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UPCOMING MEETINGS & EVENTS

For more information contact
bha@bahamashotels.org or 242-322-8381

BHA Board and Membership Meeting Thursday, August 4th

9:30 a.m. to 12:00 p.m.
Graycliff Humidor

BHA Board and Membership Meeting Thursday, October 6th

Wyndham Nassau Resort

American Hotel Register Industry Trade Show

Thursday, October 6th
Special Offers and Discounts to Members
Details to follow

BHA 13th Annual Golf Tournament Sunday, October 9th

12:00 Noon, Ocean Club Golf Course
Call 322-8381 for details

Energy Efficiency, Sustainability and Cost Savings Conference

November – date and location to be determined

Annual General Meeting & Luncheon Friday, December 2nd

9:30 to 2:00, Wyndham

Annual Online Auction December 2nd -16th, 2011

Details to Follow

Caribbean Marketplace January 22nd to 25th, 2012

Atlantis Convention Centre
A Caribbean Hotel and Tourism Association
Event hosted by BHA, the Ministry of Tourism and
Aviation and the Promotion Boards – NPIPB,
GBITB, and BOIPB.
Go to www.caribbeanhotelandtourism.com for
registration details

Western Hemisphere Routes Conference

February 19th to 22nd, 2012
Kerzner International
Sponsored by the Nassau Airport Development
Company with support from the Ministry of Tour-
ism & Aviation, the Nassau Paradise Island Pro-
motion Board, BHA and Kerzner International

MESSAGE FROM THE PRESIDENT:

Mid-Year: Glass Half Full and Filling....

The perennial 'glass half-full, half-empty' debate really needs to be put to rest. As business people we have no choice other than to believe that the glass is half-full and filling. Colin Powell said that *'Perpetual optimism is a force multiplier'*. That must be our survival edge, particularly in these still too difficult times.

Having just passed the mid-year mark, my message to you is one of optimism. The mixed bag of industry performance data over the last six months generally shows that the industry has stabilized and recovery is underway. This is not to discount the tremendous challenges we face. But as I reflect on the past six months, I simply must believe that we've made progress and more is on the way.

The decline in arrivals and ADR has largely stopped and is reversing. The group business, a staple for many of our hotels, is returning. Many of our customer satisfaction indicators have improved, with some being at the highest level in many years. Infrastructure, the foundation of our tourism economy, is being laid, with upgraded airports and seaports on several islands, added capacity for public utilities, a more competitive telecommunications environment, upgraded roads, all being put in place.

Airlift capacity, which peaked several years ago then dropped last year, is edging up again, with additional lift planned and in place in a number of islands.

*"We've made progress
and more is on the
way"*



Stuart Bowe, President

Our on-going concerns about the cost of airlift are in part being met with both the Ministry of Tourism and Aviation's and the Promotion Boards commitments to fly-free and rebate programs which resonate well with the price-conscious consumer.

Investments in our people thru education and training initiatives, many which are being led by BHA, have been ratcheted up considerably. And we're continuing to work on new ways to contain or reduce operating costs and improve productivity as companies and thru the work of BHA and others.

I invite you to take a few minutes to review this **Mid-Year Report to Members** and the key areas of activity which we have been focusing on. Your leadership team at BHA is committed to making a positive difference.

I'm reminded of a quote from Richard Bach who wrote the classic Jonathan *Livingston Seagull* that *"sooner or later, those who win are those who think they can."* Yes, the glass is half-full.

Stuart Bowe
President, Bahamas Hotel Association

GOVERNMENT RELATIONS AND ADVOCACY

Tourism Budget Increase, Duty Reductions, Improved Government Business Services, Employment Support, Small Business Support Among Business-Related Highlights in Government Budget – A number of measures have been advanced in the Government's 2011-12 budget which impact the private sector. These include:

- Increase in the Ministry of Tourism and Aviation Budget by \$8.7 million
- \$25 million for a National Job Readiness and Training Program - targeting 3,000 Bahamians for paid skills training for up to 1 year
- Subsidies of up to \$210/week for 52 weeks to private sector companies that hire unemployed persons
- Exemption from Business License Fees through 2012 for small and medium-sized businesses
- Duty relief for a range of items including: fresh fruits to zero; turkey, ham and beef sandwich meat to zero; chicken from 40 to 30 percent; yogurt from 35 to 10 percent; detergents from 40 percent to zero; biodegradable Styrofoam boxes, plates, cups and cutlery from 30-50 percent to 10 percent; certain forms of building insulation reduced to 10 percent; electric cars from 85 to 25 percent; solar air conditioners from 45 to 10 percent

