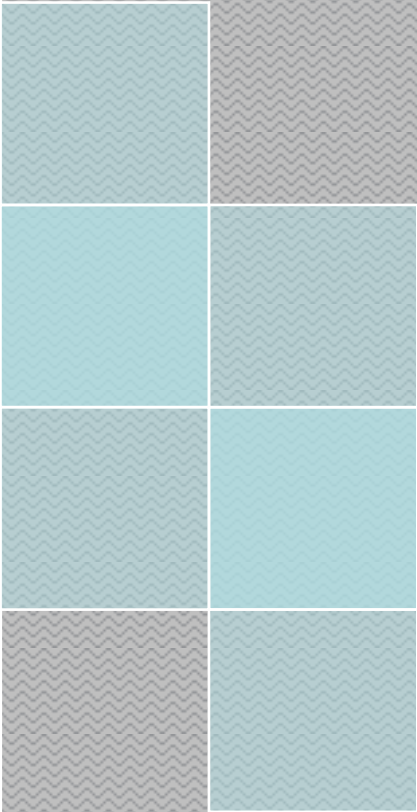


2010



CME_{Ex}

Caribbean Media Exchange, Inc.
September 1, 2010



Headquarters: **Caribbean Media Exchange, Inc.**
1812 Front Street
Scotch Plains, NJ 07076 USA
Phone (201) 861-2056
Fax (770) 886-4490
Web: www.cmexmedia.org
Email: info@cmexmedia.org

Year Founded: 2001

**IRS Non-profit Status
Approval:**

May 10, 2010

What We Do:

The Caribbean Media Exchange produces interactive dialogue and networking events that match journalists from the Caribbean, North America and Europe with representatives of the government, business, hospitality and development sectors to discuss tourism policies aimed at improving the lives of Caribbean people.

The Caribbean Media Exchange, Inc. (CMEx) was founded in 2001 to help improve the quality of media coverage of sustainable tourism in the Caribbean; increase the media's participation in the design of sustainable tourism policies, and highlight the necessity of tourism to the economies of small island states.

Mission:

CMEx's mission is *"To be the premier communications organization promoting sustainable tourism, through media and smart partnerships, to create holistic wealth for all peoples, including those in Latin America, the Caribbean and other Emerging Markets."*

CMEx Objectives:

The objectives of the Caribbean Media Exchange are to:

- ❖ Address existing sustainable tourism challenges in the Caribbean by creating a cross-sectoral forum for developing of new initiatives, novel ideas and innovative solutions.
- ❖ Encourage and further enable the Caribbean media to educate Caribbean residents, tourists, governments and the tourism industry about the importance of sustainable tourism development.
- ❖ Identify and promote the powerful potential of the media to increase public understanding of sustainable tourism.
- ❖ Engage Caribbean governments and intergovernmental agencies in the sustainable tourism debate, to ensure the development of appropriate government policies.

**CMEx Objectives:
cont'd.**

- ❖ Engage key tourism industry executives, to encourage industry-led initiatives that support sustainable tourism.
- ❖ Offer news of innovations and insights into issues facing Caribbean tourism to the media, Caribbean governments and the tourism industry.
- ❖ Provide a forum for peer to peer networking opportunities for journalists, Caribbean governments and the tourism industry
- ❖ Increase awareness among both Caribbean residents and the Caribbean Diaspora of the region's lifeblood tourism industry and the need for its sustainability.
- ❖ Contribute to the international debate on sustainable tourism by disseminating information the Caribbean region's approach to the issues and challenges of sustainable tourism.

