

34<sup>th</sup>

conference and trade show  
by and for the industry



*Renew, Sustain and Invigorate*



THE PREMIER EVENT FOR THE MARINE HOTEL COMMUNITY

Dear Colleagues and Friends of the Cruise Industry,

A very warm welcome to Naples and our 34th annual gathering.

The theme for this event is 'Renew, Sustain and Invigorate', and that is what we hope everyone will accomplish during these few days together. The opportunity to renew and sustain relationships while finding ways to invigorate the onboard Guest Experience we all strive to continuously improve. For those new members with us for the first time, we also hope that you will find your way quickly as you mix with this great group of people. Think of it as your new industry family.

We have an exciting program ahead commencing with our opening event, a Culinary World Journey presented by Chefs of the Industry. This is a new event for the first night and reflects a key focus of the MHA in continuing to elevate the onboard F&B product. The opening keynote presentation by John Delaney, President, Windstar Cruises, will address developments in the rapidly growing luxury small ship market, also a key area of focus for this Association. Our Culinary Panel and Forum on Tuesday morning will bring together Culinary and Supply Chain expertise from across the industry to address current and relevant issues of interest to all.

Most importantly, the trade show itself offers the opportunity to connect on the trade show floor and explore products and services while building relationships with colleagues old and new. We hope, that this year you will find our new MHA tradeshow App to be a useful tool; this is our first year of going full digital with the conference program and we look forward to hearing your feedback as we strive to continue the conference and tradeshow experience for our members.

In closing, I always like to remind all our attendees of the MHA's not-for-profit status. This is what makes us truly unique in this industry; it's what makes our events accessible and affordable for every level of the marine hotel organization. It's what allows us to provide an entry point for new suppliers to gain access to the sector without sacrificing any aspect of the experience. It's also what allows us to give back to the Industry: Over the 30-plus years since MHA's scholarship programs were introduced, over 8,000 shipboard and shoreside staff have benefited from attending programs with their tuition covered by MHA Scholarship funds.

My best wishes for a productive and enjoyable conference.

Yours sincerely,



John McGirl  
Chief Operating Officer  
The World, Residences at Sea  
President, MHA Board of Directors

## MISSION STATEMENT Excellence by Association

The Marine Hotel Association is a not-for-profit international organization run by and for the cruise line industry and dedicated to enhancing the overall quality of the cruise experience.

This goal will be achieved by focusing the Association's energies and resources toward:

Providing a forum for continued and open dialogue between the cruise lines and a broad range of committed suppliers, and raising the level of cruise line staff proficiency by creating both the opportunities and the tools for professional development and career growth.

# NATURAL ELECTROLYTES

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## SUNDAY, MARCH

8am-1pm:  
34rd Annual Golf  
Tournament,  
Naples Grande Golf Club

10am-5pm:  
Registration,  
Royal Palm & Orchid Foyer

10am-5pm:  
Exhibitor Set-Up,  
Royal Palm & Orchid Ballroom

10am-5pm:  
Silent Auction,  
Royal Palm & Orchid Foyer

7pm-10pm:  
A Culinary World Journey  
Presented by Chefs of the Industry  
Sunset Deck/Vista Ballroom

## MONDAY, APRIL 1

8am-5pm:  
Registration,  
Royal Palm & Orchid Foyer

8-10am:  
Conference breakfast  
Welcome address: MHA Board  
President, John McGirl

Keynote presentation: John Delaney,  
President, Windstar Cruises  
Vista Ballroom, Lobby level

8am-4pm:  
Silent Auction,  
Royal Palm & Orchid Foyer

10am-4pm:  
Trade Show Open  
Royal Palm & Orchid Ballroom

7-10pm:  
Gala Evening: Ngala Preserve  
7pm Cocktails  
8pm Dinner  
(Transportation departs Naples  
Grande at 6:30p)

## TUESDAY, APRIL 2

8am-3pm:  
Registration,  
Royal Palm & Orchid Foyer

8-10am:  
Conference Breakfast  
Culinary Panel and Forum  
Vista Ballroom, Lobby level

10am-3pm:  
Trade Show Open  
Royal Palm & Orchid Ballroom

7-9pm:  
Dinner on the beach  
(appropriate attire recommended!)

