An Extraordinary "People-to-People" Opportunity

September 13 to 21, 2015
Dear Alumni and Friends:

Be among the first Americans to rediscover Cuba and the lively dignity of this historical Caribbean gem, with its friendly, welcoming and inquisitive people, who are quick to laugh and talk honestly and compassionately about their complicated and lovely country. Unravel the epic sweep of Cuba’s history during this extraordinary “people-to-people” exchange to interact with locals who will illuminate the traditions of the surviving Indian peoples; the lasting influence of Spain; the glamorous playground that drew celebrities, gangsters, movie stars, writers and heads of state; the legacy of Fidel Castro and the island’s revolutionary past; as well as its emerging and idealistic future. Explore the vivid and mesmerizing landscape, which has lodged itself into the imagination of artists, dancers and writers, infusing all aspects of the culture with a tropical energy and native zest for life.

Discover the full portrait of the island on this intimate “people-to-people” cultural exchange and experience the true character and traditions of Cuba. Explore Havana, with its vibrant spirit, iconic Malecón and beautifully restored Old City and fortifications, a UNESCO World Heritage site. Visit Guanabacoa and Regla, centers of Afro-Cuban culture; Matanzas, “the city of bridges;” and Santa Clara, particularly identified with the last battle that marked the end of Fulgencio Batista’s rule. Admire Cuba’s misty valleys with lush green tobacco fields and striking karst formations and the azure sea along the island’s stunning coastline.

This travel program offers a full-time and intensive schedule of events, all of which involve significant “people-to-people” exchanges with Cubans from diverse walks of life—artists, architects, tradespeople or craftsmen, paladar restaurant and craft-market entrepreneurs, university professors, senior citizens, musicians and dancers—all of whom reflect this country’s unique rhythm of daily life and are eager to share their life experiences with you.

Throughout this specially designed program, enjoy accommodations in Havana’s historic HOTEL NACIONAL DE CUBA and MELIÁ COHIBA, in the MELIÁ LAS AMERICAS near Matanzas and in Santa Clara’s HOTEL AMERICA.

ISLAND LIFE® CUBA provides an exclusive and long-awaited “people-to-people” exchange and travel opportunity for Americans that is extremely popular, so I encourage you to reserve now as space is limited. We do hope you will join us for this unforgettable experience!

Sincerely,

Jennifer L. Heisey ’97
Executive Director
(513) 556-4344 or (877) 4-UCALUM
uc.edu/alumni

Cover Photo: Admire Havana’s beautiful 20th-century monuments including the grandiose Capitolio Nacional and Gran Teatro, facing the Parque Central.

Vibrant batas cubanas (traditional dresses) reflect Cuba’s Spanish and African roots.
Cuba

An Extraordinary “People-to-People” Opportunity

Be among the first U.S. travelers to enjoy this unique exploration of Cuba. This exciting, much anticipated program provides an unprecedented “people-to-people” opportunity engaging local Cubans from all walks of life—artists, architects, tobacco farmers, tradesmen, cigar rollers, university students and professors, senior citizens and doctors, paladar and craft market entrepreneurs, musicians and dancers—and U.S. travelers with one another openly to share their values and interests and to experience firsthand the true character and traditions of residents of the Caribbean’s largest and most complex island. By special arrangement and U.S. Treasury-approved license, see the UNESCO World Heritage site of Old Havana, Matanzas, Santa Clara, Guanabacoa, Regla and Pinar del Río. Immerse yourself in an intimate travel experience that explores the Cuban people’s history, art, culture, professions and trades and cuisine in order to understand how the Cuban people live and discover our shared interests.

The carefully planned People-to-People Cultural Enrichments are exclusive to this specially designed itinerary:

- **Hear it from the Experts!** Experienced, English-speaking Cuban hosts will accompany you throughout the program and discuss historical, cultural and contemporary Cuba. Interact with local Cuban experts including musicians, artists, farmers, academics and architects.
- **Meet** lifelong residents of Cuba, who will share their perspectives on daily life.
- **Enjoy** three included meals each day while in Cuba.
- **Savor** authentic Cuban cuisine in paladares—private, family-run restaurants usually located in family homes and which have been permitted only since the 1990s—and in fine restaurants.
- **Experience** a private concert of classical music at the Ermita (Hermitage) de Monserrate, a late-19th-century church turned spectacular music venue in Matanzas.
- **Learn** about preservation efforts in Old Havana, the unique African-derived religion Santería, organic and tobacco farming and Cuba’s social welfare system.

