



CARIBOO CHILCOTIN COAST TOURISM ANNUAL TOURISM SUMMIT 2025

Network | Recognition | Education | Support

17-19 October, 2025

@Quesnel, BC

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PROGRAM - FRIDAY, OCTOBER 17

5:00 PM

Registration desk opens

*Lhtako Dene Nation Long House
(1805 Lust Rd, Quesnel, BC V2J 4N2)*



5:00 PM -
8:00 PM

Welcome Reception

- *Introduce Elder Bryant Paul for welcome*
- *Opening Prayer by Tashana Lebrun*
- *Board Chair Welcome*
- *ITAC Session – Signing of the 2025 MOU*
- *Barkerville - The Series*
- *Lhtako Dene Dancers*

PROGRAM - SATURDAY, OCTOBER 18

7:30 AM -
8:00 AM

Doors Open and Breakfast

*West Fraser Timber Room, Quesnel Arts & Rec Centre
(500 N Star Rd, Quesnel, BC V2J 5P6)*

8:00 AM -
8:30 AM

Welcome and Opening Remarks

8:30 AM -
9:30 AM

Video – CCCT Staff video

9:30 AM -
9:45 AM

Game Break

9:45 AM -
10:45 AM

Rethinking Work in the Age of AI | Nicholas Ning

AI isn't just about automation, it's about transformation. In this session, we demystify what AI really is, how it's already shaping our work behind the scenes, and what it means for the future of roles, creativity, and decision making.

10:45 AM -
11:00 AM

Wellness Break

PROGRAM - SATURDAY, OCTOBER 18

11:00 AM -
12:00 AM

Supporters Short Talks

A series of short talks on programs that can support your tourism business

12:00 NN -
1:00 PM

Lunch

1:00 PM -
2:00 PM

Sharing Best Practices & Learning | Dave Jorgenson

Dave will talk about the journey in tourism, how knowing next to nothing about a business can actually be helpful, and how and why supporting the community, sustainability and conservation lead to business and personal rewards that only deepened their connection to their clients and built their success in unexpected ways.

2:00 PM -
2:15 PM

Wellness Break

2:15 PM -
3:00 PM

CCCTA Annual General Meeting

3:00 PM -
4:00 PM

Tourism Town Hall

4:00 PM -
5:00 PM

Free Time

5:00 PM -
5:45 PM

Doors open for Cocktails and Networking

Billy Barker Casino (308 McLean St, Quesnel, BC V2J 2N9)

6:00 PM -
7:30 PM

Gala Dinner

7:30 PM -
10:00 PM

Presentation of Board & Awards



PROGRAM - SUNDAY, OCTOBER 19

8:00 AM -
8:30 AM

Doors Open and Breakfast

*West Fraser Timber Room, Quesnel Arts & Rec Centre
(500 N Star Rd, Quesnel, BC V2J 5P6)*

8:30 AM -
9:00 AM

Opening Remarks

9:00 AM -
10:00 AM

Industry Advocacy TIABC Presentation | Walt Judas & Cassandra Zerebeski

Walt and Cassandra will discuss the most pressing issues facing BC's visitor economy this year and how TIABC is working with tourism industry stakeholders and all levels of government to find solutions and leverage opportunities. They'll address concerns around land use planning and tenure security, aging infrastructure, lack of funding for marketing and tourism emergency management, BC's tenuous investment climate, outdated agri-tourism regulations, and more. Walt and Cassandra will also be looking to engage Summit delegates in a conversation about advocacy priorities for tourism operators in the Cariboo Chilcotin Coast region.



10:00 AM -
10:30 AM

Health & Wellness Break

10:30 AM -
12:00 NN

Destination BC Iconics Launch | Alison McKay

Alison will present on Destination British Columbia's new Iconics for our region, Nature's Heartland and The Infinite Coast.

12:00 PM -
1:00 PM

Lunch

- Draw for Free Registration
- Announce Cariboo Chilcotin Coast Annual Tourism Summit 2026 Location

- End of CCCT Summit 2025 -

SPEAKER PROFILE



Nicholas Ning **CEO of Farpoint**

Nicholas Ning is a serial entrepreneur with a background in mechatronics systems engineering and an MBA from MIT Sloan. Over the past decade, he has built a reputation for bringing unique lateral perspectives to problem solving, having worked in a variety of industries including finance, ag-tech, software/hardware, fashion, and the culinary arts. Today, he is best known as the founder and CEO of Farpoint, a global AI consulting firm helping enterprises across industries leverage AI to stay ahead, expand imaginations and transform work.



