The 3rd International Travelers’ Philanthropy Conference

A CORE COMPONENT OF RESPONSIBLE TRAVEL
SAN JOSE & MONTEVERDE, COSTA RICA
July 20 – 23, 2011

CREST
Center for Responsible Travel

INSTITUTO MONTEVERDE
INSTITUTO MONTEVERDE
Bienvenido! - Welcome!

3rd International Travelers’ Philanthropy Conference
July 20-23, 2011 ~ Costa Rica

Dear Travelers’ Philanthropy Conference Participants,

Welcome to San José and Monteverde, Costa Rica, for the 3rd International Travelers’ Philanthropy Conference. We are so pleased that you and some 150 other delegates from several dozen countries have chosen to be part of this historic gathering. Those attending include a rich mix of practitioners from tourism businesses, experts in the fields of sustainable tourism and philanthropy, community-based organizations, global and regional NGOs, academics, and the media.

Costa Rica, widely hailed as a world leader in socially and environmentally responsible tourism, is an ideal venue for the first International Travelers’ Philanthropy Conference in Latin America. We are honored to be holding the opening events at the Ramada Herradura Hotel, Costa Rica’s first large urban hotel to have earned the top rank of five green leaves under the country’s Certification for Sustainable Tourism (CST). In addition, we are honored to host for the rest of the conference in Monteverde, a leading destination renowned for its small-scale, locally-owned nature-based tourism; cloud forest reserves; and vibrant, engaged local community. The conference also marks part of the Monteverde Institute’s 25th anniversary celebrations.

At its core, travelers’ philanthropy is about giving back to tourism destinations, many of which are biodiversity and culturally-rich but economically poor regions of the world. Travelers’ philanthropy involves generating resources—“time, talent, and treasure” we sometimes say—above and beyond what is generated through normal tourism business transactions. Over the last decade or so we have seen travelers’ philanthropy expand around the globe and, increasingly, become part of the definition of responsible travel.

This conference follows two earlier international travelers’ philanthropy conferences, at Stanford University in 2004 and in Arusha, Tanzania in 2008. Through a series of plenary sessions, keynote presentations, workshops, and hands-on nature and community experiences, this conference seeks to broaden understanding of travelers’ philanthropy, deepen its meaning, assess its trends, and create guidelines for ‘best practices’. One exciting new trend is towards the creation of destination-wide travelers’ philanthropy funds. Monteverde’s destination-wide initiative will be showcased at the conference.

By pooling our collective thinking around these and other crucial issues, this conference will play a key role in shaping the future course of travelers’ philanthropy. On behalf of the Center for Responsible Travel and the Monteverde Institute, thank you for joining us!

Martha Honey
CREST Co-Director
Washington, DC

Jannelle Wilkins
Executive Director
Monteverde Institute

William H. Durham
CREST Co-Director
Stanford University

Photos by Mauricio Valverde
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Mil Gracias! ~ Thank You  
Thank you to Our Conference Sponsors
Why Monteverde?

Monteverde, Costa Rica encompasses a unique set of environmental, cultural, historical and socio-economic factors. Through a successful conservation campaign led by local residents and visiting scientists throughout the 1990s the largest complex of private reserves in Central America was created. Monteverde’s forests currently draw visitors from all over the world, but the success of conservation has also brought with it extreme changes. A rural farming economy was changed almost overnight into one principally driven by tourism. From one small hostel, tourist hotels and restaurants sprang up over night.

However, this relatively isolated community which now receives ~240,000 visitors annually, have worked together to establish: 14 educational centers; more than 15 action committees, community groups and non-profit associations, a chamber of tourism; over 140 small- to medium-size businesses; and recent status as an autonomous municipal district. These entities are responsible for addressing challenges of sustainable commercial and infrastructure development, public health and safety, as well as educational advancement and environmental protection in the face of growing complexities brought on by tourism and the fruits of their efforts can be seen around every bend in the road.

About the Monteverde Institute

In Monteverde, as in many other places, there were many responses to the growing pressures placed upon the people and the environment. In the early 90’s one of the founding members of the Monteverde Institute, John Trostle, pointed out that, “the community had begun to realize that while tourism cannot be controlled, it is sometimes possible to guide components of it in creative educational ways.” It was suggested that the community might, “guide college groups into longer-term, high quality educational programs, and by so doing, develop new jobs and careers for area residents, as well as create educational and cultural activities for the zone”. This early recognition of the role of educational tourism, service learning and voluntourism, is what prompted the founding of the Monteverde Institute. Residents formed a non-profit association, dedicated to peace, justice, knowledge and a vision of a sustainable future. Its mission was, and is, to develop programs designed for people from other countries, Costa Rica and the local area that promote appreciation of diversity and communality, spirituality and well-being of all living beings. The organization that has grown out of these lofty ideals is this year celebrating its 25th year anniversary.

Today the Monteverde Institute continues to advance sustainable living, locally and globally, through place-based education, applied research, and collaborative community programs. Students from over 50 universities worldwide, in conjunction with researchers and the local community, come together to advance knowledge about conservation biology, environmental sustainability, sustainable development and large scale scenario planning, community health, social justice, and, eco-tourism

Grounded in the values of love, peace, service to others, teamwork, honesty and accountability, the Institute’s is committed to working towards a sustainable community for a sustainable world. The Institute has felt honored this year to work with CREST on this International Conference and is grateful for their support as we begin the ambitious project of a destination wide Travelers’ Philanthropy initiative.
About the Center for Responsible Travel (CREST)

The Center for Responsible Travel (CREST), founded in 2003, is a unique non-profit organization devoted to increasing the positive global impact of responsible tourism. CREST, with offices in Washington, DC and at Stanford University in California, collaborates with experts and institutes around the world. CREST’s international network provides interdisciplinary analysis and innovative solutions through consultancies, research, field projects, publications, video documentaries, conferences, and courses. Recognizing responsible tourism’s potential as a tool for poverty alleviation and biodiversity conservation, CREST’s mission is to use policy-oriented research to design, monitor, evaluate, and promote sustainable practices and principles within the tourism industry.

Travelers’ Philanthropy is CREST’s signature program designed in partnership with tourism businesses and community projects. As an independent global organization, CREST is ideally positioned to provide expertise, educational and promotional materials, research, networking and shared learning, capacity building and training, and global branding for travelers’ philanthropy initiatives. Our unique approach to travelers’ philanthropy has six broad objectives: 1) to provide tourism businesses with tools and training to undertake effective community and conservation ‘give back’ initiatives, 2) to help local NGOs and community-based projects determine how and when to engage with tourism businesses and tourists; 3) to raise the profile of travelers’ philanthropy with the media, public, travel industry, governments, foundations, and development agencies; 4) to convert travelers’ spur-of-the-moment giving into on-going substantive support, and 5) to develop ‘best practices’ and ‘rules of engagement’ for travel companies, travelers, and communities involved in travelers’ philanthropy and volunteering projects, and 6) to brands travel ‘give back’ initiatives under one umbrella, with a common logo, educational and promotional materials, and dedicated website.

Our Travelers’ Philanthropy resources include a comprehensive Travelers’ Philanthropy Handbook; a documentary film (in English and Spanish) “Travelers’ Philanthropy: Donating Time, Talent and Treasure”; a one-stop shop website with a portal accepting tax deductible donations for local projects supported by our partner tour companies; and a Short Course on the ‘nuts and bolts’ of travelers’ philanthropy. and an Experts Bureau of people prepared to assist tourism companies, community organizations, and others in initiating, strengthening, assessing, and expanding travelers’ philanthropy projects. CREST carries out field projects and research and organizes occasional International Travelers’ Philanthropy Conference.

