

The Travel Media Association of Canada would like to thank the following organizations for their support of the TMAC 2009 AGM and Conference in Richmond, British Columbia.

Richmond, British Columbia, Canada. Fishing boat heading up the mighty Fraser River in the Historic Fishing Village of Steveston Photo: Graham Osborne



**Tourism Richmond | Canadian Tourism Commission (CTC) | Visit Wales**

SeaWorld/Busch Gardens | Ottawa Tourism | Riviera Maya

Tourism Vancouver | Waterloo Regional Tourism Marketing Corp. | Tourism Saskatoon | Edmonton Tourism  
VISIT FLORIDA | River Rock Casino Resort

**And the many, many volunteers!**



## 2008 PRESIDENT'S REPORT

by John Masters

I think there's a simple philosophy to making TMAC successful: always be sure that your primary focus is on making the association valuable to travel media professionals. Everything else flows from this. The more good media we have, the greater the interest of industry to belong, too. I'm pleased to report that as we celebrate our 15th anniversary our membership has never been higher: at the end of 2008 we counted 460 on our rolls, 181 media and 279 industry.

In several areas, 2008 was a year that consolidated initiatives begun in 2007. Our monthly e-newsletter, *TMAC Travels*, edited by Susan Mate, is now firmly established as the principal tool for communicating news to the association. Our website improved throughout the year and is now a major archive of information, containing everything from the TMAC bylaw, annual reports and monthly national board minutes to contact and bio info for all TMAC members.

In 2008, we also extended our relationship with the Canadian Tourism Commission. The deal we negotiated in 2007 with the CTC's Carol Horne to have the commission help underwrite the travel subsidy we offer to media to attend the AGM was renewed in 2008 with Elyse Mailhot, who took over when Carol returned to her previous job with

Tourism P.E.I. Thanks to Carol, Elyse and the CTC's Gloria Loree, TMAC has again been able to provide media with travel subsidies that make attending the Richmond conference all but irresistible. The result has been that, as of the end of December, more than 100 media had signed up — significantly more than the 70 who came to Halifax, which was itself a record for a conference held outside of southern Ontario.



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*"...always be sure that your primary focus is on making the association valuable to travel media professionals."*

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After a few rocky years with those supplying our administrative services, we've righted the boat and look forward to T.O. Corporate Services continuing to provide our board and members with prompt, reliable, courteous service. TMAC has signed a three-year deal with T.O. Corp., to June 30, 2011, that should give both parties desirable stability. (And if there's a problem, either side can pull out with 60 days' notice.)

We've also firmly established the annual board summit (ABS) as a central com-

ponent to the healthy functioning of TMAC. With TMAC now a truly cross-Canada organization, the ABS, held soon after the AGM, allows the far-flung members of the national board the chance to come together for a few days to plot the main goals they'd like to accomplish in the year ahead. It also gives them some very useful, and rare, face time with each other, since the monthly national board meetings are now held almost entirely as teleconference calls that link one coast to the other — and to the Far North.

In 2008, as promised in my 2007 president's report, we revised the media qualification criteria. The changing nature of the business, and some shortcomings and inconsistencies in the previous set of rules, made this not just desirable but necessary to ensure that TMAC is seen both from within and without as maintaining a clear standard of professionalism. The board devoted six months to the process, consulting more than two dozen people and doing test runs of the new system before releasing it. Media membership chair Jo Matyas did the lion's share of the work, assisted by media membership committee members Cathy Stapells and Michele Sponagle. Numerous others also made very significant contributions of time and effort, notably Nova Scotia chapter chair Sandra Phinney and national board member Hélène Katz. Even then, we found it necessary to address a few issues after the fact, but I'm pleased with the final results.



