

# Presenters and Panelists

## Adam Speigel

Adam and his family relocated to the Comox Valley in 2013 to follow their pursuit of a better outdoor recreation lifestyle. Shortly after he began volunteering with the United Riders of Cumberland (UROC) to construct new trails and maintain existing ones. With his professional expertise in finance, corporate governance, and accounting he volunteered for the UROC board in 2016 to help modernize the society's financial management practices. Currently as Vice President of UROC he is working on special projects with local landowners, municipal governments, economic development agencies, and user groups to build a sustainably managed trail system. Adam is also the Senior Account Manager for Business Development Bank of Canada (BDC), overseeing business development and growth opportunities in the Comox Valley and Campbell River areas.



## Anne Terwiel

Anne is an avid outdoorswoman with a passionate interest in skiing, mountain biking and hiking. She has turned her passion into her profession, as a Principal Lecturer in the Faculty of Adventure, Culinary Arts and Tourism at Thompson Rivers University, and as a Level 4 Ski Instructor and Course Conductor with the Canadian Ski Instructors Alliance. Research interests involve the people who are involved with sport in various roles, as participants, volunteers and workers, and how to keep them motivated and healthy so that they can remain involved in sport for their lifetime. When not in her office, you can find Anne enjoying the mountain trails that she loves; on her skis, on her bike, or on her own two feet.



## Barrett Fisher

Barrett Fisher is the President & CEO of Tourism Whistler. She brings to her position 28 years of tourism experience and is responsible for marketing and selling Whistler to the world, growing Whistler from a regional winter destination to an international year-round destination. In addition to heading up Research, Destination Development, Market Development, Marketing, Communications, and Conference Sales, Fisher's responsibilities also include overseeing the operations of the Whistler Conference Centre, the Whistler Golf Club, the Whistler Visitor Centre, and Whistler.com Reservations. Fisher is passionate about strategic planning, change management, and people leadership, and her organization's most recent focus has been on managing growth and balancing year-round visitation.



## Brad Harrison

Brad is the Executive Director of the Backcountry Lodges of BC Association and is responsible for marketing & administration. Brad spent 5 years in the Faculty of Adventure, Culinary and Tourism at TRU. He owned and operated Golden Alpine Holidays and managed the Alpine Club of Canada's General Mountaineering Camp from 1985 – 2008. He currently owns and operates Colwest Alpine Adventures. Brad currently serves on the Ministry of Tourism, Arts and Culture's Engagement Council, and the Ministry of FLNRORD's Forest Range Practices Act Advisory Council. Previously he has served as a board member of the Tourism Industry Association of BC, the Canadian Automobile Association, and the Wilderness Tourism Association of BC.



## Brad White

Brad is Bike Park Manager for the Whistler Mountain Bike Park. He moved to Whistler in 1992 from Burlington Ontario. Initially, he spent winters working on Whistler Blackcomb in many different capacities, summers were spent working in civil construction. He then transitioned in 1999 to become a trail builder with the Resort Municipality of Whistler. Outside of work he enjoys sharing the mountains with his family, ski touring, mountain biking, and rock climbing.



## Bree Thorlakson

Bree Thorlakson is the Executive Director for the Pemberton Off-Road Cycling Association (PORCA). In her past life she was an Environmental Technician and a board member for Stewardship Pemberton for 5 years. A mother, a mountain bike coach, the founder of PORCA's women's mountain bike club, she strives to make her community better one connection at a time.



## Caroline Depatie

Caroline Depatie most recent research interest focuses on the significance of digital technology use in peri-urban outdoor recreation, and in the relationship between outdoor recreation experiences and management. Caroline is an Associate Dean in the School of Business at the British Columbia Institute of Technology (BCIT).



## Chelsey Walker

The Executive Director of the Whistler Adaptive Sports Program, Chelsey Walker, has enjoyed a career in Whistler and BC's sports system, outdoor recreation and heli-skiing industries. Chelsey has worked as a ski guide, coach and as an instructor in various sport disciplines. She has also been involved at a high level in sport development, community and sport policy as well as in administration of these various bodies. For Chelsey, the 2010 period here at home was a once in a life-time opportunity for her to be involved in creating a major sport legacy for the community of Whistler.

