



As we the experience the January thaw of 2017 we are also beginning the 10<sup>th</sup> year of the Heart of the Continent Partnership. What began as cross border meetings of public land managers has expanded into a broad initiative to promote the heart of the continent as a great place to live, work, raise a family, or start a business. It sees the public lands as a key asset in building strong and resilient communities.

And our meetings now include nonprofit leaders, elected officials, community members, and those land managers who helped create the idea. As I think about what we need to do in our tenth year it seems to be about solidifying our foundation, reaching new people and communities and assuring a strong financial base. I look forward to working with our Steering Committee and others to make this a strong and long lasting organization. Expanding on our work with National Geographic, our Public Land Managers, and the scientists expanding our knowledge of the biome we live in. Finally, I look forward to exploring more of the wild and public lands around us with my family and many of you. Keep warm and happy winter.

*Frank Jewell—Chair of the Heart of the Continent Partnership*

### Recap of years end 2016

Due to our quarterly general meetings not actually happening each quarter our newly named “HOCP Roundtable” was held at [Lakehead Region Conservation Authority](#) in Thunder Bay last October. Our hosts from LRCA guided us on a field trip of Mission Island that included one of the best views of the Sleeping Giant. Thunder Bay Tourism and [Wilderness Supply](#) entertained us in the evening with a book launch from local climber Aric Fishman of [Outdoor Skills and Thrills](#).

Land Managers were able to meet and review some past successes, discuss future projects that could include joint field projects, science sharing, and safety coordination. A Tourism and Recreation Summit was held with speakers John Cameron and Paul Pepe of Thunder Bay Tourism, public land managers Ryan Mackett from LRCA and Trevor Gibb, Ontario Parks and Richard Perriman from Superior National Forest.



Heart of the Continent Partnership  
Celebrating Canada's 150th Birthday

### Outdoor Recreation and Tourism Summit

HOCP hosted our 2nd summit on recreation and tourism in Thunder Bay last October to share ideas and how to expand and showcase businesses and organizations to the world. There were representatives from the tourism industry, Confederation College and the public lands that gave talks on their organizations' accomplishments and how they provide assistance for businesses and visitors to maximize benefits from partnerships and geotourism. Demonstration on how to submit a nomination, navigate the National Geographic web-site were exhibited. Giannina Veltri, Tourism Program Coordinator at Confederation College presented on their Travel and Eco-Tourism Program. Students from the College were able to submit a nomination of their choice to the [www.traveltheheart.org](#) website. The workshop was wrapped up with Frank Biasi from National Geographic giving an update on the geotourism project with a web presentation.



NATIONAL GEOGRAPHIC

HOCP will host another Recreation and Tourism Summit in Duluth, early Spring 2017. Mark your calendars. More info will be posted soon on [www.heartofthecontinent.org](#)



### Recreation and Tourism Summit

If you are in the **Duluth** region of The Heart of the Continent we are heading your way this Spring! Tentative dates for our next ROUNDTABLE general meeting and recreation/tourism summit are **April 6—7 2017**. We will be hosting another workshop for tourist operators, business establishments offering adventure - food - drink - accommodations, to identify and map the region's special values places and stories. There are over 600 nominations featured on our National Geographic geotourism site [www.traveltheheart.org](#) that visitors world wide are using for vacation planning. If you are interested in promoting our unique places and area to the world, don't be left out. It's time to re-engage with the people and businesses to ensure we capture the special values, places and stories of our region. Get an insider's view on how to submit a nomination, navigate the website, and learn how geotourism benefits our communities. We are excited to share the new features **National Geographic** has recently launched for our program. Detailed information and special guest speakers for the Recreation Tourism Summit will be posted soon on [www.heartofthecontinent.org](#)

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Add our thumbnail link picture to your web-site. Be part of the branding of the Heart of the Continent National Geographic geotourism area. Contact e-address below if you would like this sent to you.

Heart of the Continent Partnership  
[www.heartofthecontinent.org](#)  
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Save The Date: April 6—7 2017  
Heart of the Continent Roundtable  
Talks and Presentations, guest speakers—Recreation, Tourism Summit