**TMAC Board of Directors – PRESIDENT:** John Masters (media) **VICE-PRESIDENT:** Ted Flett (industry) **TREASURER:** Janice Tober (industry) **SECRETARY:** Liz Fleming (media) **PROFESSIONAL DEVELOPMENT CHAIR:** Sandra Phinney (media) **WEBSITE CONTROLLER:** Irene Knight (industry) **INDUSTRY MEMBERSHIP CHAIR:** Gillian Marx (industry) **MEDIA MEMBERSHIP CHAIR:** Josephine Matyas (media) **NOMINATIONS COMMITTEE CHAIR:** Hélène Katz (media) **CONFERENCE CO-CHAIRS:** Judy Hammond (industry), Joanne Sasvari (media)

**TMAC Chapter Chairs – BRITISH COLUMBIA CHAPTER CHAIR:** Joanne Sasvari (Media) **ALBERTA CHAPTER CO-CHAIRS:** Jessica Harcombe, Debra Cummings **ONTARIO CHAPTER CO-CHAIRS:** Mike Keenan (media), Marty Rice (industry) **NOVA SCOTIA CHAPTER CHAIR:** Sandra Phinney (media)

**TMAC Appointed Positions – AWARDS COMMITTEE CHAIR:** John Masters **HANDBOOK CHAIR:** Martha Chapman **NATIONAL NEWSLETTER EDITOR:** Susan Mate **LISTSERV MODERATOR:** Glenn Cameron

**TMAC ADMINISTRATOR, AGM & CONFERENCE COORDINATOR:** T.O. Corporate Services

**BOARD, MEMBERSHIP, HANDBOOK, AWARDS, ABS, AGM, ADMINISTRATION:** Leya Duigu **NEW MEMBERSHIP & REQUALIFICATIONS:** Vita Dalla Giustina **WEBSITE, DATABASE, NEWSLETTER, PRESS RELEASES:** Xi Pan **CONFERENCE:** Tina Hutchinson

**ANNUAL REPORT DESIGN, PRODUCTION & PHOTOGRAPHY:** Glenn Cameron, CLEAR Communications, Toronto

We also revamped the TMAC Awards. Their administration and direction was brought in-house, with categories and judges chosen by TMAC, putting them more in line with other highly regarded editorial award programs such as the National Magazine Awards. We have 10 prizes this year, but the level of interest from would-be industry sponsors was such that we could have had twice that number (which would be a very bad idea, not least because the awards ceremony would go on an unconscionably long time). I'm delighted by the gusto with which our industry members have embraced the new awards — and by the response from TMAC members: more than 400 entries poured in, far more than we expected.

Every year comes with its surprises. In 2008, a major one was the 28-page memo media member Dave Hunter sent in early November to all national board members, including chapter chairs, and past TMAC presidents. In it, Dave raises issues concerning the conduct and competence of the board, questioning the legality of some of our decisions, notably regarding the revising of the media membership criteria, and the possibility that TMAC's legal standing was in doubt due to board shortcomings. My response was given in the December newsletter,



Leya Duigu and Tina Hutchinson from T.O. Corporate Services during a lighter moment at Pier 21.

which is available on the TMAC website home page under “resources” > “newsletters”. The gist of it is that the board has acted properly and all is in order with the exception of one bit of clerical data that will be fixed after the Richmond AGM. Unfortunately, in order to authoritatively put Dave's concerns — and the disquiet they were causing among a number of TMAC members — to rest, the board felt it prudent to retain John Wilkinson, a partner at the Toronto law firm of WeirFoulds, who has expertise in the Canada Corporations Act and in deal-

ing with not-for-profit associations. It's John's professional assessment on which my December newsletter conclusions are based. The cost of his services will be shared with members when we get the bill.

It's been a full two years. I'd like to have had fewer distractions and made more progress in a number of areas, notably the issue of wretched freelance contracts. I'd like to say a big thank you to industry member Martha Chapman, who quietly and efficiently went about the laborious business of assembling, once again, the *TMAC Handbook*. Special thanks, too, to





The new board at the TMAC Halifax AGM 2008. Back row: Ted Flett, Joanne Sasvari, Gillian Marx, Kristine George, Janice Tober. Front row: Josephine Matyas, Gary Cralle, Sandra Phinney, John Masters, Susan Mate, Judy Hammond, Liz Fleming. Seated on the floor: Hélène Katz.

industry member Glenn Cameron, who's taken over as the TMAC listserv moderator in addition to his AGM roles as official photographer, media marketplace bell-ringer and annual report producer. At T.O. Corp., Leya Duigu and Tina Hutchinson have been a pleasure to work with and long may they remain there. My very special thanks to everyone who served on the TMAC national board in 2007 and 2008. There was outstanding work done by any number of board members, but I feel I must especially praise Jo Matyas for her fortitude and diligence and Ted Flett for being the best vice-president I could have wished to serve alongside me.

