



**Hope you can join us at the  
2006 Tourism Industry Conference  
in Dawson City, April 27-29, 2006!**

This year's conference is going to be jam packed with trends, tools, learning, networking, celebrations and fun! In response to feedback from previous years, the conference goal is to maximize industry networking while ensuring that the program elements meet the majority of industry's needs.

**Expect cutting edge insight into:**

- Tourism on the Web
- Working with Travel Media
- What's coming on the Horizon
- Best Practices from Industry
- Visions for Aboriginal Tourism in Yukon
- And much much more!

**Plan to be:**

- Entertained at Diamond Tooth Gerties
- Toured around Dawson City's Historic Sites
- Challenged to participate and get the most out of your dollar!

This package contains *Special General Meeting* information (see reverse), conference and sponsorship information, and nomination forms for the Tourism Awards of Excellence.

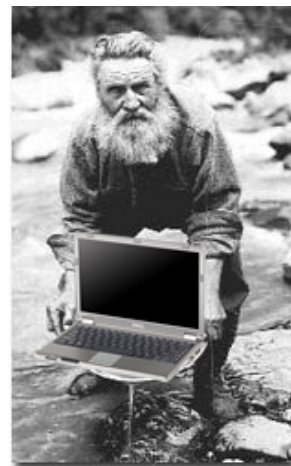
Any questions? Contact Deborah Turner-Davis, Conference Coordinator at (867)668-3331 or email [conference@klondiker.com](mailto:conference@klondiker.com). All conference information can be found on our website at [www.tiayukon.com](http://www.tiayukon.com)

Thanks again and hope to see you there!

A handwritten signature in cursive script that reads 'Patti Balsillie'.

Patti Balsillie, Chief Executive Officer  
TIA Yukon

Encl.



## **TIA Yukon Special General Meeting (SGM)**

**Dawson City, Yukon - Saturday, April 29, 2006**

The Special General Meeting of TIA Yukon will be held late Saturday morning with the following agenda:

1. Presentation of work to date on strategic priorities (see below)
2. Review and feedback on program and organizational changes
3. Changing TIA Yukon's Year-End (from September 30 back to March 31 except membership)
4. Input into conference planning for 2007 (in light of Canada Winter Games, available time and resources)
5. Other

### **Strategic Priorities Background:**

The 2005-06 Board held a Strategic Planning Retreat in November of last year. From that meeting, together with feedback from the membership survey and interviews with tourism advisory representatives, the Board determined it's priorities of TIA Yukon and to the government.

### **TIA Yukon:**

1. **Occupancy Data Collection Program** – working with accommodations properties in the Yukon to capture occupancy data and its related values to economic impact. Started in 2005, it's being launched this year with more resources, support and information.
2. **Tourism Awareness Campaign** – with the goal to impact Yukoners awareness and attitude levels about tourism in the Yukon – from quality of life, to being an ambassador and planning a career in the industry.
3. **Membership Campaign** – to improve the value of membership to the industry and to grow membership numbers to better represent tourism in the Yukon.

### **Government**

1. That the **Brand** must be resourced to properly implement, support and evaluate
2. That **Data Collection** through current means on the tourism industry must be improved
3. That **Industry Development** is paramount to the future of the Yukon's Tourism industry and needs to be further resourced and supported.

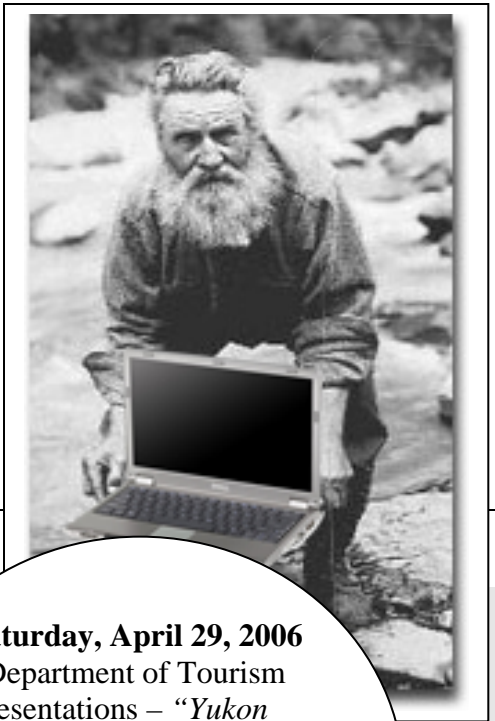
### **Organizational Review:**

A major consideration by the Board this year was to do an in depth review of TIA Yukon's operations, procedures, programs and priorities. If TIA Yukon's goal is to be an effective leader in tourism and to be of value to the industry and the fellow non-profit community, then TIA Yukon's work must meet the needs and expectations of stakeholders.

