well as for Northern Economic Development, Board, Executive and Chairperson Audit Committee for Travel Manitoba, Board of Governors Manitoba Museum.

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Canadian or US Supplier (CUS) Category Nominee Profile 2/3

CATEGORY	CUS – Restaurant, Retail & Others
Nominee's Name:	Lee, Cheryl
Organization:	Muskoka Language International
Position:	Director
Trade Affiliation:	CITAP, Destination Canada, Tourism Vancouver, Tourism Toronto, Tourism Victoria, TOTA, B.C. Rockies
Company Profile:	<p>Incorporated in 1995, established the B.C. office in 1997. MLI is a Canadian company that works directly with local Inbound Operators as well as Overseas agents to provide excellent support for International Student visits to Small Town Canada and urban centers across Canada. MLI maintains a Head Office in Toronto as well as a B.C. Office in North Vancouver.</p> <p>MLI specializes in supporting students of all ages who visit Canada from overseas for Learning Vacations both FIT and Group.</p>
Personal Profile:	<p>Cheryl Lee has worked in the Tourism Industry since 1985. She has been a business partner with MLI since 1997 and has helped grow the student business to Western Canada for MLI. Cheryl works closely with local Inbound Operators as well as overseas agents from Japan, Korea, Taiwan, China, Europe as well as Mexico and South America.</p>
Biography:	<p>Born in Red Deer Alberta, raised in Vancouver, B.C. Graduated from UBC with a degree in Economics and Urban Studies. Worked in the tourism industry from 1986 onwards, first with Expo 86, then in Toronto as the Director of Sales for the Metro Toronto Convention Centre, and later with Ontario Tourism in the International Marketing Department. Cheryl returned to B.C. in 1995 to Salmon Arm and began the development of MLI in the west as a partner within the company. During this time she was a Director of the TOTA Board for several years before relocating to Vancouver in 2005. For the past 6 years Cheryl has enjoyed her role as Director for CITAP with the added joy of her role as Secretary on the Executive Committee.</p>

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Canadian or US Supplier (CUS) Category Nominee Profile 3/3

CATEGORY	CUS - Attraction
Nominee's Name:	Little, Shawna
Organization:	Vancouver Aquarium
Position:	Sales Manager
Trade Affiliation:	Canadian Inbound Tourism Association Asia Pacific (CITAP) Tourism Vancouver Tourism Victoria Tourism Richmond Tourism Industry Association of Canada (TIAC) Tourism Industry Association of British Columbia (TIABC)
Company Profile:	As Canada's largest aquarium and one of the top aquariums in the world (according to TripAdvisor), the Vancouver Aquarium welcomes over one million visitors each year. The Aquarium is home to 50,000 amazing aquatic creatures such as beluga whales, dolphins, sharks, sea otters, jellyfish, and many more exotic species from the Amazon to the Arctic.
Personal Profile:	Shawna is the Sales Manager at the Vancouver Aquarium. Her role oversees a large portfolio including Tourism, Catering & Events and Program Bookings (Animal Encounter, Sleepovers, Camps, etc.)
Biography:	Shawna grew up in Indonesia, the daughter of Canadian expatriates, and has explored Asia extensively. She moved to Canada in 1998, attending the University of Calgary for her undergrad and Simon Fraser University for her post-graduate work.

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