



NorCal Chapter



Winter 2009 Newsletter

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Membership

Dear NorCal APTA Members and Friends,
I can hardly believe that we are already at the end of 2009. It has been a challenging year for many of us in the travel and tourism industry, but I am hopeful that 2010 will bring an upswing in the number of clients traveling to Africa. Our chapter has hosted meetings which have broadened our knowledge of the African continent, from Morocco to South Africa and many countries in between. The speakers have been dynamic, informative, and generous with their time, educational/fam trips and financial support of APTA.

2010 will blast out of the gate with two fabulous programs:

February 1: SOUTHERN TANZANIA will be presented by Christine Eichin of [Above](#) and [Beyond](#) [Africa](#).

March 4: DISCOVER AFRICA, which is APTA's annual trade show bringing many different suppliers to us for one very informative evening. This is the opportunity for you to hear from two of our industry's most respected presenters, Lynne Leakey and Marett Taylor, who will address the topic of "[Conservation and Community Development in Africa](#)." Many tour operators and other suppliers will be on hand with information about the latest product offerings and destination information. You won't want to miss it!

June 11-12: APTA NATIONAL FORUM will take place in our own back yard, Sacramento, this year. I would like to encourage as many of you as possible to attend our big annual meeting. It is a chance to meet other APTA folks and see how the organization works. And it's a lot of fun!

I would like to thank our hard-working board of directors for volunteering their time and effort in support of our chapter; without them, we would not be the successful chapter that we are. We are

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always looking for "new blood" so please consider joining our board. There are also opportunities to volunteer for a committee or to help out during a meeting. We welcome anyone who is interested, and can promise you lots of appreciation and a good time!

With best wishes to each of your for a joyful holiday season and a healthy, happy new year. I look forward to seeing you in 2010!

Programs and Venues

Lucio Lanza
lucio@luciolanza.com

Alison Hawthorne
President
NorCal APTA

APTA Members Are Out and About

At Large

Boutique and Charitable
Contributions

Diana Mascali
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On Oct. 8, 2009 Individual member Jambi Kahahu, [Bustani House](#) and Corporate members Christine Eichin, [Above and Beyond Africa](#), and Howie Perlin, [Y'alla Tours](#), were guest speakers at the San Francisco Travel Professionals (SFTP) general meeting. From Africa to Cuba the audience was treated to updated information, points-of-interest travel tips to these destinations.



Jambi Kahahu

At Large

Registration

Winnie Coleman
CTC
winnie@dittrvl.com



Christine Eichin

Discover Africa and Special Events

Sabrina Eberhardt
passportclub@gmail.com

Howie Perlin



Photos courtesy of Cathy Rice

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APTA General Meetings

On Oct. 12, 2009 we joined forces with SJTP (San Jose Travel Professionals) and PATA (Pacific Asia Travel Association) to hear from Christine Eichin (The Seychelles) Garth Jenman (Madagascar) and Asha Hillman (native of Mauritius) on Africa's Islands. SJTP President (and Nor Cal APTA member) Richard Forster led the evening which included three lively and informative presentations on selected islands of Africa, a delicious full-course dinner, and beautiful treasures sold at the boutique. Thank you to all who made this such a successful evening.



L to R: Richard Forster, Alison Hawthorne, Christine Eichin, Garth Jenman, Asha Hillman, Cindy Tacci.

Photo courtesy of Cathy Rice



On Dec. 7, 2009 we gathered at Domenico's Winery in San Carlos for the first of its kind APTA meeting, "An African Holiday". Contemporary, vintage and traditional fashions were carefully selected and beautifully modeled by several volunteers, under the direction and guidance of Sabrina Eberhardt and Sandy Henneman.

Traditional Fashion



Vintage Fashion



An African Holiday

Dominco's Winery, San Carlos

Authentic Moroccan cuisine was provided by Chef Jay of Morocco's Restaurant and boutique sales were led by Christine Eichin, Diana Mascali, and Sandy Henneman. Several guests completed their holiday shopping that evening.

Chef Jay

Fashion Show photos courtesy of Lucio Lanza



Thank you to all who joined us for this unique APTA general meeting.

Welcome New Members

NorCal APTA introduces member #75, Stephanie Unger. Stephanie comes to us from My Serengeti Safari, based in San Francisco. Welcome!

2010 Membership Drive

NorCal APTA's membership drive is on. Applications for new memberships, as well as those who wish to renew their current membership are available. Individual membership is open to those in the travel industry who are actively selling, or interested in selling or promoting, travel and tourism to Africa.

Please click below to submit your application online. If you prefer, please contact Tony Cooper at aacooper@jps.net and he will send you the application.

[Membership application](#)

Individual Membership dues for 2010 are \$45, and early bird dues are \$35 if your membership application is received by **Dec. 31, 2009**.

We Support Women for Women International

APTA adopted Beatrice Makakimenyi one year ago by providing the funds necessary for her to purchase clothing and supplies for her three small children. Beatrice has been grateful for the donation and recently contacted Diana Mascali with the following letter:

"Dear my sister Diana for APTA,
I am very happy that you have agreed to become my sister (organization) who is sponsoring me. I am a widow with 3 children. I am a peasant who depends on cultivating food crops on a small scale. Here in Rwanda we are very happy that we have rainfall. It is now raining very well. We are now weeding from our sorghum, beans and maize.

I am very happy to have this chance of writing to you thanking your for your sponsorship which is helping me to a better life. May God bless you for that.

I would like to hear from you and learn more about you and your family.

I am concluding here wishing for you peace and blessing from God to be with you and yours.

Thank you,
Beatrice"

For those APTA members interested in learning more about Women for Women International, or for those who wish to sponsor a woman such as Beatrice, please go to the [Women for Women International website](#).

APTA--MISSION STATEMENT

It is the goal and purpose of APTA to promote tourism to the continent of Africa and its islands. APTA will seek to improve tourism to Africa through the education of its members.

Thank you for your continuing support of our organization. If you would like information on volunteering for future meetings or events, please contact [Alison Hawthorne](#). If you have articles of interest, or other information you would like to see included in a future newsletter, please contact [Cathy Rice](#).