Welcome to The Brooklynite Abroad

Founder: Veronica O’Brien
Abstract:
COVID-19 negatively impacted thousands of vacation plans worldwide. After months of lockdown and quarantine restrictions, people are now eager to start traveling again. A travel boom is coming our way. We have already seen several spontaneous trips across the globe and it is only expected to increase as the months go on. Given all of the changes in regards to social distancing and safety regulations, the travel industry has changed. The way that we once traveled is now a thing of the past, but that doesn’t mean for the worse. Traveling still has that spark of joy associated with learning and experiencing the thrill of new cultures, even if it is within your own country. While the cure to the coronavirus pandemic is not certain to happen anytime soon, we have to adapt. By that I mean we have to completely change the way that we travel. As a matter of fact, given the demands of eager travelers, it has never been a better time than now to turn travel blogging into a career.

Keywords:
Business, Small Business, Startups, Solopreneur, Travel, Blogging, Female Entrepreneur
Business Plan Summary

It’s 4 am and the crisp, cold air, complemented by a hint of fog graces your face with delight. Before you know it, you are juggling a passport, boarding pass, and carry on in one hand, while dragging a suitcase. You are off to your European adventure. There you see mesmerizing views of the Eiffel Tower, crystal blue waters of the Portuguese coast, and powerful Roman history. You find yourself at peace better yet, longing for more.

These 4 am wake up calls changed me. Some of my greatest memories started this way. These experiences unlocked more about myself. It furthermore helped me to become the woman I have always envisioned myself to be. Traveling can give you all that and more. It opens your mind to a whole new perspective. It humbles you and teaches you the greater meaning of life; experience over things. Once you change your mindset, you’ll never look back.

With my travel blog, I wanted to inspire others to learn about the power of travel. Also, how many doors it can unlock for someone. As I reflect on my first destination on my study abroad trip to Spain, it was an experience that I loved. My prior research about famous monuments helped me appreciate the culture. For example, I learned about the famous Alhambra, a Muslim palace that was once ruled by the Nasrids. My Aunt had gifted me a travel book about Spain and after reading all about it, I was so excited to learn more.

A rush of adrenaline flowed through me. I was learning things that one could only imagine if they took a “History of Spain” course. Even so, the likelihood that they covered this one palace out of so many, is slim to none. Now that is my purpose of The Brooklynite Abroad; to help inspire others to unleash their inner travel enthusiast. I want my audience to embrace the uncomfortable feeling of immersing yourself in a different culture. Take risks. Whether it’s hiking a dangerous mountain or visiting a famous monument, there is something new to learn for everyone. I want to show my viewers that they don’t need to be rich or have the ability to afford
international flights because I will bring you to the ins and outs of them! Immerse yourself and you’ll have more than cute photos to post on Instagram.
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Introductory Components

Section 1: Company Overview

1a) Describe your products and services.
The Brooklynite Abroad offers expert advice to every travel destination. From my personal experiences all over Europe, the United States, and South America, I uncover tips, tricks, and solutions to common problems while traveling. Culture shock and navigating local transportation should not consume your entire trip. With that, my blog and travel app help to inspire and educate the beautiful sights that keep the spirit of traveling alive.

1b) Describe the history of your business if it is an existing business, or how you developed your idea to start a new business.
With 72% of borders closed to international tourists, it's needless to say that right now the travel industry is at its all-time low (Lonely, 2015). Exponential rises in coronavirus cases globally are inflicting fear into tourists, making them reluctant to even plan any trips until after there is a cure. The UN World Tourism Organisation. “predicts a fall in international travel spending of $910bn-1.2trn this year”, because instead of traveling, they are finding new ways to safely spend their holidays and vacations (Lonely, 2015). It is only a matter of time before there is a cure, but until then, the travel industry will need to adapt. Travel will surely not be the same; however, the million-dollar question is how will people start to travel in 2021 and why is it so important to start planning your travel business? This unknown period in the industry makes it the best time to start planning for when the travel industry does open up again (Lonely, 2015).

