



International Food, Wine & Travel Writers Association

PRESS PASS

Volume 34, No. 10

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October 2016

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I*N*S*I*D*E



-  Vice president and Awards Committee Chair **Allen Cox** reminds members of the October 31 deadline for the **Excellence in Journalism Award**.
-  In **The Purposeful Journey**, **Lisa Richardson**, Chair of Conferences and Media Trips, reviews the successes and trials of creating the IFWTWA-sponsored media trips.
-  **Allen Cox** announces the **2016 Conference and Press Trip Award** centered on the 2016 IFWTWA Professional Development Conference in San Diego?
-  **John Lamkin**, Publications Chair and Executive Editor of FWT, reports on FWT Magazine and what members can do to be involved.
-  **Markets** provides information on blogs and Webzines that buy material on travel, culture and culinary topics.
-  **Story Opportunities** lists contacts and story hooks for destinations from Belize to Cornwall.



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The PURPOSEFUL JOURNEY



By Lisa Richardson

Conferences & Media Trips Committee Chair

2016 has been EVENTFUL for our Media Trips Committee! The ingenuity of Elizabeth Willoughby, our International Co-Chair, has more than doubled member opportunities. We've also had a little help from our friends.

By the time you read this October Press Pass, three IFWTWA-sponsored media trips will have concluded in the month of September:

San Mateo County/ Silicon Valley "As Fresh As It Gets" Media Tour, September 6-10,

VisitPittsburgh's "Food! Glorious Food! Libation!" September 12-16,

And The Corinthian Riviera, Greece, September 20-28.

We've also worked diligently to collaborate on pre-and post-conference media trips for members.

What do you want to see on the menu? It is not always a slam dunk and sometimes the barriers are insurmountable for bringing hosted trips to the table. This year we've had at least five failures-trips that never happened-for a wide range of reasons.

One: the PR liaison determined there were no qualified IFWTWA applicants in the pool, after an interminable wait and lots of jumping through hoops (Israel);

Two: four of seven members cancelled after selection; with only 3 remaining participants, the trip was cancelled (Texas);

Three: our contact became ill and retired from his position (Quebec-maybe next year!);

Four: after developing an itinerary for a post trip, the PR rep stopped responding (San Pedro)

Five: not a single application was submitted for this post-



San Mateo County "As Fresh As It Gets" Media Tour: taken at La Costanera, Montara Beach, CA

L to R: Stephanie Fermin (SMCCVB), Lisa Richardson, Mary Lansing, Ronnie Greenberg, Eric Canupp (La Costanera's director of operations and events), Hilarie Larson, Kathleen Walls, Joseph Hilburs

The PURPOSEFUL JOURNEY

conference trip, although two individuals later discovered they completed an app to Baja in error (Temecula).

What we've observed is that there are wonderful, creative CVBs and PR agencies out there who truly do want to develop a relationship with IFWTWA and host our journalists for a press trip. This often takes place over 6-12 months' time. There are wrinkles and twists. Perseverance and an open dialogue are essential.



Potential hosts seek ROI. They embrace journalists who come ready to participate, engage and spread the word about their destination through social media, stories, photography, radio and video.

As we look forward to 2017, we wish to continue the excitement and welcome member ideas and contacts. Allow us to explore further

**Respectfully,
Lisa Richardson**



VisitPittsburgh Media Tour "Food! Glorious Food! Libation!": taken at Smallman Galley, restaurant incubator in the Strip District

clockwise from L: April Erhard, Lisa Richardson, Teresa Bitler, Jennifer Dombrowski, Shobha Gallagher, Kristin Wenger (VisitPittsburgh), Cassie Kifer, Linda Kissam, Lynne Glover (VisitPittsburgh), Gwen Patresi; not shown are Kathleen Walls, Aurelia Smelz, Stacie Haight Connerty.

AWARDS COMMITTEE NEWS

By Allen Cox, Vice President and Awards Committee Chair, <http://ifwtwa.org/author/allen-cox>

EXCELLENCE IN JOURNALISM AWARD DEADLINE IS OCTOBER 31

Have you won an award lately? Now's your chance. As a member of IFWTWA, you are eligible to submit your best writing for the IFWTWA Excellence in Journalism Award. You can win a cash prize, kudos on the IFWTWA website and in Press Pass, buzz on social media, and an award certificate that would look quite impressive on the wall above your desk.

The deadline for the 2016 award submissions is October 31, 2016, so don't delay. Entering is easy. You'll find criteria and the entry form link at <http://ifwtwa.org/excellence-in-journalism-award>. There is a \$15 administrative fee per entry, and there is no limit to the number of entries you can submit.

2016 CONFERENCE & PRESS TRIP AWARD

Are you attending the 2016 IFWTWA Professional Development Conference in San Diego? If not, here is one more reason to seriously consider it: the 2016 Conference & Press Trip Award.

