

S P R I N G 2 0 1 2

BrandHaiti presents

Spring Break in Haiti

Serious Business, Serious Fun

At Wahoo Bay Beach!

Wahoo Bay, an oceanfront paradise just forty-five minutes north of Port-au-Prince, is teaming up with the social enterprise BrandHaiti to revitalize tourism in Haiti, island of the Caribbean.

For the first time, students across the globe will have a hassle-free option to visit Haiti's beautiful beaches and resorts to discover another side of the country, beyond poverty and the earthquake. Pleasantly nestled between the majestic Matheux Mountains and the Gonave Bay, Wahoo Bay Beach will be your home-away-from-home during this one-week voyage to the Caribbean.

Ayiti Cheri:

See For Yourself by
Registering at
Brand-Haiti.org



BrandHaiti Presents: Spring Break on the Beach in Côte-des-Arcadins!

On your one-week voyage to Haiti, you will discover a new image of hope and progress while critically discussing the harsh realities of daily life. Relaxing at the beach does not mean you will escape the massive refugee camp on the Champs-de-Mars and the crumbled Palais National during your Port-au-Prince excursion, but these experiences will be mixed with our focus groups with Haitian entrepreneurs at the hotel to provide an alternative perspective. Poverty, disaster, and cholera are present in Haiti, but so are beauty, entrepreneurship, hope, and resilience. We hope you will see for yourselves to what point the negative image of Haiti is intentionally exaggerated while the positive sides of Haiti remain in the darkness. Mèsi e bon vwayaj!

Save the Date!

Group 1

March 10 - 16

Register on our website **now** to receive more information.

Group 2

March 17 - 23

Make your reservation now to join the growing movement!

Summer Group

Stay Tuned!

We will expand the program for the US, Canada, and France!

Program Itinerary

First things first: this is your vacation. Besides, the best way to learn is by having fun in a hands-on way. Learn and discover, but why not on the beach?

Saturday

Discover *Ayiti Cheri*. BrandHaiti members will greet you at the exit of the airport and take you to your home base, Wahoo Bay. Upon arriving, you will check into your rooms and then be able to relax next to the pool while listening to traditional Haitian folk music—*troubadou*—with a drink in hand. Welcome to Haiti!

Sunday

Discover *the beach* during the famous Wahoo Sundays. Dance with white sand between your toes with a DJ on the beach, take a ride on the jet skis or kayaks, challenge others to game of beach volleyball, or catch a ride from the local fishermen to snorkel in the coral reefs.

Monday

Discover *the mountains*. Wake up early for a guided hike in the Matheux Mountains overlooking the turquoise sea and picnic by the waterfall. Climb back down for a visit to the Moulin Sur Mer Museum and discover local art and artifacts of the region, all refreshments with the curator.

Tuesday

Discover *the Caribbean waters*. All aboard the ship of Captain Jose Roy for a voyage to the pristine isles of the Arcadins! Spend your afternoon diving in the crystal waters with the splendid coral and tropical fish. Next, sit back for a Kreyol Buffet and admire the troupe of folk dancers for live entertainment. Join in if you please for lessons after lunch. Finish the day with a film in the Wahoo Theater, or kick back at the pool with a Frozen Wahoo...**(cont'd Page 4)**





BrandHaiti Proudly Presents New Business Partner: Wahoo Bay Beach Club & Resort

Meet the Lemke-d'Adesky family: owners of the [Wahoo Bay Beach Club & Resort](#) located in Côte-des-Arcardins, one hour north of Port-au-Prince. Their tale at Wahoo Bay is a love story. "If you want something to thrive, you have to love it and take care of it," explains Genevieve d'Adesky Lemke, director and shareholder of the resort. "But it is not only about making our hotel thrive, but also about making the whole area and its community around us thrive."

