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UPCOMING MEETINGS & EVENTS

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

Social Media Training Session

Tuesday, September 18, 2012
Hotels' Centre

BHA Board and Membership Meeting

Thursday, October 4, 2012
Sheraton Nassau Beach

BHA 14th Annual Golf Tournament

Sunday, October 7, 2012
12:00 Noon, Ocean Club Golf Course
Call 322-8381 for details

Art of Customer Care Workshop

October 27th (Tentative)
Cat Island

Allied Member Buyer-Supplier Exchange:

A One on One Business Brokering Event
Tuesday, October 23, 2012
Venue TBA

Annual General Meeting

Friday, November 30, 2012
Adonis, Atlantis

60th Anniversary Ball

Friday, November 30, 2012
Grand Ballroom, Atlantis

Annual Online Auction

December 1-16, 2012

Caribbean Tourism Marketplace

January 20-22, 2013
Atlantis

2013 Cacique Awards Ceremony

January 27, 2013
Crystal Palace Rainforest Theatre

Delivering Value:

The Key to a Successful Organization and Destination

In today's value driven world we are continuously judged by our performance. Our customers quickly tell us and the world how we're doing. Comments on the internet can generate more business or cost us business, and the social media has changed our business models for the 21st century. For BHA, our members and prospective members are our customers. Gaining your support will only come from providing information, advocacy, training and the tools that provide a competitive advantage. The success of the BHA will be measured by the value perceived through membership and stakeholder services.

We are encouraged by the industry's vital statistical progress year to date; fueled primarily by additional airlift, promotional offers, and increased group business. Additionally, overall stopover visitor arrivals to The Bahamas is up year over year by 10 percent. The depressed room rates continue to challenge hotels throughout The Bahamas, particularly small hotels in the Family Islands. Grand Bahama has seen the biggest year-over-year growth in air arrivals, followed by Nassau-Paradise Island, and slight improvement in The Family Islands. The outlook for the remainder of the year is cautiously optimistic as Americans are pre-occupied with the US elections and a still uncertain economy. For a detailed picture on industry performance visit <http://bhahotels.com/reports/member-data-updates> for a series of Bahamas, Caribbean and global data reports and VisiTrends at <http://www.indusaglobal.com/websetup1/>.

Customer satisfaction levels in the hotels and the destination's *'likely to recommend'* survey results has improved. But nothing short of a 100 percent customer satisfaction level is acceptable. There are huge gaps in the tourism continuum's customer experience from arrival to departure which must be quickly addressed. Despite the good work of many, the adage rings true *'it only takes one bad apple to spoil the*

In part, this is why BHA will be officially changing its name later this year to the Bahamas Hotel and Tourism Association.

Putting the 'T' in BHTA underscores the fact that tourism is everyone's business. All Bahamians have a stake in our industry and stand to gain or lose if the complete experience is not world class.

We hope that as you review the quarterly newsletter you will agree that BHA is working on your behalf to tackle the priority tourism industry competitive issues. Specifically, I want to highlight several of our current initiatives including; (1) support programs for small hotels, (2) advocacy against labour-related law changes that increase operating costs, (3) major overhaul of the nation's casino laws and regulations, (4) initiatives to reduce the cost of energy, (5) foreign language and customer service training for members, (6) bulk purchasing discount programs for members, (7) "free" social media training, and (8) introduction of new Visi-trend data mining tools.

Looking to the future, we are facilitating record numbers of tourism-related scholarships, reaching hundreds of teachers and students through our various education programs, and supporting the creation of new credentialing and certificate programs in high schools, and at the College of The Bahamas.

Much more must be done to grow and develop our industry. With the support of our members, leadership, industry partners, and a dedicated staff, we continue to make headway and demonstrate value.



Stuart Bowe
President
Bahamas Hotel Association



GOVERNMENT RELATIONS

Minister of Tourism Provides Overview of Priorities at BHA Meeting



Minister Obie Wilchcombe provided members with an overview of the key areas of emphasis in his Ministry of Tourism during the August BHA meeting at the BC Hilton. Airlift, the Family Islands, and small hotels development top his agenda along with; improving customer service, and the overall visitor experience. The Minister noted that usage of Bahamian music, food and culture is integral to the overall development of the tourism product. The Ministry plans to increase marketing efforts that focus on the social media, Grand Bahama, and the Family Islands. The Minister noted the importance of building on the strength of its partnerships with BHA and the Promotion Boards to work on areas of mutual interest. Members enjoyed a good exchange of ideas and questions following the Minister's presentation. The Minister joined BHA President Stuart Bowe in recognizing the National Culinary Team and the 2012-13 recipients of the Pat Bain Industry Partners

Scholarships, supported by members through BHA and the BHEA.

Casinos Committee Meets with Prime Minister

The Government is seriously reviewing a series of recommendations developed by the BHA's Casinos Committee, chaired by BahaMar VP Uri Clinton. The committee has been meeting over the past two months to refine and expand upon recommendations put forth to Government last year. A delegation of committee members, led by BHA President Stuart Bowe and Immediate Past President Sandy Sands, presented recommendations to the Prime Minister, Tourism Minister Obie Wilchcombe and others in mid August. The committee includes representation from BahaMar, Atlantis, Treasure Bay in Grand Bahama, and Bimini Bay.

