

# NEW HORIZONS

CRUISE MANAGEMENT INTERNATIONAL AND CMI LEISURE MANAGEMENT

ISSUE 1

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WELCOME  
TO OUR  
FIRST ISSUE

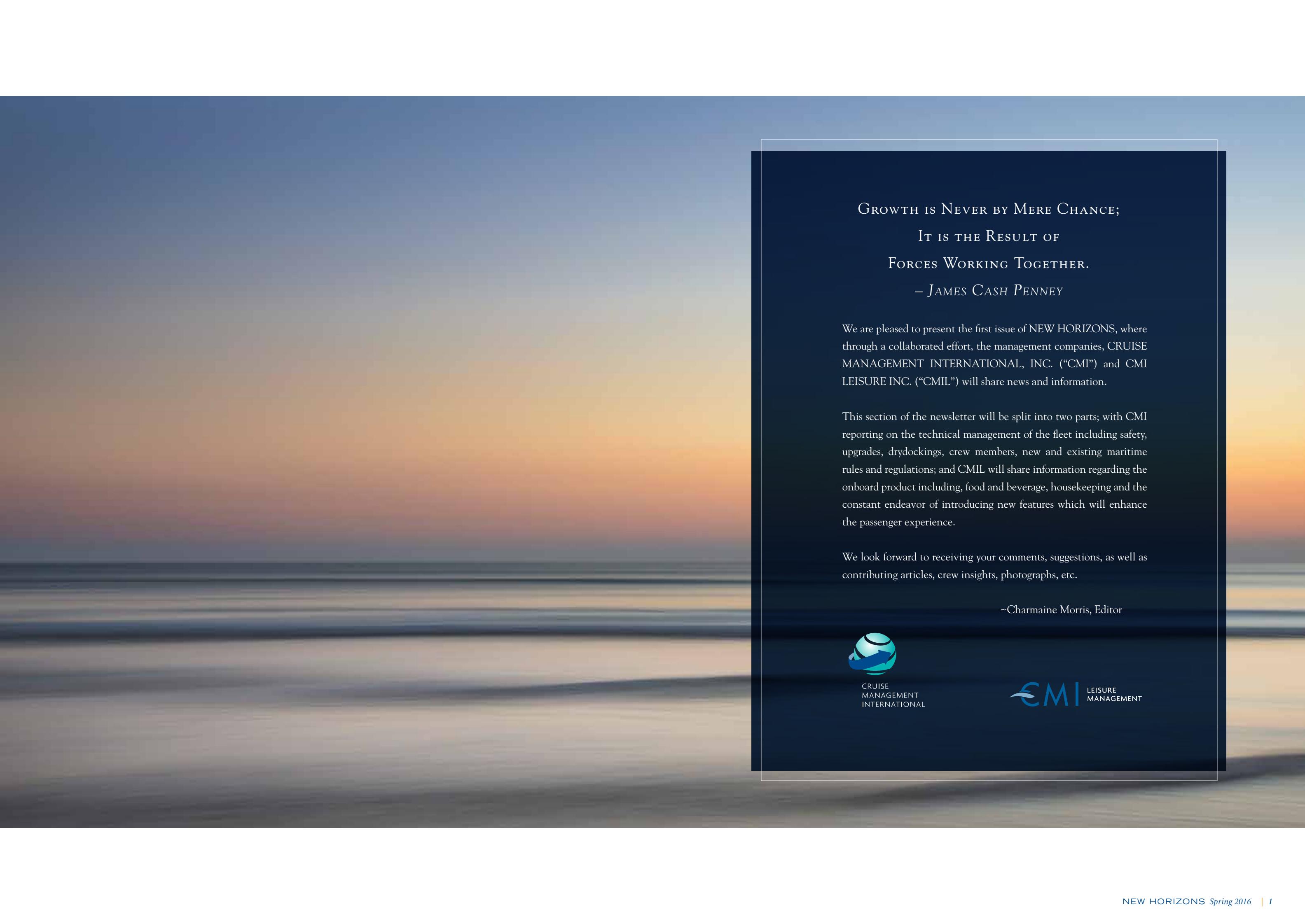
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CRUISE  
MANAGEMENT  
INTERNATIONAL



LEISURE  
MANAGEMENT



GROWTH IS NEVER BY MERE CHANCE;  
IT IS THE RESULT OF  
FORCES WORKING TOGETHER.

— JAMES CASH PENNEY

We are pleased to present the first issue of NEW HORIZONS, where through a collaborated effort, the management companies, CRUISE MANAGEMENT INTERNATIONAL, INC. (“CMI”) and CMIL will share news and information.

