

Jeremy D. Garrett

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Communications Experience

Principal/Founder, NaTour Communications (Waterbury VT)

July 2002 to Present – Began nature tourism consulting firm that offers more than 60 years collective experience in providing communications solutions to the outdoor and natural resources industries, including nature and ecotourism. Our skills include development, marketing and promotion of “alternative” products and destinations through incorporating stakeholder involvement, and developing publications and websites, media campaigns, training workshops and special events. Clients include Audubon Missouri, MesoAmerica Ecotourism Alliance, Adventure Travel Trade Association; Dominican Republic Sustainable Tourism Team; Audubon Pennsylvania; Trinidad Industrial Development Corporation (TIDCO); Tradex Exposiciones (Mexico); *Outside Magazine*; Bolivar and Zulia State (Venezuela) Tourism Boards; Eastern Upper Peninsula (MI) Nature Tourism Alliance; Fermata, Inc.; Ghostwriters Communications; MSE Management; Nature Tourism Planning; Oklahoma Department of Wildlife Conservation; Florida Fish and Wildlife Conservation Commission; National Oceanic and Atmospheric Administration; United Nations Environment Programme; and various tour operators globally. See www.NaTour.us for a full project listing.

Membership and Publications Director, The International Ecotourism Society (Burlington VT)

June 2000 to July 2002 – Managed both Membership and Publications programs, supervising full-time employees, interns and contract workers; conducted targeted mailings to generate memberships and book sales; developed and monitored budget reports on membership and publications; managed member correspondence and established rapport with them; developed new member benefits to ensure continued membership, including special opportunities targeted to private sector members; generated new members, especially \$1000-level Supporting Members, to continue and expand current organization campaigns; managed member database and website; published and edited various publications, newsletters and membership directory.

Information Specialist, Oklahoma Department of Wildlife Conservation (Oklahoma City OK)

November 1992 to June 2000 – Promoted donations to Wildlife Diversity Program through state Wildlife Tax Check-off, sales of Wildlife Conservation License Plates and through press releases, media interviews and other promotional efforts; coordinated statewide nature tourism activities; created new legislative funding and marketing priorities; published quarterly newsletters, brochures and other publications; initiated and conducted fundraising contests for Oklahoma students; coordinated state efforts in federal “Teaming with Wildlife / Conservation and Reinvestment Act” funding initiative; promoted landscaping for wildlife.

Copy Editor and Senior Staff Writer, The Daily O’Collegian (Stillwater OK)

August 1989 to May 1992 – Edited 25 local staff stories weekly using Associated Press style; reported 3 in-depth news and feature articles weekly; contributed news ideas and editorials; developed page layout and graphics.

Education

July 1992 – **Bachelor of Science, Oklahoma State University** (Stillwater OK) with a 3.27 GPA

Major: Wildlife and Fisheries Ecology; Minor: Communications

May 1988 – Greenfield (OK) High School – Valedictorian with 4.0 GPA

Language Fluency – English (verbal and written), Spanish (minimal understanding of verbal and written)

Conferences/Trade Shows Coordinated

The New York Times Travel Show, New York City NY – 2009, 2008, 2007, 2006, 2005, 2004
Boston Globe Travel Show, Boston MA – 2009, 2008, 2007, 2006
Atlanta Travel Expo, Atlanta GA – 2009, 2008
South Florida Travel Expo, Fort Lauderdale FL – 2007
The Spa Experience, New York City NY – 2007
Miami Herald Travel Expo, Miami FL – 2007, 2006
The New York Times Salute Our Heroes, New York City NY – 2006
Venezuela ExpoEcoturismo, Maracaibo VENEZUELA – 2005, 2003
Travel Show Chicago / Outside Travel Show & IATOS World Congress, Chicago IL – 2005, 2004, 2003

Honors and Awards

ONLINE MODERATOR (Nov 2005) – Planeta.com Ecotourism Emerging Industry Forum – Interpretation
MAJOR CONTRIBUTOR – *Marketing sustainable tourism products*. Font, Xavier and Carey, Benjamin (2005). Florence: Regione Toscana and United Nations Environment Programme
ECOCLUB.com INTERVIEW (Jan 2003) – www.ecoclub.com/news/44/interview.html
2002 RECIPIENT – *International Ecotourism Promotion Award*, offered by Ecotourism Society Pakistan, a regional ecotourism organization, with more than 4000 votes cast internationally by ecotourism peers
NEWSLETTER EDITOR (1995-1997) – *Southeastern Association of Fish and Wildlife Agencies*
18th PLACE Nationally for FEATURES (1992) – *William Randolph Hearst College Journalism Contest*
NATIONAL SCHOLARSHIP RECIPIENT (1991) – *Outdoor Writers Association of America*
EDITOR SCHOLARSHIP RECIPIENT (1991) – *The Daily O'Collegian*, Oklahoma State University

