



The Africa Travel Association's Third Annual
U.S.-AFRICA TOURISM SEMINAR
Washington, D.C., March 4-5, 2010

Thursday, March 4, 2010

6:00 – 8:00 pm

Networking Reception Hosted by King and Spalding

SPOTLIGHT ON THE GAMBIA (Host of ATA's 35th Annual Congress)

Hosted by King and Spalding, Law Offices, 1730 Pennsylvania Avenue, NW

Friday, March 5, 2010

PLENARIES, SPECIAL EDUCATION SESSIONS, WORKSHOPS

Washington Convention Center, 801 Mount Vernon Place

8:00 – 9:00 am

On-Site Registration

9:00 – 10:00 am

Opening Plenary

TOURISM POLICY CHOICES FOR AFRICA

10:00 – 10:30 am

Special Education Session

NEW DIRECTIONS – CONNECTING THE US TRAVEL MARKET WITH AFRICA

10:30 – 10:45 am

Coffee Break

10:45 - 12:00 pm

Workshop

AFRICA'S NICHE MARKET POTENTIAL

12:00 – 1:00 pm

Lunch & ATA Mid Atlantic Chapter Meeting (open to everyone)

1:00 – 1:15 pm

Special Education Session

"SAFE SKIES PROGRAM," US DEPARTMENT OF TRANSPORTATION

1:15 – 2:30 pm

Workshop

ADVOCATING FOR TOURISM TO AFRICA

2:30 – 2:45 pm

Break

2:45 – 3:00 pm

Special Session

TOWN HALL DISCUSSION ON DESTINATION SENEGAL

3:00 – 4:15 pm

Workshop

EMERGING TRENDS AND NEW PRODUCTS IN AFRICA

4:15 - 5:00 pm

Closing Plenary

AFRICA MARKET UPDATE AND WELCOME TO THE GAMBIA

Networking Reception: Thursday, March 4, 2010, 6:00 pm to 8:00 pm, Hosted by King and Spalding

SPOTLIGHT ON THE GAMBIA, HOST OF ATA'S 35TH ANNUAL CONGRESS

An introduction to The Gambia, known as the "Smiling Coast of Africa." This West African country offers something for everyone, including beaches, eco-tourism sites, culinary delights, culture and heritage, bird watching, river trips, and so much more. The Gambia will host the Africa Travel Association's 35th Annual Congress from May 17-20, 2010. Representatives from The Gambia will showcase the destination and answer any questions and/or inquiries.

WELCOME

Edward J. Bergman, Executive Director, Africa Travel Association (ATA)



INTRODUCTION

Ogo Sow, ATA International Board of Directors

VIDEO

Introduction to The Gambia, Prepared by The Gambia Tourist Authority (GTA)



SPEAKERS

Hon. Kaliba Senghore, Deputy Minister and Permanent Secretary of Tourism and Culture

Alieu Secka, Chair, The Gambian Hotel Association

Ida Jeng-Njie, Director of Tourism, International, The Gambia Tourism Authority

Session I: Friday, March 5, 2010, 9:00 am to 10:00 am, Washington Convention Center

TOURISM POLICY CHOICES FOR AFRICA

The opening plenary begins with an overview of travel and tourism to Africa and sets the stage for the seminar, highlighting issues for exploration and possibilities for cooperation. After opening remarks from the seminar's premier sponsor, the Washington DC, Travel & Adventure Show, as well as the President of ATA, the United Republic of Tanzania, Ambassador Johnnie Carson, Assistant Secretary of the Bureau of African Affairs at the US Department of State, presents the challenges, goals and possible policy choices for the Administration in the area of tourism development in Africa.

