



May 19, 2026

To TIAA Full Members:

The TIAA Board of Directors is pleased to invite you to attend the association's Annual General Meeting (AGM) taking place virtually on Wednesday, June 17th at 10:00am. Please find attached the following documents:

1. Notice of Annual General Meeting, Wednesday, June 17, 2026
2. Proxy Form
3. Election – Board Member (Meetings, Conventions & Incentive Travel Sector)
4. Proposed 2026-27 Board Slate

The AGM presents an opportunity for Full Members to: Receive a report on the association's membership and financial capacity-building efforts, and, to hear about TIAA's tourism advocacy efforts to the Government of Alberta. The AGM will also be an opportunity for the membership to elect the board of directors in accordance with the TIAA bylaws.

If you are unable to personally attend, please consider sending another representative from your organization or, request that another TIAA member carry your proxy by completing the attached proxy form. If you need to be matched with another business that would be willing to carry your vote, please email info@tiaalberta.ca.

Sincerely,

Signed by:

0B9F7015307F4AF...

Brett Ireland
Board Chair



Notice of the 2026 Annual General Meeting of the Tourism Industry Association of Alberta (TIAA)

NOTICE IS HEREBY PROVIDED TO MEMBERS that the 2026 annual general meeting of the Tourism Industry Association of Alberta (TIAA) will take place virtually on Wednesday, June 17th, 2026, at 10:00am. The meeting is called in accordance with the TIAA bylaws to support the following objectives:

1. To receive the association's 2025 audited financial statements
2. To approve the auditor for the association's 2026 financial statements
3. To conduct an election to fill the Board Member Meetings, Conventions & Incentive Travel sector seat
4. To approve the TIAA Board of Directors Slate
5. To transact any such other business that is brought before the meeting that is consistent with the aims of an Annual General Meeting

In accordance with the bylaws, Tuesday, May 19, 2026 has been set as the date members were eligible to receive notice of the Annual General Meeting to be held on June 17, 2026 at 10:00 am.

Any TIAA member who is unable to attend the AGM and wishes to have their voice heard on the business to be transacted may complete, sign and return (by email) the attached proxy form and share this with any TIAA full member in good standing. Please be sure to email a copy of the completed proxy form to info@tiaalberta.ca.

Please be sure your designated nominee brings the completed proxy form to the meeting.

DATED this 19th day of May, 2026 in Calgary, Alberta.

Sincerely,

Signed by:

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Brett Ireland
Board Chair

DocuSigned by:

94D0C1E456C6493...

Darren Reeder
President & CEO



TIAA AGM PROXY FORM

Your Name: _____

Your Organization's Name: _____

Position Title: _____

I hereby authorize the following individual:

_____	_____
Name	Company Name (must be a TIAA member in good standing)

As our organization's nominee to carry our vote at the TIAA Annual General Meeting scheduled for Wednesday, June 17, 2026 at 10:00 am.

Advanced vote for the **Meetings, Conventions & Incentive Travel Sector Seat election** (place an 'X' in the box of the nominee):

- Arlindo Gomes**, Vice President, Business Development & Venue Management, Edmonton Convention Centre, Edmonton EXPO Centre
- Alyson Robb**, VP, Strategy & External Relations, Calgary TELUS Convention Centre

If the advanced votes are not filled out, you are by extension, empowering your authorized individual identified on this proxy form to make a selection of their determination on your behalf.

Dated at _____ this _____ day of _____, A.D.

Signature of TIAA Member's Authorized Representative

To be valid on the day of the AGM, this form must be signed and emailed to info@tiaalberta.ca by 5:00 pm Friday, June 12, 2026. THIS PROXY IS ONLY VALID IF YOU ARE NOT PERSONALLY ATTENDING THE AGM.



