The Royal Canadian Geographical Society

Giving Canadians a deeper knowledge of their country — its people and places, its natural and cultural heritage and its environmental, social and economic challenges

- Founded in 1929 by geologist Charles Camsell with a mandate of “making Canada better known to Canadians and to the world.”
- One of the largest non-profit educational organizations in the country, with a network of more than 18,200 educators.
- The College of Fellows recognizes individuals who have devoted their time and talents and support the mandate of the Society, and who have made an extraordinary contribution to geography.
- Widely respected as a leading independent source of fair, accurate and balanced information.
- Publisher of Canadian Geographic, Géographica and Canadian Geographic Travel magazines and the Canadian Geographic Atlas of Canada.

- Maintains a wide range of education, research and exploration programs:
  - Canadian Geographic Education
  - Annual research grants for university students
  - Annual grants for expeditions and exploration
  - Public lectures on popular subjects and stakeholder forums across Canada
  - Celebrations of excellence in geography through the awarding of the Gold Medal, the Massey Medal, the Sir Christopher Ondaatje Medal for Exploration, the Camsell Medal, the Martin Bergmann Medal, the Lawrence J. Burpee Medal and the Joseph-Elzéar Bernier Medal, as well as the Innovation in Geography Teaching Award and the Geographic Literacy Award
A new home
The Society’s new home for geography, geographic education and exploration

In conjunction with the National Capital Commission, it was announced in October 2016 that the iconic building at 50 Sussex Drive is the new home of The Royal Canadian Geographical Society and will serve as a campus for our Canadian Geographic Education and creative teams.

But it is much more than just an office. 50 Sussex will have two exhibition galleries and a 210-seat theatre. Its displays will feature leading edge immersive technology that will allow visitors to experience the diverse geography of Canada. 50 Sussex will become a “hub” for geography that will link Canadian geographers, educators, and explorers, with young people, and the broad public, both nationally and internationally.

With its spectacular geographic situation, at the Rideau Falls, on the banks of the Ottawa River, and with its expansive indoor and outdoor public spaces, 50 Sussex Drive represents perhaps the greatest fulfillment yet of the dreams of our Society’s founders.

At our first meeting, in 1929, the then President of the Board, Charles Camsell, said the Society had been formed “purely for patriotic purposes” and said he hoped it would be “a unifying influence upon the life of Canada.” At no point in its history has the Society been closer to fulfilling that grand vision. And at no time have we been better equipped to achieve our goal to “make Canada better known to Canadians and to the World.”
The College of Fellows

Considered the governing body of The Royal Canadian Geographical Society, the College of Fellows brings together individuals who share the Society’s abiding commitment to Canada, who support its mandate of making Canada better known and its educational mission of expanding geographic knowledge and literacy.

Once a year, Fellows are called upon during their Annual General Meeting to receive and approve reports from the President and Treasurer. They also elect Officers and Governors of the Society and, later the same day, come together at the Annual Dinner of the College of Fellows in a celebration of the Society’s accomplishments.

Year round, Fellows raise the profile of the Society in their respective communities, offer guidance and advice to the Society and, however they are able, help organize and participate in the Society’s programs and activities. Engagement on the part of Fellows takes many different forms, and supporting the Society financially is but one of them.
Support for the Society

The Bylaws of The Royal Canadian Geographical Society require that all Fellows retain a current subscription to *Canadian Geographic*.

In addition to this requirement, the Society will be asking for an annual financial contribution to the RCGS during our Fellows appeal. All Fellows should contribute to the Society in this way, according to their means. Funds donated by Fellows are directed at targeted programs each year.

For 2017, Fellows Appeal contributions will be earmarked toward establishing a Team Canada to compete in the GeoOlympiad, a senior high school geography competition.
The College of Fellows

Nominations to the College of Fellows can only be made by another Fellow and are reviewed by the Society’s Fellows Committee before being presented for election during the Annual General Meeting. Fellows are elected for life, but must maintain an active subscription to Canadian Geographic magazine to remain in good standing. Fellows are entitled to use the post-nominal initials FRCGS. They also receive and are urged to wear the Fellows pin with the compass rose of the Society.

At present, there are two categories of Fellows: Fellow and Honorary Fellow.

