



**HAND IN HAND FOR HAITI'S REMARKABLE MIRACLE**

# Haitian President Martelly inaugurates the Lycée Jean-Baptiste Pointe du Sable and Dubai Duty Free Sports Complex

*A Travel Markets Insider Special Report by Lois Pasternak in Haiti. Photos courtesy of Onboard Media*

A little more than four years after Haiti was struck by the devastating earthquake of January 2010 – and three years after opening its door for the first day of school in October 2011 – the Lycée Jean-Baptiste Pointe du Sable, in Pont Leocan, near the city of Saint Marc, Haiti, received recognition from the highest levels of the country when President of Haiti, Michel Martelly and his wife, Sophia Martelly, officially inaugurated the incredible school and Dubai Duty Free Sports Complex on Saturday, May 17.

The Lycée Jean-Baptiste Pointe du Sable is the remarkable creation of the Hand in Hand for Haiti Foundation and built with the assistance of extraordinary support from the travel retail industry worldwide.

HIHH was founded by Estée Lauder Travel Retail Worldwide President Olivier Bottrie, former DFS Group President and CEO Ed Brennan, and The Moodie Report Chairman Martin Moodie as a humanitarian response to the earthquake. (DFASS Founder and President Benny Klepach joined the Board of HIHH in Spring of 2013).

The Foundation was incorporated in the United States less than three weeks after the tragedy struck the country, already the poorest nation in the

Western Hemisphere.

The vision of the founders of Hand in Hand for Haiti was to build a sustainable hurricane-proof and anti-seismic school complex for the country's neediest children. With a goal of delivering the highest academic standards aligned to the Haitian curriculum -- classes are taught in French and English, along with Creole, from the nursery level – the founders knew they must do more than just build a school, they must provide ways to ensure long-term financing and management.

The school opened its doors in October 2011 – one of the first and only post-earthquake construction projects to reach completion – welcoming 153 three-, four- and five-year-old children. Fifty three-year old students are to be added each year. As of September 2014 the school will have 300 students over 12 classes from pre-kindergarten to third grade. By 2024, the plan is to have 16 sections covering nursery to baccalaureate levels, with a capacity of 720 students.

From the beginning, the HIHH founders understood the importance of incorporating sports into the school curriculum, declaring sports as one of

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*Haiti's President, Michel Martelly (in yellow shirt) and his wife Sophia Martelly with ELC's Olivier Bottrie and other Hand in Hand for Haiti Board members, and students from one the school.*



*President Michel Martelly met with the students in the school before the start of the soccer match.*



*Estee Lauder Companies' Olivier Bottrie (left) gave an impassioned speech opening the Lycée Jean-Baptiste Pointe du Sable and the inaugural program at the \$1.5 million Dubai Duty Free sports complex. Right, Bottrie and Haiti's President Michel Martelly pose with the competing Soccer teams that played the inaugural game.*

## Hand in Hand for Haiti school inaugurated

the “school pillars to foster individual and collective talent.”

To this end, the inauguration ceremony also celebrated the opening of the Dubai Duty Free Sports Complex — a \$1.5 million facility featuring an international regulation soccer pitch with artificial turf, a basketball court, two volleyball courts and 400-meter six-lane running track. Parts of the complex were literally carved out of the cliff side adjacent to the school.

Dubai Duty Free, already a contributor to Hand in Hand for Haiti, in February of 2012 provided a major donation of US\$500,000 from its Foundation towards the construction of the sports complex.

The Inauguration Ceremony celebrated the opening of the school and the sports complex with an exhibition soccer match between the Haitian team of President Martelly and a guest team that featured players from France and the US, among others, including Wagneau Eloi, former head coach of the Haitian National team.

President Martelly visited with the children prior to the start of the game, after which time he voiced his full support, saying that “access to education is essential to the future of Haiti.”

Estee Lauder Companies’ Olivier Bottrie gave an impassioned speech opening the inaugural program, describing the school as being “a blueprint for education in Haiti” and

underlined his faith in the country’s future.

“Education will lead to a new generation of Haitians – civically responsible, open to the world and applied to the good of their country be it economic, political, social or humanitarian.”

In his speech Bottrie also thanked Dubai Duty Free for its major investment.

