

February 2018

14<sup>th</sup> Edition

# Celestyal NEWSLETTER

**“IN GREECE ONE IS EVER  
FILLED WITH THE SENSE  
OF ETERNITY WHICH IS  
EXPRESSED IN THE HERE  
AND NOW.”**



Celestyal Cruises  
*Sea more.*

# WELCOME

IN GREECE ONE IS EVER  
FILLED WITH THE SENSE  
OF ETERNALITY WHICH IS  
EXPRESSED IN THE HERE  
AND NOW.

*Henry Miller*



See you in the stars,  
**Kyriakos "Kerry" Anastassiadis**

Here and now, before anything else, I want to congratulate the entire Celestyal Cruises family for winning the 2017 Cruise Critic UK Editors' Picks Award for Best Service.

As you all know, this follows the four Cruisers' Choice Awards we received from Cruise Critic, the world's largest online cruise community, early last year.

The 2017 Cruise Critic UK Editors' Picks Award for Best Service, in tandem with the award we won in 2016 for Value, is a testament to the work our onboard personnel do every single day and is proof of the effort our entire company puts into providing exemplary, personalized service to each and every one of our passengers.

I applaud our crews for making our cruises as warm, as delightful and as memorable as they are. The Editors' Picks Award for Best Service is the direct result of this effort, while last year's Value award acknowledges the strength and value-for-money of our all-inclusive products. Throughout 2018 we will build on the recognition we received in previous years, both in Greece and in Cuba. We will continue to do what we do best, and more accolades will follow.

We are making progress with the planned expansion of our season, so that within three years we will offer our cruises year-round. Our move from a seasonal product to a year-round product makes us

# WELCOME

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*Henry Miller*

more competitive and provides us with more “material” for building a global brand. To this end we have revamped our sales organization with distinguished industry experts who will broaden our distribution profile in Europe, China and North America; we now have a robust sales organization in Europe and North America, and we continue to gain strength in China. I am also happy to announce we have reestablished our seven-day product: these cruises now offer overnight stops in the marquee destinations of Mykonos and Santorini; they are unique to the industry, and we believe their popularity will grow exponentially in this and in subsequent seasons.

We received great media coverage last year, some of which you’ll see below, and last spring we won an award for business excellence at the Creative Greece Awards 2017. In June the Celestyal Nefeli hosted the Heineken Champions Voyage, which took place in Greece for the first time ever: more than 500 passengers from all around the world the 2017 UEFA Champions League final as we sailed for Mykonos. 2017 was also another great year for our CSR programs, particularly in March, when so many of you volunteered at the 2017 OPAP Limassol Marathon to support the work of the Karaiskakio Foundation, a non-profit organization established to create a volunteer Bone Marrow Donor Registry to help those afflicted with leukemia.

Finally, I’d like to welcome the new member of our Executive Committee, our Chief Financial Officer, Marios Theodosiou. Marios is a financial executive with an impressive background and significant global experience. He is well-equipped to work with our senior executive team and to contribute to and support Celestyal’s strategic decision making.

I want to thank everyone, again, for responding with such enthusiasm and professionalism to the challenges we faced in 2017. We will continue building on our success this year, and I’m more than excited to see what we are going to accomplish.

**See you in the stars,**  
**Kyriakos “Kerry”**  
**Anastassiadis**

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## Our CEO in CLIA FCAA Magazine

### *Insights from CEO of Celestyal Cruises and Chairman of CLIA Europe, Kyriakos Anastassiadis*



**K**yrriakos Anastassiadis, CEO of Celestyal Cruises, is now serving as Chairman of CLIA Europe. As such, he provided insight into his top priorities, along with his perspectives on the cruise industry's growth.

Having been the CEO of Celestyal Cruises since 2012 and a member of CLIA Executive Committee since 2014, Anastassiadis told these were the first roles he has held in the cruise industry. Prior to taking the helm at Celestyal Cruises, he was a General Manager, CEO and President at The Coca-Cola Company, Procter & Gamble, Polaroid and Aujan Industries.

When asked about a highlight in his career, Anastassiadis explained:

What I have found most exciting so far was the rebranding we undertook in 2014, when we became Celestyal

Cruises and repositioned our company as the provider of the authentic Greek experience in the Aegean. From there we have continued to build our reputation as a purveyor of cozy cruises to some of the most incredible destinations in the Aegean. We then took this revamped business model to Cuba, where we provide the same impeccable product, and where we visit more destinations than any other cruise line.

#### **TOP PRIORITIES IN HIS ROLE AS CLIA EUROPE CHAIRMAN**

As Chairman of CLIA Europe, "One of our main challenges is to maintain Europe's position as one of the world's leading maritime tourism destinations," Anastassiadis told.

"In pursuit of this goal, we will present innovative proposals as a union while remaining in constant communication and coordinating with all competent and relevant national and European bodies to promote important reforms that will strengthen the competitiveness of our industry in the global travel marketplace, while preserving the unique cultural heritage and pristine natural beauty of our home."

#### **SIGNIFICANT ADVANCEMENTS IN THE CRUISE INDUSTRY**

"The cruise industry is growing rapidly around the world, with more and more travelers, particularly younger passengers, selecting cruising as the best way to enjoy their holidays," told Anastassiadis. "In tandem with this growth is the differentiation we're seeing throughout the cruise industry."

"While the larger players continue to offer a tremendous product that gives them the lion's share of the market, smaller purveyors, such as Celestyal, are creating new, specialized niches and leveraging their expertise to give passengers what we consider stellar cruises and 'lifetime' experiences."

#### **PREDICTIONS FOR THE FUTURE AND GROWTH FOR SMALLER OPERATORS**

"We are seeing smaller operators such as ourselves continuing to offer a unique product, one comprising excellent service, specialized food and beverage and unrivaled destinations that take passengers deeper into the culture of these beautiful places," said Anastassiadis.

As a result, he noted, "We see more travelers looking for this kind of experience, including passengers who have sailed on larger vessels and want to try something on a more personal scale."

#### **THE KEY TO SUCCESSFUL GROWTH FOR NICHE OPERATORS**

When asked about what niche operators must do to achieve successful growth, Anastassiadis excitedly responded with two words: "Communication and education!"