MODERATOR

Edward J. Bergman, Executive Director, Africa Travel Association (ATA)

INTRODUCTORY REMARKS

John Golicz, CEO of UNICOMM, Washington DC, Travel & Adventure Show

OPENING REMARKS

H.E. Ombeni Sefue, Ambassador of the United Republic of Tanzania to the U.S.A on behalf of Hon. Shamsa Mwangunga, ATA President and Minister of Natural Resources & Tourism

KEYNOTE SPEAKER

Ambassador Johnnie Carson, Assistant Secretary, Bureau of African Affairs, US Department of State

Special Presentation: 10:00 am to 10:30 am, Washington Convention Center

NEW DIRECTIONS – CONNECTING THE US TRAVEL MARKET WITH AFRICA

Tourism expert at the US Department of Commerce Ron Erdmann provides an overview of where and how Africa fits into the US tourism market, relating to questions such as what's popular, who is traveling, why are they going, what are the top destinations, where are they spending their money, and what are they looking for. This presentation is an invaluable opportunity to not only learn from Mr. Erdmann's vast experience, but it is also an opportunity to gain insights and collect concrete data about the current and future state of US travel and tourism for your field of practice.

SPEAKER

Ron Erdmann, Deputy Director, Research, US Department of Commerce Office of Travel & Tourism Industries

Coffee Break: 10:30 am to 10:45 am, Washington Convention Center



Workshop: 10:45 am to 12:00 pm, Washington Convention Center

AFRICA'S NICHE MARKET POTENTIAL

It's a buyers' market, which means that now, more than ever, destinations need to distinguish themselves from each other to remain competitive. This workshop for travel professionals provides an overview on how to design successful marketing strategies and high-quality products and packages for emerging African niche markets in the U.S. Speakers will address topics such as how to connect with new markets, including the African American, faith, and honeymoon-wedding markets, challenges facing the US marketplace within the particular niche market, and how to make an impact.

MODERATOR

Karen Hoffman, Senior Vice President, Bradford Group and Tanzania Tourist Board Representative, USA, ATA International Board of Directors

SPEAKERS

Jacqueline Johnson, CTC, President & CEO, Jacqueline Johnson & Associates, Inc.

Gregg Truman, Vice President of Marketing, South African Airways; ATA International Board of Directors

Doris Wooten, Vice President, ATA International Board of Directors; Africa-Tour-Rific

Kevin J. Wright, President, World Religious Travel Association (WRTA)

Lunch: 12:00 pm to 1:00 pm

ATA Mid Atlantic Chapter Meeting (open to everyone)

Special Education Session, 1:00 pm to 1:15 pm, Washington Convention Center

SAFE SKIES FOR AFRICA

SPEAKER

Cornelia Wilson-Hunter, Manager, Safe Skies for Africa Program, US Department of Transportation

Workshop: 1:15 pm to 2:30 pm, Washington Convention Center

ADVOCATING FOR TOURISM TO AFRICA

This session explores the current legislative, policy and financial issues (i.e. visas, loans, fees, taxes, climate change, etc.) facing the travel and tourism industry today. Speakers will share suggestions and ideas on how ATA and its members can make their voices heard by decision-makers and how to garner the necessary support to increase travel numbers and investment between the U.S. and Africa.

MODERATOR

David Parry, Chair, Academic Travel Abroad and Chair of the American Tourism Society

SPEAKERS:

Melvin P. Foote, President and CEO, Constituency for Africa

Michael Levett, CEO and Vice Chair of the Board of Directors, CDC Development Solutions

Stephen B. Richer, CTP, Public Affairs Advocate, National Tour Association

John Richter, Senior Advisor, Export-Import Bank of the United States

Break: 2:30 pm to 2:45 pm, Washington Convention Center

Special Session, 2:45 pm to 3:00 pm, Washington Convention Center

TOWN HALL DISCUSSION ON DESTINATION SENEGAL

FACILITATOR

Lelei LeLaulu, Founder & President, Sensible Development Corps; Chair, Leadership Council, George Washington University School of Business Department of Tourism and Hospitality

HONORED GUEST

Hon. Thierno Lo, Minister of Tourism, Republic of Senegal (Ministere de l'Artisanat, Tourisme et des Relations avec le Secteur Prive et le Secteur Informel, Republique du Senegal)

Workshop: 3:00 pm to 4:15 pm, Washington Convention Center

EMERGING TRENDS AND NEW PRODUCTS IN AFRICA

This workshop offers travel professionals an informed, birds-eye view of emerging trends and new products in the African marketplace. Speakers will relate to questions such as who is traveling, why and where are they going, and what are they looking for and present new ideas and packages for the continent.

