



JUSTIN BRENNAN

**Senior Account Manager
Travel & Leisure**

Born and raised on the coast of Florida, Justin Brennan is an avid traveler and beach aficionado. Having snorkeled around the Caribbean reefs from St. John and Vieques to Tortola, Bermuda, and Nassau, Brennan has called on the Caribbean territory for over three years. In 2007 he joined the Travel + Leisure team covering the travel category and handling New York Caribbean contacts. A member of the Caribbean Tourism Organization Foundation, Brennan is passionate about helping Travel + Leisure inspire its nearly 5 million readers to journey to the destination he cares for so dearly.

ABOUT TRAVEL + LEISURE'S COMMITMENT TO THE CARIBBEAN

By inspiring travelers with its authentic, first-hand accounts of both local and global destinations, Travel + Leisure fuels readers to travel now, travel smarter, and travel often. Travel + Leisure's long-standing editorial authority infuses global culture, style, and design into every aspect of the reader's life. With the largest, most affluent audience of any other travel magazine, Travel + Leisure holds an influential place as the unmatched guide to the world.

Harnessing the power of American Express Publishing, T+L has 7 international editions covering 25 different countries making it a powerful global brand. With almost 100 pages of Caribbean editorial and over 1000 pages of Caribbean advertising a year, including 4 special sections dedicated to the region, Travel + Leisure is, and will continue to be, devoted to the promotion and sustainability of the Caribbean.

For over 8 years Travel + Leisure has been a co-founding partner with CTO of the Caribbean Tourism Youth Congress, an initiative that creates opportunities for the young people of the Caribbean and encourages future leaders of the tourism industry. This treasured partnership is key to T+L's dedication to the Caribbean. As one of the most influential travel brands in the world, part of Travel + Leisure's mission is to bring revenue and renewal to the region.



BARRY BROWN

**Advertising Director/Travel
Robb Report**

Barry Brown is an advertising and publishing professional who has been connected to the islands of the Atlantic/Caribbean for over 20 years.

Barry began his career at DDB Needham Advertising where he was instrumental in the creation of the very successful Bermuda Music Festival for the Bermuda Department of Tourism. He also managed many other travel accounts as Vice President, Management Director. He left advertising to work at Travel + Leisure magazine, managing Caribbean accounts as well as American Express and other assignments. It was at this time that Barry began to get more involved with CTO as a member of the Board of Directors from 1998-2007. He also served on the Board of the CTO Foundation, and Audrey Palmer Hawks Scholarship Foundation for many years. He is tireless in marshalling the commitment of the Allied membership in support of the Region and was awarded the Caribbean Tourism Allied Award at this year's ACTS in Washington, D.C. Barry is also committed to educating the next generation of tourism leaders and worked with CTO to develop the Caribbean Youth Congress, now celebrating its 10th year.

Barry joined luxury magazine Robb Report last year after 10 great years with T+L and will continue to explore ways to drive the best customers to the Caribbean. Barry seeks to renew his role on the Board representing his new company, Robb Report.



KIMBERLY K. CONNAGHAN

**Associate Publisher
National Geographic Traveler**

Kim Connaghan, Associate Publisher of National Geographic Traveler, joined the National Geographic Society in July 1996.

As one of the first dedicated salesperson for the magazine in 1996, Kim has grown during her tenure with her elevation to role as Advertising Director (2002) and then Associate Publisher (2006); she has led the magazine to milestone achievements and developed leadership programs that represent the strength of the magazine and its brand.

- Launched “All travel, All the time” brand positioning for the magazine in 2005 with emphasis on three key platforms – Travel, Travel Photography and Sustainable Tourism
- Sales Achievements
 - Increased travel advertising +25% (2005-2008); recognized by Adweek on the 2008 Hot List
 - Built travel photography platform to \$1MM+
 - Team leader in travel for NGS cross-platform programs (i.e. Peru - multiple magazines, TV, online + events, \$1MM+ program in '07 and '08)
- Associate Publisher of a custom edition of National Geographic Traveler: *On Campus*, sent to nearly 1MM college students interested or involved in study abroad programs and educational travel.
- Launched leadership youth photography program in the Caribbean – *In My View*. This contest encourages the youth of the Caribbean (ages 12-17) to photograph their local community that best captures the spirit of their country. The winning student travels to Washington, DC for a memorable day at NGS headquarters and a day with a NG Photographer. The program is now in its 5th consecutive year.
- Launched customized *NGTraveler Photography Workshop Weekends* (The Biltmore Estate program in 2006 & 2007 and On-island Workshops in Puerto Rico in 2007 & 2008). With an exclusive NGTraveler photographer workshop as part of a weekend-package stay, this program has successfully provided qualified and interested travelers to unique destinations with an once-in-a-lifetime experience.