"Niche operators, such as Celestyal Cruises, need to bolster their presence worldwide to communicate their message to new and returning passengers," he explained. "The key markets are Europe, Asia and North and South America, and we need to let potential cruisers in these markets know what a fantastic experience cruising is, in general, and the unique and quite spectacular experience available to them when they sail with us." ◉

“

*“ONE OF OUR MAIN CHALLENGES IS TO MAINTAIN EUROPE'S POSITION AS ONE OF THE WORLD'S LEADING MARITIME TOURISM DESTINATIONS.”*



**MARKETING  
& PR**

# CELESTYAL CRUISES WINS 2017 CRUISE CRITIC UK EDITORS' PICKS AWARD FOR BEST SERVICE

## **Award Follows Four Cruise Critic UK 2017 Cruisers' Choice Awards and 2016 Editors' Picks Award for Best Value for Money Cruises**

We won the 2017 Cruise Critic UK Editors' Picks Award for Best Service! Cruise Critic is the world's largest cruise reviews site and online cruise community. The awards, given since 2008 to the year's top cruise ships, are selected by a global panel of impartial cruise experts from Cruise Critic to highlight the best ocean, river and luxury cruise lines across dozens of categories. Earlier this year Celestyal Cruises won four Cruisers' Choice Awards from Cruise Critic, the world's largest online cruise community: Best (mid-sized), Embarkation, Entertainment, Shore Excursions and Value. In 2016 Celestyal Cruises won the Cruise Critic UK Editors Picks Award for Best Value for Money cruises.

The Cruise Critic Editors' Picks panel remarked: "Celestyal Cruises operate two small ships -- Crystal and Olympia -- in Greece and Cuba with crew drawn from the Philippines, Indonesia, Ukraine, Morocco, China, Greece and Cuba, all of whom go out of their way to be helpful, friendly and accommodating -- whether that's at meal times, offering a helping hand to parents with young children or simply sorting out a special request. These are happy ships, and you can tell."

CEO Kerry Anastassiadis remarked: "The 2017 Cruise Critic UK Editors' Picks Award for Best Service is a testament to the work our onboard personnel do every single day and is a proof of the effort our entire company puts into providing exemplary, personalized service to each and every one of our passengers. We are committed to making each of our passengers feel like family on our ships and to taking impeccable care of them throughout the entire cruise. I applaud our crews for making our cruises as warm, as delightful and as memorable as they are – we believe they are the industry's finest value-for-money cruises. We are honored to receive this award and we will do our best to keep this level of hospitality."





# CELESTYAL CRUISES WINS FIVE AWARDS AT TOURISM AWARDS 2017!

**We won five awards – four gold and one silver – at Tourism Awards 2017!**

## Gold

### ■ **Tourism Season Expanding Initiatives-Greek Tourism Product Enrichment**

We won a gold award for the continuous enrichment of our services, particularly for making strategic investments that “open new roads” in the cruise market with the addition of new destinations to our itineraries that only our mid-sized vessels can approach.

### ■ **Guest Service Excellence**

We were given a gold award for providing authentic Greek hospitality to a diverse aggregate of passengers from more than 140 different countries. We continue to distinguish ourselves in Greece and internationally for the meticulous design and execution of our product and for the implementation of our strategy to meet the requirements of a truly international clientele, a successful strategy, as evidenced by the overwhelmingly positive responses to our passenger satisfaction questionnaires.

### ■ **Gastronomic Tourism**

In 2016 we introduced "Stories of Greek Enogastronomy," a series of themed cruises based on Greek cuisine, local dishes and Greek wines, offering an authentic enogastronomic experience to our passengers. We distinguished ourselves from the competition with our holistic promotion of Greek food and wine on our Aegean cruises. Greek cuisine and wine are one of the pillars of our products, both on board and for many of our experiential shore excursions.

### ■ **Corporate Identity – Corporate Reputation Management – Branding**

We were given a gold for our 2016 public relations initiatives, which have resulted in progressive international recognition for the 'diversity and authenticity' of our cruises, particularly the positive media coverage we have garnered in Europe, the USA and Canada, as well as recent distinctions from Cruise Critic, the world's first cruise reviews website.



## CELESTYAL CRUISES WINS FIVE AWARDS AT TOURISM AWARDS 2017!

### Silver

- Integrated Marketing Campaign  
We won a silver award for our integrated “Sea More” campaign, which we launched in seven international capitals in 2016. “Sea More” is a 360° concept-umbrella, customizable according to each market and the specific product characteristics promoted therein.





**CELESTYAL CRUISES WINS FIVE AWARDS AT TOURISM AWARDS 2017!**





## CELESTYAL CRUISES WINS FIVE AWARDS AT TOURISM AWARDS 2017!

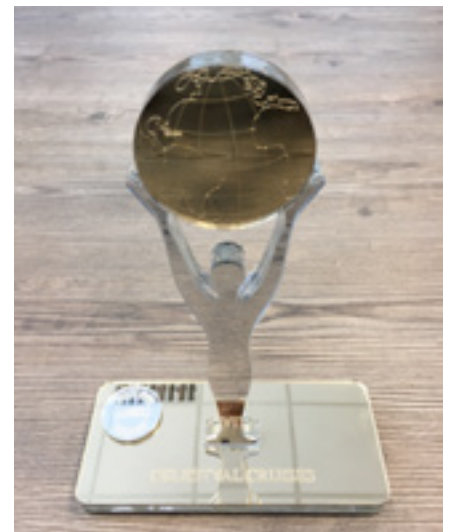
**Congratulations to the entire Celestyal Cruises family for making 2016 such an incredible success!**

**Let's do it again next year!**



## Celestyal Cruises Wins Creative Greece Award

Celestyal Cruises received an award for business excellence at the Creative Greece Awards 2017. The award was presented by Active Business Publishing and held at the Grand Bretagne Hotel in Athens. Representatives of some of Greece's largest international companies were in attendance, and each of them delivered a strong, positive message about the Greek economy's capacity for growth while outlining the steps required to help Greek enterprises compete abroad.



# THEY WROTE ABOUT US!

Here's some of the great press coverage we've received since the 13<sup>th</sup> Edition of the Celestyal Cruises newsletter. Let's do it again next year!

## THE TIMES

TRAVEL

### Greek island-hopping — the easy way

Visit tranquil ports, mighty ruins and a historic winery on a relaxed, small-ship tour of the Aegean

Nick Dalton

11 Mar 2017 00:01:00

It's midday and we're sailing serenely out of Piraeus just outside Athens, the hilltop Parthenon gleaming in the distance. Within an hour I'm listening to a bouzouki trio while I sample dolmades, artichokes and olives from the buffet on the sundeck.

By 6pm I'm strolling round the pretty, curved, bar-lined harbour of Ermoupolis on the island of Syros. Sipping a beer, I watch the sun go down over the ancient surrounds before ambling back to our ship, where it's time for dinner and more Greek-inspired dishes.

It's not your usual start to a cruise, where you head for the horizon, lucky if you get a port call the next day. However, a voyage on Celestyal Cruises is like no other in many respects.

Rather than pushing its sophistication, the ship has the relaxed ambience of a floating taverna, with the bars serving local beers, a range of regional firewaters and thick, sweet Greek coffee. Meanwhile, the schedule is more akin to that of an island-hopping holiday by ferry, often taking in two ports in a day.