CMEx Results:

Participation in and exposure to the past 18 CMEx sessions resulted in:

- ❖ Sharpening of skills within the Press Corps
- ❖ Better communication between media and industry
- ❖ Freelance, training opportunities and jobs for Caribbean Media in North America
- ❖ Establishment of a vibrant Youth arm within CMEx
- ❖ Smart Partnerships between Public and Private Sector Organizations
- ❖ Implementation of Sustainable Tourism initiatives that safeguard the Environment and enrich Caribbean Communities
- ❖ The staging of Town Hall meetings with Air Jamaica in Caribbean Diaspora Communities
- ❖ The promotion of sustainable tourism on a global scale with the UN World Tourism Organization and TOURCOM
- ❖ Providing assistance with the shape and design of the agenda and the outcomes of the 2005 UN Meeting on Small Islands in Mauritius.
- ❖ An alliance with the Global Foundation for Democracy and Development (FUNGLODE) in the Dominican Republic to reduce poverty through sustainable tourism and community development
- ❖ The design and implementation of an HIV/AIDS awareness program in Jamaica and Haiti in collaboration with Coca-Cola – US\$483K in funding as of August 2009

CMEx Results: cont'd.

- ❖ As part of a consortium comprising The Government of Honduras, National Geographic Society, and The George Washington University (GWU), the development of a comprehensive national model in support of geo-tourism. Tourism that "sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage and the well-being of its residents."
- ❖ The adoption of the Caribbean Business Enterprise Trust Inc.'s CBET shepherding model for sustainable enterprise development
- ❖ The adoption of The Future Centre Trust concept as a scientific and educational exhibition site to stimulate the awareness of the importance of holistic sustainable development to posterity on planet earth
- ❖ Media Training Workshop for Caribbean hoteliers

Why Invest in CMEx:

Since 2001, CMEx has become an ever-increasing source of confidence and pride for the Caribbean region. By attracting such notable speakers as the "Travel Detective", Peter Greenberg of CBS News, and a range of prestige sponsorship from Air Jamaica to Black Entertainment Television (BET), what was recently just a simple initiative has become a full-blown affair.

Through an increase in published and aired stories throughout the regional and international media, CMEx sponsors have become closely identified as champions of the sustainable tourism movement. Indeed, with every passing forum, the public awareness of the issues of sustainable tourism become more widely acknowledged and accepted.

Donate to CMEx:

We seek to partner with philanthropists, academic institutions, and socially responsible businesses to create sustainable solutions for tourism, equity, environmental sustainability, and economic growth in the Caribbean Region. We are a non-endowed organization and rely on the annual support of generous individuals, foundations and corporations. Please join us in our effort.

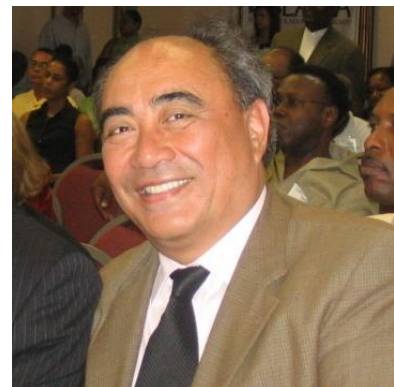
We are a 501(c)(3) nonprofit organization (Tax ID/EIN: 26-4127301) so donations are tax deductible for U.S. citizens who itemize their deductions. Please consider making a financial contribution to CMEx today via our website www.cmexmedia.org.

Board of Directors: Bevan Springer - President

Bevan Springer, an award-winning journalist and seasoned public relations professional, is the President of Marketplace Excellence, a full service public relations, marketing and media company. For the past eight years, Bevan has produced CMEx, designed to improve the quality of media coverage of sustainable tourism in the Caribbean. Bevan has worked as a sports reporter with the Barbados Nation and Barbados Advocate newspapers, and has contributed to the Trinidad Guardian, BBC World Service, New York Daily News, 1600 AM WWRL radio and WNBC-TV in New York. As former North American editor of the Barbados Advocate, Bevan spent considerable time covering the United Nations, the tourism industry and events and activities in North America's Caribbean Diaspora. A former national tennis player of Barbados, he is a member of New York's Christian Cultural Center, American Federation of Television and Radio Artists, National Association of Black Journalists, United Nations Correspondents Association and is an alumnus of Lester B. Pearson College of the Pacific in British Columbia, Canada – a member of the United World Colleges' (UWC) network.