The Wahoo Bay story began in 1972, when the family purchased the beachfront property of incredible potential: fine white sand under a Caribbean, transparent turquoise blue water facing the island of la Gonâve. The restaurant for "Jolly Beach" was built in 1974, and it was later renamed "Wahoo Bay Beach" in reference to the sporting Wahoo fish, which the locals catch between October and February. All members of the family are

shareholders, and together they have constructed the paradisiacal resort it remains today, with 22 double rooms, two suites, two apartments (all overlooking the Caribbean), an air-conditioned conference room, an outdoor multipurpose room for events such as weddings and graduations, a restaurant and bar, a pool table, free Wifi, and a magnificent pool overlooking the bay and mountains.

Indeed, Wahoo Bay is not the first image that comes to mind when foreigners think of Haiti. And for that very reason, the family began changing right away the image of their "Haiti-Chérie," as the family endearingly calls their home. Already, Wahoo Bay embodies the qualities of the d'Adesky Lemke family: happy, hardworking, hospitable, humorous. "These are the images that should be associated with Haiti; she has earned them," adds Wilhelm Lemke, Jr. (**cont'd Page 5**)



BH Mission Statement

BrandHaiti is a student-led non-profit business marketing organization that re-brands Haiti's negative image through highlighting the country's strengths and comparative advantages to foster pro-Haitian business investment and revitalize a non-exploitative economy. By partnering with multinational enterprises, BrandHaiti advertizes for local Haitian companies to increase consumer demand for "made in Haiti" products and facilitate long-term investment. With our network of entrepreneurs promoting commerce in Haiti, student ambassadors on campus mobilize their respective universities to promote, educate, and lobby on behalf of Haiti and its people.

Program Itinerary (cont'd)

Wednesday

Discover Port-au-Prince. Pack your bags for an urban adventure in the capital, where you will visit the Pantheon National Museum, the Square of Heroes, and the Palais National next to one of the largest refugee camps on the Champs-de-Mars. Next, discover the enchanting Haitian “gingerbread” architecture and tour Pétionville. The Lemkes will join the group for lunch in the mountains with a panoramic view of the city in Boutilliers.



Photo: Mangas-fr.com

Thursday

Discover the Art Capital of Haiti: Jacmel. Get ready for a scenic bus trip through the mountains en route to Jacmel, where the Haitian American Caucus will accompany you to the Bassin Bleu waterfall, a seafood lunch on the beach, and a tour of local women artisanal enterprises. Finish your trip with a bang at the Haitian Voodoo Rock Band RAM concert in the mystical Oloffson Hotel in Port-au-Prince.



Friday

Discover Ibo Lele Hotel and watch the splendid sunrise over the bay with a cup Haiti’s tasty “noble” coffee and breathtaking view of Port-au-Prince from the mountains. After breakfast on the mountain balcony, ride the bus back to the Toussaint L’Ouverture Airport, and wave goodbye to “Ayiti Cheri.” Expect tears.



Spread the Love for “Ayiti Cheri!”

Your adventure in Haiti is just the beginning; once you return to your homes, we know you won’t be able to wait to tell your friends and family about the experience! With a global vision of this beautiful country, spread the good news about a capable, artistic, and entrepreneurial island nation of the Caribbean: Haiti. When you plan your next vacation, we hope you will consider Haiti as your final destination!

BrandHaiti Proudly Presents New Business Partner: Wahoo Bay Beach Club & Resort (cont'd from Page 3)

(cont'd from Page 3) Wahoo Bay offers these very aspects of Haiti within the highest quality service and professionalism, not to mention their renowned culinary reputation. Yet, their products and services extend far beyond their immediate value; indeed, Wahoo Bay is not some luxury escapist island trying to forget about hardship in Haiti. To the contrary, this Haitian family is dedicated and responsive to their surrounding community, or their “extended family.”

Wahoo Bay employs 83 workers, the majority of whom have been working loyally there for years. Economists currently estimate the multiplier effect (i.e., the number of people who are fed from one worker’s salary) in Haiti to be around 10, implying that Wahoo Bay supports indirectly 830 locals. Not only does the d’Adesky family treat their employees like family, but they also extend this hospitality to the members of the community. They regularly pay for weddings, funerals, schools, and uniforms for those living around the resort. They choose Haitian furniture for the rooms instead of importing from abroad. The current manager of the hotel, Genevieve and Wilhelm’s daughter Jennifer Lemke, is in the process of hanging Haitian photography above the beds to give them “a splash of color and Haitian culture.” The restaurant buys all of its seafood from a nearby fishing village, all of its pork and goat (“kabrit”) from locals, and its infamous ground beef burgers and filets for *steak au poivre* from Port-au-Prince, such that the food comes straight from the sea or land to your plate.