Websites: www.responsibletravel.org and www.travelersphilanthropy.org

Washington, DC  1333 H St., NW Suite 300 East Tower  20005  P: 202-347-9203  F: 202-775-0619
Stanford University  450 Serra Mall, Building 50, Room 51D  94305  P: 650-723-0894  F: 650-725-0605
double happiness...

Every dollar donated to the Intrepid Foundation, Intrepid Travel matches.*

So this one dollar becomes two donated dollars in order to better support grassroots community organizations all around the world.

Intrepid Travel is happy not only to match donations, but cover 100% of the Intrepid Foundation’s administration costs so travelers can rest assured that every cent they donate reaches the organizations we support.

Since 2002, the Intrepid Foundation has donated over AUD $2.5 million dollars to over 60 organizations tackling health care, human rights, child welfare, sustainable development and environmental and wildlife protection.

Travelers making a difference
www.theintrepidfoundation.org

*Up to AUD $400,000 in each financial year and a maximum of AUD $5,000 total per donor in each financial year.
Short Course and Film Showing
Wednesday, July 20
1:00 – 5:30 PM
Before the Official Opening of the Conference

Orquideas Room, Hotel Herradura, San Jose

This Short Course covers the basic ‘nuts and bolts’ of travelers’ philanthropy. It will help conference participants and others, who are new to this concept and how it works. Short Course attendees will gain a good introduction to the goals and approaches to travelers’ philanthropy so they will be better able to engage in the conference’s in-depth discussion of issues, trends, and challenges within the field.

For attendees who cannot attend the full conference, this session will provide a solid overview of travelers’ philanthropy. It is designed to help responsible tourism businesses, NGOs, and community organizations to prepare for, plan, implement, and manage travelers’ philanthropy initiatives. The course instructors have acquired their knowledge through years of practice, participation, and promotion of travelers’ philanthropy. Spanish translation will be provided.

This Short Course and Film Showing are open free to all conference registrants. Non-conference participants who pay the $100 course fee are welcome to attend.

1:00 – 1:20
The origins, growth, and different models of travelers’ philanthropy
Instructor: Martha Honey

1:20 – 1:40
What are the cornerstones and main principles of travelers’ philanthropy
Instructor: Judy Keph-Gona

1:40 – 2:00
How companies can establish and manage giving programs
Instructor: Jane Crouch

2:00 – 2:20
Selecting suitable projects and creating self-sufficiency:
Instructor: Toni Neubauer

2:20 – 2:40
Travelers’ philanthropy readiness checklist
Instructor: Judy Keph-Gona

2:40 – 2:50
Coffee/Tea Break

2:50 – 3:10
Managing interaction with community projects and local NGOs
Instructor: Jane Crouch

3:10 – 3:30
Marketing, branding & communicating travelers’ philanthropy
Instructor: Andrew Bill

3:30 – 3:50
Travelers’ Contributions: Is There a Right Way To Spend Money When Traveling?
Instructor: Kevin Salwen

3:50 – 4:10
Managing Guests’ Expectations: Do’s & Don’ts of Travel Giving
Instructor: William Durham

4:10 – 4:30
Lessons learned and identifying ‘best practices’
Instructor: Judy Keph-Gona

4:30 – 4:50
The next generation: Destination wide travelers’ philanthropy initiatives.
Instructor: Janelle Wilkins & Rob Balles

4:50 – 5:30
Film: “Travelers’ Philanthropy: Giving Time, Talent, and Treasure”
Directed by: Charlene Music and Peter Jordan

Short Course Speakers (in chronological order)

William H. Durham, Ph.D., Co-Founder and Co-Director, CREST, Stanford University
Martha Honey, Ph.D., Co-Founder and Co-Director, CREST Washington DC
Jane Crouch, Responsible Travel Manager, Intrepid Travel
Antonia (Toni) Neubauer, Ph.D., Founder, READ Global and President, Myths and Mountains
Andrew Bill, CEO Siera Marketing/CREST Board
Kevin Salwen, reporter and author, including Power of Half: One Family’s Decision to Stop Take and Start Giving Back
Janelle Wilkins, Executive Director, Monteverde Institute
Judy Keph-Gona, CEO, Basecamp Foundation, Kenya
Trabajando en beneficio de la comunidad.

Guacalito de la Isla, Nicaragua

Santa Elena Preserve, Costa Rica

www.pellasdevelopment.com
# Daily Schedule at-a-glance

**3rd International Travelers’ Philanthropy Conference:**
**A Core Component of Responsible Travel**

<table>
<thead>
<tr>
<th>San Jose, Costa Rica</th>
<th>Wednesday, July 20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>10:00 – Onwards</strong></td>
<td>Delegate Arrival and Conference Registration</td>
</tr>
<tr>
<td>Lobby Nuevo, Hotel Herradura</td>
<td></td>
</tr>
<tr>
<td><strong>10:00 – Onwards</strong></td>
<td>Conference Exhibitors on Display</td>
</tr>
<tr>
<td>Ginascal Room, Hotel Herradura</td>
<td></td>
</tr>
<tr>
<td><strong>1:00 – 4:50 PM</strong></td>
<td><strong>Short Course: “How to Establish &amp; Manage Travelers’ Philanthropy Programs”</strong></td>
</tr>
<tr>
<td>Orquideas Room, Hotel Herradura</td>
<td>This Short Course, which is offered before the official conference opening, is designed to cover the basics – the ‘nuts and bolts’ -- of travelers’ philanthropy. The presenters include leading experts from around the world.</td>
</tr>
<tr>
<td><strong>4:50-5:30 PM</strong></td>
<td><strong>Travelers’ Philanthropy Film:</strong></td>
</tr>
<tr>
<td>Orquideas Room, Hotel Herradura</td>
<td>“Giving Time, Talent &amp; Treasure” For all attending the Short Course</td>
</tr>
<tr>
<td><strong>5:00-6:00 PM</strong></td>
<td><strong>Press Conference</strong></td>
</tr>
<tr>
<td>Hotel Herradura</td>
<td>with Conference Organizers and Leading Participants</td>
</tr>
<tr>
<td><strong>6:00-7:00 PM</strong></td>
<td><strong>Welcome Reception:</strong></td>
</tr>
<tr>
<td>Bougainvillea Room, Hotel Herradura</td>
<td>For all conference registrants</td>
</tr>
<tr>
<td></td>
<td>$50 for non-registrants (includes opening dinner)</td>
</tr>
<tr>
<td><strong>7:00-9:00PM</strong></td>
<td><strong>Opening Dinner:</strong></td>
</tr>
<tr>
<td>Orquideas Room, Hotel Herradura</td>
<td>CREST &amp; Monteverde Institute: Welcome &amp; Overview of Travelers’ Philanthropy Today</td>
</tr>
<tr>
<td></td>
<td><strong>Opening Remarks by Honored Guests:</strong></td>
</tr>
<tr>
<td></td>
<td>Gustavo Segura, General Manager, Hotel Herradura</td>
</tr>
<tr>
<td></td>
<td>Carlos Hernandez, CEO, Pellas Development Group</td>
</tr>
<tr>
<td></td>
<td><strong>Introduction by Margarita Penon</strong>, Former First Lady, Costa Rica</td>
</tr>
<tr>
<td></td>
<td><strong>Keynote Speech:</strong></td>
</tr>
<tr>
<td></td>
<td>Erika Harms</td>
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<tr>
<td></td>
<td>Executive Director, Global Sustainable Tourism Council (GSTC)</td>
</tr>
</tbody>
</table>