– John Masters, National President

### ■ Vice-President's Report

With a commitment to the continuous improvement and advancement of TMAC, I reflect with pride on the strides made in 2008 by the organization's executive, board and membership.

The primary responsibility of the vice-president is the planning, execution and evaluation of the conference and AGM. The event's success is normally, but not exclusively, measured by the registration figures. Therefore, my priority has been to develop a conference that is relevant and beneficial to you, my colleagues.

In 2008, Halifax witnessed record numbers for an eastern Canadian conference, buoyed by the Canadian Tourism Commission's flexible media travel subsidy sponsorship, precisely stick-handled by national president John Masters.

A local team capably headed by Randy Brooks of the Nova Scotia Department of Tourism and Holly Hedd of Destination Halifax captivated members with an itinerary that showcased the city's culinary and sightseeing delights. Barbara Ramsay Orr's brilliant handling of the professional development seminars offered members expert advice from the likes of photographer Sherman Hines and e-marketing guru Patricia Brusha. We also ushered in the 21st century with a more sophisticated online registration and marketplace appointment-matching program, contracted by 3-Way Street, to optimize the marketplace experience for members.

To continue to deliver a conference that meets the increasing needs of our members while competing with other travel media events (seminars, marketplaces and



networking functions) the board made a slight increase to the 2009 conference registration fees. Recognizing shrinking budgets and a beleaguered economy, the increase was minimal. Details of the Richmond conference have been stealthily handled by a talented trio: my board colleagues Judy Hammond and Joanne Sasvari and T.O. Corp's masterful event-planner Tina Hutchinson.

To continue on our path of advance planning the board also selected the site of the 2010 conference, our first international event, which signals the equality of TMAC's international members in granting them the opportunity to host our annual event. Cardiff, Wales, emerged through a rigorous selection process and



The local eateries were not all fancy, but a good story or two always came with the delicious food and gracious hospitality at this restaurant across the street from our hotel.

will host us Mar. 7–12, 2010. From the charming and bustling conference hub in Cardiff to rugged Snowdonia in the north to the green, soft hills of the south, Wales is sure to impress. Given the expertise, commitment, flexibility and humour of VisitWales officers Eirlys Thomas and Robert Jones, who will be looking after our requirements, the board is confident in the team's ability to address broad provisions and minute details, and we look forward to hunkering down to planning.

The 2011 conference request for proposals was issued last year to all relevant central Canadian industry members and



TMAC's awards dinner at Pier 21 was one giant lobster feed, Nova Scotia style. Scores of servers streamed into the banquet hall loaded with platters of steamed lobsters. Down East hospitality at its best, and the speeches were mercifully short and sweet. The spirited music of Wendy MacIsaac, Dave MacIsaac and Chrissy Crowley seduced some TMAC members to get up and try some jigs. Sunday, February 17, 2008.

the site selection team — Hammond, Sasvari and Hutchinson — has been combing over the proposals to ensure a suitable recommendation to the board and swift selection.

Under the watchful eye of industry member Martha Chapman and T.O. Corp's Leya Duigu, the handbook contents and publishing process improved significantly in 2008 to provide members with a concise and organized directory. The duo suggested and implemented a number of improvements, including the addition of tabs and a list of past presidents to honour their contributions. As

an environmental nod, the handbooks were printed on recycled paper and the bylaws were omitted, as they consumed several pages and are always available to members online.

A sincere thank you to eagle-eyed Cathy Stapells for proofreading! Revenues this year totalled \$7,875 from advertising and \$1,020 from PR firms that wished for separate listings for their clients.

In future planning, the handbook committee is considering a quarter-page advertising format and also a method of encouraging members to complete their listing information, thereby maximizing

### Conference Registration Comparison

	2006 - Calgary	2007 - London	2008 - Halifax
Industry	118	145	138
Media	66	80	70
<b>Total</b>	<b>184</b>	<b>225</b>	<b>208</b>



their membership benefits and forming a more complete handbook.

The board convened at our annual board summit in Toronto in the spring to establish priorities, as agreed upon by the board's veterans and newcomers. Topics of discussion ranged from the toxicity of the listserv to the tenets of requalification and everything in between and reminded my colleagues and me of the exceptional power of collaboration.