## Clare Greenberg

Clare is the Executive Director of the Sea to Sky Invasive Species Council, a local charitable organization that works to minimize the impact of invasive species in the region. Working in partnership with governments, industry, businesses and community members, her work includes raising awareness about invasive species and their impacts; teaching people about control options and management strategies; coordinating on-the-ground survey, control and monitoring work; and fostering cooperation and collaboration between stakeholders working on invasive species management. Clare is a biologist and holds a degree in Environmental Science (Ecology) from the University of Sydney. She has been with the Invasive Species Council since 2013, and prior to that, has worked in various roles for government and environmental non-profits both in Canada and Australia where she hails from.



## Dale Mikkelsen

Dale is the current President of the Whistler Offroad Cycling Association (WORCA) of which he has been an active member for over 10 years. Dale has been involved in the bike industry as a competitive rider, shop manager, and advocate for 30 years, helped establish an IMBA Epic Ride, as well as trail standards for the City of Surrey. He has a long-standing relationship with Knolly bikes as a local advocate, racer, and product tester. Outside of biking, Dale is a Board Member of the Whistler Housing Authority, to help create affordable rental and home ownership for full-time Whistler residents. Professionally, Dale is a Development and Construction Manager focusing his work on the delivery of sustainable multi-family housing. Dale is married to a fellow cycling enthusiast and teacher, and has two very active teenagers, both heavily involved in competitive sports.



## Dana Wacker

Dana is an avid rider, racer, and volunteer based in Nanaimo, BC. By day, she's a Digital Strategist at Tourism Vancouver Island looking for the next great opportunity to promote the Island as a must-visit destination. Out of the office, she's actively involved with the Nanaimo Mountain Bike Club as their Communications Director. She loves to talk about digital tools that simplify volunteer life and the many ways tourism and trail organizations work together.



## Daniel Scott

Formally trained in landscape architecture with close to 20 years of experience in trail specific work, Daniel Scott has worked in almost every sector of this exciting world. This includes teaching at post-secondary academic institutions, working for a non-profit mtb advocacy organization, managing the design program in a mountain bike design-build company, running his own trail consulting business and, most recently, coming on board with Recreation Sites & Trails BC as the Provincial Trails Specialist. His responsibilities in this role include providing support to RSTBC staff on district specific trail related topics and working with the RSTBC team to develop provincial relevant trail related policies, standards & specifications, capital projects and more.



## Danielle Kristmanson

Danielle is the founding partner and Creative Director at Origin Design + Communications, a branding, creative and content firm, specializing in mountain sports and tourism. Danielle's expertise and wealth of experience with major outdoor brands has positioned her as one of the industry's leading brand strategists.



## Deb MacKillop

Deb has been a mountain biker for a long time, as a racer, a coach, and as the president of the Nelson Cycling Club. She is also a Registered Professional Forester and works as a research scientist for the BC Ministry of Forests Lands and Natural Resource Operations. Her areas of study include forested and non-forested ecosystem classification, old growth forests, and climate change adaptation.



## Donna Green

Donna is a market research consultant with Ipsos and co-founder of the Mountain Bike Tourism Association. She has contributed to several studies related to mountain bike tourism in BC including the Sea to Sky Mountain Bike Economic Impact Study (2006 and 2016) and the Northern BC Mountain Bike Recreation & Tourism Development Strategy. Donna also loves to travel the world by bike and has ridden on six continents. Her most recent trip was riding from Ramsgate, UK to Vimy Ridge, France.



## Garland Chow

Garland Chow is Emeritus Associate Professor in the Sauder School of Business at the University of British Columbia. Retired from full time teaching, he continues to conduct research on topics such as the potential impacts of ride hailing. Garland testified in both 2018 and 2019 before the British Columbia Standing Committee on Ride Hailing.



## Grant Lamont

Grant has been involved with Mountain Bike Advocacy and riding bikes in BC for over 30 years and has worked in Canada, USA and Mexico on many projects. His experience on Whistler Municipal Council has given him insights into funding, capacity building and resource management that he shares as a consultant with other communities. Grant owns and operates Whistler Bike Guide and Whistler Trail Solutions and has represented Whistler as a board member of WORCA and the representative for Whistler on the MBTA Board for over 6 years.



