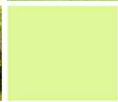
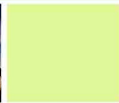


TEC  
2012



Tourism and Hospitality Educators  
and *Higher Learning*

An Organic Experience in Nelson BC

## May 9, 10 & 11 2012

A fun learning and networking opportunity, TEC 2012 will feature short, informative presentations and experiences along 3 topical themes. We'll also include high-level industry information updates, great activities, seminars on the latest teaching techniques, meals, and lots of networking opportunities.

> Please see page 2 for an updated PROGRAM PREVIEW <

### Registration

Visit our website for details about **how to register**.  
[selkirk.ca/s/tec2012](http://selkirk.ca/s/tec2012) or call 250-551-1587

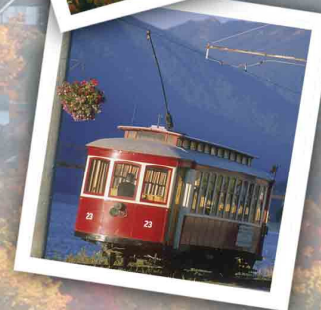
Register by **March 1st** 2012 for the early bird rate!

Articulation meetings: early registration \$75, after **March 1st** \$99.  
Price includes meetings, coffee services, breakfast and lunches.

TEC conference: early registration \$275, after **March 1st** \$299.  
Price includes sessions, and all coffee services & meals.

Register  
Now

Early Bird Date  
Extended Until  
March 5th !



## 3 Topical Themes Or Build Your Own

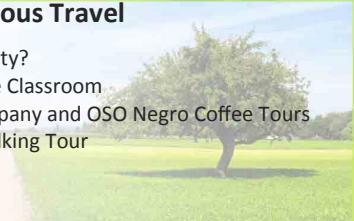
### Adventure Tourism

**Session 1:** Mountain Bike Tourism & Community Development  
**Session 2:** Adventure Tourism - Planning, Risks and Liabilities  
**Activity:** Mountain Biking  
**Activity:** River Rafting



### Sustainability & Conscious Travel

**Session 1:** What is Sustainability?  
**Session 2:** Sustainability in the Classroom  
**Activity:** Nelson Brewing Company and OSO Negro Coffee Tours  
**Activity:** Nelson Historical Walking Tour



### Aging Boomers: We R Getting OLD, R We Ready?

**Session 1:** Baby Boomers - What Do They Want?  
**Session 2:** Local Baby Boomer Perspectives  
**Activity:** Wine Tasting  
**Activity:** Golf



### Build Your Own Package

Choose any two sessions and an activity...  
**Any Two Sessions + Any Activity**



TEC  
2012



Tourism and Hospitality Educators  
and *Higher Learning*

## Program Preview

### Thursday May 10<sup>th</sup>

#### Keynote Speaker > Dr. Geoff Bird, Royal Roads University > Great Classroom Teaching!

*It's all about the students! A great conference opener about pedagogical themes and techniques that work in all settings.*

#### Session #1 choices:

##### **Adventure** > Ray Freeman: **Mountain Bike Tourism and Community Development in BC.**

*Ray will address how we can position students to be leaders in this sector, share what everyone needs to know about the emergence of this niche, and where the industry is headed.*

##### **Sustainability** > Zoë Caron, Climate Policy & Advocacy Specialist for WWF-Canada: **What is Sustainability?**

*Sustainability issues de-mystified! Learn core concepts from this co-author of *Global Warming for Dummies*, editor of international policy on *ItsGettingHotInHere.org*, and past President of *Sierra Club Canada*.*

##### **Baby Boomers** > Pat Corbett, Owner-Operator Hills Health Ranch: **What do Baby Boomers want?**

*Unlock the mysteries of this diverse demographic with Canadian Tourism Hall of Fame recipient Pat Corbett.*

#### Session #2 choices:

##### **Adventure** > Stewart Spooner, Martin Keyserlingk, Deanne Steven, and Gilles Valade: **Planning, Risks and Liability.**

*These industry experts and instructors will address liability in adventure activities - a must-know for all programs with field trip components.*

##### **Sustainability** > Dr. Joe Kelly, Capilano U and Gobi.net founder: **Sustainability in the Classroom.**

*Dr Kelly will share tools and lessons about cutting-edge sustainability issues, and how to pull these into the classroom. Learn about carbon-offsetting, and initiatives like *Project Change* that can help empower your students to be leaders in this field.*

