

SEe ON Summit

Envision Tourism Growth



Speaker Bios

September 13, 2024



Ontario



David R. Maracle

**Tehanenia'kwe:tarons - Cutter of Stone, Bear Clan, Mohawks
of the Bay of Quinte**



David R. Maracle, Tehanenia'kwè:tarons (Cutter of the Stone) has been crafting his artistry since 1985, from his home community of Kenhtè:ke Kanyen'kehá:ka-Tyendinaga Mohawk Territory. He brings to life the ancestral teachings of the Haudenosaunee People's way of life through his magnificent stone sculptures and musical compilations.

David's "Originals in Stone" sculptures are throughout the world; with many corporations, and private collectors including the estate of the late Nelson Mandela, the Emperor of Japan, Dan Akroyd, & Loretta Lynne. Not only is he a world renowned sculptor of stone, David also is an International award winning multi-instrumentalist, musician/composer, producer. He has released over 17 musical compilations during his multi-faceted career. David has received two Gold Records from the Recording Industry Association of America, (RIAA) for his world fusion ambient melodies of the Iroquoian Love Flute, paired with his collection of rare world instruments!

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Angela Nagy

President & CEO - GreenStep Solutions



Angela is a sustainability expert with more than 20 years of experience in project management, business development, marketing and public relations. She has lived and traveled extensively throughout the US and Canada, working with all levels of business, utilities, as well as various levels of governments, on a variety of engineering, energy efficiency, environmental and sustainability related projects.

Angela's experience also includes politics, and she was elected to Kelowna City Council and appointed as a Regional District Director in 2008, the same year she co-founded GreenStep. She is certified in Organizational GHG Accounting and as a Sustainability Practitioner through The Natural Step.

Aaron Markel

Owner & Co-Owner - AIM Group of Companies



Aaron is a dynamic and fun-loving entrepreneur, leading several ventures including Hammond Hill and the Broken Stick Brewing Company, located in the heart of Hammond. With a global upbringing and a diverse range of experiences in the construction and design industry, Aaron founded AIM Project Management, handling various significant construction projects. Known for his innovative and sustainable approach in construction, he encourages rethinking traditional methods.

Aaron's approach to business is marked by a strong ethical compass and a commitment to delivering quality results. Beyond his entrepreneurial spirit, Aaron is deeply philanthropic, believing strongly in community contribution. This aspect of his character enriches his professional endeavors, emphasizing not just building structures, but also fostering relationships and supporting communities.



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Norah Rogers

Owner - The Waring House



Norah Rogers retired as a family physician in 2019 after 42 years of service. Over her years in practice and as a lifelong rural resident, she came to appreciate the potential value of tourism to the economic, and social well-being of rural Ontarians. As an advocate of tourism, she appreciates its potential for promoting sustainability in all its aspects - a source of life-skills, training and financial well-being, on the job post secondary education and skills development, positive mental health and with a dedication to environmental sustainability measures as well as a source of introductory and long term, equitable and inclusive employment for youth, new Canadians and the diversity found in Canadian society, she is committed to fostering education and growth in the industry.

Will Arnaud

Co-Owner - Otter Creek Kitchen & Food Truck



After graduating from culinary school, Will had a variety of jobs in different kitchens before starting his own catering business in 2020. Will, and his business partner Francois Drolet, opened the Otter Creek Farms Food Truck, with the goal to serve up locally sourced food to the residents of Kingston.

In 2022, after many months of renovations, the pair opened Otter Creek Kitchen, a permanent location for their delectable menu. The Kitchen works closely with local producers, including Otter Creek Farm, whose full blood wagyu beef is featured heavily on their menu both at the Kitchen and at their food truck. The core of their business is always focused on the love of local food, working closely with Farmers, Artisans and Producers in the area to maintain a strong connection with the Kingston community. Will also recognized an incredible opportunity to give back to his community through his expertise with food. He volunteers with Lionhearts Inc. - a non-profit organization that supports marginalized residents in Kingston.

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Andrew Siegwart

President - Tourism Industry Association of Ontario



In his eight years as President and CEO of the Blue Mountain Village Association (BMVA), the organization achieved significant milestones, including award-winning destination marketing programs, and regional economic development. Previously, as Senior Vice-President at the Retail Council of Canada (RCC), he successfully led critical business units and specialized teams. His advocacy efforts, particularly in addressing key issues such as labor supply and workforce development, demonstrated his ability to work with a diverse membership base and tackle emerging challenges.

Mr. Siegwart's passion for community development is evident in his volunteer experiences, where he has contributed to initiatives aimed at increasing workforce and community housing development as a Director of the Town of The Blue Mountain's Attainable Housing Corporation, and also co-founded The LGBTQIA Rainbow Club of South Georgian Bay. Andrew Siegwart brings a strong commitment to aligning with and championing the Truth and Reconciliation Commission's 94 Calls to Action and applying them to the tourism industry. His experience with BMVA has provided valuable insights in the area of reconciliation, and he is eager to learn and work with Indigenous communities and organizations in support of this important goal.