Commenting on the official opening of the Dubai Duty Free Sports Complex in a statement, Colm McLoughlin, Executive Vice Chairman said:

“Hand in Hand for Haiti has done a tremendous job in driving forward the phased opening of the Lycée and the completion of the Dubai Duty Free Sports Complex in a short space of time in a challenging environment.

“We are very proud to have been part of this project which will enrich the lives of young people living here and will encourage their interest in sport. My congratulations to all of those involved in the Hand in Hand for Haiti initiative, especially Olivier Bottrie, Ed Brennan, Benny Klepach and Martin Moodie, who have worked tirelessly in recent years to see these projects come to fruition.”

As part of its commitment to be an active participant in the community at large, the sports complex will also be opened to other schools in the surrounding area. In other community endeavors, the Lycée currently provides 80 local jobs – and is the largest employer in Saint-Marc – with plans to employ a total of 120 by 2023.

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*The \$1.5m Dubai Duty Free Sports Complex features an international regulation soccer pitch with artificial turf, a basketball court, two volley-ball courts and 400-meter six-lane running track. Parts of the complex were literally carved out of the adjacent cliff.*



*Artist James Spurlock is congratulated by Olivier Bottrie on his striking sculpture of Jean-Baptiste Pointe de Sable, a native of Saint-Marc and considered the official founder of the city of Chicago*





It also has established local procurement of food supplies, and has started a community garden, with a buy-back program of the fruits picked on the school land. Future plans call for the training of local teachers and other vocational training programs in coordination with local corporations.

Students, meanwhile, receive two nutritious meals a day, 261 days a year, and attend daily

after-school programs and day camps during the Easter and summer breaks. They also receive health and preventative care.

The school continues to be a work in progress, with new classrooms and other buildings and services regularly coming on line: teacher housing, a library, music room and computer room are already built and in use, and an art room will be completed by 2016.

The travel retail industry has been a major contributor to the Hand in Hand for Haiti project, which has raised many millions of dollars since the January 2010 earthquake. It is the biggest charity fund-raiser in travel retail industry history. Since its creation, the Women in Travel networking group has dedicated the fundraising efforts of the Orlando meeting to the Foundation, which receives a significant amount from Starboard Cruise Services and

Onboard Media, DFS Group, DFASS and The Estee Lauder Companies, among others.

Representatives from the Dubai Duty Free Foundation, the Estée Lauder Companies, DFASS, Starboard Cruise Services, Onboard Media, *The Moodie Report* and *Travel Markets Insider* were among the celebrants attending the ceremonies.

For more information, or to make a donation, please visit [www.HandinHandforHaiti.com](http://www.HandinHandforHaiti.com).



Photo Courtesy of Onboard Media

The students enjoy the soccer match and show their patriotism (left and far right). Above from left, Bernard Creed, VP Finance of Dubai Duty Free, Patricia Colosimo, Sr. Project Manager at Starboard Cruise Services, and Ron Norris, VP Finance & Strategic Planning at Estee Lauder Travel Retail worldwide.



Left: Security was in full view during the event. Right: The soccer players spent time with the thrilled school kids before the game. Below left: Sustainability is a key tenet of the school philosophy. Below right: The Tree of Hope, planted by co-founder Ed Brennan, to grow and flourish along with the school.





## Charles E. Sipple 1938-2014

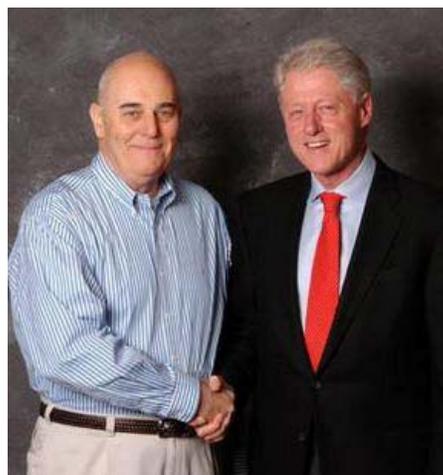
*TMI* is very sorry to report that spirits and duty free industry veteran Charlie Sipple passed away on May 21 of natural causes at the age of 76. Sipple, who had a career spanning 50 years, has been with Sidney Frank Importing Company since 1997 and most recently held the role of division vice president duty free, offshore and military.