##### **Baby Boomers** > **To Be Confirmed** : Local business panel discussion.

*Local operators share about ways boomers are changing HR decision-making and influencing trends in consumer behavior.*

**CHOICE OF ACTIVITY** > Golf, Mountain Biking, Wine Tasting, Walking Tour, Oso Negro, Nelson Brewing

### Friday May 11th: TEC Goes TED! Short plenary sessions on student engagement and skill development:

**Audry Lochrie, Ministry of Jobs, Tourism, and Innovation** > **You are the Welcome!** *Learn how we can help our students and staff become culturally aware and embrace new Canadians for a stronger tourism workforce.*

**Ken Bellemare, Vancouver Community College** > **Service Across Cultures.** *Experience and learn how to use message-based learning activities to add to your cross-cultural training.*

**Steve Bareham, Selkirk College** > **Teaching Critical Thinking to Young Adults** *Thinking skills should be taught explicitly, as is done with languages and sciences--yet, how often are they and how can educators make thinking relevant and interesting to young adults?*

**Theresa Southam, Selkirk College** >: **How do Students Want to Learn?** *As a long-time educator, Theresa will share ways we can ensure students are engaged despite ever-increasing demands for their attention.*





Schedule Tuesday 8th to Friday 11th May 2012

	Tuesday May 8 <sup>th</sup>	Wednesday May 9 <sup>th</sup>	Thursday May 10 <sup>th</sup>	Friday May 11 <sup>th</sup>
<b>Breakfast</b>		<b>8:30</b> Continental Breakfast	<b>8:30</b> Continental Breakfast	<b>9:00</b> First Aid Station Breakfast
<b>Morning</b>		<b>9:00</b> Articulation meetings ◆ Tourism ◆ Hospitality	<b>9:00</b> Keynote Speaker  <b>9:45</b> Themed Sessions ◆ Adventure Session 1 ◆ Sustainability Session 1 ◆ Baby Boomers Session 1	<b>9:30 -11:30</b> Sessions: Engaging Education & Sustainable Business Practices  ◆ TEC goes TED like ◆ Short Informative Sessions
<b>Break</b>		<b>10:30</b> Coffee Break	<b>10:45</b> Themed coffee	
<b>Morning</b>		<b>11:00</b> Articulation meetings ◆ Tourism ◆ Hospitality	<b>11:00</b> Themed Sessions ◆ Adventure Session 2 ◆ Sustainability Session 2 ◆ Baby boomers Session 2	
<b>Lunch</b>	<b>13:15</b> Grab and Work Lunch	<b>12:00</b> Lunch	<b>12:00</b> Theme Bag Lunch	
<b>Afternoon</b>	<b>14:00</b> Articulation Meetings ◆ Tourism ◆ Hospitality	<b>13:00</b> Joint Articulation Meeting	<b>12:00 Onwards</b> Themed Activities ◆ Golf ◆ NBC & OSO tours ◆ Mountain Biking ◆ Wine Tasting ◆ River Rafting ◆ Nelson Historical Walk	
<b>Break</b>	<b>15:15</b> Coffee Break	<b>15:00</b> Coffee Break		
<b>Afternoon</b>	<b>15:30</b> Articulation Meetings ◆ Tourism ◆ Hospitality	<b>15:00</b> <b>TEC Registration</b> Mary Hall Tenth St. Campus  <b>16:00</b> <b>Conference Opener</b> Industry Case Competition (details on next page)  <b>17:30</b> Free time	<b>17:30</b> Free time	
<b>Evening</b>	<b>18:00</b> Free evening	<b>18:30</b> Mix and Mingle Dinner	<b>18:30</b> Dine Around Dinner Transportation Provided	



## An Organic Experience in Nelson BC

## Activities

**River Rafting**

Come enjoy an afternoon on the fabulous rapids of the Slocan River. The Mission Statement from Endless Adventures is a perfect fit for the TEC conference "Endless Adventure is dedicated to share the passion and magic found in paddle sports. All of our tours are eco-friendly with safety and professionalism as our focus. Endless Adventure is dedicated to the preservation of our rivers and sharing our knowledge of sustainable recreation to the world. At Endless Adventure we live, breathe and love paddling and our goal is to expand with the sport and welcome new paddlers." **Cost \$60** including all equipment, wetsuits etc. Website: [endlessadventure.ca](http://endlessadventure.ca)