MODERATOR

Lelei LeLaulu, Founder & President, Sensible Development Corps; Chair, Leadership Council, George Washington University School of Business Department of Tourism and Hospitality

SPEAKERS

Jorge Eduardo Castillo, Corporate Director, Business Development & Marketing, Passport Health

Simon Jones, Vice President, Solimar International

Alvin Rosenbaum, Senior Advisor, CDC Development Solutions

Closing Plenary: 4:15 pm to 5:00 pm

AFRICA MARKET UPDATE AND WELCOME TO THE GAMBIA

As U.S. consumers increasingly explore the world beyond Europe and Latin America, Africa is a market with huge potential for the American tourism industry. A keynote speaker will explore where and how Africa fits into the global tourism market, relating to current and future challenges facing the Africa marketplace, as well as prospects for growth, investment and exploration. The plenary ends with a wrap-up of the day's discussions, followed by an open forum for participants to ask questions, share ideas and provide feedback.

MODERATOR

Edward J. Bergman, Executive Director, Africa Travel Association (ATA)

REMARKS

Stephen Hayes, President and CEO, Corporate Council on Africa (CCA)

CLOSING: WELCOME TO THE GAMBIA FOR ATA'S 35TH ANNUAL CONGRESS

Hon. Kaliba Senghore, Deputy Minister and Permanent Secretary of Tourism and Culture, The Gambia

THANK YOU FOR JOINING US.

SEMINAR SPEAKERS BIOS

EDWARD BERGMAN *Executive Director, Africa Travel Association*



Edward Bergman has served as Executive Director of Africa Travel Association (ATA) since June 2006. He co-founded and volunteers as Executive Director of Miracle Corners of the World (MCW), an NGO devoted to empowering youth to make positive change in their communities with a special focus on Africa. He is a part-time faculty member in the Department of Hospitality Management at New York City College of Technology (NYCCT) and serves on the board of directors of several international organizations, including the Rubin Museum of Art, Shared Interest and Synergos Institute. The Manhattan Borough President of the City of New York also appointed him to be a member of "Community Board 6". He also serves on the advisory boards of the International Crisis Group, NYU Africa House, NYU SCPS Center for Global Studies, NYU Gallatin School of Individualized Studies, and NYU Wagner Graduate School of Public Service Reynolds Foundation Program in Social Entrepreneurship graduate scholars selection committee. He received the 2009 Ellis Island Medal of Honor Award.

AMBASSADOR JOHNNIE CARSON *Assistant Secretary of State for the Bureau of African Affairs*



Ambassador Johnnie Carson was sworn in as Assistant Secretary of State for the Bureau of African Affairs, on May 7, 2009. Prior to this he was the National Intelligence Officer for Africa at the NIC, after serving as the Senior Vice President of the National Defense University in Washington D.C. (2003-2006). Carson's 37 year Foreign Service career includes ambassadorships to Kenya (1999-2003), Zimbabwe (1995-1997), and Uganda (1991-1994); and Principal Deputy Assistant Secretary for the Bureau of African Affairs (1997-1999). Earlier in his career he had assignments in Portugal (1982-1986), Botswana (1986-1990), Mozambique (1975-1978), and Nigeria (1969-1971). He has also served as desk officer in the Africa section at State's Bureau of Intelligence and Research (1971-1974); Staff Officer for the Secretary of State (1978-1979), and Staff Director for the Africa Subcommittee of the US House of Representatives (1979-1982). Before joining the Foreign Service, Ambassador Carson was a Peace Corps volunteer in Tanzania from 1965-1968. He has a Bachelor of Arts in History and Political Science from Drake University and a Master of Arts in International Relations from the School of Oriental and Africa Studies at the University of London. Ambassador Carson is the recipient of several Superior Honor Awards from the Department of State and a Meritorious Service Award from Secretary of State Madeleine Albright. The Center for Disease Control presented Ambassador Carson its highest award, "Champion of Prevention Award," for his leadership in directing the US Government's HIV/AIDS prevention efforts in Kenya.

