

Category A5: Tim Webb, Caradonna Dive Adventures

Location: Longwood, Florida

Phone: 1-800-328-2288

Email: Tim@caradonna.com

Website: www.caradonna.com



RESUME

- **Caradonna Dive Adventures**, Longwood, Florida, President 2004-2017, Vice President 2000-2004 Doing business as:
- **Caradonna Dive Adventure**, North America's largest scuba travel specialist.
 - **PADI Travel Network**, sub-contracted by PADI
 - **Delta Air Lines Vacations**, sub-contracted by Delta Vacations.
 - **United Airline Dive Vacations** - sub-contracted by Mark Travel.
 - **Cayman Express**, a leisure operator specializing in the Cayman Islands.
- **Harbour Village Beach Resort**, Bonaire, General Manager 1998 – 2000
76 luxury hotel rooms, 96 slip full service marina, world class spa, and 4 restaurants with over 120 employees from 13 different countries.
- **Sand Dollar Resort**, Bonaire, General Manager 1994 – 1998
1997 Voted, "**World's Most Popular Dive Resort**", Rodale's Scuba Diving Magazine.

EDUCATION AND PROFESSIONAL DEVELOPMENT

- Executive Program, **CEDEP European Centre for Executive Development**, Fontainebleau, France, 2005
- Bachelor of Science, **University of South Carolina**, 1983-1987

PROFESSIONAL AFFILIATIONS

TUI Travel PLC, North American Specialist, Board Member

Diving & Equipment Marketing Association - Board of Director, 2007-2017

- Board Chair, 2015-2017, Finance Committee Chair, 2007-2013, Marketing committee, Trade Show committee

Caribbean Tourism Organization Central Florida Chapter

- Vice President, 2001 – 2004

Bonaire Hotel & Tourism Association

- Bonaire Treasurer of the Board, 1998 - 2000
- Chairman of the Board, 1996 – 1998
- Vice President of the Board, 1995

STINAPA Bonaire Marine & Land Parks): Board Member, 1997-1999

Lighthouse Beach Homeowners Association, Bonaire: President, 1995-1998

Caribbean Hotel Association, Bonaire: Board Member 1996 – 1998

HONORS AND AWARDS

- **2010-2011 Top Performer**, Delta Air Lines
- **2007 Person of the year**, voted by the Island of Bonaire.
- **2006 Caradonna, Company of the Year**, voted by the Island of Bonaire.
- **1998, “The General Manager of the Year,”** voted by members of BONHATA.

POSITION STATEMENT

I am honored to be a candidate for re-election to the DEMA Board of Directors. In Today’s changing global business environment, we all face challenges. Not only what we face as a business daily but how the global economic challenges affect our day to day businesses as well. These consist of; geopolitical disruption, energy and environment security, conflict and poverty, competing in a new era of globalization, global imbalances, rise of new powers, global corporations and impact, global health crises to just name a few. DEMA must play a role in filtering these out, and communicating these to its members and how to face these challenges and succeed.

Of course, DEMA is tasked with growing the industry for all stakeholders. Finding innovative, cost effective ways to accomplish this through collaboration with each stakeholder, looking at other industry “wins,” apply these to the dive industry. DEMA did just that with GO Dive Now, taking innovative ways, we found in another industry translating this to “dive” and execute a plan. Now we need to get other stakeholders on board and expand our budgets and global spends but other private sector companies doing the same, and creating a global brand, “Go Dive Now.”

DEMA must maintain its strong voice in the legislative arena. DEMA has made a difference in past and that must be maintained. All committees that DEMA has must be firing on all cylinders for the industry to rebound and become stronger for each of our businesses.

In the past three years as the Chair of the Board of DEMA we have done just that, we have launched and executed marketing and dive acquisition plans, we have fought and won several legislative battles, we have been fiscally responsible and that shows with the ability to provide disaster assistance to our members who have been affected in the recent months with natural disasters.

If elected I will continue as a leader in our industry making decisions and leading the organization to future success. I thank you for the support for the past terms I have served on the board of DEMA and I hope to get your support for this upcoming election as well.