**Mountain Biking**

Coming to Nelson with your own mountain bike – we will be getting together in a range of ability levels to hit the trails right outside Selkirk College for the afternoon. **Cost: Free.** Website: [nelsoncyclingclub.blogspot.com/2008/01/riding-mtb.html](http://nelsoncyclingclub.blogspot.com/2008/01/riding-mtb.html)

**Golf**

Conveniently located only minutes from downtown Nelson is Granite Pointe Golf Course. You'll want to bring your camera to capture the spectacular views of Nelson, Kootenay Lake and the famed Kokanee Glacier. Generous fairways, elevated mountain-side tee boxes along with a number of risk-reward challenges make golfing at Granite Pointe an exciting and rewarding experience for all levels of golfers. **Cost \$60** Website: [granitepointe.ca](http://granitepointe.ca)

**Wine Tasting**

Come sample the best BC wines the region has to offer. Hosted by the BC Wineguys store Nelson BC. **Cost \$20** Website: [bcwineguys.blogspot.com/p/bc-wineguys-nelson.html](http://bcwineguys.blogspot.com/p/bc-wineguys-nelson.html)

**Nelson Brewing Company and OSO NEGRO Fine Roasted Coffee's Tours**

OSO NEGRO Fine Roasted Coffee's. Come sample the best coffee and tour the Roastery located in the Kootenay Warehousing Building, a quirky, rambling, hundred-year-old structure that was Nelson's original brewery. OSO Negro's view of the good life is "Oso Negro attracts many people with similar views of the good life: wild natural beauty, outdoor activity, appreciation of community values, concern with environmental and social sustainability, a balance of work and play, and life within a community that embodies our aspirations" Website: [osonegrocoffee.com](http://osonegrocoffee.com)

Nelson Brewing Company (NBC) The Nelson Brewing Company is a craft brewery located in Nelson. Since its inception in 1991, the Nelson Brewing Company has been dedicated to producing all natural, traditional, full-flavoured ales. In October 2006 they were granted | Certified Organic status. For NBC being organic also signifies a commitment to environmental sustainability with a goal is to eventually source all ingredients as locally as possible and working with local farmers toward the planting of certified organic hops. Spent materials are recycled by local farmers as feed and compost. **Cost \$20 includes two tours and transportation.** Website: [nelsonbrewing.com](http://nelsonbrewing.com)

**Nelson Historical Walking Tour**

Are you a bit of a history buff, enjoy architecture? Did you know Nelson has over 350 designated heritage buildings? Enjoy the afternoon exploring downtown Nelson. The historical walk takes about an hour and is 1.3km long, however you may want to allocate a little extra time to explore the fabulous shops Nelson has to offer. The walking tour is available as an app from the i-tunes store for **\$5.99 (apple.com app link)**. Alternatively you can rent an iPod Touch from Nelson's Touchstones Museum with the audio tour preloaded. **Cost \$6.95.** Website: [touchstonesnelson.ca/about\\_us/contact\\_info.php](http://touchstonesnelson.ca/about_us/contact_info.php)





**Steve Bareham • Selkirk College • Making Critical Thinking Skills Relevant to Gen Y**

Steve came to Selkirk College in 1996, after working as a print journalist and editor at several Canadian daily newspapers, and in communications positions at TransAlta, Simon Fraser University, and the B.C. School Trustees Association. He teaches business and cross cultural communications and marketing and is the administrator of the Golf Club Operations Program. He has written nine education-related books through publishers such as Harper Collins and McGraw-Hill Ryerson, including *The Business of Thinking: Helping Employees Think Better*, portions of which are studied by the College's resort/hotel and ski management students. Steve's pedagogical thesis is that thinking skills should be taught explicitly, as is done with languages and sciences - yet, how often does this happen, and how can educators make thinking relevant and interesting to young adults?