President and Minister of State for Ministry of Finance Discuss Duty Exemptions

Citing high operating costs and the need to invest in product upgrades by many of the nation's hotels, particularly small hotels, BHA President Bowe recently met with Minister Michael Halkitas to discuss the possibility of implementing interim relief and support measures. High on the list was consideration for amending the Hotels Encouragement Act to waive the minimum investment requirement to be eligible for duty exemptions. This would make it less expensive effect for hotels to upgrade their facilities and hopefully increase their ADR. BHA has submitted a list of product categories which should be considered for relief support.

Recommendations for Small Hotels Relief Shared with Minister of Tourism

Armed with data supporting a compelling argument for relief, support and a focused effort by the Government of The Bahamas, the Bahamas Hotel Association and the Promotion Boards to advance strategies to ensure the recovery and viability of our nation's small hotels, a series of recommendations have been presented to the Government. These include:

1. **Amending the Hotels Encouragement Act, eliminating the 25% investment threshold requirement for a period of up to five years to permit hotels to take advantage of duty-free incentives to refurbish and upgrade.**
2. **Increasing the Frequency of BEC Peak Demand Charge Readings.**
3. **Helping to reduce energy costs by supporting better practices, utilization of solar, and Duty-Relief for Range of Energy Efficient Equipment and Supplies.**
4. **Implementation of the Bahamas.com Online Booking Initiative.**
5. **Supporting E-Commerce Participation by Hotels in Partnership with Bank of The Bahamas.**
6. **Supporting System Upgrades in the Family Islands by the Bahamas Telecommunications Company.**
7. **Encouraging More Small Hotels to Participate in the Promotion Boards and tap into their marketing initiatives.**
8. **Reducing Operating Costs With Introduction of Preferential and Discount Purchasing Agreements for Supplies, Equipment, Insurance, Financial and Travel Support Services.**
9. **Identifying and Advancing Opportunities for Support Financing and Debt Servicing.**
10. **Activating a Small Hotels and Tourism-Related Businesses National Resource Centre**

Work is already being done on most of the initiatives, with BHA, the Ministry of Tourism, and the Bahamas Out Islands Promo-

Proposed Amendments to Employment Act and Industrial

Relations Act Cause for Concern

Amendments recently proposed by the Ministry of Labour and National Insurance to the Employment Act and Industrial Relations Act have caused considerable concern by members, citing the significant negative impact they would have on business costs and productivity. BHA and the Bahamas Hotel Employers Association (BHEA) joined with the Bahamas Chamber of Commerce and Employers Confederation (BCOCEC) to review the proposed amendments and met with the Minister of Labour in July where the Minister advised that Government would not rush to introduce the amendments and was sensitive to the concerns of the private sector.



A formal position was submitted to the Government, outlining areas of particular concern including: proposed changes to the standard hours of work requiring a one hour paid period for a meal interval; requirements setting out the daily and weekly rest periods to which an employee is entitled; and the establishment of a 'fixed' day off whereby an employee who works on such day is entitled to double-time pay.

Members are encouraged to closely monitor developments on these matters. An overview of the proposed amendments, a discussion of impact, and the BHA/BHEA position has been shared with members. For a copy of the BHA/BHEA report contact fcomito@bahamashotels.org.

BHA Presents Energy-Cost Relief Recommendations to Government

Given the priority that the Government has placed on lowering the cost of electricity, and the pressing problem of escalating energy costs, BHA has advanced several recommendations to the Prime Minister and is discussing various options with other Government officials. Among the recommendations are: (1) putting in place duty exemptions for appliances, equipment and materials which promote efficiency; (2) clarifying the current exemption for energy efficient lighting to include LED fixtures; (3) promoting greater use of solar energy; (4) establishing a net metering system tied to renewable generation; and (5) supporting audits and awareness-raising initiatives in the industry.

Tax Reform Likely to Be Advanced: Civil Society Begins Review Process of Options

A group of representatives from the nation's leading business organizations and civil society, with support from the Inter-American Development Bank and the College of The Bahamas is commencing a fact-finding and awareness-raising exercise to explore options for tax reform. This is a major national economic development matter which is likely to require action by the Government within the next several years. Two international credit rating agencies are on record as pointing to the wisdom of causing significant tax reform in the Bahamas. The same is true with the International Monetary Fund and the Inter-American Development Bank. Preliminary meetings have been attended by President Stuart Bowe and Frank Comito. The group is chaired by businessman Franklyn Wilson and includes representation from the Chamber of Commerce and Employers Confederation (BCCEC), BHA, the Bahamas Realtors Association, the Bahamas Financial Services Board and others. They are planning a 'National Symposium on Tax Reform' October 25th and 26th. Members interested in participating in the main session should contact BHA or BCCEC.

BHA, Airlines, Government Partner to Seek Improvements In Preclearance Passenger Processing Time

With a growing number of complaints from airlines and travellers about the long queue times at the US Preclearance facility in Nassau, BHA and the Ministry of Tourism have commenced a collaborative stakeholder effort to investigate the matter and seek improvements. With over a ten percent growth in passenger traffic this year, and continued growth anticipated, along with a 30% projected traffic increase when BahaMar is completed, the matter requires both immediate, as well as, long-term resolution strategies. The Minister of Tourism and Minister of Foreign Affairs are committed to working on a resolution and US-based airlines have commenced discussions with officials in Washington.