Before joining SFIC, he began his career in the alcohol business with Seagrams and held roles at Sazerac, where he was head of international business and served as Interim President; Jim Beam, where he was president of the international division; Renfield Importers, where he was VP, Director of Sales; and Kobrand Company, where he was appointed President and COO as well as Director of Kobrand Corp.

In 1992, Sipple also co-founded Charbo International to look after the export and duty free interests of a number of US spirits' producers

John Gallagher, *TMI* contributor, comments: "I have known Charlie Sipple for more than 20 years and I am proud to call this gentle giant of a man my friend. We met every year at the IAADFS show, originally in Orlando then in Fort Lauderdale and then back in Orlando over the past few years. Last month in Orlando, we chatted at length about our respective families and I know he was very proud of his wife, children and grandchildren.

"Only two weeks ago we chatted by phone and he told me that he was very excited with the Casaamigos Tequila, the new addition to the Sidney Frank



*Charlie Sipple with former US President Bill Clinton, in an undated photograph.*

portfolio. The ethos behind the new tequila brand probably sums Charlie up – he was always surrounded by friends and we will all miss him."

The family has announced that a Memorial Service will be held on Saturday, June 21, at 3 pm at the Via Mizner Golf & Country Club, at 6200 Boca Del Mar Drive, Boca

Raton, FL 33433 (561) 392-7991.

In lieu of sending flowers or any other gifts, the family requests that anyone wishing to honor Charlie's memory make a donation in his name to one of the animal rescues listed on the tribute page set up at <http://www.forevermissed.com/charles-edmund-sipple#about>.

## Derryl Benton joins HMSHost in senior development role

Global restaurateur HMSHost has appointed "industry icon" Derryl Benton as Vice President of Business Development, responsible for developing and overseeing key client relationships. Benton joins HMSHost after holding leading development roles at Hudson Group, where he was responsible for identifying and developing new business opportunities in North America, and working with the company's Government Affairs department in maintaining relationships with the nation's city mayors, city councils, and other public officials. Prior to Hudson, Benton was Director of Concessions/Disadvantaged Business Enterprise (DBE) for the Greater Orlando Aviation Authority, where he oversaw the operations of a \$500 million concessions program which included rental cars, food & beverage, news, and specialty retail. In this role he also administered the Authority's small business diversity in procurement policies.

## Caribbean Airlines names new CEO

Trinidad-state-owned Caribbean Airlines (CAL) has appointed Canadian Michael DiLollo as its new chief executive officer.

DiLollo, who spent 20 years at Air Transat, replaces former CAL executive Robert Corbie who resigned in June 2013 almost one month after the entire CAL board, then chaired by Rabindra Moonan, was fired by Finance Minister Larry Howai following what were described as breaches in governance.

CAL chairman Philip Marshall said the airline financial situation had "substantially improved" one year after Howai told parliament that the airline had recorded losses amounted to TT\$700 million (One TT dollar = US\$0.16 cents). Source: Caribbean360.

## Selekt represents Azzaro accessories in the Americas travel retail and domestic markets

Miami based agent Selekt announces its new collaboration with Azzaro accessories for men, as exclusive commercial agent for the Americas travel retail and domestic markets.

Azzaro is already a well-established fashion brand in Europe, Asia, and Middle East and with this new partnership is looking to enter and become an important player in the Americas travel retail and domestic markets, with its accessories line, says Selekt Brands' Nadia Stamboul.

Azzaro's range of products for accessories includes small leather goods, computer bags, messenger bags and belts.

Selekt brings together selective brands with premium retailers, representing brands in accessories, high-end eyewear and skincare. Selekt's brand portfolio includes Azzaro accessories for men, Zeades jewelry, watches and accessories, 3LAB skincare, RVS and POV eyewear.

Selekt will be attending the upcoming ASUTIL conference in Mexico City from June 4-6 to present its brand portfolio and products. For more information please contact Nadia Stamboul at [Nadia@selektbrands.com](mailto:Nadia@selektbrands.com) and visit [www.selektbrands.com](http://www.selektbrands.com)

