

October News Brief 2009

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St. Thomas Spice Promotion

To attract visitors to area restaurants and support the VI Culinary Team, the Association has launched the **St. Thomas Spice Promotion**. The special 3-course dinner is priced at \$39.00, \$3 of which will be donated to the Culinary Team. Participating restaurants include: Craig & Sally's, Lobster Grille at Bolongo Bay, Mafolie Restaurant, Mim's Seaside Bistro, Randy's, Sunset Grill at Frenchman's Reef Marriott, Virgilio's, and XO Bistro. The VI Culinary team will be launching an aggressive awareness campaign and this promotion is just the first of its efforts. So for your next night out, consider patronizing one of these restaurants.



Tommy Star Awards

With the Tommy Star Awards fast approaching, hospitality employees are about to take the spotlight. The 2009 Gala will be held on November 21, 2009 at Estate St. Peter Great House. Employees will be recognized in the following categories: 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. This year's Lifetime Achievement Recipient is Stanley Selengut, developer/owner of Maho Campgrounds and Estate Concordia and Concordia Eco-Tents on St. John. A Founding Board Member of the International Ecotourism Society and member of the National Council on National Parks and Conservation Association (1995-1998), Selengut has made environmental education a priority and regularly speaks to schools around the world. Tickets are \$125 per person and will be available for purchase shortly. Advertising and sponsorship opportunities are still available. Contact the Association at 774-6835 for information on how you can support the Caribbean's premiere hospitality recognition event.

Do You Know the Benefits of Going Green?

The Association's Environmental Committee is on a mission to spread the word to the membership about the benefits of going **Green**. One of the committee's goals is assist the membership with limiting the number of non-biodegradable products that are thrown into the landfill at any given time. If your company offers compostable or biodegradable products for sale we want to hear from you. These products could be cups, plates, utensils, to-go containers, bowls, etc. Fax your product list, price list and contact information to the Association office at 774-4993. Once this information is collected, a list will be compiled and distributed to the membership. If the products aren't available locally, the Committee will offer a list of US companies offering the best prices for bulk orders. We encourage you to seriously consider replacing their paper products with more eco-friendly alternatives.

Membership Corner

New Member Feature

***Springline Architects, LLC**, is a full service architectural design firm that utilizes the individual talents of its team to provide tailored services for our clients. They specialize in residential, commercial, and resort design throughout the Caribbean and across the globe. With over 70 years of combined experience on St. Thomas, our principals can offer creative, innovative, and knowledgeable design ideas. Their services include site selection and master planning, architectural design and development, construction documentation and construction observation of the entire design and construction process. In order to unify and execute the design, Springline Architects provides **landscape architecture**, master planning and **interior design** in-house, as well as a complete design/build option with our construction partner, **Springboard**. Additionally, the consultants they utilize are chosen for each job in order to provide a project-specific teams of experts. This approach has helped Springline to develop projects that meet budget and time constraints and exceed clients' expectations. Responsible design is important to Springline, both socially and environmentally, and they are proud to incorporate **LEED** qualified design principles in our work. To contact Springline Architects call 777-2345 or visit their web site at www.springlinearchitects.com



***September Membership Meeting Recap**-Mark Walter, Executive Director of VITEMA, served as the guest speaker, providing an update on the new 911 System. Officer of the Month recognition went to St. Thomas Officer Nigel John and Detective Steven Phillip for July and August respectively, and Officer Derrick Callwood and Detective Cassandra Vincent from St. John. Julie Landreneau, Executive Director of the Boys & Girls Club (BGC), provided an update on their new Oswald Harris Court location. The VI Game Fishing Club also used the opportunity to issue this challenge—if the Association can raised \$25,000 for the BGC, the Club will match it, making the collective donation \$50,000. It's your turn to help the Club help the children in our community.

Small Hotels Retreat-As you read this news brief, the Small Hotels Retreat has wrapping up on St. Thomas. The conference by small hoteliers, for small hoteliers, offers marketing sessions, human resource information and information on tackling situations relevant to the small hotel. To encourage the islands' small hotels to attend, conference registration was compliments of the Department of Tourism. 165 delegates had registered for the conference including 20 USVI companies. Further details will be presented in the November Brief.