This section of the newsletter will be split into two parts; with CMI reporting on the technical management of the fleet including safety, upgrades, drydockings, crew members, new and existing maritime rules and regulations; and CMIL will share information regarding the onboard product including, food and beverage, housekeeping and the constant endeavor of introducing new features which will enhance the passenger experience.

We look forward to receiving your comments, suggestions, as well as contributing articles, crew insights, photographs, etc.

~Charmaine Morris, Editor





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## PRESIDENT'S MESSAGE

2016 marks the first business year of our new company. Our fiscal business year started on January 1st and finishes December 31st.

We are at the halftime point for 2016 and it has certainly been a very exciting year thus far. I'd like to share a quick reflection.

In January we had three of our ships operating in Antarctica. Quark Expeditions operating the M/V Ocean Diamond and M/V Sea Adventure and Poseidon with the M/V Sea Spirit. The season finished in mid-March and the M/V Ocean Diamond repositioned to Las Palmas.

The M/V Sea Adventurer continued with Zegrahm's cruising around the west coast of South America and in May it transferred to Quark Expeditions sailing from Amsterdam.

The M/V OCEAN DIAMOND repositioned for a short charter from England to Hamburg to start the season with Iceland Pro Travel. Iceland is a very popular travel destination these days due to their beautiful landscape, geysers and the Northern Lights. They have also recently garnered world-wide attention with their soccer team reaching the quarterfinals of the European 2016 Soccer Championships. Go Iceland.

The M/V SEA SPIRIT was upgraded during the season break in April and May. The new public areas are beautiful. She will be doing some interesting and historical cruises in the Arctic during the 2016 season to commemorate the 120th anniversary of Fridtjof Nansen overwintering in Franz Josef Land. The cruises will feature original dishes from the menu served at the Norwegian Palace to celebrate Nansen's return from Franz Josef Land.

We started operating three additional ships for the summer season. The M/V QUEST had a name change and became the M/V SEA ENDURANCE and is chartered by Albatros, our Danish partner, and sub-chartered for a few cruises by Polar Quest, a Swedish operator, and the main charterer for the last five years.

The M/V OCEAN ENDEAVOUR had a very good start to her second season with Adventure Canada. Now that the first half of 2016 is already behind us,

I would like to take the opportunity to thank our onboard management teams and everyone in our corporate office in Miami for a job well done. We had a very good Antarctica season and our overall guest satisfaction scores have all been above target. It takes a team effort to pull it off.

Our goals for the rest of the year are to continue our high level of guest satisfaction and staying within targets on all of our Key Performance Indicators. We spent a lot of time on our logistics planning, which has been a strategic focus for us this year. We had some supplier changes in Europe and are working to strengthen our relationships with our key partners in Europe, the US and in Antarctica. The main objective with this initiative is to improve our planning and ships conveyances becoming more efficient, and delivering a consistent supply of consumables and produce.

I am looking forward to a successful and prosperous second half of 2016. It is, after all an Olympic year again and in that spirit, I would like to share with you a story about the "Olympic Creed" which is inspiring and I believe relevant for us in the hospitality business.

## THE OLYMPIC CREED

This Olympic Creed (or "Olympic Message") has appeared on the scoreboard during Opening Ceremony at every modern Olympic Games. Baron de Coubertin was inspired to adopt this creed after he heard a sermon by the Bishop of Pennsylvania, at a service for Olympic Athletes in 1908. It reminds us that in our life, just like in the Olympics, winning is not the most important thing. It is the ultimate challenge for which we all struggle as we strive to be "Swifter, Higher, Stronger."

"The most important thing in the Olympic Games is not to win but to take part, just as the most important thing in life is not the triumph, but the struggle. The essential thing is not to have conquered, but to have fought well."

Thank you again for all your fine contributions and support.

Dietmar Wertanzl, President CMIL

## C M I L SHORE SIDE ORGANIZATION



**Top from left to right:** Donald Cameron /Vice President Hotel Operations; J.C. Segui/IT; Dietmar Wertanzl/President; Jorge Rodriguez/Purchasing Agent; Shahbaz Kazi/Vice President Finance; Luis Guerra/Purchasing Agent; Peter Hofter/Corporate Executive Chef

**Sitting from left to right:** Danyer Perez/Accounting Assistant; Elenita Delgado/Purchasing Manager; Anne Tompkins/HR Director; Anna Rendon/Senior Accountant

## FEATURED HOTEL MANAGER

LUIS DE SOUSA MARQUES - VICTORY I

08/18/1960 – Present



Born in Lisbon Portugal, Luis lived a happy childhood between his grandfather's farm up in the north close to the border with Spain and later on returned to Lisbon. Against his Father's will, (wanted him to follow his career and become an airline pilot), he decided to leave Portugal to Switzerland to start his studies in the Hospitality industry.

