



**FUNDY BIOSPHERE RESERVE SUSTAINABLE TOURISM CONFERENCE**  
**February 16-17, 2009**  
**Delta Beauséjour, Moncton (NB)**

**PROGRAM**

**February 16, 2009**

**9:00 a.m. Opening of the Conference**

Conference Chair, Day 1:  
Yves Gagnon  
Chair, Fundy Biosphere Reserve  
K.C. Irving Chair in Sustainable Development, U. de Moncton

**9:15 a.m. The Fundy Biosphere Reserve – A UNESCO Designation**

Yves Gagnon  
Chair, Fundy Biosphere Reserve  
K. C. Irving Chair in Sustainable Development, U. de Moncton

**10:00 a.m. Concept of Sustainable Tourism**

Gary Clarke  
Chair, Frontenac Arch Biosphere Reserve

**11:00 a.m. Break**

**11:15 a.m. Future Vision for New Brunswick Tourism**

Helen Jean Newman  
NB Department of Tourism and Parks

**12:00 p.m. Lunch**

**Introduction of Speaker**

Mayor George LeBlanc  
City of Moncton

**Guest Speaker**

Hon. Stuart Jamieson  
New Brunswick Minister of Tourism and Parks

- 1:15 p.m. Release of Study**
- UNESCO Fundy Biosphere Reserve and Fundy Trail  
Parkway Business Opportunities Study
- Denise Lang  
Atlantic Canada Opportunities Agency
- Hon. Stuart Jamieson  
New Brunswick Minister of Tourism and Parks
- 1:30 p.m. Presentation of Study**
- Harvey Sawler  
Forerunner Creative and 2rism Strategies Ltd.
- 3:00 p.m. Break**
- 3:30 p.m. Plenary Session**
- Moderator:
- Arnold Kearney  
NB Department of Intergovernmental Affairs
- Panellists:
- Kathy Weir, Albert County Tourism Association
  - Réal Robichaud, Tourism Industry Association of NB
  - Brian Clark, Fundy Trail
  - Margaret Tusz-King, Councillor, Town of Sackville
  - Frank Tenhave, Enterprise Fundy
- 4:30 p.m. Wrap-up**
- Paul Bogaard  
Vice Chair, Fundy Biosphere Reserve  
Professor, Mount Allison University
- 4:45 p.m. Reception (cash bar)**

**February 17, 2009**

**8:30 a.m. Opening**

Conference Chair, Day 2:  
Frank Tenhave  
Board Member, Fundy Biosphere Reserve  
Executive Director, Enterprise Fundy

**8:45 a.m. Sustainable Tourism in the Frontenac Arch Biosphere Reserve**

Gary Clarke  
Chair, Frontenac Arch Biosphere Reserve

**9:45 a.m. Theme #1: Sustainable Tourism Strategy for the FBR**

- Presentation (10 minutes)  
Harvey Sawler  
Forerunner Creative and 2rism Strategies Ltd.
- Breakout (identify 3 potential actions)
- Plenary (15 minutes)  
Moderator: Harvey Sawler

**10:45 a.m. Break**

**11:15 a.m. Theme #2: Potential Synergies for the Tourism Industry in the FBR**

- Presentation (10 minutes)  
Noël Hamann  
General Manager, Hopewell Rocks
- Breakout (identify 3 potential actions)
- Plenary (15 minutes)  
Moderator: Harvey Sawler

**12:15 a.m. Lunch**

**1:00 p.m. Theme #3: How to Identify Best Management Practices in the Tourism Industry**

- Presentation (10 minutes)  
Keith Dewar  
Professor, UNB St John
- Breakout (identify 3 potential actions)
- Plenary (15 minutes)  
Moderator: Harvey Sawler

**2:00 p.m. Theme #4: Energy Efficiency in the Tourism Industry**

- Presentation (10 minutes)  
Gerry MacDonell  
Eco-Efficiency Centre
- Breakout (identify 3 potential actions)
- Plenary (15 minutes)  
Moderator: Harvey Sawler

**3:00 p.m. Break**

**3:15 p.m. Plenary Session – Moving Forward**

- Identify common actions between groups
  - Discuss potential means of realization
  - Identify next steps
- Moderators: Frank Tenhave  
Board Member, Fundy Biosphere Reserve  
Executive Director, Enterprise Fundy
- Harvey Sawler  
Forerunner Creative and 2rism Strategies Ltd.

**4:15 p.m. Closing Remarks**

Yves Gagnon  
Chair, Fundy Biosphere Reserve  
K. C. Irving Chair in Sustainable Development, U. de Moncton

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