Yet it's far from rushed, the packed schedule conversely making the trip strangely laid-back. There's the day that starts on a cool, beautiful dawn when, with a precision timing not normally associated with the southern Med, we dock in the Turkish seaside resort of Kusadasi. By 7.15am we're outside for our coaches to the expansive Roman ruins of Ephesus, by 8am we're at the gates. Our early, 90-minute walk through one of the Aegean's mightiest sites, down marble roads and past huge stone columns, gives us an inspired, but unhurried overview before the crowds and the heat build up, without dragging into a tiring day out.

There's a call at a carpet warehouse on the way back, lots of history and weaving and rug-tossing, before a spare half-hour to walk around Kusadasi's bazaar. We're back on board for lunch and a two-hour cruise to the isle of Samos (at its closest only a mile from the Turkish mainland across the Mycale Strait).

# THEY WROTE ABOUT US!

The Times Online

Once an important city state in the Greek Empire, Samos still trades on its reputation as a wine producer. Our afternoon excursion calls at the wine museum across the bay, an ancient stone winery and cellar where 20ft oak barrels are still used and where we taste the island's rich, sweet, 15 per cent anthesis.

We also manage a paddle at the pretty town of Kokkari, then dart across to Pythagoreio, the birthplace of the mathematician Pythagoras, where we join the queue on the busy quayside to take photos in front of the triangular statue in his honour. Another day we call at the little hilly isle of Ios in the morning, then make picture-postcard Santorini for late afternoon. This is a casual whirlwind tour of the Aegean — over seven days we drop in at seven islands, two places in Turkey, and Lavrion on the Greek mainland. At the last port there's a goodly changeover of guests because, while we're on for seven nights, the cruise can be taken in three or four-night segments with lots of locals using it as a short break. There are a fair number of Brits on board, and entertainment and announcements are in Greek and English.

Both nationalities seem to love the lively, sun-drenched Greek atmosphere, joining in the "Dance Like A Greek" sessions and singing along, some more successfully than others, to the poolside band with its Zorba-like sounds. The staff tend to be largely Greek too, and our energetic housekeeper, Mily, bustles around with old-fashioned helpfulness.

I give the Olympic Games quiz and Greek language classes a miss, but I can't resist the olive wreath-making lesson. Two charming women of a certain vintage, one wearing a toga-like dress, soon have us crowned like ancient Greeks; I feel a sense of achievement, even though it doesn't involve much more than tying two ends of a twig together with white ribbon.

The ship's restaurant has the quiet sophistication of a regular cruise ship and while the food is never cliché Greek, it has an elegant regional touch. There's the "seafood symphony of the Aegean islands", with ouzo, wild rice and lobster sauce, and the langoustine bisque with Metaxa brandy, plus small-batch olive oil on the tables.

There are also olive toiletries in the rooms, which are unassuming yet comfy in a pale, wood-trimmed way. Few have balconies, but it really doesn't matter because by day we're not at sea for more than a couple of hours and are mostly wandering around charming waterfronts — the ship's small size and energetic schedule mean we can call at little ports where other ships can't, dropping in at others when cruise-ship crowds have left. For example, we arrive at Mykonos at teatime and have a lovely walk through whitewashed alleys filled with bars and shops, watching the sun set as we stroll down from the hilltop windmill to go back on board.

The main entertainment each evening is an engaging dance and music extravaganza addressing themes such as Greek mythology and the Olympics in a riot of song (not least Demis Roussos numbers), Cirque du Soleil-like rope-swinging and the waving of chiffon scarves.

## They Wrote About Us

The Times Online

I watch from the bar while sipping a tentura, a thick, brown liqueur that could easily be an alcoholic Venio's cough syrup, and watch as the evening ends with the crowd proving they really can dance like Greeks. *Need to know* Nick Dalton was the guest of Celestyal Cruises (00 30 216 40 09 999, [celestyalcruises.uk](http://celestyalcruises.uk)), which has a seven-night Idyllic Aegean cruise from £858pp. The ships depart Pireaus weekly from July 3-August 21. Return British Airways flights from Heathrow to Athens are from £210.

Related Images



Kokkari village, Samos  
Getty Images

### Celestyal Cruises Sets Sail On A Journey to Change Its Culture



From left to right – Mrs. Angeliki Kappatou, Legal Counsel and Mrs. Taleen Tchalikian, HR Director of Louis Group & Celestyal Cruises offices in Limassol

In 2013, Celestyal Cruises embarked on a journey to change and revitalize its corporate culture. This culture change process has been led by Taleen Tchalikian, Human Resources Director of Celestyal Cruises. This undertaking commenced by defining the Celestyal Cruises vision, a cruise company that offers authentic experiences. Since this auspicious beginning, Celestyal Cruises has turned around its financial situation and won a number of local and international

awards for Culture Change, Employee Wellness, Performance Management and Rewards Strategies, Social Media and Tourism, and its HR Department has been named the best in Greece.

Celestyal Cruises will revisit its vision with a workshop on board the beautiful Celestyal Nefeli on from the 7th-9th of December 2016 followed by the company's annual Christmas party. This company-wide event is an opportunity for the entire Celestyal Cruises team to come together both from Cyprus and Greece and to redevelop and realign with the company's vision and discuss how to continue to achieve it. The Association of Corporate Council (ACC) is an association that serves the needs of lawyers practicing in corporations and other organizations. With more than 40,000 members in 90 countries, ACC is the world's largest if not the only global association exclusively for in-house lawyers. ACC has designed programmes, tools and practical working solutions that help in-house lawyers by offering them practical and time-saving resources, professional skill development and means to better control legal costs. Most importantly, ACC allows in-house lawyers to stay abreast of trends in the in-house profession. We at Celestyal Cruises praise and focus on values, ideas and people that bring about innovation. As such, our legal team is not only a member of ACC based in Europe, but also contributes actively in ACC Europe's work through the work undertaken by Celestyal Cruises' legal advisor Angeliki Kappatou as country representative of ACC Europe in Cyprus.



# They Wrote About Us

Seatrade Cruise Review, USA



In 2014 some 4.93m passengers visited Greece when there were 3,826 cruise ship arrivals. In 2015 passengers rose to 4.96m with 4,281 arrivals and last year, in the wake of the Turkey coup 5.2m passengers visited in 4,290 ship calls. The prediction for 2017 is 4.474m passengers and 3,316 ship arrivals.

**A**s 2017 dawned cruise companies operating in the Eastern Mediterranean were looking at all the angles in an effort to keep the sector floating on the high tide anticipated just 12 months ago.

This was evident when Greece's **Celestyal Cruises** announced it has added Samos island to its 3- and 4-day Iconic Aegean cruise itineraries this year, 'at the request of our passengers'.

Celestyal went on to explain that 'after evaluating more than 85,000 valid questionnaires, we found passengers considered Samos, a lush beauty in the northeastern Aegean, as one of the top destinations.'

So, starting from March, Celestyal is adding Samos, the birthplace of Pythagoras and the Pythagorean Theorem, so passengers can now choose to visit either Samos or Turkey's Kusadasi, whilst being on the same cruise which also includes Piraeus, and the islands of Mykonos, Patmos, Rhodes, Crete and Santorini.