TIAA Board of Directors Slate 2026-2027

Name & Title	Organization	Sector	Term of Office
Kirstan Jewell, Chief People & Communications Officer	Calgary Airports	Transportation	3 Years (acclaimed) (A)
James Overall, Dean, School of Business / School of Hospitality & Tourism	Southern Alberta Institute of Technology (SAIT)	Training & Education	2 Years (acclaimed) (B)
Arlindo Gomes, Vice President, Business Development & Venue Management	Edmonton Convention Centre, Edmonton EXPO Centre	Meetings, Conventions & Incentive Travel (MCIT)	2 Years (standing for re-election) (C)
Dan DeSantis, Area General Manager, Calgary Market	Delta Hotels Calgary Airport In-Terminal, Calgary Airport Marriott In-Terminal Hotel, Marriott Calgary Downtown, Westin Calgary Downtown, Delta Calgary Downtown, Fairfield Inn, Courtyard / Residence Inn	Accommodation	2 Years remaining
Matricia Bauer, CEO	Warrior Women	Indigenous	2 Years remaining
Theresa Howland, Executive Vice President - Brand, Market Development & Employee Services	Calgary Stampede	Attraction & Event	2 Years remaining
Tyler Riopel, CEO	Tourism Jasper	Destination (DMO)	2 Years remaining
Brett Ireland, CEO	BearHill Brewing	Food & Beverage	1 Year remaining
Stuart Back, Chief Operating Officer	PURSUIT Banff Jasper Collection	Travel Trade	1 Year remaining
Danielle Woo, General Manager and EVP of Tourism	West Edmonton Mall	Retail	1 Year remaining
Jeana Schuurman, Managing Director	Alberta Professional Outfitters Society	Industry Association	1 Year remaining

- (A) As Kirstan Jewell was the sole nomination received by the nominations deadline for the Transportation sector seat on the TIAA board of directors, this board position has been acclaimed.
- (B) James Overall has completed his second term on the TIAA board of directors and wishes to let his name stand for a subsequent, 2-year term as the Training & Education sector representative. As no other nominations were received in this sector by the nominations deadline, this board position has been acclaimed.
- (C) Arlindo Gomes has completed his second term on the TIAA board of directors and wishes to let his name stand for a subsequent, 2-year term as the Meetings, Conventions & Incentive Travel (MCIT) sector representative. One nomination from Alyson Robb, VP Strategy & External Relations, Calgary TELUS Convention Centre, for a 3-year term, was received for the MCIT sector. This will result in an election at the AGM.



Election: Meetings, Conventions & Incentive Travel Sector Seat

Incumbent: Arlindo Gomes, Vice President, Business Development & Venue Management, Edmonton Convention Centre, Edmonton EXPO Centre

Arlindo Gomes is Vice President of Business Development and Venues Management at Explore Edmonton, providing strategic leadership across the organization's major venues, owned events, and destination growth priorities.

He leads the strategic operations of the Edmonton Convention Centre and Edmonton EXPO Centre, overseeing more than 1,200 staff and setting the framework for strong guest experiences and commercial performance.

Arlindo also provides leadership for Explore Edmonton's owned events, as well as Event Attraction and Destination Stewardship, with a focus on growing demand, developing market-ready experiences, and strengthening Edmonton's position in domestic and international markets.

With more than 25 years of experience in venue management and the live events industry, Arlindo's career includes senior roles with Northlands, Fantasyland Hotel, and Alberta Health Services. Arlindo brings deep expertise in large-scale events, venue operations, and visitor economy development. He currently serves on the board of the Tourism Industry Association of Alberta (TIAA), serving as the Chair of the Audit Finance and Governance and a member of the Executive Committee.



Election: Meetings, Conventions & Incentive Travel Sector Seat

Nominee: Alyson Robb, VP, Strategy & External Relations, Calgary TELUS Convention Centre

Alyson Robb is a public relations specialist with over 20 years of experience in the public and private sector. Alyson has worked for different members of government, both at the federal and provincial level, providing communications and strategic political advice. She is also successful in creating positive working relationships with various external partners.

