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AFRICA TRAVEL ASSOCIATION FIRST ANNUAL U.S. AFRICA TOURISM & SPORTS SEMINAR



In Partnership with
New York Times Travel Show 2008

Sponsored by:
Emirates Airlines
The South African Consulate General

Jacob K. Javits Convention Center
11th Avenue Entrance between 38th & 39th Streets
New York, New York
(1A North Concourse – Level 1 Meeting Rooms)

Wednesday, February 27, 2008

NOTES

8:00 – 9:00 a.m. *Registration*

**9:00 - 10:30 a.m. *Opening Session –
Introducing Africa to the U.S. Travel Consumer***

- **Edward J. Bergman**, Executive Director, Africa Travel Association (ATA)
- **Hon. Stephen Asamoah-Boateng**, Minister of Tourism & Diaspora Affairs, ATA President, Republic of Ghana
- **Lou Fabrizio**, Vice President of Advertising, *New York Times*
- **Christian Folly-Kossi**, Secretary General, African Airline Association (AFRAA)
- **Stephen Hayes**, President, Corporate Council on Africa (CCA)
- **William Maloney**, CEO & Executive VP, American Society of Travel Agents (ASTA)
- **Hon. Gert Oosthuizen**, Deputy Minister of Sport and Recreation, Republic of South Africa

**10:30 – 11:45 a.m. *Workshop 1: 2010 World Cup,
The Africa Cup: Engaging the U.S. Market***

Chair & Moderator: **Hon. Stephen Asamoah-Boateng**, Minister of Tourism & Diaspora Affairs, President of ATA, Republic of Ghana

- **Mactabene Amachree**, WNBA Washington Mystics
- **Hon. Gert Oosthuizen**, Deputy Minister of Sport and Recreation, Republic of South Africa
- **Teresa Weatherspoon**, WNBA Legend

11:45 – 1:00 p.m. *Lunch*

1:00 – 2:30 p.m. *Workshop 2: Africa Travel & Tourism Trends*

Chair & Moderator: **Karen Hoffman**, Sr. Vice President, The Bradford Group

- **Manny Ansar**, Director, Festival du Désert (Republic of Mali)
- **Brad Ford**, Director of Sales (North America), G.A.P. Adventures
- **Dr. Gaynelle Henderson**, President, Henderson Travel
- **Bryan Kinkade**, Director of Travel & Tourism, National Geographic Adventure

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- **Nomvimbi Meriwether**, President & Co-founder, Meticulous Tours
- **Angela Reynolds**, Brand Manager, Exotics & North America, Tauck World Discovery
- **Lamin Sarr**, Founder & President, Heritage Revival Project

2:30 – 3:00 p.m. *Coffee Break*

3:00 – 4:30 p.m. *Workshop 3: Sports Tourism: A Continental Approach to Travel & Tourism Development in Africa*

Chair & Moderator: Dr. Lisa Delpy Neirotti, Director, Sports Management, School of Business, George Washington University

- **Robert Boland**, Professor, Tisch Center for Hospitality, Tourism & Sports Management, SCPS, New York University
- **Debert Cook**, Publisher, African American Golfer's Digest
- **Nichelle Gainey**, President, SilverStone International, LLC
- **Amadou Gallo Fall**, Founder, SEEDS Foundation & Senior Executive, NBA Dallas Mavericks
- **Todd Jacobson**, Vice President of Community Relations, National Basketball Association
- **Awasum Junior**, Founder & CEO, African Baseball Network
- **Teresa Weatherspoon**, WNBA Legend

5:30 – 7:00 p.m. *Networking Reception*

Hosted by Hon. Fikile Magubane, Consul General

South African Consulate General

333 East 38th Street, 9th Floor (between 1st and 2nd Avenues)
New York, NY 10016

Thursday, February 28, 2008

8:00 – 9:00 a.m. *Registration*

9:00 – 10:15 a.m. *Workshop 4: Experiential Tourism*

Moderator: Samantha Taylor, Founder and President, Reputation Dynamics

- **Sean Barlow**, Executive Producer, Afropop Worldwide
- **El Hadji Aziz Gueye**, Director, Senegal Tourist Office – North America
- **Lelei LeLaulu**, President, Counterpart International
- **Dr. Lawrence Martin**, Dean, Graduate School, Stony Brook University
- **Sharr Prohaska**, Professor, Tisch Center for Hospitality, Tourism & Sports Management, New York University
- **Kevin J. Wright**, President, World Religious Travel Association