## Jim Morris

Jim is the Founder and Principal of VentureWeb. He hails from New Zealand, by way of Japan, the UK and nearly every country in between. Jim has driven the creation, innovation, strategy and culture of VentureWeb since its inception in 2006. Jim has a Commerce degree in Tourism Marketing & Economics, and a Postgraduate in Interactive Design. In his spare time Jim is a senior member of the Squamish Search & Rescue team.



## Jeff Norman

Jeff is the President of the Squamish Offroad Cycling Association by day and an Energy Trader and father of three young children by night. As the town of Squamish grows, he endeavors to make sure that it is just as great of a place to play in the forest 15 years from now as it is today.



## Jeff Warren

Jeff R. Warren, PhD is Professor of Music and Humanities at Quest University in Squamish, British Columbia. His book *Music and Ethical Responsibility* (Cambridge University Press) explores ethical implications of everyday musical experiences. Current research includes mountain biking multimedia, congregational music, and music and politics from the 1960s to today. Jeff's creative work includes sound installations and performance on double bass.



## Jeremy Roche

Jeremy is Director of Strategy at VentureWeb. He joined VentureWeb from the client side where he worked with leading tourism brands over the last 16 years. During his career, Jeremy led marketing and product development teams at Whistler Blackcomb Ski Resort, the Whistler Mountain Bike Park, the Crankworx Mountain Bike Festival and CMH Heli-Skiing & Summer Adventures. His work travels have taken him to tourism destinations across Canada, the United States, Europe and Asia. Jeremy was previously a board member of the MBTA and the FMBA.



## Jim McGovern

Jim is the CEO & Founder of Yervana. Before Yervana, Jim spend over 30 years in the capital markets where he worked closely with both corporate issuers and institutional investors. Jim is a passionate skier, who spends as much time as he can at Whistler Blackcomb and other great ski areas in Western Canada. He is a FIS Technical Delegate, is very active in the alpine skiing world, and former board member of Alpine Canada.



## Josie Heisig

Destination British Columbia's Josie Heisig works with social media influencers to showcase the beauty of her home province. With a background in broadcast journalism, Josie relishes her role as a storyteller and loves to inspire others to explore BC's wild landscape. Full disclosure: Josie is a terrible mountain biker but she keeps getting back in the saddle.



## Julia Montague

Julia is the media wrangler and word bedazzler for the Crankworx World Tour, managing accreditation and on-site experience for a global roster of photographers and filmmakers, crafting stories to tell the story of the festivals, and generally spreading the gospel of MTB to the world. She has a background in TV news and tourism PR and in her spare time rides bikes, skis when she can't bike, and writes creative non-fiction. She lives in Pemberton, B.C.



## Justin Darbyshire

Justin "Jay" Darbyshire has been passionately involved in mountain biking, trail building and recreation advocacy for almost two decades. Currently he is the Trails and Training Coordinator at The Aboriginal Youth Mountain Bike Program, Field Programs Coordinator at IMBA Canada and chair of the IMBA Canada BC Council.



## Kirby Villeneuve

Kirby works for BC Parks within the Ministry of Environment and Climate Change Strategy. In his role as Recreation Section Head he helps support the agency's Capital Investment Program, Provincial Services Branch – working and living in Nanaimo. Kirby is a “career parkee” about to drop into his 30th year of service. During that time he has lived in various parts of BC and has been responsible for the operation of numerous provincial parks and protected areas from Cape Scott to Tatshenshini-Alsek. Currently his role is more provincial in scope, focusing on the agency's five-year Campsite Expansion Program as well as other corporate initiatives and special projects. Kirby also sits on several internal and provincial groups including the Provincial Trails Advisory Body (PTAB) and the Western Canada Mountain Bike Tourism Association (MBTA).