*Sponsored by the Pellas Development Group*
### Daily Schedule at-a-glance

**3rd International Travelers’ Philanthropy Conference:**
**A Core Component of Responsible Travel**

<table>
<thead>
<tr>
<th>San Jose &amp; Monteverde</th>
<th>Thursday, July 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00-8:00 AM</td>
<td>Breakfast &amp; Registration (continuing)</td>
</tr>
<tr>
<td>Hotel Herradura</td>
<td></td>
</tr>
<tr>
<td>8:30 AM</td>
<td>Departure</td>
</tr>
<tr>
<td>From Hotel Herradura</td>
<td>Buses to Monteverde</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Arrival in Monteverde:</td>
</tr>
<tr>
<td>Arrival in Monteverde</td>
<td>Go directly to lunch venue (luggage will be taken to hotels)</td>
</tr>
</tbody>
</table>
| 12:00 – 2:00 PM       | Stream 1: “Benefiting Communities & Conservation”  
                        | Location: Monteverde Institute |
| Luncheon Presentation | Luncheon Presentation: |
|                       | “The Monteverde Travelers’ Philanthropy Initiative”  
                        | Justin Welch, MVI  
                        | Location: Monteverde Institute |
| 2:00 – 2:30 PM        | Luncheon Presentation: |
| Break                 | “The Monteverde Travelers’ Philanthropy Initiative”  
                        | Rob Bailes, MVI  
                        | Location: Paseo de Stella |
| 2:30 – 4:00 PM        | Workshop # 1: |
| Workshops             | Supporting Environmental Protection: Successful Models |
|                       | Monteverde Institute |
| 4:00–5:30 AM          | Workshop # 2: |
| To Hotels             | Why Travelers become Donors  
                        | Paseo de Stella |
| 5:30 – 7:00 PM        | Workshop # 3: |
| Hotel Montaña         | From Charity to Sustainable Development Hotel Montaña, |
| 7:00 – 8:00 PM        | Cocktail Reception and Presentation:  
                        | Travelers’ Philanthropy Schools and Libraries in Nepal & Beyond  
                        | Magda King, Namlo International & Toni Neubauer, Myths and Mountains  
                        | Buses pass by hotels to collect participants |
| Hotel Montaña         | Special Meeting for Participants from the Osa Peninsula  
                        | Chaired by William Durham, CREST and David Krantz, CREST  
                        | Networking Evening  
                        | Dinner is not covered. List of local restaurants will be provided. |
| 7:00 – 9:00 PM        |                   |
## Daily Schedule at-a-glance

### 3rd International
Travelers’ Philanthropy Conference:
A Core Component of Responsible Travel

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monteverde</strong></td>
<td><strong>Friday, July 22</strong></td>
</tr>
<tr>
<td>7:00 AM</td>
<td>Individual Hotels</td>
</tr>
<tr>
<td>7:30 – 10:00 AM</td>
<td>Buses will take people to optional community activities</td>
</tr>
<tr>
<td>Community Activity:</td>
<td></td>
</tr>
<tr>
<td>- Cloud Forest Reserve</td>
<td></td>
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<tr>
<td>- Sta. Elena Reserve</td>
<td></td>
</tr>
<tr>
<td>- Children’s Eternal Rainforest</td>
<td></td>
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<tr>
<td>- Coffee farm with community based direct sales</td>
<td></td>
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<tr>
<td>- Visit with ProNativas Director for talk about using native plants and visit to greenhouse</td>
<td></td>
</tr>
<tr>
<td>- Reforestation activity to off-set carbon</td>
<td></td>
</tr>
<tr>
<td>10:00 - 10:30 AM</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 – 12:00 PM</td>
<td>Workshop # 4: Serving Local Development Priorities through Travelers’ Philanthropy Monteverde Institute</td>
</tr>
<tr>
<td>10:30 – 12:00 PM</td>
<td>Workshop # 5: Integrating Social Media and New Technologies into Travelers’ Philanthropy Paseo de Stella</td>
</tr>
<tr>
<td>10:30 – 12:00 PM</td>
<td>Workshop # 6: Travelers’ Philanthropy and Corporate Responsibility (CSR): How to Build and Integrate Travelers’ Philanthropy into the Tourism Business Hotel Montaña</td>
</tr>
<tr>
<td>12:00 – 12:30 PM</td>
<td>Lunch at one of the following locations:</td>
</tr>
<tr>
<td>12:30 - 2:00 PM</td>
<td>Lunch</td>
</tr>
<tr>
<td>12:30 - 2:00 PM</td>
<td>Jimmy Pham: Discussion of KOTO Cuisine Monteverde Institute</td>
</tr>
<tr>
<td>2:00 – 2:30 PM</td>
<td>Break</td>
</tr>
<tr>
<td>2:30 – 4:00 PM</td>
<td>Workshop # 7: Ethical Issues: Protecting Children, Wildlife, and Fragile Ecosystems Monteverde Institute</td>
</tr>
<tr>
<td>2:30 – 4:00 PM</td>
<td>Workshop # 8: Linking Community-based Tourism Services to Travelers’ Philanthropy Paseo de Stella</td>
</tr>
<tr>
<td>2:30 – 4:00 PM</td>
<td>Workshop # 9: Corporate-wide Travelers’ Philanthropy Programs Hotel Montaña</td>
</tr>
<tr>
<td>4:00 – 4:30 PM</td>
<td>Break</td>
</tr>
<tr>
<td>4:30 - 6:00 PM</td>
<td>Workshop # 10: Community and NGO views of Travelers’ Philanthropy: Partnering with Travel Businesses Monteverde Institute</td>
</tr>
<tr>
<td>4:30 - 6:00 PM</td>
<td>Workshop # 11: Voluntourism: Case Studies &amp; Key Issues Paseo de Stella</td>
</tr>
<tr>
<td>4:30 - 6:00 PM</td>
<td>Workshop # 12: Latest Trends: Consumer and Industry Demand for Travelers’ Philanthropy Hotel Montaña</td>
</tr>
<tr>
<td>6:30 – 9:00 PM</td>
<td>Cultural Night &amp; Dinner: Typical dances, marimba band and salsa lessons</td>
</tr>
</tbody>
</table>