At the SGM, we will invite members to evaluate the programs of the organization based on their value to the members, their relevancy to the association's purpose and the necessity that TIA Yukon delivers the program. This review and final report will be posted on-line post-conference for all to review.

# TIA YUKON

Spring Conference 2006  
"Networking Tourism in the Yukon -  
Linking People, Trends & Gold Standards"  
Dawson City, April 27, 28 & 29



## Thursday, April 27, 2006

\*Registration & Opening Reception

## Friday, April 28, 2006

- \* Todd Lucier, Tourism Keys Web Author  
*Secrets for Success in the Internet Age*  
(Sponsored by Northwestel)
- \* Jens Thraenhart, Executive Director, E-Marketing  
with the Canadian Tourism Commission
- \* Cheryl MacKinnon, Travel Media Expert  
from Global TV, the Vancouver Sun &  
The Province Travel Pages.
- \* Industry Panel & exciting Concurrent sessions
- \* One on One website review opportunities with  
Todd Lucier, keynote speaker.

## Saturday, April 29, 2006

- \* Department of Tourism  
Presentations – "Yukon  
Tourism Brand"
- \* Translating a National  
Marketing Campaign into  
Tourism Awareness
- \* TIA Yukon SGM
- \* Experience Dawson City,

## Lookin' for a little night life?!

### Friday Evening, April 28 2006

Progressive Dine Around Dinner and Fun  
Night....shake off the gold dust & have a  
little fun! Anybody up for a challenge?

### Saturday Evening, April 29 2006

Gala Awards Evening & Banquet. Dress up  
and Honour our Best. MC, Doug Phillips  
Sponsored by Tourism & Culture, YTG



Tourism Industry Association of the Yukon  
#3-1109 First Ave. Whitehorse, Yukon Y1A-5G4  
Tel: (867) 668-3331 Fax: (867) 667-7379  
Email: [tiayukon@klondiker.com](mailto:tiayukon@klondiker.com)  
<http://www.tiayukon.com>

## Getting There:

AIR NORTH Charter Flight available. Limited Seating,  
\$375 plus taxes Return Fare.

Ride the FREE FUN BUS, sponsored by GrayLine  
Yukon. Space is Limited, reserve Now.

Call TIA Yukon today to reserve your seat; 668-3331  
Or email [conference@klondiker.com](mailto:conference@klondiker.com)



**DELEGATE INFORMATION:**

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

Additional Delegate(s): \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Special Meal Requirements: (Food allergies/ vegetarian): \_\_\_\_\_

**REGISTRATION FEES:** Includes All Sessions, Meals and Refreshment Breaks

**Early Bird Registration Fee: Deadline March 31, 2006**

**# of people**

TIA Yukon Member \$240.00 + \$16.80 = \$256.80 x \_\_\_\_\_ = \$ \_\_\_\_\_

Non Member \$295.00 + \$20.65 = \$315.65 x \_\_\_\_\_ = \$ \_\_\_\_\_

**Regular Registration Fee: Deadline April 14, 2006**

TIA Yukon Member \$295.00 + \$20.65 = \$315.65 x \_\_\_\_\_ = \$ \_\_\_\_\_

Non Member \$370.00 + \$25.90 = \$395.90 x \_\_\_\_\_ = \$ \_\_\_\_\_

Student \$175.00 + \$12.25 = \$187.25 x \_\_\_\_\_ = \$ \_\_\_\_\_

Guest (dinner & entertainment Fri. & Sat.) \$110.00 + \$ 7.70 = \$117.70 x \_\_\_\_\_ = \$ \_\_\_\_\_

