

September News Brief 2009

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Nominations Open for 2009 Tommy Awards



We know that you have an employee or two worthy of a Tommy Star Award. Why not nominate them? For the past 8 years, the Hotel & Tourism Association has hosted this appreciation event to allow outstanding employees to shine even brighter.

Award categories include: Hotel Associate of the Year, Hotel Supervisor of the Year, Retail Associate of the Year, Attraction/Activity Associate of the Year, Taxi Operator of the Year, Restaurant Associate of the Year, Airline Associate of the Year, Hospitality Support Associate of the Year, and Public Service Representative of the Year. Nomination forms, sponsorship information and advertising opportunities are available through the Association office. The 2009 Tommy Awards Gala will be held on November 21 at Estate St. Peter Great House. This year's **Lifetime**

Achievement Recipients are Lorette & Michael Resch of Island Beachcomber .

Don't miss this opportunity to show an employee that you value their service.

New Air Service For the Winter Season

Two airlines have announced new service to St. Thomas this winter. Newest to the list of carriers servicing the territory is **Sun Country**. The airline announced direct service from Minneapolis, Minnesota beginning January 21, ending April 4, 2010. The aircraft will accommodate 162 passengers and operate Sunday-Sunday Service. Also new this winter is added service from **US Airways**. The recently announced Saturday service from Boston's Logan Airport to St. Thomas launches on December 19, 2009, and ends on April 23, 2010. Both flights are currently available for booking on their web sites.

A Life Saved by a Defibrillator

Sudden cardiac arrest can affect anyone, anywhere, and at anytime. Someone suffering cardiac arrest has less than a 6% chance of survival if they don't receive immediate medical attention. The loss of a friend due to delayed ambulatory response prompted St. Croix resident Cher Will to make it her mission to make sure that businesses, organizations and individuals have at least one Automated External Defibrillator (AED). In less than a year, she's managed to raise funds to donate 13 AED's to the St. Croix Fire Department and one to the Vincent Mason Pool in Frederiksted, Six more are scheduled to be placed after training is completed. In addition to the machines, she donated 1000 AED/CPR training cards to the Police and Fire Departments to distribute to all their personnel. In her efforts to ensure more AED placements, Cher has worked out a package with a major AED Superstore to offer significant savings on various models. With the discount, models cost a little less than \$1000 for the basic machine, to about \$1500 for a model with extra electrodes, water-proof case, and an infant/child key. "I've heard from firemen that they are so grateful to have these machines especially since they are sometimes the first responders. Satisfaction is the only benefit I get from being able to present an AED." For more information on how you can take advantage of the special rate, make a donation to the fund, or to learn more about AED's contact Cher at 643-6436, or by email at aed-fund@gmail.com.

Save a life....own an AED.

Membership Corner

New Member Feature

*Tired of the same old phonebook? **Wave Power Media** will soon introduce the new St. Thomas/St. John and St. Croix Directories to the islands. What makes these directories different? Darin Ritz, publisher, says "business owners can now target their advertising to both existing and potential customers and reduce marketing costs at the same time. Additionally, the directories will include community information for both locals and visitors, and yellow pages printed on high gloss paper. The St. Thomas & St. John Directory is scheduled to be out for delivery in the next month. Directories will be distributed through Post Office to residents and businesses with additional directories available at 3 locations on St. Thomas (1 at Crown Bay, 2 on the East end) and 2 locations on St. John (1 in Cruz Bay & 1 in Coral Bay). They will also be available on line at www.wavepowermedia.com. The St. Croix directory will be published in early 2010. For advertising rates or additional information contact Darin Ritz at 877-561-7772 or email wavepowermedia@gmail.com.

***Membership Card**– Want to try a fun, new water sport? Check out the underwater scooter trip by **BOSS Underwater Adventures**. Cardholders receive a 10% discount on excursion prices. Subject to availability. Must present your membership card on check-in. To see all the exciting card offers visit www.usvihta.com. If you're interested in adding an offer contact Nicole Friday at the HTA office.

*Congratulations to our esteemed HTA Board Member and CEO of the West Indian Company Limited, Mr. **Edward Thomas**, on being honored by the Partners for Health.

***VITEMA** representative Mark Walters will be one of the guest speakers at the **September Membership Meeting**. The luncheon meeting will be held at the Ritz Carlton on September 16. Mr. Walters will discuss hurricane preparedness, safety, and steps to take after a storm passes. While you may think you've heard this information before, it's worth hearing it again. Julie Landreneau, Executive Director of the Boys & Girls Club, will also discuss the Clubs' new initiatives. For additional information or to RSVP, contact the association office at 774-6835.

Caribbean Hotel & Tourism Association Small Hotels Retreat

St. Thomas will play host the annual Small Hotels Retreat, sponsored by the Caribbean Hotel and Tourism Association, September 30-October 1. The conference focuses on marketing skills, technology and human resource development for small hoteliers. To ensure that all USVI small hotels can take advantage of this invaluable session, the Department of Tourism has decided to cover registration costs for USVI properties with 50 or less rooms. Frenchman's Reef Marriot, the host hotel, is offering a discounted rate of \$135 (single or double occupancy), excluding taxes. Accommodations must be booked by September 4, 2009. To download a registration form visit <http://www.caribbeanhotelassociation.com/smallhotelsretreat.html>. Forms are also available in the HTA office and on the membership web site, www.usvihta.com. Contact Andrea Hamilton in the HTA office for additional information.

SAVE THE DATE

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| September 16 | Membership Meeting, The Ritz Carlton |
| September | Travel Agent Month |
| Sept. 29-Oct. 2 | Small Hotels Retreat—St. Thomas, Frenchman's Reef Marriott, www.caribbeanhotelandtourism.com |
| November 21 | Tommy Star Awards & Gala—Estate St. Peter Great House |
| December 16 | Holiday Party & Silent Auction |