The problem is exacerbated by what is believed to be a significant decline in the number of US Customs and Border Protection (CBP) processing officers from four years ago. As traffic has increased following three soft years, the number of US CBP officers is believed to have decreased significantly and replacements have not been made.

The problem started surfacing this past January and was apparent during holidays and peak travel periods with long queues, some reports showing more than two hours just to process passengers in the preclearance leg. At that time, NAD and BHA began to advise US-bound travellers to arrive at the airport three hours before their scheduled departure time. It worsened in June and between then and mid-August airlines reported over 350 flight delays and over 250 passengers missing flights attrib-

BHA 2012 Executive Committee**Stuart Bowe**

President
(Kerzner International)

Robert 'Sandy' Sands

Immediate Past President
(BahaMar Limited)

Magnus Alnebeck

Vice President, Grand Bahama
(Pelican 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,

BHA STAFF:**Frank Comito,**

Executive Vice President

Charlotte Knowles-Thompson,

Executive Administrator

Dominique Duncanson,

Executive Assistant

Shamine Johnson, Manager

BHA Grand Bahama and
Marina Operators of The Bahamas

Bridget Murray,

Workforce Development Manager

Latasha Allen,

Workforce Development. Project Assistant

MEMBER SERVICES**VisiTrends Marketing and Product Improvement Data Resource Launched: Member Support and New Data-Mining Tools Advanced Thru New Bulletin**

VisiTrends, a marketing support and product improvement data resource tool developed by Indusa Global in consultation with BHA and the Promotion Boards, is now available to all members. With *VisiTrends* you can gain a better understanding of your (property specific for BHA members) visitor's likes, dislikes and needs. *VisiTrends* provides tourism decision makers with the ability to slice and dice over 10 years of data in multiple **Reports, Maps, Cubes** and **Dashboards**. Among the types of graphs and reports *VisiTrends* provides users with: visitor comments; experience segments; visitor demographic profiles; seasonality info; trendline data; comparative rankings; and much more.



Many of our members are already accessing this data, having attended a series of workshops held several months ago. To access the data, you must be registered. If you are not yet registered, go to <http://www.indusaglobal.com/websetup1/>. A detailed [User Manual](#) and [VisiTrends Definition](#) guide is available on the site. The step-by-step visual manual provides users with an on-line training tool. In person training sessions and online training can be provided on an as needed basis for large groups.

Member Workshop:
Improving Website Effectiveness and Social Media Utilization to Expand Your Business



Many businesses are missing out on no-cost, low-cost opportunities to generate additional business through the internet. While they are utilizing websites and social media, the question remains to what extent are these tools helping to maximize revenue.

BHA and Allied Member Pure Salt Design hosted a workshop this month aimed at empowering businesses to maximize the value of the internet in generating business and integrating their websites with social network-

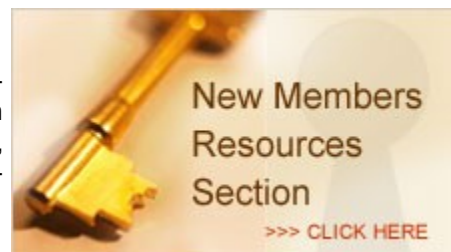
ing and marketing tools. The workshop was held at the Bahamas Hotel Association.

Allied Member Buyer-Supplier Exchange Set for October 23rd

This fall BHA introduces a special one-to-one business brokering event designed to provide our allied members, providers of goods and/or services, with the opportunity to meet with purchasing representatives and decision-makers for major hotels and restaurant operators. BHA will pre-schedule business meetings for interested allied members. This is a great opportunity for prospective buyers to learn more about existing and new products and services offered by our allied members and to reinforce business relationships with existing clients. Details will be rolled out soon. The event is scheduled for Tuesday, October 23, 2012 at a location to-be-determined.

Member Resource Center Reminder

Members are reminded to visit the BHA Member Resources Section of its website. This provides you with links to useful information on industry-related legislation, Government forms, data, training and support information. To visit, go to www.bhahotels.com.



BHAHRP Provides Members With Online Support Service

The Bahamas Hotel Association Human Resources Professionals (BHAHRP) is available as a resource for Bahamas Hotel Association members for general queries on human resource matters, best practices and trends. BHA members can post questions on the BHAHRP website and invite immediate feedback on a broad-range of HR matters, inclusive of: industrial/employee relations, benefits & compensation, recruitment, selection and retention, awards and recognition, goal setting and performance evaluation, progressive discipline, training and development, employee assistance programmes, employee satisfaction surveys, and other matters requiring leading-edge, proven strategies. Matters requiring a legal or more detailed and technical response will be noted and referred accordingly. Members are invited to visit the site and use the resource. It can be accessed at <http://bhahrp.shrm.org>.