BHA 2011 Executive Committee

Stuart Bowe
President
(Kerzner International)

Robert 'Sandy' Sands
Immediate Past President
(BahaMar Limited)

Stephen Kappeler
Sr. Vice President
(Cape Eleuthera Resort and Yacht Club)

Magnus Alnebeck
Vice President, Grand Bahama
(Pelcian Bay Resort @ Lucaya)

Shavonne Darville
Vice President, Out Islands
(Gems at Paradise)

Pablo Torres
Vice President, Nassau-Paradise Island
(British Colonial Hilton)

Peter Maguire
Treasurer
(Lyford Cay Club)

Nina Maynard,
Small Hotels Representative
(The Corner Hotel)

Beverly Saunders
Workforce Development Chairperson
(Kerzner International)

Vernice Walkine
Allied Member At-Large
(Nassau Airport Development Company)

Frank Comito
Executive Vice President and
Corporate Secretary,
Bahamas Hotel Association

BHA STAFF:

Frank Comito, Executive Vice President
Charlotte Knowles-Thompson, Exec. Administrator
Dominique Duncanson, Executive Assistant
Shamine Johnson, BHA Grand Bahama and Marina
Operators Manager
Bridget Murray, Workforce Development Manager
Latasha Allen, Workforce Develop. Admin. Asst.
Maria Butler, Accounts Manager (part-time)
Yvonne Rahming, Receptionist (shared)

GOVERNMENT RELATIONS AND ADVOCACY CONT'D

- Implementation of E-Commerce and Consolidation of Delivery of On-Line Government Services in the following areas:
 - ◆ Application for new business licences;
 - ◆ Payment of annual business licence taxes;
 - ◆ Payment of annual real property tax;
 - ◆ Payment of fix penalty notices;
 - ◆ Renewal of drivers' licences;
- Services that will become available online in the 2011/2012 fiscal year include:
 - ◆ Application for new work permits as well as renewals;
 - ◆ Payment of customs duties;
 - ◆ Payment of police character certificates;
 - ◆ Payment of passport applications.

The framework for delivering these services online and shaping the governance structure for e-government is based on the Singapore Model. The Government of Singapore is assisting the Ministry of Finance in managing the July 2011 implementation.

Business License Tax Clarification – Earlier in the year the Government amended the Business License Act to ensure all hotels would be taxed annually at .05 percent of turnover. This was to correct an amendment to a major overhaul of the Act last year which would've pegged all hotels at .075. Without the change, most hotels would've seen a 50 percent increase in their annual tax obligation. In March, a number of hotels, particularly in the Family Islands, reported to BHA that they were being required to pay the higher amount. BHA clarified the matter with the Ministry of Finance and measures were put in place at all collection centers to ensure Government personnel were aware that the Act was amended and the tax was for the lower .05 percent amount.



Relief Sought for Marina Operators

With marina operators losing money on each gallon of fuel sold and paid for via a credit card, BHA supported the Marina Operators of The Bahamas and the Bahamas Petroleum Dealers Association in their efforts to change the present price control arrangement tying them to a fixed margin increase to allow for a percentage increase above the supplier price. The Government recognizes the need to make an adjustment to the regulation.

Gaming Policy Changes Taking Shape

BHA continues to work with the Government to facilitate changes which will make casinos more efficient and competitive.



Electronic Surveillance Systems Now Duty-Free - Recognizing the added expense to many businesses for installing CCTV cameras and related electronic surveillance systems, the Government has eliminated the customs duty for such equipment.

Canadian Business Tax Credit for Travel to Bahamas Being Explored

Nearly ten years ago the Government and industry put forth an argument to the United States Government that the US convention tax credit should be extended to US travellers attending meetings in The Bahamas. These efforts were successful and following implementation in 2006, The Bahamas experienced banner years in business-related group travel from the US that year and into 2008 before the global recession hit. BHA is exploring whether the same incentive could be put in place for Canadians to further incentivize group and business travel. The Canadian market is one of the few bright spots in arrivals during the past several years, having grown while most other arrival segments declined.