JORGE EDUARDO CASTILLO *Corporate Director, Business Development & Marketing, Passport Health*



Jorge Castillo was recruited by Passport Health to assist with the company's national marketing strategy initiative. Prior to joining the executive team, he was Director of Strategy and Marketing for the start-up firm Vino 101 LLC. He focuses on entrepreneurship, troubleshooting (process reengineering/improvement), organization and developing strategy and marketing initiatives for small companies. He also worked as a curriculum consultant and translator for the web-based food safety education firm Safe Food Solutions, and in the restaurant and wine industry. Born in Peru, he holds a B.A. degree in Biological Sciences from Goucher College and an M.B.A. from Loyola College in Maryland with a specialization in International Business and Finance.

RON ERDMANN *Deputy Director, Research, U.S. Department of Commerce Office of Travel & Tourism Industries*



Ron Erdmann is the Deputy Director at the U.S. Department of Commerce, Office of Travel & Tourism Industries (OTTI). He is responsible for the administration and improvement of the Office's international travel research programs. These programs provide key market intelligence on the volume and characteristics of travelers to and from the U.S. He also provides clients with technical assistance on how to effectively use data for the development of international travel market decisions. Prior to joining OTTI, he worked for the U.S. Travel & Tourism Administration, Office of Research for nine years until its April 1996 closure. He has also worked to develop and promote rural tourism, worked for a regional tourism association, and has a Master's in Hospitality & Tourism.

MELVIN P. FOOTE *Founder, President and CEO of Constituency for Africa*



Melvin Foote has worked on African issues for more than 35 years. He is the Founder, President and CEO of Constituency for Africa, a 16 year-old network of organizations committed to empowering Africa worldwide. In 2002, he founded the African American Unity Caucus (AAUC), a coalition of African-American and African leaders of Africa-focused organizations, to promote pan-Africanism and to link Diaspora leaders with the African Union. He has traveled to more than thirty African countries and formerly served as a US Peace Corps volunteer in Ethiopia and Eritrea and as Africare's representative in Somalia. He is also an advisor to the AU Ambassador to Washington and a consultant to the World Bank on African Diaspora issues. He has received numerous awards and recognitions for his service and contributions to Africa-U.S. relations.

JOHN GOLICZ *CEO of Unicomm, Travel and Adventure Shows*



John Golicz is the CEO of Unicomm, the organizer of the largest series of travel events in the U.S.: the Travel and Adventure Shows with Adventures in Travel Expo. Other Unicomm events include the Green Travel Summit, and the Travel and Destination Symposium. Unicomm also produces events in the entertainment industry including the 3D Entertainment Summit and 3D Gaming. Additionally, John is publisher of the Active & Adventure Travel Directory, and a co-founder of AdventureUS.com, a social network for Adventure Travelers.

STEPHEN HAYES *President and CEO, Corporate Council on Africa (CCA)*



Stephen Hayes is the President and CEO of The Corporate Council on Africa, an organization that aims to increase and support US business involvement in Africa. In more than ten years, he has established himself as a leading authority on U.S.-Africa trade and investment issues, leading CCA to become effectively engaged in business issues affecting commerce between the U.S. and Africa. These issues range from intricate trade legislation and small business development to workplace HIV/AIDS concerns. He has received numerous awards for his work and leadership, including the Africa Chamber of Commerce's annual award for outstanding contributions to U.S.-Africa relations. In 2004, the Transnet Foundation, South Africa's largest foundation, chaired by Archbishop Desmond Tutu, presented him with the Phelophepa Humanitarian Award.