*Buses will transport participants to the event*
# Daily Schedule at-a-glance

## 3rd International Travelers’ Philanthropy Conference: A Core Component of Responsible Travel

<table>
<thead>
<tr>
<th>Monteverde</th>
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</thead>
<tbody>
<tr>
<td><strong>Saturday, July 23</strong></td>
</tr>
<tr>
<td><strong>Breakfast</strong></td>
</tr>
<tr>
<td><em>Buses will pick participants up at their hotels to bring them to their workshops</em>**</td>
</tr>
</tbody>
</table>
| **Workshop #13:** Benefit from Community Projects: Successful Models for Large Resorts
  *Monteverde Institute* |
| **Workshop #14:** Material Donations: Pros, Cons, Best Practices
  *Paseo de Stella* |
| **Workshop #15:** Successfully Managing Travelers’ Philanthropy Programs: Legal and Administrative Issues, Managing the Ask and Constant Contact
  *Hotel Montaña* |
| **Workshop #16:** Impacts of Tourism on Health
  *Monteverde Institute* |
| **Workshop #17:** Spa and Travelers’ Philanthropy
  *Paseo de Stella* |
| **Workshop #18:** Foundation and Development
  Community Views of Travelers
  *Philanthropy
  Hotel Montaña* |
| **Networking Lunch** |
| *Monteverde Institute* |
| *Paseo de Stella* |
| **Networking Lunch** |
| *Hotel Montaña* |
| **Break** |
| **3:30 - 5:00 PM** |
| **El Establo Hotel** |
| **Plenary Session:**
  *Chris Blackwell,* Owner, Island Outpost and Founder, Island Records, Jamaica and
  *Jose Zaglul,* President, EARTH University, Costa Rica
  *Conversation moderated by:* Dinda Elliott, Global Affairs Editor, Conde Nast Traveler |
| **Reception** |
| *For all conference participants*
  *Others: $65 each (including dinner & concert)* |
| **Closing Dinner and Multimedia Concert** |
| *Hosted by Manuel Obregon,* Minister of Culture, Costa Rica
  *Performance of: “Simbiosis” — his famous piano piece accompanied by rainforest images.* |
| **9:30 PM** |
| **Monteverde** |
| **Departure** |
| *Buses to San Jose for those who have early morning flights*** |
| **Sunday, July 24** |
| **Monteverde** |
| **8:00 am** |
| **From Various Hotels** |
| **Buses depart for San Jose*** |
| **9:00 am** |
| **From Various Hotels** |
| **Field Trips Begin*** |
The Conference in Detail

KEYNOTE SPEAKERS AT OPENING & PLENARY SPEAKERS

OPENING DINNER:
JULY 20
7:00-9:00 PM
ORQUIDEAS ROOM,
HOTEL HERRADURA

“WELCOME & OVERVIEW OF TRAVELERS’ PHILANTHROPY TODAY”

Jannelle Wilkins, B.A., M.P.A., the Executive Director of the Monteverde Institute, Wilkins has over thirty years of experience working with NGOs on community development. As one of the founding directors of Mi Casa Resource Center in Colorado, Wilkins helped build a model micro enterprise center for minority women. Wilkins also acted as Regional Director of Mi Carrera, a career program for adolescent girls whose participants achieved an unprecedented 85% graduation rate when the average dropout rate for Hispanics was over 50%. She later coauthored the book "Diminishing Sex-Bias in Youth Employment and Education Programs". As an educator, Wilkins has a wealth of expertise in language acquisition and brain-based learning.

Martha Honey, Ph.D., is co-founder and Co-Director of CREST. She has written and lectured widely on ecotourism, Travelers' Philanthropy, and certification issues. Her books include Ecotourism and Sustainable Development: Who Owns Paradise? (Island Press, 1999 and 2008) and Ecotourism and Certification: Setting Standards in Practice (Island Press, 2002). She worked for 20 years as a journalist based in East Africa and Central America and holds a Ph.D. in African history. She was Executive Director of The International Ecotourism Society (TIES) from 2003 to 2006.

Carlos Hernandez is President and Director of the Pellas Development Group, a leading Central American firm committed to socially and environmentally responsible resorts, hotels, and housing. Trained as a civil engineer in his native Mexico and in finance in the U.S., Hernandez is 18 years of tourism development experience in the Americas and Europe. He joined the Pellas Development Group in 2006 where he is overseeing development of the Santa Maria Golf & Country Club in Panama, the Guacalito de la Isla project on the coast of Nicaragua, and the Santa Elena Preserve Project in Guanacaste, Costa Rica. The Pellas Development Group is the official sponsor of the opening reception and dinner.
**Gustavo Segura** is General Manager of the Ramada Herradura Hotel in San Jose, an urban hotel with a strong commitment to travelers’ philanthropy. In 2011, the Herradura, under Segura’s direction, became Costa Rica’s first large urban hotel to achieve top ranking (5 green leaves) under Costa Rica’s Certification for Sustainable Tourism Program. Prior to joining the Herradura, Segura was GM of Lapa Rios, the country’s first ecolodge to earn 5 green leaves. Segura has kindly donated the free drinks for the opening reception and dinner.

**Introduction to Erika Harms:**

**Margarita Penon,** the widely admired former First Lady of Costa Rica (1986-1990), is active in a number of conservation, peace, human rights, and gender equity issues. As First Lady during the first administration of President Oscar Arias, Penon sponsored a law on women’s equality (approved in 1990) and established a program to build parks in communities. When President Arias won the Nobel Peace Prize (1987), Penon became the first President of the Board of Directors of the Arias Foundation. In 2001, she left the National Liberation Party to help create a new green party, the Citizen Action Party, and she was elected to Congress in 2002. Penon serves on many boards and as an advisor for CREST on specific projects in Costa Rica. She attended Vassar College in Poughkeepsie, New York.

**Keynote Speech:**

“Travelers’ Philanthropy as a Core Component of Responsible Travel”

**Erika Harms.** Executive Director, Global Sustainable Tourism Council (GSTC) and Senior Advisor on Tourism at the United Nations Foundation, Ms. Harm is a native of Costa Rica and graduate of the University of Costa Rica’s Law School. As director of the GSTC, Ms. Harms is focusing on creating global standards for sustainable tourism and promoting certification programs that measure the impacts of tourism businesses based on environmental, social and economic criteria. At the United Nations Foundation, she spearheaded initiatives such as the World Heritage Alliance for Sustainable Tourism and the Partnership for Global Sustainable Tourism Criteria. In 2008, *Conde Nast Traveler* magazine recognized Ms. Harms as a “Trail Blazer” in Sustainable Tourism.
LUNCHEON PRESENTATIONS
Thursday, July 21, 12:00-2:00
LOCATION: MONTEVERDE INSTITUTE
"The Monteverde Travelers’ Philanthropy Initiative"

Rob Bailes,
Monteverde Institute

LOCATION: PASEO DE STELLA
"The Monteverde Travelers’ Philanthropy Initiative"

Justin Welch,
Monteverde Institute

LOCATION: HOTEL MONTAÑA
"The Monteverde Travelers’ Philanthropy Initiative"

Jannelle Wilkins,
Monteverde Institute

RECEPTION & PRESENTATION
Thursday, July 21, 5:30 - 7:00
LOCATION: HOTEL MONTAÑA
"Travelers’ Philanthropy Schools & Libraries in Nepal & Beyond"

Toni Neubauer,
Myths and Mountains

Magda King,
Namlo International
WORKSHOP # 1

SUPPORTING ENVIRONMENTAL PROTECTION: SUCCESSFUL MODELS

STREAM 1: BENEFITTING COMMUNITIES & CONSERVATION

LOCATION: MONTEVERDE INSTITUTE

THURSDAY 2:30 - 4:00

SPEAKERS

SEEMA BHATT,
ECOTOURISM CONSULTANT, INDIA

PRESENTATION TITLE: RESPONSIBLE TRAVEL: DOES IT BENEFIT CONSERVATION & LOCAL COMMUNITIES? EXPERIENCES FROM INDIA.

JULIE KLEIN
DIRECTOR OF ENVIRONMENTAL AFFAIRS, ROCKRESORTS INTERNATIONAL LLC/VAIL RESORTS HOSPITALITY, USA

PRESENTATION TITLE: VAIL RESORTS' CORPORATE STEWARDSHIP PROGRAM: THE HAYMAN FIRE RESTORATION PROJECT AND THE VOLUNTEER-BASED GIVE AND GETAWAY PROGRAM.

