



LEMONEIGHT

THE ZEST



NOW THIS IS EPIC!



International Women's Day

MARCH 8

As a women-owned business, Lemoneight is excited for International Women's Day 2024. This year's theme is "Inspire Inclusion" - a great fit for our company values!

See inside for more on epic women in cruise and tourism, and to learn more about what we're doing around the globe!



Check out all Cruise Convos *episodes* featuring EPIC women in the cruise industry!



What's Happening

AROUND THE WORLD



El Salvador



FiveSenses
Consulting & Development

El Salvador is quickly becoming an in-demand cruise destination, and this **March-April**, we are excited to partner with Five Senses Consulting for a FAM Trip! We will be exploring El Salvador's western region from the cruise port of Acajutla and sharing the journey on our socials. Be sure to follow along!

Empowering Women in Business

To celebrate International Women's Day and the women who build and maintain businesses of all kinds, Claudine will be featured in a breakout panel, "Build Your Symphony in Marketing and Branding," on March 16 at the 2024 EWB event in Saint John, New Brunswick.



Cruise 360

Claudine proudly presents training with Jamaica Cruising at CLIA Cruise 360 in Fort Lauderdale, FL. The conference runs from **April 16-21, 2024**.



Coming Up...

✦ COCATRAM



On **March 22**, Claudine is honored to give a presentation, "The Cruise Industry and its Impact on Regional Transportation," to all the Ministers of Transportation in Central America at the CXVI Ordinary Meeting of the Board of Directors of COCATRAM (CXVI Reunión Ordinaria del Directorio de COCATRAM) in Guatemala City.

Cruise Cape Town ✦

Howzit! Lemoneight will soon begin working with Wesgro to offer exciting training workshops and promote Cruise Cape Town. We are so excited to show the world what this amazing South African destination has to offer to the cruise world. See you in May!



✦ Belize



This August, we will be back in Belize to start training workshops for the *third* year of the ELEVATE Ambassador Training Program with the Belize Tourism Board. Time certainly flies when you're having fun!

Turks & Caicos ✦

Later this month, we will be back at the epic Grand Turk Cruise Center in Grand Turk, Turks and Caicos. We will be offering a training workshop and checking out the operations and happenings at this bustling cruise port!



Women Storytellers

Storytelling is crucial to preserving and sharing our unique cultures. Here, we are excited to share videos from three women around the world who are using storytelling to make an impact in their homes and businesses and enrich the experiences of those they encounter.

Storytelling can also enrich the experience of anyone visiting your destination or traveling with you. Think about how you can incorporate storytelling through your tour guides and frontline staff and by inviting local storytellers to participate in the tourist experience where you are!

Mandy Jones

Mandy Jones of Snuneymuxw First Nation on Vancouver Island incorporates traditional storytelling in land-based education for students from all backgrounds. In [this short video](#), she shares her own stories while she discusses her approach.



Mandy Jones - Snuneymuxw First Nation
SD68NanaimoLadysmith 1.21k subscribers
736 views 1 year ago #SD68 #NLPslearns #SuccessForAll
Syyeytus Learning Framework #SD68 #NLPslearns #SuccessForAll...more



The Undeniable Power of Business Storytelling | Khushboo Nangalia | TEDxAPUKL
TEDx Talks 40.3M subscribers
943 likes

Khushboo Nangalia

As the founder of a global digital marketing & consultancy company, Khushboo Nangalia of Kuala Lumpur, Malaysia, understands the impact of storytelling on business success! In her TEDx talk, [The Undeniable Power of Business Storytelling](#), Khushboo shares her insights - and stories!

Qupanuk Olsen

The line between storytelling and content creation can be hard to define – and Qupanuk Olsen of [Q's Greenland](#) really shows that! With over 1 million followers across platforms, she shares stories of Greenland's unique culture, landscape, and history, clearing up misconceptions and bringing new awareness of the Arctic nation!



Sustainability at Home: Quick Tips

While navigating the seas of success, sustainability isn't just a compass—it's the key to a thriving future. As professionals shaping industries, our actions cast ripples that echo beyond boardrooms. Discover quick and impactful sustainability tips you can begin to implement right away, because steering toward success should always be a voyage of responsibility.

