

DEBORAH L. PRATT

March 2009

Born in Toronto, Ontario, July 29, 1948.

Raised and educated in St. Catharines, Ontario, graduating from Lakeport Secondary School, St. Catharines Teacher's College, and Brock University B. A. (Psychology and Education).

Taught primary school for sixteen years for Lincoln County Board of Education in the town of Niagara-on-the-Lake starting in 1969;

Moved to Niagara-on-the-Lake in the mid 70's and assisted at Inniskillin Winery on a part-time basis since it's inception in 1974. Overlapped teaching and winery responsibilities for twelve years before assuming full-time status with Inniskillin in 1986. It was exciting to be part of Inniskillin's beginning years never realizing then that it would develop into a new career.

My initial responsibilities were three fold--managing the Wine Boutique, Special Events and Tour Programs; handling Public Relations; calling on LCBO, hotels and restaurants throughout southern and northern Ontario as an Ontario Sales Representative.

Current position developed as the winery grew to 300,000 visitors annually and Inniskillin Wines became internationally recognized.

Current position is **Inniskillin Winery Public Relations Manager**

-Handling all media relations from the Winery in Niagara on the Lake (press releases, media kits, etc)

-Liasing with the Inniskillin Marketing Team and Inniskillin Public Relations Companies in Western Canada, the US and Europe.

-Organizing and hosting VIP visits/events at the winery for media, government, senior executives, trade and celebrities from around the world.

-Hosting Export initiatives, Theme Dinners, Wine tastings, Author Series, Celebrity Icewine Picking etc.

-Conducting wine presentations/seminars and speaking engagements (corporate, educational institutes, general public, service clubs)

-Authoring various Inniskillin, tourism and wine industry related articles.

-Promoting the Wine Region as a whole through various Tourism committees.

-Attending major wine shows and conferences throughout North America and Europe such as Vinexpo, Bordeaux, France; California Wine Experience: New York Wine Experience; Society of Wine Educators.

Along with President Donald Ziraldo have created a very successful tour program at the winery which also includes the very successful twenty station Self Guided Tour.

Contributed to the publication of "Anatomy of a Winery" by Donald Ziraldo.

Continue to promote Ontario/Canadian Wine as a whole through wine and culinary tourism initiatives.

Current Postions

Wine Council of Ontario Tourism Committee

Present and Founding Committee Member, **Cuvée**-A fundraiser for Niagara Community Foundation-Celebrating Excellence in Ontario Wines (21 years)

Commericals

THERE'S NO PLACE LIKE THIS; Ontario Tourism

Niagara College:

- Board of Governors, Niagara College (2004-current)
- Public Relations Advisory Committee (1999 - current)
- Receiving internship of students for one month placements at Inniskillin
- Guest speaking at the college (Tourism, Wine, Public Relations)
- TIDC (Tourism Industry Development Centre) Steering Committee (2001 - present) (development of new programming at the current Maid of the Mist campus, Niagara Falls)

Past commitments and accomplishments

March 2006-Promoter's Award, CCOVI-Educator

October 20, 2003- Niagara Business Woman of the Year

Honorary Member Les Clefs d'Or **(2004)**

Past Chairman, Niagara-on-the-Lake Wineries Marketing Committee (13 years)

Niagara Wine and Food Classic Committee Member

Terry Fox Dream Team Member (9 years)

Member of the Tourism Committee and various Special Events, Niagara-on-the-Lake Chamber of Commerce

Past Chairman, T.E.M.C.O., Niagara-on-the-Lake Tourism and Economic Management Corporation (3 years)

Past Co-Chair, Shaw Shivaree (2 years)

Past Board Member, Niagara-on-the-Lake Elderhostel

Wine Council of Ontario

-Tourism Committee member;

-Official Wine Guide committee member.

Brock University:

- CCOVI – Cool Climate Oenology and Viticulture Institute, Hosting CCOVI students classes/seminars and international visitors
- Assisting Donald Ziraldo, Co-Chair Capital Campaign, with various fundraising efforts
- Guest lecturer (Marketing through Professor Sharon Broderick; Tourism and Leisure Studies through David Telfer and Laurel Reid)

Guelph University:

- Guest lecturer HAFA Hospitality courses (through Professor Bob Desautel)

Various other Guest Lecture/Presentations (George Brown College)

Cuvee

- Founding Cuvee committee member with co-chairs David Bergen, Peter Gamble and Kathleen Miller; ongoing (1989 - 2009)
- specifically contributed to the tourism and hospitality component,
- tourism - expanded the gala tasting from one evening to include a longer stay by coordinating events at wineries (Cuvee Enroute)

Hospitality - developing the Cuvee Award of Distinction for Excellence in an Ontario Wine List (1991 - 2003). Creating an incentive for Restaurants/hotels who were supporting and creatively marketing Ontario wines.

Terry Fox Foundation

- Terry Fox Run committee member and Dream Team member
- Hosted media launches and team member launches

Niagara-on-the-Lake Chamber of Commerce

- Tourism Committee member for 6 years which developed into TEMCO (Tourism Economic and Management Corporation)
- Spirit of Niagara Awards (4 years) - committee member, assisted with organization of the evening awards program, selection committee for business awards

Town of Niagara-on-the-Lake

- TEMCO (Tourism Economic and Management Corporation) Chair for 3 years -- Working with the various sectors of the Town and tourism partners to assist with proper tourism management with an emphasis on the vision for the future (seeing NOTL as a living heritage community; various action plans & pertinent documentation developed.)
- Transportation & signage committee (2001- 2003)
- Dock Area Task Force (2002)

Niagara-on-the-Lake Wineries Marketing Committee

- Originally founded by Inniskillin President Donald Ziraldo and called The Group of Seven
- Chaired this ever-growing group (13 years) with emphasis on joint advertising promotional activities with the Town of NOTL as the core destination. Various activities stressed year-round visitation with such initiatives as:
- Tour de Vin passport program - money from sale of passports went into Town projects such as the Hospital, Pump House, Anagram, etc.
- Days of Wine and Roses - a month-long winter promotion with the Chamber of Commerce.
- Niagara-on-the-Lake Icewine Festival (2000) which now is part of the broader Niagara Wine Festival/Niagara Icewine Festival
- Lord Mayor's Selection in support of the Heritage Fund - having the Lord Mayor select one wine from each winery to carry a special seal profiled through a parade and tasting in the Town
- Peach Festival - adding a wine-tasting component to the street festivities through the Niagara-on-the-Lake Wineries Wine Bar
- Creating printed material to promote the group and Town as a winery, culinary & historical tourism destination (brochures, posters, website, advertisements)

Niagara Wine & Food Classic (2000 - 2004)

-working with Niagara Falls Tourism in partnership with Gourmet Magazine, Canadian Tourism Commission, Ontario Tourism on this international wine and food event.
-Wine Council of Ontario Tourism Committee (2001 - 2003)

Shaw Festival

- Co-chaired Shaw Shivarree Fundraiser for 2 years
- Worked on first theatre package including wine & hospitality - Elegant Traditions

Board Member NOTL Elderhostel

Niagara College Elderhostel presentations (Mount Carmel)

Tourism Packages:

- White Oaks
- Working with Steve Bauer Bike Tours, Jim Bruce Bike Tour
- Vintage Inns (Trolley Tours, Elegant Traditions)
- VIA Rail, Fairmont Royal York Hotel (encouraging more train transportation flow)

Favourite pastime, besides visiting other wine regions around the world—kayaking down the Niagara River!!