*The Castillo de los Tres Reyes Magos del Morro, built in the 16th century under the control of Spain and named for the biblical Magi, dominates the entrance to Havana Bay. Inset above: Street performers in Havana.*
Day 1
Depart your home city for Miami.
Upon arrival, check into the MIAMI AIRPORT MARRIOTT HOTEL.

Day 2
Fly aboard charter aircraft to Havana.
Upon arrival, meet your experienced, English-speaking Cuban hosts, who will guide you throughout your immersion into their way of life. See Revolution Square, where Fidel Castro gave his famous eight-hour May Day speeches. Then, check into the iconic HOTEL NACIONAL DE CUBA.

Cuba’s capital, the early-20th-century “Paris of the Caribbean,” remains today arguably one of a kind, mixing impressive urban architecture and culture with an earthy, informal vibe and an energetic arts and music scene. The cityscape has retained a distinctly vintage feel, sometimes nearly cinematically so, which is bolstered by the prevalence of 1950s American-made automobiles, fondly called “Yank tanks” by the locals who painstakingly maintain them.

Vedado, Havana’s downtown district, is a mix of old and new, including the University of Havana; the pre-revolutionary Capitolio reminiscent of the U.S. Capitol; the iconic Malecón (oceanfront promenade); the legendary HOTEL NACIONAL DE CUBA; the prevalent Cuban Institute of Music; historic Revolution Square; the stunning sculpture and architecture of the Colon Cemetery; and many gracious, sometimes grandiose manses and townhouses of the 19th and early 20th centuries.

PEOPLE-TO-PEOPLE CULTURAL ENRICHMENTS:
- Local architects and architectural restoration scholars discuss the preservation and evolution of art and architecture in Havana on a walking tour.
- Discover the inspiring Muraleando (“mural-making”) community art project in the nearby Lawton neighborhood.
- Meet the manager of a ration store, who will explain Cuba’s Libreta de Abastecimiento (ration system).

Day 3
Habana Vieja, the Spanish colonial core, is a maze of cobblestone streets and picturesque squares—like the bayside Plaza de Armas, the site where San Cristóbal de la Habana was founded in 1514—which have been largely restored and designated a UNESCO World Heritage site. Adjacent are the densely residential Centro Habana, vibrant El Vedado, and affluent Playa districts, which have a more 19th- and early-20th-century eclectic mix of neoclassical, Beaux-Arts and Art Deco architecture. Here, the lively street life is a testament to the flourishing artistic and social lives of the Cubans. Enjoy lunch in one of the city’s premier restaurants.

PEOPLE-TO-PEOPLE CULTURAL ENRICHMENTS:
- Enjoy an introduction to student life at Havana University during an interactive walking tour led by a university scholar.

Day 4
After breakfast in the hotel, transfer to Matanzas, called “the city of bridges” and the “Venice of Cuba” for its many pedestrian, auto and rail bridges crossing two major rivers, and the proud moniker “Athens of Cuba,” reflecting a legacy of poets, writers, painters and musicians. Check into the nearby MELIÁ LAS AMéricAS hotel.

PEOPLE-TO-PEOPLE CULTURAL ENRICHMENTS:
- Visit a local school of arts and meet some of the young adults refining their talents.
- The bustling artisans’ market spread before Havana’s 18th-century Cathedral San Cristóbal is an ideal venue to meet and interact with locals.
toward a profession in music, painting, sculpture, drawing or print.
- Visit the over-130-year-old Triolet Pharmacy, opened in 1882, and interact with the staff and the museum curator, who will explain the instruments used to make medicines.
- Observe artisans handcrafting small books made of simple materials in the limited-editions publishing house Ediciones Vigía.
- Meet local musicians and hear them perform in the late-19th-century Ermita de Monserrate, a quaint colonial church turned spectacular music venue.