- Recycle: Check out your local waste management website for information on what can be recycled in your region and how to ensure your recyclables don't end up in the garbage!
 - Confidential documents can be shredded and recycled by a secure shredding service
- Use recycled products when possible, especially paper and plastics
- Avoid single-use items (especially plastics), and clean and reuse or repurpose them when possible
- Use what you have! It's great to make sustainable replacements, but be sure to use up your current items and supplies before you do
- Apps/devices for those who need paper – new e-ink devices with notetaking capabilities can offer the tactile sensation of writing on paper without the waste
- Reuse packaging for storage and shipping—turn envelopes and shipping bags inside out; print shipping labels on the backs of non-confidential scrap paper; use shredded documents as a firestarter; turn them into pulp for papermaking, etc.
- Plan trip routes to maximize productivity and avoid doubling back, detours, and unnecessary return
- Allow remote work to cut down on commutes and energy use
- Buy used – check out local thrift stores for office essentials like hole punches, staplers, binders, organizers, and even paper and filing supplies
- Buy local, use local vendors when possible, and prioritize vendors who source supplies locally

Remember that sustainability includes **cultural** and **economic** sustainability, too!

- Support local small businesses and consider them when it's time to renew vendor contracts
- Analyze your spending not only to cut down, but to see where reallocating or even increasing spending could lead to longer-term growth
- Celebrate the cultures of your team and your local area, and support events and organizations dedicated to cultural preservation
- Listen to and engage with local voices when planning projects and developments

The best time to start making positive changes is right now!
What can *you* do today?



Lots to Do in Norfolk!

Picturesque Norfolk, Virginia, on the United States Eastern Seaboard, is a standout destination for tourists of all types, but especially cruise travelers!

Explore the Nauticus Museum, featuring the real historic *Battleship Wisconsin*, exhibits on the region’s natural and cultural history, stunning educational films in the Brock Theater, and more!

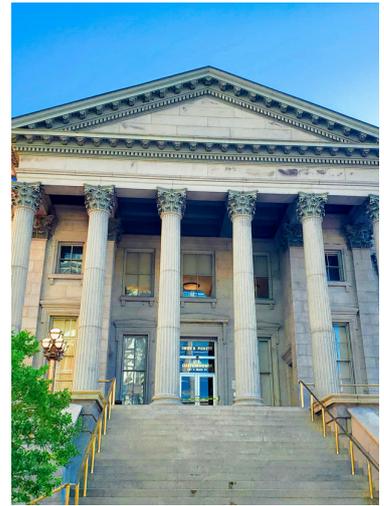
The city is also known for its epic celebrations and festivals happening all year round, like these upcoming unmissable events:

- Winefest, May 4-5
- Bayou Bon Vivant Cajun Festival, May 17-19
- Norfolk Harborfest, June 7-9
- Juneteenth in the Park, June 15

Even when no large event is taking place, Norfolk offers a wealth of dining options, hotels, and stunning historical and natural attractions that allow you to really immerse yourself in the local culture and get lost in the history and beauty around you!

In 2025, Norfolk will begin year-round turnaround operations with Carnival Cruise Lines, and we are proud to be working with them. Whether you’re arriving or departing for a cruise or just want to visit a great place in the United States, Norfolk should be at the top of your list!

Learn more about this outstanding destination at visitnorfolk.com and see upcoming events at festevents.org





Meet Hugo!

We are excited to introduce our newest team member: Hugo Aparicio!

Of course, he needs little introduction since he has truly hit the ground running as our Director of Innovation and Sustainable Management, jumping in to deliver workshops with Claudine and connecting with ports and governments throughout Central America. With years of experience in the maritime, port, and cruise industries, Hugo brings a lot to the table for the Lemoneight team and, of course, our clients!

Connect with Hugo on [LinkedIn](#) or by [email](#).

ESCAPING THE ORDINARY IN EL SALVADOR

Our recent training with **Mayan Escapes** - one of El Salvador's top tour operators - was truly epic! This marked Hugo's first time facilitating along with Claudine, and the training group was enthusiastic, engaged, and exceptional. We are beyond excited about our continuing relationship with Mayan Escapes!