1c) Describe the legal structure of your business- sole proprietorship, partnership, or corporation
My business will be an LLC, where I would have limited liability. An LLC will protect me from any debt and judgments against The Brooklynite Abroad (The Many, 2004). What is the most appealing is that for an individual business owner like myself, they offer one-person LLC forms, which are taxed as a sole proprietorship, which are taxed at the potentially lower margin at brackets (The Many, 2004).

1d) Describe your experience in this business and how it will help you succeed.
Having traveled to over 8 countries, 25 cities, 9 states in the U.S, and even living abroad in Spain, I have a passion for not only traveling but helping others to learn the importance of learning about new cultures. We know how glorified traveling can be but, I wanted to also shed light on my fair share of mishaps. From lost luggage and culture shock to getting ripped off and missing trains; I know the ins and outs of traveling like a local. After studying marketing for over 2 years and interning for the New Paltz Regional Chamber of Commerce and Hearst Magazines, I have extensive knowledge of developing marketing strategies and enhancing user experience. Additionally, after creating my website for my travel blog from the bottom up, I am confident that this knowledge and passion will help others know the importance of traveling.

1e) Describe your reason for believing the business will succeed.
Travel will adherently not be the same as it was in the past. but that doesn’t mean for the worse. We have to start reimagining the future of the travel industry and that means thinking ahead. The reason why Apple was so successful was that they figured out what consumers wanted before they even did (Yoffie, 2018). The travel industry will come back, but are we just going to let it
become stagnant? There is so much potential to improve how we travel, and that’s precisely what I am prepared to take on. We have underestimated domestic travel. Through my travel blog, I want to encourage my viewers to reimagine traveling, by doing exactly what Steve Jobs did and figure out what consumers want before they do (Yoffie, 2018). Road trips and outdoor adventures are going to be the next honeymoon destinations, just you wait. Ditch the clubs and go on a hike. Explore more of your backyard and you too will never look back. With new blog posts about exciting adventures to do close to their homes and detailed itineraries catering to different personality types will surely keep them in good spirits, I wanted to dig deeper and emphasize how important it is to truly immerse yourself into the place that you are visiting and to essentially not just be a tourist, but a traveler. With my business, I will help to redefine the travel industry through blogging.

Section 2: Mission Statement & Core Values

2a) Mission Statement:
Unleash your inner travel enthusiasts through all exciting monuments, excursions, and daily tips that will maximize the quality of your trip.

2b) Core Values:
Explore, Inspire, Travel
Marketing Plan

Section 1: Products or Services

1a) What customer need or want is being filled?
The Brooklynite Abroad is going to focus on the consumers’ need for itinerary planning and providing clear and succinct information about a destination’s history, hidden gems, local tips, laws, and places to see, eat, and experience as well! Nothing is worse than searching up what to do and getting 10 museums, and 20 places to eat. If you are looking to do more, you are going to have to search more and that takes time away from experiencing your trip and having fun. There’s no need to plan and stress about it, with my travel itinerary service and app that is catered to your personality type, you can enjoy your time and not have to worry about the planning process, just experience and truly immerse yourself in the culture.

1b) What are the features and benefits of your products or services?
There are going to be catered itineraries for different personalities. Whether you are...
- The “relaxer”, you would rather wander around a town, visit a museum, lay on a beach at an all-exclusive resort, fine dining, visit monuments, this traveler knows how to have a good time, without needing to catch up on sleep.
- The “adventurer”, takes risks while traveling. You go to the extreme, whether that is hiking, scuba diving, or even skydiving, you are always ready for the next adventure. Sleep and comfort are not too much of a priority because you value thrill-seeking experiences.
- The “moderate”, is a combination of both. You surely like to take risks and go on excursions, but a little downtime is never a bad thing.

In addition to catering to personality types, we are going to have local tips, laws, fun facts, history, and go-to sights that are even seen on Instagram. I would like to also debunk some Instagram photo spots by adding an “Influencer 101” section for just those that are looking to take fun photos and document a trip without learning too much about the cultural experience.

1c) How will your product be made or how will your services be provided?
These services will all be available on my blog and through an app as well that would be available for both Android and IOS users.

