

The Business of Tourism: Esteemed Speaker Panel to provide Insight on the Sunshine Coast.

Stories, experiences and inspiration: tourism and the economy.

February 27 2015 – Gibsons, BC

As a follow up to the widely-attended event, *The Future Business Environment of the Sunshine Coast* where Central 1 chief economist Helmut Pastrick reported on the economy and provided local forecasts, Sunshine Coast Credit Union is pleased to welcome an esteemed panel from BC's tourism industry.

Speakers will highlight successes experienced by neighbouring destination communities. "*The Business of Tourism* invites industry leaders to share their stories, experiences, strategies and insights about the impact of tourism on the economy, especially here in British Columbia," explains Shelley McDade, CEO, Sunshine Coast Credit Union. "Tourism is a part of the Coast economy today; we hope the information shared will support the success of our local industry and the community at large."

Presented by Sunshine Coast Credit Union, this event is made possible through the generous support of Painted Boat Resort, Talaysay Tours, BC Ferries, shíshálh Nation and CtoC Productions.

Speaker Panel:

Ian Robertson, CEO - [Tourism Industry Association of BC](#)

Ian joined TIABC after spending thirty years building a business career in senior sales, marketing and communications roles. Today, he leads the team responsible for advocating the interests of BC's \$13 billion+ tourism economy. As a not-for-profit trade association, TIABC works collaboratively with its members - private sector tourism businesses, industry associations and destination marketing organizations - to ensure the best working environment for a competitive tourism industry.

Marsha Walden, CEO - [Destination BC](#)

Prior to joining Destination BC in 2013, Marsha held a variety of executive positions in marketing and most recently, VP of strategy, transformation and social responsibility with BC Lottery Corporation. Today, Marsha leads the team that drives the BC tourism brand as a preferred destination in an effort to build the economic benefits gained through tourism.

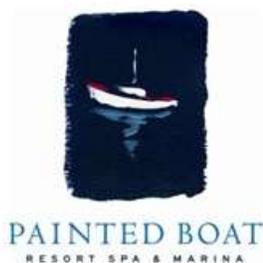
Candace Campo, Director for the Sechelt Nation's Culture - [shíshálh Nation](#)

Candace is a teacher, entrepreneur and artist. As champion of her culture and the shishalh nation, and a successful tourism business owner, she provides a unique, local perspective related to aboriginal and eco-tourism on the Sunshine Coast.

Presented by:



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Thursday March 26

Doors Open	12:30 PM
Presentation	1:00 – 2:30 PM
Q&A & Reception	2:30 –4:00 PM

Raven's Cry Theatre 5555 Sunshine Coast Hwy Sechelt, BC

RSVP by March 20th to: FutureCoast@sunshineccu.net Information: 604 886-4467

About Sunshine Coast Credit Union

The credit union system is built on the cooperative business model; key principles of this model include education and concern for community. For 74 years, Sunshine Coast Credit Union has worked collaboratively with stakeholders to enrich the lives of its members and the Sunshine Coast community at large. Locally-owned and operated, the Credit Union serves over 15,000 members, holds over \$447,000,000 in assets, and employs over 80 people on the Sunshine Coast. www.sunshineccu.com

Learn more about Sunshine Coast Credit Union's roots from one of our founding members:

www.sunshineccu.com/Personal/AboutUs/WhatsNew/News/BuildingCommunity/

Contacts

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