Another highlight of the year was the swift November appointment of Irene Knight of the CN Tower to replace Kristine George, who received a much-deserved promotion at Tourism Victoria. Irene is appropriately stationed at the country's tallest building, as she is a beacon of efficiency and professionalism and has quickly begun improvements to [www.travelmedia.ca](http://www.travelmedia.ca) as the website controller.

Lastly, I wish to salute president John Masters for his ongoing support and trust through the sometimes rough but always forward-moving waters of 2008.

– Ted Flett, Vice-President



Ship model at the Maritime Museum of the Atlantic, a great marine museum that features artifacts and photographs from the 1917 Halifax Explosion, as well as the *Titanic* disaster.

### Treasurer's Report

This past year has been very productive for your board. TMAC continues to grow and mature to meet the changing needs of the travel market for both media and



Fairview Lawn Cemetery, Halifax. To this day, tributes are left at the base of this stone erected to the memory of an unknown child whose remains were recovered after the disaster to the *Titanic*, April 15th, 1912.

industry members. The board has made it a priority to adapt to the changing climate and listen to our members' evolving needs.

Many new initiatives were created this year in response to members' requests and suggestions, and thus we incurred new expenses. One new initiative, in place for the 2007 conference and led by national vice-president Ted Flett, was the appointment of 3-Way Street to manage the conference website registration interface, including the booking of the marketplace appointments. Their efficient, easy-to-use system is recognized by many of our members who participate in other marketplaces. The association incurred additional set-up charges in the first year that won't be repeated.

Other 2007 conference expenses that are seen in the financial reporting of 2008 include the following.

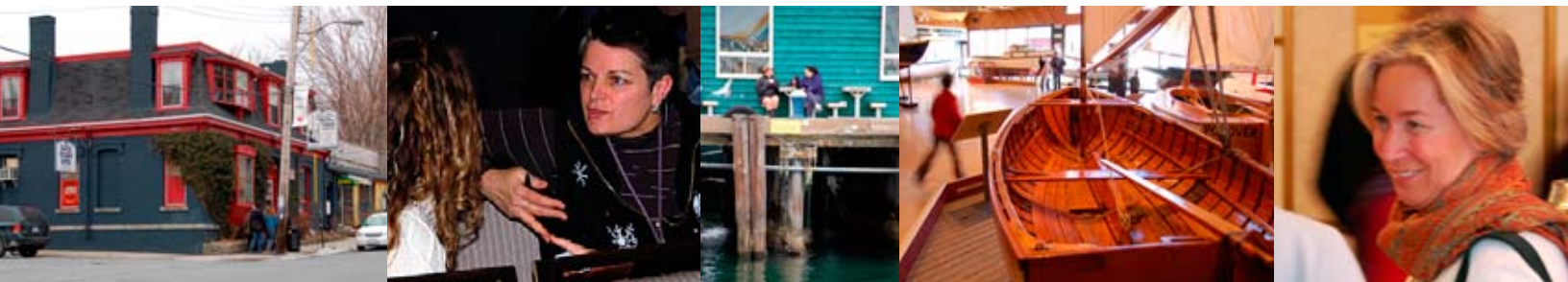
- Initial bank set-up charges that give members the ability to pay for their conference fees with ease using a credit card. Many thanks to the T.O. Corporate Services team for carrying out this long, drawn-out process with the bank.
- The fairly substantial, and very worth-

while, subsidization of our media members' travel costs to attend the conference and AGM.

- Sponsorship for our yearly conference and AGM, as well as for the annual board summit, continues to be a priority in order to offset costs, and will continue to be a challenge as PR and marketing budgets are cut back in our current economic environment. The conference is our single largest expense (as well as our



"Sailor" is a 2.5 ton bronze statue that honours the many thousands of sailors who passed through the port of Halifax.





Winners of the Calgary and Alberta awards for stories resulting from the 2006 TMAC AGM & Conference in Calgary, Alberta. A total of nine awards were handed out to media members Josephine Matyas, Gary Crallé (accepting for Katharine Fletcher), Mike Keenan, Ann Wallace, Amy Rosen and Heather Greenwood Davis.

largest source of income), followed by membership fees. Revenue from membership fees rose in 2008 on both the media and industry sides.