Any IFWTWA regular member who attends the 2016 Conference in San Diego AND publishes a qualifying article or blog post, or airs a broadcast, about San Diego, Loews Coronado Bay Resort, or one of the pre- or post-press trip destinations, will automatically be entered to win the 2016 Conference & Press Trip Award.

To qualify, articles, blog posts or broadcasts must be published/aired sometime between November 1, 2016 and October 31, 2017. All media sent to Media Trip Clips as a result of the conference or pre- and post-trips will automatically be considered as entries and evaluated by the Awards Committee. No entry form is required.

The winning prize? A complimentary 2018 IFWTWA regular membership, a \$150 value (all membership criteria apply).

For information on registering for the 2016 Conference, visit <http://ifwtwa.org/ifwtwa-2016-conference>.

I hope to see you in San Diego.

Allen Cox, <http://ifwtwa.org/author/allen-cox>



**Charlotte County
WEBSITES**

- Website Design/Development
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twlack@charlottecountywebsites.com



FACEBOOK



TWITTER

GREAT REASONS TO ATTEND IFWTWA'S 2016 CONFERENCE



by Chairs Susan and Todd Montgomery

- 1 Networking:** Catch-up with old friends, meet new members and make new friends. Learn what other members are doing to promote their writing, develop story ideas and find trip opportunities. We always learn the most from each other. The conference will begin on Sunday night, October 30, with a festive cocktail party on the hotel's patio overlooking the harbor. This is where networking begins and it goes on for four days.
- 2 Professional Development:** This year's conference is literally chock full of wonderful opportunities to grow and learn. Among other presentations, we will have a top-notch panel of premiere Southern California chefs talking about what's happening in SoCal cuisine. We also have two levels of Social Media workshops, a speaker on how book publishing can fast-track your travel writing career, a session on writing about wine, a pitching articles session, a photography session, a tourism panel, a Tourism Marketplace and much more. All our presenters are experts in their fields. And during lunch one day, you will hear celebrated cookbook author Melissa D'Arabian speak about healthy Southern California culinary trends.
- 3 A gorgeous destination:** Coronado Bay has to be one of the most breathtaking and beautiful destinations on the west coast. The area, including San Diego, is full of enticing culinary options and many places to visit. Coronado is easily accessible from San Diego's international airport — about a 20-minute drive.
- 4 An upscale resort hotel:** Loew's Coronado Bay is certainly one of the most luxurious hotels for any IFWTWA Conference with lovely rooms, an inviting bar, outside patios overlooking the harbor, gorgeous harbor and ocean views, a wonderful spa and pool. (Yes, in California you can swim in November!) Also, the hotel offers easy access to the beach.
- 5 Lots of destination activities:** We have all kinds of activities planned at our destination, including a San Diego trolley tour; dining in San Diego; historical tours and wine & appetizers at the magical, historic Del Coronado Hotel. You'll also enjoy s'mores on the beach at the Del as the sun sets on one of the most exquisite beaches in California.

IFWTWA Publications NEWS



By John Lamkin

Chairman

Member Publications Committee

Executive Editor

FWT Magazine

FWT Magazine

Issue Five of FWT Magazine is out. <http://fwtmagazine.com/food-wine-travel/the-magazine>

Please tell your friends and help us promote the magazine by linking on your website and posting on your social media.

Beth Graham has joined us as FWT Blog Manager. She would be happy to see your posts on the blog. The guidelines are here: <http://fwtmagazine.com/blog-guidelines>

You can see who our staff is on the magazine's masthead. You too can be listed there. Join us as a volunteer.

Volunteers Needed:

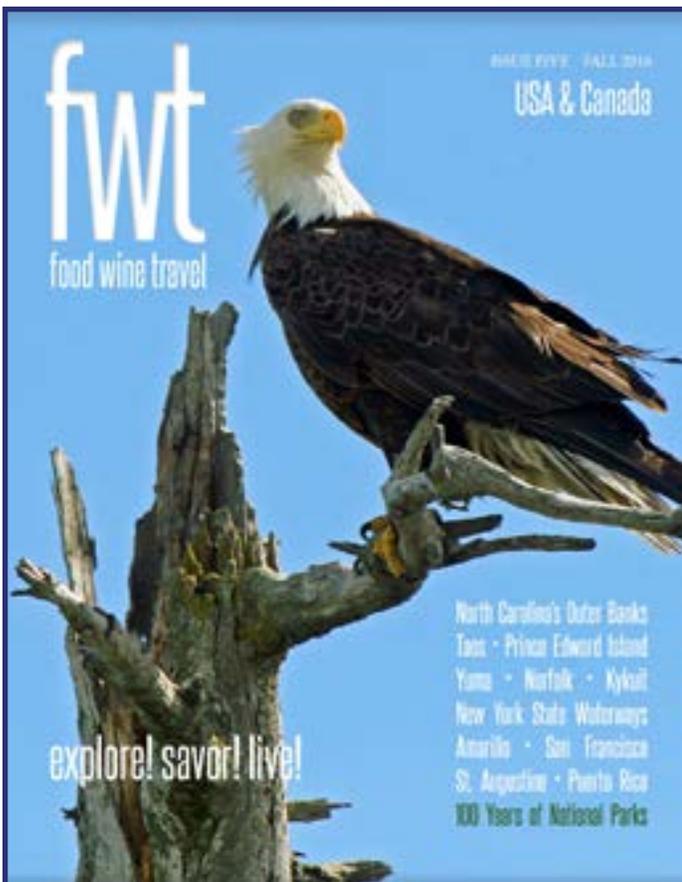
Standby Editors and Proofreaders You will be helping edit and proofread the content for the magazine. Also, helping proofread the final proof for the digital magazine.

Advertising Assistant

You will assist the Ad Director in securing advertisers and keeping track of ads. You will also share in ad commissions.

Assistant to Executive Editor

You will work learn what makes the magazine tick (along with the Ex Ed). Sort of a vice-Executive Editor. [continued](#)



ISSUE 5 USA & CANADA

Now Available Online

[Click Here](#)

To register as a contributor to FWT Magazine

We are accepting submissions for
Issue 6 World Cuisine

registration@fwtmagazine.com

Please include the following:

- Full Name (as you use in your byline)
- Email (you MUST use the email which is on record at IFWTWA)
- A note requesting to become a contributor at FWTMagazine.com

IFWTWA Publications NEWS

Marketing Manager

You will manage marketing for the website and magazine.

Social Media People; You will post social media and give us more ideas how to work in soc med. We still have Pinterest and Google+ open.

Volunteering will look good on your profile or résumé and your name and title will be included on FWT Magazine's masthead. And, if you ever intend to serve as a Director on the Board, you will need to have been a volunteer first.

Please check out FWT Magazine's social media sites. The links are in Press Pass.

Press Pass

Remember – You can post your articles to Press Pass. They should be informational, of interest to IFWTWA members and NOT self-promotional. Hint: Maybe a short article about your experience/observations at the upcoming Annual Conference.

Cheers,

John Lamkin

john@ifwtwa.org

Your IFWTWA Profile is IMPORTANT

[*Edit My Profile Settings](#)

including password, email, contact, etc.

[*Member Profiles -- BOOKS -- Management](#)

Add any books you've published to your profile with links to purchase them.

[*Member Profiles -- ARTICLES -- Management](#)

Keep your list of published articles up-to-date.

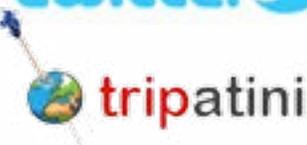
[View My Public Profile](#)

The above link will take you to a list of all our members, click on your name to see what people learn about you.

[*Display IFWTWA Member Badge on My Website](#)

A new widget that quickly displays your affiliation with IFWTWA with a link back to your profile.

*Requires that you be logged in



Copy these links and keep them handy!

<https://www.facebook.com/IFWTWA>

<https://plus.google.com/s/IFWTWA>

<http://instagram.com/ifwtwa>

<http://www.linkedin.com/groups?home=&gid=1645297>

<https://twitter.com/IFWTWA>

<http://www.tripatini.com/group/ifwtwa>

Your IFWTWA Profile is IMPORTANT

[Edit My Profile Settings](#)

including password, email, contact, etc.

[Member Profiles -- BOOKS -- Management](#)

Add any books you've published to your profile with links to purchase them.

[Member Profiles -- ARTICLES -- Management](#)

Keep your list of published articles up-to-date.

View My Public Profile (<http://ifwtwa.org/author/your-name>)

Check your profile to see what people learn about you.

[Display IFWTWA Member Badge on My Website](#)

A new widget that quickly displays your affiliation with IFWTWA with a link back to your profile.

MARKETS

Blogs and Webzines have become real segments of the paying markets for freelancers, with rates comparable and sometimes exceeding newspapers.

BBC BRITAIN

Launched last year, *BBC Britain* runs stories with a UK focus for a worldwide readership. They cover England, Wales, Scotland and Northern Ireland, and they say: "The Britain we explore isn't your usual Queen-and-crumpets caricature. Instead, it's the multicultural, complex, contemporary Britain of right now. The site seeks to answer the two big questions of an international audience: What is today's Britain... and what exactly makes it so extraordinary?"