9-10pm:  
Dessert served on Sunset Deck

Suggested Attire  
Professionally informal during  
business hours.  
Resort casual for all social events.

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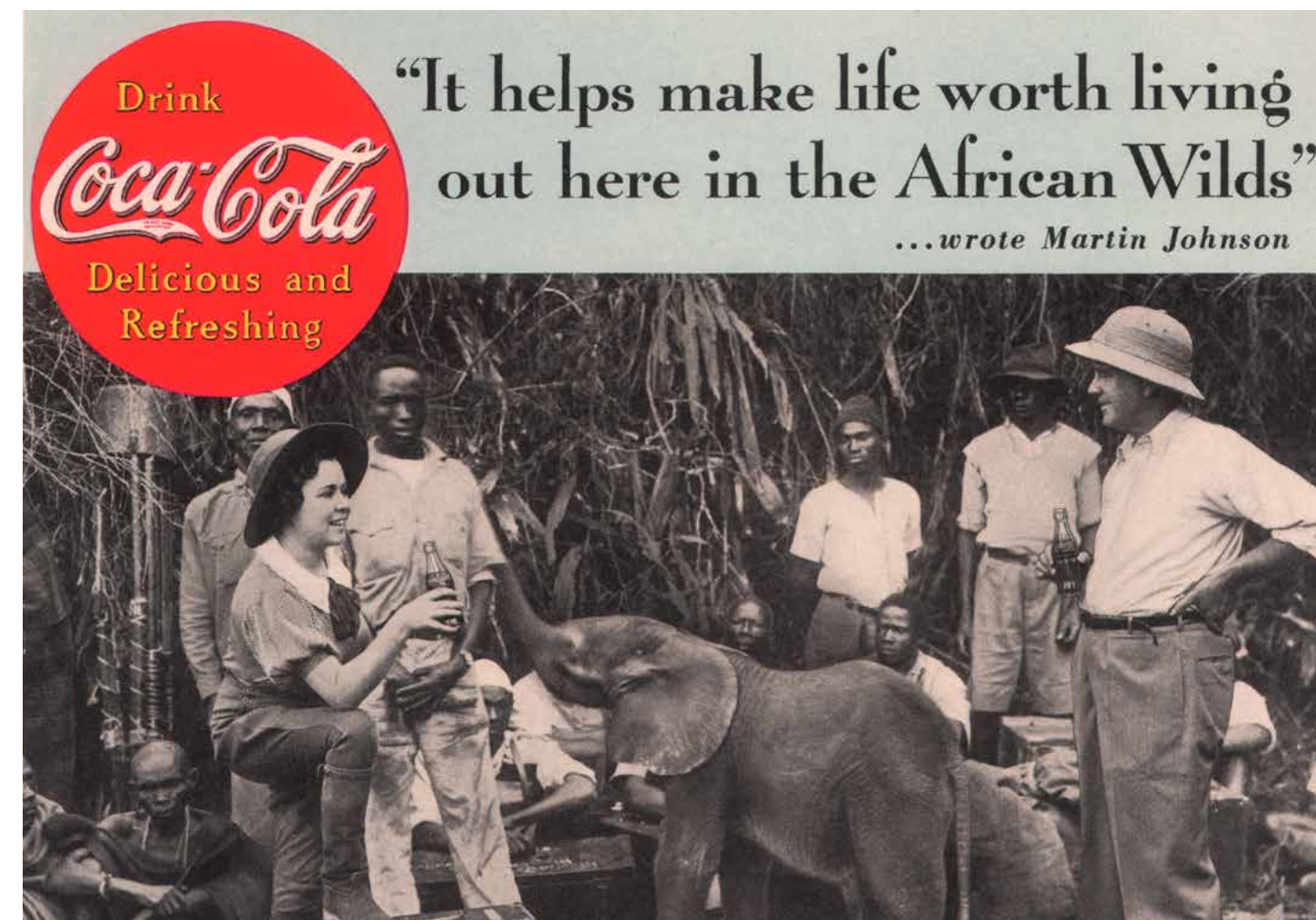
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## 9AM: WELCOME ADDRESS