Gala Dinner Only: (Saturday Night) \$ 55.00 + \$ 3.85 = \$ 58.85 x \_\_\_\_\_ = \$ \_\_\_\_\_

Guest Saturday Activity \$ 30.00 + \$ 2.10 = \$ 32.10 x \_\_\_\_\_ = \$ \_\_\_\_\_

**OTHER** (Details attached)

Trade Show Booth \$100.00 + \$ 7.00 = \$107.00 x \_\_\_\_\_ = \$ \_\_\_\_\_

“The 60 Second Commercial” \$ 50.00 + \$ 3.50 = \$ 53.50 x \_\_\_\_\_ = \$ \_\_\_\_\_

**TOTAL: \$ \_\_\_\_\_**

**METHOD OF PAYMENT:**

Cheque payable to TIA Yukon

Visa

MasterCard

Card No: \_\_\_\_\_ Expiry: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Cancellation Information: a \$75.00 administration fee plus taxes will be charged for cancellation refunds before April 15, 2005. NO cancellation refunds will be available after April 15, 2005

**SHOE SIZE: VERY IMPORTANT!!!!** \_\_\_\_\_ Men's \_\_\_\_\_ Women's

**Saturday Afternoon sessions to be notified & booked upon registration.**

# TIA YUKON

**TIA Yukon Spring Conference, April 27-29, 2006**

*Networking Tourism in the Yukon: Linking People, Trends & Gold Standards*

***Accommodations:***

TIA Yukon has negotiated some special room rates for Conference Delegates, so make sure you mention the conference when you book your room. Please contact the hotel/inn or B&B directly to make your own reservations and remember, book soon!

***The following room rates are available for Conference Delegates:***

Property (Businesses with * are TIA Yukon members)	Contact	Email:	Single	Double
*5 <sup>th</sup> Ave. Bed & Breakfast	866-631-5237	5thave@5thavebandb.com	\$79	\$79
*The Eldorado Hotel	867-993-5451	eldorado@yknet.ca	\$85	\$85
*The Downtown Hotel	867-993-5346	stay@downtownhotel.ca	\$85	\$89
*The Aurora Inn	867-993-6860	aurorainn@aurora.inn.ca	\$89	\$99
Bedside Manner B&B	867-993-6948	bedside@northwestel.net	\$59	\$69
*Dawson City B&B	867-993-5649	dawsonbb@dawsoncity.net	\$85	\$125
*Bombay Peggy's	867-993-6969	info@bombaypeggys.com	\$74 (shared bath)	
*Klondike Kate's	867-993-6527	info@klondikekates.ca	From \$85/single	

**We have CHOICES!! Two great ways to get to Dawson!**

**FREE Fun Bus: sponsored by GrayLine Yukon**



Departs Whitehorse Thursday April 27<sup>th</sup>, 11 AM ♦ CALL TIA TO RESERVE YOUR SEAT

**Air North Charter: Sponsored by Air North**



Departs Whitehorse Thursday April 27<sup>th</sup>, 2PM. ♦ CALL TIA TO RESERVE YOUR SEAT  
\$375.00 (plus taxes) for delegates!

Please remember seating is limited on both the bus and the charter flight. In order to reserve your seat, please contact us ASAP. For Air North, reserve your seat before April 15, as we will only offer the charter flight if we receive enough ADVANCE bookings.

Contact Deborah Turner-Davis, Conference Coordinator at TIA Yukon  
Ph:(867) 668-3331 Fax (867) 667-7379 email: conference@klondiker.com





***SPONSORSHIP OPPORTUNITIES***  
**TIA YUKON 2006 SPRING CONFERENCE**

*Yes!* I would like to make the most of the biggest tourism event of the year & become a sponsor of the 2006 TIA Yukon Spring Conference. As a sponsor, I will benefit from recognition on the website and at the conference (see below). I will also receive TIA Yukon's sincere THANKS at every opportunity!

***Sponsorship Ideas:***

- Make a cash contribution or contribution in kind.
- Sponsor a guest speaker, meal, refreshment break or cocktails.
- Donate a product, service or package to the Silent Auction held during the Gala Awards Banquet.
- Donate a Door Prize, perfect for items of \$50 or less. This is a great way to promote your company.
- Purchase a 10x10 trade show booth for \$107 and strut your stuff!
- Create & Present an exciting 60 second commercial...dazzle us, only \$50.00!

