



FOR IMMEDIATE RELEASE

Blue Mountain Village Association announces new President

Blue Mountains, Ontario. (November 30, 2015) --- Blue Mountain Village Association staff and Board of Directors are delighted to announce the appointment of Andrew Siegwart as the new Village Association President. Over the past 15 years, Andrew has worked with some of Canada's most innovative national associations to deliver world class member experiences, valuable programming, events and thought leadership conferences to the benefit of their communities, people and industries. Andrew joined Retail Council of Canada (RCC) in 2002 and played a pivotal role in developing and implementing retail training programs, educational events and scholarship programs for the industry. In his role as Senior Vice President, Membership Services, Andrew oversaw all membership initiatives, including recruitment, retention, member benefits, education, events, strategic alliances, as well as lead various committees and advisory boards.

Prior to joining RCC, Andrew worked as a project manager in training and education for the Canadian Tourism Human Resource Council in Ottawa where his focus was developing standards and certification programs for hospitality and tourism professionals. Andrew also worked as one-on-one coach and operations trainer within Petro-Canada's retail training team in Calgary.

Andrew is very proud of a number of achievements in his career including the launch of RCC's independent retailer division which gave a strong voice and more support to small businesses across the country, the formation of a scholarship program which has provided \$1 million in support to students across Canada, and his obsession for great customer service developed while owning and operating his own restaurant in Northwestern Ontario.

Andrew looks forward to sharing his experience and passion to help the Blue Mountain Village Association deliver its new strategic plan, to provide value for members, to work with municipalities and organizations within the South Georgian Bay region, and to partner with all to deliver the best customer experience in the industry.

About the Village:

Between the foot of the Niagara Escarpment's scenic Blue Mountains and the rugged shores and crystal-clear waters of Georgian Bay, the picturesque Blue Mountain Village is Southern Ontario's premiere four-season destination. A cobblestoned pedestrian village framed by turn-of-the-century Ontario architecture, the Village offers a wide variety of family accommodations, activities and attractions including over 50 unique shops and restaurants. For a complete listing of Village events, please visit www.bluemountainvillage.ca

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