Kim began her career in the media planning department of Ally & Gargano Advertising working predominantly on print accounts – The Bank of New York and Lorillard. Her early days at the agency sparked her interest in print, especially magazines. From media planning, she elevated into account management on Pfizer Consumer Products working with the creative team on the launch of several new products. Based on her media experience coupled with her creative interests, Kim knew early on that she wanted to work in sales and marketing on the magazine side of the business.

After 3 ½ years at the agency, she landed an advertising sales position at Classic CD magazine, a North American launch of a UK based music magazine, catering to the younger set interested in learning about classical music. This was not a traditional sales position—Kim not only made calls, but developed marketing and media kit materials, and created custom events in addition to laying out the magazine.

Taking her creative expertise and interest in special interest publishing, she moved onto Art & Antiques magazine. As a Sales Account Manager she handled all the non-endemic business for the magazine - travel, automotive as well as many luxury accounts.

With Kim's solid agency and magazine experience coupled with her continued personal interests in art, photography, and travel, National Geographic Traveler seemed like the ideal fit when she began working in July 1996. In her more current role as Associate Publisher of National Geographic Traveler, she continues to thrive working closely with industry experts and providing leadership programs that enhance the magazine's brand, and ultimately helping the growth of tourism in certain regions of the world.

Kim enjoys art, photography, horseback riding and traveling in her spare time. She makes time to travel with her family which includes her husband and two small children. She enjoys discussing the different cultures, languages and important aspects of the many travel destinations they visit together, believing that that her kids can have a better understanding about the world around them by this exposure and their experiences of traveling as family.



SUE GILMAN

**Publisher
Caribbean Travel & Life**

Sue Gilman has worked with Bonnier Corporation (formerly World Publications) for nearly 25 years. In that time she has grown with the company, beginning as the ad director of *Windsurfing* magazine, moving on to become the founding publisher of *Sport Diver* magazine, and currently the group publisher of five titles: *Caribbean Travel & Life*, *ISLANDS* and *Destination Weddings & Honeymoons*, *Resorts & Great Hotels* and *Meeting Traveler* magazines. Gilman has also worked on the agency side of the advertising business at Wolff Whitehill Advertising in Ft. Lauderdale as well as for *Soundings* and *Soundings Trade Only*, sailing magazines published in Essex, Connecticut.

When Gilman took over the leadership of *Caribbean Travel & Life* magazine, it was a six times per year publication with total annual revenue of just over one million dollars. In the ensuing nine years the magazine has become the voice of the region, with a paid circulation of 150,000 a total audience of over 300,000 for each of its nine issues, and total annual revenues exceeding six million dollars. During those years Gilman has been an active member and attendee at many CTO events.

Educated at St. Mary's College and Florida State University, Gilman has a BA in English Literature. She is the mother of three sons and lives in Winter Park, Florida with her husband of 26 years.

INVOLVEMENT WITH THE CARIBBEAN AND CONTRIBUTIONS

As the publisher of *Caribbean Travel & Life* for the past eleven years, I have been very involved with the Caribbean region. Whether business has been good or bad, whether the breezes have been balmy or hurricane force, I have lived with the effects. It is our goal as a magazine publishing company to contribute to the betterment of the region in which we function.

For example, in recent years when some of our advertising partners have suffered grave damage to their tourism infrastructure due to hurricanes I have been directly guided our company to look for ways to support the tourist boards and hotels through these hard times, including creating web updates, feature stories covering the recovery and in some cases making direct cash contributions.

I am proud of this kind of partnership with the region, in addition to the magazine's positive coverage of the region nine times per year. We are always looking for ways to showcase the Caribbean's unique attributes including the physical, i.e. the sun and sand that people expect, as well as the personal, the human element that people are sometimes surprised to find and fall in love with.

As a member of the CTO Board of Directors I would strive to bring energy and enthusiasm to the tasks that the organization undertakes in the new millennia and under the guidance of a leader who has set the sights of the CTO very high.



JACQUELINE JOHNSON, CTC

President

www.MarryCaribbean.com

Jacqueline Johnson hold the distinction of being a pioneer in the competitive publishing industry as the only minority to head up her own sales and marketing company. She recently acquired and launched websites for both prospective brides and grooms and wedding services suppliers at www.CaribbeanWeddingAssociation.com and www.MarryCaribbean.com providing unparallel service to the Caribbean Bridal Market.