T.O. Corporate Services has continued to play an increasing role in our evolving association, and it plays an integral part in the matters of the national board and the association itself. Therefore, a T.O. Corp contract committee, which was led by president John Masters and included Ted Flett and myself, was formed in order to look at negotiating a contract with

T.O. Corp. A three-year contract, with nominal fee increases per year, was negotiated and secured in order to provide continuity between the association and T.O. Corp, with expenses locked in for three years.

This year, the board also allotted some funds to make the TMAC website easier to navigate, with former national board member Kristine George spearheading this initiative.

You'll notice, as well, that you have been given a new and improved annual

report. The board felt it important to make the small investment necessary to upgrade the annual report to better reflect the status of the organization. Both the annual report and the website are prime marketing tools to attract new members and provide a face to interested stakeholders.

I'm pleased to report that TMAC remains in a healthy financial position and will continue thus, with ongoing fiscal management balancing the needs of our members with solid financial judgment.

– Janice Tober, Treasurer

## ■ P.D. Report

It's often frustrating when we take the time to fill out evaluation papers after a training session or conference and not know if anyone actually reads the feedback or does something about it.

We're happy to report that last year's evaluations were read and analyzed. There were great suggestions for improving content and delivery. So we focused our energies this year on raising the bar for the 2009 conference. The goal was to offer career building-sessions and keynote addresses that industry and media members could not only get excited about, but could also come away from feeling inspired and possessing a few more tools to work with. The jury is still out but we hope that our goal was accomplished.

For 2009, the PD committee will again consider setting up in-house sessions. In the past, there have been online sessions where a presenter focuses on a specific topic, usually for a week. If you have any suggestions, please pass them along to me at [s.phinney@ns.sympatico.ca](mailto:s.phinney@ns.sympatico.ca).

– Sandra Phinney,  
Professional Development Chair



Alexander Keith's Nova Scotia Brewery is the oldest working brewery in North America. TMAC members enjoyed a visit to the Stag's Head Tavern where they were entertained by staff in period costumes. Great music, fun stories and a game or two were the order of the day. Of course, the highlight was sampling Keith's yummy ales.



## Media Membership Report

TMAC has a commitment to recruit and maintain as members quality travel journalists, authors, photographers and broadcasters. To ensure that a proper set of professional standards is met by our members is the job of the media membership committee.

One crucial element in the success and growth of TMAC is the requirement that media members re-qualify every two years by providing evidence of their published or broadcast works. In this review process, the media membership committee's focus is on applying the criteria for membership in an equal, fair and unbiased manner.

This year saw the implementation of a new approach to evaluating media members' standing, based on a points system. The goal was to be more inclusive of niche markets and to better reflect the realities of the rapidly changing travel media field. The overhaul of the system was tackled by a committee of the board,



Halifax was founded in 1749, and busy people still work every day in its harbour.

by the board as a whole and by extensive input from a wide range of members who represented all disciplines, from book authors to photographers to traditional print journalists.

Members have generally been very positive about the new system, and we



TMACers getting down to work at the 2008 annual general meeting, February 16, 2008, in one of the ballrooms at the Westin Nova Scotian hotel in Halifax.

have also gathered valuable suggestions and feedback that will be considered and incorporated in the future. From the perspective of the volunteers who review and assess the applications, the new system is much improved: it's more streamlined, allows for better presentation of information, and has reduced the number of conflicting or confusing situations that the committee members have to sort through.

For the current round of re-qualifications, the membership committee reviewed applications for members whose surnames begin with the letters A through K. As of early January 2009, the membership committee had approved 56 new media members and approved the requalification of 63 existing members.

The doors are always open for your constructive feedback and suggestions! A huge "thank you" is also owed to the members of the committee — Cathy Stapells and Michele Sponagle — who have donated countless hours of their time to read, review and follow up on the applications submitted.

To all of the membership...thank you

for your cooperation and for your continued support of our worthwhile professional fellowship!

— Josephine Matyas,  
Media Membership Chair



Randy Brooks, manager of travel media relations at the Nova Scotia Department of Tourism & Culture, tireless host and a man who looks really good in a kilt.



