



CENTRAL COUNTIES

Executive Director Update February 2015

My oldest son's AA hockey team finished 8th in their loop in regular season. This left them with a very difficult draw for the Tri-County OMHA round-robin playoffs. Around the fourth game of the playoffs, I started to notice that they were playing differently and it was paying off with wins. I asked Gavin about it after a victory over a team we usually have trouble beating. "We developed a plan and we are sticking to it", was his response. When they beat the 2nd place team in a must win-game, I commented on how well they had played. "We changed the plan a bit so we could beat them," Gavin informed me.

Hockey, or any rep sport for that matter, is a lot like tourism. You have to have a plan from the get go and be nimble enough modify it to stay ahead of the ever-changing challenges you face in order to win. I am very pleased to let you know that our board has approved what we are calling our "Transition Plan". The face of tourism is changing as fast as the lines on a hockey team and Central Counties wants to be in the lead. The big project is that we are undertaking a Destination Management Plan that will be our playbook for the next few years. While this is taking place, we still need to be there to support and promote tourism through the region. To this end, we have developed the [Transition Plan](#). It's a solid plan that supports the priorities of our three sub-regions.

With its completion, we have also completed the [Partnership Funding Guidelines 2015-16](#). Please have a look to see if any of your projects fit the bill. If you have any questions regarding the funding, please email me at cthibeault@centralcounties.ca.

As always, there is lots of great information in this newsletter. Please make sure to read about, and sign up for the Regional Tourism Symposiums. We are working with our sub-regional partners to deliver another amazing day of learning and networking.

I have a lot of confidence in our plan and our staff's ability to execute it. I am sure there will be some changes along the way and I am confident that our board, like a good coach, will lead us to success. Gavin's team came first in the round-robin and advanced to the quarter finals, where they took the series in four games. They now have to face the number one team in the province in the semi-finals. If you had asked me a month ago if I thought they would be playing in the semi-finals, I may have laughed out loud. But their plan has been working and here we are. Go Thunder Go!

Chuck