JAMES STEWART
MANAGING DIRECTOR, ECO-TOURING CONSORTIUM, USA

PRESENTATION TITLE: TITI TOURS AND THE COTTON-TOP TAMARIN

MODERATOR: KEITH DOKHO, DAI, USA
WORKSHOP # 2

WHY TRAVELERS BECOME DONORS

STREAM 2: ENHANCING THE TOURISM EXPERIENCE

LOCATION: PASEO DE STELLA

THURSDAY, JULY 21, 2:30-4:00

SPEAKERS

KEVIN SALWEN,
REPORTER, COLUMNIST, AND EDITOR,
WALL STREET JOURNAL AND AUTHOR OF
"THE POWER OF HALF: ONE FAMILY’S DECISION
to STOP TAKE AND START GIVING BACK"

PRESENTATION TITLE:
IS THERE A RIGHT WAY TO
SPEND MONEY WHEN TRAVELING?

JANE CROUCH,
RESPONSIBLE TRAVEL MANAGER,
INTREPID TRAVEL, AUSTRALIA

PRESENTATION TITLE:
TRUST, INCENTIVES AND
FIRST HAND EXPERIENCE

WILLIAM DURHAM,
CO-DIRECTOR, CREST, USA

PRESENTATION TITLE:
FOUR SECRETS FOR
BUILDING DONATIONS

MODERATOR: JUDY KEPHER-GONA, BASECAMP MASAI MARA
WORKSHOP #3

FROM CHARITY TO SUSTAINABLE DEVELOPMENT

Stream 3: Building a More Engaged and Ethical Industry

Location: Hotel Montaña
Thursday, July 21, 2:30-4:00

SPEAKERS

Marina Novelli,
Principal Lecturer, Tourism Development & Management,
Center for Tourism Policy Studies,
University of Brighton

Presentation Title:
From ‘Simple Rags’ to ‘Sustainable Riches’:
The Philanthropic Side of Tourism

Jimmy Pham, Koto
Founder and CEO, Koto, Vietnam

Presentation Title:
KOTO’s Non-Profit Hospitality Training Program:
From Street Children to Chefs

Toni Neubauer,
President, Myths & Mountains,

Presentation Title:
Building Micro-Enterprises into Libraries in Nepal

Moderator: Martha Honey, CREST
WORKSHOP # 4
SERVING LOCAL DEVELOPMENT PRIORITIES THROUGH TRAVELERS’ PHILANTHROPY

STREAM I: BENEFITTING COMMUNITIES & CONSERVATION
LOCATION: MONTEVERDE INSTITUTE
FRIDAY 10:30 – 12:00

SPEAKERS

KEITH DOKHO,
TOURISM DEVELOPMENT SPECIALIST, DAI, USA

PRESENTATION TITLE: LINKAGES (AND SOMETIMES DISCONNECTS) BETWEEN THE DEVELOPMENT COMMUNITY AND TRAVELERS’ PHILANTHROPY

LAURIE KUTNER,
LIBRARY ASSOCIATE PROFESSOR
UNIVERSITY OF VERMONT

PRESENTATION TITLE: INFORMATION ACCESS FOR ALL: A COMMUNITY-BASED DIGITAL LIBRARY PROJECT IN MONTEVERDE

ANDRES SOLEY,
SUSTAINABILITY MANAGER, LAPA RIOS ECOLODGE, COSTA RICA

PRESENTATION TITLE: SYNERGIES FOR DEVELOPMENT: OUR GUESTS – OUR COMMUNITY
(SPANISH) SINERGIAS PARA EL DESARROLLO DE NUESTROS HUESPEDES – NUESTRA COMUNIDAD

MAGDA KING,
FOUNDER/EXECUTIVE DIRECTOR, NAMLO INTERNATIONAL, USA

PRESENTATION TITLE: NAMLO INTERNATIONAL: TRAVEL WITH A PURPOSE

MODERATOR: JUSTIN WELCH, MONTEVERDE INSTITUTE
WORKSHOP #5

INTEGRATING SOCIAL MEDIA AND NEW TECHNOLOGIES INTO TRAVELERS’ PHILANTHROPY

STREAM 2: ENHANCING THE TOURISM EXPERIENCE

LOCATION: PASEO DE STELLA

FRIDAY, JULY 22 10:30-12:00

SPEAKERS

KEITH WHITTINGHAM,
PROFESSOR, ROLLINS COLLEGE, USA

PRESENTATION TITLE:
SOCIAL MEDIA AND MICRO LENDING: THE CASE OF DIRECT TRADE COFFEE

CHRISTINA TUNNAH,
VICE PRESIDENT OF BUSINESS DEVELOPMENT, THE AMERICAS, WORLD NOMADS

PRESENTATION TITLE:
FROM LITTLE THINGS, BIG THINGS GROW

MARCO BOLLINGER,
MEDIA DIRECTOR, WHITESPEED BRANDING AGENCY

PRESENTATION TITLE:
The Power of Creating an Online Voice Through Social Media Marketing

MODERATOR: DAVID KRANTZ, CREST
WORKSHOP #6

Travelers' Philanthropy and Corporate Social Responsibility (CSR): How to Build and Integrate Travelers' Philanthropy into the Tourism Business

Stream 3: Building a More Engaged and Ethical Industry

Location: Hotel Montaña

Friday, July 22 10:30-12:00

Speakers

Judy Kepher-Gona,
CEO, Basecamp Foundation, Kenya

Presentation Title:
The Emerging Model of Community Wildlife Conservancies in Africa Savannahs: The Case of Mara Naboisho Conservancy

Ronald Sanabria,
Sustainable Tourism Director, Rainforest Alliance

Presentation Title: Empresas sostenibles y su impacto en la filantropía

Bruce Beckham,
Executive Director, Tourism Cares, USA

Presentation Title: Engaging the Travel and Tourism Industry in Philanthropic Deeds

Mike Robbins,
Partner, The Tourism Company, and TIDES Donor TIDES, Canada

Presentation Title: Preserving Inuit Cultural Traditions Through Tourism in Arviat, Nunavut, Canada

Moderator: William Durham, CREST
LUNCHEON PRESENTATIONS

Friday, July 22, 12:30-2:00

Location: Monteverde Institute

Discussion of KOTO Cuisine

Jimmy Pham, Koto, Hanoi

Location: Paseo de Stella

Travelers’ Philanthropy Film:
"Giving Time, Talent, and Treasure"

Andrea Holbrook
Executive Director, Holbrook Travel

Location: Hotel Montaña

"The Power of Half"

Kevin Salwen, author/journalist
WORKSHOP #7

ETHICAL ISSUES: PROTECTING CHILDREN, WILDLIFE, AND FRAGILE ECOSYSTEMS

STREAM 1: BENEFITTING COMMUNITIES & CONSERVATION
LOCATION: MONTEVERDE INSTITUTE
FRIDAY, JULY 22, 2:30 - 4:00

SPEAKERS

TRYSH ASHBY
JOURNALIST/AUTHOR, CANADA
PRESENTATION TITLE: CURBING CHILD SEX TOURISM

JOHN DUPUIS,
CHAMBER OF TOURISM LA CEIBA, HONDURAS/
FUNDACION DEL RIO, SAN CARLOS, NICARAGUA
PRESENTATION TITLE: PEOPLE AND PARKS:
USING SUSTAINABLE TOURISM IN PROTECTED AREA BUFFER ZONES

MAXIMILIANO BRANDT,
MEMBER SOCIETY DEVELOPMENT MANAGER,
WSPA/LATIN AMERICAN/Caribbean REGIONAL OFFICE,
PRESENTATION TITLE: SUSTAINABLE TOURISM
AND ANIMAL WELFARE

MODERATOR: KYRA CRUZ ACTUAR
WORKSHOP #8

LINKING COMMUNITY-BASED TOURISM SERVICES TO TRAVELERS’ PHILANTHROPY

STREAM 2: ENHANCING THE TOURISM EXPERIENCE

LOCATION: PASEO DE STELLA

FRIDAY, JULY 22, 2:30-4:00

SPEAKERS

MÁRKA BARQUERO AND CARLOS BOLANOS,
OUTREACH MANAGER, GRUPO ISLITA AND
CARLOS BOLANOS, PUNTA ISLITA, COSTA RICA

PRESENTATION TITLE:
ENGAGING IN EQUILIBRIUM:
ENHANCING LOCAL ECONOMIC OPPORTUNITIES
THROUGH ENRICHING TRAVELER EXPERIENCES.