Required Random Security Check at LPIA Eliminated – Eight years ago visitors and residents at LPIA were required to go through six security checkpoints. During peak travel times it was not uncommon to take over three hours for passengers to get from check-in to boarding – a source of considerable customer dissatisfaction. BHA played an active role in working with the Bahamas and US Governments and airport stakeholders, particularly NAD and the Airport Authority, since that time to meet and exceed international airport security requirements and improve the passenger flow and experience. Some of the added security costs were also charged back to the airlines. We're pleased to report that the last of the additional security checkpoints at LPIA was eliminated earlier this year, reducing checkpoints from six to one.

UK Air Passenger Tax Revisions - Caribbean Governments, supported by the Caribbean Tourism Organization and the Caribbean Hotel and Tourism Association, have repeatedly made case to the UK Government to change the unfair practice of banding the Caribbean into the world's longest haul destinations, adding considerably to the cost of tickets for travel to and through the UK to the region. Indications are now that the banding practice will be adjusted to put the region into a lower taxation category.

MEMBER SERVICES

Workshop and Training Offered to Support Latin American Market Growth....

- ◆ Over 90 Attend Briefing and Readiness Workshop
- ◆ Over 200 Take Spanish in the Hospitality Industry Courses

Fuelled by Brazil's surging economy, Latin America shows tremendous growth potential for The Bahamas. In the past ten years alone over 50 million people have joined the middle class. In preparation for scheduled service by the region's leading carrier, COPA Airlines, BHA joined with the Ministry of Tourism and Aviation and other stakeholders in undertaking a series of activities aimed at better preparing the industry to service the Latin market. Members attending a March briefing and readiness workshop were apprised of a variety of support services available to accommodate visitors with no or limited English. Members also shared with one-another their readiness activities. Over 200 front-line industry professionals also attended a 10-week course offered by the College of The Bahamas to learn basic hospitality-related words and phrases.



New Bahamahost Customer Service Emphasis Resonating

- ◆ Over 400 Industry Professionals Graduated; 1000 Year to Date.
- ◆ President Bowe Challenges Graduates to 'Keep the Promises'

BHA welcomed changes to the Bahamahost program last year when a new curriculum was launched with primary emphasis on building stronger and consistent customer service skills. BHA and industry professionals worked closely with the Ministry of Tourism and Aviation in redesigning the curriculum. Over 400 industry professionals were certified Bahamahosts on June 30th where the keynote address was given by BHA President Stuart Bowe. He reminded graduates to keep the three promises they and the industry makes to visitors: (1) *It's Better in The Bahamas*; (2) *'pledge to excel, through love and unity'* in the National Anthem; and (3) the pledge to professionalism as part of the Bahamahost oath taken by the graduates.

through love and unity' in the National Anthem; and (3) the pledge to professionalism as part of the Bahamahost oath taken by the graduates.

Art of Customer Care Workshops Offered in Cooperation with Atlantis University

BHA rolled out a series of customer service workshops with two sessions held in Nassau in March. Over 40 participants applauded the one-day intensive training. Sessions are being planned for the fall, including one in Long Island and Grand Bahama. Noted trainer Beverly Saunders and the team at Atlantis University conducted the training.

Excel Training Held for Hotel and Tourism-Related Businesses

Designed specifically for small to mid-sized hotels and tourism-related businesses, nearly 40 participants from Nassau and Eleuthera walked away from an intensive training session conducted by Dianna Bowe, better equipped to use the tools offered by Excel in managing and planning various aspects of their business. The Eleuthera sessions were conducted in cooperation with the South Eleuthera Mission. Additional sessions are planned for Long Island and another Family Island this fall.



New Visitor Data Tools Being Developed – Members attending BHA's February meeting got a glimpse of a 'work in progress' by the Ministry of Tourism's Research Department to provide more user-friendly means to identify visitor profiles and interests, secure customer feedback, and for members of BHA and the Promotion Boards, to be able to mine in greater detail this information.

Accounting Workshop Planned – Planned for this fall and geared primarily to small and medium-sized hotels, this practical workshop will walk participants through the basics of accounting and recordkeeping. BHA is conducting a survey this summer to identify areas of emphasis.