Fellow
A Fellow is an individual who has demonstrated an interest in the mandate and programs of the Society and is willing to engage in efforts to sustain and expand its capacity to “make Canada better known to Canadians and to the world.” Fellows agree to serve on committees, foster partnerships, provide opinions and expertise, organize events and contribute to fundraising efforts.

Honorary Fellow
An Honorary Fellowship can be bestowed on an individual who has rendered eminently distinguished service to the country in relation to the mandate of the Society. Although not a voting member of the College of Fellows, an Honorary Fellow has all of the privileges of the Fellows of the RCGS.
A brief history of the College of Fellows

The College of Fellows encapsulates important values: the determination to build, the courage to explore new avenues and the steadfast love of country.

In 1930 the Society named its first Fellows. Among the earliest were Frederick G. Banting, Diamond Jenness and A.Y. Jackson.

They were joined by Canada’s foremost scientists and researchers in geography, anthropology, engineering and history, in both private and public sectors.

As an educational organization, the Society looked to the academy and elected university presidents and chairs of science departments as Fellows.

The Society has a great affinity for explorers, and Vilhjalmur Stefansson, Lord Edward Shackleton, Henry Larson, Rosita Forbes and Diamond Jenness were some of its first Fellows. In the same vein, the Society currently counts among its Fellows astronauts Steven Maclean, Jeremy Hansen and Roberta Bondar, and explorers Bernard Voyer, Wade Davis, Jill Heinerth and Sir Christopher Ondaatje.
A brief history of the College of Fellows

As the Society grew so too did the circle of Fellows. The Society sought wider representation from Canadian society and the country’s regions. The list of past and present Fellows includes the following notable individuals from:

- **The Canadian military**
  - Major-General Andrew G.L. McNaughton,
  - Air Marshall Robert Leckie and
  - Major-General H.A. Young

- **Government**
  - Louis St. Laurent, William Lyon Mackenzie King, R.B. Bennett, Lester B. Pearson, Cairine R. Wilson, Tommy Douglas, Robert Stanfield and Kim Campbell

- **Arts and culture**
  - Charlotte Gray, Margaret Atwood, Farley Mowat, Robert Bateman, Paul Gross and Vincent Lam

- **Science**
  - J. Tuzo Wilson, Roger Tomlinson, Philip Currie and David Schindler

- **Industry and business**
  - Hugh F. Labatt, Conrad Hilton and Henry G. Birks

Fellows play a vital role in the Society. They raise its profile, offer guidance and advice, provide financial support and advance geographic education in Canada. There are presently 826 Fellows, including 78 Honorary Fellows.
Canadian Geographic Education
*Fostering geographic engagement among Canadian students*

- The educational arm of the Society, with a network of more than 18,200 educators across Canada.
- Led by a national executive of outstanding geographic educators representing a variety of perspectives, advocate for geographic literacy and shape the education program.
- Focus on classroom teachers and students in geography and social studies (K-12).
Canadian Geographic Education
Fostering geographic engagement among Canadian students

Can Geo Education supports geographic and spatial literacy and works to reinforce critical thinking skills in geography. Its programs include the following:

- The Canadian Geographic Challenge, with participants from more than 600 schools in 2016.
- The Classroom Energy Diet Challenge, with more than 1,200 classrooms participating in 2016.
- Annual school mailings sent to all members.
- Geography Awareness Week each November.
- Professional development institutes for teachers and educators.
- Geographic lesson plans and other resource materials, made available to teachers online and free of charge.
- More than 40 colourful Giant Floor Maps (each 11 by 8 metres), with an accompanying teachers’ guide and curriculum-based activities, made available free of charge to Canadian schools.
- An authoritative set of printable tiled maps on a variety of Canadian themes, making geography easily accessible to all educators.
- Trilingual resources that inspire students to explore the Arctic.
The Canadian Geographic Challenge

A fun and effective way to foster geographic literacy among students and the general public

- Canada’s premier annual national geography event. Since 1993, more than two million students in grades 4 to 10, from every province and territory in Canada, have tested their geographic knowledge against one another.

- In 2016, students from more than 600 schools participated. Year after year, the Challenge helps develop the geographically informed citizens and decision-makers who will be vital to Canada’s future.