ANDY BYSTROM,
FOUNDER/EXECUTIVE DIRECTOR, ARCAE
(COSTA RICAN ENVIRONMENTAL AND EDUCATIONAL NETWORK),

PRESENTATION TITLE:
SUSTAINABLE COASTAL
DEVELOPMENT: ECONOMIC PARTNERSHIPS BETWEEN
ARTISANAL FISHER FOLK AND TOURISM OPERATORS

MERLYN OVIDO
DANTA LODGE OWNER, COSTA RICA

PRESENTATION TITLE: APOYO A LOCALES

ANDREA HOLBROOK,
EXECUTIVE DIRECTOR - HOLBROOK TRAVEL, U.S.

PRESENTATION TITLE: HOW SCLC IS USING TOURISM TO
CREATE SUSTAINABLE LIVELIHOODS IN RURAL COSTA RICA

MARGARITA PENON,
FORMER 1ST LADY OF COSTA RICA

MODERATOR:
WORKSHOP # 9

CORPORATE-WIDE
TRAVELERS’ PHILANTHROPY PROGRAMS

STREAM 3: BUILDING A MORE ENGAGED AND ETHICAL INDUSTRY

LOCATION: HOTEL MONTAÑA

FRIDAY, JULY 22, 2:30–4:00

SPEAKERS

PAULA VLAMING,
ASSOCIATE DIRECTOR, PLANETERRA, USA

PRESENTATION TITLE:
PLANETERRA: MOVING FROM
CORPORATE PHILANTHROPY TO
SUSTAINABLE DEVELOPMENT THROUGH TOURISM

JANE CROUCH,
RESPONSIBLE TRAVEL MANAGER,
INTREPID TRAVEL USA

PRESENTATION TITLE:
TRAVELERS MAKING
A DIFFERENCE: THE INTREPID FOUNDATION

ROSEMARIE THOMAS,
REGIONAL PROGRAM COORDINATOR,
THE TRAVEL FOUNDATION

PRESENTATION TITLE:
SUPPORTING SUSTAINABLE
DEVELOPMENT IN TOURISM DESTINATIONS

MODERATOR: JANNELLE WILKINS, MONTEVERDE INSTITUTE
WORKSHOP # 10

COMMUNITY AND NGO VIEWS OF TRAVELERS’ PHILANTHROPY: PARTNERING WITH TRAVEL BUSINESSES

STREAM 1: BENEFITTING COMMUNITIES & CONSERVATION

LOCATION: MONTEVERDE INSTITUTE

FRIDAY, JULY 22, 4:30 – 6:00

SPEAKERS

ALEJANDRA MONGE,
EXECUTIVE DIRECTOR, CORCOVADO FOUNDATION, COSTA RICA

PRESENTATION TITLE: ENHANCING THE TOURISM EXPERIENCE AND PROMOTING LOCAL PROJECTS IN TOURIST DESTINATIONS.

RODRIGO PINGARO,
DIRECTOR EJECUTIVO DE LA ORGANIZACIÓN PARA LA CONSERVACION DE CETACEOS, URUGUAY

PRESENTATION TITLE: GESTIÓN INTEGRADA DEL TURISMO: RECONSTRUYENDODIVERSIDAD DE SABERESTRADICIONALES Y FRÁGILES AMBIENTES NATURALES JUNTO A LAS COMUNIDADES DE BASE Y EL SECTOR PÚBLICO-PRIVADO.

KYRA CRUZ,
EXECUTIVE DIRECTOR OF ACTUAR, COSTA RICA

PRESENTATION TITLE: BUILDING A NON-PROFIT COMMUNITY BASED TOURISM COMPANY IN COSTA RICA

ROB FLETCHER,
MODERATOR: UNIVERSITY FOR PEACE, COSTA RICA
WORKSHOP #11

Voluntourism: Case Studies & Key Issues

Stream 2: Enhancing the Tourism Experience
Location: Paseo de Stella

Friday, July 22, 4:30 – 6:00

Speakers

Jannelle Wilkins,
Director Monteverde Institute

Presentation Title:
Sustainable Community Development through Study Abroad and Service Learning

Andrea Atkinson,
Urgent Service Travel Director, Elevate Destinations

Presentation Title:
The Importance of focusing Voluntourism Programs on both the community and the volunteer: Case Studies from Port-au-Prince and Jacmel, Haiti

Keith Whittingham,
Professor Rollins College, USA

Presentation Title:
Student Travelers: Collaborative Engagement in Monteverde

Moderator: Richard Edwards, Planterra & GAP Adventures
WORKSHOP # 12

Latest trends: Consumer and Industry Demand for Travelers’ Philanthropy

STREAM 3: BUILDING A MORE ENGAGED AND ETHICAL INDUSTRY

LOCATION: HOTEL MONTAÑA

FRIDAY, JULY 22, 4:30 – 6:00

SPEAKERS

MARThA HONEY,
Co-Director, CREST, USA

PRESENTATION TITLE:
WHAT WE’VE LEARNED,
AND WHERE IS TRAVELERS’ PHILANTHROPY GOING?

DOMINIQUE CALLIMANOPULOS,
Founder, Elevate Destinations

PRESENTATION TITLE:
CONSUMER TRENDS IN TRAVEL PHILANTHROPY

DINDA ELLIOTT,
Deputy Editor, Conde Nast Traveler USA

PRESENTATION TITLE:
WHAT CONDE NAST SURVEYS REVEAL ABOUT TRAVELERS’ PHILANTHROPY

MODERATOR: Andy Bill, Sierra Marketing
WORKSHOP # 13

Benefiting Community Projects: Successful Models for Large Resorts

Stream I: Benefitting Communities & Conservation

Location: Monteverde Institute

Saturday, July 23, 8:30-10:00

SPEAKERS

MANUEL ARDON, Operations Senior Director, Península Papagayo, Costa Rica

Presentation Title: Península Papagayo, a Tourist Project and Real Estate Development Integrating Efforts Towards Communities

CARLOS HERNANDEZ, Chief Executive Officer, Pellas Development Group

Presentation Title: Why One of Central America’s Leading Companies Has Adopted Sustainability as Core to Its Principles and Practices

EDUARDO VILLAFRANCA, CEO & President of Responsible Business Alliance

Presentation Title: Using Lessons from Ecotourism to Create CSR in Large Tourism Projects

MODERATOR: Mark Spalding, The Ocean Foundation
WORKSHOP #14

Material Donations: Pros, Cons, Best Practices

STREAM 2: ENHANCING THE TOURISM EXPERIENCE
LOCATION: PASEO DE STELLA

Saturday, July 23, 8:30-10:00

SPEAKERS

Rebecca Rothney,
Founder of Pack for A Purpose*, USA

Presentation Title:
Pack for a Purpose*
How We Started, Who We Are and What We Have Learned So Far*.

