

**Building a stronger Alberta**

July 27, 2007

**New industry members appointed to Strategic Tourism Marketing Council**

Edmonton... The Strategic Tourism Marketing Council (STMC) welcomes a new member and two re-appointed members.

Appointed to the STMC for a three-year term expiring March 31, 2010 is Ernie Chauvet, of Legal, who is community development officer with the Grande Prairie and Central Region of the Association Canadienne-Francais de l'Alberta. Reappointed for terms expiring March 31, 2008 are Marilyn Bell of Banff and Crosbie Cotton of Calgary.

Hector Goudreau, Minister of Tourism, Parks, Recreation and Culture announced the three appointees who will lend their expertise and experience to the industry-led body that oversees Alberta's tourism marketing.

"The STMC has proven to be a very effective public-private sector partnership," said Goudreau. "We are fortunate to have some of the finest leaders in Alberta's tourism industry as members of the council. I am confident these three appointments will continue that tradition."

Cindy Ady, Associate Minister of Tourism Promotion added, "I look forward to working with members of the STMC as they continue to provide the strategic direction to market Alberta as a tourism destination."

Established in December 1998, the STMC is comprised of 14 tourism industry professionals from across the province. As a co-operative effort between government and the private sector, it provides marketing expertise to help grow Alberta's tourism industry. The STMC is co-chaired by the deputy minister of Tourism, Parks, Recreation and Culture. Derek Coke-Kerr, Managing Director of Travel Alberta serves in an ex-officio capacity on the council.

Members are volunteers and do not receive remuneration other than reimbursement for travel expenses to attend council meetings. The STMC oversees the development of the province's three-year Strategic Tourism Marketing Plan, which is managed by Travel Alberta. The Strategic Tourism Marketing Plan is available online at [www.industry.travelalberta.com/strategicplan/](http://www.industry.travelalberta.com/strategicplan/).

Strengthening our tourism industry supports Premier Ed Stelmach's plan to build a stronger Alberta. Other priorities for the government are to: govern with transparency and integrity, manage growth pressures, improve Albertans' quality of life and provide safe and secure communities.

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**Attachment:**

Backgrounder with biographical information on the new and re-appointed STMC members.

**Media enquiries may be directed to:**

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Travel Alberta  
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To call toll-free within Alberta dial 310-0000.

**Backgrounder**

July 27, 2007

## **New industry appointments to Strategic Tourism Marketing Council**

### **Ernie Chauvet - Legal -**

Ernie Chauvet is community development officer for the Grande Prairie and Central Region of the Association Canadienne-Française de l'Alberta where he also served as president from 2001-2004. In 1997, he spearheaded the mural project in Legal, which has now grown to 30 murals in the town. He is also involved in creating a historical cultural region in partnership with St. Albert, Morinville, Legal, and Sturgeon, which will be marketed as a tourism destination.

### **Marilyn Bell - Banff -**

Marilyn Bell is the regional director of sales and marketing for Fairmont Hotels and Resorts, Alberta Region, and is responsible for sales and marketing for five properties in Alberta. She brings 25 years of experience in tourism in the national parks. Bell was originally appointed to the STMC in 2005.

### **Crosbie Cotton - Calgary -**

Crosbie Cotton is director of the National Park Ski Area Association, representing the common interests of the four internationally renowned ski resorts in Banff and Jasper National Parks. A former editor-in-chief of the Calgary Herald, he has 30 years of experience in journalism. Cotton was originally appointed to the STMC in 2002.

Other members of the STMC are:

#### **Mac Makenny - Priddis**

(Industry Co-chair)  
Owner/Operator, Homeplace Ranch

#### **Derek Coke-Kerr - Calgary**

(Ex-officio)  
Managing Director, Travel Alberta

#### **LeAnne Lane - Granum**

Owner/Operator, Willow Lane Guest Ranch

#### **Peter McCart - Edmonton**

Vice President, Marketing, Edmonton Airports

#### **Doug McPhee - Jasper**

General Manager, Hertz IL

#### **Dave Rodney - Calgary**

(Ex-officio)  
MLA Calgary-Lougheed

#### **Hans von Bloedau - Edmonton**

General Manager, Coast Edmonton House

#### **Fay Orr - Edmonton**

(Government Co-chair)  
Deputy Minister, Alberta Tourism, Parks, Recreation and Culture

#### **Ron Killick - Nordegg**

Owner/Operator, David Thompson Resort

#### **Paul Mathias - Conklin**

Owner/Operator, Winefred Lake Lodge

#### **Wynn McLean - Camrose**

General Manager, Camrose Regional Exhibition

#### **Ryan Pomeroy - Grande Prairie**

President, Pomeroy Group

#### **William Schmidt - Calgary**

General Manager, Carriage House Inn

#### **Williard Strebchuk - Whitecourt**

President, K.W.E.D. Group of Companies

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