Jacqueline is a seasoned veteran of the travel industry, with over two decades of diversified experience, in which she broke new grounds for blacks and other minorities, from Advertising Agency where she was Vice President/Account Director to magazine publishing. In the publishing she has worked as Vice President/Associate Publisher – consumer magazine, Advertising Director, trade publication and Executive Travel Director for the leading bridal group. It is also noteworthy that Jacqueline is also the first consumer magazine professional to earn the CTC designation. She is also called upon quite frequently to speak on travel/honeymoon markets – a subject where her expertise is in demand worldwide.

Jacqueline devotes most of her time each year working with new allied members as well as government members particularly the ones with limited resources and little or no contacts, facilitating them to position themselves in the maze of marketing their product.

She assumed the responsibility as a member of the New Directions Committee, to handle the advertising sales for the Allied Directory, which expanded the breadth and depth of the membership, created a network of resources for the organization and increased the revenue base.

For contributions and involvement in the industry, she was given the NOAH Award: an award that honors role models and mentors in each of the travel disciplines within the expanding field of Macro Tourism. The Caribbean Tourism Organization also presented her with the Outstanding Service Award, in recognition of her dedicated service to the Caribbean: CTO Award of Excellence, USVI Hotel & Tourism Association Media Travel Partner of the Year and CTO New Directions Award for continued service to the Caribbean.

Jacqueline is an active member of several organizations: Chairman of the CTO Foundation, which raises funds to further the education of outstanding Caribbean citizens in the field of tourism: the Association of Travel Marketing Executives, of which she is a member of the Executive Board.

As an expatriate Jacqueline believes that she owes it to the region to put her extensive networking resources to work at committees to improve the quality of life for people in the Caribbean, through tourism.



OLIVER JORDAN

**Managing Director
FirstCaribbean International Bank (Barbados)**

Mr. Oliver Jordan was appointed as Managing Director of FirstCaribbean International Bank (Barbados) Ltd. in August 2004. In this position he has primary responsibility for the bank's activities in Barbados, the Eastern Caribbean and Belize.

He is also currently President of the Barbados Bankers Association.

Mr. Jordan joined FirstCaribbean from the Barbados Tourism Authority where he held the position of President & CEO from 2000 to 2004. During the term of Mr. Jordan's Presidency he was instrumental in the development of a Recovery Plan for Barbados' tourism industry in the aftermath of 9/11/ He was also instrumental in the development of the National Tourism Marketing Committee, which brought together the public and private sectors in the formulation of a national strategy for the marketing of Barbados as a tourism destination.

Prior to returning to Barbados in 1998, Mr. Jordan accumulated over 15 years of public and private sector financial experience as Operations Manager of the Canada Deposit Insurance Corporation in Toronto and Senior Manager, Financial Services with Deloitte & Touche in the Cayman Islands.

A former Barbados Scholar, Mr. Jordan holds a Bachelor of Commerce degree from the University of Toronto as well as a Masters of Business Administration (MBA) degree from York University. He is a member of the Canadian Institute of Chartered Accountant, the Institute of Chartered Accountants of Barbados and the Association of Certified Fraud Examiners

Mr. Jordan is currently Chairman of Barbados Tourism Investment Inc. and Chairman of Needhams Point Holdings (Hilton Barbados). He has served previously as a Director of the Barbados Hotel & Tourism Association and the Barbados Port Authority.

ABOUT FIRSTCARIBBEAN INTERNATIONAL BANK

FirstCaribbean is a result of the combination of two complementary and leading financial services businesses in the Caribbean – CIBC West Indies Holdings Limited and Barclays Bank PLC – with the aim of offering its customers enhanced products and improved and extended access to banking services. FirstCaribbean focuses on the needs of the businesses and people of the Caribbean while delivering the global reach of its founding institutions. FirstCaribbean is the largest locally listed bank in the Caribbean based on market capitalization, with some US \$9 billion in assets, 3,300 staff and over 700,000 accounts.

More information about FirstCaribbean can be found at: www.firstcaribbeanbank.com



PATRICIA LAROCCA

**Director of Partner Marketing, Caribbean and EMEA
Travelocity**

Patricia Larocca - Director of Partner Marketing, Caribbean and EMEA at Travelocity, a leading provider of consumer-direct travel services for the leisure and business traveler. It markets and distributes travel-related products and services directly to individuals through Travelocity and its various brand Web sites and contact centers, and Web sites owned by its supplier and distribution partners.