Priscilla Macy,
President, Global Sojourns, USA

Presentation Title:
More on Stuff or Money
What’s the Best way to Help

Jane Crouch,
Responsible Travel Manager, Intrepid Travel, Australia

Presentation Title:
Stuff or Money
What’s the Best Way to Help

MODERATOR: Mark Ohrstrom, EARTH University Foundation
WORKSHOP # 15

SUCCESSFULLY MANAGING TRAVELERS’ PHILANTHROPY PROGRAMS:
LEGAL AND ADMINISTRATIVE ISSUES, MANAGING
THE ASK AND CONSTANT CONTACT

STREAM 3: BUILDING A MORE ENGAGED AND ETHICAL INDUSTRY

LOCATION: HOTEL MONTAÑA

SATURDAY, JULY 23, 8:30-10:00

SPEAKERS

JOE STAIANO, MEANINGFUL
MEANINGFUL TRAVEL CONSULTING, USA

PRESENTATION TITLE:
To ‘Non’ or Not to ‘Non’
That is the question

JUDY-KEPHER GONA,
CHIEF EXECUTIVE OFFICER/PROGRAMS DIRECTOR,
BASECAMP FOUNDATION, KENYA

PRESENTATION TITLE:
How to turn one time
donors into lifelong philanthropists

ANDY BILL,
SIERA MARKETING; CREST BOARD OF DIRECTORS

PRESENTATION TITLE:
Using travelers’ philanthropy
to build your business

MODERATOR: RAQUEL SUMULONG, OWNER, ROCKY’S ROADS
WORKSHOP # 16

IMPACTS OF TOURISM ON HEALTH

STREAM 1: BENEFITTING COMMUNITIES & CONSERVATION
LOCATION: MONTEVERDE INSTITUTE
SATURDAY, JULY 23, 10:30-12:00

SPEAKERS

DR. DAVID HIMMELGREEN,
PROFESSOR – UNIVERSITY OF SOUTH FLORIDA, USA
PRESENTATION TITLE:
STUDENT CONTRIBUTIONS TO COMMUNITY WELL-BEING.

DR. NANCY ROMERO-DAZA,
PROFESSOR – UNIVERSITY OF SOUTH FLORIDA, USA
PRESENTATION TITLE:
STUDENT CONTRIBUTIONS TO COMMUNITY WELL-BEING.

MODERATOR: JUSTIN WELCH, MONTEVERDE INSTITUTE
WORKSHOP #17

SPAS AND TRAVELERS' PHILANTHROPY

STREAM 2: ENHANCING THE TOURISM EXPERIENCE
LOCATION: PASEO DE STELLA

SATURDAY, JULY 23, 10:30-12:00

SPEAKERS

ROBERTO ARJONA,
Chief Executive Officer, Rancho La Puerta, Mexico

Presentation Title:
Seven Decades of Leadership in Linking a Spa to Rural Mexican Communities

MARIA BARQUERO
Outreach Manager, El Silencio Spa, Costa Rica

Presentation Title:
How El Silencio Became Costa Rica's First Spa to earn Five Green Leaves

MARY-ELIZABETH GIFFORD,
Senior Adviser to Chris Blackwell's FieldSpa Project in Jamaica, Co-Chair of the Washington Spa Alliance, CREST Board of Directors, Demeter-USA

Presentation Title:
Jamaica's FieldSPA is Reclaiming Truth, Traceability and Transparency

MODERATOR: Bob Breech, CREST Board of Directors, Former Executive Producer and President of Development, David E. Kelly Productions
WORKSHOP # 18

Foundation and Development Community Views of Travelers’ Philanthropy

STREAM 3: BUILDING A MORE ENGAGED AND ETHICAL INDUSTRY

LOCATION: HOTEL MONTAÑA

Saturday, July 23, 10:30-12:00

SPEAKERS

MARGO R. KELLEY,
FOUNDATION REPRESENTATIVE,
INTER-AMERICAN FOUNDATION

PRESENTATION TITLE:
LESSONS IN RURAL DEVELOPMENT
FROM A COMMUNITY FOUNDATION

MIKE ROBBINS,
PARTNER, THE TOURISM COMPANY, AND
TIDES DONOR TIDES, CANADA

PRESENTATION TITLE:
MELDING TRAVEL,
CAREER, PHILANTHROPY & PASSION

MARK SPALDING,
PRESIDENT, OCEAN FOUNDATION, USA

PRESENTATION TITLE:
SUCCESSFUL TRAVELERS’ PHILANTHROPY

MODERATOR: Dan Martin, Senior Associate,
ARABELLA PHILANTHROPIC ADVISORS, WASHINGTON DC
Closing Plenary & Keynote Speakers
July 23 3:30 – 5:00 PM
El Establo Hotel Monteverde

“Linking Sustainable Tourism and Sustainable Agriculture: Creating Rural Livelihoods, Protecting the Land”

Chris Blackwell, the acclaimed hoteller who founded Island Records and introduced the world to Bob Marley and U2, recently re-opened GoldenEye; built as the novelist Ian Fleming’s Jamaican retreat it is now an award-winning destination. Long before sustainability and stewardship became the bywords for responsible travel, Blackwell’s Jamaica-based hotel portfolio, Island Outpost resorts, began setting the standard for socially and environmentally conscious travel. Recently Island Outpost has partnered with EARTH University to promote sustainable agriculture. Although Island Outpost resorts have hosted Heads of State and Grammy winners alike, Blackwell himself often shuns the limelight, preferring to work behind the scene to create lasting cultural change. He is a member of the Rock and Roll Hall of Fame and lives on a 2,500 acre organic farm, Pantrepant.

Jose Zaglul, Ph.D, is the President of EARTH University, a not-for-profit educational institution in Costa Rica, dedicated nurturing organic and sustainable agriculture as a pathway to constructing a prosperous and just society. Zaglul has been President of EARTH University since its inception in 1989. Born and raised in Costa Rica to parents of Lebanese descent, Zaglul obtained his B.S. in Agricultural Economics and M.S. from the American University of Beirut in Lebanon. He also holds a second M.S. and a PhD from the University of Florida. He is the former President of the Global Consortium of Higher Education and Research for Agriculture (GCHERA) and is a member of the Board of Trustees of the American University of Beirut and the Board of Directors of Citizens in Solidarity.

Discussion led by Dorinda (Dinda) Elliott who is the Global Affairs Editor at Condé Nast Traveler. Since joining the magazine in 2006, she has spearheaded the editorial coverage of corporate social responsibility in the travel industry, culminating in the yearly World Savers Awards. Before joining Traveler, Elliott lived overseas for 20 years, working for Newsweek as bureau chief in Beijing, Moscow and Hong Kong, and also as Hong Kong-based Asia Editor. In 2000-2001, she served as Editor in Chief of Asiaweek magazine.
Closing Dinner Keynote Speaker & Concert:
July 23  7:00-9:00 PM
El Establo Hotel Monteverde
Introduction to Minister of Culture

William H. Durham, Ph.D., is CREST’s Director at Stanford. He is also the Bing Professor in Human Biology in the Department of Anthropology and the Yang and Yamazaki University Fellow. Durham has worked in Peru, Brazil, Ecuador, El Salvador, Honduras, Costa Rica, and Panama, and together with students, conducted impact assessments of ecolodges in Costa Rica and Peru. He is currently involved in a multi-year project in the Osa Peninsula. Durham has particular interest in ecotourism as a means to promote conservation and development in Central America, Africa, and Galapagos.