Matanzas/Santa Clara
Day 5
Gateway to Cuba's historically and agriculturally rich central region, Santa Clara is a culturally active university town featuring one of the country's spectacular grand colonial theaters built in 1885. Stroll the wide pedestrian streets of gracious downtown Vidal Park, declared a national monument for its authentic Cuban charm and historic sites commemorating Ernesto “Che” Guevara. Check into the HOTEL AMERICA.

PEOPLE-TO-PEOPLE CULTURAL ENRICHMENTS:
- In a typical community Casa de Abuelos, enjoy conversations with the elder Cubans and staff, who will introduce you to a longtime Cuban dance tradition, the danzón.

Santa Clara/Havana
Guanabacoa/Regla/Cojimar
Day 6
Return to Havana this morning, stopping en route in Guanabacoa, a center for Santería, the syncretic faith blending Catholicism and beliefs and traditions brought to Cuba by African slaves. Explore this very Cuban phenomenon in Guanabacoa’s Afro-Cuban Museum.

Across the harbor from Old Havana, Regla is a borough best known among Cubans for the iconic Black Virgin of Regla, patron of sailors, queen of the waters and identified with the Santería goddess Yemayá.

The charming seaside fishing town of Cojimar is best known for Ernest Hemingway, affectionately called “Papa” by locals, and his hilltop farmhouse, Finca Vigía, where he wrote The Old Man and the Sea based on a local fisherman. Enjoy lunch at La Terraza de Cojimar, where Hemingway regularly dined.

Check into the HOTEL MELIÁ COHIBA.

PEOPLE-TO-PEOPLE CULTURAL ENRICHMENTS:
- Meet followers of Santería and learn more about their religion, still prevalent throughout the island.
- Ride in a private antique American-made car to dine this evening in a paladar, a family-run restaurant in a private home.

Havana
Pinar del Río/Viñales Valley
Day 7
Cuba’s westernmost province, Pinar del Río, has a pleasant capital city surrounded by expansive farmlands famously spread over the Cordillera de Guaniguánico, one of the island’s three main mountain ranges.

Pinar del Río’s striking Viñales Valley—designated a UNESCO World Heritage
site for its natural beauty and the preservation of its traditional architecture, crafts and way of life—is a much photographed and painted 270-square-mile plain surrounded by distinctive limestone karst hills the locals call *mogotes*. The farmland here is among Cuba’s richest, and the ancient agricultural practices produce robust coffee and some of the world’s best tobacco, products central to Cuban history and identity. Visit the community art therapy program in Pinar del Río.

**PEOPLE-TO-PEOPLE CULTURAL ENRICHMENTS:**
- Meet local farmers and observe a traditional cigar-roller in Vuelta Abajo, the country’s tobacco heartland.
- Share a homestyle lunch with an organic farmer’s family and enjoy a discussion as you explore his gardens.
- In the historic town of Pinar del Río, visit a community project whose aim is to teach engraving to young people with Down Syndrome.

**Havana**

**Jaimanitas**

Day 8

Jaimanitas, a beach community in the Havana suburb Playa, is home to the Hemingway Marina and one of Cuba’s best known artists, José Antonio Rodríguez Fuster, a sculptor and painter whose elaborate and distinctive works of art are in a style inspired by Barcelona’s Antoni Gaudí.

**PEOPLE-TO-PEOPLE CULTURAL ENRICHMENTS:**
- Interact with members of José Rodríguez Fuster’s community.
- Discuss a music performance with members of the Cuban Institute of Music.

**Havana/Miami, Florida, U.S./Home City**

Day 9

Board the charter flight to Miami. Connect with your flight home.

*Traditional Cuban music—streetside rumba in particular—keeps the country’s distinctive African and European roots alive in the hearts of its people.*
Included Features

In Miami
- One night in the Miami Airport Marriott Hotel.
- Breakfast.
- Welcome briefing.

Round-trip Miami, Florida/Havana, Cuba, charter flights.