**Partner – Valued contribution over \$3000**

Sponsor will be recognized as a Proud Partner of TIA Yukon with Logo recognition on all conference material as well as a website listing, hyperlink, on-site signage and pre-conference advertising. Sponsors may provide promotional material for distribution at the conference and in the delegate bags. Sponsor will also receive a 10x10 trade show booth to promote their product throughout the conference.

**Gold – Valued contribution \$1500-\$3000**

Sponsor will receive Logo recognition on all conference material as well as a website listing, hyperlink, on-site signage and pre-conference advertising. Sponsors may provide promotional material for distribution at the conference and in the delegate bags.

**Silver – Valued contribution \$500-\$1500**

Sponsor will receive a business listing in the Conference Program and a website listing and hyperlink to their site. A sponsored break will also feature the sponsor logo on-site. Sponsors may provide promotional material for distribution at the conference.

**Bronze – Valued contribution up to \$500**

Sponsor will receive a business listing in the Conference Program and a website listing. Sponsors will be recognized in the conference program and on-site signage.

**Please Note:** Sponsors will need to provide TIA Yukon with a digital copy of their company logo. If you are providing material for delegate bags, please provide TIA Yukon with 150 copies of each item by April 14, 2006.

**Fill out the Sponsorship Form and fax it back to TIA Yukon at (867) 667-7379 by April 7, 2006.**

See Page 2 for all contact information





**Sponsorship Fax-Back Form**

Yes! I would like to take this golden opportunity to become a sponsor of the 2006 TIA Yukon Spring Conference!

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Ph: \_\_\_\_\_

Fax : \_\_\_\_\_ Email: \_\_\_\_\_

Yes I would like to Go for the Gold by providing a **Door Prize** for the delegates!

Item Description: \_\_\_\_\_

Yes I would like to Make a Lasting Impression by providing an item for the **Silent Auction!**

Item Description: \_\_\_\_\_

Yes I would like to Dazzle the Delegates by making a **Cash or In-Kind Contribution!**

Description: \_\_\_\_\_

Yes, I would like to Really Shine by sponsoring a **Meal or Refreshment Break!**

Event: \_\_\_\_\_ (See Available Opportunities Below)

Yes, I would like to Stake my Claim by purchasing a 10' x 10' **Trade Show Booth!**

Yes, I would like to Impress you with my Product in a **60 second commercial!**

**Please contact TIA Yukon to learn what sponsorship opportunities are available!**

**Friday April 28, 2006**

Registration & Breakfast	<b>Ec. Dev.</b>
Keynote Speaker:	<b>Northwestel</b>
Refreshment Break	<b>GrayLine</b>
Lunch	\$1500
Speaker	<b>Air North</b>
Refreshment Break	\$ 500
Friday Fun Night	<b>White Pass</b>

**Saturday April 29, 2006**

Breakfast	<b>T.A. Firth &amp; Son</b>
Refreshment Break	<b>Alcan Air</b>
TIA Yukon SGM Lunch	\$1000
Cocktail Hour	<b>PR Services</b>
Tourism Awards of Excellence & Gala Dinner	<b>Westmark Whitehorse+ Tourism &amp; Culture</b>
Fun Bus	\$ 250

Why not share the cost & Co-Sponsor a part of the conference! Please let us know.  
Thank you for Exposing your Business with TIA Yukon!

SPONSORSHIP DEADLINE: April 7, 2006 Please fax completed form to (867) 667-7379

If you have any questions please contact Deborah Turner-Davis at (867) 668-3331, Email: conference@klondiker.com

**Fax To: Deborah Turner-Davis, Conference Coordinator**

**Fax: (867) 667-7379**





## TIA YUKON 2006 SPRING CONFERENCE

Networking Tourism in the Yukon...  
Linking people, trends & gold standards.

*Yes! I would like to promote my tourism product/service at the  
2006 TIAY Spring Conference!*

TIAY is offering ten 10x10 trade show booths at the 2006 Spring Conference in Historic Dawson City. This is a terrific opportunity to showcase your business to over 100 delegates. Excellent exposure is guaranteed as we will be hosting breakfasts and refreshment breaks in the same area as the trade show. A golden opportunity to strut your stuff!