## BC Chapter Report

British Columbia's new(ish) slogan is "The Best Place on Earth" and, despite the global economic downturn, daunting uncertainties in the travel industry and an unclear future for traditional media, this is still a pretty darn good place to be for our TMAC members.

Only a year from now, we'll be welcoming the world to the Vancouver 2010 Winter Olympic Games. And long before that, we're welcoming the rest of TMAC to our beautiful province when Richmond hosts the 2009 TMAC Conference and AGM in February.

Those two events have taken up a lot of our members' time and energy this past year, but that doesn't mean we haven't had time for some fun and informative events in 2008.

We started the year with our own AGM in January, electing a new board to represent B.C. at the national conference in Halifax. They are president Joanne Sasvari;

vice-president Cathy Lukovich; secretary/treasurer Carla Mont; venue coordinator Laura Woodbridge; members-at-large Carolyn Ali, Ann Campbell, Lauren Kramer and Amber Sessions. Sadly, in November, Laura announced that she was leaving the travel industry, and we lost a brilliant organizer and a good friend who is already sorely missed.

In April, we met at Granville Island to explore the food stalls with Edible B.C.'s Eric Pateman and chef Brian Fowke, who took us back to his restaurant, Rare, for some gourmet nibbles afterwards.

In summer, we gathered at Figmint Lounge in the Plaza 500 Hotel, where, over snacks and cocktails, we learned how to



take a story "From Pitch to Publication." Four of our TMAC media and industry members — *Western Living* editor Charlene Rooke, writer John Lee, Four Seasons Hotels' Samantha Geer and Tourism Victoria's Kristine George — led a lively and illuminating discussion, leaving all of us with new ideas and insights.

Fall began with a social pub night at the new Irish Heather, where TMAC members took over the Shebeen Whisky Bar and caught up with each other after the long summer months.

And in late November, at the chic new L'Hermitage boutique hotel, the team behind Syntic Design, an online marketing company, led a seminar about blogs, websites and social media. It was a nuts-and-bolts session that left members intrigued about developing their online presence (if not entirely convinced).

As 2009 begins, our membership is looking forward to a busy year. We have seen remarkable growth in recent months

— our chapter is now up to 79 members, comprising 36 industry and 43 media. We know the Olympics will consume our lives in ways expected and unexpected. And we anticipate even more challenges in terms of both the economy and technology.

But at TMAC, we'll continue to hold lively, informative events that allow us to explore what's new and exciting in our community. We look forward to seeing you there!

— Joanne Sasvari, B.C. Chapter President and National Conference Co-chair



Taken at the B.C. chapter executive meeting, January 20, 2009, at Voya Restaurant in the Loden Hotel, downtown Vancouver. Back, left to right: Amber Sessions, Ann Campbell and Joanne Sasvari. Front, left to right: Carla Mont and Cathy Lukovich.



The fully operational steam-powered tug boat tied up at the Britannia Heritage Shipyard in Steveston.

**B.C. Chapter Board of Directors – PRESIDENT:** Joanne Sasvari **VICE-PRESIDENT:** Cathy Lukovich **SECRETARY/TREASURER:** Carla Mont  
**MEMBERS-AT-LARGE:** Carolyn Ali, Ann Campbell, Lauren Kramer and Amber Sessions





Alberta TMAC members and guests mug for the camera at the Three Ravens Restaurant at the Banff Centre during the chapter's fall PD retreat in the Rockies.

## Alberta Chapter Report

It's been another great year in the Wild Rose province, with our numbers showing steady growth and value for members hugely buoyed by two crackerjack professional development weekends and great munch & mingles. No longer are we relegated to a dumpy downtown bar and a platter of chicken wings for guests — industry members have rallied in response to our call for venue hosts. Highlights of 2008 include an inspiring March professional development retreat in Canmore, hosted by Bellstar Resorts and Tourism Canmore, that included a day of seminars and speakers (followed by a dine-around at the town's best eateries) and a second day of story-generating activities such as spa visits and dogsledding (see photo). In May, our chapter was treated to a fantastic evening of cocktails and nibbles at the Kensington Riverside Inn thanks to an out-of-town friend, Ontario industry member Gail Stewart and her clients at the Barbados Tourism Authority. Our Barbados friends hosted us again in August at the Calgary Polo Club, treating us to a day of sunshine, rum punch and great entertainment at the Polo Barbados Challenge. In September, TMACers and friends sampled vino at the hip new 100 Wines by David Walker, a new boutique