Accommodations and Meals in Cuba

Two nights in the historic Hotel Nacional de Cuba, Havana.
- One night in the Meliá Las Americas, near Matanzas.
- One night in the Hotel America, Santa Clara.
- Three nights in the Meliá Cohiba Hotel, Havana.
- Welcome Reception in Havana.
- All meals included while in Cuba, featuring:
  - People-to-People homestyle lunch to be shared with an organic farmer’s family.
  - Transfer in private antique automobiles to dinner in an authentic paladar, a family-run private home restaurant.
  - Farewell dinner in Havana.
- Wine or beer and soft drinks included with lunch and dinner; coffee and tea with all meals.

Exclusive Local People-to-People Hosted Excursions and Cultural Enrichments

- Informative introduction to student life in Cuba at Havana University.
- Walking tour of Old Havana, a UNESCO World Heritage site, and discussion with local architects and architectural restoration scholars to learn about the preservation and evolution of art and architecture in Havana.
- Visits to the 16th-century Plaza de Armas and the Antique Automobile museum in Old Havana.
- Interaction with local artists in the Muraleando Community Project, an art district in Havana.
- Visit to a school of arts in Matanzas to meet students.
- In Matanzas, visits to the 19th-century Triolet family pharmacy and the Ediciones Vigía Publishing Collective, where books are still handmade.
- Classical music concert in Ermita de Monserrate and opportunity to meet musicians and directors.
- Conversation with elder Cubans in a typical community senior citizens’ center, Casa de Abuelos, in Santa Clara.
- Visit to the History Museum of the Revolution, Santa Clara.
- Hosted tour of Santa Clara’s grand colonial Teatro de la Caridad.
- Visit to the Afro-Cuban museum in Guanabacoa and discussion with followers of the Santería religion.
- Visit to the icon of La Virgen de Regla, patron saint of fishermen in historic Regla.
- Excursion into the UNESCO World Heritage-designated Viñales Valley and discussion with a tobacco farmer, including a cigar-rolling demonstration, and refreshments with his family.
- Visit to a community project for young people with Down Syndrome to interact with volunteers.
- Visit to the home and studio of renowned Cuban artist José Rodríguez Fuster.
- Music performance by and discussion with musicians from the Cuban Institute of Music.
- Spanish language introduction of Cuban-dialect basic phrases and pronunciation.

Enhanced Travel Services

- Taxes and visa fees.
- Medical insurance as required by the Cuban government and only valid in Cuba.
- The services of an experienced Gohagan & Company Program Director throughout the program.
- Travel document wallet, name badge and pre-departure information.
- Automatic $250,000 flight insurance policy for each participant ticketed on flights by Thomas P. Gohagan & Company.
People-to-People: an Extraordinary Opportunity

When Christopher Columbus landed in Cuba in 1492 he was met by native Arawak Indians. Diego Valázquez de Cuéllar followed and settled the island, using deep Havana Harbor for a transit point back to Spain. It became a smuggler’s haven during the heyday of seafaring pirates, and when the sugarcane industry boomed in the early 1800s, massive numbers of slaves were imported and eventually left their indelible mark on the history of the Caribbean’s largest island. Visiting Cuba today, it is easy to see that the culture is still steeped in its history, which blends European, African, Asian and Middle Eastern influences. Along with the more recent historical events, including being a protectorate of the United States and the Revolutionary lightning rod for 20th-century politics, Cuba is a lively and artistic tropical island filled with a native population said to be amongst the most welcoming and charming people in the world, who have a myriad of ways in which they will reveal to you the secrets of their proud country.

Enjoy a lecture by a Havana University professor on university life in Cuba today and engage local architects to learn about preservation efforts in Havana. Meet musicians who will perform a classical music concert in the historic Ermita (Hermitage) de Monserrate. Travel into the agricultural core of the country to interact with local organic and traditional tobacco farmers. Converse with elder Cubans in a typical community Casa de Abuelos. Try rolling your r’s during a Spanish language lesson, learn more about local religious customs and enamorarse con la gente de Cuba (fall in love with the people of Cuba).

Linger in Old Havana and observe the distinctive Cuban rhythm of this UNESCO World Heritage site.
The agricultural province of Pinar del Río is home to the fertile Víñales Valley, a UNESCO World Heritage site, where farmers notably grow much of the world’s premium cigar tobacco.

