

Christina Alexander Handout



Subject: Peace Park Pole

Date: Monday, April 27, 2009 6:38 PM

From: Christina Alexander <christinaalexander@hughes.net>

Conversation: Peace Park Pole

Peace Park Directional Pole Signs

Seattle, WA

111 Miles 178km

Vancouver, BC

31 Miles 49km

Statue of Liberty

2,961 miles 4,765km

Niagara Falls

2,104 miles 4383 km

Glacier Waterton International Peace Park

403 Miles

649 km

International Peace Garden

1,524 miles

2,452 km

Hiroshima Peace Park, Japan

5,062 miles

8,146 km

Balkans International Peace Park, Europe

6,307 miles

10,150 km

Kgalagadi Transfrontier Peace Park, Africa

9,091 miles

15,933 km

Roosevelt Campobello International Park

3496 miles

5627 km



Summit Emcee
Paula Todd, CTV

GROW NEW BUSINESS & ATTRACT NEW CUSTOMERS

Thursday, April 30 and Friday, May 1

Quality Hotel Parkway Convention Centre
325 Ontario Street, St. Catharines



4th Annual

BINATIONAL TOURISM SUMMIT

Embracing Our Borders: Competitive Cross-Border Advantages

Keynote Speaker

- ◆ **May 1 - Ray LeBlond, Vancouver 2010**
Making the case for binational partnerships



Keynote Speaker
Ray LeBlond
Vancouver 2010

Celebrating Binational Leadership

- ◆ **April 30 - Binational Star Awards Lunch**
Co-hosted by CDN Consul General Stephen Brereton & U.S. Consul General John Nay

Exploring New Business Opportunities

- ◆ **Medical Tourism** - linking health & hospitality
- ◆ **Wine & Culinary** - creating a binational wine & culinary region
- ◆ **Sport Tourism** - targeting growth in motor racing, lacrosse & major events
- ◆ **War of 1812 Bicentennial** - partnering with Maryland & Louisiana
- ◆ **Travel Trade** - working with international travel writers and tour operators

Demonstrating Binational Successes

- ◆ North West Wine Route, International Appalachian Trail, Pacific North West Economic Region, IJC Boundary Waters Treaty

Improving Competitiveness

- ◆ Tourism, Trade & Border Crossing Updates, New Transportation Links

Making New Business Connections

- ◆ **April 30 - Cornucopia Food & Wine Evening**
Business and political networking evening showcasing the talents of chefs and wineries from Ontario and New York

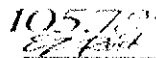
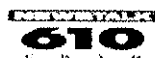
For complete details and to register, go to www.btapartners.com or call 888.849.5834

Individual tickets available to the Awards Lunch, Cornucopia and Keynote Address

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Subject: FW: BINATIONAL TOURISM SUMMIT 2009 - REGISTER NOW!

Date: Monday, April 27, 2009 6:33 PM

From: Christina Alexander <christinaalexander@hughes.net>

Conversation: BINATIONAL TOURISM SUMMIT 2009 - REGISTER NOW!

REGISTER NOW <<https://www.reservation.org/binational/summit.aspx>> - THE COUNTDOWN IS ON – ONLY 4 WEEKS UNTIL THE 2009 BINATIONAL TOURISM SUMMIT <http://btapartners.com/binational/programs_conference2009.aspx> !

The 2009 Summit "EMBRACING OUR BORDERS: The Competitive Advantages of Cross-Border Tourism Destinations" takes place Thursday, April 30 and Friday, May 1 at the Quality Hotel Parkway Convention Centre in St. Catharines, Ontario

CTV's Paula Todd will be Master of Ceremonies at the April 30 Opening Binational Star Awards Lunch, and with co-hosts Canadian Consul General Stephen Brereton and U.S. Consul General John Nay, will honor this year's esteemed winners and provide a few surprises:

Political Sector – NYS Assemblyman Robin Schimminger
Private Sector – Dave Martineau, Publisher & Staff of "The International"
Non-Profit Sector – Beyond/In Western New York Arts Consortium
Front-Line/Volunteer Sector – Jackie Phillip & Staff of the Niagara Ontario Travel Centres
Women In Tourism Award – Debi Pratt, Inniskillin Wines
2008 Doors Open Award – Ball's Falls Centre for Conservation

Afternoon Plenary Sessions Include:

- 1) Tourism & Trade Competitiveness and Trends – Jason Burgess, Deloitte, Niagara; Michelle Mackenzie, Canadian Tourism Commission, Vancouver; Pam Heilman, Canadian American Business Council, Washington
- 2) Binational Partnerships & Cross Border Updates – Wilfred Richards, The International Appalachian Trail, Georgetown Maine; Kerry Mitchell, Boundary Waters Treaty Centennial, Buffalo/Niagara; Ian Burkheimer, Pacific Northwest Economic Region, Vancouver

The Binational Cornucopia Food & Wine Evening will wrap up the first day of the Summit. The event takes place from 6 to 9 p.m., with a new competitive spin this year. CTV's Paula Todd will introduce political leaders from both sides of the border to provide greetings to the delegates, and celebrity judges will determine the best of the offerings from Niagara College/Niagara Culinary Institute, Buffalo State College, Emerson Culinary School, Buffalo and the Niagara Catholic District School Board, matched with samples of some of the best of Niagara Ontario and Western New York wineries. The Doors Open architectural photography exhibit and music by the Mark Mazur Band will round out this great networking evening.

Friday, May 1st provides a full morning of tourism and travel updates and opportunities to develop new tourism products that will attract new visitors, increase revenues, create new jobs and draw new attention to our binational region and the importance of Canada/US. relations:

- 1) Continental Breakfast and WHTI/Border Crossing Updates – Janet Rumball, Canadian Border Services Agency, Ottawa and Keith Konopa, U.S. Customs and Border Protection, Buffalo
- 2) Binational Transportation – Tom George, NITTEC; Hal Morse, GBNRTC and Bill Vanecek, NFTA share info on improved road and traffic systems, marine and multi-modal connections, and airport enhancements in Buffalo and Niagara Falls NY that will create new jobs, and attract and better serve new and existing visitors to our area

3) The Concurrent Panel Sessions focus on new business opportunities and the people who can help make this happen:

Wine & Culinary – Lisa Tucker, Edible Buffalo, Buffalo NY; Magdalena Kaiser, Ontario Culinary Tourism Association; Susan O'Hara, Wines Northwest, Washington State

Medical Tourism – Alex Piper, OneWorld Global Healthcare Solutions, Michigan ; Tom O'Hara, Surgical Trip, Michigan; Dr. Shahbaz Butt, Canadian Healthcare International, Toronto

Bicentennial of 1812 – Sheila Larmer, Ontario Ministry of Tourism; Keith Jamieson, Six Nations; David Rotterman, WNED Buffalo; Bill Pencek, Maryland; Jason Wiese, Louisiana

Sport Tourism – Jay Mason, Canadian Motor Speedway; Janet Gates, Canadian Sports Tourism Alliance, Lacrosse Representative TBA

Travel Trade – Ashley Gibbins, International Travel Writers Assn, England; Brian Crow, Ontario Motor Coach Assn; Barb Hughes, Snyder Tours/AAA Western & Central New York

4) Closing Keynote & Lunch – Vancouver 2010 Olympics – Making the Case for Binational Tourism Development

REGISTER NOW! <<https://www.reservation.org/binational/summit.aspx>> For complete details, go to www.btapartners.com <<http://www.btapartners.com/>> or click here <<https://www.reservation.org/binational/summit.aspx>> for online registration.

Trade Show Space and Sponsorship Opportunities are still available – call 888.849.5834 or email helga.honey@btapartners.com for more information.

Don't miss this opportunity to celebrate the successes of your colleagues, connect with new cross-border partners and grow your tourism business.

- We look forward to seeing you at the Summit!

Arlene White, Executive Director
Binational Tourism Alliance
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