Based in Fort Lauderdale, FL, Larocca works in partnership with hotels, tour and transportation companies as well as destinations to develop and implement strategic initiatives to increase visitors and drive incremental business to these destinations.

With 18 years of experience in the travel and hospitality industry, prior to joining Travelocity, Larocca served as Director of Product, USA at Travel Impressions, An American Express Company. Previously, she held senior positions within the airline and tour industry, including Director of Marketing and Operations, Latin America at Friendly Holidays and various positions at Virgin Atlantic and Pan American Airlines.



TAMMY LEVENT

**Executive Director
Elite Travel Management Group**

Tammy Levent, the Executive Director of Elite Travel Management Group, has been devoted to developing new markets in the travel industry for the past thirteen years. She initially focused on corporate travel and incentives, but in response to the shifting economy, she expanded her company to promote destination weddings and honeymoons, primarily in the Caribbean, as luxurious alternatives to the increasingly lavish weddings in the continental U.S. Destination weddings are now a \$9 billion dollar per year business.

Elite Travel is a member of the American Express Travel Network and one of the fastest growing travel agencies in the nation. In the past year, Elite Travel has coordinated and managed more than 400 destination weddings, in addition to honeymoons and high end corporate incentive and luxury travel excursions.

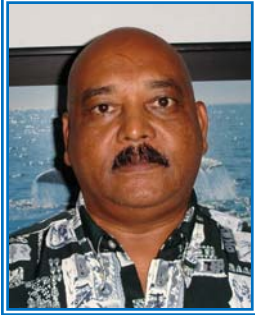
Tammy Levent is known as the Destination Wedding Guru and was recently invited by leaders in the Tourism Commission of Barbados to speak to the country's top hoteliers and resort leaders on developing the island as a wedding destination. She has also been asked by Brides.com to host a national blog where she advises brides-to-be on planning weddings abroad. Currently, Levent is creating a pilot for a reality travel show on exotic weddings.

ELITE TRAVEL'S INVOLVEMENT IN THE CARIBBEAN

Since launching my multi-million dollar corporation, Elite Travel Group in 1995, I have remained a loyal friend of the Caribbean. Coordinating nearly 400 wedding ceremonies there every year, I am responsible for sending myriad media and upwards of 16,000 people to the Caribbean just for weddings alone.

Most recently I managed the successful "I Do Redo" for NBC's *Biggest Loser* couple Amy and Marty Wolff, who found me by reading my advice to other brides-to-be on Brides.com. The Wolff's knot-tying extravaganza sizzled on St. Lucia and aired to over 40 million viewers on NBC's *Extra!*. Additionally, *Away We Wed*, a reality TV series that I am creating and producing, will feature the Wolff's wedding in the Caribbean.

In addition to being a finalist for the Ultimate CEO of the Year in 2008, I am the exclusive speaker on honeymoons and destination weddings at the NBC Travel Expo. The Caribbean is my top destination and 90 percent of my websites, including HoneymoonGiveAway.com (one of the most-searched sites of its kind), promote Caribbean travel. Election to the CTO Board of Directors would substantially support my efforts to help develop the tourism industry in the Caribbean region, especially in the expanding destination wedding market.



DR. VIJAY RAMLAL RAI

Executive Director
NCP Promotions Limited

Dr. Vijay R. Rai is a person who has devoted most of his adult life to promotions mainly in the area of Cultural and Creative Promotions.

Dr. Vijay has been developing areas of culture in London, Trinidad, and other parts of the Caribbean, Canada and the USA. He has many achievements, which includes the creation of the Soca Monarch Competition, The Chutney Monarch competition, Ragga Soca, Chutney Soca and many other art forms nationally and internationally.

Dr. Vijay for seven years was the Chairman of Europe's largest Street event, the Nottinghill Carnival in London. He worked and developed the carnival as an industry with the British government, and today the Nottinghill Carnival remains the pinnacle event in the UK and Europe, so important it is, that carnival was used by the British to bid for the 2012 Olympics.

Dr. Vijay has also developed and staged many major competitions/events/concerts etc. in a multicultural level as a developer and promoter. He is a member of many National, Regional and International organizations relevant to social and cultural developments worldwide.

NCP Limited and other related organizations in which Dr. Vijay is a key organizer, continues to work with other islands of the Caribbean, including St. Lucia Carnival Committee, St. Vincent and Barbados ministers, and recently the Prime Minister of Antigua Barbuda, where he has been proposing the development of the Caribbean Carnival Championships as the regional higher level of the carnival art form, this is to bring in major tourist inflow to the region and to take the product '**Carnival**' into a higher level.