**LAND TARIFF**

Per person, based on double occupancy

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<th>Early Booking Price through April 17, 2015</th>
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- Singles are available upon request for an additional $600.
- Taxes are included.

By completing the participant registration form, I/we confirm and agree to adhere strictly (and without deviation) to the itinerary submitted by Thomas P. Gohagan & Company and approved by OFAC (the Office of Foreign Assets Control) under license number CT-2014-310067-1. I agree that I will only engage in the authorized educational exchange activities under the license approval (as described in the itinerary and included features of this People-to-People travel program). Gohagan & Company is required by law to keep records concerning this trip. It is possible OFAC might ask any individual traveler about activities undertaken during the trip. We also recommend retaining a copy of this document with your records.

Gohagan & Company has selected hotel accommodations that are ideally located and provide the best amenities. Although unlikely, changes in accommodations as well as the daily itinerary could occur due to the Cuban government’s dictates.

An attitude of relaxed flexibility will enhance this unique travel adventure to Cuba.

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**CUBA RESERVATION FORM**

Send to: University of Cincinnati Alumni Association
c/o Thomas P. Gohagan & Company
209 South LaSalle Street, Suite 500
Chicago, Illinois 60604-1446

For more information, please call Gohagan & Company at (800) 922-3088.

Please make my/our reservation(s):

- Double occupancy (two twin beds).
- Double occupancy (one queen bed).
- Single accommodations.
- I am reserving as a single but prefer to share accommodations and will allow you to select my roommate (shares cannot be guaranteed).

- I/We want you to book my/our air from Miami, Florida, U.S., with return from Miami, Florida, U.S., at additional cost to be advised.‡

- I/we will make my/our own air arrangements.

Program reservations require a deposit of $800 per person. By reserving and depositing on this program, I/we agree to the Release of Liability, Assumption of Risk and Binding Arbitration Agreement as printed on the outside back cover of this brochure.

- Enclosed is my/our check(s) for $____ as deposit.
- Make checks payable to 2015 Island Life Cuba.

- I/We authorize you to charge my/our deposit of $_______ to: Visa MasterCard

- Preferred Name(s) on Badge(s) Tour No. 132-09/13/15-018

- I/We want you to book my/our air from Miami, Florida, U.S., with return from Miami, Florida, U.S., at additional cost to be advised.‡

- I/We will make my/our own air arrangements.

All FINAL PAYMENTS are required to be made by check or wire transfer by June 30, 2015.

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1. Note: Airfare is subject to change and availability and is nonrefundable.
RELEASE OF LIABILITY, ASSUMPTION OF RISK AND BINDING ARBITRATION AGREEMENT

RESPONSIBILITY: Thomas P. Gohagan & Company, the sponsoring associations/organizations, and its and their employees, shareholders, subsidiaries, affiliates, officers, directors or trustees, successors, and assigns (collectively “Gohagan”), do not own or operate any entity which is to or does provide goods or services for your trip including, for example, lodge facilities, airline, vessel, or other transportation companies, guiding or guide services, local ground operators, providers or organizers of optional excursions, food service or entertainment facilities/activities. All such persons and entities are independent contractors. As a result, Gohagan is not liable for any negligent or willful act or failure to act of any such person or entity or of any other third party.

In addition and without limitation, Gohagan is not responsible for any injury, loss, death, inconvenience, delay, or damage to person or property in connection with or resulting from any purchase of any goods or services whether resulting from, but not limited to, acts of God or force majeure, acts of government, acts of war or civil unrest, insurrection or revolt,惠州 or attacks by animals, insects or pests, strikes or other labor activities, criminal or terrorist activities of any kind or the threat thereof, sickness, illness, epidemics or the threat thereof, the availability of medical attention or the quality thereof, overbooking or downgrading of accommodations, mechanical or other failure of airplanes, vessels, or other means of transportation, or for any failure of any of the above or any other cause beyond their control or drive or operate timely or safely.

If due to weather, flight schedules or other uncontrollable factors, Gohagan is required to expend additional monies or are deprived of any services which is to or does provide goods or services for your trip including, for example, lodging facilities, airline, vessel, or other transportation, all such persons and entities are independent contractors.

