

4th Annual
BC Sport Tourism Events Marketplace
April 15th, 2008



Sheraton Vancouver Wall Centre—Vancouver, B.C.

Program

Time	Event	Location
9:00am	Breakfast & Registration	Grand Ballroom Foyer
10:00am	Welcome & Program Announcements Mike Killeen, CTV 2010 Olympic Reporter Bruce Dewar, Chief Executive Officer, 2010 Legacies Now Rod Harris, President and CEO, Tourism British Columbia	Grand Ballroom AB
10:30am	Session #1 <i>Working as a Team to Build World Class Sport Tourism</i> Paul Varian, President & CEO of Sport BC	Grand Ballroom AB
11:00am	Session #2 <i>Sustainable Sport</i> Brenda Taylor, Chief Advisor on Forestry and Eco-System Management, Solstice Sustainability Works	Grand Ballroom AB
12:00pm	Lunch & Keynote Speaker <i>Pre-Games Training and Acclimatization</i> Mike Fox, Canadian Sport Tourism Association Kristina Groves, Olympic Silver Medalist, World Champion	Grand Ballroom AB
1:15pm	Marketplace Meetings	Grand Ballroom CD
3:30pm	Wine & Cheese Reception	Grand Ballroom Foyer

Master of Ceremonies



Mike Killeen
CTV 2010 Olympic Reporter

Mike Killeen joined the CTV news team in August 2001 and currently serves as the CTV Vancouver 2010 Olympic reporter. Before being named 2010 reporter for CTV, Mike was co-anchor of *CTV News at 6 - Weekend Edition* and a senior reporter.

In 1996, he won the Jack Webster, RTNDA International and BCAB awards for "School Colours," a five-part series on the impact of immigration on B.C.'s education system. Mike was also a co-finalist for a Webster award in 2000 for "The Clark Warrants."

Mike was born and raised in Vancouver. He graduated from the British Columbia Institute of Technology's Broadcast Communications program in 1984. Mike is married, has two sons and lives in North Vancouver.

Speakers

Paul Varian **President & CEO, Sport BC**

Paul Varian is President and CEO of Sport BC, the independent federation for amateur sport in B.C. Sport BC membership is comprised of more than 80 organizations, including 64 provincial sport organizations. Paul is responsible for leading Sport BC's activities in service delivery to its membership and promoting the value of organized amateur sport in the community at large.

Prior to joining Sport BC in September 2007, Paul was Chief Executive of the Irish Field Hockey Association in Dublin, Ireland. During his three years leading this 40,000-member national sport organization, Paul doubled the Association's revenues and advanced field hockey to be the fourth most-developed sport in Ireland.

Varian holds an MBA from Michael Smurfit School of Business in Ireland and a BA (Geography) from Trinity College Dublin. A citizen of Australia and Ireland and a resident of Canada, he is married with twin two-year-old girls.

Brenda Taylor **Chief Advisor on Forestry and Eco-System Management** **Solstice Sustainability Works**

Brenda has more than 10 years of experience as an environmental consultant. She is working on the sustainable sport project with Solstice Sustainability Works. Since 1997, Solstice has been helping Canadian organizations bring their sustainability goals to life, providing expertise in sustainability reporting, accountability and social auditing.

Brenda has a Masters degree in Resource and Environmental Management from Simon Fraser University. She is also a World Champion, Olympian and double gold medalist in Rowing at the 1992 Barcelona Olympic Games.

Keynote Speaker

Kristina Groves **Olympic Silver Medalist, World Champion**

Kristina has been skating since she was 11-years-old when she gave up competitive cross-country skiing. She says after watching Gaetan Boucher skate in the 1988 Winter Olympics in Calgary she was hooked on speed skating.