Celestyal CEO, Kyriakos Anastasiadis, who is also chair of CLIA Europe said, 'The addition of Samos to our Iconic Aegean itineraries is part of the new Celestyal Cruises vision, which is to expand to new horizons and to provide our cruisers with authentic, "lifetime" experiences.'

In fact, this choice comes after the cruise company was forced to divert two vessels sailing from Mykonos to Turkey's Kusadasi to Samos on the night of the failed coup in Turkey last July 16.

The political unrest in Turkey sees the country off the cruise map at present and as a result Greece, Italy and Croatia have benefited. But it is likely to be short lived.

All 2017 forecasts have cruise calls in the East Med down, in the case of Greece by up to 30%. However, passenger numbers are less so, as bigger ship are making the calls.

Turkey is not the only problem. Rising terrorism in Europe generally has had a negative influence on travellers, especially from the strong European and North American markets. The flow of immigrants from the Middle East to Europe is impacting tourism to the Aegean islands generally.

Another problem is the lack of infrastructure in ports of the East Med.



Kerry Anastasiadis

Anastasiadis is an outspoken critic of the infrastructure. He and Greece's Union of Cruise Ship Owners and Associate Members (EEKFN) have repeatedly called on Greece to recognise the serious lack of infrastructure, especially as cruise ships are ever getting larger.

'We have to improve the service we offer and upgrade the infrastructure. The problems of moving large numbers of people

around in an organised fashion is a major one, for Piraeus and Athens, let alone the islands,' says Anastasiadis.

Andreas Stylianopoulos, responsible for cruise travel at the Greek Tourism Confederation (SETE) is one of those saying cruise traffic will decline 30% in the region in 2017, and he believes 'the decline is irreversible.'

Stylianopoulos, CEO of Navigator Travel & Tourist Services, regional representative of **Royal Caribbean Cruises**, among others, has been ringing alarm bells for months, citing cruises to the western coast of

Greece, Piraeus, the Saronic Gulf, the Cyclades, Crete and the southern Dodecanese have been reduced.

However, he feels 2018 may see things change if cruise companies push ahead with specialised marketing programmes and alternative activities, adding Piraeus (pictured above) port's new management Cosco Shipping is committed to increasing cruise traffic saying this is a positive sign.

Theodore Kontes, EEKFN president, says that according to early bookings Greece, the centre of East Med cruising, will in 2017 lose **AIDA** and **Norwegian Cruise Line** all together. **Celebrity Cruises** is cutting its programme by 50% and **Royal Caribbean** will bring 50% less passengers and **Costa Cruises** is expected to bring 35% fewer passengers. **Carnival Cruise Line** remains at the same level while **MSC Cruises** expects to lift passenger numbers by some 20%.

Meanwhile, MedCruise has revealed the Adriatic Sea port of Igoumenitsa is expecting 12 cruise calls in 2017, and **Silversea Cruises** has chosen the Greek port as a new destination to visit. Nine ships called at Igoumenitsa in 2016. ●

Starting from March, Celestyal passengers can visit the island of Samos



## They Wrote About Us

Recommend, USA



# Cuba, Celestyal-Style

*Year-Round Cruising to Both Sides Now*

Ed Wetschler

Straight talk here: I was leery of visiting Cuba by cruise ship. I worried that I'd have little or no opportunity to walk around without a guide. That I'd be eating "international" meals aboard the ship rather than Cuban food, let alone experiencing *paladares* or privately owned Cuban restaurants. And that I'd have few bona fide people-to-people interactions on this people-to-people trip. I packed these concerns along with my 6-outlet surge protector.

What intrigued me was that the Celestyal Crystal circumnavigates Cuba, the largest island in the Caribbean, so passengers get to experience Santiago, the former capital and the seat of the revolution, near the eastern tip of the island, as well as Trinidad and Havana, in the west of Cuba. That was a plus, because the overland trip between the two cities,

Havana and Santiago, is so formidable—Cuba is 780 miles long—that few land-based tour operators manage it. Moreover, in November the Crystal, which has sailed this route for almost five years, decided to do it year-round, which no other ship is doing. Timely, because Fathom Cruise Line's *Adonia* will terminate its Cuba cruises after April.

## Cuban Cuisine, Demystified

Although many passengers meet the ship in Havana, I flew to Montego Bay and boarded there on a Friday, as most Americans do. Sailing from MoBay toward Cuba, Dr. Jorge Gonzalez-Arocha, the onboard lecturer, introduced himself to us: "Hello, I am your first Cuban!"

Gonzalez would not be our last, because the 400 crew members on this 480-cabin ship

include 80 Cuban waiters, cooks, music dancers, and acrobats who entertain the passengers, teach them to dance (no eas feat/feet), feed them well, and provide a Cuban cultural vibe at sea. Thus, cooking demonstrations that began with this axi "For Cuban cooking you need two thing garlic and a Cuban." There was always a least one Cuban appetizer and entree at meals in the two restaurants, too. As explained by Nicholas Filippidis, director of product development in North Amer the four pillars of Celestyal Cruises are "destination, entertainment, cultural experience, and cuisine."

About 65 percent of the passengers w from the U.S., but although the Canadi and Europeans didn't have to prove to d governments that they were on a people

## They Wrote About Us

Recommend, USA

Opposite page: *Fusterlandia*, an arts complex in Havana.  
Below: Poolside on board *Celestial Crystal*.

people program, they chose to participate in the workshops and lectures, and they took virtually the same tours the Americans took. These were educated travelers—I met teachers, an architect, a physician, managers, and some very smart kids—eager for a cultural experience, not generic beaches.

### Fidel's Gravestone Stone

Santiago was the capital before Havana; it's Cuba's Kyoto. It's also where, in 1953, a lawyer named Castro attacked the army barracks with a small force of volunteers. They botched the battle, but six years later, they won the war.

After visiting the barracks we went to an Afro-Cuban cultural center for a rousing dance performance, saw monuments to revolutionaries at Revolutionary Square, coveted heroically restored Buicks in the main plaza, and explored San Pedro, the imposing fortress (1638) at the mouth of the harbor. Some participants had asked the guide to abbreviate the stop at San Juan Hill (the *Rough Riders*, remember?) so we could see Castro's gravestone. A shapeless boulder, it looks like a giant version of those faux rocks in suburban backyards that conceal speakers. By contrast, the sculpted shrine for 19th-century revolutionary José Martí towers over it. What does this mean?

It took all Sunday to get from Santiago to Havana, but we used the ship time well, with Cuba-focused lectures, workshops, dance classes, and for me, the first of several workouts in the ship's small fitness center. I shared it with some of the Cuban entertainers, including a musician who told me how he'd managed to acquire a KORG keyboard (hint: it takes a village).