Speaking Engagements

2008 CalTIA Beyond the Gateways Conference; Santa Rosa, CA; 29-30 September 2008
WORKSHOP: Defining Nature Based Tourism Opportunities
Dickinson State University – Strom Center for Entrepreneurship and Innovation; North Dakota; 19 March 2008
KEYNOTE: Developing Experiential Travel in ND; WORKSHOP: Marketing Experiential Travel
ExpoEcoturismo 2005, Maracaibo VENEZUELA; 19-20 October 2005: **Nature Tourism Marketing: Strategies & Tactics; Challenges in Marketing Sustainable Tourism Products**
Pennsylvania Nature Tourism Development Workshops; Pennsylvania (statewide); 12-15 April 2005
WORKSHOPS: Developing Nature Tourism in Pennsylvania; Nature Tourism Marketing
4th Eurometing, hosted by *United Nations Environment Programme*, Florence ITALY; 5 November 2004
The Challenges of Marketing Sustainable Tourism Products
ExpoEcoturismo 2003, Puerto Ordaz VENEZUELA; 30 October 2003: **Targeting the American Nature Tourist**
International Adventure Travel and Outdoor Sports Show (IATOS), Chicago IL; 21-24 February 2002
PANEL: Cause-Related Marketing: Identifying Your Company with Positive Principles
ReisePavillon, Hannover GERMANY; 18-20 January 2002: **Your Travel Choice Makes A Difference**
International Adventure Travel and Outdoor Sports Show (IATOS), Chicago IL; 15-18 February 2001
Designing a Consumer Education Campaign for Ecotourism
1998 Watchable Wildlife Conference, Albuquerque NM; 13-16 October 1998
Fly by Night: Lessons Learned from Selman Bat Cave
1996 Oklahoma Academy of Science Annual Meeting, Oklahoma City OK; 8 November 1996
Teaming with Wildlife: A Natural Investment
1995 Watchable Wildlife Conference, Estes Park CO; 20-23 September 1995:
Oklahoma Wildscapes: Bringing Wildlife Closer to Home
1994 Governor's Conference on Tourism, Oklahoma City OK; 16-18 October 1994; AND *1993 Watchable Wildlife Conference*, Corpus Christi TX; 18-21 November 1993: **Watching Wildlife in the Sooner State**

Publications and Articles

Author, Editor and Designer for *University of Oklahoma Press*

Landscaping for Wildlife: A Guide to the Southern Great Plains (Garrett, June 2003, available on Amazon.com)

Edited for *United Nations Environment Programme*

Ecotourism: Principles, Practices and Policies for Sustainability (Epler Wood, 2002)

Edited and Designed for *The International Ecotourism Society*

International Ecotourism Guidelines (Mehta et al, 2002)

Marine Ecotourism: Impacts, International Guidelines and Best Practice Case Studies (Halpenny, 2002)

Flagship Species: Case Studies in Wildlife Tourism Management (Shackley, 2002)

Ecotourism Annotated Bibliography, 5th Edition (Eagles and Nilsen, 2001)

The Business of Ecotourism (Sanders and Halpenny, 2001)

Ecotourism Case Studies in the United States (Pinto, 2000)

Quarterly Newsletter and Publication Order Form (7 issues)

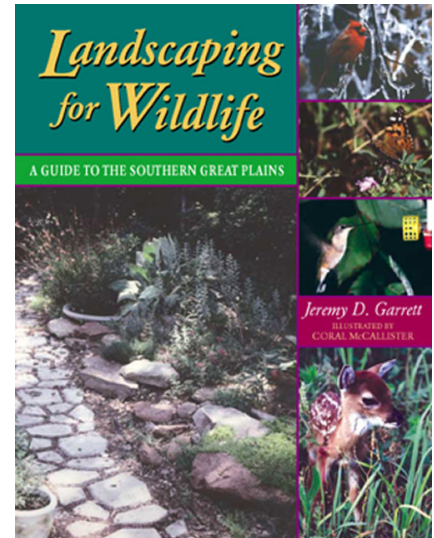
Edited and Designed for the *Oklahoma Department of Wildlife Conservation*

Watchable Wildlife News (28 quarterly newsletters), **Posters** (3), and **Brochures** (18)

Articles Written for *Outdoor Oklahoma* Magazine from 1993-2000 (12) – Topics include: hummingbirds, winter birds, woodpeckers, butterflies, nongame wildlife history and conservation, seasonal wildlife watching tips

Edited and Designed for the *Southeastern Association of Fish and Wildlife Agencies*

Southeastern Nongame Newsletter (9 quarterly newsletters printed between 1995 and 1997)



International Client References

MSE Management (USA) – Contact: Paul Muir, 203/622-6666, pmuir@msegmt.com

Conference Director since 2002 for more than 15 travel industry tradeshows, including New York Times Travel Show, Travel Show Chicago/IATOS World Congress, Boston Globe Travel Show, and Miami Herald Travel Expo

MesoAmerican Ecotourism Alliance (Central America)

Contact: Mark Willuhn, 303/440-3362, mark@travelwithmea.org

Market Researcher since 2006 for various feasibility analyses to determine existing and potential market opportunities through affinity groups, university, scientific/volunteer research, and soft adventure tour companies