**Lelei LeLaulu – Vice President**

Lelei LeLaulu is a development entrepreneur working at the confluences of climate change, tourism, food security and renewable energy. A founding director of the World Tourism Forum for Peace and Sustainable Development in Brazil, Lelei is also co-chairman of the Innovations for Sustainable Development Centre and President of Sustainable Solutions, the renewable energy company in the Dominican Republic.



Coordinator of the Oceania Sustainable Tourism Alliance, Lelei is also president of the Island Nations Climate and Oceans Program of the Earth Council, vice president of the Caribbean Media Exchange (CMEx) and chairman of the Foundation of the Peoples of the South Pacific (FSPI), the largest NGO network in Oceania. As president of the development and humanitarian agency Counterpart International, Lelei worked with the Global Sustainable Tourism Alliance to set up community benefit tourism projects in Ethiopia, Mali, Ecuador, Dominican Republic and the Adriatic. He also set up the Mundo Maya Sustainable Tourism project with the Inter-American Development Bank in Guatemala, El Salvador, Honduras, Mexico and Belize. A former foreign correspondent in Asia, Africa and the Middle East for several media houses,

**Board of Directors
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Lelei was a contributor to CNN World Report from the United Nations, where he produced multi-regional radio shows, edited UN Report, UN Secretariat News, and hosted "One World One Voice" on PBS TV, Lelei also served on the team which reformed the United Nations and the way it handles communications.

Lelei serves on many boards and advisory groups including as chairman of the Leadership Council of the George Washington University School of Business, Applied Brilliance, Counterpart Caribbean, National Cancer Coalition and the South Eastern European Film Festival. He also is an advisor to National Geographic's Geotourism initiative.

Pete Mansel – Secretary & Treasurer

H. Peter Mansel is president and cofounder of 4P Group, Inc. a marketing and business planning firm based in the Atlanta, Georgia, area. He has 30 years of telecommunications operations, marketing, strategic planning and sales experience at senior executive level positions. He has developed business plans for domestic U.S. and Caribbean clients. Some of the major Caribbean plans include Barbados Photovoltaic Module Assembly Plant, Caribbean Media and Communication Services, Ltd., Barbados Sugar Cane Industry Development, Inc., West Indian Sea Island Cotton Strategic Alliance, Hit-for-Six film, Wentworx Spices, Native Sun NRG Bio-diesel Plant and Rapsodee Gourmet Island Spices. Pete holds a B.B.A. from Adelphi University and an M.B.A. from Pace University in New York.

**Gail Moaney, APR – Board Member**

Gail Moaney is executive vice president and director of Ruder Finn's travel and economic development practice. Gail has 20 years of experience in agency and corporate public relations and in broadcasting, implementing communications programs for destinations, transportation companies, hotels and resorts, and economic development entities worldwide. She has also served as chief of communications for the State of Ohio Department of Economic Development, managing radio, television and print communications for international trade, science and technology, business development and tourism. An accredited member of the Public Relations Society of America (PRSA), Gail has been a

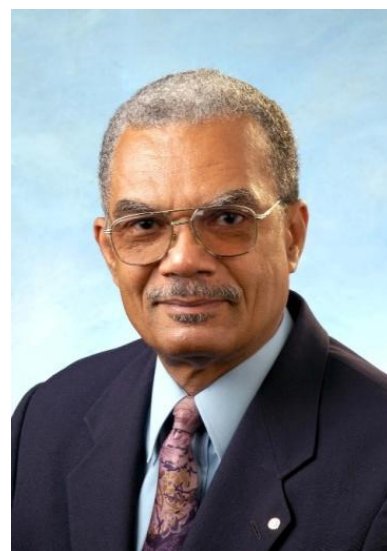


**Board of Directors
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member of the board of PRSA NY since 1995. She also sits on the boards of the American Foundation for the University of the West Indies Partnership, Caribbean Media Exchange, Counterpart International, New York Urban League and Opportunities Industrialization Centers of America. Gail is an Adjunct Professor at New York University.