Reminder – American Hotels Registry Advantage Program Saving Small Hotels Big Money

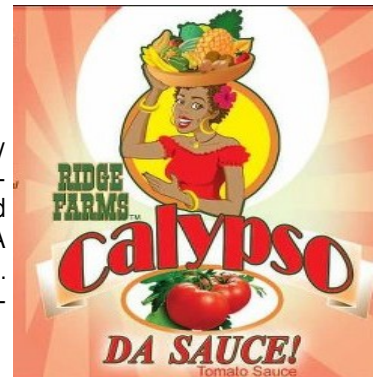
Small and medium sized hotels, particularly those in the Family Islands, are taking advantage of volume purchase discounts afforded to chain hotels and large resorts thanks to a new discount program unveiled by American Hotel Register, an allied member of the Bahamas Hotel Association. The new program is titled the '**American Independent Advantage Program**'. American Hotels Registry is the world's largest supplier of hotel products including, linens, towels, sheets, bath amenities, case goods, outdoor furniture, uniforms and tens of thousands of other products. The program is exclusive to independent hotels and tourism-related members of BHA and provides purchase savings of up to 20 percent on over 3,000 product SKUs from over 50 vendor products. The program also provides incentives for reducing freight costs. **To Register Contact: Marcus Guara; Director of Sales, Caribbean, Latin America, & Cruise Lines; Phone: (305) 262-5447 x1180; Email: mguara@americanhotel.com**



Ridge Farms Featured in WSJ to Offer Member Discounts

BHA Welcomes Other Member-to-Member Support

BHA Allied member Ridge Farms product line of Zango condiments was featured recently in the Wall Street Journal. Congratulations go out to owner Rionda Godet who has developed a series of products, all with a Bahamian flare, which she is packaging for hotels and as gifts and giveaways. Shortly, Ridge Farms will be extending special discounts to BHA members, joining several other members who are offering member-to-member discounts. If you are interested in extending special member-to-member offers, please contact Charlotte at BHA at 322-8381.



British Airways Offers Discount to Members Attending World Travel Market



BHA Allied Member British Airways is offering substantial travel discounts to member company representatives attending the World Travel Market in London this November. These rates are only valid for British Airways Tourism and Travel industry partners who are registered to attend World Travel Market 2012. There is limited space at the lower World Traveller and Club World fares so book early to avoid disappointment. To book simply e-mail caribbean.sales@ba.com with your details and preferred travel dates. Please note that these fares are applicable on direct British Airways operated flights from the Caribbean only and are subject to availability.



EVENTS AND SPECIAL ACTIVITIES

Bahamas Hotel Association 14th Annual Golf Tournament

**Ocean Club Golf Course
Paradise Island
October 7, 2012**

EARLY BIRD *Special*

\$175 if Registered and Paid before September 23, 2012

\$200 LATE REGISTRATION

Registration Includes:

- Golf
- Afternoon Reception
- Give-A-Ways
- Fantastic Prizes for winners

THANK YOU to Last Year's Sponsors:

- | | | |
|-------------------------|--------------------------------|--------------|
| Fidelity Bank | RBC Royal Bank of Canada | NPIPB |
| Bahamas Food Services | D'Albenas | Scotia Bank |
| Bank of The Bahamas | Royal Star Assurance | KPMG |
| Graham Thompson & Co. | Restaurants Bahamas | BTC |
| J.S. Johnson | Lyford Cay Club | Deloitte. |
| Banca del Sempione | Bahamas Wholesale Agency | Pelican Bay |
| Commonwealth Bank | Caribbean Bottling Co. | Bahamasair |
| Bahamas Hot Mix | N.J.U.A. Insurance | Via Café |
| Nassau Motor Co. | Pigeon Cay Beach Club | Senior Frogs |
| Providence Advisors | Wong's Rubber Stamp | Sandals |
| American Hotel Register | Sheraton Nassau Beach | NAD Co. |
| Comfort Suites | Green Turtle Cay | Ridge Farms |
| Sunrise Resort & Marina | Old Bahama Bay | Diamonds |
| Viva Wyndham Fortuna | Treasure Cay | Pineville |
| Ocean Club | Island Merchants | Blue Lagoon |
| | Toads Hill Square Hill Estates | Luciano's |

2 Man Scramble	Closest to Pin	Longest Drive
Net Play		1st Hole in One

CONTACT:

Charlotte Knowles-Thompson or
 Dominique Duncanson
 242-322-8381
bha@bahamashotels.org
 Bahamas Hotel Association
 Bahamas Tourism Centre 3rd Floor, JFK



Tournament and other BHA fundraising activities have resulted in 94 Scholarships valued at \$358,000.00 awarded since 2005

Golf Registration and Sponsor Registration Forms

GOLFING FOR EDUCATION

60th Anniversary Supplement to Chronicle Organization's History

Sixty years ago the Bahamas Hotel Association (BHA) was founded by seven hoteliers who recognized the value of working together to market the destination, improve standards, and represent the industry's views on various matters. Today, BHA has over 200 members inclusive of hotels, tourism-related businesses, and providers of goods and services to our industry. To celebrate our achievements and history of commitment to the growth and development of the tourism industry, BHA is producing a newspaper supplement this fall when we will also unveil our new logo and brand. The celebration will culminate with a 60th Anniversary Ball on Friday, November 30th at Atlantis.