- The National Final, held annually in Ottawa, brings 20 of Canada’s brightest geography students together to compete for the title of National Champion.
Giant Floor Maps

All maps tell stories. Can Geo Education’s Giant Floor Maps tell great big stories

- Unique educator resources that invite exploration and discovery, with an aim to increase geographic literacy. Developed with partners, these may be borrowed by Canadian schools free of charge.
- Each 11-by-8-metre map comes with a trunk of curriculum-linked activities suitable for multiple grades.
- Can be used in conjunction with digital technologies to enhance learning.
- Easy to book through Can Geo Education’s online reservation system.
- A bilingual and authoritative program that supports all learning styles.
- More than 40 maps have been produced, covering themes such as:
  - Parks Canada: Places & Spaces for Everyone
  - Energy Production and Transmission
  - Canada from Space
  - Arctic Alive
  - Wild Migrations
  - Drawn to Victory
  - Natural Resources Canada
  - Vimy Ridge
  - Circumpolar Arctic
Classroom Energy Diet Challenge

*Teaching students about energy efficiency while competing for great prizes*

- Registration for the sixth Classroom Energy Diet Challenge began in September 2016.
- Features a set of 25 energy-themed and curriculum-linked challenges for classes from kindergarten to Grade 12.
- More than 1,200 Canadian classrooms participated in the 2016 CEDC, in partnership with Shell Canada.
- Winner of the 2016 Emerald Award for Public Education and Outreach.
ABOUT THE SOCIETY

The Research Grants Program
*Developing the bright geographical minds and environmental scientists of the future*

Research Grants for graduate and post-graduate students play a vital role in expanding geographic knowledge — especially at a time when governments have eliminated many such grants programs, and other funders have reduced their contributions to research.

Since 1996, the Society’s Research Grants Program has provided crucial financial support to university students conducting field research related to geography and the Earth sciences.

Over the years, more than 100 grants have facilitated critical research on a variety of topics, ranging from the impacts of climate change on habitat and species to First Nations mobility in Canada.

Last year, funding was provided to four exceptional individuals whose research topics covered key areas of geographic interest. This year, through the generous support of a number of RCGS Fellows, the program will be launching a new granting initiative named after explorer David Thompson.
The Expeditions Program
*Capturing our collective imagination and maintaining Canada’s proud tradition of geographic exploration*

- The Expeditions Program was launched in 1995 to encourage undertakings that
  - include a measure of accomplishment
  - expand geographic knowledge
  - support the Society’s mandate to make Canada better known
- Grants to individuals and groups are awarded annually through a competitive process
- Since 1995, the Society has supported more than 70 expeditions, including six in 2016
- Expeditions receive extensive coverage in *Canadian Geographic* magazine, on websites and social media
- The Society was proud to appoint its inaugural Explorer-in-Residence this year: RCGS Fellow, medallist, and diver Jill Heinerth. In this capacity, Jill has travelled the country, working with students to encourage and empower them to explore and better understand their country and its natural heritage.
Can Geo Talks

The Society’s distinguished speaker series, Can Geo Talks, presents fascinating geographers, scientists, explorers, writers and photographers who engage audiences and each other on a wide variety of subjects, from exploration and adventure travel to wildlife, conservation and the environment.

Each have traditionally been held in Ottawa, but we are working to bring Can Geo Talks across the country so that all of our Fellows have the opportunity to attend and participate.

2016

*Debate featuring*
George Elliott Clarke, Mark Graham, David Bird, Alex MacDonald and Steven Price
*The Great Canadian National Bird Debate*

*Panel discussion featuring*
Ryan Harris, Louie Kamookak, Russell Potter, Karen Ryan, Ken McGoogan, Alanna Mitchell and David Woodman
*Inuit Oral Tradition and Franklin*

2015

James Raffan
*Circling the Midnight Sun*

2014

George Kourounis
*Exploring the Earth’s Extremes*

2013

Jill Heinerth
*Inside an Iceberg*
Each year, The Royal Canadian Geographical Society presents awards to deserving individuals or groups to recognize outstanding achievements in fields germane to its mandate of making Canada better known to Canadians and to the world, and to its objective of generally advancing geographic knowledge. The Society bestows the following awards:

**Rt. Hon. Vincent Massey Medal**
Awarded annually since 1959 to recognize outstanding career achievements in the exploration, development or description of the geography of Canada.