Dr Vijay is convinced that his contribution in the CTO board would be Positive, Contributory, Developmental and Result oriented causing a WIN-WIN situation for a ONE CARIBBEAN.



DEBORAH RUSSELL

**Vice President
Blue Group Media**

As Vice President of Blue Group Media, Deborah Russell has sales responsibilities for the Caribbean territory with American Express Publishing luxury lifestyle magazines, including Travel + Leisure and Food & Wine. She has over 16 years of experience in the travel and tourism industry and has been dedicated to the Caribbean territory for 13+ years.

Russell has served as a Caribbean Tourism Organization (CTO) Allied Board Member for the past 6 years, during her tenure she has served on the CTO Marketing Committee and CTO Foundation Committee.

Through her professional relationships, she has been effective in securing donations for a variety of Caribbean fundraisers, including auction items for the Caribbean Hotel Association scholarship fund for Caribbean students, financial support and donations of supplies and positive promotional exposure for hurricane damaged countries.

Russell has also been instrumental in working with Caribbean governments, hoteliers and airline partners to develop successful epicurean events featuring talented chefs and wine experts joining forces with Caribbean Chefs creating a unique culinary experience for guests. These events generate tremendous press and increase affluent consumers traveling into the Region.

Russell hopes to expand her contributions to the Region by continuing her involvement with CTO.



HEATHER STOLL DE ARMAS

**Executive Travel Director
Brides Magazine**

Heather Stoll de Armas is the Executive Travel Director of Brides Magazine. Brides and Modern Bride are the two leading bridal magazines in the United States, and part of the *Conde Nast Bridal Media*. Also within the group are *Elegant Bride*, a quarterly high-end weddings publication, 17 regional magazines known as *Bride's Local Print*, the annual *Honeymoons & Wedding Away*, and the web site Brides.com.

Conde Nast Bridal Media is the leading bridal publisher, reaching 94% of engaged women in the USA.

Since 2001 Heather has consistently worked to educate destinations, hotels, and other marketers on the impact of the weddings and honeymoon market. She has had a number of roles at Condé Nast Bridal Media. From 2001-2003, she was the Travel Director, and from 2003-2007, she was the Sales Development Director, working with financial, technology and liquor marketers on their bridal efforts.

Past speaking engagements include American Society of Travel Agents 2003, ASTA Cruisefest 2004, The Stationery Show 2005 and other Travel Trade Events.

Heather has traveled to over 20 countries outside of the USA, and has been married to her husband Jorge de Armas for 17 years. So, from a personal perspective, she is also invested in the romance of travel and marriage.

BRIDES MAGAZINE INVOLVEMENT IN THE CARIBBEAN

As part of Conde Nast's bridal division, *Brides* has consistently supported the Caribbean region. For several years, Brides has co-hosted the "Caribbean Wedding", an opportunity for a lucky reader of *Brides* or *Modern Bride* to win a wedding during the CTO Week festivities.

Every March, *Brides* magazine also features a round-up of the Caribbean, featuring all Caribbean destinations. We then create the official "CTO Honeymoon Guide" for distribution at bridal shows year-round, at no cost to member countries.

In 2008, with Heather Stoll de Armas' involvement, we stepped up our participation with the following programs:

A "Sparkle in the Sand" promotion at the Caribbean Beach Volleyball Tournament allows a lucky winner to get to receive a romance package from Condé Nast Bridal Media and the chance to profess their love.

To get the word to couples that a passport is necessary to travel to the Caribbean, the team provided promotional listings in Brides, Modern Bride and on Brides.com to support the cause.

Brides.com featured a micro-site in 2008 – a complete guide to the Caribbean. This micro-site is still supported with banner impressions year-round and CTO member countries have the

opportunity (whether they be advertisers or not!) to contribute images and feature special offers for weddings and honeymoons.

In 2009, *Brides* magazine, *Modern Bride* magazine and Brides.com will coordinate on in-magazine sections and a supplemental microsite about the Caribbean, giving every member country another opportunity to tell its story to engaged couples throughout the USA. We plan to supplement the CTO Wedding Week with local PR efforts in the winner's home town to create additional buzz.

Having Heather on the CTO Board of Directors will be an invaluable opportunity for *Brides* and the rest of the bridal division to have dialogue with members on closer collaboration on programs with a view to improving them and ensuring their success.