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Description of Product/Service: \_\_\_\_\_

TIAY Member:       Yes                       No

### **Booth Requirements:**

Will you require a table?                       Yes                       No

Will you require a chair?                       Yes                       No

Will you require power?                       Yes                       No

**TIAY Member Rate:**

**Non-Member Rate:**

### **Booth Set up & Tear down:**

Move in:

Move out:

Trade Show space is very limited. Make sure to reserve your space early!  
Contact Deborah Turner-Davis at 668-3331, fax 668-7379, or send an email to  
conference@klondiker.com



## ***Tourism Awards of Excellence Call for Nominations!***

Deadline – Extension to Friday, March 31, 2006  
(Membership with TIA Yukon is NOT a nomination pre-requisite)

TIA Yukon invites nominations from the tourism industry in rewarding and recognizing colleagues and counterparts with deserving accolades! From Service to Innovation and Exceptional Marketing and Promotion, TIA Yukon's Annual Spring Conference is home to the Tourism Industry Awards Program!

Please review the following categories and previous recipients of our 7 awards. It costs you nothing to take a moment to pay tribute or recognize significant contributions or exemplary service – all Award recipients will be publicly recognized post-Spring Conference both locally and internationally! Thank you!

### **Lifetime Achievement Award**

Presented to an individual who has set a high standard of service in the tourism industry. Through a lifetime of support and commitment, he/she will have contributed immeasurably to the growth and vitality of the Yukon's tourism industry and set a fine example for all to follow.

### **Sustainable Tourism Award**

Presented to a business that recognizes the management of resources focused on maintaining the Yukon's cultural integrity, essential ecological processes, biological diversity and life support systems that meet the needs of present visitors and host communities, while protecting and enhancing opportunity for the future.

### **Yukon Ambassador Award**

Presented to an individual whose leadership and achievements have had a distinctive impact on the tourism industry and who remains a true ambassador of the Yukon.

### **Klondike Award**

Presented to a business, individual, community or group, which has carried out particularly effective or original promotional work on behalf of Yukon tourism.

### **Sourdough Award**

Presented to an individual or group for high achievement in the development or management of a facility, event, attraction or service, which has improved the quality of Yukon's tourism industry.

### **CKRW Little Guy Award**

Presented to a Yukon small business (less than 12 employees) that has best demonstrated community spirit, promotional excellence and/or management professionalism for the benefit of Yukon residents and visitors. Sponsored by CKRW Radio.

### **Cheechako Award**

Presented to a business, individual, community or group for exceptional and conspicuous devotion to the highest principle of damn-foolery, for unquestioning pursuit of perfection in overall Cheechako-ism, for an oversight, error, blooper or humorous circumstance related to the Yukon's tourism industry, which so often occurs in this very human travel business of ours.



## **2006 Tourism Award Nomination Form**

The Tourism Awards will be presented at the 2006 TIA Yukon Spring Conference:  
Networking Tourism In The Yukon: “ Linking People, Trends & Gold Standards ”  
in Dawson City during the Gala Banquet on Saturday, April 29, 2006.

**Make sure to fill out *all* fields on this nomination form. Please email back to [conference@klondiker.com](mailto:conference@klondiker.com)  
or fax to (867) 667-7379 by *Friday March 31, 2006!***

### **Personal Information**

Your Name \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

### **Nominee Information**

Business/Individual Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Nomination Category (Pick ONE Category Only)

- Lifetime Achievement Award
- Sustainable Tourism Award
- Yukon Ambassador Award
- Klondike Award
- Sourdough Award
- CKRW Little Guy Award
- Cheechako Award