Data and Business Intelligence Training Planned – A hands-on workshop to assist hotels with using new database tools being developed by the Ministry of Tourism in cooperation with BHA and the Promotion Boards is planned for the fall.

2011 Food, Flavor, and Beverage Trends – Growing Revenue and Increasing Customer Traffic Chefs and Bartenders Applaud High Level of Training

Forty-six bartenders and forty-five chefs and students participated in intensive training where they learned about new and cost-effective ways to prepare and present beverages, traditional Bahamian dishes, and classic dishes. The training was offered by the Bahamas Hotel Association and its partners, the Bahamas Culinary Association, COB's Culinary and Hospitality Management Institute, BAIC, and the Ministry of Tourism and Aviation in cooperation with Inter-E-Marketing.




Three separate but related activities took place. Tuesday started with a session for bartenders and beverage managers, supported by Bristol Wines and Spirits. This focused on trends in the beverage industry and included a hands-on session training bartenders how to best prepare trending drinks.

Wednesday and Thursday were dedicated to food and culinary professionals with ten sessions covering a range of topics including: trends; new approaches to using beef, pork, lamb, veal and local seafood; butchering techniques; low-cost and no cost approaches to restaurant and bar marketing; and taking Bahamian dishes to new heights. These sessions were supported by Bahamas Food Services, Certified Angus Beef, the US Meat Export Council, and the US Dairy Council.

Tropic Seafood also hosted two luncheon sessions with emphasis on lobster standards and sustainability and the use of alternative and less costly species of fish from Bahamian waters. Tropic Seafood President Glenn Pritchard was joined by representatives from the Department of Fisheries, Friends of The Environment, and the Bahamas Marine Exporters Association. The Bahamas Agriculture and Industrial Corporation also shared information about their *Buy Fresh, Buy Bahamian* produce initiative which has gained considerable traction from businesses and residents in recent months.



BHA Website to Offer One-Stop Information Imagine a single location where you can access the range of business-related legislation, tourism data and facts, typical Government forms, information about industry training, scholarships, and education opportunities, hurricane and energy-saving tips, useful tools and guides regarding work permits, hotel licensing.... Later this summer BHA will unveil its online Member Resource Center. Stay tuned.



ENERGY AND YOUR BUSINESS!
"Saving You Today's Dollars and Tomorrow's Energy"

Issue 163 - May 17, 2011

MESSAGE FROM KEVAN...
Water Consumption II: The Silent Energy Killer

In our last issue we raised questions about water consumption and conservation and offered practical solutions to help you and your staff to be more efficient, environmentally conscious, and to save money.

Members Receive On-going Energy-Saving Tips

Recognizing that energy-related costs consume between 15-20% of operating costs, in April BHA launched a regular series of bulletins to members offering tips and valuable information on saving on energy costs. BHA's volunteer chairperson on energy-efficiency matters, Kevan Dean, is leading this effort.

Discounts Extended to Members by Online-Universities...

Particularly Useful to Family Island Needs and Employee Flexibility...Over the past few months BHA has worked with two of the leading accredited online universities to extend their online certification and degree programs to member companies and their employees. Kaplan University is offering 35 to 50 percent discounts on tuition. The American Public University System will be extending discounts to members as well. Additional details are listed in the Education section of this update.

American Hotel & Lodging Education Institute Partners Program

To facilitate broader industry and employee participation in attaining certifications and credentials in line, supervisory and management levels, BHA has entered into a partnership with the AHLEI. Details are being worked out with plans to officially launch the initiative this fall. Representatives for the Institute will be attending the August 4th BHA Membership Meeting.



EDUCATION ACTIVITIES: INVESTING IN OUR FUTURE...



Junior Hoteliers Program Reaches Over 600 Students This Year

- **More Planned for Fall**
- **Industry Supporters Sought to Expand Program to Family Islands**

As part of its program of activities to improve the quality of the industry's current and future workforce, two years ago BHA created the Junior Hotelier Program. This year to date, the highly touted program has touched over 600 students, up from 200 last year. The goal is to reach 1200 students by the end of the year. After twelve weeks in the program, students come away with a greater understanding of tourism and the opportunities the industry presents. A special outreach is being made to hotels and schools in the Family Islands to support extending this.

Johnson and Wales Ups Awards for Bahamians

We're pleased to announce that Johnson and Wales University has increased its annual scholarship amount to Bahamians to \$10,000 for students maintaining a 3.0 or better GPA.