They have run stories on the secret life of the Beef-eaters who guard the Tower of London and on the explosives on board the World War II SS Richard Montgomery a mile and a half off shore on the Thames. Payment is said to be \$350 up. They don't use articles that come out of presstrips or subsidized or free travel.

To query, send a paragraph on your idea, with a potential title, and a brief statement about your work, along with links to published pieces to editor Amanada Ruggieri at amanda.ruggieri@bbc.com.

BBC TRAVEL

This website is totally freelance written, and they are looking for stories with a time hook, and high res images available; they are also interested in videos. They don't accept articles facilitated through press trips, sponsored travel, freebies, comps or media discounts, "except in the rare case in which it is the only opportunity for press to be a part of something before the public launch, it is the only way to gain access to something or the story would be logistically unattainable otherwise."

Include links to clips in your query. Features 800-1,000 words in length pay \$350-450, with an additional \$100 for images; they buy all rights. Queries can be sent via the form at the bottom of

<http://www.bbc.com/travel/story/20160106-bbc-travel-author-brief>

They say, "We tell readers about places they've never been and show them a new side to places they think they know. With an open mind, an eye for the surprising and a global voice, we inspire our readers to fall in love with the world.

We believe the world has become an incredibly negative place, and travel sites have followed suit. It's all about baggage fees and flight delays, black-out dates and how long it takes to get somewhere. In a world of negative industry news, top 10 lists and substance-less roundups, most travel sites have forgotten about the experience of travel. We've forgotten how to celebrate the people, places, experiences and cultures that make this world so wonderfully diverse and amazing.

BBC Travel brings that celebration back.

To do that, we tell stories with new or unexpected angles that haven't been covered before. These stories are emotional, relatable or educational (in the least-stuffy sense).

If you have an idea for a new column that you would like to write, please send through a pitch."

CULTURES & CUISINES

This site stresses superb writing and is tagged "food anthropology meets travel."

They are looking for "informed, intelligent, well-written narratives about the places, both literal and imaginary, where food and travel meet, narratives that allowed a luxurious word count, while keeping in mind that every word matters and shouldn't be wasted, narratives that resulted not from in-and-out 'parachute reporting,' but from a deep interest in and love of a particular place, and the desire to learn more about it and share that with others."

Articles can be first-person or third-person, 800 words or 3,000, and can push the boundaries of the non-fiction genre; they cannot be superficial and in most cases, should have some degree of research and reporting involved in their making

They are interested in stories for "The Family Meal," meals in specific places/contexts, shared

MARKETS

among a group of people who have a particular bond or identity in common. A few examples include: Miners in Chile or Canada; deep sea fishermen on a boat (and how their meals change over the course of the season); night-shift ER doctors, nurses, and staff; people on the set of a TV show or movie; archaeologists working on an active dig; stormchasers following a tornado; air traffic controllers on lunch break; hotel housekeepers snacking during break. They could also include historical examples: the meals shared by protesters during the Civil Rights Movement, for instance. They are not interested in chef interviews or restaurant reviews. Payment is \$200 per article. After 90 days you can publish the piece elsewhere. They ask that any future publications mention that the piece was first published on *Cultures & Cuisines*.

They look for queries or completed articles submit-

ted on speculation. Send them to pitches@culture-sandcuisines.com

EXPATICA

Expatica serves U.S. expatriates, providing news and information for English-speaking expatriates in Europe. Freelance contributors must have extensive knowledge of expatriate life, issues that affect expats, and news and events in the countries in which *Expatica* operates.

They say: “*Expatica* uses freelance journalists on most of its publications. We welcome submissions from qualified, published writers. To stand the best chance of having your article published on *Expatica*, please study the website to see how an article or topic idea would fit in to one of our channels.”

Articles run 500-1,000 words in length and the fee must be negotiated before submission. Query editorial@expatica.com or expaticaservice@expatica.com

2016 IFWTWA ANNUAL PROFESSIONAL DEVELOPMENT CONFERENCE

4 NIGHTS OF PROFESSIONAL DEVELOPMENT, NETWORKING
AND FUN BY THE SAN DIEGO SEASIDE

OCTOBER 30 – NOVEMBER 3

REGISTER NOW www.IFWTWA.org

Join Us It's time to register for the 2016 Annual Conference! This year's conference is at the four diamond Loews Coronado Bay Resort, the perfect seaside location in San Diego, California to mix business with pleasure.

Meet up with fellow members to renew, relax and reboot in sunny Southern California. Network, attend onsite and offsite activities, apply for pre and post trips, enjoy educational seminars, all while based at one of the most beautiful beachfront hotels in the world.

MARKETS

FUND YOUR LIFE OVERSEAS/INCOMES ABROAD

Fund Your Life Overseas is a part of International Living, and pays \$75 for articles on ways U.S. expatriates can earn a living abroad. Five times a week readers receive a story of 500-600 words telling them about ways they can earn an income that lets them live anywhere. Payment for writers is \$75.

