



Press Release

BVITB APPOINTS DEPUTY DIRECTOR & CHIEF FINANCIAL OFFICER

Road Town, Tortola, Wednesday, August 12, 2009 – The British Virgin Islands Tourist Board (BVITB) recently improved its human resources capacity by appointing Malcia Smith-Hamilton as the Deputy Director of Research, Planning and Administration and Lucia Lettsomes as its new Chief Financial Officer.

Chairman of the Board, Myron Walwyn said he has confidence in the abilities of the new appointees to support the work of the Tourist Board. "I have known of the professional talents of both Smith-Hamilton and Lettsome for some time and I am ever certain that they will have a positive impact on the effectiveness of the British Virgin Islands Tourist Board. I am also especially pleased that we did not have to look far to find competent and able managers to help us be a stronger tourism board to compete regionally and internationally as both Smith-Hamilton and Lettsome are BVI Islanders"

Acting Director of the Tourist Board, Hadassah Ward, said she is pleased that both positions were filled and that it will allow greater efficiency from the Board. "I anticipate that our operations will be much more productive as we now have the designated persons to do the job that previously senior managers shared amongst ourselves."

The new Deputy Director, Smith-Hamilton, has worked with the Tourist Board since 2001 when she was hired as the Regional Sales Manager for the North American Southeast Region based in Atlanta, Georgia. In 2009 she became the Board's Business Development Manager at the BVITB's home office



on Tortola. Under that title she was charged with identifying emerging needs and trends in service and accommodation standards and training.

Smith-Hamilton has worked in the tourism sector for over 27 years. During that time she worked in hotel management positions for 20 years for some of the Territory's best properties such as the Moorings, Prospect Reef Resort and organisations in the United States. She holds an Associates Degree in Business Management from the University of Phoenix.

In her new capacity, Smith-Hamilton will be charged with the establishment, management and effective operations of the systems and controls relevant to the functions of planning and administration for the BVI TB. In addition, she will also be responsible for the planning, direction, and coordination of the organization's research, statistics and reporting functions, and for the availability and functionality of an appropriate management information system in support of the Board's activities. Smith-Hamilton began work in her new post on July 16.

With over 42 years of distinguished public service experience, on July 16, Lucia Lettsome joined the Tourist Board team as Chief Financial Officer. Lettsome comes to the Board after last serving as the Acting Deputy Financial Secretary at the Ministry of Finance. Throughout her years working as a fiscal manager within the public service, she has been responsible for the preparation of Government's annual Territorial and supplementary budgets, monitoring public expenditure, revenue collection and the maintenance of public debt.

From January 2001 to March 2002, former Governor, Frank Savage, appointed Lettsome as Financial Comptroller for the Royal Virgin Islands Police Force. In that capacity she was charged with restructuring the financial composition of the force. This financial reform has led to greater financial

accountability from the force as well as improved use of its resources. These systems are still benefiting the force today and it is with this proven record Chairman Walwyn said he anticipates Lettsome making similar contributions to the Tourist Board.

In her new capacity, Lettsome will assist the Board with the development of policies as it relates to budget management and maintaining good accounting systems. She holds a Masters degree in Business Administration from the Cave Hill School of Business, University of the West Indies. She also holds diplomas in Accounting/Auditing and Financial Management from the Wandsworths Technical College and Royal Institute of Public Administration (RIPA) respectively, both of the United Kingdom. She also has extensive training in Project Management and Internal Audit.

The British Virgin Islands Tourist Board seeks to market the Territory regionally and internationally as the premier destination for travel and leisure.

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Note to Editors:

Caption for photographs attached:

- **Malcia Smith-Hamilton** – Malcia Smith-Hamilton was recently promoted to Deputy Director for the BVI Tourist Board.
- **Lucia Lettsome** – On July 16, Lucia Lettsome joined the BVI Tourist Board as its Chief Financial Officer.