10:30 – 11:45 a.m. *Workshop 5: Increasing Tourism through Positive Image Building and Branding: Marketing Strategies*

Moderator: **Paul Cohen**, President, Partner Concepts

- **Joe Gerace**, Director, Dow Jones
- **Albert Hartigan Jr.**, Director, AARP Passport
- **Ogo Sow**, ATA Africa Diaspora Affairs Initiative & OgoSow Communications Network
- **Dr. Les de Villiers**, President, Business Books International
- **Mark Walton**, EVP Sponsorship and Corporate Development, The Africa Channel

11:45 – 1:00 p.m. *Lunch*

1:00 – 2:00 p.m. *Workshop 6: U.S. – Africa Tourism*

- **Ron Erdmann**, Deputy Director, Research, U.S. Department of Commerce, Office of Travel & Tourism Industries
- **Gregg Truman**, Vice President of Marketing, South African Airways

2:00 – 2:30 p.m. *Coffee Break*

2:30 – 4:30 p.m. *Concluding Session: Roundtable Discussion on Tourism and Infrastructure for Africa - Developing a Framework*

Introduction: **Edward J. Bergman**, Executive Director, ATA

Moderator: **Dr. Yaw Nyarko**, Director, New York University Africa House

- **Hon. Stephen Asamoah-Boateng**, Minister of Tourism & Diaspora Affairs, ATA President, Republic of Ghana



Hon. Gert Oosthuizen serves as Deputy Minister of Sport and Recreation in the Republic of South Africa. He has also served his country as a Captain of the South African Air Force, and was elected as a member of the first Democratic Parliament in South Africa. Deputy Minister Oosthuizen joined the African National Congress in 2000. He earned his B.A. in Political Sciences and an Honours degree in Development Studies from Rand Afrikaans University.

Lamin Sarr is the founder of the twin corporations of The Heritage Revival Projects, Inc., and the Afro-Pilgrimage Travel & Tours (APT Corp.) under the trademark logo The Middle Passage Reversal Projects. Sarr also works as a consultant with focus on organizational development and capacity building for non profit organizations, as well as helping corporate personnel and individuals mitigate the cultural conflicts of transitioning into African societies.



Ogo Sow is the host of OgoSow.com (previously known as Africvision), the first African talk show in the United States of America. The show is among the world's leaders in online media and entertainment delivery. Through the power of media, OgoSow has created an unparalleled connection with people around the world. His accomplishments as an African television and radio pioneer, producer and publisher have established him as one of the most respected and admired public figures today. Sow also serves as the Africa Travel Association's Diaspora Affairs Advisor to the Executive Director.

Samantha Taylor is founder and has been President of Reputation Dynamics since 2005, and provides brand marketing, communications and corporate social responsibility advisory services for the lifestyle, professional and financial services industries. She is also Associate Partner of Corporate Donor Travel for Elevate Destinations, providing philanthropic travel services for both for and not-for-profit companies in Africa.



Mark Walton was President and CEO of Onyx Media Group International, Inc., an advertising sales and TV program distribution company that he co-founded, before joining The Africa Channel. For 15 years, Onyx secured sponsorship and distribution, domestic and international, for over 50 television programs, aimed at both general audiences and multicultural viewers.



Teresa "T-Spoon" Weatherspoon is one of the original WNBA players when she joined the New York Liberty in the WNBA's inaugural season in 1997. In 1997, she was the first WNBA Defensive player of the year, winning again in 1998. Until 2003, she was the only WNBA player to start every one of her games. In 2004, she joined the Los Angeles Sparks, and then retired. Since then, Weatherspoon has added her voice to various international human rights causes, including raising funds and awareness in the fight against HIV/AIDS in Africa and youth empowerment.

Todd Jacobson is the Vice President of Community Relations for the National Basketball Association. He is responsible for overseeing the NBA's international social responsibility efforts as well as supervising the league's community initiatives, community partnerships and special projects.