Dominican Republic Sustainable Tourism Development Team (Dominican Republic)

Contact: Hugo-Jose Mella-Groh, Coordinator, 809-910-0000 (cell), hjmg@dominicana.net.do

Tourism Coordinator of “Master Plan for the Sustainable Development of the Dominican Republic”; researching target markets; identifying products; developing brands; defining promotional opportunities

Tourism and Industrial Development Company (Trinidad & Tobago), with Paria Springs Eco-Community

Contact: Courtenay Rooks, 868-620-8240 (cell) or 868-622-8826 (office), rooks@pariasprings.com

Promotional Coordinator for Trinidad Eco/Adventure FAM Trip; reviewed promotional materials; secured tour companies and media; coordinated FAM Trip; provided follow-up report

Maracaibo State Tourism Department (Venezuela), subcontracted through EcoAlianza

Contact: Paul Stanley, 917/513-4439 (cell), stanley@angel-ecotours.com

Promotional and Conference Coordinator for 2005 and 2003 ExpoEcoturismo Tradeshows (Venezuela); developed conference program; developed online promotional campaign “Views From Venezuela”; secured tour companies and media for conference and FAM Trip; provided follow-up report

Consultant Accomplishments

Conference Director (2003-present), MSE Management, Inc.

Description: Assist in developing, promoting and directing the New York Times Travel Show, Boston Globe Travel Show, South Florida Travel Expo, Atlanta Travel Expo, Miami Travel Expo, The Spa Experience, Adventure Travel World Summit, and Travel Show Chicago/IATOS. Develop the framework for seminars; develop a stimulating and exciting atmosphere for both travel trade and public attendees; contact high-profile industry leaders and organizations to speak and support the events; assist with on-site coordination.

Marketing Coordinator (2006-present), Consejo para el Desarrollo Sostenible y Promoción de la República Dominicana

Description: Assist in developing and promoting touring and marketing programs for small, rural communities in northern and central Dominican Republic.

Marketing Coordinator (2005-present), U.S.-China Environmental Fund

Description: Assist in developing and promoting touring and marketing programs for a new ecolodge at the Wolong (Giant Panda) Nature Reserve in central China, the premier home for China's giant panda population.

Promotional Coordinator (2005, 2003), Bolívar and Maracaibo (Venezuela) State Tourism Departments

Description: Develop, implement and measure the success of a promotional campaign for Venezuela's Expo Ecoturismo event. Review promotional materials; secure North American tour companies and media contacts to attend a FAM Trip and promote Venezuela as a destination; develop and disseminate materials (e-blasts, emails, phone calls, website changes) and develop a web-based campaign "Views from Venezuela" detailing various Venezuelan destinations and activities; provide a coordinating role in the FAM Trip; conduct follow-up to gauge attendee support for future Venezuela trips or media articles.

Promotional Coordinator (2004), Tourism and Industrial Development Company of Trinidad & Tobago (TIDCO)

Description: Develop, implement and measure the success of a promotional campaign and an Eco/Adventure FAM Trip to Trinidad. Review FAM Trip promotional materials; secure North American tour companies and media contacts to attend the FAM and promote Trinidad as a destination; develop and disseminate materials (e-blasts, emails, phone calls, website changes) and develop a web-based "information center" that includes the FAM Trip's basic and detailed itinerary, press releases and a media gallery; provide a coordinating role in the FAM Trip; conduct follow-up to gauge attendee support for future Trinidad trips or media articles.

Promotional Coordinator (2004), Tradex Exposiciones Internacionales

Description: Develop, implement and measure the success of a promotional campaign for Mexico's Expo Aventura y Ecoturismo. Review promotional materials; secure North American tour companies and media contacts to attend a FAM Trip and promote Mexico as a destination; develop and disseminate materials (e-blasts, emails, phone calls, website changes) and develop a web-based campaign "Mysteries of Mexico" detailing various Mexican destinations and activities; provide a coordinating role in the FAM Trip; conduct follow-up to gauge support for future Mexico trips or media articles.

Market Researcher (2006-present), MesoAmerican Ecotourism Alliance

Description: Contribute to a feasibility analysis for various MEA Mexico partners to determine existing and potential market opportunities and organization capacities. Conduct an impact analysis of inbound tourists; review secondary market research and conduct primary research to analyze existing and potential markets; contact affinity groups, university, scientific/volunteer research, and soft adventure tour companies to gauge market interest in destinations; analyze and emphasize opportunities with best potential for attracting visitors.

Market Researcher (2003-2004), DreamWeaver Travel, Crooked Trails and Zarafa's Safaris

Description: Work directly with three small tour operators to develop phased marketing plans to enhance inquiries and bookings. Develop materials for potential U.S. tour operator clients; research appropriate tour operators or markets and deliver a detailed list of pre-qualified contacts; enhance website visitation through site optimization and expanded web linkages; expand company profile through national public relations campaign.