Cheryl Macarthy & Dave Jorgenson **Owners of White Gold Adventures,** **Frog on the Bog, and Historic Stays**

Dave Jorgenson and Cheryl Macarthy moved to Wells in 1998 and soon their original company, Whitegold Adventures, acquired a license to guide on the Bowron Lakes chain. That was only the beginning of what became a 27-year love affair with Wells and the Cariboo Mountains including Barkerville and the Bowron. In the ensuing years, they created the Bear's Paw Cafe, the Frog On the Bog Gifts, and 'Historic Stays'. On the way, they won numerous awards for creative marketing, programming, stewardship, and customer service, including "Outside the Box", and "Best Tourism Marketing" Awards from the CCCTA and a Land Stewardship award from the Wilderness Tourism Association. They also discovered the complexity of community and how supporting others amplifies customer experiences in ways that circle back, bring organic benefits to businesses, and creates healthy rewards for our entire community.

SPEAKER PROFILE



Walt Judas

CEO of Tourism Industry Association of BC

Walt has been involved in the tourism industry for over 35 years, having worked at BC Pavco, Port Metro Vancouver, and Tourism Vancouver prior to joining the Tourism Industry Association of British Columbia (TIABC) in May 2015. As CEO, Walt leads multiple advocacy/policy files, sets the strategic course for TIABC, builds relationships with members and industry stakeholders, and communicates the value of B.C.'s visitor economy to various constituents.



Cassandra Zerebeski

Policy Director of Tourism Industry Association of BC

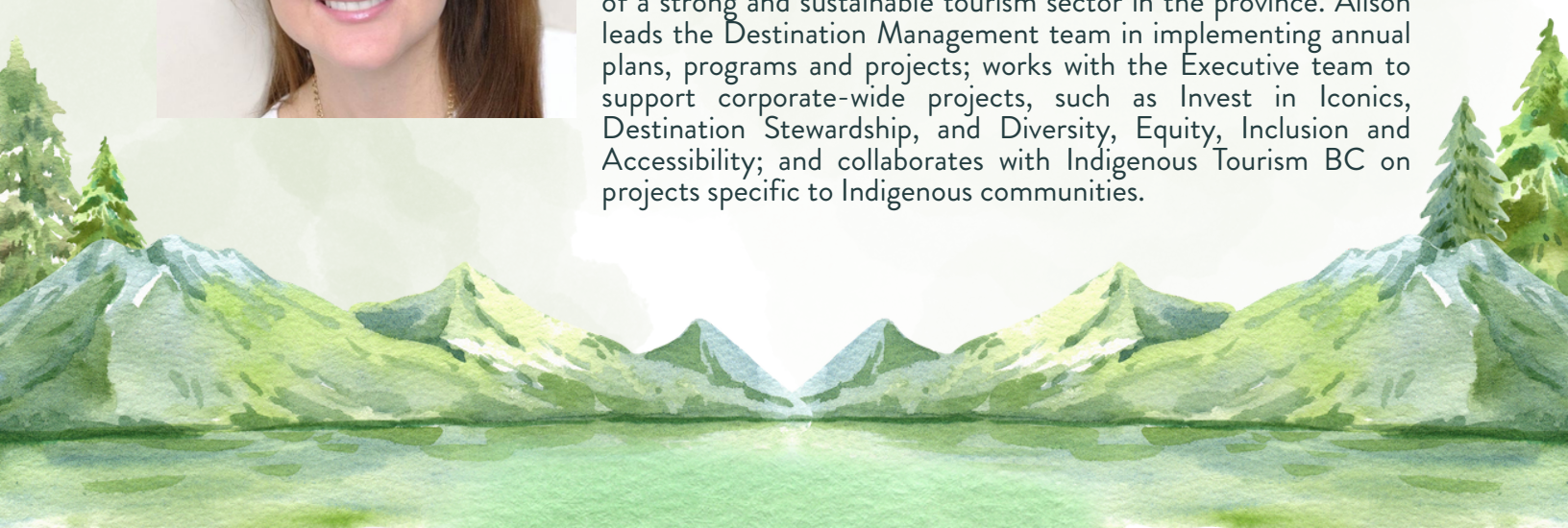
Cassandra Zerebeski is a strategic tourism leader with nearly three decades of experience in marketing, partnerships, destination and business development. She now serves as Policy Director for the Tourism Industry Association of BC (TIABC) and Executive Director of the Wilderness Tourism Association (WTA), advancing policies and programs that strengthen B.C.'s tourism and wilderness adventure sectors.



Alison McKay

Vice President of Destination Management at Destination British Columbia

As the VP of Destination Management for Destination British Columbia, Alison is responsible for our destination management programs and efforts with a focus on supporting the revitalization of a strong and sustainable tourism sector in the province. Alison leads the Destination Management team in implementing annual plans, programs and projects; works with the Executive team to support corporate-wide projects, such as Invest in Iconics, Destination Stewardship, and Diversity, Equity, Inclusion and Accessibility; and collaborates with Indigenous Tourism BC on projects specific to Indigenous communities.



CARIBOO CHILCOTIN COAST TOURISM

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