Gohagan reserves the right to change the itinerary or trip features at any time and for any reason, with or without notice, and Gohagan shall not be liable for any loss of any kind as a result of any such change. The itinerary, sightseeing events, special programs and guest lecture series (if applicable), are subject to change or cancellation without prior notice. Any and all such persons and entities are independent contractors.

Itinerary, sightseeing events, special programs and guest lecture series (if applicable), are subject to change or cancellation without prior notice. Any and all such persons and entities are independent contractors.

LUGGAGE: Luggage allowance policies are set by the airlines and associated local taxes, airport facility and security taxes and federal inspection fees not listed in the “included features” section of the brochure; any overnight on land due to flight schedule(s); meals, alcoholic or other beverages and all other services not specifically mentioned in the “included features” section of the brochure.

AIRFARE: Airfare is subject to change and availability and, depending on the fare basis, likely is nonrefundable. Your airline ticket constitutes a contract between you and the airline, even if purchased through Gohagan.

TRAVELER „PHYSICAL ACCESSIBILITY: All programs require physical independence and mobility. Any physical or mental condition that may require special medical attention or physical assistance (for example, the need for a wheelchair) must be reported in writing when you make your reservation. Travelers must be able to embark or disembark motorcoaches alone or with minimal assistance from your traveling companion and climb stairs without assistance. Travelers requiring special medical attention or physical assistance must travel with a companion who will be responsible for handling equipment.

DISCOUNTED RESERVATIONS: Discounts apply only to those reservations received in the offices of Gohagan in writing, accompanied by the required deposit, by April 17, 2015. In the event a “discounted” reservation must be cancelled, no “replacement” reservation can be substituted at the discounted rate. A “replacement” reservation is a new reservation and can be substituted only at the full-fare tariff. Cancellation penalties may apply.

CANCELLATIONS: Cancellations for all or any part of the trip will not be effective until received in writing in the offices of Gohagan. Should you have to cancel, the following terms will apply: reservation cancellation(s) are subject to a $200 per person administrative fee from the time of booking through 93 days prior to departure; from 94 through 75 days prior to departure, $800 per person; from 76 through 45 days prior to departure, 30% of the published full regular tariffs; from 46 through 22 days prior to departure, 60% of the published full regular tariffs; cancellations 21 days or less prior to departure, no-show, or early return from the trip will result in forfeiture of 100% of the published full regular tariffs. In addition, any applicable airline cancellation fees, optional excursion cancellation fees and administrative fees may apply.

TRIP INSURANCE: Because our cancellation policies are strictly enforced, we strongly recommend that you purchase trip cancellation insurance. In the event that you must cancel your participation in a travel program, trip cancellation insurance may be the only source of reimbursement. Trip cancellation insurance is available through Gohagan and others for comprehensive coverage of such expenses in conjunction with cancellation due to illness or accident, and damaged or lost luggage. We will send you an application upon receipt of your reservation.

RATES: Prices quoted are based on fares in effect at the time of printing and are subject to change at any time. No increases, however, will be imposed after final payment except for governmental tax increases.

REGISTRATION: CST#: 2031868-80, WST#: 601 776 666, OBT#: TA 0905.

BINDING ARBITRATION: Any controversy or claim arising out of or relating in any way to this Release of Liability, Assumption of Risk and Binding Arbitration Agreement, the brochure, or any other information relating in any way to the trip, or to the trip itself, shall be settled solely and exclusively by binding arbitration in Chicago, Illinois, in accordance with the commercial rules of the American Arbitration Association then existent. In any such proceeding, the substantive, but not procedural law of Illinois will apply. The arbitrator and not any federal, state, or local court or agency shall have exclusive authority to resolve any dispute relating to the interpretation, applicability, enforceability, conscionability, or formation of this contract, including but not limited to any claim that all or any part of this contract is void or voidable.

ACCEPTANCE OF CONTRACT: By forwarding of deposit, the participant certifies that he/she does not have any mental, physical or other condition of disability that would create a hazard for himself/herself or other participants and accepts the terms contained in this Release of Liability, Assumption of Risk and Binding Arbitration Agreement.

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