

June News Brief 2011

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2011 Destination Symposium



Excitement is building for the 18th annual Destination Symposium scheduled for June 13-17, 2011. This year's event begins 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— Nature, Adventure, Culture."**

The Destination Symposium is a unique opportunity to showcase hotels, activities and product updates to our travel partners in addition to discussing promotional opportunities for the year ahead. Registration is still available for the one day marketing presentation on Tuesday, June 14. Contact the association office for details and a schedule of events.

Association Elects New Board Chairman



Trudie Prior has been elected as the new Chairman of the Board of the USVI Hotel & Tourism Association. Mrs. Prior replaces Ritz Carlton General Manager Marc Langevin who has accepted a position at a sister property.

Prior, a long-time member of the Board brings a wealth of experience to the table. Since 1997, she has been the President and General Manager of Coral World Ocean Park. She holds a Jurist Doctor degree from American University and practiced law before beginning her work with Coral World. Additionally, Prior is actively involved in numerous community organizations including the Hebrew Congregation and the Community Foundation and has lent her time and talent to many other non-profits.

Mrs. Prior is married to Neil Prior, Chairman of Atlantic Tele-Network, Inc. She has two daughters from a previous marriage and four grandchildren.

Membership Corner

New Member

There's an app for that, and it's been created by a new member **My Virgin Islands**. The app is designed to be a quick reference guide to what's happening and where to go in the Virgin Islands and benefits businesses, visitors, and residents alike. Businesses are showcased to visitors and potential visitors from around the world. The app has been downloaded in more than 50 countries. Visitors and residents benefit from having a comprehensive list of what to do and where to go in the palm of their hand. Visitors can bookmark places and plan their trip ahead of time. Users have one touch access to call, email, and share businesses and places. The iPhone/iPad app also keeps users engaged by providing island recipes, access to local blogs, photos from around the islands, and a game of Virgin Islands trivia. My Virgin Islands is the premier iPhone and iPad app for the Virgin Islands and is ranked higher than any other app for any other Caribbean destination. There is no charge for businesses to list their name, phone number, address, and hours. To add descriptions, pictures, a website, and email address, there is a low \$199 fee per year. There is no charge to add events. For additional information visit www.myvirginislands.vi.

Newly Enhanced Airport Booth

*The airport booth has been revamped to capitalize on the current social media phenomenon. Touch screen monitors have been installed and display our "Tommy Star Social Media Runway." Check out some details...



Tommy Starfish Social Media Runway
Provided by the USVI Hotel Association

Marketing distribution with the United States Virgin Islands Hotel and Tourism Association is as easy as 1,2,3...

MEMBERSHIP HAS IT'S PRIVILEGES

Step 1

Membership to the United States Hotel and Tourism Association provides members with a list of great benefits. The Tommy Starfish Social Media Runway Airport opportunity is exclusive to members of the USVI HTA

AIRPORT BROCHURE PROGRAM

Members of the Hotel and Tourism Association are invited to participate in the airport brochure program where member brochures are available at the airport booth located at baggage claim for visitors to pick up.

Step 2

Step 3

MATCH 3 WIN

Match 3 Win provides USVI Members the exclusive opportunity to have customized games available at the new interactive airport booth as well as the USVIHTA website. The interactive booth was developed to help drive traffic to member locations with games and animations

Contact us at 954.828.0614 for more information....



The Ritz Carlton Constructing Green Restaurant

The Ritz Carlton's Great Bay Restaurant is under construction and when completed will become the first "green" restaurant in the Caribbean. Based on the guidelines set forth by LEED Commercial Interior and Design, the restaurant will feature low voltage lighting, sustainable and recycled materials, and waste will be recycled in some form. Items that are being replaced such as fans, chairs and chandeliers will be donated to a local "green recycling center" with 50% of the sales going to Island Green Building Association on St. John. The new lounge is being designed by Ascencios Construction and is slated for completion in the fall.