### To Havana, with Love

In Havana we covered a lot of ground in two days, but between the excellent guide and the way sights and activities were juxtaposed, we didn't feel rushed. Highlights for me: walking in grand plazas and on streets with shops specializing in spice, rum, and Victorinox knives. They looked privately owned; they weren't. I was dazzled by 500 years of art in the National Museum of Fine Arts, paladar meals that gave me insights into Cuban-style enterprise, an optional

evening at Tropicana (cast of 2008), a cigar smoking how-to in the courtyard of a colonial mansion, and a raucous ride in a vintage Pontiac. I also had time for solitary walks in untouristy neighborhoods.

Wednesday the *Crystal* sailed around the west tip of the island to Cienfuegos, on the south coast, from which we boarded a bus to Trinidad, a time capsule of traditional Cuba. After passing farmers riding in horse-drawn wagons, we entered a dusty old town with pastel colonial buildings, a Spanish Steps kind of scene where a superb band played for tips, and Chichi ceramic studio, where your normally shopaphobic correspondent actually bought a vase.

Not only did we explore a restored mega-mansion (the Museum of Colonial Architecture), but we dined in one, too—*Restaurante Museum*—at tables set with priceless glass and Chinaware.

Thursday night, while sailing back to Jamaica, the Cuban dancers invited volunteers to join them onstage, so I showed off my Judeo-Latino moves. One of the dancers with whom I'd shared the fitness

center came over to give me a high five. That's people-to-people.

### Dollars and Sense

A lead inside cabin for cruises departing April 14 through Dec. 29 costs \$1,495 pp/dbl—15 percent EBD—if booked by April 30. That includes meals, entertainment, P2P shore excursions and onboard presentations, gratuities, port charges, meals, entertainment, and all beverages in the *Blue Package* (wine, beer, soft drinks, juices, spirits, and cocktails). Add the RT taxi from the airport (\$100) and the mandatory health insurance for U.S. citizens (\$48 pp), and the total is about \$3,200 per couple for everything but the flight. To trade up to a lead oceanview stateroom only costs \$450 more per couple. Commission is 12 percent minimum and as high as 15 percent, and extras such as the classic car tour and the Tropicana nightclub experience (about \$100 pp) are commissionable.

### Contact Information

**Celestial Cruises:** [youarethevibe.com](http://youarethevibe.com)



## Marketing & PR

The 4<sup>th</sup> Posidonia Sea Tourism Forum, one of the most prestigious maritime exhibitions in Greece, took place on the 23<sup>rd</sup> and 24<sup>th</sup> of May, and there was no way Celestyal Cruises wouldn't be in attendance! Our very own Frosso Zaroulea, Ioanna Ananiadi and Antonia Darpouletou, accompanied by our intern, Sophia Maria Darmou, represented Celestyal at this outstanding exhibition.



# THE 4TH POSIDONIA SEA TOURISM FORUM



**MARINE & FLEET  
OPERATIONS**



## SAFETY IN SAILING WITH ISALOS.NET

Isalos.net, a go maritime initiative, hosted an event on January 25<sup>th</sup>, “Safety in Sailing: The Dual Role of the Internet in Sailing.” One of the keynote speakers was our very own Marine Operations Director, Captain Vasilios Gazikas, who discussed the opportunities and challenges the Internet presents for safety in sailing.

**SALES**

# BEAUTY ON BOARD – CELESTYAL CRYSTAL HOSTS L'OREAL'S COLORBOAT

The Celestyal Crystal hosted L'Oreal's big annual event for approximately 1000 Spanish retailers and staff, Colorboat, from the 30<sup>th</sup> of October until the 2<sup>nd</sup> of November. The event included live performances, demonstrations, modelling and a Halloween party.