KAREN HOFFMAN *Senior Vice President, The Bradford Group; Tanzania Tourism Board Representative, USA, ATA International Board of Directors*



Karen Hoffman is Senior Vice President of The Bradford Group, a New York-based Marketing, Advertising and Public Relations Company, whose clients include The Tanzania Tourist Board, CHI Hotels & Resorts/Corinthia Hotels, the American Tourism Society (ATS) and the Egyptian Tourist Authority. On behalf of The Bradford Group, Karen was the Public Relations Director for the first World Tourism Marketing and Investment Summits held in China and Korea. On behalf of Read Travel Exhibitions and co-sponsors American Express, Corinthia Hotels, and *International Herald Tribune*, she created the "World Tourism Award" presented annually at World Travel Market, London. She has served as Director of Public Relations for ATA for more than ten years and was the recipient of two ATA awards for her promotional efforts for Africa.

JACQUELINE JOHNSON *CTC President & CEO, Jacqueline Johnson & Associates, Inc.*



Jacqueline Johnson is President at www.MarryCaribbean.com. She also chairs the Caribbean Tourism Foundation, which raises funds to educate Caribbean Nationals, and is a member of the Board of Directors and the Executive Council. In previous years, she has held the position of Executive Travel Director at Conde Nast Bridal Media, Advertising Director at Travel Agent Magazine, and International Travel Director at *New York Magazine*. Jacqueline has received various awards for her efforts in promoting travel to the Caribbean, including the NOAH Award for distinguished service in the travel industry, Caribbean Tourism Organization New Directors Committee Award, as well as the Caribbean Tourism Organization Award of Excellence.

SIMON JONES *Vice President, Solimar International*



Simon Jones is Vice President at Solimar International, a sustainable tourism consulting company. He has a decade of business development experience, including strategic planning, market access and research, training and marketing/promotion. In addition to working with small and micro-enterprises, he has developed strategies for destinations, parks, and tourism associations in various countries, helping these entities assess their role in the tourism value chain and connect to their markets. His experience includes work with USAID, the State Department, National Geographic Society—Center for Sustainable Destinations, Conservation Fund, George Washington University, and the Lewa Wildlife Conservancy (Kenya). He has also worked as a safari guide in Kenya and Tanzania, and as a ranger in the North Carolina Zoo.

LELEI LELAULU *Founder and President, Sensible Development Corps; Chair of the Leadership Council of George Washington University's School of Business Department of Tourism and Hospitality Management*



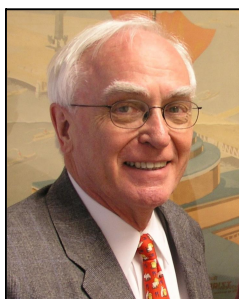
Lelei LeLaulu has launched innovative sustainable tourism projects in several regions. A founding director of World Tourism Forum for Peace and Sustainable Development, he also helped launch the Maya Sustainable Tourism Project with the Inter-American Development Bank, the Caribbean Media Exchange on Sustainable Tourism and worked with USAID to develop sustainable tourism projects in Ethiopia. Currently Lelei is looking at Rwanda, Angola, Djibouti, and other African countries as sites for sustainable tourism development.

MICHAEL LEVETT *CEO and Vice Chair of the Board of Directors, CDC Development Solutions*



Michael Levett leads the non profit CDC Development Solutions' geographic and program expansion by focusing on innovation, quality & value-driven performance, effective & targeted use of business expert volunteers and on-going financing diversification. Prior to this, he developed trade, cultural & commercial ventures with the former USSR and Central Europe, served as the founding president of Business for Social Responsibility, and as Vice President for Lucasfilm, Ltd., & Dino DeLaurentis Corp.