They also want writers for their newer publication, *Incomes Abroad*, whose goal is to equip readers with an income they can take anywhere in the world. *Incomes Abroad* contains personal experience articles offering plenty of practical advice on how expats can fund their new lives abroad.

They say: "Do you know an expat with a portable career? Someone working remotely as they travel the world? Have you met or interviewed an expat running a bricks and mortar business overseas? Or do you know a family living abroad, making a new life with their kids at their side? Case studies need to be strong on the nuts and bolts of setting up business—what it cost to set up, running costs, and the return on investment.

Comparisons with the costs of running the same business in the United States are useful for readers as are cost of living comparisons and always try and include the age of your interviewee."

Submit queries to managing editor Shane Ormond at sormond@internationalliving.com.

GOTHAMIST

Gothamist pays \$50-\$150 for reported pieces about New York.

They say they are looking for "original, compelling, heartbreaking, funny, enraging, and enlightening stories." A recent post described a traditional ice cream parlor in Queens; another focused on a man who jumped in front of a subway train in Manhattan.

They like true-life mysteries, explainers that reveal how some aspect of the city works, and thoroughly reported exposés of injustice or corruption.

They say: "We want scoops buried in public records or shoe-leathered-out in neighborhoods or at Kafkaesque community board meetings. If you've got the voice, we'll consider your first-person account of being flashed on the subway and then brushed off by police. We also take 'dispatches' from other cities. It could be a new solution to a typical urban problem, a new kind of food, or a new form of entertainment that will probably go global in a few years. Doesn't matter if it's an American or international city, as long as the story is novel and the phenomenon seems like it could spread."

Payment is negotiated; send queries to tips@gothamist.com.

PLAYBOY.COM

Playboy.com pays up to \$350, depending on the topic; payment is negotiated individually. Joe Donatelli, the sex and culture editor, has run a piece on "The Non-Stoner's Case for Legalizing Weed" and they have included culinary articles like "Marc Forgione's Innovative Lamb Vichyssoise Pairs Beautifully with Chinon Blaze" and a story on Sweet and Hot Mango Hot Sauce

Query Donatelli at jdonatelli@playboy.com

SAVEUR

Saveur's online presence starts at \$150 for "amazing stories about food and travel."

Saveur's most recent alterations offer more opportunities for travel, culture, food and drink. They look for something flavorful in the way of a story behind a recipe or traditional culinary favorite, and how chefs set up their own kitchens. Recent travel stories included A Sioux Chef spreading the gospel of America's first food and the saving of Tokyo's 81-year-old Tsukiji Fish Market.

Queries go to Assistant Digital Editor Katherine Whittaker at edit@saveur.com

EBONY.COM

This 70-year-old monthly doesn't require that writers be black, but they must present their stories from a black perspective. They are a good market for lifestyle topics, since they use fresh material rather than recycling from the print issue, and in-

MARKETS

interviews/profiles of black activists.

Recent stories include one on exploring Key West, "Florida's Hidden Black History," 48 Hours in Washington, D.C., and Five Reasons to Visit Porto, Portugal.

Online queries go to editor-in-chief for digital content Kyra Kales KKyles@ebony.com

SLATE

Slate publishes material on culture, politics and news from a standpoint of a premise, reflective think pieces that take a position. Topics like "How Amos 'n' Andy Paved the Way for Black Stars on TV" and examination of characteristic sayings, state by state, fit into Culturebox, the easiest gateway into *Slate*, and they cover food, design, art and architecture as well. Payment is \$300-600, and queries go to culture editor Julia Turner at juliet.turner@slate.com.