Dr. Basil Springer, GCM – Board Member

Dr. Basil Springer, a Barbadian, is leading the charge, as a change-engine consultant, with the private sector-led Caribbean Business Enterprise Trust Inc. (CBET). He promotes the CBET Shepherding Model™, an enterprise development initiative, to diversify economies in the Caribbean by contributing to the development and growth of what are now called ‘sunrise’ high performance enterprises to replace the fading ‘sunset’ industries. This initiative is characterized by the effective optimal partnership between CBET, the Government and the Private Sector of a



sovereign country. The model combines the entrepreneurial opportunity to penetrate global markets, shepherding and quick response seed and venture capital, as the entrepreneur embarks on a journey from business concept to sustainable business success. The prototype of this model is currently being tested in Barbados before it is aggressively promoted in the Caribbean and beyond. At a recent launch of The Barbados Entrepreneurs’ Quick Response Venture Capital Fund (VCF), which is an integral part of this model, the Government pledged the incentive of a government guarantee to local and foreign sophisticated investors in the VCF. Basil is a member of the international E-Team which will be launching its inaugural annual Barbados conference and awards ceremony in November 2010. The E-Team is promoting - "Barbados: The Entrepreneurial Hub of the World by 2020".

Frequently Asked Questions (FAQ)

Q: Is CMEx an approved nonprofit organization?

A: Yes, after an extensive IRS review process CMEx was granted 501(c)(3) nonprofit status on May 10, 2010.

Q: Where can I find financial information about the organization?

A: Each year CMEx is required to file form 990ez and associated schedules with the IRS. A copy of those filings can be found on our website www.cmexmedia.org by navigating through the "DONATE" menu.

Q: Where is CMEx located, and how do I get there?

A: CMEx's headquarter address is 1812 Front Street, Scotch Plains, NJ 07076. However, in our effort to keep operating and administrative costs to a minimum so we can award as many conference scholarships and fellowships as possible, we operate in a virtual environment using the power of the internet to support the needs of the CMEx organization.

Q: What is CMEx's phone number?

A: +1 201 861-2056

Q: How do I contact a CMEx employee?

A: The easiest way to reach us is via email info@cmexmedia.org or phone +1 201 861-2056

Q: I am a student majoring in journalism. I am writing a research paper and would like to know more about CMEx.

A: CMEx related information is available on our website www.cmexmedia.org. If you need additional information please send your request with specific details to info@cmexmedia.org and a CMEx representative will contact you within 2-3 business days.

Q: I would like to ask permission to use materials (images) from your web site in my presentation or publication.

A: You have permission to use information (images) from the CMEx website for presentation or publication purposes as long as materials are not taken out of context and you follow our Corporate Branding Guidelines stored at our Collateral web page.

Q: How does the CMEx internship program work?

A: Please go to our home page, in the "ABOUT US" drop-down menu Scroll down and select the "Intern or Volunteer" menu where you will find answers to your questions.

Q: Are citizens from other countries eligible to participate?

A: YES, and we encourage that.

Q: How do I know if I qualify to come to a CMEx conference?

A: Please look on the “APPLY” page on our website for an answer to your question.

Q: What is the minimum age for a youth delegate registering for a CMEx conference?

A: You must be at least 15 years of age.

Q: What is the cost of attending a CMEx conference?

A: That depends on your attendee classification. You will find that information on our “Conference Fees” web page.

Q: When and where is the next CMEx conference?

A: You can find that information by navigating to our home page and navigating through the “EVENTS” menu.

Q: Do you keep materials from prior CMEx conferences and where can I find them?

A: We store Text, Audio, Video, and PPT presentation files on our website under the “ARCHIVE” menu. Please note, at the present time we are in the process of transitioning files from our old web site to the new one. It will take some time to complete the transfer so we thank you for your patience.