The supplement will capsulize the history of BHA and tourism over the past sixty years, offering interesting background information, insights, photos and graphics about our organization's rich history.

EVENTS AND SPECIAL ACTIVITIES CONT'D

We encourage our members and partner organizations to assist us by providing photos, copies of old promotional pieces and other information about the organization. Members are also invited to take out a congratulatory ad in the supplement. To support, please contact Charlotte or Frank at BHA, 322-8381 or cknowles-thompson@bahamashotels.org.

Mark Calendar Now for AGM and 60th Anniversary Ball

On Friday, November 30th, 2012 BHA will conduct its 60th Annual General Meeting commencing at 9:30 a.m. at Atlantis. Later that evening a celebration ball will be held at the property marking the milestone. We encourage you to mark your calendar now, as it will be an evening you won't want to miss. Details to follow.

Members Adopt Changes to BHA Articles

At the June Board of Directors meeting members adopted several amendments to BHA's Articles which took immediate effect. These included: changing the term of office for Directors and Officers from one year to two years; elevating the Director At-Large position representing Allied Members on the BHA Executive Committee to a Vice President position; clarifying the roles and duties of the organization's Officers; codifying the Directors authorized as signatories for financial transactions; and establishing an organizational Code of Ethics which is subscribed to by Officers and staff.

New CTDC Website to Launch Soon: Hotels Need to Provide Info to Benefit

The Caribbean Hotel and Tourism Association (CHTA) will soon launch the new Caribbean Tourism Development Corporation (CTDC) website. This will be an added no-cost outlet for bookings which will be available to hotel members who are current with their 2012 BHA and CHTA dues (remember, CHTA dues are included in annual BHA dues billings, so if you are current with BHA, you are also current with CHTA). To ensure you are able to benefit from this added outlet, hotel data needs to be uploaded. The process is relatively simple but requires someone from your hotel to take the time to load the material. This can be done in one sitting or over a period of time so long as it is all completed by this month.



Should you have any questions or need help in the process please contact Sarah Saunders at Tambourine Creative, email: sarah@tambourine.com or telephone 954 975 2220. There are a couple of important steps that need to be taken to facilitate this process and they are:

- Go to the URL which is <http://business.caribbeantravel.com>
- On page three(3) ignore the EXISTING USER LOG IN when you get onto the site and go to the NEW USER REGISTRATION
- Create a User name and password and contact email. This email address is for the person loading the data and will not be listed on their site as an address.

The more complete your information, the better your page will look on the website. It is in everybody's interest to ensure that this exercise is completed accurately and with all the fields completed so that you can truly showcase your product on www.caribbeantravel.com once launched.

Registration Now Open for Caribbean Travel Marketplace

CARIBBEAN TRAVEL MARKETPLACE

BAHAMAS 2013



JANUARY 20-22
ATLANTIS
PARADISE ISLAND

Caribbean Travel Marketplace is the premier business-to-business marketing event for the Caribbean hotel and tourism industry to meet, network, negotiate, and conduct business with buyers from around the world. The Bahamas hosted it in 2012 and again, the Ministry of Tourism, Promotion Boards and BHA will host it next January 20-22, 2013 at Atlantis.

The past Marketplace program was extremely positive with members who worked the pre-scheduled appointments and networking opportunities reporting an increase in business, new leads, and an opportunity to introduce a new product or service. Some members also hosted pre or post trips/events for the 'buyers' and/or international press.

Registration is now open with info available at: <http://www.caribbeanhotelandtourism.com/events-mp/event-mp-register.php>. Reminder: you must be current with your BHA 2012 dues in order to attend. Should you have any question on your dues status, please contact Dominique Duncanson at BHA at dduncanson@bahamashotels.org.

EDUCATION ACTIVITIES: INVESTING IN OUR FUTURE....

9th Annual Summer Educator Internship Program Reaches 90 Educators

Under the theme "THE STATLER STANDARDS – CLASSIC SERVICE BASICS", 90 Educators and Guidance Counsellors spent two days in professional development workshops and sessions offered by the industry and three days receiving practical workplace experience.

At the Nassau closing workshop the Educators were provided greater insight to the industry by Nettica Symonette, owner of Nettie's Heritage Village and Casaurinas of Cable Beach; a pioneer Hotelier. Eleven businesses provided onsite internship experiences. These include: Bahamas Air, the Lyford Cay Club, Comfort Suites PI, the Wyndham Nassau Resort, Atlantis, Stuart Cove's, Superclubs Breezes, Nassau Palm Resort, Zamar Productions, Majestic Tours and Sandals Royal Bahamian.



In Grand Bahama, eight businesses provided onsite internship experiences. These include: Grand Lucayan Resort, Pelican Bay Resort, H. Forbes Charter, Grand Bahama Nature Tours, Island Seas Resort, Old Bahama Bay, Sunrise Resort and Viva Wyndham Club Fortuna Beach Resort.

Bahamian Students Haul Record Scholarship Awards

Thanks to the support from nineteen BHA members and the Caribbean Hotel & Tourism Education Foundation's (CHTAEF) corporate supporters, nine Bahamian students have been awarded \$46,500 worth of scholarships to pursue their tourism-related studies during the upcoming school year. This year Bahamian students captured eight of the region's 35 awards. Students are attending Johnson and Wales University, Florida International University, and the American Culinary Institute.