just across the street from the swishy new Stampede Casino, then headed next door to the grand opening of Olives, one of the city's best new eateries. TMAC members gathered again Nov. 9–10 for our second PD retreat of the year at Banff's Buffalo Mountain Lodge. Like our spring outing, day one featured incredible panels and speakers, followed by a second day of activities. The retreat, generously sponsored by Banff Lake Louise Tourism, Canadian Rocky Mountain Resorts and Travel Alberta, attracted more than 30 people and received rave reviews. (Just wait to see what we have in the works for this year!) Alberta wrapped up the year with a lovely Christmas open house at Travel Alberta — this organization never ceases to amaze us with its constant support! This look back to 2008 would not be complete without a huge thank-you to our members, who are so great at telling their friends about TMAC, our sponsors/hosts, and our chapter board members, whose tireless work is the reason for our most successful year ever. Our professional development committee, led by the irrepressibly energetic Debra Cummings and Jessica Harcombe, put in countless hours organizing our PD events. This dynamic duo is taking on an even broader role in 2009 as media and industry chapter co-chairs, with Debra

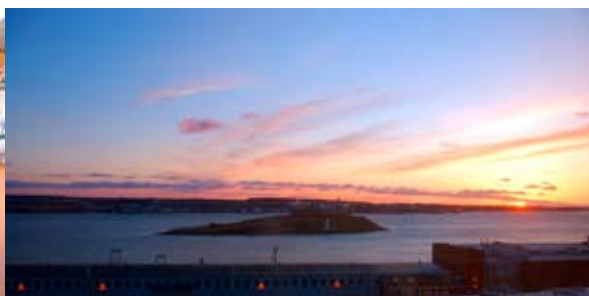
focused on provincial duties and Jessica more on national ones. They'll be replacing me; after five years at the helm, I've decided to let someone else have some say. Actually, I'm taking a membership chair that until recently was handled by PR wizard Neil Bousquet (he's stepped down from the board to divert his boundless energy elsewhere, though he's still helping us out behind the scenes). My deep thanks also to M&M coordinator Susan Fekete, treasurer Jennifer Santos (formerly Gerstenberger), secretary Kristin Link and northern rep (and our chapter's archivist) Anastasia Martin-Stilwell. Our newest board member is guidebook writer extraordinaire Andrew Hempstead, whose role will include helping plan PD events. This dedicated group — and our membership of 15 media and 21 industry members — is the reason 2009 is shaping up as an even better year!

– Susan Mate,  
Outgoing Alberta Chapter Chair



Wanna-be mushers get instructions from Snowy Owl guides during our spring PD session in Canmore, Alta.

**Alberta Chapter Board of Directors – CHAPTER CO-CHAIRS:** Jessica Harcombe and Debra Cummings **MEMBERSHIP:** Susan Mate **M&M COORDINATOR:** Susan Fekete **SECRETARY:** Kristin Link **TREASURER:** Jennifer Santos **ARCHIVIST:** Anastasia Martin-Stilwell **PROFESSIONAL DEVELOPMENT:** Debra Cummings, Jessica Harcombe and Andrew Hempstead



## Ontario Chapter Report

A global economic crisis, more media consolidation and Machiavellian contracts, newspaper cuts and looming bankruptcies, layoffs and shutdowns, proroguing of Parliament... geez, these are not a few of our favourite things!

Nevertheless, TMAC's Ontario chapter is alive and well, and has celebrated several successful M&M's since the new 2008 board was installed in September. Marty Rice (industry) and Mike Keenan (media), co-chairs, have taken over the reins from media member Gary Crallé, now wise overseer and past president. Liz



Media member Alex Eberspaecher (right) gets into the details with a buddy.



The Chatham-Kent contingent gave a passionate re-enactment of a reading from *Uncle Tom's Cabin*.

Campbell remains as secretary and co-PD chair with Mark Stevens. Dan Young is the money man as treasurer, Ron Brown our archivist. May Givens serves as registrar, while Jantine Van Kregten is M&M chair. Diana Conconi acts as parliamentarian, and Sherri Telenko and Kattrin Sieber are recruitment co-chairs.