Monday, April 1

**John McGirl,**  
**Chief Operating Officer**  
**The World, Residences at Sea**  
**President, MHA Board of Directors**



## 10AM: KEYNOTE ADDRESS

Monday, April 1

**John Delaney**  
**President, Windstar Cruises**



John Delaney serves as Windstar Cruises President appointed by parent company, Xanterra Parks & Resorts in July 2016. As Windstar's president, Delaney oversees global sales, marketing, operations and financials for the boutique cruise line that operates six small cruise ships sailing to Europe, the Caribbean, Latin America and in the South Pacific.

Delaney was formerly senior vice president of Global Marketing and Sales for Seabourn Cruise Line (a Carnival Corporation brand), from 2011 through 2016. Prior to that, he held a number of positions at Holland America Line, including vice president of revenue marketing, director of special projects at corporate audit services and manager of management advisory services.

Before working for Carnival Corporation, Delaney spent six years at The Walt Disney Company starting as a financial analyst in food operations at The Disneyland Resort and working his way up and through various departments including senior business planner for theme park operations revenue and manager of marketing finance.

## 9:00AM: CULINARY PANEL AND DISCUSSION FORUM

TUESDAY, APRIL 2

Our panel this morning will share their expertise on culinary developments within the industry, innovation, new concepts, partnerships, as well as issues around sustainability and managing the supply chain. A 15-minute Q&A will follow.

Participating panelists representing: CMI Leisure Management, Lindblad Expedition Cruises, Oceania, Regent, The Apollo Group, The World-Residences at Sea, Virgin Voyages, Windstar Cruises.



The program agenda is designed so that there is no overlap and no conflict between the various timing of events. Trade show hours do not run concurrently with any other activity. If you are registered for the full program of events, we encourage you to take full advantage of each opportunity to connect with your industry partners and colleagues. Whether business or social, it is part of the unique experience that the MHA gathering offers.

With this in mind, we do request that outside meetings not be scheduled during the official hours of the convention program. Your cooperation and support is greatly appreciated.

Our staff at registration will be pleased to assist with questions or additional information to ensure that you enjoy the full benefit of your time with us.

Silent Auction

Bidding opens on Sunday at 10A and goes through until 4P on Monday, after which time all bid sheets will be collected. Lucky bidders will be contacted once the sheets have been reviewed.

Important: Please be sure you include a cell phone # on the bidding sheet. If you are a successful bidder and we unable to reach you, the auction item will go to the next highest bidder.

Payments for items purchased must be completed by 12 noon on Tuesday. If you are not planning to be on site for the duration of the auction, you may register a card with a member of our registration staff.

Offsite Event – NGALA PRIVATE GAME RESERVE

Monday Evening

NGALA (pronounced enyala) — Swahili for “Place of the Lion” — is a 42-acre private game reserve which will take you back in time to a period reminiscent of the British Colonial era — deep in the heart of a mysterious jungle that will make you think you’ve been transported to the heart of the great wild outdoors. Dinner this evening will be served in authentic grand safari tents and guests will have the chance to view magnificent creatures in natural settings, closer than ever dreamed possible!

Transportation to Ngala will leave the hotel promptly at 6:30P. If you are not staying on site at Naples Grande, directions to Ngala may be found on our app, or requested from the registration desk.

Tuesday Evening — PARTY ON THE BEACH!  
The beach is accessible on foot along the boardwalk from the hotel, but trams will also be available to take you back and forth from the event. May we suggest casual attire for this evening and the appropriate footwear.