BHA expresses special appreciation to the following hotels which donated room nights following our appeal in support of CHTAEF's New York Times Travel Show Auction. This level of support combined with the calibre of scholarship applicants made it possible for such a positive showing of awards from The Bahamas: Treasure Cay Beach, Golf and Marina Resort; Cape Eleuthera Resort; Halvorson House Villas Resort; Swains Cay Lodge; Island Hopp Inn; Sandals Royal Bahamian; Atlantis Paradise Island – Royal

Towers; Comfort Suites Paradise Island; Palm Bay Beach Club; Paradise Island Harbour Resort; Bimini Big Game Club; Sheraton Nassau Beach Resort; Gems@Paradise Private Beach Resort; British Colonial Hilton; Pelican Bay'; Pink Sands; Conch Inn Hotel & Marina and Atlantis – Coral & Beach Towers.

Details on the application process can be accessed by going to: <http://www.caribbeanhotelassociation.com/CHTAEFApplication.php>.

Seven (7) Bahamians were awarded scholarships for 2012/2013 valued at \$16,000.00 to attend the College of The Bahamas. The Patrick S.G. Bain Hotel Industry Partners Scholarship is available for students interested in pursuing studies in tourism and culinary-related fields. Since the industry partner scholarship program was established in 2006, over \$100,000.00 in scholarships have been awarded. Jointly funded by the Bahamas Hotel Association and the Bahamas Hotel Employers' Association, the scholarships are being offered in the name of the respective organizations and in tribute to the late union leader Pat Bain, in recognition of his commitment to education and building business-labour partnerships. Details on the application process can be accessed by going to: <http://www.bhahotels.com>.



Junior Hotelier Program Expands to 17 Schools, 1,400 Students

BHA's Junior Hotelier program continues to grow, now extended to 10 primary schools and 7 high schools and reaching over 1,400 students on New Providence, Grand Bahama and Andros. The 12-week program exposes young people to our industry,

EDUCATION ACTIVITIES: *INVESTING IN OUR FUTURE...*

the range of opportunities and the keys to success. BHA has developed a structured program with support information, facilitates industry role model participation in the schools, and students receive up to two industry field trips during the program. We are looking to continue to expand the program. Its success is tied to a dedicated educator in the school who works with BHA and at least one hotel or tourism-related business to schedule guest speakers in the schools and a field trip. Members in the Family Islands interested in knowing more about how they might help with the program should contact Bridget Murray at bmurray@bahamashotels.org.

Literacy Program Partnership with Project Read Being Developed

Literacy Program Partnership with IBM and Project Read is being developed to mitigate reading gap among primary school students and working professionals. IBM's Corporate Citizenship and Corporate Affairs Bahamas Unit is partnering with education and industry to promote literacy worldwide. Through a new initiative, the Reading Companion Project, BHA and Project Read will serve as the NGOs to initiate the project locally. The pilot project will include five public schools and one private school, targeting 155 students, at no cost to the participants. The project's goal is to "help children and adults around the world to gain essential English Language literacy skills using IBM's web-based literacy technology (voice recognition software) in collaboration with schools and not-for-profit organizations." Meetings are being planned with Ministry of Education Science and Technology and the private schools to seek approval for launch in schools and it is hoped that the international trainers will be in Nassau early October to commence training. Select literacy educators will be trained to identify and work with students beginning this fall.

The Reading Companion project has seen success in 2,700 schools and NGOs around the world, with a record 43 countries and 126,000+ users. IBM's local grant for the project for one year is \$10,000. THERE IS NO COST TO PARTICIPATING SCHOOLS! We hope to roll out a second phase after the school launch for workplace literacy.

Member Discount Still Available For Online Degree and Certificate Program



Industry professionals are offered various means to secure certifications and a college degree from accredited institutions, at steep discounts. The Bahamas Hotel Association has entered into strategic partnerships with two leading online universities that allow industry professionals and their immediate family members to benefit from tuition discounts. On-line programs afford workers and students throughout The Bahamas with the flexibility to "attend" classes at their convenience, as learning takes place 24/7. Kaplan University, and The American Public University are offering Certificate, Bachelor's and Master's Degrees. To learn more, contact BHA.

62 Students from Three High Schools Intern in Industry This Summer as Part of AHLEI Certification Program

This summer was a memorable one for 62 high school students, as they were immersed in the "real world of work" for up to 160 hours. They were able to connect the dots ... from the classroom to the workplace. The START & LMP programme developed by the American Hotel Lodging Education Institute provides students with the classroom learning and real-life work experiences needed to take advantage of the boundless opportunities in Hospitality/Tourism. The multitude of programme benefits include: providing specific practical skills and knowledge from industry professionals, observing positive work-place work ethic, customer service and productivity. Ultimately, it prepares students for entry-level positions in our industry.

