

**Circular 1 of 2018**

11 September 2018

After ten years of dedicated service to the BVI Chamber of Commerce and Hotel Association (BVICCHA), the local and regional business community, Ms Avril Alexander said farewell to the BVICCHA on 15<sup>th</sup> July, 2018. Ms. Alexander will be remembered for the quality of our Annual Awards Gala, Buy BVI Trade Show and the Culinary Pre-Dinners leading up to the Taste of the Caribbean in Miami. Avril's worked in support of our affiliates in producing the Spring Regatta and the In-Room Magazine – Experience BVI.

Avril was an active and Award Winning member of the Caribbean Hotel & Tourism Association (CHTA)'s Caribbean Association of Senior Executives where she served on the Board. Ms Alexander's care and dedication was most evident after the August Monday flood and the passage of the hurricanes. While the office was flooded by over 8 inches of water and the door was damaged – her quick work to dry out and cleanup ensured that the Chamber losses were minimal. The Chamber office was used continually and was the first unit in the building to be secured after the storm.

Avril used Social Media, Twitter, Facebook and Instagram, to keep the Chamber in the minds and hearts of its members. She invented the Spot Light Member programme to promote the businesses on a monthly basis. Avril was the inspiration behind taking our young chefs to Taste of the Caribbean to compete in the individual events. This was rewarded by our young Chef, Radiance Modeste, who won the Fish Competition.

In reflecting on our work together, I must say how grateful the Chamber was to have had the selfless and dedicated service of Ms. Alexander and would like to say a heartfelt Thank You. I am reminded of a quote by an unknown author; “We must accept the end of something to build something new”. The BVIHCCA expresses heartfelt thanks and appreciation to Avril and best wishes in her new position and future endeavours.

God Bless.

Louis Potter (MBA CBE)  
Chairman