## Lana Ciarniello

Dr. Lana Ciarniello is a Registered Professional Biologist, an Independent Research Scientist, and Co-Chair of the International Union for the Conservation of Nature (IUCN), Bear Specialist's Group's Human-Bear Conflict Expert Team. Her research interests focus on the interaction of humans and bears, particularly as they relate to resource extraction industries, urban expansion and the commercial bear viewing industry. Her report, “Reducing Human-Bear Conflicts: Solutions Through Better Management of Non-Natural Foods” (Ciarniello 1997) pioneered the BC Bear Smart program. Most recently Dr. Ciarniello, working for the Coast to Cascade and the Grizzly Bear Foundation, lead Bear Hazard Assessments in the Pemberton Meadows, Mount Currie (Lil'wat), D'Arcy (N'Quatqua), and Seton Portage (Tsal'ah) areas. She has also provided an Independent Review of the Bear Risk Assessment and Human-Grizzly Bear Conflict Management Strategy for the Mount Sproatt/Rainbow Mountain Trails and Trail Amenities in Whistler, BC.



## Matt Dennison

Matt Dennison is a film director and lifelong mountain biker widely known for his quirky, funny and often viral YouTube sketches, music videos, vlogs and adventure videos. His two channels IFHT Films & Mahalo My Dude are followed by over 800,000 subscribers worldwide.



## Matt Hadley

As a past National Team mountain bike racer, Matt Hadley knows what it takes to make a great trail. Following years of hand and machine building trails, Matt now designs trail systems from master-planning right through to construction. With losing a leg in March, Matt has even more perspective on challenges associated with accessible use of trails.



## Matt Mosteller

One year, while his friends were busy getting jobs and settling down, a young Matt Mosteller spent 63 days living in a car so he could ski every day. He's still seeking outdoor adventure daily and his stories can be seen regularly in the Matador Networks, Lonely Planet, Outdoor Project, Calgary Herald, Vancouver Sun, Globe and Mail, Toronto Star, Vancouver Sun, Explore Magazine and many others. @PowderMatt on Instagram and Twitter



## Matthew Trotter

Matthew Trotter is the Principal Instructor and Operations Manager for RideHub, a Squamish based Adventure Tourism operator. He is a PMBIA & BICP Certified Coach and is also the National Instructor Trainer for the BICP in Canada.



## Mike Furey

Over the past 30 years Mike Furey has held Assistant Deputy Minister positions with the Government of BC and executive roles with the Government of Canada. Since 2011 he has been chief administrative officer, Resort Municipality of Whistler. RMOW is a leader in mountain bike infrastructure and culture, operating 50km of paved Valley Trail and 200km of recreation trails.



## Mike Riediger

Mike Riediger is the Executive Director of Kootenay Adaptive. In his work with Kootenay Adaptive, Mike has led the development of numerous accessible outdoor recreation programs, accessible tourism initiatives and pushed the development of adaptive mountain biking. With a strong background in Tourism and Marketing, he also sits on the Minister's Tourism Engagement Council for the Province of BC.



## Pate Neumann

Pate recently completed a Masters of Environmental Science at Thompson Rivers University in Kamloops. His thesis focused on sustainable management of backcountry trail networks in B.C., highlighting the management challenges associated with a growth in tourism, advancements in technology and the ongoing effects of climate change. Pate is currently working as a hiking, ski and mountain bike guide and is pursuing a career in backcountry trail management and development.



## Patrick Lucas

Patrick is an award winning registered professional planner, a settler and aspiring ally to Indigenous communities. Patrick is passionately committed to fostering and supporting authentic reconciliation and the unsettling of Turtle Island. Over the past fifteen years Patrick has had the honour of working alongside Indigenous mentors and teachers, learning the pathways to build relationships between First Nations and non-First Nations based on trust and respect. As the Founder and Director of the Aboriginal Youth Mountain Bike Program, Patrick has assisted numerous communities to develop trails, recreation, and tourism plans leading to enduring social and economic development.



## Paul Haysom

Paul Haysom, or 'Paul The Punter' as he's known to his 70,000 YouTube Subscribers, has been full time on his channel for 1 year. With 10 years experience in the Digital space, Paul previously headed up video for Pinkbike and established their presence on the video platform. As well as creating video content twice a week, he operates as a consultant for creative video to brands and athletes.