Keynote Speech:
“Linking Local Culture and Crafts to Sustainable Travel and Travelers’ Philanthropy”

Manuel Obregon, Costa Rica’s Minister of Culture is a pianist, composer, producer, author of some 20 albums as a soloist and as guest musician and producer for many others. Since 1990 his work has focused on Central American music and its relationship to the natural environment. He has received several awards from the Costa Rican Association of Composers and Musical Authors as best composer, best album and best record label and DVD. At the Film Festival in Cremona, Italy he received the Award for Best Original score for the soundtrack for “Password, a look at the dark” Don Manuel has been a long time friend of Monteverde, recording some of his compositions from deep within our own Cloud Forest.

The evening will conclude with a multi-media performance of “Simbiosis” an extraordinary composition of Manuel Obregon, who is a member of the popular Costa Rican band Malpais. Simbiosis was born out of an experiment in 1999 when Obregon secluded himself in the Cloud Forest with his piano to compose music inspired by the songs of the birds and movements of the animals. Five years later, the breathtaking images captured by film maker José Cortés, united these sights and the sounds with the Obregon’s music to create an experience which transports the listener into the heart of nature, a harmonic symbiosis of music and the environment.
Welcome to Costa Rica, since our founding in 1985 our Mission & Vision have been:

MISSION
- To Share the rivers and natural resources of Costa Rica, our culture and conservation values.
- Always committed to professionalism, safety, high quality and extraordinary services.

VISION
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Build it and they will come

The children’s environmental education center known as “Las Piedras” opened in 1997 to serve the people of Tecate, Baja California.

Funded by Rancho La Puerta’s non-profit Fundación La Puerta and other donations, Las Piedras hosted 4,361 schoolchildren last year, inspiring their newfound love of nature’s chaparral plant communities through workshops, tours, and teacher training.

Today the boulder-like center is part of a larger city park, also built by Fundación—a park enjoyed by over 61,000 people each year.

In a region where the value and beauty of chaparral is often under-appreciated, Tecate children now have the opportunity to grow up with a deeper understanding of the wild lands that surround them, and the role that nature plays in nurturing the health, sustainability, and cultural legacy of a community.

Fundación La Puerta
CREATIVE ACTION IN A RIVER OF CHIHUAHUA
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TO TRAVEL IS TO LEARN.

When Giovanna Holbrook took on the challenge of leading two University of Florida science professors and a group of naturalists to the Galápagos Islands in 1971, she had no way of knowing the lasting impact that experience would have on her life and on the lives of those traveling with her. That pioneering desire led her to found Holbrook Travel and years later to establish Selva Verde Lodge & Rainforest Reserve. She also co-founded the Sarapiqui Conservation Learning Center.

More than thirty years later, Holbrook Travel continues to serve the needs of teachers, students, academic institutions, and nature lovers. We specialize in programming to Latin America, East Africa, Asia, the Pacific, and the Polar regions, offering rich educational content in natural history sciences, and a broad range of topics.

To learn about our commitment to sustainable travel, visit www.holbrooktravel.com.
Walking the Walk

Making the Conference Socially and Environmentally Responsible

In organizing the 3rd International Travelers’ Philanthropy Conference, CREST and the Monteverde Institute are committed to employing best practices in responsible tourism, including minimizing the environmental footprint and positively benefiting local businesses and communities.

The Conference begins in San Jose in the Ramada Herradura Hotel, the only urban hotel in Costa Rica that has earned 5 green leaves -- the highest level of socially and environmentally responsible practices under Costa Rica’s CST program. The Conference then moves to Monteverde, a community where locally owned and mostly small-scale, nature-based tourism is the dominant economic activity.

- **Reduce the Carbon Footprint** - CREST and the Monteverde Institute are partnering with the Climate Change Alliance (ACC), a Costa Rica-based social enterprise that will help conference participants to calculate and offset the greenhouse gas emissions of their travel through a contribution to ACC’s reforestation program. In addition, the conference itself is offsetting the carbon footprint of the meeting facilities and local transportation through a contribution to ACC.

  In Monteverde, conference participants and/or their family members can make a donation and participate in a tree planting activity with the Costa Rican Conservation Foundation. The FCC was founded in 2002 by concerned Costa Ricans and biologists for the protection of habitat that is virtually disappearing in Costa Rica, primarily along the Pacific slope which has been subject to rapid human development and farming.

- **Responsible Tourism Companies** - Our partner hotels in San Jose and Monteverde are all certified or undergoing certification under Costa Rica’s CST (Certification for Sustainable Tourism) program.

- **Implementing Responsible Travel Best Practices** - The format of the conference itself strives to model the best sustainable practices by: holding the conference in locally owned hotels and small community centers; encouraging participants to visit local projects, restaurants, galleries and shops; and encouraging the participation of local businesses and residents in the conference. In avoiding the structure typical of most conferences – holding all events in a single venue, often disconnected from the local community – CREST and the Monteverde Institute hope to share the benefits of the conference not only with conference participants, but with the local communities in Monteverde as well.

- **Pre- and Post-Conference Trips** - We have partnered with Horizontes Nature Tours, the first tour operator in Costa Rica to achieve 5 green leaves under the CST program, to offer a range of wonderful trips before and after the conference. These trips, all with leading responsible travel companies, showcase not only Costa Rica’s outstanding tourism attractions but also a number of travelers’ philanthropy projects as well.

- **Reduce, Reuse, Recycle** - We are striving to reduce the amount of paper used in organizing the conference by using internet and web based publicity and correspondence. All official conference materials will be printed on recycled paper, using high quality ‘green’ printers. By reducing all documents, materials and resources used throughout the conference, and ensuring that any waste is recycled or disposed of properly, we will minimize the environmental footprint of the Conference.

- **Local, Organic, and Fair Trade**

  Whenever possible, CREST will purchase locally, conference materials and supplies, promote organic and locally grown and produced foods, and utilize companies committed to fair trade practices.
Mil Gracias! - Thank You!

This conference took well over a year to organize. As CREST has done with previous conferences, we looked for a suitable local partner. We found a gem with the Monteverde Institute, which has embraced the concept of travelers’ philanthropy and been a tireless and efficient partner. The economic times were not auspicious for organizing an international conference and raising funds has proved a real challenge. But we are enormously grateful for the support we have received from our generous sponsors, both in cash and in kind. Their logos are on the following page. We literally would not be here today without their help.

We are also grateful to the Conference Advisory Committee for their input in shaping the topics and themes, suggesting speakers, and helping with outreach. (See the list of names at: http://travelersphilanthropy.org/conference/?page_id=273.)

Equally, we would not be here without the small army of staff and volunteers who have worked, often behind the scenes, to put this conference together. Here are their names, listed in alphabetical order. Each has played a special and crucial role in bringing together this conference. We are grateful to you all!

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Giselle Salazar
Maricella Solis
Mitzi Spasny
Mauricio Valverde

On behalf of CREST and the Monteverde Institute, we are grateful to this entire network!

Martha Honey
CREST Co-Director
Washington, DC

Jannelle Wilkins
Executive Director
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William H. Durham
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