EDUCATION ACTIVITIES CONT'D: INVESTING IN OUR FUTURE....



Twelve New Scholarships Awarded Valued at \$57,000

Since 2005, 81 Bahamians from throughout the country have been awarded scholarships totalling \$287,000 to pursue tourism-related studies as a result of the BHA-led and CHTAEF (Caribbean Hotel and Tourism Association Education Foundation) programs.

CHTA Education Foundation Scholarship Program

Six students were awarded scholarships valued at \$42,000. An additional student was renewed at \$8,000. Awardees attending Johnson & Wales University, Florida International University and the American Culinary Institute are:

Alexis Hanna
Volanda Rahming

Leslie Lopez
Ivana Smith

Ariane Braynen
Alicia Green

Denez Moss

Industry Partners COB Scholarships Offered

BHA and the Bahamas Hotel Employers Association are pleased to announce that the following students are being awarded scholarships valued at \$15,000 to attend the Culinary and Hospitality Management Institute at the College of The Bahamas:

Denika Nottage
Jasmine Forbes

Winnæe Hunt
Tarran Simms

Heidi Pluntke
Dawn Ferguson



Working with the College to Introduce Certificate Courses For High Demand Entry Level Employment Categories and in Supervision and Management

BHA has pulled together industry resource persons to work with the College of The Bahamas to design and roll out courses this year for line level entry positions as well as a leadership course for existing supervisors and managers. The 12-16 week courses will cover the following job categories, with each having a strong emphasis on customer service attitudes and skills development. Categories are: bartending, banqueting, cleaning and house-keeping, butlering, butchering and front office operations. The idea behind the program is to grow it significantly over the next three years to support needs created by BahaMar demands, which will ripple throughout the country. Recognizing the need to support development of supervisory, management and leadership skills, a course is being designed in that area for existing employees showing potential.

Seven Receive IMCA/Revans University Professional Masters Degree, Conduct Useful Industry Research

BHA applauds seven industry professionals who will be graduating at the IMCA/Revans 26th International Congregation ceremony at Oxford University, England in September. They will now begin preparing elements of their thesis for publication. BHA supports the IMCA/Revans program which takes a non-traditional approach to its project-based method of learning, challenging students to identify problems or opportunities in their field of work and based on a rigorous program of directed study and research, in coming up with solutions and recommendations for improvement. Companies in the region such as Sandals have used the research to guide improvements in their operations. Graduates and their areas of study are:

Name and Company	Area of Study
Lynne Johnson, Director, Convention Services Sheraton Nassau Beach Resort	Services and Guest Satisfaction: Improving the Guest Satisfaction Index in the Food and Beverage Department at the Sheraton
Jermaine Wright, Director, Business Development British Colonial Hilton	Outsourcing: An Option for the Aqua Restaurant at the British Colonial Hilton
Desiree Moxey, Director, Catering & Conventions Wyndham Nassau Resort	Automatic Service Gratuity: An Analysis for its Elimination in The Bahamas. A Case Study of The Wyndham
Shamine Johnson, Manager, BHA and Marina Operators of The Bahamas	Strategic Guidelines for the Advancement of The Marina sector in The Bahamas
Carmel Churchill, Group Sales Manager Our Lucaya Beach and Golf Resort	Capitalizing on the Cruise Market; Strategies Towards Improving Revenues from Cruise Passengers at Our Lucaya Beach & Golf Resort, Grand Bahama
Raymond Francis, Executive Director Bahamas Out Islands Promotion Board	Towards Advancing Fly-Fishing Lodges as a Significant Sector of The Bahamian Tourism Economy: A Study of South Andros, Bahamas
Raylene Gardiner, Association Manager Home Owners Association, West End Resorts (Old Bahama Bay), Grand Bahama	Effective Techniques and Procedures for Successfully Managing Mixed Used Condo Resorts: The Case of Old Bahama Bay, Grand Bahama

BHA Builds Online Certificate, Bachelors and Masters Program Relationships

In an effort to broaden the post-secondary training and credentialing options available to members, BHA has entered into partnership arrangements with Kaplan University, American Public University System and hopes to finalize arrangements with Southeastern Nova University shortly. Employees and their family members are eligible for tuition discounts. If interested in knowing more, please contact BHA.