***Membership Card**— If you're visiting St. Croix and get the urge to golf visit the beautifully designed **Carambola Golf and Country Club**. Cardholders receive a 15% discount off a round of golf. Get a set of free range balls with the purchase of a round of golf. To see all the exciting card offers visit www.usvihta.com. If you're interested in adding an offer to the program contact Nicole Friday at the HTA office.

SAVE THE DATE

October 3

COBU-Dance Like Drumming, Drum Like Dance
Reichhold Center, www.reichholdcenter.com

October 17

Michael MacDonald, Reichhold Center
www.reichholdcenter.com

October 21

Membership Reception—5:30 pm
Coral World Ocean Park

October 22

VI Culinary Team Appreciation Reception

November 21

Tommy Star Awards & Gala—Estate St. Peter Great House

December 16

Holiday Party & Silent Auction



CMI Update

***Paradise Jams** returns to St. Thomas this November. Since its inception in 2000, the Paradise Jam women's tournament has always been one of the most competitive early season collegiate basketball tournament in the nation. The Association will again be a bronze sponsor of the event. Men's and Women's games will be held November 19-24 and 26-28 respectively at the UVI Sports and Fitness Center. This year's Men's teams include: Boston College, DePaul University, East Carolina, Northern Iowa, Purdue, Saint Joseph's, and South Dakota State. The Women's roster features Mississippi State, Notre Dame, Oklahoma, Rutgers, San Diego State, South Carolina, Southern California and Texas

***Trade Show Recap**—The CMI has recently participated in trade shows with the DOT in the Midwest and on the East Coast. The first of the late summer shows was **Funjet** in Minneapolis and Chicago. The Minneapolis show had a decent attendance (about 150 agents) in spite of the extreme weather in the area. Chicago agents were out in force. Both sets of agents loved the destination but many of them had only visited by cruise ship and expressed an interest in spending more time on island. Weddings and family vacations was the most requested information. **Affordable Meetings in Washington, DC** replaced a meeting show scheduled for June in California. This was the first time that the DOT had attended this show. Based on comments from other attendees, attendance seemed to be down which was attributed to the changing economic environment. On the one hand, the show offered the DOT's office the opportunity to present to agencies—government and independent. One drawback we found was that many of the Government agencies could not schedule meetings outside of the Continental US. The perceived notion is that a productive meeting could not take place in "paradise." A little ridiculous, right? A discussion will be scheduled with Delegate Christiansen to see how we might be able to change to agency standard. **Apple Vacation Shows** were held in Chicago and Detroit in mid-September—best shows yet! Attendance was excellent and the agents were engaging. It has to be the best show attended this year. Hotel packages for the fall/winter, airlift updates and our CMI rack cards were distributed at each location. You should have already received the databases for Funjet and Affordable Meetings. The Apple database is forthcoming. Stay tuned for an update and database from IT&ME and the MLT University shows.

VI Culinary Team Prepares for 2010 Challenge

The St. Thomas Spice is the initial fundraising effort for the VI Culinary Team. Since returning from their successful showing at the Taste of the Caribbean Competition in San Juan, PR, the team met to plan the promotional calendar for the upcoming year. The team will concentrate on development workshops for the team, bartender and pastry chef, signature promotions, and invitation-only receptions to increase community awareness. Chef Leslie Gumb's Seabass recipe is the first signature dish promotion currently being featured at Frenchman's Reef Marriott. We welcome your suggestions on ways the Team can raise money and build awareness and support.

New Partnership with SkyAuction

Seems like a win-win situation for everyone—you get to auction your unsold inventory in exchange for membership dues in either the Caribbean Hotel & Tourism Association and/or USVI Hotel & Tourism Association. So here's how it works: You complete the sign up form which is then sent to SkyAuction. SkyAuction then determines how many nights will be needed to pay for both memberships, the form is sent back to the client for signature, SkyAuction signs it and so does the Association. The web site will feature then feature the room nights available and once they are sold, The membership will be paid for. Hotels have the opportunity to state their restrictions if they don't want it used during peak season or over special holidays. To participate in this program, contact the Caribbean Hotel & Tourism Association at membership@caribbeanhotelsandtourism.com,

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