AGENDA AT A GLANCE

THURSDAY, NOVEMBER 3, 2016

1:00 pm - 1:30 pm	Registration & Networking
1:30 pm - 1:40 pm	Introduction Video & Opening Remarks
1:45 pm - 3:15 pm	Keynote Address Matt Ballard, President/CEO at Charleston Area Alliance & Former ED of the Hatfield-McCoy Regional Recreation Authority
3:15 pm - 4:00 pm	Industry Panel Learn how these regional champions go the extra mile for their snowmobile clientele. Sean Mackey, President M&M Hospitality JP Ouellete, CAO, Town of Cochrane Candace Fortin, General Manager, Cabin Fever Motorsports Joe McDonald, Owner/Operator, Abitibi Base Camp Sean Frawley, General Manager, Halfway Haven Lodge
4:00 pm - 4:30 pm	Question & Answer Period
4:30 pm - 4:45 pm	Wrap Up
4:45 pm - 6:30 pm	Networking Reception
6:30 pm - 8:00 pm	Interactive Dinner

FRIDAY, NOVEMBER 4, 2016

7:30 am - 8:00 am	Breakfast Buffet
8:00 am - 9:00 am	Featured Speaker Yves Ouellet, Travel writer / La Fédération des Clubs de Motoneigistes du Québec (FCQM)
9:00 am - 9:30 am	David MacLachlan, Executive Director, Tourism Northern Ontario (TNO) Product Team Update
9:30 am - 10:00 am	Mike Clewer, Director Strategy & Business Development, OFSC Update
10:00 am - 10:30 am	Claude Aumont, Ontario Tourism Marketing Partnership Corporation (OTMPC) partnership, projects & snowmobile campaigns
10:30 am - 10:45 am	Break
10:45 am - 11:15 am	Project Findings To Date
11:15 am - 12:30 pm	Opportunities & Solutions Roundtable Discussion
12:30 pm - 2:00 pm	Working Lunch - Setting Priorities
2:00 pm - 2:15 pm	Next Steps
2:15 pm - 2:30 pm	Wrap Up & Departure

SPECIAL
GUEST SPEAKER

MATT BALLARD *Hatfield-McCoy Trails*

Matthew G. Ballard was named President of the Charleston Area Alliance (West Virginia, USA) a regional economic and community development organization on December 1, 2006. Over the past decade, the Alliance has been instrumental in leading or partnering on economic development projects that has created over 4,000 jobs and over $700,000,000 in new capital investment.

Before joining the Alliance, Ballard served as the Executive Director of the Hatfield-McCoy Trails, a 600-mile multi-use trail system, operating in nine counties throughout southern West Virginia. Ballard was focused on marketing, expansion and economic impact for the trail. The results include national and international exposure for the trails in national magazines, websites, industry organizations and associations, television features for the trail system, and even as part of a commercial for Suzuki ATVs.

Ballard serves as a member of the Board of Directors of the Association of Chamber of Commerce Executives (ACCE), the WV Governor's Disaster Recovery Board, the Alderson Broaddus University Board of Directors, the Board of Directors of the Hatfield-McCoy Trail as a Kanawha County Representative, was selected in 2008 at one of the West Virginia State Journal's 40 under 40 award recipients and in 2012 was elected President of the Rotary Club of Charleston.

SPECIAL
GUEST SPEAKER

YVES OUELLET *Author, Journalist*

Yves Ouellet has worked as a journalist for more than thirty years, and for the greater part of his career has been devoted to promoting the knowledge and appreciation of the regions of Quebec and Canada. Author of numerous respected work and travel guides, he also writes for the travel section of several newspapers and magazines. A lover of history and the outdoors, his approach is characterized by curiosity, emotion and wonder.

Through meticulous research, Yves has created in is writings some multifaceted portraits of Quebec's region, Canadian provinces and a large number of countries all around the world. He is also a winner of the TMAC annual grand prize for Best Story in French, both in 2009 and 2013, respectively.

Yves has been involved in the snowmobiling industry for over 27 years. Collaborating for the Quebec snowmobile federation magazine, Motoneige Québec, starting with the first edition of the Challenge Harricana in 1980. He is now the Editor in Chief of the magazine and has also published a coffee table travel book on Snowmobiling in Québec and Canada. In his lustrous writing career, Yves has published hundreds of articles and photos about snowmobiling in Québec, Canada, USA and Russia.