1d) Who will supply the materials?
Since there are no tangible materials, all of the information will be research-driven by myself and the locals of the land. I plan on creating itineraries based on my own experiences and those of a local export to truly get the ins and outs of navigating new countries and cities like a professional. I have built a platform on my Instagram page and created connections where I can ask for insider recommendations to places I have and haven’t been from that will also allow everyone to get a local perspective.

<table>
<thead>
<tr>
<th>The Brooklynite Abroad</th>
<th>Local Features</th>
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</thead>
<tbody>
<tr>
<td>Experiences from a Tourist’s Perspective</td>
<td>Experiences from a Local’s Perspective</td>
</tr>
<tr>
<td>- Recommendations</td>
<td>- Expert Advice</td>
</tr>
<tr>
<td>- Tips</td>
<td>- Underrated Adventures/Sights</td>
</tr>
<tr>
<td>- Hacks</td>
<td>- Local Food Spots</td>
</tr>
</tbody>
</table>
1e) What future products/services will you offer, and when?
About 2 or 3 years down the road, I would like to start booking vacations for my audience. Taking the pressure of negotiating better hotel rooms and cheap flights would make the travel experience happy-go-lucky. After all, you saved up how many vacation days to relax and enjoy yourself? Additionally, I would offer a rewards program that includes getting a travel credit card where you can earn bonus points for every time you book with us, refer someone else, and book in bulk.

<table>
<thead>
<tr>
<th>The Brooklynite Abroad Adventures</th>
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<tbody>
<tr>
<td>● Canada (Niagara Falls, Montreal)</td>
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<tr>
<td>● Ecuador (Banos, Guayaquil, Cevedo, Montanita, Salinas)</td>
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<tr>
<td>● Scotland (Edinburgh)</td>
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<td>● England (Yorkshire, Leeds, Baths, Stonehenge, London)</td>
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<td>● Italy (Rome, Vatican City, Florence, Sorrento)</td>
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<tr>
<td>● Iceland (Reykjavik, Golden Circle)</td>
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<td>● Spain (Cadiz, Seville, Malaga, Ronda, Granada, Canary Islands)</td>
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<tr>
<td>● France (Paris, Strasbourg)</td>
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<td>● Germany (Kheil)</td>
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<td>● Switzerland (Lucern)</td>
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<td>○ New York</td>
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<td>▪ Brooklyn</td>
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<td>▪ Hudson Valley</td>
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<td>▪ Catskills</td>
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<tr>
<td>▪ Adirondacks</td>
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<tr>
<td>○ Massachusetts (Bash Bish Falls, Boston)</td>
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<td>○ Florida (Orlando, Florida Keys, Miami)</td>
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<td>○ California (Malibu, LA, San Diego, Anaheim, Pacific Coast Beaches)</td>
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<td>○ Vermont</td>
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<tr>
<td>○ New Hampshire</td>
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<tr>
<td>○ Connecticut</td>
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<tr>
<td>○ Pennsylvanian (Poconos, Philadelphia)</td>
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<table>
<thead>
<tr>
<th>Phase 1: Startup (0-1 year)</th>
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</thead>
<tbody>
<tr>
<td>● Launch Blog</td>
</tr>
<tr>
<td>● Build a Following on Socials</td>
</tr>
<tr>
<td>● Create Itineraries from my experiences (Research Process)</td>
</tr>
<tr>
<td>● Get Expert Advice About Travel</td>
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<tr>
<th>Phase 2: (2-3 years)</th>
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</thead>
<tbody>
<tr>
<td>● Monetize Blog</td>
</tr>
<tr>
<td>○ Affiliates</td>
</tr>
<tr>
<td>○ Search Ads</td>
</tr>
<tr>
<td>● Start Building the App</td>
</tr>
<tr>
<td>○ Design, Code, Enhance UX</td>
</tr>
<tr>
<td>● Launch Itineraries on Blog</td>
</tr>
<tr>
<td>○ Get advice and feedback from followers</td>
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<tr>
<th>Phase 3: (3-5 years)</th>
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<tbody>
<tr>
<td>● Launch App:</td>
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<tr>
<td>○ Monetize App with search ads</td>
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<tr>
<td>● Offer Booking Services</td>
</tr>
<tr>
<td>○ Flights, Hotels, Excursions</td>
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<tr>
<td>● Launch Membership Packages</td>
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</table>
Section 2: Distribution

2a) How will your products or services be distributed?
There is instant access for pre-existing itineraries on the blog. For booking and consultation services, they will be all within the first 3-5 days of your inquiry. We make sure that everyone is receiving top-notch services and this time ensures that we will get enough material to present many different itineraries for you to choose from.