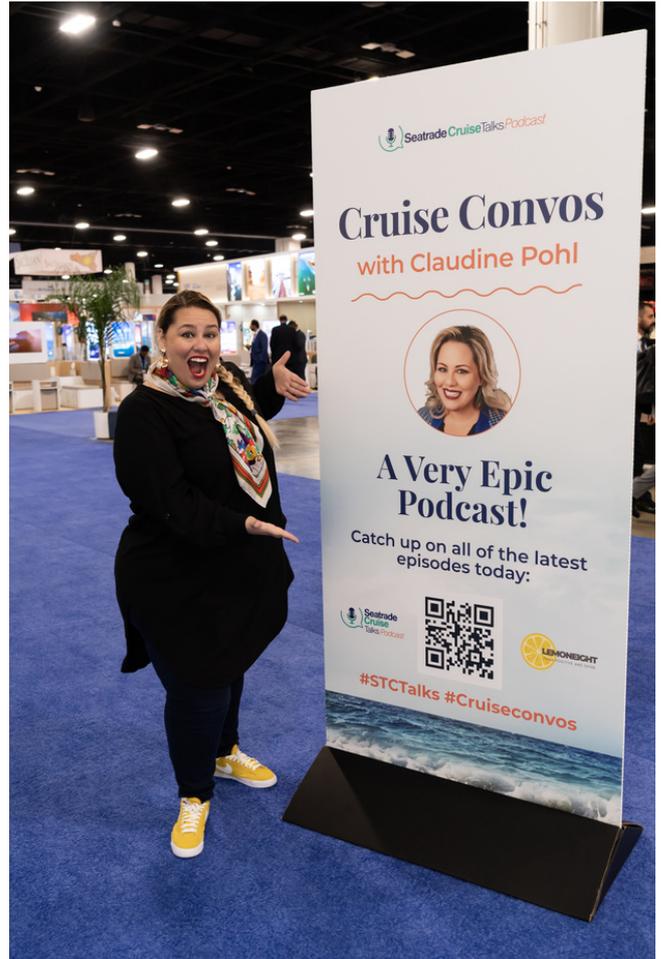


Cruise Convos at Seatrade

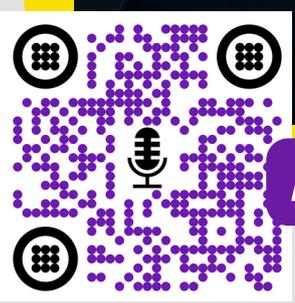
The largest cruise show in the world is almost here - and we could not be more excited!

We will be at Seatrade Cruise Global in Miami, April 8-11, to see you all - *and* we will be recording a new episode of our number one podcast, *Cruise Convos*, **live** at the event!

Be sure to meet up with Claudine and say hello at Seatrade this year!



NEW COVER
COMING SOON!



LISTEN NOW

Cruise Convos

Cruise Convos Season 3 Coming Soon!

NEW EPISODES EVERY 2 WEEKS

On Cruise Convos, we get to the heart of what makes our cruise industry *amazing*, in a format that complements your busy lifestyle. In each quick and engaging episode, Claudine chats with thought leaders and impact creators to learn what motivates them and drives their passion to succeed.

Cruise Convos is part of Seatrade Cruise Talks

DID YOU KNOW?

It's Who You Know...

One of the staples of modern business is social media, and many brands have embraced the power of social sharing and long-term relationship building. A recent consumer study showed that 88% of those surveyed said they trust recommendations from people they are familiar with, but *only* 52% of brands have an ambassador program! Successful brands have built ambassador teams with a mix of influencers, influential customers, and brand superfans - when will *you*?



Women Making Waves

Starting in the early 20th century, women have been making waves in seafaring! Scotland's Victoria Drummond was the first female student at the Institute of Marine Engineers in the UK and, in 1915, the first female marine engineer! In 1935, Anna Ivanovna Shchetinina became the first female captain of an ocean-going ship and later became the first chief manager of the fishing port in Vladivostok. The cruise world saw its first female captain in 2007 when Karin Stahre-Janson of Sweden captained Royal Caribbean's *Monarch of the Seas*. In 2015, Kate McCue became the first American woman to captain a mega-cruise ship, the *Celebrity Summit*. We can't wait to see what the seas hold for future generations of women in maritime and cruise!

Garifuna Cultural Heritage

The Garifuna people of Belize, Guatemala, Nicaragua, and Honduras speak an Arawakan language that is part of one of the most widespread language families in the Americas. The Garifuna language - also known as Karif - along with the culture's dance and music, is considered a UNESCO Intangible Cultural Heritage of Humanity.



Check out the [Jankuna Dance](#) at a Garifuna village in Belize!



Changing Dates for International Women's Day

The first International Women's Day was held on March 19, 1911, with over a million people in Austria-Hungary, Denmark, Germany, and Switzerland celebrating. For its first few years, it had no set date. The current date - March 8 - came about in 1917, when female textile workers in Petrograd (now Saint Petersburg) demonstrated for an end to World War I and food shortages. The day was adopted by the United Nations in 1975 as a holiday for women's rights and world peace 🕊️

Connect With Us!



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