



President's Award

Ken Adams

This year's President's Award recipient is a man of dedication, strong efforts and contribution.

As the director of Fundy Geological Museum, Ken Adams has provided years of service in the tourism industry. He plays an extremely active role in promoting Fundy Geological Museum, along with the many attractions of the entire Fundy Shore area. In 2008, he was a key member of the Advisory board that was instrumental in the development of the Joggins Fossil Centre and the designation of the Joggins Fossil Cliffs as a UNESCO World Heritage Site.

As a man who keenly examines visitor statistics, his willingness to be transparent for the benefit of the

entire region exemplifies his important role to the tourism industry of Nova Scotia. His ongoing involvement, support and contribution to CNATA's marketing committee and initiatives, barely begins to expose the true nature of his commitment to helping everyone in the industry.

He has been a part of the Cumberland Geological Society for more than 20

years. He is one of the original team members responsible for creating the Fundy Geological Museum and was instrumental in leading the way for the gallery to be created.

Along with playing an active role in many committees in the region, Ken also managed and coordinated the Fundy Geological Museum throughout their recent major renovations.



The Welcome Centre at Joggins Fossil Centre. With its inscription onto the World Heritage List the site is quickly becoming one of the most outstanding Natural Heritage Tourism Sites in the world. The 14.7 kilometre expanse of cliffs and beach is protected under numerous provincial and federal acts and regulations including the Special Places Protection Act, the Beaches Act and the Environment Act, as well as municipal land use planning by-laws.

VICTORIA PARK - TRURO'S NATURAL GEM AND THE COBEQUID TRAIL

Victoria Park is a spectacular natural treasure and a nature lover's paradise. Its 1,000 acres of scenic attractions make it one of the most beautiful parks in Eastern Canada. Situated in the heart of Truro's urban area, it offers an amazing natural retreat one would never expect to find in the midst of a bustling town. Walkers, joggers, bird watchers, photographers and cross-country skiers all enjoy its special features.

Entering the park off Brunswick Street, one is instantly removed from the busy streets and presented with a huge expanse of open, grassy land dotted with trees and flower beds and intersected by a winding brook. Here, the visitor is quickly faced with a decision: to stay in the open area and enjoy a leisurely picnic lunch, soak up the sun, take the children to the playground, or enjoy a swim in the outdoor pool, or to leave this area for the wooded trails where the scenery really begins.

In the midst of all this natural beauty is a new recreational gem. The Park Pool recently received a major facelift through a grass-roots project led by a team of volunteers who orchestrated a two-year fundraising campaign. With tremendous community support in the form of donations of funds, labor and materials, this pool has become a prized addition to the town. As one of the largest outdoor swimming pools east of Montreal, it offers an amazing range of features: a kiddie pool, beach entry with a gradual slope ideal for wheelchairs and seniors; a metre-deep section with underwater benches; double-flume speed slide; one metre diving board; and a regulation size junior Olympic section with six lanes allowing for swim meets. Plenty of seating in both sun and shade, plus poolside grassy areas for picnics or relaxing, add to the atmosphere.

The park is also home to game fields, a band shell where entertainment is provided during the summer months, and the Truro Tennis Club.

The Cobequid Trail is a cooperative effort of the Town of Truro, County of Colchester and the Village of Bible Hill to create a unique recreational opportunity focusing on a diversity of landscapes and scenery.

The Trail is composed of four distinct sections. The D.A.R. Trail (Dominion Atlantic Railway) follows the abandoned railway line from Downtown Truro to Lower Truro. From the east end, it begins at King Street near the Nova Scotia Community College, passes by the Truro Golf Course and ultimately joins the Marshlands section. It is approximately 3.5 km in length and offers an easy crushed gravel surface.

The Marshlands Section begins at the gateway trailhead in Lower Truro and ends at the Cobequid Bay Look-off from

which the famous tidal bore can be viewed. It covers approximately 3 km with a varied surface of crushed gravel, grass and asphalt.

The Eagle Crest Walk in Bible Hill begins at Warren Drive off College Road. This 1.1 km section with crushed gravel surface passes through maple stands and hemlock ravines and

offers scenic views overlooking the Salmon River. The Trail continues via sidewalks and short trail sections across College and Pictou Roads to connect to the Farnham Brook Trail, which crosses the brook several times via wooden bridges and continues through forested areas for about 1.4 km with a crushed gravel and grass surface.



SUPERHOST AWARD

Charlene de Conde

Sponsored by the Nova Scotia Tourism Human Resource Council this award is intended to recognize a front-line employee whose exceptional customer service contributes to outstanding travel experiences for our visitors. Charlene de Conde moved to Shubenacadie in 1999 and has worked in the V.I.C Stewiacke for 9 years. She is passionate about tourism in our area and ensures that everyone who enters the V.I.C leaves with a sense of that pride. Eight years ago she opened the Ridge Shop in Stewiacke and moved the V.I.C within the store, where she promotes Nova Scotia artisans. She is dedi-

cated to promoting our area and hires her staff from around the community. Charlene also works on a Tourism and Business Committee for the town of Stewiacke and has been active in helping build a Trail along the Stewiacke River and a gazebo in the centre of town. She is the community liaison for Stewiacke on the CBC radio

station. Charlene has a bright and welcoming smile and has a keen interest in helping expand our area to be its best. From visitors and community members, to co-workers and colleagues - all would agree that Charlene's dedication to serve others in a professional and friendly manner makes her a very worthy recipient of this award.



AMBASSADOR AWARD 2010

Nancy McTiernan

Nancy, as co-owner of the Sweet Spot Chocolate Shop in Elmsdale, demonstrates enthusiasm, passion and motivation of a small business entrepreneur that helps lure attention on our region and on all of our businesses and attractions.

Nancy and her husband, Greg, are active in their community as members of the East Hants and Districts Chamber of Commerce, the Halifax Club, and Taste of Nova Scotia. Their business welcomes many visitors by providing customers with friendly staff and a cozy atmosphere.

Nancy is passionate about spreading the good news about other businesses, not just her own. She has great marketing skills and is

always positive and friendly. She takes time to talk to people and makes them feel welcome. For visitors in our region, she is supportive and encourages visits to our many attractions.

She is very generous with her time, even though she is busy running her own business. She is very generous with respect to providing products for

"giveaways" to help promote her business and the area.

Nancy is a true "ambassador" for our community, our businesses, and our way of life. Nancy is so dedicated to contributing to the tourism industry that she couldn't be here tonight because she is currently at a Tourism Best Mission Practice in Vermont.



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