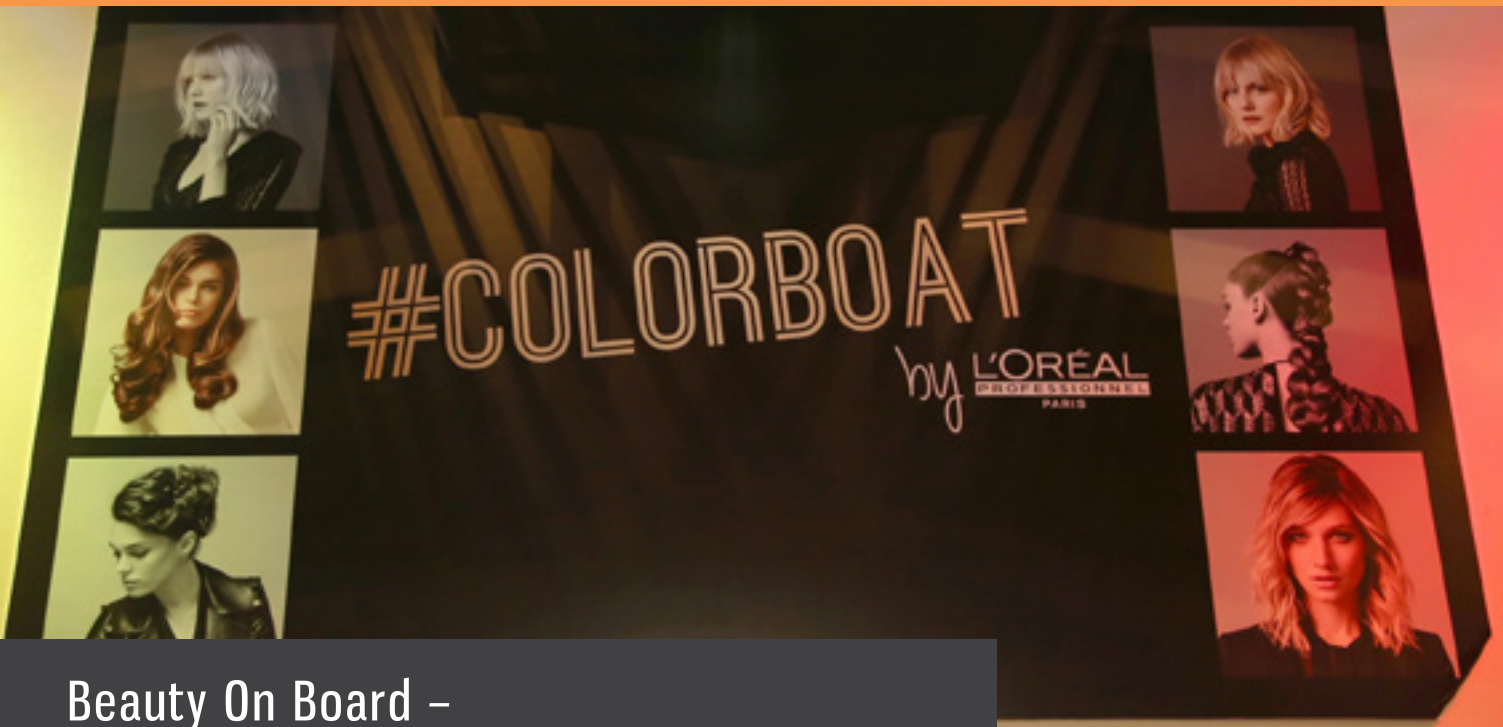






BEAUTY ON BOARD – CELESTYAL  
CRYSTAL HOSTS L'OREAL'S COLORBOAT





Beauty On Board –  
Celestyal Crystal Hosts L’Oreal’s Colorboat





## THE CELESTYAL NEFELI HOSTS THE HEINEKEN CHAMPIONS LEAGUE

In June the Celestyal Nefeli hosted the Heineken Champions Voyage, which took place in Greece for the first time ever. More than 500 lucky passengers from all over the world watched the 2017 UEFA Champions League final on the Nefeli during one of our unique cruises to beautiful Mykonos. The Heineken Champions Voyage is an established international event and part of an integrated campaign across more than 50 countries to promote Greece and Mykonos. The Nefeli sailed from Piraeus on 3 June 2017 with consumers, international football representatives and journalists, all of whom enjoyed an onboard presentation of the 2017 UEFA Champions League final.



# The Celestyal Nefeli Hosts the Heineken Champions League





THE CELESTIAL NEFELI HOSTS THE HEINEKEN CHAMPIONS LEAGUE





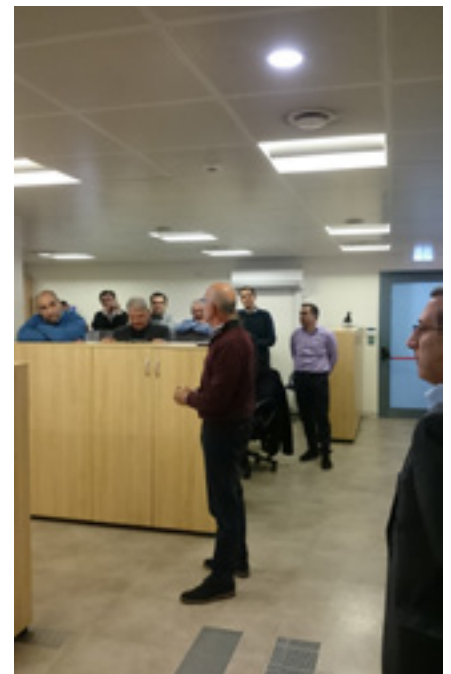
**BUSINESS  
UPDATE**

## CEO Kerry Anastassiadis Hosts Lunch at Our Cyprus Office

We spent Valentine's Day 2017 with CEO Kerry Anastassiadis, who hosted an informal lunch at our Cyprus office. Thanks to everyone who attended.



## CEO Kerry Anastassiadis Hosts Lunch at Our Cyprus Office





A graphic with a solid lime green background. In the center is a large dark grey circle. Inside the circle, the words "EMPLOYEE" and "ENGAGEMENT" are written in white, bold, uppercase letters, stacked vertically.

**EMPLOYEE  
ENGAGEMENT**

Employee Recognition  
– Years of Service Awards



LOIZOS IONA  
25 YEARS

**Our ongoing “Years of Service” program is now in its second year. This employee recognition program rewards our team members for every half-decade milestone they reach at our company. Congratulations to our recent award recipients!**



EFFIE DIAKOU  
15 YEARS



TASSOS GEORGIU  
10 YEARS



CHRISTOS HADJIPETRIS  
10 YEARS



**MICHALIS MYRSIADIS  
10 YEARS**



**ELENI PAPADAPOULOU  
10 YEARS**



**THEO ANASTASAKIS**  
**5 YEARS**



**DIMITRIS AMPATZIDIS**  
**5 YEARS**



**GEORGE DOUMANIS**  
**5 YEARS**



**PARIS IOANNOU**  
**5 YEARS**



FOTEINI KALAITZOGLOU  
5 YEARS



OLEG KARAVASILEIADIS  
5 YEARS



KATERINA TZIMOGIANNI  
5 YEARS



## CRUISING TO THE FINISH LINE – CELESTYAL CRUISES AT THE LIMASSOL MARATHON

As part of our CSR initiatives, for the second year in a row we volunteered at the 2017 OPAP Limassol Marathon – we also had a team running in the 5K corporate race! Both events are a fundraiser to support the work of the Karaiskakio Foundation, a non-profit organization established with the sole purpose of organizing a volunteer Bone Marrow Donor Registry to help those afflicted with leukemia. The race, held on the 18th of March, was a tremendous success and a wonderful day out. Thanks to everyone who gave their time and support to a great cause.

## Cruising to the Finish Line – Celestyal Cruises at the Limassol Marathon





## Cruising to the Finish Line – Celestyal Cruises at the Limassol Marathon





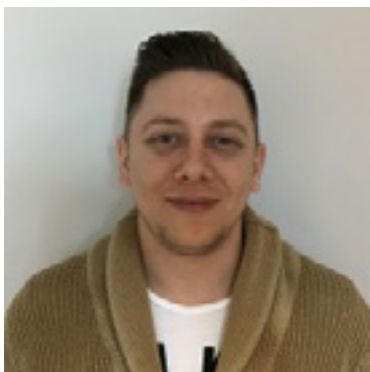
Cruising to the Finish Line – Celestyal Cruises at the Limassol Marathon





**MIS**

# AN AUTHOR – AND OS X EXPERT – IN OUR MIDST



Did you know our colleague, Michalis Myrsiadis, has written and published three books about OS X, the Apple operating system? All three books were written using iBook Author, an Apple e-book application that enables the production of interactive, multimedia-driven “next generation” digital books, all available as free downloads from Apple’s iBook Store!

Michalis’s books are written in plain Greek, with all references to menus, buttons, options, etc., in Greek as well as in English so as to be equally helpful to all users whatsoever language they have chosen for the operating system.

Michalis’s latest book, which he wrote in 2014, is titled **Το πλήρες εγχειρίδιο του OS X Mavericks** .” It took him more than six months to complete it – it’s 820 pages! Within this comprehensive manual you’ll find detailed descriptions of all the available features of the operating system, along with hundreds of images, many videos and simple step-by-step guides to help you accomplish any task on your Mac. This book, like the other two, is written for both new and experienced OS X users.

Well done Michalis! Keep innovating!



**HEALTH  
AND SAFETY**

On the 15<sup>th</sup> of March, MSI Hellas presented a seminar on important safety guidelines and possible hazards that might occur in our terminals during embarkation hours.



Safety Is Our Number One Priority





**TECHNICAL**



## HONORING CHIEF ENGINEER LOUKAS ALIFRAGIS

Chief Engineer Loukas Alifragis was honored for his years of service and commitment to our company. The event, hosted by the Chief Engineers, Staff Engineers and Chief Electricians of the Thomson Majesty Technical Department, took place on the Majesty on 4 December.



