



SEe ON
Summit
Envision Tourism Growth



2025 SEe ON Tourism Summit

November 4 & 5, 2025





David R. Maracle

Tehanenia'kwe:tarons Cutter of Stone Bear Clan

David R. Maracle, Tehanenia'kwè:tarons ("Cutter of the Stone"), is a Mohawk artist from Tyendinaga Territory. A renowned sculptor and award-winning musician, his Originals in Stone works are held by collectors worldwide, including Nelson Mandela's estate and the Emperor of Japan. He has released 17 albums blending the Iroquoian Love Flute with rare instruments, earning two RIAA Gold Records, and continues to honour his culture through art and music.

Pierre Cleroux

Vice President Research and Chief Economist - BDC

Pierre Cl  roux has been Vice President, Research and Chief Economist at BDC since 2012. He leads a team that analyzes trends affecting Canadian entrepreneurs and advises BDC's senior leadership. A frequent speaker, he helps business owners understand economic risks and opportunities. With more than 25 years of experience, Pierre has held influential roles in Canada and abroad, shaping policies and insights for the business community.



Dianna Brant-Winkler

Business Development - Mohawks of the Bay of Quinte

Dianna Brant-Winkler is a proud Haudenosaunee woman who began working with the Mohawks of the Bay of Quinte in 2022. With over 25 years of experience supporting entrepreneurs, BIAs, and corporations, she now applies her expertise to elevate prosperity in her home community. Recognizing tourism as a key driver for Tyendinaga Territory, Dianna is focused on building visibility and opportunities for the Mohawks of the Bay of Quinte.



Michelyne Tarbell

Tourism Activities Officer - Akwesasne Tourism

Michelyne (Misty) Tarbell is the Tourism Activities Officer with the Saint Regis Mohawk Tribe's Economic Development Office. Formerly Akwesasne Travel's Travel Trade Manager, she now focuses on developing and selling tours, while supporting local businesses and artists. Akwesasne Travel currently offers six tours, four in development, and its signature event, the Akwesasne Juried Show and Art Market, now in its fourth year.





Rena Upitis

Founding Director - Wintergreen Studios

Dr. Rena Upitis (Ed.D., Harvard) is Professor Emerita at Queen's University and a Fellow of the Royal Society of Canada. Her research explores arts integration, sustainability education, and the intersections of creativity, technology, and mathematics. A pianist, architect, and educator, she is a founding director of Wintergreen Studios and continues to inspire through her work in education, ecology, and the arts.

Victoria Wicks

Project Lead, Rainbow Registered - CGLCC

Victoria Wicks is a Project Manager specializing in operational excellence, process improvement, and strategic planning. With experience across tourism, events, media, and the nonprofit sector, she excels at managing complex projects, building partnerships, and advancing diversity and inclusion. Based in Scarborough, she enjoys music, theatre, yoga, running, and adventures with her partner and their pup, Jones.



Anna Ruck

Digital Marketing Consultant - STRUCKBLOG

Anna Ruck is a content creator and digital marketing consultant with over 8 years of experience working with national brands like McDonald's, Reebok, and Metro Ontario, as well as local businesses such as Tourism Kingston and Mio Gelato. As both a small business owner and social media influencer, she brings a unique perspective to marketing and storytelling. Connect with her @socialstruck.



Natalie Wollenberg

Co-Owner - 555 Brewing Co. & Jackson's Falls Country Inn

Natalie Wollenberg made Prince Edward County her home after immigrating from Australia in 2014. Alongside her husband Drew, she has launched several successful ventures, including 555 Brewing Co. and Jackson's Falls Country Inn. A former ICU nurse turned entrepreneur, Natalie brings passion and creativity to every project. Her love for community and storytelling shines through in her co-authored book, County Heirlooms.





Jaquie Jamieson

Tourism Manager - Six Nations Tourism

Jaquie Jamieson is the Tourism Manager at Six Nations Tourism, where she develops and promotes experiences that showcase the community's culture, heritage, and traditions. With a strong background in community engagement and tourism development, Jaquie works closely with local businesses, artisans, and cultural leaders to create authentic experiences for visitors.

Mia Robertson

Regional Development Advisor - MTCG

Mia Robertson is a Regional Development Advisor with the Ministry of Tourism, Culture, and Gaming, supporting parts of South Eastern Ontario (RTO9) and Eastern Ontario (RTO11). She has worked across heritage, economic development, parks, transportation, events, and municipal relations. Previously with the St. Lawrence Parks Commission, Mia holds advanced diplomas in Marketing and Human Resources, and a BBA from Laurentian University.



