



The Grande Alberta Economic Region (GAER) is pleased to  
sponsor a  
**Tourism Operators Networking Session**

### **What's it in for you!**

In 2006, the GAER Tourism Committee completed a Regional Tourism Development Strategy that identified 7 priority objectives and 6 broad recommendations relative to initiatives to support tourism development in the region. A follow-up feasibility study relative to implementing the strategy was then completed in 2007.

Jan Bloomfield of *Strategy Plus*, who worked with GAER's Tourism Committee in preparing the Tourism Development Strategy, will facilitate this interactive workshop session. She will share with you the findings of the Strategy, including possible tourism partnership and packaging opportunities that may be of interest and benefit to you.

This workshop will provide you with an opportunity to meet and network with other tourism operators in the Grande Alberta Economic Region. You will have an opportunity to discuss possible ways of working with other operators to enhance your existing business or develop new related attractions and operations that will benefit you and the region as a whole.

March 12, 2008

10:00 am – 3:00 pm

Edson and District Recreation Complex, Sundance Room  
#1 Golf Avenue Highway 16 (Golf Course), Edson, Alberta  
Lunch Included

A learning and networking event for tourism operators interested in  
developing products and partnerships

## **Jan Bloomfield, Strategy Plus**

Jan has over 24 years of experience in federal and provincial public administration, with extensive experience in the areas of tourism, parks and economic development in Alberta and Canada. She has been actively involved with the tourism industry in Alberta since 1979 in a variety of capacities. While with Alberta Tourism, Jan developed the Community Tourism Planning Program, and also set up the Community Tourism Action Plan tourism development and Team Tourism marketing grant funding programs. She coordinated various tourism planning initiatives and feasibility assessment studies across Alberta, facilitated the preparation of numerous tourism marketing plans, and managed the Travel Alberta Visitor Services program. She was involved in planning in both provincial and national parks, including working as a Systems Planner with Alberta Provincial Parks and as Assistant Superintendent of Planning for Banff National Park.

Since setting up *Strategy Plus* in 1997, Jan has been actively involved with public and private sector clients in the areas of strategic and business planning, program and process review and evaluation, and stakeholder consultation. Recent projects include: facilitating local working groups in the preparation of Community and Regional Tourism Strategic Plans for GAER, Hanna and Area, Brooks and County of Newell, County of Warner, and Southeast Alberta Region; coordinating the feasibility study and subsequent Business Plan and Marketing Strategy for the Pipestone Creek Dinosaur Bone Bed tourism initiative in Grande Prairie; assessing the tourism potential of the dinosaur tracks in the Grande Cache area, including developing an implementation plan; assessing legislative and policy factors influencing tourism development in Alberta, preparing a Business Plan for the Canadian Rockies Hot Springs Unit of Parks Canada (1999 and 2004); and evaluating the Travel Alberta Visitor Information Centre program. Jan is a member of the International Association for Public Participation (IAP2), and is secretary on the Board for the Wild Rose Chapter.

### **Registration Fees:**

- \$25 per participant includes GST (\$23.81+1.19 GST)

### **Registration Deadlines:**

- Registration on or before March 3, 2008.
- Space is limited.

For Further Information or Registration Forms please contact:

Chris Lockhart

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\*\*\* The GAER Tourism Development Strategy report can be found on the Grande Alberta Economic Region's website under the Report header at <http://www.grandealberta.com/news/>



## Registration Form

**Tourism Operators Networking Session**  
**March 12, 2008 in Edson**  
**Edson and District Recreation Complex, Sundance Room**  
**#1 Golf Avenue Highway 16 (Edson Golf Course)**  
**10:00 am until 3:00 pm**

**Deadline for Registration is March 3, 2008**

### Registration Fees:

\_\_\_\_\_ X \$25.00 (23.81+1.19 GST)

### *People attending:*

*Name*

*Address*

*Telephone/E-Mail*

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**Registration will be confirmed upon receipt of payment.**  
**Space is limited and will be on a first come first served basis**

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