Carol Greenwood

Vice President - Tourism Industry Association of Ontario



With a background in leadership, consulting, training, and project management, Carol epitomizes the power of rapport and relationship building. Carol has conducted business audits and rebuilt teams through hiring, coaching & success focused development. Broadening her scope and working on behalf of the tourism industry in Ontario, Carol has built critical key relationships to allow for a stronger collaboration to support TIAO's advocacy message.

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Tammara Maher

Owner - Collective Joy Farm



Tammara Maher has a passion for sharing nourishing food with as many people as she can. With over 20 years experience in sustainable farming initiatives including 10 years running her own successful farm business, Tammara founded Collective Joy - All Season Farm in 2022 with a mission of increasing access to the freshest food right in the city - and inspiring a little joy along the way.

Her year-round indoor vertical farm right in the heart of Kingston is a new kind of farm - a neighbourhood-based, community-oriented operation that is open to the public and grows, makes, and offers nourishing produce and a plant-based, whole food product line produced right on site as well as many educational opportunities. In just over one year, Collective Joy has produced nearly 5000 pounds of fresh produce on only 72 square feet of stacked vertical space. This fall, Collective Joy will launch its' Nourish & Grow Program - empowering communities and organizations to build similar farms across North America to get more nourishing produce to more people - right where they live.

Andrew Davies

Founder & Executive Director - No. 9 Gardens



Through his extensive career in the visual arts, first at MoMA and then as a public art consultant in Toronto, Davies has learned the power and influence that art and culture can have on our society.

In 2006, he founded the charitable arts organization No.9: Contemporary Art & the Environment in support of artists and their quest to bring awareness to pressing environmental issues. Under Davies' direction, No.9 has produced and commissioned more than 30 public art installations in Toronto and delivered hands-on sustainable design education to over 3,000 students across Canada through the ground-breaking Imagining My Sustainable Community education program. In 2018, No.9 launched a rural Sustainability Centre called No.9 Gardens. This alternative educational facility empowers students through creative hands-on learning to lead a revolution in building sustainable communities.



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Bellen Tong

Co-Founder - Miss Bāo Restaurant + Cocktail Bar



Bellen is the co-founder of Miss Bao Restaurant + Cocktail Bar, an innovative dining establishment that launched in March 2020. Miss Bao has distinguished itself through its strong commitment to sustainability and community engagement, achieving a remarkable 98.5% waste diversion rate.

Beyond her role at the restaurant, Bellen is a passionate advocate for sustainable practices in the foodservice industry. She serves as a working board member of LEAF (Leaders in Environmentally Accountable Foodservice), Canada's only nationwide non-profit food service certification program. Through LEAF, Bellen plays a crucial role in revitalizing sustainable practices in restaurants across the country and provides essential educational training to promote sustainability within the industry.



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Rick Layzell

CEO - Boating Ontario Association



Rick Layzell is the CEO of the Boating Ontario Association. Since 1967, Boating Ontario has proudly served Ontario's recreational boating industry and the needs of their 500++ member companies. Rick's career in the marine industry began in 1990 with a 3-year run with the Canadian National Sportsmen's Shows. This was followed by a short stint with Grew boats, 19 years of commitment managing Yamaha Motor Canada's marine division, a brief period with Gordon Bay Marine, several years with MD Marine Insurance and a new beginning with Boating Ontario in 2017.

Volunteering has been a constant in his career, firstly with Boating Ontario (formerly OMOA) serving on multiple Boards, Committees and the National Marine Manufacturers Association over an 11-year period including six years as Board Chair. Additionally, Rick served on the Canadian Discover Boating Board. Rick's humble academic path includes a diploma in Sales Strategies from Humber College and a myriad of continuing training over his career.

Andrea Fernandes

Business Development Manager - VIA Rail



Based in Ottawa, Andrea currently works as a Business Development Manager on the Commercial Operations team with VIA Rail Canada and oversees their corporate client relationships within the National Capital Region to Kingston.

With over twenty years of experience in Sales and client relations, she has built a successful career from the ground up starting in Operations at a hotel front desk to Key Account Manager for a major Global Hotel company. She also has experience working for a DMO at Ottawa Tourism and spent ten years working at a national cultural institute prior to her time at VIA. Andrea is well versed in the Canadian tourism industry and passionate about connecting people to places while getting them there safely. Outside of her work life, Andrea is a busy mom to an energetic 7-year-old daughter named Eva and enjoys spending time outdoors traveling to fun and interesting places.

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Françoise Granda

Senior Advisor, Sustainability - VIA Rail



Françoise Granda is a Senior Advisor, Sustainability at VIA Rail. In this role, she oversees the company's sustainability strategy, as well as reporting on environmental, social, and governance issues. She led the development and launch of VIA Rail's first five-year sustainability plan.

Before joining VIA Rail, she held similar roles advancing sustainable practices in the aerospace and rail manufacturing sectors. Françoise Granda is a lawyer and holds a master's degree in environment and sustainable development from the University of Montreal.

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