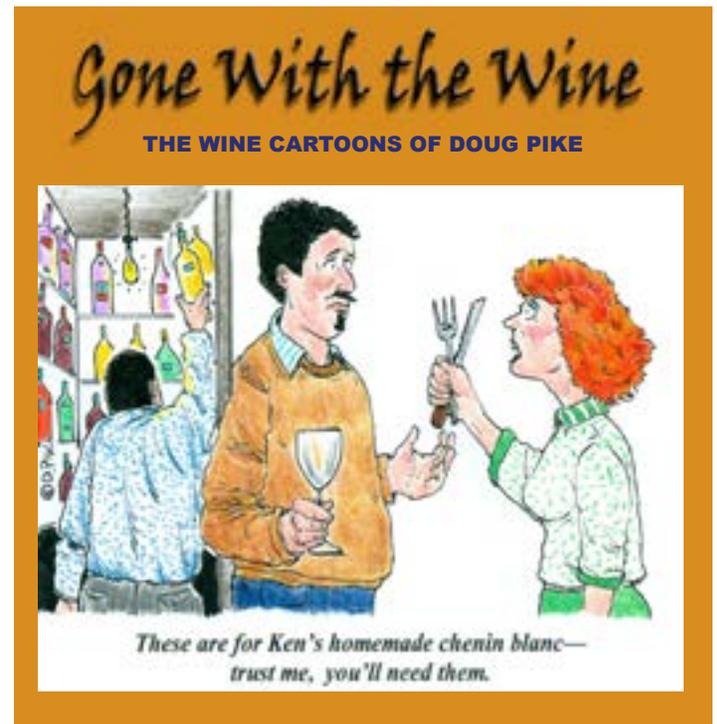
TRAVEL & LEISURE DIGITAL

Earlier this year, *Travel + Leisure* made a move to focus more on city guides in its digital publication, while the print issues target story telling and inspiration to travel. Significantly, there are no editors on staff who are dedicated to the print product,

and the digital content has been expanded heavily.

City guides are very detailed and range from Auckland and Amsterdam to Washington, D.C. and Zurich. They also have sections on hotels and restaurants and if you are a local of the destination you are pitching you have a distinct advantage.

The digital editor is Amy Schellenbaum at amy.schellenbaum@travelandleisure.com.



MEMBERSHIP PERKS



Photographers and Journalists, Collaborate

Photographer members have given links to their websites that will enable you to send a URL link with any image or galley destination folder to assignment editors with their queries. [Details...](#)



MedjetAssist

IFWTWA members from the U.S., Canada or Mexico receive reduced Medjet annual and multi-year membership rates 28-30% off its baseline. [Details...](#)



Check the website regularly for new [Membership Perks](#).

STORY OPPORTUNITIES

BELIZE

In Central America on the Caribbean, Belize is a center for ecotourism, with the Belize Barrier Reef the second largest in the world, over 450 offshore Cayes (islands), excellent fishing, windsurfing, swimming, snorkeling, kayaking, boating, scuba diving, and even cave rafting. The country has a range of jungle and wildlife reserves of beautiful fauna and flora, and Mayan ruins from the giant pyramid at Caracol to Altun Ha near Belize City. Belize also has the largest cave system in Central America,

Writers should complete the form <https://media.travelbelize.org/media-room/press-trip-requests> at least four weeks prior to requested dates to visit.

If you have any issues with the submission form, email belizeengage@olson.com.

BERMUDA

With its strong ties to traditional Britain, its maritime history and outstanding golf, exceptional diving among wrecks and reefs and its soft sand beaches, Bermuda has more than enough story hooks.

For journalists and freelancers on assignment, the Bermuda Tourism Authority is available to welcome you to the islands to discover the incredible attributes the destination has to offer. They offer to

help you get the ideas, information and content you need to produce the story you are working on. The BTA also offers assistance to travel media with site tours to Bermuda as appropriate, including periodic themed group media tours, suggested itineraries, on-island connections and more.

If you wish to visit, email information regarding your assignment, the publications you represent and story angles/interests along with potential travel dates to Bermuda@turnerpr.com.

CARIBBEAN: ROYALTON

Royalton Luxury Resorts is opening five new resorts in the Caribbean in St. Lucia and in Negril and Montego Bay, Jamaica. Royalton Blue Waters opens the middle of this month, and the others are scheduled for completion by January 15.

The rapid expansion through construction projects has led to more than a double increase in presence in Jamaica by 801 rooms with 228 at Royalton Blue Waters, 407 at Royalton Negril and 166 in Hideaway at Royalton Negril. The new developments have also added an opportunity for accommodation in 456 luxurious suites in Saint Lucia, with 352 rooms in Royalton Saint Lucia and 104 in Hideaway at Royalton Saint Lucia.

All-inclusive features include the signature Dream-Bed™, unlimited reservation-free luxury dining, complimentary Wi-Fi and in-room long distance calling, a Sports Event Guarantee™, and more. Many of the resorts cater equally to both families and couples, with supervised kids and teen activities offered at no additional cost and family-friendly accommodation and dining options.

For more information, contact Jil Krusemann at jilk@spring-obrien.com

FLAVOURS HOLIDAYS

Edinburgh-based Flavours Holidays has 15 years' experience offering culinary holidays in Italy. They say: "We love press and media coverage – so if you are interested in covering any of our luxury Italian Cookery Holidays then please get in touch.

MEMBERSHIP

REFERRAL CREDIT



When you refer a new member who lists your name on their application, your dues for the following year will be credited:

\$20.00

STORY OPPORTUNITIES

“We can provide professional photos from any of the cookery schools as well as lifestyle shots taken by our own photographers on location. Lorne Blyth, Director of Flavours, is available for interview about Italian cookery as well as about any of our holidays and can provide copy for opinion pieces.”