The logo consists of a large, solid dark grey circle centered on a solid orange-red rectangular background. Inside the dark grey circle, the letters "HR" are written in a bold, white, sans-serif font.

**HR**



## HR DIRECTOR TALEEN TCHALIKIAN AT CIIM

HR Director Taleen Tchalikian was invited as guest lecturer for the Master's in Human Resource Management course at the Cyprus International Institute of Management in Nicosia. The course, which is taught by Professor Ioannis Nikolaou from the Athens University of Economics, is on Employee Resourcing and Appraisal and Talent Management. Ms. Tchalikian discussed attracting, selecting and retaining talent – she used Celestyal Cruises as a model during her in-depth discussion.



## HR

On the 23<sup>rd</sup> of February 2017, HR Director Ms. Taleen Tchalikian participated in a panel discussion attended by Tourism and Shipping students at ALBA. In addition to Ms. Tchalikian, the panel, chaired by Ilias Bissias, included Mr. Diogenis Venetopoulos of Variety Cruises and Mr. Giorgos Vagelas of the Ports and Shipping Advisory.

The students asked Ms. Tchalikian the following questions:

- What kind of jobs does the cruise industry generate?
- What are the requirements – knowledge, skills and experience – to secure employment in the cruise industry?
- Is it difficult to attract professionals to the cruise industry? Is there a skills gap?
- What career development opportunities exist in the cruise industry?
- How does instability in Turkey impact tourism in Greece?
- How do you envisage the future of cruising in Greece?

## BACK TO SCHOOL DAYS – HR DIRECTOR TALEEN TCHALIKIAN AT ALBA

We were happy to have the opportunity to present our company to ALBA students, and to provide them with useful information as they imagine and plan for their careers.

# WE WELCOME NEW TEAM MEMBERS TO CELESTYAL CRUISES

Kindly join us in welcoming our new hires to the Celestyal Family and partnering with us to expand our horizons and build our brand worldwide!



# WE WELCOME NEW TEAM MEMBERS TO CELESTYAL CRUISES

## **Marios Theodosiou** Chief Financial Officer

Marios is a financial executive with an impressive background and significant global experience. He is well-equipped to work with our senior executive team and to contribute to and support Celestyal's strategic decision making. Marios will be tasked with the numerical illustration of the company's strategy and will provide insight as to how we can improve. As part of his role he is also tasked to lead the accounting and finance function, an area where he has notable experience. He has been in senior positions at large global finance organizations, where he earned a reputation as a strong "hands-on" organizational leader and an excellent collaborator with commercial teams.

Marios joined KPMG London in 1995 and steadily progressed through numerous corporate finance and divisional finance roles until 2006, when he was named Corporate Finance Director at KPMG Athens. Following KPMG he was the Investment Director for Global Finance S.A., a leading PE firm in Southeast Europe and then became the Corporate Development Officer for Central Mare Inc., a private shipping vehicle and of the owner of NASDAQ-listed Top Ships. In 2012 he joined Hellenic Petroleum Group as Group Financial Controller then, in 2014, he was hired by the Antenna Group in Greece as the company's Financial Planning and Analysis Director.

Marios holds a BSc in Accounting and Finance from the London School of Economics and is a fellow of the Institute of Chartered Accountants of England and Wales. He possesses strong communication and technical skills and is fluent in Greek, English and Spanish.



# WE WELCOME NEW TEAM MEMBERS TO CELESTYAL CRUISES

## Leslie Peden

### President Celestyal Cruises – North America

Celestyal Cruises is delighted to announce the appointment of Leslie Peden as President, Celestyal Cruises – North America. Mr. Peden will be responsible for promoting Celestyal Cruises in North America to drive business growth and market share.

Mr. Peden will build on the foundations laid by Nicholas Filippidis who has led the business development efforts on behalf of Celestyal Cruises throughout North America. Mr. Filippidis, will continue to be a valuable resource for our company as he takes on a consultancy role ensuring a smooth transition for our travel partners.

Mr. Peden is a highly-experienced, time-honored travel professional with 30+ years of success in cruising, tour operations, air and rail travel, including a proven track record serving in senior management and executive roles for such acclaimed cruise related companies as Royal Caribbean International, Celebrity Cruises, Virgin Holidays Cruises, and Island Cruises (now TUI).

A British national, Mr. Peden held full P&L responsibility for Virgin Holidays Cruises and the integration of this business unit into the wider Virgin Travel Group. Among his many accomplishments while at Virgin, he developed and executed Virgin Holidays Cruises' first fully-integrated marketing 'peaks' campaign with the launch of a new dedicated cruise brochure, new classified press creative and the business entity's first-ever national TV, digital and social media campaign.

Prior to Virgin Holidays Cruises Mr. Peden was with Island Cruises (a Joint Venture between Royal Caribbean International and First Choice), where he defined and executed a five-year strategic plan for trade and consumer sales, multi-channel distribution, trade and direct marketing, customer services, call center operations and a winter air-sea program for all international markets, including the UK.



# WE WELCOME NEW TEAM MEMBERS TO CELESTYAL CRUISES

## **Andrew Magowan**

### **Vice President Commercial – Europe**

We are pleased to announce the appointment of Andrew Magowan as Vice President Commercial, Europe, effective October 1st, 2017. He is based in the UK and reports to Chris Theophilides.

Andrew is a British national with over 25 years' international cruise distribution experience, having previously worked with major cruise agents, tour operators and trade distribution partners in the industry. His previous roles include Vice President Europe Middle East and Africa for Seabourn and other senior sales and marketing roles within the cruise industry, including NCL, Cunard Line, Swan Hellenic and SeaDream.

Andrew's appointment is part of the restructure of the Sales Department, which will grow Celestyal's presence in the UK and Europe and strengthen our European sales network.



## **Gordon Dirker**

### **Vice President, Business Development – North America**

Gordon Dirker has been appointed Vice President, Business Development – North America. He is responsible for all North American field sales activities, reporting to Leslie Peden.

Mr. Dirker is an experienced sales professional with 21 years of senior-level success in leisure, travel and tourism, both B2B and B2C, with a skill set comprising C-level negotiations, tour operations, expedition cruising and Customer Relationship Management (CRM). Throughout his career he has cultivated strong relationships and is well-respected in the industry.

All Celestyal Cruises Business Development Managers in North America now report to Mr. Dirker: he is responsible for sales development in California, Oregon and Washington, in addition to nationwide man-management responsibilities.



# WE WELCOME NEW TEAM MEMBERS TO CELESTYAL CRUISES

## Clement Mousset

### Country Manager – France

Celestyal Cruises has appointed Clement Mousset as Country Manager Sales - France. Mr. Mousset will be responsible for all France field sales activities, reporting to Andrew Magowan.

Mr. Mousset is an experienced sales professional with 15 years of experience in leisure, travel and tourism industry. Mr. Mousset was previously employed by “Royal Caribbean International”, where he was working as a Training, Product and MICE Manager. He was also employed by Classic International Cruises, Costa Cruises and Festival Cruises.

