

For Immediate Release

Motorcycle and Moped Industry Council adds new members to its cross-Canada Motorcycle Show team

(October 15, 2004, Toronto) The Motorcycle and Moped Industry Council (MMIC) has added three new members to the team of professionals who will help direct the six successful Motorcycle shows it owns.

Tim Stover, CAE has joined the Council as Manager, Shows and Member Services. Nanette Jacques has been hired as the Vancouver Show Manager. And as Alberta Show Manager, Laurie Paetz will manage the Calgary and Edmonton events.

Tim Stover, CAE

“Leading and managing the motorcycles shows and initiatives related to these shows which take place across the country is Tim’s responsibility,” says Robert Ramsay, MMIC President. “He’ll also direct MMIC member services for the Corporate Affiliate and Dealer Affiliate membership.”

Before joining MMIC, Stover managed logistics and staff for Showcase Marketing and the International Home and Garden Shows. He was the Executive Director of the Ontario Recreation Vehicle Dealers Association and produced their two recreational vehicle shows.

In 2003, Stover received his Certified Association Executive (CAE) designation from the Canadian Society of Association Executives (CSAE). He is also a member of the Canadian Association of Exposition Management (CAEM) and has served on the CAEM conference committee

Laurie Paetz

Laurie Paetz will review daily operations, work with suppliers, sell exhibit space and oversee consumer advertising, marketing and public relations for the Calgary and Edmonton shows.

“Laurie brings 18 years of event planning and management experience to the position,” states Sherri Verdec, Regional Manager, Canadian National Sportsmen's Shows. “Not only has she produced large-scale events in the Calgary and San Francisco Bay areas, she has direct experience earned as part of the Alberta sales team for 2003.”

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At 20 years of age, Paetz was the youngest Chamber of Commerce Manager in Canada. She has earned certificates in Public Relations, Marketing, Sales, Accounting and Management.

Nanette Jacques

“The same as all other show managers, Nanette will manage all aspects of show production and work under my guidance,” affirms Verdec. “The Vancouver Motorcycle Show will be her responsibility.”

Most recently, Jacques directed the business development and event management division for Red Sky Marketing Inc. She also was Vice President, Sales and Marketing for Turbopress, the parent company of Cycle Canada magazine.

Jacques has produced and promoted trade and consumer shows throughout North America in the automotive, marine, clothing, motivational and technology industries. In addition, she has successfully produced several racing series and indoor stadium sporting events.

The annual MMIC Motorcycle shows are held in [Toronto](#), [Vancouver](#), [Edmonton](#), [Calgary](#), [Quebec City](#) and [Montreal](#).

The Canadian National Sportsmen's Shows (CNSS) oversees the motorcycle shows on behalf of MMIC, excluding the Montreal Show which is handled by Turbopress.

The Motorcycle and Moped Industry Council (MMIC) is a national, non-profit, trade association that represents the responsible interests of the major motorcycle distributors, as well as the aftermarket manufacturers and distributors of motorcycle related products and services, the retail outlets, and the over 50,000 individual owners and riders of motorcycles in Canada.

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Photos available via Media Contact

Contact information

Tim Stover

Manager, Shows and Member Services

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Motorcycle and Moped Industry Council
Tel: 416-491-4449
Toll free: 1-877-470-MMIC (6642)
E-mail: tstover@mmic.ca
www.mmic.ca

Nanette Jacques
Vancouver Show Manager
Tel: 604-939-0194
Toll free: 1-800-663-8815
E-mail: njacques@shaw.ca

Laurie Paetz
Alberta Show Manager
Tel: (403) 245-9008
Toll free: 1-866-704-4412
E-mail: paetz@sportshows.ca

Sherri Verdec
Regional Manager
Tel: 416-695-0311, Ext. 209
Toll free: 1-888-695-2677
E-mail: verdec@sportshows.ca

Motorcycle Show details

Calgary, AB
January 7-9, 2005
Round-up Centre
Stampede Park
<http://www.sportshows.ca/>

Edmonton, AB
January 21 – 23, 2005
Northlands Park
Agricom
<http://www.sportshows.ca/>

Vancouver, BC
January 14-16, 2005
Tradex Exhibition Centre
Abbotsford Airport, BC
<http://www.sportsmensshows.com/VanCycle/index.html>

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Other Motorcycle shows

Karl Eichner

Show Publicist

Karl Eichner & Associates

Tel: 416-447-2265

E-mail: keichner@ca.inter.net

<http://www.sportshows.ca>

Media Contact:

Anne Stephaniuk

Associations Only

Tel : 416-539-9444

E-mail: anne.stephaniuk@associationonly.net

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