They add, “Press trips are available. We like to send journalists as part of a normal holiday group rather than in a separate group of their own. Please get in touch with us and we will discuss the kind of article you want to write and see if it fits in with our overall press and media strategy.”

Contact them through the form at <https://www.flavoursholidays.co.uk/contact-us/>

NEBRASKA

Nebraska has some very impressive natural wonders, including the Happy Jack and Chalk Mine with more than 6,000 feet of honeycombed caverns. This is the only publicly accessible chalk room and pillar mine in North America.

The Ashfall Fossil Beds is another dramatic feature (get you camera ready!). They result from the tremendous layer of volcanic ash that fell on

the Great Plains nearly 12 million years ago. This unique park contains the fossil skeletons of animals that died at a watering hole following the massive volcanic eruption and the fossil bed has been uncovered and left in place for public viewing. The Rhino Barn covers the excavation area. The park is a National Natural Landmark.

For more information, contact Jenn Gjerde at jenn.gjerde@nebraska.gov

NEW ORLEANS

The Communications & Public Relations Department of the New Orleans Metropolitan Convention and Visitors Bureau, many of whom are natives of the city, can help with story ideas and expert sources, complimentary or discounted accommodations, and insiders’ knowledge of little known dining and entertainment.

They note that comped or discounted accommodations are only for qualified editorial members of the media; if they approve your request, they cover costs for up to three nights for domestic journalists and up to five nights for journalists from outside the U.S.

Fill out the form at <http://www.neworleanscvb.com/press-media/media-assistance/>

ORLANDO, FL

Orlando has a number of current story hooks, including:

The Alford Inn has been named among the Top 15 Best City Hotels in the Continental U.S., in the Travel+ Leisure 2016 World’s Best Awards, based on the magazine’s annual reader’s poll.

Cvent, the leader in cloud-based enterprise event management solutions, named Orlando the No. 1 destination for meetings and events in the United States for 2015. Cvent developed the ranking based on meeting and event booking activity in its national supplier network.

The Walt Disney World Swan and Dolphin Resort has a multi-phase, multi-year, \$125 million re-design project going to transform all 2,265 guest rooms in both the Swan and Dolphin buildings.



<https://www.facebook.com/FWTMagazine>

<https://twitter.com/FWTMagazine>

<http://plus.google.com/+Fwtmagazine>

<https://instagram.com/fwtmagazine/>

<https://www.pinterest.com/fwtmagazine/>

STORY OPPORTUNITIES

Westgate Lakes Resort & Spa, one of Orlando's condominium-style resorts, has expanded its meeting offerings with the development of 20,000 square feet of new meeting and banquet space.

DoubleTree by Hilton Orlando at SeaWorld has a new 20,000 square foot ballroom, new pool decks, and 100,000 sq. feet of indoor/outdoor meeting and event space.

Universal Orlando Resort and Loews Hotels & Resorts has the Loews Sapphire Falls Resort, the fifth onsite hotel at Universal Orlando Resort, featuring 1,000 rooms and suites with a casual Caribbean theme, built around a lagoon and towering waterfall, along with the new Loews Meetings Complex, which will consist of 247,000 square feet of contiguous meeting space between Loews Royal Pacific Resort and Loews Sapphire Falls Resort.

Walt Disney World Resort completed a multi-year transformation of Downtown Disney into Disney Springs. Featuring an eclectic and contemporary mix from Disney and other brands, the new expansion doubles the number of shops, restaurants and other venues for guests to explore.

Visit Orlando provides assistance to travel journalists on assignment by arranging itineraries and facilitating visits to the attractions, cultural venues and other points of interest that will be covered in their articles, books and broadcasts. Trip arrangements can be set up at a media rate and are handled on an individual basis. Review the guidelines for traditional media or online media/bloggers for a complete overview of the process.

Travel press interested in visiting the area will need a letter of assignment and recent examples of travel or travel-related feature coverage; they require a minimum of three week's notice. Go to <http://media.visitorlando.com/contacts-and-media-requests/press-trip-request/> and choose from the separate forms for traditional media and online media/bloggers.

Requests may also be submitted via e-mail to media@VisitOrlando.com.

North Seminole County

There is also a story in Orlando North Seminole County, a short distance from the big attractions, yet uncrowded, with lush scenery, intriguing dining and more than 2,000 unspoiled rivers and lakes to paddle and sail.

Orlando North hosts a series of individual and group in-county media tours during the calendar year for both trade and consumer media. If you are interested in joining a group tour or looking for an itinerary for an individual trip, contact Mary Jane Kolassa at mjkolassa@paradiseadv.com

UNITED KINGDOM

For those who inquired, here is a list of UK press office contacts and media contacts around the world:

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U.S. VIRGIN ISLANDS

The three U.S. Virgin Islands are an ideal combination of the familiar and exotic. With a long history and strong ties to Denmark still evident in names and street signs, St. Thomas, St. Croix and St. John are all U.S. territories and require no passport for visitors from the mainland, yet from the customs and food to the patois, they belong to their own brand of the Caribbean.

