

In loving Memory of Eunice Rawlings - Vibrant spirit, contagious energy and passion for life

Here is a comment we received before from an interview with Eunice, who has been a great friend and popular contributor to our ATA Magazine and Web Site:

"When I first joined ATA in 1980, I could not have imagined the rich and rewarding journey I would take as I was introduced to Africa through informative dinner seminars and annual congresses on the African continent. Aside from the networking opportunities that ATA offers, the added benefit has been meeting and making lifelong friend with the nicest people on earth both in USA and in Africa.

"Eunice Rawlings.

Eunice will be sorely missed as a long time friend and colleague whose tireless efforts and creativity inspired so many wonderful programs, tours and promotions on behalf of Africa... and as the dynamic President of the SoCal ATA Chapter for many years and member of the board of Directors.

Many of you will remember that Eunice also lived for several years in Senegal where she worked as the tour Manager of Heritage tours Senegal, so called now Phiso International specializing in selling incoming tours in West Africa for the US Market, and where she was fondly known by her Senegalese name, "Penda". When she returned to the US she expanded her tour programs to include a specialty in East Africa. We will treasure her memory always.

About Eunice:

Born in England, Eunice became addicted to Africa on her first visit to Kenya in 1979. Eleven years later, during a travel conference in Morocco, a future partner Mamadou Moustapha Diop, President and Owner of Heritage tours convinced her to spend almost three years in Senegal where she helped develop incoming tourism programs for the US Market. She also coordinated the Africa Travel Association's first Eco-Tourism Conference which took place in Senegal in 1992.

She operated her own business, the Africa Tourism Trade Bureau (ATTB). In the space of two decades Eunide studied Swahili, Amharic and Wolof and honed in on her French, a real plus in countries like Senegal. For example Ms. Rawlings often utilized French while escorting the Honorable Ndawar Toure, Minister of Tourism from Senegal and an encourage from the Ministry. During late August, Minister Toure conferred with business, government and media officials in the cities of Long Beach, Inglewood, North Hollywood and Los Angeles on launching new tourism and trade strategies. These talks included reviews of the "Africa Growth Opportunity Act", (a.k.a. Trade Development Act 2000) signed in May by President Bill Clinton. Long overhrie, the law contains provisions that expand tourism with Africa, Caribbean nations and the United States. Senegal and other countries in Africa are presently reviewing the benefits of ventures with the U.S.

Her life was and inspiration to those of us blessed to meet her. May she rest in peace.

From Moustapha Diop, his senegalese partner in Dakar Senegal

When i first met her in Casablanca in one of the ATA conference, i found in her that vibrant spirit, contagious energy and passion for life and specially for Africa, during our discussion, i gave her the name of Penda but i could not imagine she will keep that name during all our 3 years of collaboration in Senegal

According my experience of promoting Africa to the states, she was one of the most important contributor of the promotion of the African destination in the states. she really helped not only our company and Senegal but all the African countries developing incoming programs for the US Market

And for her, it was not matter of money but passion of Africa and its people, good willing to help for the promotion of Africa in the states

She was an easy going person and was appreciated by all the community in Dakar

God bless her