Section 3: Industry

3a) What is happening in your industry (is it growing, stable, or declining)?
“In the wake of unfathomable carnage during the COVID-19 pandemic, a brutal decimation in tourism-related employment became the new norm” (Haywood, 2020).

Due to rising COVID-19 cases around the world, the travel industry took a major hit starting this past March. Vacations, honeymoons, destination weddings, study abroad trips, and more were canceled and some people did not even get refunded for it. With major companies seeking bailouts, the travel industry is not in high spirits. Around 75 million people are unemployed and the $2.1 trillion estimated on tourism for the Spring and Summer 2020 seasons were lost completely (World, 2020). Countries and cities that are dependent on tourism for economic prosperity struggled. Italy’s Amalfi Coast during the summer months is usually packed with tourists but has now been a ghost town (World, 2020). The fear of traveling led to a shift in priorities. Vacations can wait, your health cannot. After almost 6 months of quarantine for some, mental health has been at an all-time low. With cases varying depending on where you are in the globe, people are more willing to travel domestically. The CDC is taking precautions with more limitations to traveling such as a negative covid test and immediate quarantine when returning. As much as people fear catching the virus, there has been a steady rise in local tourism. Everyone wants to get out and experience more. How can we make that possible for them?

3b) What do you believe the future holds for this industry?
“Survival is determined by those who adopt the path of solidarity, in comparison to those who continue to travel down the path of disunity” — (Haywood, 2020).

How do we come back from the major hit the travel industry took? The answer starts with solidarity. We have to recognize that people's livelihoods depended on businesses that were not able to survive the pandemic. Families were torn apart and that's irreversible damage to one’s mental health. What everyone needs now is support. Travel blogging has that power. Writing about businesses’ stories will help to raise awareness and positively impact those “ghost towns”.

As much as traveling will never be the same after this, a global pandemic is surely a great time to start thinking about the near future and making those changes. There is a positive spin on this because whoever wanted to sit next to some guy snoring loudly, or invading your personal space? Did you think it was ever fun to wait 5 years to pick up luggage?. With airlines at half capacity and heavily-regulated sanitizing stations, airlines’ customer value proposition increased tenfold. Just think about how many times you just accepted norms because that’s what everyone was used to. With so much innovation, these are changing times and it's never a bad thing to reassess and make those changes. It took a pandemic to realize so many faults in the travel industry. Now more than ever people value money-back guarantee, comfortability & safety, reliability & insurance, and quality customer service. These are all valued because people don’t want to stress about getting refunds for flights, spending hours on the phone negotiating travel
vouchers, safety precautions on a plane, and much more. With that being said, the travel industry will be back and better than ever. There will be a spike in traveling, as we are seeing this Fall with local & domestic tourism, soon people are going to start to get comfortable taking planes.

**Section 4: Customers**

**4a) Who are your customers—what does your customer profile look like?**

Specifically, I blog about my excursions and have found my consumer base to be of people my age. My main target markets are 20 to 30-year-old college graduates and young employees about 2-3 out of graduation living in metropolitan cities within the U.S looking to experience more. Based on Table 1, a target market looks promising in the 20-to 30-year-old age bracket in which most are females and students. Specifically, However, everyone and anyone looking to travel is going to be satisfied with my services. Yes, that means anyone from a high-schooler debating on attending an international school trip, a college student deciding to study abroad, families looking to celebrate, solo trips, work vacations, and even retirement trips, there are no limitations to the power of travel. Traveling does not discriminate and there are opportunities open for everyone, no matter the occasion.