Job Readiness Boot Camp Enters Fourth Year – Providing over 500 high school seniors each April with a final opportunity before graduation to ready themselves for the world of work, this year two sessions were held – in cooperation with the Ministry of Education and College of The Bahamas on March 31st and April 7th. Topics covered included: the top 10 core competencies required for entry-level positions, successful interviewing and recruiting practices, professionalism in the workplace, moral and ethical behavior in the workplace. The sessions are designed to enhance students' preparation to enter a competitive, global workforce, with major emphasis on soft skills.

Pilot AHLEI START Programs Successfully Completed at High Schools. Spa and Butlering being Explored

Students in hospitality programs at Anatol Rogers High School and Central Andros High School are successfully participating in two cutting edge programs developed by the American Hotel & Lodging Educational Institute to introduce high school students to the industry. Instructors Janelle Cambridge at Anatol Rogers HS and Gailey Williams at Central Andros High have introduced the certification programs which meet high industry standards for entry level preparation.



Skills, Tasks, and Results Training (START) is an introductory curriculum, designed by industry, to show 9th or 10th grade students what hospitality is all about. It provides an overview of rooms division and food and beverage positions and also focuses on guest service, professionalism, and career exploration. The advanced Lodging Management Program (LMP) is a two-year program for high school juniors and seniors providing a combination of classroom learning and real-life work experience in hospitality, and preparing young people to either enter the workforce or continue their education in a post-secondary hospitality education program. A graduation ceremony was recently held for the Anatol Rogers students where BHA Executive Vice President Frank Comito offered remarks. BHA President Stuart Bowe recently hosted a visit to Atlantis by the Central Andros students to learn more about the inner-workings of a large resort and employer expectations. Students from both programs took a final exam and are awaiting results. BHA is working with the industry and Ministry of Education to develop a potential credentialing program for spa and butler professions.

8th Summer Educators Internship Program Exposes 75 Educators to Industry

As part of BHA's broader initiatives to improve teacher's, guidance counsellor's and educator's understanding of our industry and it's vast range of opportunities and readiness requirements, 75 educators spent a good part of the last week of June in industry as part of the 8th Summer Educators Internship program in cooperation with the Ministry of Education, the Ministry of Tourism and the College of The Bahamas. Corresponding related events that 'learning week' engaged an additional 80 teachers to further explore project based learning techniques, curriculum integration and career counselling. A technology fair accompanied this.



Remarking at the program's opening meeting, BHA President Stuart Bowe commented: "Since BHA launched this important program eight years ago, over 700 educators have participated and we are pleased to say that the program is having an impact. It has reinforced our partnership with education and educators. As a result, we are seeing that in new classroom approaches which a growing number of educators are taking to expose young people to careers and post-secondary opportunities in tourism. Lessons are being delivered which have greater relevance to our industry. New hospitality programs and curricula have been introduced in schools. Over six hundred students, mostly from the primary schools, have participated in our junior hoteliers program this past year alone. Each year, over 400 11th and 12th graders have gone thru our tourism careers boot camp. Since that time, we've awarded scholarships to over 70 students valued in excess of \$280,000. These are but some of the benefits of our collaboration. Other partnerships have been forged based upon educator's exposure to the tourism industry. And more young people are looking to the hospitality industry as a viable career option. We are making incremental progress. Indeed, our relationships, and the increased level of understanding and embracement by educators of our industry – it is shaping lives and helping to make a positive difference in our nation's number one industry."

Throughout the years a number of Family Island educators have participated in the program as well. BHA thanks the hotels and tourism-related businesses who opened their doors and provided educators with a valuable learning experience. These include: Atlantis, Mandara Spa, Bahamasair, the Nassau Airport Development Company, Blackbeard's Cay, Sandals, the British Colonial Hilton, Stuarts Cove, Comfort Suites, Sunrise Beach Club, Delta Airlines, Superclubs Breezes, Dolphin Encounters, The Counsellors Ltd, Lyford Cay Club, Majestic Tours and the Wyndham Nassau Resort.



Tourism Academy and High School Tourism Curriculum Upgrades Being Developed

As part of a long-term objective of BHA to significantly upgrade the high school curriculum, BHA is partnering with the Ministry of Education and their INSPIRE program to create a Tourism Academy program at CC Sweeting High School and revise the hospitality programs already in place in public high schools throughout the country.

