



LEMONEIGHT

THE ZEST

***NOW THIS IS EPIC!***

Investing in People

At this year's Seatrade Cruise Med conference in Malaga, Spain, Lemoneight was honoured to be named **Finalist** for the epic "Investment in People" award. This award recognizes a cruise industry player who has made a significant investment in the human side of the business, through training, development, mentorship, and more.

We are excited to congratulate the winner, Carnival Corp. & plc, Women Officer Network (W.O.N.), for their contribution to the industry. Here's to even greater investment in the cruise world's human talent over the next year!



The Power of Social Media

On Day Two of Seatrade, Claudine moderated an exciting panel discussion, "The Power of Social Media in Promoting Your Destination." The panel featured Andrea Baigorria of The Tourism Lab (www.thetourismlab.com), Maya Nottage of Nassau Cruise Port (www.nassaucruiseport.com), and Liz Gammon (www.lizgammon.com).

Andrea spoke on the importance of PR in a successful social media strategy, crisis management, and working with influencers. Maya shared insights on GPH, industry disruptors and building partnerships, innovation, and standing out on social platforms. Liz discussed her experience working with large cruise organizations, the critical role of the social media manager, and why *who* it is matters, and some important podcast insights. Each panelist also shared her key takeaway tips for success.

Wrapping up the discussion, we also had an interesting chat on the rise of artificial intelligence, and experiences using AI effectively and authentically on social media.



What's Happening

AROUND THE WORLD

Saint John Region Chamber Awards

On behalf of the Saint John Region Chamber of Commerce, we are so pleased to advise that Lemoneight Consulting has been nominated for our **2024 Outstanding Business Awards** competition.

Since 1985 this annual awards program has recognized deserving entrepreneurs, businesses small and large, and community leaders in our dynamic region.

Finalists and winners will be honoured at a banquet to be held in November.

www.thechambersj.com



Training in BVI

We had the opportunity to train in the stunning British Virgin Islands again this year! There were epic sessions with frontline workers at Tortola Pier, and in beautiful Virgin Gorda!

An article on one of the sessions was even featured on [Virgin Islands News Online](#) – how exciting!



Scan to Read



Fun in Europe

Claudine traveled to Sardinia, Italy with executives from MAVEKO, the premier provider of tableware and more for cruise lines, to meet with important contacts.

She also celebrated Oktoberfest with the team from Steripower in Hamburg, where they enjoyed traditional beers, music, and fashion!



Keep Up With Us!



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CTO Allied Members

Claudine was recently elected to the Caribbean Tourism Organization (CTO) Allied Members Board - the first member from the cruise industry. She is so excited about what she will bring to the table and the opportunity to learn and grow with other experts!

Learn more about the CTO at www.onecaribbean.org



ACMF Gala

On **October 10, 2024**, in Florida, our friends at the American Caribbean Maritime Foundation (ACMF) hosted the 2024 Anchor Awards Gala. At the Gala, they honored Laura Hodges-Bethge, President of Celebrity Cruises and Carlos Urriola, President of Manzanillo International Terminal for their contributions to Maritime industry in the region.

The ACMF aims to eliminate poverty and transform lives through maritime education and community development. To this end, they fund scholarships, grants, equipment, facilities and infrastructure, and even classrooms.

Learn more about their important work at www.acmfdn.org



American Caribbean
Maritime Foundation



Halifax Cruise Summit

This October, our team had an epic time in historic Halifax, Nova Scotia and Claudine was a featured panelist and workshop leader at the Halifax Cruise Summit!



Belize

We are excited to return this fall for Year *Three* of the **ELEVATE Ambassador Training** workshops! It's been amazing to see the growth and passion of this destination's frontline workers, entrepreneurs, and leaders throughout our time with them. See you soon, Belize!



St Maarten

August saw a new round of amazing interactive training workshops in stunning St. Maarten, where we explored the guest experience with staff and leadership of Port St. Maarten. It's always a pleasure to visit The Friendly Island – and the people who inspire its nickname!



Regal Rewards

On November 16, at the beautiful Sandals Ochi Beach resort in St. Ann, Jamaica, we were at the 2nd Annual Regal Rewards, hosted by Jamaica Cruising! The awards honor the top 5 travel advisors in the Regal Rewards program in a celebration of community, culture...and just plain **FUN!**

Watch the entire ceremony at [youtube.com/watch?v=zLTQVGYYDm8](https://www.youtube.com/watch?v=zLTQVGYYDm8)



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Meet MADDY!

This summer, Lemoneight got even better with the addition of Madalina (aka Maddy) Caldaruse! As our Expert Advisor, Mentor & Facilitator with a knack for river cruises, she's here to make waves — in the best way possible.

