

2026

SERVICE CATALOGUE

SECORD  
STRATEGIES 





**Strategic Growth. Cultural Influence. Economic Impact.**

Secord Strategies partners with municipalities, tourism organizations, associations, and purpose-driven businesses to design initiatives that generate measurable economic growth and public engagement.

We align public policy, destination positioning, and national campaigns to strengthen Canada's double bottom line — where heritage, tourism, culture, and the creative economy drive both pride and prosperity

**FLAGSHIP PLATFORM**



A national platform activating one of Canada's most influential and underleveraged markets: women 50+.

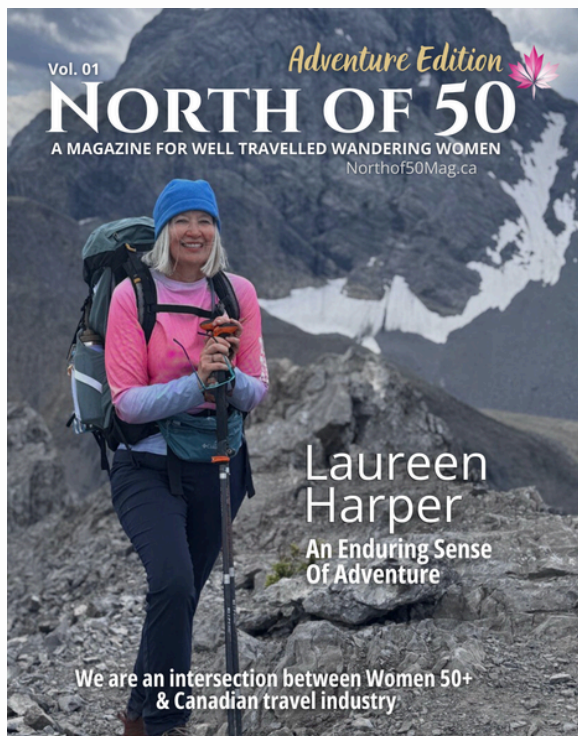
This demographic drives discretionary travel spending, shapes household decision-making, and influences cultural engagement nationwide.

We position this audience not as a niche — but as an economic strategy.

Launched March 20, 2026

## North of 50 Magazine

Northof50Mag.ca



A Canadian travel and culture publication connecting destinations and hospitality operators directly to the 50+ female market — building narrative authority and consumer trust.

### IN DEVELOPMENT

#### Wandering Women Approved™ Certification Program

Three-tier destination  
recognition

- Welcoming
- Friendly
- Approved

signalling readiness to serve  
women 50+ travellers.

#### AmbassadorHer™ Leadership & Activations

Engagement initiatives that  
mobilize women as regional  
ambassadors and economic  
drivers.





Together, they bridge government and grassroots — transforming vision into action that delivers lasting results for women and communities across Canada.

## Ways To Work With Us

From executive coaching to national-scale campaigns, we help businesses, municipalities and organizations strengthen leadership, energize tourism, and deliver meaningful results.



### Executive Engagement

*Personalized support to help leaders grow with clarity and confidence.*

- 1:1 Coaching with Lisa or Susan
- Peer Masterminds for Women Leaders



### Speaking Engagements

*Inspiring talks that move audiences to think, act, and lead differently.*

- Keynotes for civic, business & industry events
- Boardroom & employee presentations
- Talks for associations & community groups



### Collaborations & Strategy

*Strategic initiatives that drive growth, build partnerships, and shape communities.*

- Municipal Strategy & Civic Activations
- Strategic Partnerships & Campaigns
- Tourism Innovation, Hospitality & Experience Design



### Programs & Certifications

*Signature initiatives that elevate leadership and amplify women's voices.*

- Wandering Women Approved & AMBASSAD-HER Program



### Professional Development

*Opportunities to learn, recharge, and connect in powerful settings.*

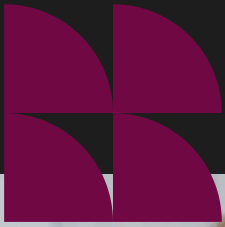
- Leadership & Corporate Retreats, Travel Experiences & Membership Programs
- Training political candidates



### Enterprise & Public-Sector Advisory

*Hands-on consulting and training for teams across sectors.*

- Consulting & Training for leadership and front-line teams across sectors



## The Honourable Lisa MacLeod

The Honourable Lisa MacLeod, former Ontario Cabinet Minister and international delegate, has championed mental health, human rights, tourism, and women’s leadership at the highest levels of government.

As **Minister of Heritage, Tourism, Culture & Sport**, she led one of the province’s most dynamic portfolios, bringing unmatched insight into how Canadian institutions operate – and how to move them.

Today, she applies her strategic policy expertise to inclusive economic development and civic engagement, helping communities unlock potential and deliver meaningful results.

## Susan Truppe

Susan Truppe, a **former Member of Parliament and Parliamentary Secretary for the Status of Women**, has dedicated her career to advancing equity, business development, and civic participation.

With over 16 years of experience in the hospitality sector, she understands both the grassroots realities, sales and marketing and the national scale of economic opportunity.

Her expertise bridges federal policy and on-the-ground engagement, ensuring strategies that strengthen communities while expanding opportunities for Canadian women and entrepreneurs.



SecordStrategies.ca

Leveraging ministerial-level experience across multiple portfolios, we provide **consulting, training, and strategic advisory services to municipalities, businesses, associations, and public organizations**—across sectors that include, but are not limited to, tourism and hospitality.

## Let's Start A Conversation

**The Honourable Lisa MacLeod**

Lisa@SecordStrategies.ca  
613-406-6809

**Susan Truppe**

Susan@SecordStrategies.ca  
226-919-4875



We work with tourism regions, brands, accommodations, transportation, operators, wineries, galleries, museums and municipalities to co-create content, activations and campaigns that reach women with purpose.

If you're looking to scale your influence, reposition your brand in a shifting Canada-U.S. landscape, or align with the power of women driving 80% of consumer decisions—then you want Secord Strategies at the table.

### Recent Collaborations



**NIAGARA FALLS**  
ONE WONDER AFTER ANOTHER



CENTRAL COUNTIES TOURISM



**Cabela's**

DESTINATION  
**NORTHERN ONTARIO**

