

## *April News Brief* 2011

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### **2011 Destination Symposium**

The association is in full swing preparing for this year's Destination Symposium scheduled for June 13-17. The event will begin on St. John at host hotel the Westin St. John, with trips to St. Thomas, and culminating on St. Croix. Some exciting networking activities are planned around our theme "Fantasy Islands." The Destination Symposium is our opportunity to showcase our hotels, activities and product updates to our travel partners in addition to discussing promotional opportunities for the year ahead. Registration materials and sponsorship opportunities are available at [usvihta.com](http://usvihta.com) or by calling the association office at 774-6835. Stay tuned for updated information in the weeks ahead.



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### **Education & Training News**

**My Brothers Workshop**—The Board of Directors recently met with Scott Bradley, Program Director, to discuss the organization and how members can assist in supporting the goals of the program. You can help the group in these ways:

- Construction projects—Allow the organization to bid and participate in construction projects
- Apprenticeships—Take on an apprentice for at least 3 months
- Training Program—Allow participants to be a part of company training programs
- Employment opportunities—Need an employee? Extend the opportunity to program participants.

As a result of the meeting, Frenchman's Reef Marriott and Wyndham Sugar Bay have enlisted the help of My Brothers Workshop on a few projects. Scott notes that they are willing to earn their way through their process. "Our participants are disadvantaged, high risk young people who want to change their lives." If you can use the help of My Brothers Workshop contact them at 514-8303, or email [scott@mybrothersworkshop.org](mailto:scott@mybrothersworkshop.org).

**OSHA Training**—The first OSHA training of the year will be held on Thursday, April 14 at Wyndham Sugar Bay. Facilitator Jim Davidson of UVI Cell will discuss **Preventing Slips, Trips and Falls in the Hotel Industry**. The session will provide an overview of OSHA's regulations for walking/working surfaces; mechanics and causes of slips; areas in hotels where slips, trips and falls occur; best practices; and conducting floor inspections. Advanced registration is required. Contact Nicole at 774-6835, or email [Nicole@virgin-islands-hotels.com](mailto:Nicole@virgin-islands-hotels.com) to register.

## Membership Corner



The Honorable John P. deJongh, Jr., Governor of the Virgin Islands, served as guest speaker at our annual General Membership Meeting. The Governor addressed concerns about economic recovery, increases in the gross receipt tax and hotel room tax, and the implementation of a tax on timeshares.

Paradise Point, St. Thomas Tramway, is excited to announce that we're now celebrating **CARNIVAL ALL DAY EVERYDAY!!!!** At Paradise Point you will experience our new Daily Carnival Show, including Sensational Steel Pan with Pan Mon Don, whose smile and warm personality will keep you feeling irie; Jumbi Israel who dances so light on his 14' legs; Limbo girls whose performance will astonish every onlooker and the exhilarating the Fire Mon, heating up the stage. Paradise Point has also extended the Tram hours, from 9am to 9pm, and Restaurant hours, open from 10am to 10pm. With something new every night to choose from, it's no wonder our patrons come back time and again, to relax and take in the sunny skies, cold drinks, and great food and fun!!! **COME AND CELEBRATE CARNIVAL, ALL DAY EVERYDAY** with Paradise Point!!!! Paradise Point is now locally owned and managed.

## Environmental Committee Update

The VI Environmental Educators (VINE) has launched an awareness Campaign to keep our marine life healthy and safe. **Leave Paradise in its Place** hopes to tackle the problem we face in protecting our delicate ecosystem. By law, all native plants and animals are protected by the Indigenous Species Act. This means that no one is allowed to leave the territory with shells, coral or other marine life, or mail them off island. Campaign collateral includes posters and postcards. VINE is also running a series of public service announcements in many of tourist publications. Posters and postcards are available for pickup at the association office.

### **Leave Paradise in its Place**



**VINE**  
VIRGIN ISLANDS NETWORK OF ENVIRONMENTAL EDUCATORS



## **SAVE THE DATE**

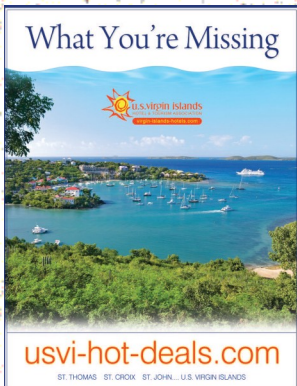
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| <b>April 1</b>     | <b>Jimmy Cliff, Reichhold Center for the Arts, <a href="http://www.Reichholdcenter.com">www. Reichholdcenter.com</a></b> |
| <b>April 10-16</b> | <b>St. Croix Food &amp; Wine Experience</b>  |
| <b>April 13</b>    | <b>Meet the Members Reception, Bluebeard's Castle, 5:30 pm</b>   |
| <b>April 21</b>    | <b>Cruzan Rum/USVI Bartender Competition</b>   |
| <b>May 2</b>       | <b>Summer Employment Applications Available</b>  |
| <b>June 13-17</b>  | <b>17th Destination Symposium</b>  |
| <b>September</b>   | <b>Travel Agent Month</b>  |
| <b>November 5</b>  | <b>10th Annual Tommy Star Awards Gala<br/>Award of Excellence Recipient—Mr. Edward Thomas</b>                            |



- Facebook pages now have an updated layout and several new features to help engage fans. Some of the upgrades include: notifications when fans interact with our page or posts, a place to showcase photos along the top of the page, a news feed for the page, and the ability to Like and post on other pages as our page. Recent statistics:

895 active users **64** ↓ since last week  
 2385 people like this **12** ↑ since last week  
 20 wall posts or comments this week ↓ **8** since last week  
 107 visits this week ↓ **34** since last week

Our newly launched sweepstakes offers a 4-night, 5 day stay at the Windward Passage. To date, we have 343 entries.



CMI ran a full page ad in **Horizon Magazine** with advertorial. The front cover featured a USVI image, graciously provided by the Department of Tourism. The advertising package also included 120 :05sec spots on "The Giant ABC Screen" in Times Square. Horizon Travel Magazine is North America's premier travel and lifestyle magazine with 420,000 affluent readers.

**Danish Marketing**

CMI is participating with the Department of Tourism on some marketing in the Scandinavian countries. Here is a current ad being run by Profil Rejser.



**What's Cooking with the Culinary Team**

\*The Team recently participated in an Angus Beef event sponsored by Merchants Market. They prepared lunch for the attendees and sponsors. On the menu: Roasted chipotle jerk rubbed rib eye with a Guinness and banana demi, and a grilled filet of sirloin with a burgundy mushroom sauce with balsamic caramelized onions.



\*Look for the Team at this year's **Carnival Food Fair** on Wednesday, May 4. This will be the first showing at the Fair for the team. Make sure you go out and support them.

\***Cruzan Rum/USVI Bartender Competition** –The team is in search of a new bartender. The competition is scheduled for April 21, Frenchman's Reef Marriott, 1:00-4:00 p.m. Competitors will be asked to prepare a rum, vodka and non-alcoholic drink. Important criteria to know before entering the competition: he/she must be available for all practices and events; they must be available for inter-island travel and possible overnight stays; must be available to travel to the **Taste of the Caribbean competition**, June 22-26 in Miami; and must be comfortable with public speaking. This is a great opportunity for your bartenders and we encourage you to share the information with them. Guidelines and additional details will be distributed shortly. Watch the action live. Admission to the competition is \$10 pp which includes hors 'd'oeuvres prepared by the Culinary Team and samples of the bartender drinks. All proceeds go directly to team travel. For additional information call 774-6835.