

New Career As Tour Guides

By Brian & Sharyn Seibert

Canadians Brian Lauder and his wife Sharyn Seibert have taken their love of all things Italian and turned it into a business venture organizing small tour groups to Tuscany and the Amalfi Coast in Italy.

Seibert, a former high school art instructor turned specialist in Italian Renaissance art, says what became important to them was the desire to share their mutual passion. To improve her knowledge of Italian art, Seibert had previously studied in Italy. She claims the experience “lit a fire in my soul,” and wanted to share this excitement with others. Her passion was contagious, and before long, Lauder was also smitten.



“I married my love of wine with that of going to Italy and it seemed like a natural fit,” he says. In addition to their wine, he was captivated by the Italians’ food, architecture, language, landscape, and, above all, their zest for living.

The couple has already taken several groups to both Florence and Tuscany as well as to the famously photogenic Amalfi Coast.

“Each time we go, we enrich our lives further,” says Lauder.

“We want our fellow travellers to have the same intimate, immediate experience that we have had so many times,” Seibert adds. To enhance their experience, she assists them in creating travel journals. Meanwhile, Lauder conducts daily wine tastings and up to two wine tours (both optional), giving the oenophiles on the tour the chance to sample many local wines little known on this side of the Atlantic. Of course, not every minute of every day is scheduled.

“It’s important for our guests to have some time to explore the area on their own or perhaps just to relax back at their hotel room or apartment.”

The accommodation in Florence is in hotels while the Amalfi Coast trip includes individual apartments in a villa set inside a lemon grove, just outside the picturesque town of Sorrento. Guests are greeted every day with heady tropical fragrances, beautiful vistas and the vibrant colours of bougainvillea and roses.

The trips can accommodate about eight travellers at a time. And now that the couple has been retired for a few years, it seems fitting to be able to travel while teaching others the things they have learned along the way.

“This is the time of life to do something we really love to do,” says Seibert. Brian can be reached at 519.830.0736.



When she retired, the couple decided to apply their experience with students to adult travellers, this time combining art and wine—two of Italy’s most beloved assets. Lauder had long been fascinated with wine, not just as a beverage but also as a cultural phenomenon. He subsequently completed several courses at the International Sommelier Guild.