**Gold Medal**
Presented in recognition of a specific achievement by one or more individuals in the general field of geography, or to recognize a significant national or international event.

**Charles Camsell Medal**
Awarded to express appreciation for individuals who have given outstanding service to the Society.
ABOUT THE SOCIETY

The Honours Program

Each year, The Royal Canadian Geographical Society presents awards to deserving individuals or groups to recognize outstanding achievements in fields germane to its mandate of making Canada better known to Canadians and to the world, and to its objective of generally advancing geographic knowledge. The Society bestows the following awards:

- **Lawrence J. Burpee Medal**
  Recognizes an outstanding contribution or other achievement that greatly enhances the ability of the Society to fulfill its mission of making Canada better known on a national or international level, and contributes to the general advancement of geography.

- **Martin Bergmann Medal for Excellence in Arctic Leadership and Science**
  Established in 2012, this medal recognizes leaders in Arctic science as well as other luminaries and innovators in the field.

- **Sir Christopher Ondaatje Medal for Exploration**
  Recognizes singular achievements and the pursuit of excellence by an outstanding Canadian explorer in Canada or elsewhere in the world, or a non-Canadian for exploratory achievements within Canada.
The Honours Program

Each year, The Royal Canadian Geographical Society presents awards to deserving individuals or groups to recognize outstanding achievements in fields germane to its mandate of making Canada better known to Canadians and to the world, and to its objective of generally advancing geographic knowledge. The Society bestows the following awards:

Joseph-Elzéar Bernier Medal
Awarded to recognize an exemplary deed or activity that has enhanced or aided the Society in fulfilling its mandate at the international, national, provincial or headquarters level.

Geographic Literacy Award
Honours the contributions of those who work beyond the expectation of their professions toward heightening geographic literacy.

Innovation in Geography Teaching Award
Awarded to a Canadian educator working in the kindergarten to Grade 12 field who has made an exemplary contribution to fostering geographic engagement and increasing the geographic literacy of the students.
Strategic partnerships and alliances
The Society has entered into formal arrangements with these organizations on the basis of shared values and common objectives

- Anthropocene Project
- Bird Studies Canada
- Canada Remote Sensing Society
- Canada Science and Technology Museums Corporation
- Canada-UK Foundation (London)
- Canadian Association of Geographers
- Canadian Museum of Nature
- Canadian Wildlife Federation
- Can4Culture
- Cisco
- EF Educational Tours
- Esri Canada
- Energy Council of Canada
- International Development Research Centre (IDRC)
- Jane Goodall Institute of Canada
- Library and Archives Canada
- National Capital Commission
- Parks Canada
- Polar Knowledge Canada
- Pollution Probe
- Taking IT Global
- Toronto Public Library
- Trans Canada Trail

Carte des variations de la Boussole
Canadian Geographic content platforms
A powerful premium brand that uses multiple print and digital platforms to reflect fundamental Canadian values

**Canadian Geographic**
- Award-winning journalism since 1930, focused on Canada and its cultural and natural heritage.
- One of Canada’s best-read full-size magazines, with more than 3.133 million readers per issue.*
- Renowned for its writing, photography and cartography.
- Consistently ranked as rated #1 for editorial interest in Canada.*

* Vividata, Fall 2016, A25-54 HHI $100,000

**Géographica**
- French-language companion title to Canadian Geographic magazine.
- Targeted distribution to the higher demographics (education, income) across Quebec.
- Tailored content and page counts to support communications and outreach objectives.
- A recognized voice in Quebec since 1997.

**Canadian Geographic Travel**
- Published quarterly since 2006.
- Features articles on Canadian tourism and places Canadians like to visit.
- Builds on Can Geo readers’ interests in travel, exploration and discovery.
- Recipient of numerous journalism and travel industry awards.
Canadian Geographic content platforms
A powerful premium brand that uses multiple print and digital platforms to reflect fundamental Canadian values

**Special interest publications**
- Showcase the work of Can Geo’s photography community
- Include an annual wildlife issue
- Themed issues linked to Can Geo Photo Club competitions
- Available on newsstands across Canada or online worldwide
- *Can Geo* has collaborated with *The Walrus* to produce a special interest publication to commemorate Canada’s sesquicentennial. *The story of Canada in 150 objects* will be available on newsstands on January 16.