In addition, the family hands out free T-shirts and badges to local vendors, artisans, jewelers, and painters so they have access to the tourists staying at the resort. They take no commission from the vendors’ sales; it is purely a way for members of the community to make a living through access to the resort’s guests. Yet the family does not see this as a charitable act. The family wants to help these extremely intelligent and skilled artisans succeed, as they have done. Indeed, the BrandHaiti team purchased beautifully painted and carved coconut shell bracelets and a shark tooth necklace, all hand-crafted.

Even more impressive, the hotel is managed by Jennifer Lemke, a young Haitian who was educated at one of the best hotelier schools in the world and began her career in South Beach working at some top hotels in Miami. Despite the promise for success abroad, Jennifer decided in October 2010 to return to Haiti to work in the family business. Why did this successful Haitian living abroad decide to return to Haiti? “*Lakay se lakay*,” (“Home is home”) she responds. Despite the easier way of life and higher salary abroad, Jennifer wanted to return to her roots and apply what she had learned in a place where she was not only immediately welcomed, but also very needed. “We need more young Haitians to come back home to move Haiti into a promising

future. Why can’t our hotels be as good as American ones? It is up to us to make the difference.”

This mentality is, in fact, the mindset that drives this successful Haitian business. Wahoo Bay is not only a hotel resort; it is also a socially conscious business that invests heavily into the surrounding area. When you choose to stay at Wahoo Bay, you are choosing to support this noble endeavor to ameliorate Haiti’s image and empower Haitian entrepreneurs, while simultaneously contributing to local economic development, the profit from which is reinvested into the community.

“Guests walk in and say, ‘Wow!’ But it is a lot of hard work to get that ‘wow,’” Genevieve remarks. The BrandHaiti team knew from the moment we met the d’Adesky Lemke family that we wanted to promote their endeavors.

To encourage you even further, the BrandHaiti team is extremely pleased to announce Wahoo Bay Beach Club & Resort as our new business partner in Haiti. Together, we will launch our inaugural **youth spring break program**. During your weeklong stay, you will hear from local entrepreneurs, artists, and community members who will discuss life in Haiti. You will visit Port-au-Prince to discover the urban side of the story. Most importantly, you will discover for yourselves a special place in your hearts for Haiti, such that one day you may also call her “Haiti-Chérie.” And do not worry; you will also take private boat excursions to the crystal blue bay, where you can snorkel around the coral reefs. Another day, you can hike up the lush green mountains, located immediately behind the beach. And at night, you can sip on Haiti’s world famous Barbancourt—rum of the connoisseurs—or kick back an ice-cold Prestige, Haiti’s famous lager and national beer produced in Port-au-Prince, right next to the airport. All that while listening to local musicians next to the poolside bar. Please visit our website soon for more details as to how you can apply for this spring break adventure for a great price.

You do not have to take our word that this hotel is the place to visit in Haiti. Rather, you can see for yourselves and become ambassadors of Haiti who will share your positive experience and testimony of Haitian entrepreneurial and artisanal capacity with your friends and families at home.

Thank you, merci, e mèsi to the d’Adesky Lemke family for your hospitality and infectious vision of a Ayiti Cheri that is capable, artistic, competent, hardworking, and beautiful. Thank you for sharing your adventure with us. We hope you will enjoy ours as well.

Warmest regards,

Marie-Gabrielle Isidore, CEO of BrandHaiti
Nick Stratton, President of BrandHaiti

Register Today!

Please visit BrandHaiti's website for detailed information in preparation for your voyage, including health, safety, and travel notices. BrandHaiti will collect payments from major credit or debit cards via PayPal one week prior to departure. Please send any questions or comments to Stratton.nick@gmail.com and mariegabby@gmail.com. Thank you for your support, e bon vwayaj!

Brand-Haiti.org



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