Currently, Alyson leads the strategic oversight of the Calgary TELUS Convention Centre ensuring that strategic priorities of the organization are met to grow, differentiate and optimize. In addition, Alyson leads the highly skilled sales, marketing and communications teams at the Centre with passion in growing the team to their full potential.

Alyson has managed local, national, and international events and announcements with the Prime Minister's office, varying Minister's offices, and local political leaders across Canada. She brings a wealth of experience on executing successful announcements and campaigns with great attention to detail resulting in positive media exposure.

Alyson is passionate about setting up organizations for success. She is currently an active board member with the Calgary Chamber of Commerce, Past President of the Federation of Calgary Communities and past board member of Sport Calgary.

Alyson has a depth of knowledge on government relations at all levels and her skills include strategic communications development and management, social media management, communications product creation and editing, strategic internal communications, media relations, brand management, and stakeholder relations.

She and her husband have three children, and Alyson is an active member of the Calgary community.



Acclaimed: Training & Education Sector Seat

Incumbent: James Overall, Dean, School of Business / School of Hospitality & Tourism, Southern Alberta Institute of Technology (SAIT)

With more than 25 years' experience in the hospitality industry, James Overall has completed two bachelor's degrees from the University of Calgary — one in Commerce and another in Hotel and Resort Management — along with a diploma in Hotel and Restaurant Management from SAIT.

After working at the Hyatt Regency Grand Cayman, on an island renowned for its exceptional hospitality and tourism, Overall returned to Calgary to expand his knowledge of the industry. Always a believer in lifelong learning, he completed a Master of Business Administration through Queen's University and a Sommelier program.

His professional career has included being a part of the opening teams of several restaurants, leadership roles at the Hyatt Regency, downtown Marriott and the Calgary Stampede. Through the years, he's consulted on various projects including the opening of Mosaic Stadium in Regina and the plan to relaunch the King Eddy at the National Music Centre.

Based on his academic and professional experience, joining SAIT as Dean of the School of Hospitality and Tourism was a natural next step for Overall, who has come full circle to work alongside an incredible team of faculty and staff — all in service of developing the next generation of talent for industry.

Overall is also a founding member of the board of the Tourism Industry Association of Alberta, representing post-secondary education.



Acclaimed: Transportation Sector Seat

Nominee: Kirstan Jewell, Chief People & Communications Officer, Calgary Airports

Kirstan Jewell is a seasoned executive, corporate officer, and board member with nearly three decades of leadership experience across aviation, tourism, travel, hospitality, entertainment, and real estate adjacent industries. She currently serves as Chief People & Communications Officer at the Calgary Airport Authority, where she is a member of the executive leadership team and accountable for people strategy, organizational effectiveness, communications, government relations, community investment, and brand.

Kirstan brings more than a decade of senior leadership experience in the aviation and airport sector, having held progressive executive roles at both the Edmonton Regional Airport Authority and the Calgary Airport Authority. In these roles, she has helped shape long term strategic plans, supported major infrastructure and airport expansion initiatives, and partnered with Boards and executive teams to align workforce, culture, and communications strategies with economic growth, passenger experience, and community impact. Her aviation experience is further strengthened by formal training through Airports Council International and deep engagement in industry governance, including leadership roles with Airports Council International – North America.

In addition to her aviation career, Kirstan has led executive portfolios in tourism, sports, entertainment, and hospitality as Senior Vice President of People & Culture at Oilers Entertainment Group, where she supported large scale, guest facing operations spanning professional sport, live entertainment, retail, food and beverage, and mixed use real estate. Her work in these environments sharpened her expertise in high visibility brand leadership, workforce scaling, executive compensation, and post pandemic operational recovery.

Kirstan holds an Executive MBA, is a Certified Professional in Human Resources (CPHR), and has earned the ICD.D designation through the Rotman School of Management. She is deeply committed to leadership development, sustainable organizations, and building institutions that connect people, communities, and economic opportunity.