Hon. Issifou Okoulou-Kantchati is the Minister of Environment, Tourism, and Forestry Resources, Republic of Togo. He has served this office since December 2007. Having started his career in Parliament in 1990, Minister Okoulou-Kantchati has served on various commissions such as the Commission of Finance and Exchange. With a professional background in economics, finance, and insurance (formerly the Minister of Environment and Forestry Resources) his new appointment combines his previous portfolio of Environment and Forestry Resources to also include tourism.



Lelei LeLaulu is President and Chief Executive Officer of the private development organization, Counterpart International, a Washington DC based non-profit organization started in Oceania in 1965 where it is still known as the Foundation for the Peoples of the South Pacific (FSP). Counterpart operates or collaborates with partners on civil society, humanitarian, food security, health, enterprise development, sustainable tourism and environmental restoration programs in over sixty countries.



Lawrence Martin serves as the Dean of the Graduate School at SUNY at Stony Brook. He is a paleoprimateologist whose research focuses on the evolution of hominoid primates and the development, structure and thickness of dental enamel. He has conducted paleontological fieldwork at Miocene sites in Cameroon, Kenya, Pakistan and Turkey.



Nomvimbi Meriwether is President and founder of Meticulous Tour, a first black South African-owned tour company based in the U.S. and South Africa. Since 1983, we have planned and coordinated, customized professional programs for many African countries, including South Africa, Zimbabwe, Swaziland, Botswana and Mozambique. Highlights of our programs include volunteerism, adventure, arts and wildlife explorations.



Lisa Delpy Neirotti, Ph.D., is an Associate Professor of Sports Management and Tourism Studies at The George Washington University and is considered a pioneer in the sports tourism industry. She founded the TEAMS (Travel, Events, and Management in Sports) conference and has written over 30 publications as well as research studies in the area including "The Ultimate Guide to Sports Marketing" book. All total she has attended 13 Olympic Games, 2 World Cups, and countless other major sport events.



Dr. Yaw Nyarko is a NYU Professor of Economics in the Faculty of Arts and Science & Director of Africa House. He is a theoretical economist, whose current work focuses on two main areas: (1) models where the economic actors engage in active learning about their environments and (2) human capital models of economic growth and development. He is the author of many published research papers and is the recipient of numerous

awards and grants, including many from the National Science Foundation.

- **Hon. Eduardo J.S. Chingunji**, Minister of Hotels and Tourism, Republic of Angola
- **Hon. Obiageli Ezekwesili**, Vice President of the Africa Region, The World Bank
- **Hon. Issifou Okoulou-Kantchati**, Minister of Environment, Tourism, and Forestry Resources, Republic of Togo
- **Ambassador Ombeni Y. Sefue**, Ambassador to the United States from the United Republic of Tanzania – Host Country for ATA's 33rd Annual Congress

5:00 – 5:30 p.m. Tanzania Tourism Press Briefing on ATA's 33rd Annual Congress
Arusha, Tanzania (May 19 – 23, 2008)

6:30 – 8:30 p.m. Cocktail Reception
"Destination Tanzania & ATA's 33rd Annual Congress Celebration"
455 Main Street, Roof Top Level, Roosevelt Island, NY 10044
Hosted by: New York Chapter, Africa Travel Association
Sponsored by: Safari Ventures

SPEAKERS

Mactabene "Mac2" Amachree made her WNBA debut as the first Nigerian to play in the league in 2001. She is now with her third team, the Washington Mystics, after joining the game in New York and Seattle. Born in Port Harcourt, Nigeria, she is one of 14 children, has 7 brothers and 6 sisters and is a princess of the Ojuka Clan. Her late father, Chief Emmanuel Flag Amachree, was the spiritual leader of the Cherubim and Seraphim church. She speaks Kalabari, her native tongue, as well as English, Russian and Turkish.

Ag Mohamed Aly "Manny" Ansar served as Director for the Stromme Foundation, a not-for-profit organization from 1985-2002. In September 2003, he assumed works with AMADER (a Malian agency funded by the World Bank focusing on providing electrical services to the rural regions), as Chief Officer, Logistics and Human Resources. He is presently Founder and Director of the Festival du Désert founded in 2001. The festival occurs annually in January in Timbuktu.



