

March News Brief 2011

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2011 Annual Membership Meeting



The Honorable John P. deJongh, Jr., Governor will serve as the guest speaker for our annual Membership Meeting, scheduled for Friday, March 18 at the Ritz Carlton beginning at 8:30 am. The Governor will address, among other things, the proposed taxes: hotel, timeshare, and gross receipts.

Elections will also be held during the meeting. RSVP is required by March 14. Call the association office at 774-6835 or email Nicole@virgin-islands-hotels.com to confirm your attendance. It should be a very enlightening presentation.

Education & Training News

Are you aware that each year from February 1 through April 30, OSHA requires that employers post the 300A Summary of Work Related Injuries and Illnesses for the previous year and that it is to remain posted in each facility for the entire duration of this period? If you were not previously aware, then now is the time to comply with this requirement. Do you know how to use the OSHA 300 logs? Are you confident in your ability to determine whether an injury or illness is recordable according to OSHA regulations?

In an effort to provide assistance with these and other Occupational Safety and Health Administration (OSHA) regulations, the **UVICELL Safety in Paradise (SIP) OSHA Consultation Program and the** Association are entering into a partnership agreement. This agreement, similar in nature to a previous agreement that expired in 2008, will allow SIP consultants to work directly with the Association and its members to focus on safety and health issues which are specific to the hotel industry. The agreement will provide free, confidential services to assist members in identifying hazards in the workplace, safety and health training needs, and reducing costs due to workplace illness and injury. SIP consultants **do not** issue **citations**, **propose** penalties for violations of OSHA standards, or report possible violations to OSHA enforcement staff.

The SIP staff is enthusiastic about providing services for the Association and its members and will also be contributing articles on a frequent basis through this Education & Training Corner. To engage the services of the program or for help with workplace safety and health issues email safetyinparadise@uvi.edu or call 693-1146 on St. Thomas or 713-1619 on St. Croix.

Membership Corner

New Member

The **St. Thomas Historical Trust**, established in 1965, has a simple mission: to identify, protect, and preserve the historical identity, structures, sites and cultural heritage of the St. Thomas through education, advocacy and promotion. Their mission is evident in the projects they've adopted and the lectures they host. Current endeavors include the Step Street Project aimed at raising public awareness and appreciation for the islands' 45 historical 'step streets' and to restore them, the revival of Hassel Island as a historical treasure, a project they are working on with the VI National Park, and the re-opening of Fort Christian. The trust also runs a museum featuring Caribbean Furniture and historical photos, located on the western edge of Roosevelt Park. Upcoming events include: St. John through the eyes of the Sprauve brothers, Virgin Islands Music, Frenchtown, and historic foods. For additional information call 774-5541 or visit www.stthomashistoricaltrust.org



Hoteliers, and representatives from the Department of Tourism and the Hotel & Tourism Association attended the **SOME** tradeshow in Puerto Rico in February. The show is held for agents in our neighboring island of Puerto Rico. The representatives distributed information to about 500 travel agents.

Pictured are: Back Row: Yolanda Bryan- DOT/STX, Shana Lettsome-White-Marriott, Nyka Etienne-HTA
Front Row: Daniella Ali-Bolango Bay, Mauela Wallace-Windward Passage, Lorna Richardson-Wyndham, Nicole Friday-HTA, Alani Henneman-Todman-DOT/SIT , Pattie Fiske & Kevin Jackson-Divi.

DISCOVER Goes Mobile

As you may know, hotels that distribute Discover and advertisers who support the publication also receive added value online in DiscoverUSVImagazine.com. To answer the need created by the dramatic acceleration of mobile devices, we are pleased to launch a second site DiscoverUSVI.mobi. With smartphones accounting for nearly 20% of overall phone sales, this is an important on-the-go audience for USVI businesses.

Paste the address in your browser **to learn how the new mobile site provides you with even more added value this year:** http://www.discoverusvimagazine.com/USVI-announce_mobile.pdf




SAVE THE DATE

- | | |
|-------------|---|
| March 18 | Annual Membership Meeting, The Ritz Carlton Hotel- 8:30 am |
| March 17 | Hugh Masekela featuring Lira, Reichhold Center for the Arts
www.reichholdcenter.com |
| April 10-16 | St. Croix Food & Wine Experience |
| June 13-17 | 17th Destination Symposium |
| November 5 | 10th Annual Tommy Star Awards Gala
Award of Excellence Reipient—Mr. Edward Thomas |

Facebook pages are getting a 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. The update should be completed by March 10. Recent statistics:

959 active users  59 since last week

2373 people like this  21 since last week

25 wall posts or comments this week  8 since last week

141 visits this week  31 since last week

Alana McNeil of Southlake, Texas is latest sweepstakes winner. She will spend 4 nights at Bolongo Bay Beach Resort. A new sweepstakes will launch shortly.

Cooking It Up With the Culinary Team



Chef David Benjamin puts the finishing touches on the entrée of beef and risotto



Chef Kunal Chakrabarti's impressive dessert With hot chocolate

The Culinary Team recently prepared lunch for the employees of Merchants Market, one of their sponsors.

The team will next prepare lunch at Frenchman's Reef Marriott for its sponsors and the media this month using Angus Beef, supplied by Merchants.

Additional upcoming events include:

*A bartender competition to replace Josh King who relocated back to the US. The competition will be hosted by sponsor Premier Wine & Spirits

*A showing at the St. Croix Food & Wine Experience in April

*A booth at the Carnival Food Fair in May (to be confirmed)

The team continues to prepare for the upcoming **Taste of the Caribbean** competition, tentatively scheduled for June 22-26 in Miami . Sponsorship opportunities are still available. Support helps to defray the cost of travel, equipment, uniforms and other miscellaneous items. In addition to the six team members, 2 students will shadow the team. Contact Nicole at the Association if interested in sponsorship.