BHA has been engaging industry professionals in assisting with developing the Tourism Academy curriculum, with grade 10 curriculum to be introduced at CC Sweeting in fall, 2011, and subsequent grades being introduced each of the following years. The program will also 'contextualize' academic subjects so that math, science, foreign languages are made more relevant to applications in our industry.



President Bowe Challenges St. Anne's Graduates to Excel in Life

Speaking with his alma mater, President Bowe offered a commencement address which challenged the 2011 St. Anne's graduates to settle for nothing short of excellence as they pursue their career and life goals. He painted a picture of a tourism industry with tremendous potential, with major public and private sector infrastructure work about to propel the country and industry to new heights. "Physical improvements must be matched by investments in our people. How prepared are you to help ensure it is 'better in The Bahamas' he asked. Excellence, he counseled the graduates, "is a matter of attitude much more so than aptitude and should be part of our approach to both work and community. The late Jackson Burnside, said "We must first make The Bahamas better for ourselves, and tourists will follow"

SUSTAINABLE ACTIVITIES

BHA Safety and Security Network Presents Initial Goals

With a desire to create a coordinated effort among Directors of Security and security professionals in hotel properties, the BHA Safety and Security Network has been established by over 14 of the profession's representatives. Chairperson Douglas Hanna, Vice President of Security for Kerzner International, provided an overview of the Network's initial goals at BHA's June meeting. Focus will be on: (1) enhanced communications between the properties and with Police; and (2) elevating standards of the industry. Certification program options to initially credential security supervisors and managers are being explored with the view to launch them in the fall, 2011.

Public CCTV Program Bids Being Finalized

With support from BHA, the Ministry of National Security and the Royal Bahamas Police Force are nearing completion on awarding a contract to significantly expand and organize a CCTV system to support improved safety of residents and visitors. BHA, along with other private sector organizations, has committed to assisting Government with the purchase of surveillance equipment to support the program through a fundraising initiative. Installation is expected to begin this fall.

Energy Efficiency Survey Being Undertaken

BHA and the Bahamas Chamber of Commerce and Employers Confederation are undertaking a survey to assess the extent to which businesses are implementing practices and utilizing products which help to save energy. BHA has advanced a number of initiatives in recent years to support businesses in this area, including facilitating the conduct of over 20 detailed energy audits in hotels and tourism-related businesses and working with Government to support favourable policies, including duty exemptions, which encourage use of efficient and sustainable products and generating equipment. The survey results will help to guide further initiatives which BHA is considering.

Marina Operators of The Bahamas Awarded Grant to Develop Strategic Plan for Sector

MOB Elects New President

With on-going support from BHA, which has helped to organize the nation's marina sector, the Marina Operators of The Bahamas is undertaking a major initiative to develop a strategic plan for the sector to serve as a long-term development guide for the industry. It will further assess the economic impact of the marina industry and its potential. Basic environmental guidelines and standards for operators will also be developed.



At the MOB's Annual General meeting last month, members elected Stephen Kappeler, General Manager for the Cape Eleuthera Resort and Yacht Club, as President. Stephen succeeds the founding President, John Bethell.

RECOGNIZING INDUSTRY'S FINEST

Tourism Champions Continue to Be Showcased to the Public

As part of the Bahamas Hotel Association's efforts to broaden public awareness and interest in the range of career and business opportunities in the tourism industry, BHA launched a weekly feature with the Nassau Guardian called 'Tourism Champions'. The feature showcases our many and varied achievers and aims to stimulate greater pride and professionalism in our industry by their example. The following 'Champions' have been featured since the program was launched on February 28th:

Name	Company	Title
Stuart Bowe	Kerzner International	Senior Vice President
Mark Rolle	British Colonial Hilton	Director, Property Services
Noel St. Claude	Treasure Cay	Executive Chef
Micklyn Lightbourne	Sandals Royal Bahamian	Bulter
Shavonne Darville	Gems @ Paradise	Owner/Manager
Jason McBride	Wyndham Nassau Resort	Executive Chef
Arthurita Butler	Comfort Suites	General Manager
TaShar Cuccurullo	Sunrise Resort & Marina	General Manager
Khaalis Rolle	Bahamas Fast Ferries	General Manager
Bill Saunders	Majestic Tours	Managing Director
Stephen Bellot	Roots Landscaping	Owner/Proprietor
Damien Miller	DMC Bahamas Ltd.	President & CEO
Stephen Kappeler	Cape Eleuthera Resort	General Manager
Michelle Liu	Kerzner International	Vice President, Water Features
Marilyn Brennen	Lyford Cay Club	Director, Human Resources
Charmaine Burrows	Mandara Spa	Spa Manager
Joy Smith	Dolphin Encounters	Director, Sales & Marketing
Shawn Leadon	Andros Island Bonefishing Club	Owner