**CanadianGeographic.ca**
- New and unique content posted each day. Expands on the magazine’s reputation for storytelling, photography and cartography.
- Signature *Can Geo* websites and social media platforms reach 1.178 million users monthly
- Portal to all *Can Geo* and RCGS content

**Social media**
- A rapidly expanding presence on the following social media networks:
  - Facebook: *fb.com/cangeo*
  - Twitter: *@cangeo*
  - YouTube: *youtube.com/canadiangeographic*
  - Instagram: *@cangeo*
  - Google+: *plus.google.com/+canadiangeographic*
- A full-time social media editor manages and nurtures Canadian Geographic’s social media communities
- More than 76,320 combined avid, active followers across all platforms
- Cross-promotes Canadian Geographic and Society content from other platforms
Canadian Geographic Photo Club

The largest online community of Canadian photography enthusiasts, with more than 78,000 members

- More than 198,000 photos uploaded to the site by its members
- Home of Can Geo’s photography competitions:
  - Canadian Geographic Annual Photo Competition
  - Wildlife Photography of the Year Competition, in partnership with the Canadian Museum of Nature
- Has organized photo contests with
  - Canada Post
  - Canadian Boreal Forest Agreement Secretariat
  - Canadian Football League
  - Canadian Wind Energy Association
  - Parks Canada
  - Forest Products Association of Canada
  - Royal Canadian Mint
  - RBC Blue Water Project
  - Railway Association of Canada
  - National Capital Commission
  - The Calgary Stampede
  - The Weather Network
  - Canadian Commission for UNESCO
  - Travel Manitoba
  - Travel Alberta
  - The Calgary Stampede
  - Royal Canadian Mounted Police
  - Canadian Hydropower Association
  - Polar Knowledge Canada

- Received the National Magazine Awards’ Gold Medal for Best Community Feature, June 2010
AUDIENCE AND REACH

Audience and reach
Canadian Geographic’s brand universe

3,698,000+
readers/viewers per month

Canadian Geographic
Rated #1 for editorial interest
(Vividata, Fall 2016, A25-54 HHI $100,000)

Print
3,133,000
readers per issue

Digital media
1,178,000
viewers per issue

Website activity
250,000 unique visitors monthly

E-newsletters
60,000 email subscribers receive monthly newsletters

Social media
76,321 followers

Additional reach

Can Geo Education
18,204
members

Can Geo Photo Club
78,894
members

Facebook 27,381
Twitter 22,942
Instagram 24,768
Google+ 1,230
A powerful trilogy of documentaries, activities and educational initiatives about how aviation changed the course of the First World War and Canada’s heroic involvement. The three-part series includes these instalments:

**Drawn to Victory**
- One-hour broadcast documentary
- Giant Floor Map of the Western Front
- Feature story in *Canadian Geographic’s* December 2015 issue
- Poster map
- Tiled map for download

**Wings of Courage**
- One-hour broadcast documentary
- Construction of two replica Sopwith Pup biplanes
- Giant Floor Map of Vimy Ridge
- Six short bilingual educational videos for students and teachers
- Poster map
- Tiled map for download

**Flight Path of Heroes**
- One-hour broadcast documentary
- Cross-country flying tour of replica First World War biplanes to major Canadian cities
- Teacher workshops and webinars
- Website
| **Atlas of Canada**  
Partner: HarperCollins Canada |  
- An authoritative new atlas that records Canada today, looks back at its history and forward to tomorrow.  
- Includes outstanding reference maps of Canada, detailed sections with contributions from Canadian luminaries on many aspects of the country (from geology to industry), award-winning photography, historical maps, satellite images and extended descriptions of all the provinces and territories. |
| **Franklin’s Lost Ship**  
Partner: HarperCollins Canada |  
- A fully-illustrated account of the historic discovery of HMS Erebus, this authoritative, visually stunning book weaves a story of historical mystery and modern science and adventure. |
| **Canada for Kids: 1000 Awesome Facts**  
Partner: Firefly Books |  
- Features more than 300 photos. |
| **Biggest and Best of Canada: 1000 Facts and Figures**  
Partner: Firefly Books |  
- A unique encyclopedia about Canadian superlatives.  
- Features more than 500 photos, maps and illustrations. |
Canada’s Coolest School Trip contest
Partner: Parks Canada