### **Reason For Nominating**

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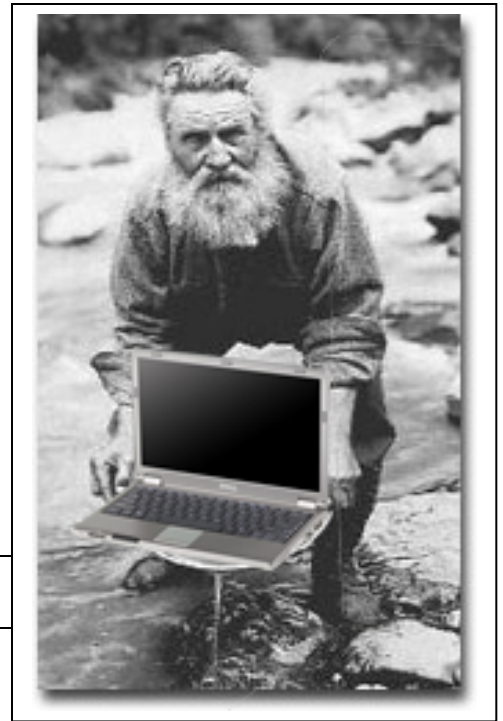
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Please email back to [conference@klondiker.com](mailto:conference@klondiker.com) or fax to (867) 667-7379 by *Friday March 31, 2006!*  
Tourism Industry Association of the Yukon  
<http://www.tiayukon.com> #3-1109 First Ave. Whitehorse, Yukon Y1A-5G4 Tel: 867-668-3331 Fax: 867-667-7379

# TIA YUKON

Spring Conference 2006  
*"Networking Tourism in the Yukon -  
 Linking People, Trends & Gold Standards"*  
 Dawson City, April 27, 28 & 29



**THANK YOU TO ALL OUR SPONSORS**

This years Spring Conference would not be possible without the generous support of the following sponsors


Tourism Industry Association of the Yukon  
 #3-1109 First Ave. Whitehorse, Yukon Y1A-5G4  
 Tel: (867) 668-3331 Fax: (867) 667-7379

**Free with your registration,  
Experience Dawson City  
Afternoon Activities for Saturday, April 29<sup>th</sup>  
All activities begin at 1:45, from Diamond Tooth Gertie's**

**A. Hike** - Easy to medium in difficulty, delegates will join a Dawson resident and experienced hiker in a 2 hour tromp around Dawson City for great views, fresh air and exercise.

**B. Ghost & Gallery Tour** - in partnership with the Dawson City Museum and Parks Canada, participate in a walking tour and exhibit talk on the ghosts of the Klondike and Dawson City, then tour the museum's galleries.

**C. First Nations** - Join Freda Roberts, Cultural Centre Coordinator and citizen of the Tr'ondek Hwech'in for a workshop on building Dreamcatchers over tea and bannock at the Danoja Zho Cultural Centre.

**D. Talk+Try:** Oil painting with Jessica McCarrel

Ever fancied dabbling in oils? Here's your chance! KIAC Artist in Residence Jessica McCarrel will talk about her practice and portraits and lead an informal workshop in her medium. Recently graduated from the Alberta College of Art and Design, Jessica works mainly in oil and is thrilled to have this time and space to concentrate on her work.

**E. Tide Marks Screening,** and Q&A with filmmaker Sarah Abbott

Film Synopsis: TIDE MARKS: LEGACIES OF APARTHEID

digital video, colour, 99 minutes, 2004

Ten years after the triumph over apartheid, four former activists deal with the consequences of their dedication to human dignity with frustration, humour and hope.

Canadian filmmaker Sarah Abbott's intimate engagement with four Cape Town residents reveals the irony that many people who dedicated themselves to the fight for human dignity still struggle for daily survival ten years after South Africa's first all-race elections. For over a decade, Sarah's work has been screened at international film festivals, won awards and supported by various granting agencies. She is currently an assistant professor in film production at The University of Regina.

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All selections are offered on a first-come first-served basis. Undersubscribed options may be cancelled. Please contact TIA Yukon to confirm your spot in the outing of your choice. Remember to dress for the weather and the activity you've selected.

Many thanks to our contributors; Parks Canada, Dawson City Museum, KIAC, the Tr'ondek Hwech'in, Jennifer Flynn, and the Yukon Brewing Company.

**[CLICK HERE TO SIGN UP – BE SURE TO INCLUDE YOUR NAME AND ACTIVITY](#)**

**TIA Yukon**

**PH: 867-668-3331 FAX: 867-667-7379 Email: [conference@klondiker.com](mailto:conference@klondiker.com)**