The multi-national population is reflected in the culinary offerings, a mix of Italian, Irish, West

STORY OPPORTUNITIES

Indian, Caribbean and Japanese. Naturally, fresh seafood is a staple high on the list of ingredients and among the sweets are coconut and guava tarts, sweet potato pudding, soursop ice cream and local rum cake and delectable rum balls. Ginger beer (nonalcoholic) and maubi (fermented bark of the maubi tree and ginger) are among the unusual drinks, and the colorful festivals showcase the local specialties beautifully.

There's excellent shopping in St. Thomas, beautiful resort getaways and a strong Danish accent in St. Croix, and great ecotourism stories on St. John, where even luxury resorts are created off the grid; St. John was ranked #13 in Condé Nast Traveler's 2015 Reader's Choice Awards "Best Islands in the World."

For more information, contact Bevan Springer - (201) 861-2056 – and Keisha Nelson - (917) 673-9995 –at USVIPressRoom@marketplaceexcellence.com

VISIT CORNWALL

Celtic Cornwall is a wonderful story, and, for some reason, not nearly so much told as those of Scotland, Wales and Ireland. With human records going back to Paleolithic times, a rich political and artistic history and dramatic and beautiful towns and beaches, Cornwall has enough facets to keep a writer busy for a long time. Charming hotels, a cuisine all its own and one gorgeous landscape after another draws visitors. The VisitCornwall team says: "We love seeing all things Cornwall splashed across the headlines and filling our TV screens," and they have set up an online media center and are well prepared to host visiting press. Contact Julia Hughes at julia.hughes@visitcornwall.com

Viceroy Anguilla/Anguilla

Viceroy Anguilla, a resort situated on two beaches, Barnes Bay and Meads Bay, features 166 luxury accommodations including contemporary guestrooms, bluff-top villas with gourmet kitchens, sophisticated townhomes, and resort residences. The hotel has a signature restaurant, Coba, a Sunset Lounge and cliff-side Half Shell beach bar and restaurant as well as three resort pools.

There also is an array of water sports, a spa and fitness center, and programs for children and families.

The resort's summer program "Backpacks & Givebacks" is an opportunity for guests to help to fill backpacks with school supplies for children at the Alwyn Alison Richardson Primary School.

Interested journalists should contact: Holly Zawyer at http://www.cam-pr.com/aboutus/team_details.cfm?staff=70

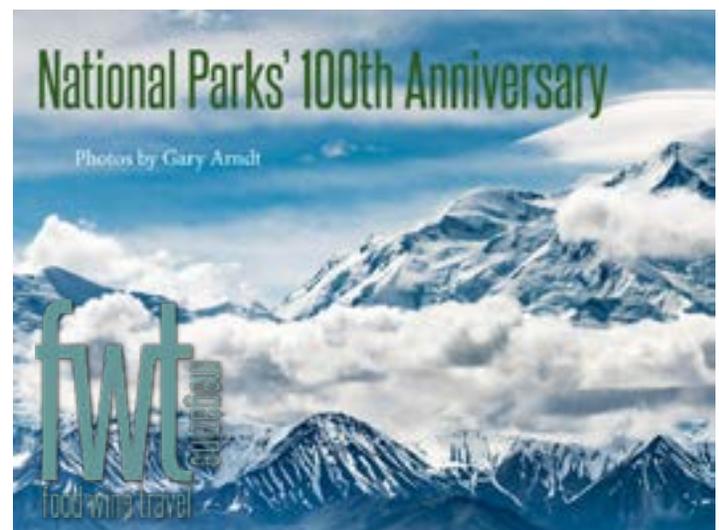
WINE BLOGGERS' CONFERENCE

November 9-12, 2017 the 10th wine bloggers' conference, WBC17, is being held in Santa Rosa, CA at the Hyatt at Vineyard Creek, with a Four Diamond AAA rating.

They expect to sell out, and caution that their reduced rate at the Hyatt is only available to registered attendees.

There are pre- and post-conference excursions, wine education, a panel of highly successful bloggers to advise attendees, wine discovery sessions, a number of tastings, individually selected specialty education, and live wine blogging sessions for white, rose and red wines where winemakers will go from table to table, each with five minutes to pour their wine, present their story, and answer questions from a table of bloggers.

Go to <http://winebloggersconference.org/agenda/> for the full agenda



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Welcome!

MEMBERSHIP RECOGNITION

5 Years

Wayne Bayliff



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