

Information Byway



NORTH WESTERN ONTARIO
TOURISM ASSOCIATION

P.O. Box 59, Morson, ON P0W 1J0

www.nwota.com

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Season's Greetings



December 2010

I'd like to wish everyone a Merry Christmas and a Happy New Year.

Over the past year, I have worked closely with NWOTA & KDCA directors on many issues that affect our tourism businesses. Some of them being, personal involvement on the new Regional Tourism Marketing Organization for Ontario, which is in the transition period right now and I will report later on its progress. I have also been very involved with the Deer Committee & Canada Border Service Agency Committee.

NWOTA's voice, through our strong board of directors, is a major player in the advocacy of tourism values in Northwestern Ontario. We invite all members and non-members to get involved in protecting tourism interests. If you have any ideas, comments or direction, feel free to contact the NWOTA office. Our strength comes from our membership.

I'd like to thank all those that participate on the boards of NWOTA & KDCA; your dedication to tourism is invaluable.

Once again, Happy Holidays to all – have a safe and happy New Year. See you on the Sport Show circuit.

Cheers,

B. Tom Pearson

Tom Pearson
President NWOTA

2011 Meeting Dates

MARK THESE DATES ON YOUR CALENDAR

Dates & locations are tentative;
Please check the NWOTA website for updates

NEXT MEETING:

**January 10, 2010,
Emo Inn, Emo, Ontario**

February 3, Emo Inn, Emo, Ontario

March 3, Emo Inn, Emo, Ontario

April 7, Emo Inn, Emo, Ontario

May 5, Annual Spring Meeting, Nestor Falls

July 7, location TBA

August 4, location TBA

September 1, location TBA

October 6, Annual Fall Meeting,
Date tentative & location TBA

November 3, Emo Inn, Emo, Ontario

December 1, Emo Inn, Emo, Ontario

With the 2010 Holiday Season here and many of us wrapping up the business season, I wanted to add some comments to this issue of the By-Way. You may or may not be aware that the all volunteer Officers and Board of Directors of NWOTA have been working very hard this year on some of the issues that are threatening the success of our businesses and the way of life that we all work so hard to maintain. These issues have hounded us for a number of years now, namely the border and deer hunt. You should know that these two issues have been worked on for a number of years by NWOTA and have had only limited success in being recognized by the government. With the signing of a Memorandum of Understanding between KDCA and NWOTA, a two person committee, one from KDCA and one from NWOTA, these two issues have taken on a new emphasis. It was suggested that NWOTA and KDCA have a joint Fall Annual Meeting and that was held in October. The working committee was expanded to six and, covering both organizations with their combined membership, we now have the attention of Canada Border Services and the Ministry of Natural Resources. There is strength in having a large membership base. We can get some results.

A Plan of Action is being developed that will call attention to our two major issues through newspapers, television and radio both here and in the U.S. What both NWOTA and KDCA need is to expand membership to include all those that are able to join. Portions of the action plan may require funding and these funds must come from membership dues. Please give some serious thought to becoming a member. Your dues will help cover expenses incurred for mailings, telephone, travel and more that volunteers should not have to cover when working hard for the benefit of all in the tourism industry and those with whom we do



business. If you are a member and owe dues for 2011 please send them in to the NWOTA office. Non-members wishing to join in the effort can call Cindy Miller at the NWOTA office (807-488-5514) to receive a membership kit. The Board of Directors has made every effort to keep the dues as low as possible so all operators can afford the membership. Your involvement can be as simple as being a member or a little more helpful by coming out to a meeting and offering to assist in any way you can.

Bob Hunger

Bob Hunger
Vice President NWOTA

*Merry Christmas &
Happy New Year*

From the NWOTA Board of Directors:

*Tom Pearson, Bob Hunger,
Jerry Fisher, Lucas Adams,
Carol Anniuk, Justin Gaudry,
Cheryl Gauthier, Geoff Gillon,
Randy Hanson, Wayne Helliard,
Peg Hunger, David Kaemingh,
Jim Rebbetoy
Staff: Cindy Miller*

2011 Memberships are now due.

If you are not a member - join today!

Memberships run from Jan. 1 – Dec. 31
 To eliminate any conjecture dues must be paid prior to the Spring Meeting to be eligible to vote.

2011 MEMBERSHIP FORM

- _____ **VOTING MEMBER - \$250.00 (\$200 if paid before March 1, 2011)**
 Voting membership is for resorts and other businesses in direct tourism, but is available to other businesses or individuals that want full membership rights. Free listing on the NWOTA website with hotlink to your site.

- _____ **ALLIED MEMBER – \$250.00 (\$200 if paid before March 1, 2011)**
 Allied membership is for businesses that supply the tourism industry, but is available to non-tourism related businesses and individuals as well. Allied members are not eligible to vote.

- _____ **ASSOCIATE MEMBER - \$100.00 (\$70 if paid before March 1, 2011)**
 Associate membership is for individuals and non-profit associations.

SUMMER OR ANNUAL ADDRESS:

Contact person(s): _____

Business Name: _____

Address: _____
Address City Prov. Postal Code

Phone: _____ Fax: _____

Email: _____ Website: _____

WINTER ADDRESS if different:

Contact person(s): _____

Business Name: _____

Address: _____
Address City Prov./State Postal/Zip Code

Phone: _____ Fax: _____

Email: _____ Website: _____