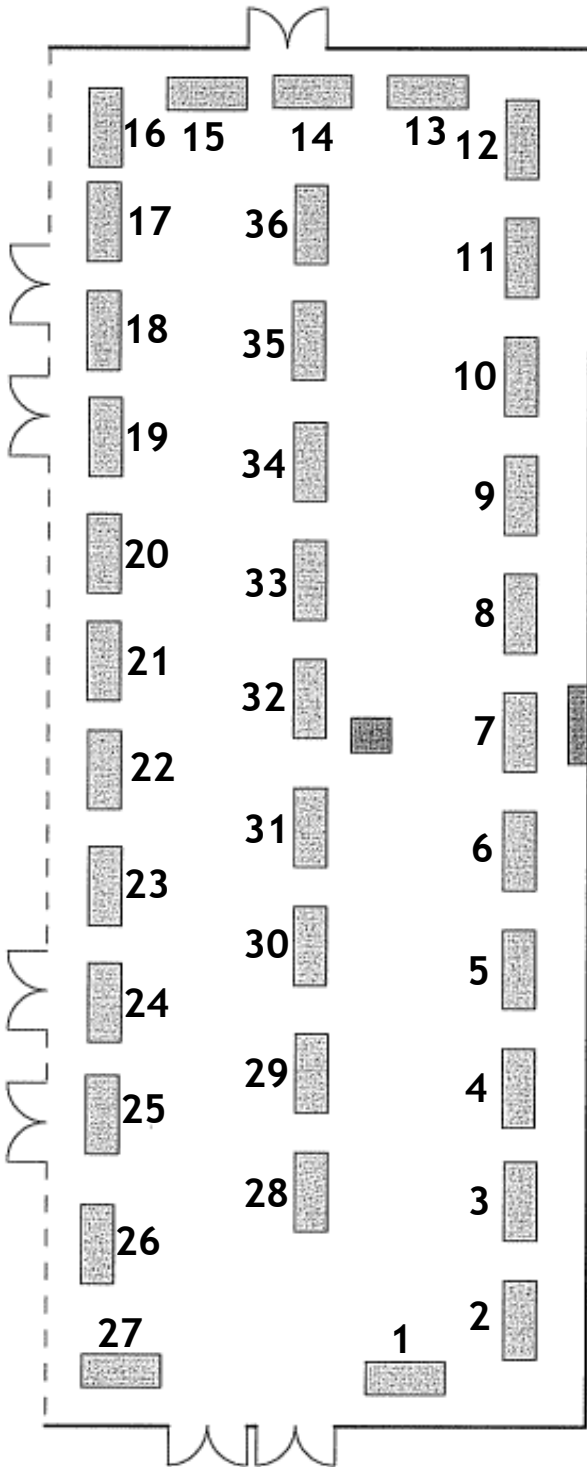
In 2007-08, she produced a season to remember, collecting an unprecedented five medals at the World Single Distance Championships including gold in the 3000m; 8 World Cup medals; the 1500 overall World Cup title; and bronze at the World Allround Championships.

Her breakthrough season has been building from her Olympic performance at the Torino Games and she's established her reputation as a medal contender in five events going into the Vancouver Games in 2010.



Marketplace

Grand Ballroom CD



1. VolWeb.ca
2. BCRPA
3. Sport Langley
4. Tourism Chilliwack
5. Tourism Abbotsford
6. Tourism Whistler
7. University of British Columbia
8. City of Prince George
9. Tourism Smithers
10. Tourism Squamish
11. Maple Ridge/Pitt Meadows
12. Tourism Richmond
13. Richmond Oval
14. Hostelling International
15. Tourism Kamloops
16. City of Kamloops
17. SportHost Victoria
18. City of Coquitlam
19. Sport Kelowna
20. Tourism Greater Vernon
21. Tourism Vancouver
22. Media
23. Penticton's Wine Country Tourism
24. Tourism Burnaby
25. City of Surrey
26. Oceanside Tourism Association
27. SuperHost
28. BC Sport Tourism Network
29. Vancouver 2011 Out Games
30. Sheraton Vancouver Guilford Hotel
31. Comox Valley Economic Development
32. City of Fort St. John
33. Hope Chamber of Commerce