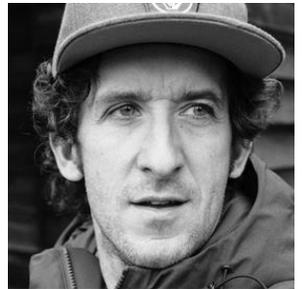
## Sonya Looney

Sonya Looney is the former 24-hour MTB World Champion and has won 13+ stage races around the world. She is the podcast host of the Top 20 Podcast, the Sonya Looney Show, the founder of her brand Moxy & Grit, an accomplished freelance writer, and keynote speaker. [www.sonyalooney.com](http://www.sonyalooney.com)



## Sterling Lorence

Sterling Lorence is a renowned cycling photographer from Vancouver BC and has been actively working in the industry for more than 20 years. He works with cyclings top brands, media outlets, ad agencies and tourism bureaus. He has witnessed the explosion of mountain bike culture here in BC but also across many of the top mountain bike towns of the world. Sterling has produced many photo and film shoots and is always chasing new places with top athletes and film companies and brands to help express the sport in new ways in new places.



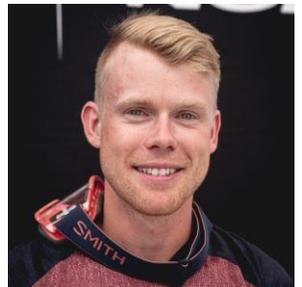
## Stewart Spooner

As the operations manager with the Kootenay Columbia Trails Society since 2000, Stewart is responsible for all aspects of the trails in and around Rossland BC.



## Ted Morton

Since he was 9-years old, Ted has been trying to master the wheelie! His pursuit has led him to mountain bike guiding internationally, hosting the first-ever helicopter supported mountain bike event in North America and founding the Canadian Enduro Series. Most recently Ted has become a Master of Science Student at Thompson Rivers University. Ted's interests include reporting/recording/assessment of trails, heli-biking, events, experiences and commercial operation on Crown land.



## Todd Hellinga

Todd is a Principal at Cascade Environmental Resource Group Ltd. and has been with them since 2005 as a GIS Analyst and land use expert focusing on public and commercial recreation. Todd has also spent 3 terms as a Board member of the Whistler Off-Road Cycling Association, including President and more recently, Planning Director. Todd has produced large regional trail master plans for the Kelowna – Central Okanagan, the Regional District of Okanagan-Similkameen and is currently working on projects in Kootenay Boundary and the Fraser Valley.



## Tracey Dickson

Tracey is an Associate Professor with the Canberra Business School, University of Canberra, where she has been leading innovative interdisciplinary research into snowsport safety and injury prevention in Australia and Canada. Her research interests have been informed by previous “careers” in accounting, finance and outdoor education where risk management is about minimising the negative impacts upon your objectives (e.g. injuries) and maximising the positive (e.g. fun!). So hopefully, reducing injury risk and/or severity is good for business. Recently Tracey has also been exploring what a social licence to operate might mean for the snowsport industry.



## Tyler Wilkes

Tyler is a geotechnical engineer and trail designer with McElhanney in Terrace, BC who has worked and volunteered in the trails industry as a builder/maintainer with local clubs and land managers since 2004 and as a consultant since 2015. He is also president of the Terrace Off-Road Cycling Association (TORCA).



## Walt Judas

Walt has been involved in the tourism industry for close to 30 years having worked at BC Pavco, Port Metro Vancouver and Tourism Vancouver prior to joining the Tourism Industry Association of British Columbia (TIABC) in May 2015. As CEO, Walt leads multiple advocacy/policy files, sets the strategic course for TIABC, builds relationships with members and industry stakeholders, and communicates the value of B.C.’s visitor economy to various constituents. Before TIABC, Walt spent 15+ years at Tourism Vancouver as Vice President of Marketing Communications, Membership and Sport. Walt enjoys visiting communities around British Columbia to meet with tourism colleagues.



## Wendy Robinson

Wendy is the Business Development Manager for Whistler Blackcomb. Her leadership in mountain bike coaching and major event logistics informs her contribution to the mountain vision. She was a key player in planning and developing the Whistler Mountain Bike Park’s Creekside Zone, and handled project management for the new Cloudraker Skybridge on Whistler’s Peak. This 130 metre suspension bridge sits at mountain’s pinnacle and is already lauded as an international attraction, with over 200 media outlets covering it in its first year of operation. She continues to lobby for responsible bike park development and works to position Whistler Blackcomb as an industry innovator in all of her projects.

