

**REGIONAL TOURISM ORGANIZATION 7
BOARD NOW WORKING ON BEHALF OF
BRUCE, GREY AND SIMCOE TOURISM INDUSTRY**

March 28, 2011 – The newly constituted board of directors of Regional Tourism Organization 7 (RTO7) is pleased to announce the appointment of its first executive.

RTO7 is an industry-led, not-for-profit organization established under the Ontario Ministry of Tourism’s regional tourism management and funding initiative. Its mandate is to build and support competitive and sustainable tourism in Bruce, Grey and Simcoe.

The board, which was selected by the Transition Team that oversaw the creation of RTO7, appointed its first executive from its 15 directors. The executive consists of:

Chair	Bev Philp, Blue Mountain Resort
First Vice Chair	Ralph Cipolla, CC Bak 2 Basics, Orillia
Second Vice Chair	Paul Crysler, Nature’s Millworks, Paisley
Secretary	Kathryn Stephenson, Tourism Simcoe County
Treasurer	Bruce Chappell, Chappell Farms, Barrie

The non-executive directors are:

Dave Barrett	Saugeen Economic Development Corporation
Peter Cowley	Horseshoe Resort, Barrie
Catherine Durrant	Town of Collingwood
Douglas Freiburger	Groundhog Divers II, Port Elgin
Peter Majewsky	Holiday Park Resort, Southampton
Laura Nelson	Fern Resort, Orillia
Bryan Plumstead	Grey County Tourism
Val Stimpson	Neustadt Springs Brewery, Neustadt
Jeff Stovold	LeFroy Harbour Resorts, LeFroy
Philip Tarlo	Chef Instructor, Liaison College, Barrie Owner/Operator, Willow Trace B&B & Admirals Post Pub

Chair Bev Philp said the board is already hard at work. “We’re benefiting greatly from the excellent strategic work that was started in 2010 and is now coming to completion,” she said. “Our focus, and the task at hand, is to turn these ideas into action plans that will benefit our tourism economy.”

The board is developing a start-up and business plan to submit to the Ministry of Tourism in preparation for its first fiscal year of operation. “There is a significant amount of work to be done in the coming months,” notes First Vice Chair Ralph Cipolla. “Fortunately, we have an experienced board that is up to the challenge.”

The board is planning to conduct information sessions for the region's tourism industry later this spring, says Second Vice Chair Paul Crysler who adds, "But in the meantime we hope to take advantage of opportunities to speak to interested groups about the role RTO7 will play in helping to develop tourism in our region."

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