- A national contest open to Grade 8 and Secondary 2 classes that has rewarded the winners with trips to the following:
  - Banff National Park, Alta. in 2012
  - Fortress of Louisbourg National Historic Site and Cape Breton Highlands National Park, N.S. in 2013
  - Gulf Islands National Park Reserve, B.C. in 2014
  - La Mauricie National Park and the historic sites of Quebec City, Quebec in 2015
  - Jasper National Park, Alta. in 2016

Places & Spaces for Everyone
Partner: Parks Canada

- Five Places & Spaces for Everyone Giant Floor Maps with curriculum-linked educator resources that will tour the country until March 2017.
Energy Production & Distribution in Canada
Partner: Canadian Association of Petroleum Producers

- *Energy Production & Distribution in Canada* Giant Floor Map program, available to schools across Canada until 2016.
- Trunk of curriculum-linked activities and teacher resources suitable for multiple grade levels.
- Dedicated GFM tours in Alberta and British Columbia.
- Energy IQ micro-site and additional web-based resources.
- Professional development program for teachers run in Fort McMurray, Alta.
- More than 35,000 students have interacted with the program.
Canadian Geographic magazine and 3M Canada have collaborated to recognize outstanding individuals in business, government, academia and communities whose innovative contributions to environmental change have benefited Canada and Canadians.

The Infographic department in each issue of Canadian Geographic highlight leading examples of Canadian innovations that are contributing to a better world.

Each article is accompanied by educator lesson plans that are available free to Canadian Geographic Education’s 18,200 member teachers, in addition to other related initiatives.

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**3M Infographics**

*Partner: 3M Canada*

- DISCOVERY
  - **The green roof of the future**
    - A pioneering green technology enters the 21st century
    - By Alexandra Pope

- DISCOVERY
  - **Cetacean seeker**
    - Undersea drones are the newest whale protection tool
    - By Aleksandra Mikolajczak
Arctic Alive
Partner: Canada-UK Foundation

- Circumpolar map of the Arctic.
- Touring to schools in London, England and surrounding areas.
Canada from Space

Partners: Canadian Space Agency and Canada Science and Technology Museums Corporation

- *Canada from Space* Giant Floor Maps — the first ever complete maps of Canada from RADARSAT-II imagery — and tailored educator resources will tour the country until March 2019.

- A dedicated issue of *Canadian Geographic* celebrates the 25th anniversary of the Canadian Space Agency.

- Dedicated tour of northern Canada with individualized lesson plans.
Biodiversity in the Canadian Arctic
Partner: Canadian Museum of Nature

- Five Arctic Alive Giant Floor Maps touring to schools until December 2017.
- Educator resources spotlighting Canada’s Arctic flora, fauna and geology.
The Polar Blog
Partner: Polar Knowledge Canada

- Since October 2013, articles highlighting research and issues in Canada's Arctic have been published in each issue of Canadian Geographic.
- Includes additional regular online blogs.
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SOCIETY AND CANADIAN GEOGRAPHIC CONTACTS

The Royal Canadian Geographical Society
1155 Lola Street, Suite 200  Ottawa, ON  K1K 4C1
Tel: (613) 745-4629
Fax: (613) 744-0947
rcgs.org  rcgs@rcgs.org

Deb Chapman
Communications Manager
chapman@rcgs.org

Nathalie Cuerrier
Director of Circulation
cuerrier@canadiangeographic.ca

Ellen Curtis
Director of Education
curtis@rcgs.org

Valerie Hall Daigle
Director of Sales
halldaigle@canadiangeographic.ca

Mike Elston
Director of Production
elston@canadiangeographic.ca

Catherine Frame
Vice-President, Finance and Administration
frame@canadiangeographic.ca

Aaron Kylie
Editor
kylie@canadiangeographic.ca

Jason Muscant
Director of Advancement
muscant@rcgs.org

Sandra Smith
Executive Assistant
smith@rcgs.org

John G. Geiger
Chief Executive Officer
geiger@rcgs.org

Gilles Gagnier
Chief Operating Officer and Publisher
gagnier@canadiangeographic.ca

André Préfontaine
Chief Development Officer
prefontaine@canadiangeographic.ca