Louis Bedard

Regional Development Advisor - MTCG

Louis Bedard is a Regional Development Advisor with the Ministry of Tourism, Culture, and Gaming, serving as a key link between Eastern Ontario tourism stakeholders and provincial programs. A retired Canadian Forces member, he held leadership roles with the UN, NATO, and at the Canadian Embassy in Washington, DC. Before joining MTCG, he worked with the Ministry of Transportation as an instructor, auditor, supervisor, and manager.



Feryn Karahkwiiohhstha King

First Nations Hoop and Dance Performance Artist

Feryn Karahkwiiohhstha King is a Mohawk artist and Wolf Clan member from Akwesasne, Quebec. An international hoop dancer, cultural instructor, aerial performer, and visual artist, she blends traditional Powwow and contemporary dance. She has performed with Kahawi Dance Theatre, Cirque du Soleil's TOTEM, and at the North American Indigenous Games. In 2024, she received the King Charles III Coronation Medal for her dedication to youth and the arts.





Jennifer Robins

Vice President, Business Development - Environics Analytics

Jennifer Robins is Vice President of Business Development and Tourism Lead at Environics Analytics. She brings expertise in market analysis, strategic planning, and partnership building to drive growth and innovation in tourism. Jennifer holds an MBA from Hult International Business School and a BA in French and Marketing from the University of Guelph. Passionate about sustainable tourism, she is dedicated to enhancing visitor experiences across Canada.

Carol Greenwood

Vice President, Operations & Partnerships - TIAO

Carol Greenwood brings expertise in leadership, consulting, training, and project management, emphasizing strong rapport and relationship building. She has conducted business audits, rebuilt teams through hiring and coaching, and focused on success-driven development. Working within Ontario's tourism industry, Carol has forged key partnerships to strengthen collaboration and support TIAO's advocacy efforts.



Justin Lafontaine

Partnerships Lead - Destination Ontario

Justin Lafontaine focuses on strengthening relationships and building collaborations at Destination Ontario with partners across the tourism sector, from RTOs and DMOs to transportation providers and equity-deserving groups. With over 20 years of experience developing innovative and award-winning initiatives—including the Bike Train, 2SLGBTQI+ programs, and the Tourism Innovation Lab—Justin brings a collaborative, forward-thinking approach to tourism marketing partnerships.



Phil Casey

Chief Operating Officer - Attractions Ontario

Phil Casey is the Chief Operating Officer at Attractions Ontario, with over 20 years of experience growing the organization. He works with attractions across the province to develop marketing programs, build partnerships, and advance the industry. Named Tourism Champion of the Year in 2019, Phil is a sought-after speaker and workshop leader, sharing his expertise with destinations, organizations, and students.





Nicole Brown

VP, Operations + Partnerships - Culinary Tourism Alliance

Nicole Brown is VP of Operations & Partnerships at the Canadian Tourism Association, where she leads projects, builds relationships, and supports sustainable growth for communities across Canada. With over a decade in tourism, marketing, and partnerships, she has worked with Explore Waterloo Region, Huronia Historical Parks, and Kitchener-Waterloo Oktoberfest, helping create award-winning experiences. She also serves on the boards of Attractions Ontario and the Tourism Industry Association of Canada.

Louisa Mursell

Executive Director - Transportation Options, Ontario By Bike

Louisa Mursell is Executive Director of Transportation Options, leading programs that promote sustainable and cycle tourism across Ontario, including Ontario By Bike. She works with partners on workshops, tours, marketing campaigns, and certification programs to support tourism businesses. A passionate cyclist and outdoors enthusiast, Louisa brings extensive knowledge of cycle tourism and outdoor adventure, helping communities and businesses create innovative travel experiences.



Tara MacWhirter

Founder - Garden Path Homemade Soap

Tara MacWhirter is the founder of Garden Path Homemade Soap, an agri-tourism business in Vankleek Hill, Ontario. Inspired by traditional soap making in 2011, she began using herbs and flowers from her 5-acre property to create natural bath, body, and cleaning products. Today, Garden Path employs 5 staff, ships across Canada, and welcomes visitors to explore its gardens and monarch butterfly habitat.

Andrea Glenn

Honey Sommelier, Co-Owner - Gibbs Honey

Andrea Glenn is one of the first three Canadians—and the only Ontarian—admitted to the Italian National Register of Experts in the Sensory Analysis of Honey. After completing her Level III training in Italy in 2024, she earned the highest score in her international cohort, blending local knowledge with global expertise at the forefront of honey sensory analysis in Canada.