**Dr. Geoffrey Bird • Royal Roads University • Great Classroom Teaching**

Geoff is a faculty member at RRU's School of Tourism and Hospitality Management. Prior to joining RRU, Geoffrey served as Convenor of the Tourism Management Diploma and Degree Programs at Capilano College in North Vancouver. In 2006, Geoff was the College nominee for a national teaching award, owing to his innovative approach involving experiential and interactive learning. He was the project manager for the Community Based Tourism Training Project in Vietnam, a highly successful five-year Canadian International Development Agency (CIDA) funded initiative. In addition to extensive tour and community tourism experience, Geoff coordinated the public post-secondary tourism and hospitality programs with the Ministry of Advanced Education for seven years, and enjoyed a one-year secondment managing international implementation of the SuperHost Family of Programs at Tourism British Columbia.



**Ken Bellamare • Vancouver Community College • Service Across the Cultures**

Ken has an extensive background in tourism training and customer service. He is a former General Manager of Tourism Education NB and the Training Manager for the Pacific Rim Institute of Tourism. He was involved in the revision of the Train the Workplace Trainer Materials and Program with CTHRC. Ken has been a frequent presenter at BC Tourism Educators Conferences. His company's former clients include Executive Hotels & Suites, The BC Pension Corporation, Trafford Publishing, UBC Practice Education Conference, Women's Hospital HR Department Workshops and Northwest Renal Dietitians Association Keynote Speaker. He has been a guest coach and facilitator for The Kingdom of Bahrain on three occasions. He is co-author in a book: *Wizbangers 101, Quick Action-based Learning Activities for Speakers, Trainers and Teachers*.



**Zoë Caron • WWF Canada • What is Sustainability ?**

Zoë Caron is the Climate Policy & Advocacy Specialist for WWF-Canada. She works with partners to identify, build public support for, and secure Canadian government leadership on climate policy. Beyond WWF, Zoë is the co-author of *Global Warming for Dummies*, Editor of *International Policy on ItsGettingHotInHere.org*, and was the past President of Sierra Club Canada. Prior to WWF-Canada, she worked as a research associate with the Eco-Efficiency Centre at Dalhousie University coordinating the provincial renewable energy stakeholder consultation project in Nova Scotia. Her academic background is in international development and environmental science. She has attended multiple United Nations Climate Change Conferences, co-founded the Canadian Youth Climate Coalition, and was aboard the *Students On Ice Expeditions to Antarctica and the Arctic*.



**Pat Corbett • The Hills Health Ranch • Baby Boomers— What do they want?**

Pat Corbett is a pioneer in health and wellness tourism in Canada. Since he opened The Hills Health Ranch in 1985 in 108 Mile, it has grown from humble beginnings into a full service, four-season destination. Under Pat's guidance, the Ranch has one of the largest workforces of wellness professionals at any Canadian spa, with registered dietitians and kinesiologists, herbologists, and microbiologists on staff. Always an innovator in Canada's growing wellness resort market, Pat has worked hard to ensure the long-term sustainability of health and wellness tourism products and has worked closely with scholars at UNBC in researching the health properties of regional plants. He is a member of the TIAC Canadian Tourism Hall of Fame, and long-standing board member of the Tourism Industry Association of BC.



**Ray Freeman • Royal Roads University • Mountain Bike Tourism & Community Development**

Ray Freeman is an Associate Faculty member in the School of Tourism and Hospitality Management at Royal Roads University and is a community development-focused tourism industry consultant. Ray received a Masters Degree in Tourism Management from Royal Roads University in 2011 and was the recipient of the British Columbia Ministry of Tourism, Culture, and the Arts - Tourism Management Research Award. Ray recently presented his research results at the Australian Cycle Tourism Conference and is a member of the Board of Directors of Tourism Victoria. Ray rides an e-bike, a hybrid commuter bike and has two mountain bikes.



**Dr. Joe Kelly • Capilano University • Sustainability in the Classroom**

Dr. Joe Kelly is a faculty member in tourism management at Capilano University and a founding partner of Gobi Carbon Management Solutions. He has 15 years of professional experience in transportation and tourism and is well-versed in climate change issues and strategies. He has designed greenhouse gas inventories and management plans for dozens of private and public sector clients. Joe teaches on environmental and climate stewardship, has authored numerous articles on climate change, and has presented at conferences around the world. In 2008, Joe was awarded the Charles R. Goeldner Article of Excellence Award by the Travel and Tourism Research Association. Joe holds a PhD in Resource and Environmental Management.