<table>
<thead>
<tr>
<th>Table 1</th>
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<tbody>
<tr>
<td>85% 20 to 30 years old and were mostly students InsightXplorer (2007)</td>
</tr>
<tr>
<td>70.3% less than 29 years old (70.3%),MIC (2006)</td>
</tr>
<tr>
<td>Shiau and Kuo (2010) also found that about 84% of their sample ranged between 20 and 30 years old; 59% were female; 65% were students</td>
</tr>
<tr>
<td>Pi and Ye (2007) also found that 64.5% of their sample was female; and about 71.2% of the respondents were between 20 and 29 years old.</td>
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**4b) How many customers will your business have?**

“From 179 samples that were collected, 70% had future tips planned, and furthermore more than 60% relied on travel blogs for knowledge.” (Chen, Shang, 2014).

This statistic proves how prominent travel bloggers are in the industry and that there are many potential consumers for my business. When looking into conversion rates, it is very important to keep in mind the influences of previous engagements, effects of time, and effects of past purchases to correctly gauge how many customers I will obtain (Chen, Shang, 2014). In regards to the effects of time and past purchases, Moe and Fader conducted an experiment in which they concluded how visitors’ browsing experiences and behavior navigating the internet predicted purchases. More so, they also found that frequent visits on a website directly relate to purchase rates (Chen, M.Y, 2013). Although Moe and Fader were not able to argue how past purchases impacted future conversion rates, a recent research study by Ludwig proved how it is common for online shoppers to perform a lot of research on e-tailer websites before making a purchase (Chen, M.Y, 2013). The shoppers typically acquire product information, browse the inventory, and narrow down their options based on their website visit. Additionally, we learn about Soonsawad Clixo's conversion framework in Table 2 (Chen, M.Y, 2013). The five elements consist of, catalyst, value, usability, persuasion, and confidence as expressed in Table 2 (Chen, M.Y, 2013).
As I continue to build my online presence, I am working to analyze all 5 of these elements to build trust with my viewers. Based upon the theory of reasoned action (Ajzen and Fishbein, 1980), the theory of planned behavior (Ajzen, 1991), and the technology acceptance model (Davis, 1989), they all helped to explain consumers’ intentions in regards to online shopping. Furthermore, they found out that a consumer's trust in websites is directly related to purchases. This study validates how to purchase intention can be used to test purchase behavior.

Website satisfaction is a significant indicator of conversion rates but by how much? Cohen’s 1988 f-squared effect size formulas proved how there was a direct linear relationship between purchase intention and website satisfaction (Cohen, 1988) (Figure 1). Based on the results of this regression model (Table 3), a one-unit increase in website satisfaction would lead to an average increase of 5.4 percent in conversion rate (Cohen, 1988). Based on an experiment, they found a very strong and positive correlation between web design elements and beliefs about evaluation and purchase intention. For instance, Chen and Teng found that familiarity and enjoyment influenced the perceived usefulness of a website, which contributed positively to purchase intention (Chen, Teng, 2013). That is to say, my business’ conversion rates are heavily dependent on my website aesthetic and performance on social media. I have potential clients from my growing social media following of 603 on Instagram and 84 on TikTok. Furthermore, analytics from my Instagram, TikTok, and blog prove that consumers are more than interested in my content and based on what we learned, will act upon this information.

Table 2

| "catalyst" indicates the motivation of the visitor (high vs low) and traffic source of the visitor (i.e. paid search, email list, etc.). |
| "value" provides information about unique, specific, and relevant aspects of the website and the product/services offered to the visitor. |
| "usability" indicates the user-friendliness of the website. |
| "persuasion" includes clarity of value proposition by the e-tailer and incentives provided to visitors for conversion. |
| "confidence" includes measures to reduce anxiety and increase the trust of the visitors (Chen, M.Y, 2013) |
Figure 1: Conversion Rate vs Purchase Intention