DAVID PARRY *Chair, Academic Travel Abroad and Chair of the American Tourism Society*



Prior to acquiring Academic Travel Abroad in 1973, David was an Assistant Professor of Political Science at Pacific University, Director of Summer Sessions and Adjunct Professor of Political Science at American University, and Assistant Director of the Washington Center for Metropolitan Studies. He has also served on the staff of a senator and several congressmen. Dave has been active in educational and cultural travel for almost 40 years and currently serves as Chair of The American Tourism Society, an organization of travel professionals. He was active in developing travel to Eastern Europe and the USSR in the 1970's and to China in the 1980's. He is especially proud of the innovative study abroad programs of CET-Academic Programs. Today CET-Academic Programs operates study abroad programs at 14 sites around the world.

STEPHEN B. RICHER, *CTP Public Affairs Advocate, National Tour Association (NTA)*



For more than two decades, Stephen Richer has been involved in the tourism industry. As the current public affairs advocate for the National Tour Association, he works with former Congressman and NTA Legislative Counsel Jim Santini to build on NTA's government relations priorities. He is recently retired from the Mississippi Gulf Coast Convention and Visitors Bureau, where he served as executive director and was involved in recovery from Hurricane Katrina. National consumer media, including *USA Today* and the *Today Show*, see Stephen as the go-to resource for the travel industry. Previously, he served as New Jersey's first director of tourism, the first executive director of the Nevada Commission on Tourism, and president of the Atlantic City Convention and Visitors Bureau. He also served in the Nevada Governor's Cabinet and has testified in Congress before the House and Senate, board of directors of the National Council of State Travel Directors, staff advisory council to the National Governors Association Committee on International Trade and Foreign Relations and its Tourism Subcommittee. He has received a number of awards, including NTA Destination Marketing Organization of the Year in 1986, the Top 100 Marketing Award from Advertising Age in 1999, the New Jersey Pinnacle Award for top marketer for the state, and the top career marketing award in Mississippi. Additionally, Richer is a member of the Mississippi Tourism Hall of Fame and in 2006 he received the Mississippi Gulf Coast Committee Leader Award.

JOHN RICHTER *Senior Advisor, Export-Import Bank of the United States*



In December 2009, John Richter became the Senior Advisor to the Export Finance Group, where he undertakes a number of projects including providing the Chair with advice on the small business sector and leading some of the Bank's strategic planning initiatives. Previously, John was responsible for leading all Ex-Im Bank activities to identify and educate U.S. small-business exporters in order to attract them to the Bank's product offerings. He also served as the Regional Director for Africa, where he was responsible for bank-wide strategic planning, business reviews, and management reporting. Prior to joining the Bank, he worked for the US Trade and Development Agency as the regional director for Africa and the Middle East. John's 35 years of international management experience also includes executive positions with Mercury Marine, a division of the Brunswick Corporation, where he was responsible for marketing, sales, and credit in national and international markets. His broad sector experience includes chemicals, consumer goods, and hardware.

ALVIN ROSENBAUM *Senior Advisor, CDC Development Solutions*



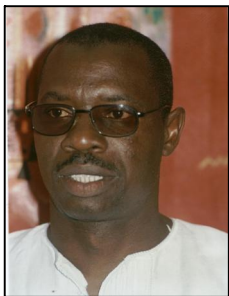
Alvin Rosenbaum leads the non profit organization CDC Development Solutions' tourism practice and is the team leader of the World Bank's TEMPO project in Nigeria. He is a regional planner and author with tourism development experience on five continents.