The following properties participated in the summer programme, which provided up to 160 contact hours for students in industry: Atlantis, British Colonial Hilton, Comfort Suites, Lyford Cay, Paradise Island Harbour Resort, Nassau Palm and Conference Ctr., Sandals Royal Bahamian, Sheraton Nassau Beach Resort, SuperClub Breezes, Wyndham. Thank you for the critical role you play in shaping the next generation of hospitality professionals! Participating schools are C.V. Bethel Senior High, Anatol Rodgers High and Aquinas College.

TRAINING ACTIVITIES: *BUILDING A MORE COMPETITIVE WORKFORCE*

Hundreds of Front-Line Employees Learning Foreign Languages Thru LiveMocha

As part of its initiative to assist businesses with tapping into more international markets, the Bahamas Hotel Association and the Bahamas Hotel Association of Human Resource Professionals (BHAHRP), in cooperation with the Ministry of Tourism, is offering a low-cost, easy to use foreign language speaking program for front line, supervisory and management staff. BHA launched the program six months ago and thus far over 1,200 employees from 20 member companies have enrolled.



BHA has entered into an agreement with LiveMocha, the world's largest provider of online foreign language training, providing an attractive enrollment rate to members. The offer extends to training for over 35 different languages including Spanish, Portuguese, French, Italian, Russian, and Mandarin. The normal retail price to register directly with LiveMocha is \$100/person. The program is available to members for \$10 per registrant. Note: this is an introductory offer and the cost will increase early next year.

BHA, the Ministry of Tourism, and other stakeholders are working a number of fronts to realize the potential of the Latin American and other overseas markets. Research reveals the tremendous opportunity which The Bahamas has to grow the Latin American (up over 80% in past year) and other non-English speaking markets. Exit surveys of Latin American visitors since the start of direct service a year ago by Copa Airlines show a high level of satisfaction for The Bahamas but also show a high level of frustration in our language limitations.

You are invited to visit http://www.youtube.com/watch?v=7xpvw_G_MVI for a quick preview of LiveMocha where you will see how easy it is for your employees to use. We encourage you to take advantage of this special opportunity. Contact Latasha Allen at 322-8381 or lallen@bahamashotels.org for details.

Art of Customer Care Training Series Moves to Cat Island

The Bahamas Hotel Association of Human Resources Professionals (BHAHRP) in collaboration with BHA and the Ministry of Tourism recently hosted the ART of Customer CARE Workshops for 43 small hotel and tourism industry professionals on Long Island. The series moves to Cat Island later this October. According to Karen Sutherland, BHAHRP Secretary and one of the workshop facilitators, "the objectives of the session are to identify qualities and characteristics of customer service, identify behaviors that build commitment to the delivery of high quality personalized service, and also how to build customer loyalty."

BHA President Stuart Bowe applauded the initiative stating "Tameka Forbes, President of BHAHRP and her team are to be commended for recognizing the importance of developing sound customer service skills by industry professionals throughout our country. Often our small hotels don't have easy and affordable access to expertise who can deliver this high level of training. This collaborative effort demonstrates how we can pull our resources together to help make an on-the-ground difference".

COB/BHA Team Up to Offer Series of Short-Term Training Courses

Industry commenced discussions with the College of The Bahamas in early 2011 on the introduction of 8 short courses that would allow industry professionals the opportunity to upgrade their skills or to learn new ones. To date, course content for the following areas have been discussed with industry: Bartending/Mixology, Banqueting, Basic Culinary Skills, Butler Services and Butchering. In addition to the core content in each specialist area, industry has requested that strong emphasis be placed on Customer Service and Productivity for all courses. Industry will assist in identifying lecturers for each course and will provide guidance on the internship component for each. Three additional courses are in the works: Front Desk Operations, Housekeeping and Supervisory/Management. The first two courses will be launched during the Fall 2012 – Basic Culinary Skills and Banqueting. Each course will run for approximately 12 – 16 weeks, with emphasis on practical application. Industry will assist COB with the PR and marketing of the courses.

Managers Earn IMCA/Revans University Professional Masters Degree, Conduct Useful Industry Research

BHA applauds two industry professionals who will be graduating at the IMCA/Revans 27th 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.

Congratulations to this year's graduates, R. Barbie Rolle, Vice President of Operations, Royal Towers, Atlantis and Denise Johnson, CEO, Hospitality Marketing and Management Solutions. Ms. Rolle's thesis topic was *'Influencing Customer Service Attitudes and Behaviours: Strategies for Front Line Employees at the Royal Towers, Atlantis, Bahamas'*. Ms. Johnson's thesis focused on improving marketing opportunities for small hotels, based upon a model she helped put in place at the Coral Harbour Beach Villas Motel. Her thesis topic was: *'E-Commerce and E-Marketing: Assessing and Implementing Global Distribution and Marketing 2.0 Strategies at Land Shark Hotel, Nassau'*. Their research findings and recommendations are being used by their companies to support improvements.

Managers interested in learning more about how they can participate in the IMCA/Revans University Professional Masters Degree Program should contact cknowles-thompson@bahamashotels.org.