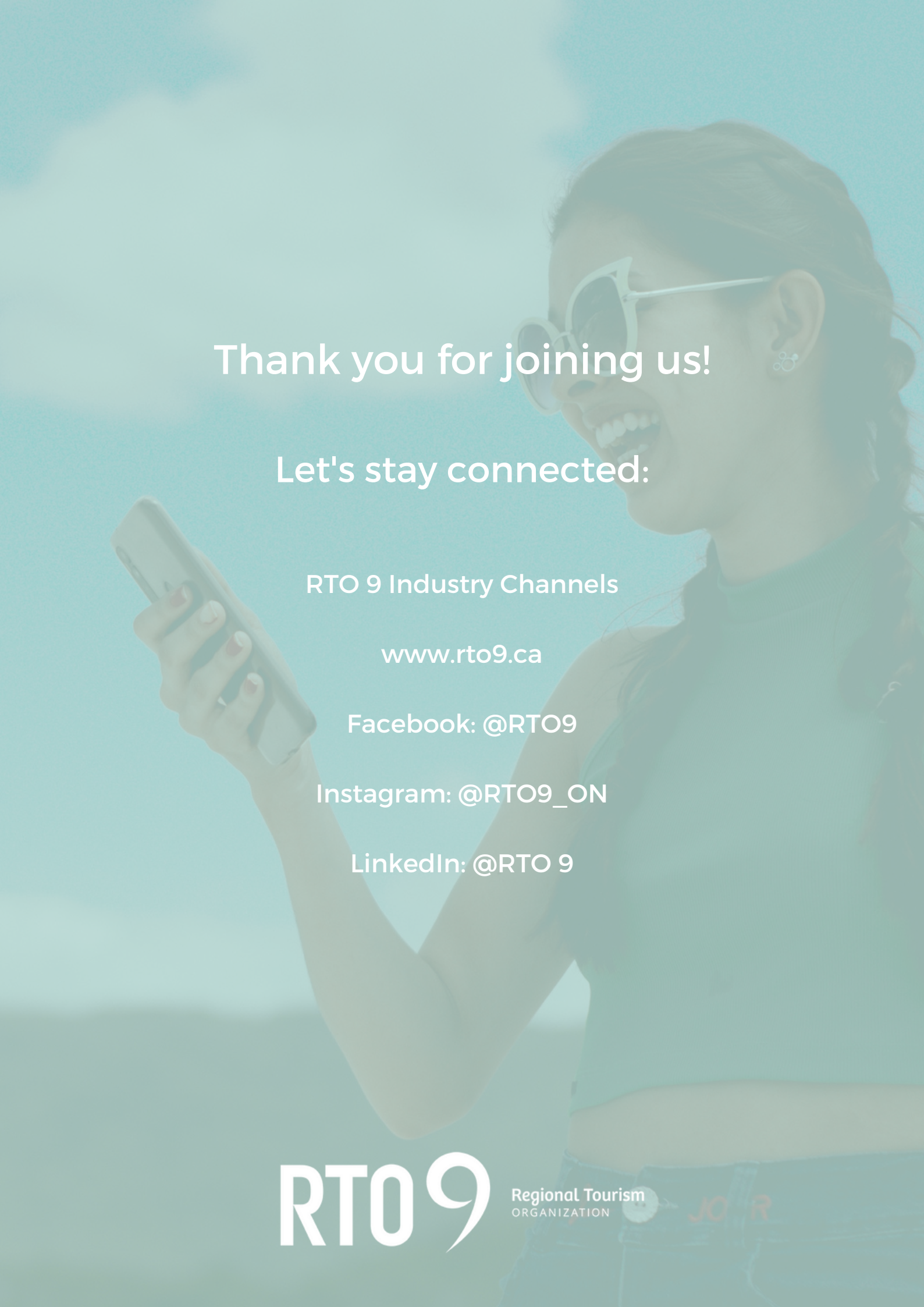




Cathy Kirkpatrick

Senior Tourism Marketing Consultant - Alphabet Creative

Cathy Kirkpatrick is a tourism marketing specialist with expertise in destination branding and strategic planning. She provides leadership in partnerships, product development, creative messaging, media, and digital strategy. Cathy has worked with clients including Tourism Kingston, Travel Nunavut, Government of Nunavut, RTO9, Ottawa Tourism, and TIAC, strengthening tourism brands and partnerships across Canada and internationally.



Thank you for joining us!

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