**Martin Keyserlingk • Selkirk College • Adventure Tourism, Planning, Risks and Liability**

*Martin Keyserlingk lives, works and plays in Nelson BC. He is a fully certified ski guide and professional member of the Canadian Avalanche Association. He has worked as a ski patroller and taught alpine, telemark and Nordic skiing. He has a degree in Leisure Studies and Communications from the University of Ottawa and a diploma in E-Commerce from Selkirk College. He started his own Nelson-based snowcat skiing operation which he ran successfully for 8 years before selling it. Martin teaches Commercial Recreation, Budgeting and Business Management. He also continues to guide and act as Operations Manager in his partnership in a local heliskiing operation and teaches avalanche courses privately, for the college and for the local resorts. Martin also owns a graphic design company where he manages media primarily for the hotel and tourism sectors.*



**Audry Lochrie • Ministry of Jobs, Tourism & Innovation • You are the Welcome**

*Audry is a cultural tourism consultant and an advocate for message-based learning. For the past decade, she has devoted her work to the Aboriginal tourism sector to promote cross-cultural education travel programs for international visitors and groups visiting the province. She has been an entrepreneur in the tourism industry for 30 years and is the founding principle of Talking Totem Tours, an inbound tour operator that works with Aboriginal tour suppliers to provide a welcoming authentic experience to visitors. She is currently the project coordinator for the First Contact cultural awareness workplace training geared at educating Kootenay employers on the changing face of our BC workforce with the Welcoming & Inclusive Communities & Workplaces Legacy Project. (Ministry of Jobs, Tourism & Innovation)*



**Dr. Bill Reid • Consultant, Retired Principal and Superintendent • Baby Boomers and HR**

*Born in Scotland, Bill grew up in Ontario where he received an Honours BA in English Literature and a Bachelor of Education. Bill and his wife, Brenda, began teaching careers in Fort St. John, later relocating to Nelson where Bill became Principal of LV Rogers Secondary. Bill furthered his education with a Masters Degree in educational admin at SFU and a Ph.D. in Educational Leadership at Gonzaga. After leaving L.V. Rogers, he became District Principal for Distance Education, International Programs and Technology in School District 8 (Kootenay Lake). That was followed by work as the Director of Instruction in the District before he was named Superintendent of Schools. Bill retired from the superintendency after a distinguished career in public education and opened an office as a consultant in Nelson. Bill now facilitates meetings for groups and organizations and was recently elected as the Director of Communications for the International Association of Facilitators.*



**Theresa Southam • Selkirk College • How do Students Want to Learn ?**

*Theresa has led a small communications firm, [www.southamconsulting.com](http://www.southamconsulting.com), completing projects throughout North America since 1987. These have ranged from building an interpretive centre in the hamlet of Pond Inlet in the Arctic Circle to national strategies for the World Wildlife Fund. Recent recognition includes: Nk-mip tourism project in Osoyoos-runner-up in most effective community delivery from the Conference Board of Canada. Fisheries and Oceans Canada's Stream to Sea program best Environmental Education program. Theresa has 3 children who she home educated from an early age. Her personal interests include cycling, skiing and writing.*



**Stewart Spooner • Kootenay Columbia Trails Society • Adventure Tourism, Planning, Risks, Liability**

*As trails manager with the Kootenay Columbia Trails Society since 2001, Stewart implemented the creation of a formal recreational trail network in and around Rossland, and has been responsible for the design, construction and management of the trails since then.*



**Deanne Steven • Tourism Rossland • Adventure Tourism, Planning, Risks, Liability**

*Deanne Steven is the Executive Director of Tourism Rossland. Deanne is originally from the Kootenays and returned to live there in the last few years with her brood of children and foreign-born husband after having lived back east and overseas for many years. Her professional life has included working for the Department of Foreign Affairs, a wireless hi-tech company and now non-profit work. Recently she has also begun to teach Economics to the Resort and Hotel Management students at Selkirk College in Nelson. She has a BA from McGill in Political Science and Economics and an MBA from the University of Westminster London specialising in marketing. She also sits on the board of directors for Kootenay Rockies Tourism, and BC Nordic Marketing Society. Deanne's passions include her bike, her skis, her family and her lifestyle. She believes strongly in collaboration between all levels of DMOs as well as with the different levels and departments of government.*



**Gilles Valade • Thompson Rivers University • Risk in the Classroom**

*Gilles is the chair of the Adventure Studies Department. He teaches in the areas of adventure tourism, business, accounting, and risk management. Prior to Gilles' employment at TRU in 1998, Gilles worked as an adventure guide, an economic development officer with the government of New Brunswick, and an insurance underwriter. Gilles also co-owned an adventure tourism business and an insurance brokerage firm. Gilles operates his own adventure and tourism consulting firm and is a partner in an insurance and risk management.*



## Accommodation Options

### Selkirk Tenth Street Campus Residence

Stay in our newly refurbished, state of the art residence.