Sean Barlow is the creator and producer of public radio's Afropop Worldwide, the first nationally syndicated series in U.S. media, which has introduced the American public to contemporary African and African Diaspora music since 1988. Afropop Worldwide, hosted by Georges Collinet, is distributed to over 110 stations in U.S. and is also available via on-demand streaming from Afropop.org. Barlow has created and co-led Afropop branded tours to Mali, Senegal, Cape Verde, Madagascar and Cuba.



Eddie Bergman serves as Executive Director of ATA. He co-founded and volunteers as Executive Director of Miracle Corners of the World, a non-profit organization devoted to empowering youth, with a special focus on Africa. He is a part-time faculty member in the Department of Tourism and Hospitality at CUNY/Kingsborough Community College. Bergman serves on the board of directors of several international organizations in the non-profit, education and travel and trade sectors, including Shared Interest and the Synergos Institute. He also serves on the advisory boards of the International Crisis Group, the NYU Africa House, the NYU SCPS Center for Global Studies, the NYU Gallatin School of Individualized Studies, and the NYU Wagner Graduate School of Public Service Reynolds Foundation Program in Social Entrepreneurship graduate scholars selection committee.



Hon. Stephen Asamoah-Boateng serves as Minister of Tourism & Diaspora Affairs of the Republic of Ghana. Hon. Asamoah-Boateng is also the Africa Travel Association's President. He was the former Minister for Local Government, Rural Development and Environment for the Republic of Ghana.



Robert Boland is a sports attorney, player agent and professor of sports business at New York University's Preston Robert Tisch Center. His teaching and research expertise include the areas of sports law, finance and economics and event legacy and globalization.



Debert Cook is publisher of the *African American Golfer's Digest*, the nation's leading publication for avid black golfers. The publication participates as a national media partner with over 250 black-focused golf tournaments each year provides exhibit opportunities for small business golf merchants. Cook is also a Certified Meetings Professional with over 20 years of planning and experience in corporate meetings and events.



Dr. Les de Villiers started a publishing company in the U.S. 25 years ago. Using its business guides to the U.S. and Japan as building blocks, Business Books International currently specializes in Africa. Its Africa yearbook, produced together with the Corporate Council on Africa and strongly recommended by the American Library Association, has become a standard reference. His latest book about Africa, SAFARI GUIDE, is based on his extensive experience as a safari specialist and consultant for upscale corporate and private clients.



Obiageli "Oby" Ezekwesili, a Nigerian national, joined the World Bank as Vice President of the Africa Region on May 1, 2007, from her most recent position as Minister of Education within the Government of Nigeria. Ezekwesili began her career as an auditor and management consultant and served as one of the founding members of Transparency International. She has built a rich resume with hands-on experience and accomplishments in a mix of private sector, civil society and public sector positions.



Amadou Gallo Fall arrived in the U.S. in 1989 from Senegal; his goal was to use basketball to earn a college education and to return to Senegal to make a difference for young people in his homeland. Fall first proposed the creation of SEEDS while enrolled in Georgetown University's MBA program in 1997. In 2002, Fall established the SEEDS (Sports & Education for Economic Development in Senegal) Foundation. He has been working for the Dallas Mavericks since 1998 and is now serving as their Director of Scouting.



Nichelle Gainey is the President of SilverStone International, LLC, a full-service international consulting firm specializing in creating value by connecting business with sports. She created SilverStone International in 2004 to develop synergies between international interests and the U.S. around her passion for sports, international and community relations. Gainey has a 15-year track record in sports as an athlete, teacher and business professional.



Dr. Gaynelle Henderson-Bailey is 1st Vice President of the Africa Travel Association and a member of the Mid Atlantic Chapter in Washington, DC. Henderson Associates is the first African American agency that pioneered group tours to Africa. Henderson Associates serve as the organizers for the African Diaspora Trail Conference (ADHT) facilitating long-term relationships between the Caribbean, African nations, and North and South America. It also represents an opportunity for countries of the Diaspora, venues within the Diaspora, and the best minds to gather annually to discuss heritage and cultural issues pertinent to tourism, culture, education, economic development and improvement of the quality of life within host communities.