All in all, it's a talented and formidable lineup for a good-sized chapter intent on growing bigger and stronger. Accordingly, plans are underway to invite



The Chatham-Kent Munch & Mingle was held at the Loews Winter Garden Theatre in Toronto.



Rudolph Nareen, publisher of *Nation News* magazine, chats with local dignitaries from Chatham-Kent.

old yet absent friends to a get-together in the New Year and another M&M is in the works for Jan. 20, sponsored by the Delta Chelsea Hotel.

Previous M&Ms were sponsored by Chatham-Kent and Ottawa and drew consistent crowds of more than 50 members, who were rewarded with many prize draws from donors, lots of tasty nibbles, fine wine and cool beer, as well as the opportunity to interface with colleagues at Shea's and at Yorkville, trendy Toronto sites.

Chatham-Kent regaled us with War of 1812 and black history, agriculture and classic cars, while Ottawa not only brought superb chefs but, thanks to Gary's photographic skills, also ensured everyone in attendance was "Yousef Karsh'ed." Future M&Ms are in the works sponsored by Brantford Tourism, Costa Rica Tourism and Ontario Tourism.

With rapid change seemingly a constant, media and industry have need of continued professional development to try and stay ahead of the bits and bytes. Fortunately, we will get off to a good start at the AGM in Richmond thanks to TMAC's national PD committee and chair Sandra Phinney. See you there!

– Mike Keenan and Marty Rice,  
Ontario Chapter Co-Chairs

**Ontario Chapter Board of Directors – CHAPTER CO-CHAIRS:** Marty Rice, Mike Keenan **PAST PRESIDENT:** Gary Crallé  
**SECRETARY:** Liz Campbell **TREASURER:** Dan Young **ARCHIVIST:** Ron Brown **PROFESSIONAL DEVELOPMENT:** Mark Stevens, Liz Campbell **M&M:** Jantine Van Kregten **M&M REGISTRAR:** May Givens **NEW MEMBER RECRUITMENT:** Kattrin Sieber, Sherri Telenko **PARLIAMENTARIAN:** Diana Conconi



## Nova Scotia Chapter Report

The Nova Scotia Chapter is small in numbers but large in spirit. In total, we have 13 members (eight media and five industry). We've been in recovery mode from hosting the annual conference in Halifax in 2008 so have not planned or executed any career development sessions or chapter promotions. Rather, we've focused on getting to know each other better (and also getting to know our province better) by having mini-press tours in different locations.



John Nowlan makes sure everything's on course on St. Peter's Canal in Cape Breton, September 27, 2008.



Emily Kimber and Sandra Nowlan enjoy the view on St. Peter's Canal in Cape Breton.



Photo: Bruce Bishop

Dinner gathering in Halifax at the Halliburton House Inn, December 6, 2008. **Back row:** Krista Burden, George Burden, Dale Dunlop, Allison Scott, John Nowlan. **Front row:** Sandra Phinney, Emily Kimber, Bruce Bishop, Lola Brown, Sandra Nowlan.

For example, we spent three days together last fall in a section of Cape Breton that is often overlooked, Richmond County. Although we are seasoned journalists and pretty savvy about our own province, we were gob-smacked by what this region has to offer and it opened up a wealth of new story ideas and possibilities.

Both industry and media attend these getaways and that's hugely valuable in developing relationships and understanding of each other's roles and capacities. We discuss industry issues, share market information and writing resources, and brainstorm story ideas. We also have a heck of a lot of fun together (and yes, spouses/partners and kiddos are welcome on these trips!)

When time is short, as it was this past December, we meet for a day in Halifax. The day is usually set up this way: meeting in the morning, city outing in the afternoon and dinner in the evening. For our last meeting we had an "insider's"

tour of the Art Gallery of Nova Scotia with a presentation by the head of the restoration department. Fascinating session.

For 2009 we will refocus on fostering career development, promoting TMAC, and doing travel workshops along with our mini press tours and meetings.

– Sandra Phinney,  
Nova Scotia Chapter Chair



St. Peter's Canal photos by Sandra Phinney

George Burden, Ariana and Krista on St. Peter's Canal.

**Nova Scotia Chapter Board of Directors – PRESIDENT:** Sandra Phinney **VICE-PRESIDENT:** Dale Dunlop  
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