**3 bedroom Suite:** Fully equipped kitchen, 3 bedrooms with single bed, 1.5 bath, laundry.

\*\$65 per bedroom per night.

\*\$175 complete suite per night..

**5 bedroom suite:** Fully equipped kitchen, 5 bedrooms with single bed, 2.5 baths, laundry .

\*\$60 per bedroom per night

\*\$275 complete suite per night.

**Residence reservations see conference registration form.**

Contact **Residence Office 250-505-1393**

*Housekeeping: To support our environmentally friendly sustainability plan,  
Housekeeping service is every three days.*



## Hotel Options

### Hume Hotel & Best Western PLUS

Stay at the historic **Hume Hotel** in downtown Nelson, the hotel boasts a variety of dining and entertainment options.

Phone: 1-877-568-0888 or 250-352-5331,

Email: [info@humehotel.com](mailto:info@humehotel.com)

The **Best Western PLUS Baker Street Inn** also has a range of different room types available. **Phone: 250-352-3525,**

**Email: [info@bwbakerstreetinn.com](mailto:info@bwbakerstreetinn.com)**

Get a **10% discount** off the best price of the day, *just mention you are here for TEC 2012 when booking.*

### Prestige Lakeside Resort

Stay at the **Prestige Lakeside Resort** with beautifully appointed lake or mountain view rooms. The resort has a swimming pool, hot tub and spa on-site.

1 queen bed mountain view **\$99**

2 queen bed mountain view **\$119.95**

King bed mountain view **\$119.95**

Lakeview upgrade \$15, extra person \$10

**Phone: 250-352-7222, Toll Free: 1-877-737-8443 x1 x2**

*When booking ask for the TEC 2012 rate.*



## Getting to Nelson BC and Selkirk College Tenth Street Campus

### Fly to Castlegar (YCG) with Air Canada/Jazz

Fly from Vancouver or Calgary to Castlegar approximately 42km from Nelson.

Visit [aircanada.com](http://aircanada.com) to view flight schedules and prices.

Airport Shuttle departs from Castlegar Airport to Nelson at selected times throughout the day. Visit [kootenayshuttle.com/castlegar](http://kootenayshuttle.com/castlegar) for schedule and fares. Shuttle drops off/picks up at Tenth Street Campus, Prestige Lakeside Resort and the Hume Hotel.

#### Shuttle reservations are required.

Budget and Enterprise car rental is available from Castlegar, view prices and availability at [budget.ca](http://budget.ca) and [enterpriserentacar.ca](http://enterpriserentacar.ca) use airport code YCG for pickup location.

### Fly to Trail (YZZ) with Pacific Coastal

Fly from Vancouver, Victoria, Cranbrook, Campbell River and other BC locations to Trail, approximately 70km from Nelson.

Visit [pacificcoastal.com](http://pacificcoastal.com) for schedules and booking.

Limited bus service is available Monday through Friday, travel is possible from downtown Trail to Nelson via connecting busses at Castlegar Selkirk College Campus. Visit [bctransit.com](http://bctransit.com) for more details about [Route 99](#) (Nelson/Castlegar) and [Route 9](#) (Trail/Castlegar).

Budget car rental is available from Trail, view prices and availability at [budget.ca](http://budget.ca) use airport code YZZ for pickup location.



- 1 Selkirk College 10th Street and Residence
- 2 Hume Hotel
- 3 Best Western
- 4 Prestige Lakeside Resort

### Driving Directions to Selkirk College Tenth Street Campus

From the West/South

- ◆ On entering Nelson merge with highway 3A, follow highway 3A through Nelson towards the orange bridge.
- ◆ On Nelson Ave turn right (uphill) onto Elwyn St and turn left once you get to 10th St.
- ◆ GPS: 49.506877,-117.26894