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RED:

GREEN:
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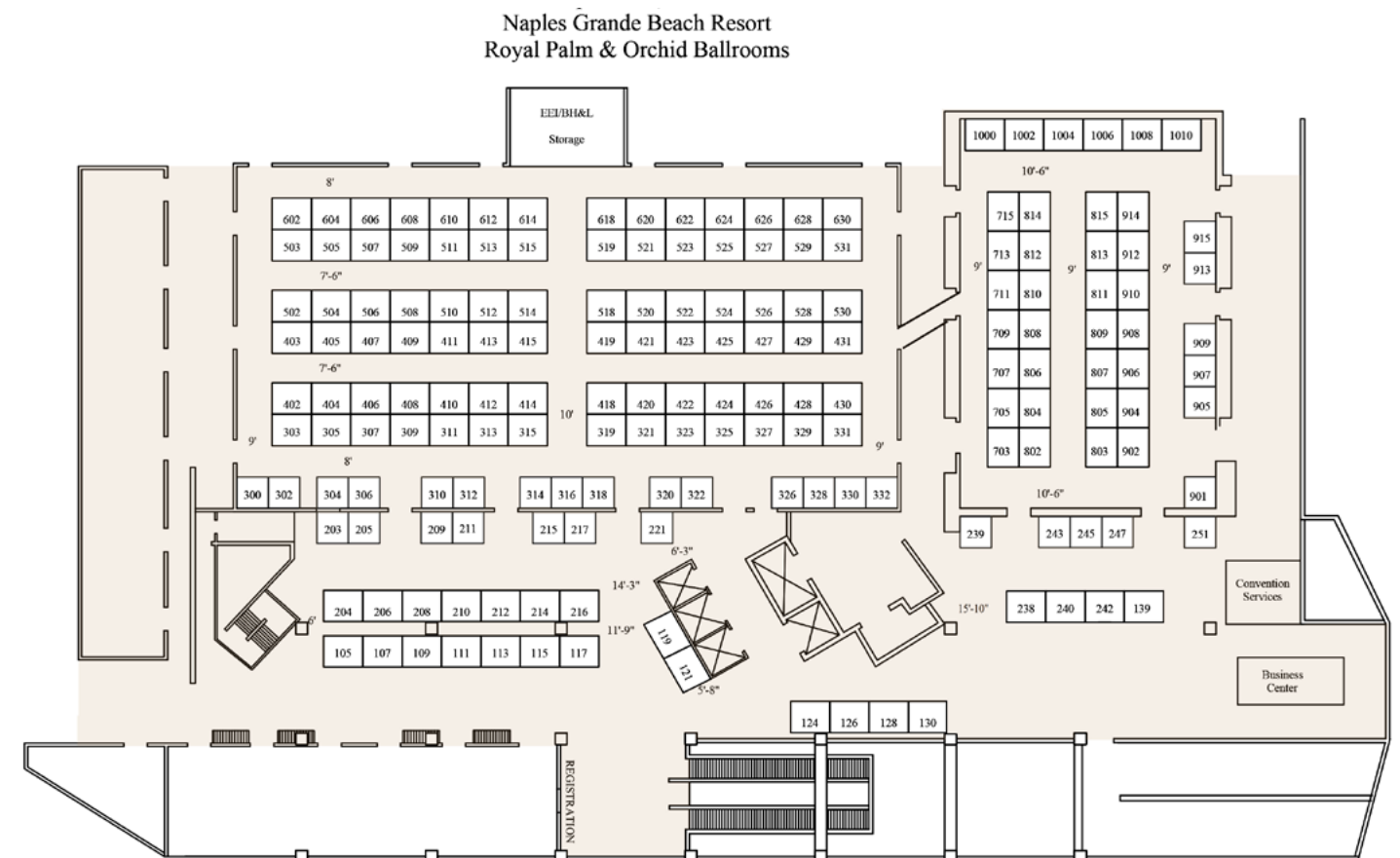
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