HIS EXCELLENCY OMBENI Y. SEFUE *Ambassador of the United Republic of Tanzania to the United States of America*



Ambassador Ombeni Y. Sefue began his work as Tanzania's Ambassador to the U.S. in June 2007. Before that, he served as his country's High Commissioner to Canada for two years. A career diplomat, he left the Foreign Service in 1993 to begin working as a speechwriter and personal assistant to former President, H.E. Ali Hassan Mwinyi. He continued in these positions under H.E. Benjamin William Mkapa. During these 13 years, Ambassador Sefue was involved with the U.N., Organization of African Unity (African Union), Commonwealth, Southern African Development Community (SADC), and East African Community (EAC). He worked with President Mkapa on the peace process in the Great Lakes Region, World Economic Forum in Davos and Cape Town, Sino-African Forum, as well as the TICAD process. He was born in the District of Same in Tanzania.

HON. KALIBA SENGHORE, *Deputy Minister and Permanent Secretary of Tourism and Culture, The Gambia*



Hon. Kaliba Senghore's career path spans the Gambian Public Service, the international non-profit ActionAid, and public enterprises, where he rose through the ranks to become the Director General of the Gambia Tourism Authority (GTA). Today, he is the Deputy Minister and Permanent Secretary of Tourism and Culture. Kaliba is an organization development specialist and a qualified human resources practitioner with a Masters in Public Administration. He is also a Human Resources management consultant with over a decade's experience working both at the national and international levels. He was also trained as a management consultant at the Royal Institute of Public Administration (RIPA) in the United Kingdom.

OGO SOW *Host, OgoSow.com, ATA Advisor on Diaspora Affairs, ATA International Board of Directors*



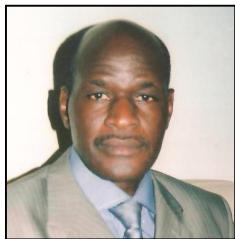
Ogo Sow is the host of OgoSow.com (previously known as Africavision), the first African talk show in the U.S. The show is a leader in online media and entertainment. Through the power of media, Mr. Sow has created an unparalleled connection with people around the world. His accomplishments as an African television and radio pioneer, producer and publisher have earned him much respect and admiration worldwide. Ogo, "Mr. Africa," is a member of the ATA International Board of Directors and an advisor on Diaspora Affairs.

GREGG TRUMAN *Vice President of Marketing, South African Airways, ATA International Board of Directors*



Gregg Truman is the Vice-President of Marketing for South African Airways (SAA), bringing over twenty years of experience in international travel marketing to the company. His international airline experience includes a ten year stint at Air Jamaica where he was global head of marketing for the airline. In his third year at SAA, he is responsible for the development of the airline's marketing and promotional programs that are implemented in North America. Before joining SAA, Gregg worked closely with Ethiopian Airlines in helping to shape their sales and marketing strategies in the U.S.

HON. THIerno LO *Minister of Tourism, Republic of Senegal*



Since June 2009, Hon. Thierno Lo has served as the Minister of Tourism and Handicrafts for the Republic of Senegal. He is also the official liaison between the government and the private sector, particularly small businesses. Prior to assuming these positions, he was the Minister of Environment and Conservation. Before joining the government, Minister Lo served as a manager for a leading private sector company in the city of Dakar.

CORNELIA WILSON-HUNTER *Manager, Safe Skies for Africa Program, US Department of Transportation, Office of the Secretary, Office of International Transportation and Trade, US Department of Transportation*



Cornelia Wilson-Hunter has over twenty-five years of US government experience, as well as experience in the private sector. She has served in several government agencies, including the Government Printing Office, US Customs Service, Securities and Exchange Commission, and US Department of Transportation, where she was a Congressional Liaison and a Consumer Affairs Analyst for aviation from 1979-1987. Since 2000, she has served as manager of the "Safe Skies for Africa Initiative," where she is a senior policy advisor to Departmental Management on all matters relating to aviation and other modes of transportation in sub-Saharan Africa. She also consults with U.S. and foreign government policy-makers, financial experts, NGO's, the private sector and donors. She has received numerous awards, including the Department of Transportation's second-highest award, the Silver Medal for Meritorious Service.