In the late eighties, at Celebrity Cruises, Luis launched new ships, and was part of the Start Up team with Michel Roux (Owner and Patron of "The Waterside In"), giving his contribution to make Celebrity the best premium Cruise line in the world in food and service. In Carnival Cruise Lines, he worked as Senior Restaurant Manager, successfully finishing several achievements, when it came to focus on controlling (Profit & Loss Management) and guest quality service satisfaction perspective, setting-Up profitable Event Catering, Restaurant & Bar operations for the upscale market. Returning shore side, he managed the F&B operation on a converted convent of the XVI century into a successful 4 Star property, and after was the general manager of a Small Luxury Hotels of the World property in Portugal. Returning to ships with AmaWaterways, this time through the rivers of Europe and Vietnam, achieved with success the operation in France with one of the fleet best annual results for three years in a row.

Luis has a comprehensive knowledge of Hotel and Food and Beverage Operations, with a vision and entrepreneurial mind to push the business to the next level. Skilled at taking projects from conception through implementation, to successful completion; a seasoned food and beverage professional with an accomplished

track record in the cruise industry, restaurants and hotels, in managing of High Quality and Volume producing operations and Start Up experience, gathered from his many years in the industry. A self-made man who worked his way up the corporate ladder, he has a no-nonsense, open minded and positive management style. He uses his experience and knowledge to accomplish change.

A Customer-driven Manager and a leader, Luis has the proven ability to work effectively with a team of truly multinational managers and employees, with a track record of excellence, possessing that rare talent of managing "upward" exactly the same way he does with those who report to him, treating everyone around him with great respect. Luis is fluent in English, French and Spanish and proficient in Italian. During this time, Luis has established a vast resource network within the industry with guests, management, suppliers/vendors and employee recruiters, carrying a wealth of knowledge and expertise in the field which would be extremely valuable to any operation.

**Specialties:** Managed successfully operations with up to 390 Staff contained in High Quality and Multinational environments. Introduced and monitored standard operational procedures on a High Quality Level, Trained Employees, in order to guarantee consistent Quality to ensure successful operations and/or "Start Ups", effectively brought together strong Teams, in order to secure an Exceptional Service.

Passionate and committed to the Hospitality industry, Luis exceeded the Expectations of various well-established Firms.



## INTRODUCTION OF NEW CLIENTS AND SHIPS VISITS

### VICTORY CRUISE LINES

The new kid on the block is our partnership with a brand new cruise line called Victory Cruise Lines. Their first ship is the M/V VICTORY I the former M/V SAINT LAURENT.

We are very excited about this new opportunity serving this newly formed small ship cruise line. The plan is to cruise in the Great Lakes in the summer, and circumnavigating Cuba in the winter, thereby operating year round. We all visited the ship in Montreal for her first inaugural cruise and the ship was chartered to GoNext, one of our top clients out of Minneapolis, Minnesota.

One of our latest innovations onboard the M/V VICTORY I is three themed tea times called the "Royal Afternoon Tea", the "Viennese Afternoon Tea" and the "Spirit of the Maharajahs Afternoon Tea" to add a little drama to our culinary and service experience.

### AURORA EXPEDITIONS

CML added a cooperation agreement to its portfolio with Aurora Expeditions, a very successful Australian expedition operator, with whom we are very proud to be associated. We are looking forward to working with them onboard the M/V POLAR PIONEER and discussing future opportunities to help grow the brand.



## NEWS AND UPDATES

We are proud to announce that our largest long term client Quark Expeditions has been voted NO. 2 in the World's Best Small-Ship Ocean Cruise Lines category of Travel and Leisure World's Best Awards 2016. As per Travel and Leisure, "for an intimate, exclusive experience, nothing beats these winners in the small-ship category."

"Every year for our World's Best Awards survey, T+L asks readers to weigh in on travel experiences around the globe—to share their opinions on the top hotels, resorts, cities, islands, cruise lines, spas, airlines, and more. Readers rated individual cruise ships on their cabin and facilities, food, service, itineraries and destinations, excursions and activities, and value. Those assessments were combined to generate results for the cruise lines in five categories; small-ship ocean cruise lines have vessels that can carry up to 249 passengers."

## NEW WEBSITE

We are very happy about the implementation of our new website. We are planning to set up a Facebook page and hope to receive some nice pictures from your onboard adventures, to share with our CMI-Leisure world community.



Please visit us out at: <http://cmi-leisure.com/>