With 25 years of experience cruising Europe's iconic rivers, Maddy is a powerhouse in project management and thrives whether she's running the show solo or teaming up with others. Her positive vibes and deep industry know-how have made her a customer favorite, scoring a jaw-dropping 99.8% satisfaction rate as a Cruise Manager. Plus, since 2013, she's been sharing her expertise by creating and leading training programs for new Cruise Managers. She joined Lemoneight in 2024, and we couldn't be more excited to have her steering our ship (figuratively, of course!)

Fun Facts About Maddy:

- Education:
 - Master's in International Affairs & Degree in Marketing and Trade (University of Craiova)
 - Customer Service Certification (eCornell University)
 - Training in team building, public speaking, and more from top institutions across Europe.
- Languages:
 - Romanian (native)
 - English (excellent)
 - Basics in German, French, and Italian — enough to impress on board!
- Hobbies:
 - Traveling, diving into good books, and capturing the world through her camera lens.

Maddy is already bringing her expertise and passion to our team, and we can't wait for you to experience her magic on your next cruise adventure!

Back in Hamburg

Claudine was excited to head back to Hamburg, Germany, after a year away, following Seatrade Cruise Med.

The first stop was to see our epic client, MAVEKO, in person again, and tour some of the sights and highlights of the historic city – and get a sneak peek at exciting new product. Be sure to watch our social media channels to learn more in the upcoming weeks and months!

She also had an opportunity to meet in person with Pooja, our Business Development Specialist for the India and Middle East regions. As a major cruise influencer, meetings on land are a fun treat!



Canada: National Day for Truth & Reconciliation

In Canada, the National Day for Truth and Reconciliation is celebrated each year on **September 30th**. While it was established as a federal holiday in 2023, the day, also known as Orange Shirt Day, has been celebrated since 2013.

Inspired by the story of Phyllis Jack Webstad, an author and activist from the Stswecem'c Xgat'tem First Nation and survivor of Canada's residential school system, where her new orange shirt was taken from her upon arrival at the St. Joseph's Mission Residential School in Williams Lake, BC, and never returned, orange shirts are worn to raise awareness and show support for the children and families who suffered separation, assimilation and cultural genocide, and other abuses.

Leading up to the holiday, Truth & Reconciliation Week ran September 23-27, with live events in Winnipeg, Manitoba and Ottawa, Ontario. The National Centre for Truth and Reconciliation at the University of Manitoba offered free virtual events for students, educators, and the general public, and does so each year.

Learn more about both this important holiday and the sad legacy of the residential school era at nctr.ca.



Learn from our past

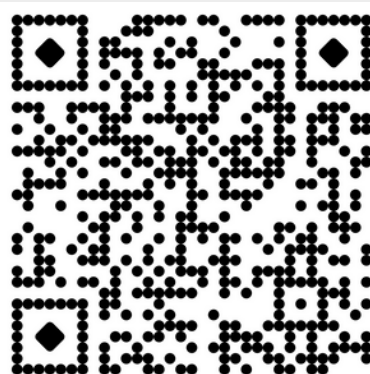
Truth & Reconciliation Week 2024
September 23-27

Register at trw-svr.nctr.ca



National Centre for
Truth and Reconciliation
UNIVERSITY OF MANITOBA

#TruthandReconciliationWeek



DID YOU KNOW?

Sardinia's Illegal Cheese

The Italian island of Sardinia is known for many things, from its rich history and stunning landscapes to its fascinating cultural heritage – including a unique culinary culture. Among its most famous foods is *casu martzu*, a cheese made from sheep's milk and fermented past the common stages all the way to decomposition, aided by live insect larvae. Known for an intense, tangy, and creamy flavor, *casu martzu* is not readily available to try, as it has been banned in Italy, the EU, and the US due to concerns that the larvae in the cheese may carry harmful pathogens. In 2009, *casu martzu* was named the world's most dangerous cheese by Guinness World Records.



That's Ancient History!

Tourism isn't new—travel souvenirs date back to ancient Egypt, where visitors would chisel off bits of monuments as keepsakes. (Not recommended these days!) In modern times, the idea of "taking only memories, leaving only footprints" has inspired eco-friendly souvenir trends, like photography or digital postcards, keeping the spirit of souvenirs alive without impacting the environment.

Fun Fact: The word "souvenir" comes from the French word for "memory," and people have always loved bringing a piece of their travels home.

On the Blue Danube...

River cruise lovers, rejoice! On just one river, you could begin your day sipping Viennese coffee in Austria, then enjoy a hearty goulash dinner in Hungary, all while cruising past castles, vineyards, and UNESCO World Heritage sites. The Danube isn't just a river—it's a global superstar! Flowing through 10 countries (Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Romania, Bulgaria, Moldova, and Ukraine), it's the most international river in the world. Stretching over 1,770 miles, it connects cultures, languages, and cuisines in a way few waterways can.



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