

Tourism

PNWER 2017 Annual Summit
Portland, Oregon
Monday, July 24th
2:30p.m. - 5:30p.m.

The Pacific Northwest Economic Region

Co-Chairs:



Dave Cowen

CEO
The Butchart Gardens

Dave Cowen is proud to be associated with The Butchart Gardens. As a biology undergraduate, Dave's career began on the front line and progressed through the operational and business sides of The Gardens. He currently holds the position of CEO, and is responsible for overseeing daily operations and strategic initiatives. Active in developing Garden Tourism as a vibrant provincial and national tourism sector, Dave serves as Past President of Gardens British Columbia and is a board member of the National Garden Tourism Council. Mr. Cowen is currently Chair of the Greater Victoria Harbor Authority and is the Private Sector Co-chair of the Pacific Northwest Economic

Region's Tourism Working Group. He serves as immediate Past Chair of Tourism Victoria and is also active in SKAL. Dave has previously served on the board for the Vancouver Island Flower & Garden Show, the Victoria Esquimalt Harbor Society, the BC Council of Tourism Associations and the Saanich Peninsula Chamber of Commerce. He has over twenty-five years' experience as a public speaking trainer assisting various community organizations, including the Victoria Quality Council and the University of Victoria's Diploma in Business Program.



Rep. Gael Tarleton

Representative
Washington State Legislature

Gael began her career as a senior defense intelligence analyst for the Pentagon, working on security issues affecting ports across the country and other critical facilities. In 1989, she was the youngest person ever to receive in public the Director of Central Intelligence's "National Intelligence Medal of Achievement" for recognition of her exceptional contributions to protecting vital national interests. After a decade working at the Pentagon, Gael ran two international subsidiaries of a Fortune 500 company in Russia, and responsible for creating disaster preparedness and emergency response plans for ports nationwide. Her work helped rebuild the country after the Cold War collapse, employing new technologies in an effort to clean up nuclear waste and prevent environmental disasters.

First elected to serve the people of King County as a Port of Seattle Commissioner in 2007, Gael was re-elected in 2011 and served as Commission President in 2012. Gael was first elected to represent the 36th legislative district in 2012. She will focus on creating jobs, safeguarding our environment, ensuring government accountability, adequately funding higher education, and funding health care.

Gael and her husband, Bob, have lived in the 36th District's Ballard neighborhood for nearly two decades. The Olympic Peninsula has been their favorite spot to fish for salmon and steelhead and go hiking for 25 years.

Speakers:



Bruce Agnew

**Director
Cascadia Center**

Since 1993, Bruce Agnew has been the Policy Director of Seattle-based Discovery Institute's Cascadia Center. The Cascadia Center is a strategic alliance from Vancouver, BC, to Eugene, Oregon, promoting high speed passenger rail, Interstate-5 freight mobility, seamless border crossings, bi-national and bi-state tourism marketing, and sustainable community development. From 1987-93, Mr. Agnew was Chief of Staff for U.S. Representative John Miller from Washington state's first district. Before his congressional service, Bruce Agnew was elected to two terms on the Snohomish County Council, and served as President of the Puget Sound Regional Council in 1985. He is a former member of the Citizen Oversight Panel for Sound Transit, and is a member of the Regional Freight Mobility Roundtable.



Todd Davidson

**CEO
Travel Oregon**

Todd was appointed Executive Director of the Oregon Tourism Commission (dba Travel Oregon) in June 1996 and was named Chief Executive Officer in September 2004. Under Todd's leadership, the tourism industry in Oregon has flourished into a \$11.3 billion industry that employs more than 109,000 Oregonians. In 2003 he helped lead an effort to establish dedicated and stable funding for the Commission. This funding has been crucial in Travel Oregon's ability to grow the state's tourism industry through strengthening its base of international markets; leadership in sustainable tourism initiatives; and award-winning publications, niche-oriented websites and advertising campaigns. Travel Oregon has garnered 20 Mercury Awards during Todd's tenure, including two top awards for Best Overall State Marketing Program in 2010 and 2013. Todd was also honored by the NCSTD as the State Tourism Director of the Year in 2006. Todd is a past Chair of the U.S. Travel and Tourism Advisory Board (USTTAB), a position he was appointed to in January 2012 after being initially appointed to the Board in 2010. Todd continues to serve on the USTTAB, having been appointed to a fourth term by US Secretary of Commerce Penny Pritzker. Todd was appointed in November 2016 by U.S. Secretary of Transportation Anthony Foxx to serve on the National Advisory Committee on Travel and Tourism Infrastructure (NACTTI); serves on the board of the U.S. Travel Association as the immediate past National Chair; serves on the National Council of State Tourism Directors (NCSTD) and the Western States Tourism Policy Council (WSTPC).



Walt Judas

CEO

Tourism Industry Association of British Columbia

Walt has been involved in the tourism industry for some 25 years, having worked at BC Pavco, Port Metro Vancouver and Tourism Vancouver prior to joining TIABC in May, 2015. As CEO, Walt's responsibilities include leading multiple advocacy files, building relationships with members and industry stakeholders, communicating the value of BC's visitor economy to various audiences, and setting the strategic course for TIABC. Prior to joining the organization, he spent 15+ years at Tourism Vancouver as vice president of Marketing Communications, Membership and Sport. Over the years, Walt has held dozens of board and committee positions. At present, he is on tourism program advisory committees for both Capilano University and Vancouver Community College. He also serves on the City of Vancouver's Sport Hosting Grant Committee.



Alex Norfolk

Master Student

University of Victoria

Alex Norfolk is a Masters student at the University of Victoria's School of Public Administration. From 2012 to 2015, Alex lived in Vietnam, where he worked with a local grassroots children's charity in the city of Hanoi. Following this, Alex took an internship in the monitoring and evaluation department at Trickle Up, a microfinance organization based out of New York. Since moving to Victoria, Alex has worked as a research assistant with the Borders In Globalization project at UVic. His previous research focused on the human trafficking situation in the Pacific Northwest, and he is currently conducting research into the benefits and challenges related to expanded preclearance implementation in Southern Vancouver Island. This will be his first time attending the PNWER Summit, and he is very excited to be part of it!



Paul Nursey

CEO

Tourism Victoria

Paul Nursey joined Tourism Victoria in January 2014. He is an experienced and respected senior tourism leader, progressive tourism marketing and branding expert, excellent communicator and administrator with a track record of success with high profile organizations. Paul brings more than 15 years of tourism-related leadership and management experience to Tourism Victoria, including leadership positions with the Canadian Tourism Commission, Rocky Mountaineer Rail Tours, Mount Seymour Resorts, Tourism Vancouver and the Greater Vancouver Convention and Visitors Bureau. He holds a degree in Regional Planning, has completed the Executive Development in Tourism program from the University of Hawai'i at Mānoa and is currently tackling an online MBA program with the University of Massachusetts Amherst.



David Penilton

**Co-owner
America's Hub World Tours**

David is passionate about building an all-inclusive community in the tourism world. David is an active ambassador for the state of Oregon, and has won a number of awards related to tourism. His work across the region, state, country, and internationally is known as a forward-thinking, inclusive way.

David has worked with Travel Portland, Travel Oregon, and Brand USA. He has been actively involved in the tourism industry as the 2016-17 board chair for Travel Portland, Travel Portland Finance Committee, Community Action Committee, Multicultural Advisory Council, and National Tourism Association Board of Directors, in addition to many other committees.

David is an outdoor enthusiast and enjoys running, biking, hiking, camping, fly fishing, and travel.

Other Speakers:

Tilo Krause-Duenow, President and CEO, CANUSA Touristik