Mr. Mousset speaks French and English and is familiar with German and Italian.



## Julie Deghilage

### Assistant, Commercial

Ms. Julie Deghilage has joined Celestyal Cruises in the position of “Assistant Commercial” to support the Sales Activities in our French Office.

Ms. Deghilage was previously employed by “Croisieres de France” as an Assistant, Sales and Back Office – her ability to contribute to a team and her organizational skills will help her succeed in her new role. She holds a Bacculaureate and a BTS, a two-year technical degree in Tourism. She speaks French and English and is familiar with the Spanish. Ms. Deghilage will be based in France and will report to Clement Mousset.





# WE WELCOME NEW TEAM MEMBERS TO CELESTYAL CRUISES

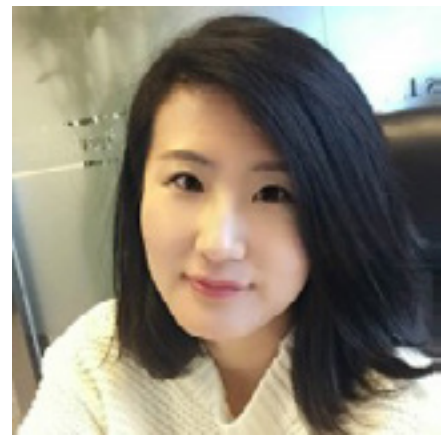
## **Wan Wang**

### Sales Executive – China

Ms. Wan Wang has been appointed as Sales Executive – China. Ms. Wang has been tasked with enhancing the company's presence and building the Celestyal Cruises brand in China. She will report to the Country Manager, Sales – China, Dimitris Ampatzidis.

Ms. Wang comes to Celestyal Cruises with over a decade of maritime experience. From 2009 until this year she was the Secretary to the Chief Representative in the Shanghai, China office of Anangel Maritime Service, Inc. Prior to joining Anangel Maritime Services, Ms. Wang was a core member of the New Building Project at Newfront Shipping Management Inc.

Fluent in English, Greek and Mandarin, Ms. Wang studied at New Greek Language School, Thessaloniki, and at the University of Piraeus after receiving scholarships from the Greek Ministry of Foreign Affairs.



## **Rania Dimou**

### Sales Assistant

Ms. Rania Dimou has joined Celestyal Cruises in the position of “Sales Assistant”, reporting to Noelia Dominguez, Country Manager Sales.

Ms. Dimou's previous experience in tourism was with “Altair Travel Agency”, “Europ Assistance, Madrid” and “Grecia Cultura y Vacaciones S.L.”, all in the Spanish marketplace. She holds a Bachelor's Degree in “Classical Philology” from National and Kapodistrian University of Athens and a Master's Degree in “Compulsory Secondary Education, Upper Secondary Education, Vocational Training and Foreign Language Teaching” from Autonomous University of Madrid.

Ms. Dimou speaks Spanish, English and German.





# OUR EMBARKATION STAFF IS LOOKING SUPER-SHARP!

A new season has started, which means our Embarkation Staff is back in business in Piraeus and Lavrion. Good luck guys! Keep up the good work!



## CHRISTMAS FESTIVITIES!



Happy holidays to the entire Celestyal family and best wishes for a successful, healthy and happy 2018!

# Christmas Festivities!





Christmas Festivities!



# Christmas Festivities!



# NEW ADDITIONS TO THE CELESTYAL CRUISES FAMILY!

Afroditi Stratakou's son was born on 4 September 2016.



Alexandra Ripi gave birth to a beautiful daughter on 9 November 2016.



## New Additions to the Celestyal Cruises Family!



Andreas Papachristou became a father of twin daughters on 15 March 2017.

Stelios Roussos's daughter was born on 6 May 2017



Katerina Tzimogianni's daughter was born on 15 May 2017

We wish all of the new arrivals, and their parents, much health and happiness!



A nighttime photograph of a cityscape with mountains in the background and water in the foreground. The city lights are reflected in the water. A large white circle is overlaid on the center of the image, containing the text 'Crew NEFFELI'.

*Crew*  
**NEFFELI**



**In March Nefeli crew members from the Deck, Hotel and Shorex departments participated in an interactive workshop in support of our new corporate vision and values – the workshop also offered our crew members an opportunity for personal development. The workshop was delivered in two four-hour segments, so as to accommodate everyone’s hectic schedule prior to the departure of the first cruise of the season. The same workshop will be held on the Crystal and the Olympia over the coming months.**

## “VALUES IN ACTION” WORKSHOP ONBOARD THE CELESTYAL NEFELI





“Values in Action” Workshop  
Onboard the Celestyal Nefeli





“Values in Action” Workshop Onboard the Celestyal Nefeli



**Bell Pattamada**  
Hotel Manager  
Thomson Majesty



# WE CAN'T HAVE IT ALL

**We career-oriented professionals can't have it all. We only "pretend" we have it all! Our career clocks and our biological clocks are in total conflict with each other all the time!**

When we have to have kids, we also have to build our careers.  
Just as we rise to the next level in our careers, our kids need us more!  
As we rise even higher at work, our parents begin to need us because they are aging.  
These conflicts lead to guilt and stress – we can't cope with all life demands of us.

## **What can we do?**

The answer is, we need "coping mechanisms." Coping mechanisms are the ways in which we manage external or internal stress, how we adopt "constantly changing cognitive and behavioral efforts to manage specific external and/or internal demands appraised as taxing."

**Coping skills are the methods a person uses to deal with stressful situations. Developing and maintaining good coping skills takes practice, but using these skills becomes easier over time. Good coping skills help bring about mental health wellness.**

## **How do we cope with stress?**

This is the million dollar question! In reality, we have two options: we can eliminate stress from our lives, which is impossible, or we can learn to live with stress, to manage it. If we wish to do so, we must keep in mind a few principles and laws.

## **Principles**

- There are no easy solutions.
- There are no universal solutions.

## **Laws**

A situation is only stressful if WE interpret it as being stressful. For a situation to be stressful, we must feel it comprises

**(1) Novelty.**

**(2) Unpredictability.**

**(3) A Threat to our Ego.**

**(4) It leaves us with a poor Sense of Control. This is why stress is an individual and highly personal phenomenon! And yes, it drives us nuts.**

Everyone deals with stress in a different way. Some become withdrawn, others lash out, and some even thrive on it. This is why **there is no universal technique for stress management. It's up to each of us how we cope. Find the best way for yourself – this could be exercise, yoga, talking with your friends, watching the sunset...whatever it is, it's up to each of us how we cope. Do whatever it takes so you don't go NUTS.**



# SEND US YOUR STUFF!

Have photos, a story, something  
you want everyone to know?  
Please email  
[t.tchalikian@celestyalcruises.com](mailto:t.tchalikian@celestyalcruises.com)

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contribution!**