DORIS D. WOOTEN *Vice President, ATA International Board of Directors; Africa-Tour-Rific*



Doris Wooten became a travel consultant after she retired from a varied career as a US Federal Government Executive, licensed social worker, and training officer. She now works as a home-based travel consultant, planning and conducting group tours to global destinations. Since joining ATA sixteen years ago, she has served the organization in a number of capacities, including Chair of the Constitution Committee, New York Chapter President, and member of the Board of Directors. She currently serves as the First Vice President of the Board. Doris is a graduate of Morgan State University, Howard University-School of Social Work, and the Federal Executive Institute and the Senior Managers in Government Program. A New York City resident, she also serves on the boards of Harlem YMCA and Heritage, Health and Housing, Inc. Doris is a member of the Caribbean Travel Organization (CTO), Pacific Asia Travel Association (PATA), and Delta Sigma Theta Sorority-NY Alumnae chapter.

KEVIN J. WRIGHT *President of the World Religious Travel Association (WRTA)*



Kevin J. Wright, President of the World Religious Travel Association (WRTA), is one of the world's most recognized religious travel and hospitality authorities. As the leading global network for the 300 million religious traveler industry, WRTA represents organizations and professionals from 30-plus countries on six continents. A fifteen-year veteran of the travel industry, Kevin is the author of four travel guidebooks, a frequent guest speaker at travel industry events, and is interviewed regularly by media outlets including CBS The Early Show, TIME Magazine, USA TODAY, The Wall Street Journal, The New York Times, and National Geographic among others.

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SPECIAL THANKS TO THE FOLLOWING INDIVIDUALS FOR THEIR GUIDANCE AND SUPPORT

U.S. AFRICA TOURISM SEMINAR PLANNING TEAM

Dorothy Davis, The Diasporan Touch

Dr. Lisa Delpy Neirotti, Director, Sports Management Program, George Washington University

Liz Hanpeter, Associate, Trade and Investment, The Whitaker Group

Gaynelle Henderson, President, Henderson Associates, Inc. / Henderson Travel Service, ATA International Board of Directors

Ed Hines, Ed Hines & Associates

Karen Hoffman, Senior Vice President, Bradford Group and Tanzania Tourist Board Representative, USA, ATA International Board of Directors

Aubrey Hruby, Managing Director, The Whitaker Group

Lelei LeLaulu, Founder & President, Sensible Development Corps; Chair, Leadership Council, George Washington University School of Business Department of Tourism and Hospitality

Ronald Mracky, ATA Southern California Chapter, Africa Consult Group, *The African Times*, ATA International Board of Directors

The Late Ambassador Daudi Mwakawago, ATA International Board of Directors

Ogo Sow, Adviser, ATA Diaspora Affairs, ATA Board Member

Samantha Taylor, Founder, Reputation Dynamics, Inc.

Gregg Truman, Vice President, Marketing, South African Airlines, ATA International Board of Directors

Doris Wooten, Vice President, ATA International Board of Directors; Africa-Tour-Rific

Dr. Yohannes Zeleke, Interim Co-President, ATA Mid Atlantic Chapter

THE GAMBIA RECEPTION PLANNING TEAM

Hon. Kaliba Senghore, Deputy Minister and Permanent Secretary of Tourism and Culture, The Gambia

Alieu Secka, Chairman, Gambia Hotel Association

Ida Jeng-Njie, Director of Tourism, International, The Gambia Tourism Authority

ATA HEADQUARTERS U.S.-AFRICA TOURISM SEMINAR TEAM

Emily Bayley, Membership Services and Development

Edward Bergman, Executive Director

Robyn Deutsch, Intern

Yasmin Elachi, Media and Communications

Angela Gerrow, Executive Assistant to the Executive Director

Sharon Roling, Consultant to the Executive Director