RECOGNIZING INDUSTRY'S FINEST



Cacique Awards Nominees For BHA Categories

We wish to thank those members who submitted nominees for the BHA Categories of the Cacique Awards and applaud those employees who have been nominated. Finalist will be announced in the coming months. The Ministry of Tourism schedule the Awards Ceremony for January 27th at Crystal Palace. This year nominees are:

CATEGORY	NOMINEE	HOTEL
Chef of The Year	Cheryl McKenzie	British Colonial Hilton
Chef of The Year	Elija Bowe	Graycliff
Chef of The Year	Devin E. Johnson	Sheraton Nassau Beach Resort & Casino
Employee of the Year	Mark Munroe	Atlantis
Employee of the Year	Donna Johnson	British Colonial Hilton
Employee of the Year	Hilton Pedican	Bimini Bay Resort & Marina
Employee of the Year	Alva Wilbert "Bert" Adderley	Cape Santa Maria Beach Resort
Employee of the Year	Ashley K. Ingraham	Comfort Suites PI
Employee of the Year	Deborah Heild	Lyford Cay Club
Employee of the Year	Mario Hudson	Old Fort Bay Club
Employee of the Year	Renardo Sweeting	Radisson Grand Lucayan Resort
Employee of the Year	Ramon Rolle	Sheraton Nassau Beach Resort & Casino
Employee of the Year	Charlessa Rolle	Wyndham Nassau Resort
Manager of The Year	Ricardo Brown	Atlantis
Manager of The Year	Mark Rolle	British Colonial Hilton
Manager of The Year	Demetrus Solomon	Bimini Bay Resort & Marina
Manager of The Year	Edmond O. Ferguson	Comfort Suites PI
Manager of The Year	Della Russell-Bridgewater	Pelican Bay Hotel
Manager of The Year	Porsha Poitier	Sandals Royal Bahamian
Manager of The Year	Lynn O. P. Johnson	Sheraton Nassau Beach Resort & Casino
Manager of The Year	Ta'Shar M. Cuccurula	Sunrise Resort & Marina
Manager of The Year	Deborah Neilly	Wyndham Nassau Resort
Sales Executive of The Year	Shantillya C. Sands	Comfort Suites PI
Sales Executive of The Year	Desiree Moxey	Wyndham Nassau Resort
Supervisor of The Year	Kirk Neely	Atlantis
Supervisor of The Year	Sharacha Frazier-McDonald	British Colonial Hilton
Supervisor of The Year	Tia A. Duncombe	Comfort Suites PI
Supervisor of The Year	Bernadette Bunch	Lyford Cay Club

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 has continued its 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. Since it was inaugurated in February, 2011, over 80 'Champions' have been featured. We applaud the following Champions who have been featured since June 2012:



• Andrew Hanna	Front Office Manager	British Colonial Hilton	Nassau
• Chef Simeon Hall	Head Chef	Solomon's Fresh Market	Nassau
• Chavala D. Walker	Steel Drummer	Sky Beach Club	Eleuthera
• Mary Dames	Retired	Taxi Driver	Exuma
• Lavern Lockhart	Supervisor	Southern Air	Long Island
• Chef Devin Johnson	Executive Chef	Sheraton	Nassau
• Sonia Brown	Engineer	Graphite Engineering	Nassau
• Charlene Lockhart-Bain	Clerk	Administrator's Office	Ragged Island
• Starlene Pratt	Front Office Manager	Cape Santa Maria	Long Island
• Simeon Hall	Chef	Fresh Market	Nassau
• Melinda Pinder	Floral Designer	Blooms & Buds	Abaco
• Shanique Bodie	Chef de Partie	Old Fort Bay	Nassau

Welcome New Members!

We welcome the following members who have joined the organization since June and encourage members to support members.

• Bahamas Fantasies DMC	Mrs. Victorine Bannister-Collie	Destination Management
• Mike's Chinese Custom Tailoring	Mr. Michael Lamm	Tailoring
• Montague Gardens	Randy Knowles	Restaurant
• Bahamas Reality	Larry Roberts	Real Estates
• Will & Ives Designer Clothing	Kim Gibson	Clothing
• Bahamas Petroleum	Ashli Munnings	Petroleum Exploration
• Pure Salt Design	Charlotte Gibson	Design Agency/ Website Development
• Speed Week Revival	Brendan Foulkes	Vintage Race Cars
• Valentines Resort & Marina	Dean Spychalla	Hotel & Marina
• Carter Marketing Group	Mark Carter	Advertising Agency/Radio Station

Changes at the Top

We wish to congratulate and welcome the following individuals and wish them great success as they lead operations at their respective properties:

• Earle Bethell	General Manager	Comfort Suites Paradise Island
• Dean Spychalla	Managing Director	Valentines Resort & Marina, Harbour Island
• Carlos Salazar	General Manager	Bimini Bay Resort, Bimini

The National Culinary Team

The National Culinary Team represented the country at Taste of the Caribbean June 20-22, 2012 in Miami Florida bringing home the overall Bronze Medal. Standing Left to Right: Ancileno Solomon, Lucianos of Chicago, Dwayne Sinclair, Lincoln University, Jamal Small, One & Only Ocean Club, Stuart Bowe, President BHA, Devin Johnson, Sheraton and Team Manager, Minister Obie Wilcombe, Minister of Tourism, Charon McKenzie, Lyford Cay, Kevyn Pratt, Mychal Harris, Kerzner International and Wencil Brown, Lyford Cay Club.