Young Bahamas Culinary Team Captures Regional Awards Congratulations to Team....Appreciation to Supporters!

The Bahamas Culinary Team fielded its youngest professional level team ever to compete in international competition and returned from the Taste of the Caribbean culinary competition held in Miami last month with a number of awards.

The team received a silver medal for their overall performance, with the judges commending them on their high level of achievement as first-time competitors.

"We're extremely proud of the performance of our young chefs and bartender. They exhibited great team work, professionalism, and high standards in representing our nation and the quality of our culinary offering. The future is bright for these young stars!" stated Bahamas Hotel Association President Stuart Bowe.

Led by Team Manager Executive Sous Chef Jason McBride from the Wyndham Cable Beach Resort and Team Coach Executive Chef Devin Johnson from the Sheraton Nassau Beach Resort, the team has been training weekly since early April. Both agree that the young chefs have come a long way in a short period of time and commended them on their professionalism and performance.

The Bahamas received the award for the *Caribbean's Most Innovative Dish*, with Junior Chef Kevyn Pratt, from Kerzner International, receiving this honor traditionally awarded to senior level chefs. Individual honors went to Chef Mychal Harris, from Kerzner International, who received a silver medal in the Chef of the Year competition. Chef Shanique Bodie, from Old Fort Bay Club, also captured a silver medal in the Best Seafood Dish category.

Junior Chef Kevyn Pratt, a College of The Bahamas Culinary and Hospitality Management Institute intern with Kerzner International also received a silver medal in the Junior Chefs category.

A bronze medal was awarded to Hugh Jones from Kerzner International in the Bartender of the Year category. Team Captain Chef Jamal Small, from Albany, received a bronze medal in the pastry category. Chef Charon McKenzie, from the Lyford Cay Club, was also awarded a bronze medal in the beef category.

Joining the other team members in receiving a silver medal for their overall team performance and rounding out the team was Chef Charon McKenzie from the Lyford Cay Club, and Chef Charlicia Greene, from Sandals Royal Bahamian.

The Taste of the Caribbean is an annual event organized by the Caribbean Hotel and Tourism Association to showcase the region's unique and diverse cuisine. Attending chefs also participate in a series of professional development workshops put on by master chefs, celebrity chefs and leading industry professionals.

BHA thanks the team member's hotels and clubs for supporting the professional development of their chefs and the team's sponsors, the Bahamas Hotel Association, the Ministry of Tourism and Aviation, the Bahamas Culinary Association, the College of The Bahamas Culinary and Hospitality Management Institute, Bahamas Food Services, Bahamian and Bristol Wines and Spirits.

Welcome New Members!

An organization is only as strong as its membership base and we're excited to report that BHA is growing! We welcome the following members who have joined the organization this year and encourage members to support members.

COMPANY	REPRESENTATIVE	POSTION	LOCATION
Fidelity Bank	Anwer Sunderji	Chief Executive Officer	Nassau
Lucianos of Chicago	Susan Lawrence	Sales Director	Nassau
American Public University System	Jan Roy	Program Director	Charlestown, West Virginia
British Airways	Adrian Barton	District Manager	LPIA, Nassau
Graphite Engineering	Sonia Brown	Principal	Nassau
RBC Finco	Tanya McCartney	Managing Director	Nassau
Senor Frogs	Gricelle Richmond	Marketing Manager	Nassau
Island Pearl International	Charles Adderley	Chief Operating Officer	Nassau
Jabez Hotel Consulting	Norma Holder	Director	Nassau
Grand Isle Resort & Spa	Kevin Geneviva	President, DCM Hospitality	Exuma
Bank of The Bahamas	Paul McWeeney	Managing Director	Nassau
Dermological Spa	Sarah Beek	Owner	Nassau