DOT Launches Dive Promotion

The DOT introduced a bookable offer geared towards dive enthusiasts. Visitors who book a minimum of six nights receive \$300 in dive certificates at participating dive outlets. Guests also receive \$50 in retail certificates and \$100 in restaurant certificates. The offer is bookable through September 15 for travel through October 31. The DOT has invested \$150,000 in marketing support including ads in Sport Diver and Dive Training Magazines, as well as online magazines and scuba sites.

SAVE THE DATE

June 9-July 6	Master Glass Artist Christian Thornton at Maho Bay
June 13-17	17th Destination Symposium
June 22-26	Taste of the Caribbean Competition, Miami, Florida
September	Travel Agent Month
November 5	10th Annual Tommy Star Awards Gala Frenchman's Reef Marriott Award of Excellence Recipient—Mr. Edward Thomas

- 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:

1230 active users ↓ 607 since last week
3844 people like this ↑ 35 since last week
18 wall posts or comments this week ↓ 5 since last week
263 visits this week ↑ 63 since last week

Our June sweepstakes offers a 4-night, 5 day stay at the Mafolie Hotel.

Education & Training News —-OSHA's new campaign on Heat Illness informs us that:

Heat illness can be deadly. Every year, thousands of workers become sick from heat exposure on the job. Some of these [workers even die](#). **These illnesses and deaths are preventable.**

Who is affected? Workers exposed to hot and humid conditions are at risk of heat illness, especially those doing heavy work tasks or using bulky protective clothing and equipment. Some workers might be at greater risk than others if they have not built up a tolerance to hot conditions, are in poor physical condition, are older, or if they have heart disease, high blood pressure, or are taking certain medications. **What is heat illness?** The body normally cools itself by sweating. During hot weather, especially with high humidity, sweating isn't enough. Body temperature can rise to dangerous levels if precautions are not taken. Heat illnesses range from heat rash and heat cramps to heat exhaustion and heat stroke. Heat stroke can result in death and requires **immediate medical attention.**

How can heat illness be prevented? Remember three simple words: **water, rest, shade.** Drinking water often, taking breaks, and limiting time in the heat can help prevent heat illness. Employers should include these prevention steps in worksite training and plans. Also, it's important to know and look out for the symptoms of heat illness in yourself and others during hot weather. Plan for an emergency and know what to do —**acting quickly can save lives!**

Please visit the new OSHA "Campaign to Prevent Heat Illness in Outdoor Workers" on www.osha.com. For questions on this or other workplace safety and health issues contact the UVI Cell Safety in Paradise OSHA Consultation Program, on St. Thomas at 693-1146; St. Croix at 713-1619; or via email at safetyinparadise@uvi.edu.

What's Cooking with the Culinary Team



*Last month, the VI Culinary team showed off their talents at the **Carnival Food Fair** at Emancipation Garden. The team raised over \$600 to help with their expenses for the upcoming Taste of the Caribbean Competition.

*The team is psyched for their upcoming trip to the **Taste of the Caribbean** competition later this month in Miami. They plan on creating culinary masterpieces to win GOLD in this year's competition. Afiya Augustus, a St. Croix native currently attending Johnson & Wales, will compete in the Jr. Chef competition. Additionally, Jr. Chefs Kwanzaa Francis and Myah Espirt from the St. Croix Educational Complex will shadow the team. This year's team includes: Team Manager Ashley Allen (Ken's Food Mobile), Chef David Benjamin (The Ritz Carlton), Chef Josh Devise (Bacchus, St. Croix), Chef Dennis Vanterpool (Frenchman's Reef Marriott), Chef Negust Kaza (Tuttu Bene), Pastry artist Kunal Chakrabarti (The Ritz Carlton), and bartender Al Boston (The Ritz Carlton). The team will compete against 9 other teams from around the Caribbean. Thank you to all the sponsors who continue to

support and have confidence in our team of skilled chefs. Let's bring home the **GOLD!**