Table 3: Regression Model

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized coefficients</th>
<th>Standard error</th>
<th>t stat</th>
<th>P-value</th>
<th>Lower 95 per cent</th>
<th>Upper 95 per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>-6.693</td>
<td>2.066</td>
<td>-3.239</td>
<td>0.002</td>
<td>-10.804</td>
<td>-2.582</td>
</tr>
<tr>
<td>Website satisfaction</td>
<td>0.054</td>
<td>0.024</td>
<td>2.239</td>
<td>0.028</td>
<td>0.006</td>
<td>0.103</td>
</tr>
<tr>
<td>Log (Average ticket)</td>
<td>-0.168</td>
<td>0.102</td>
<td>-1.653</td>
<td>0.102</td>
<td>-0.370</td>
<td>0.034</td>
</tr>
</tbody>
</table>
Looking into my Google Analytics, I have received over 125 page views ranging from my home page to my content. Specifically, it supports the trends in the travel industry regarding supporting local tourism. Additionally, 8 views have clicked my “Travel Destinations” which helps to prove that people are yearning to travel more.

1. Your Ultimate Guide to the Best 12 Hikes in New York: 51 views
2. The Brooklynite Abroad Home Page: 30 views
3. Biked 400 Miles... How the Hell Did I Do it?: 11 views
4. Hiking Boots Are the New Heels: Why You Need To Buy Them: 8 views
5. Travel Destinations: 8 views
6. 2,000 Feet In the Sky: New England is Where You Need to Be Right Now: 6 views

4c) What information do you have that supports your decisions about your customers?

After reading, “An examination of antecedents of conversion rates of e-commerce retailers”, I was able to gather data analytics about conversion rates in regards to perceptions of website branding and aesthetics. User experience is very important especially now that the average attention span for a goldfish is longer than a human (McSpadden, 2015). Microsoft conducted a study and found that the average attention span for a goldfish is nine seconds, as we follow short behind at 8 seconds (McSpadden, 2015). Using the data analytics from my social media accounts and embedded Google Analytics, I will be able to track impressions and consumer engagement with my content as well.

4d) What is the growth potential for this business? What is your plan for growth? What information do you have to support your decisions about growth?

The growth in this industry lies in how the pandemic takes its course. Due to COVID-19, there have been, “steady declines of industry revenue by 8.9% over the year” (Industry, 2020). This is a given as many are scared to travel with the fear of catching the virus. Looking into its economic impact, in comparison to 2019’s 3.3%, 10.3% of Travel & Tourism total contribution to global GDP in 2020 (Lock, 2020). My plan for growth in this industry is to build a presence on at least 4 different platforms, Instagram, Facebook, Pinterest, and TikTok. By doing this, it helps me to attract many different views at all different age groups. Additionally, I have always overlooked Pinterest, but that is how I was introduced to my blogger inspiration, The Blonde Abroad. Furthermore, Pinterest has been getting popular and it’s fairly easy to post on In fact, Pinterest reaches almost 2X more online travelers than top agency sites (Di Minardi, 2019).

Lastly, my growth plan is to offer consistency and quality both in my social media and blog posts. In more recent years, “personal blogs have become an important source for acquiring travel information” (Chen, Shang, 2014). I may not post all of the time on my blog, but when I
do, I am putting my best work out there. Given that I am still a student, my priorities have to be aligned with my studies. As much as that is true after this semester is over, I will be putting more emphasis on engagement on my socials along with building my travel destinations page to help viewers. I have also found importance in doing my research. I too yearn to travel more and have bought some Lonely Planet Books to keep me hungry for more. These inspirations help me to find my visions and build growth for my blog.

Section 5: Competition

5a) Who are your competitors?
Travel blogging is a very popular industry, but how many commit to it? After reading that over 59% of bloggers say they have started a blog and then abandoned it, it shows that the competition seems as though it is more than it is (How, 2020). Besides other travel bloggers, there are other well-known companies, Culture Trip, Noken, Lonely Planet, and Airbnb, to name a few.

5b) What are their strengths and weaknesses?

Travel Bloggers
Strengths: User Experience, Branding, Accessibility, Activist, Historical Learnings, 
Weaknesses: No Community, No Covid-19 Section, Overwhelming (impressions vs conversions), Expensive excursions

Culture Trip
Strengths: User Experience, Branding, Accessibility, Activist, Historical Learnings, 
Weaknesses: No Community, No Covid-19 Section, Overwhelming (impressions vs conversions), Expensive excursions

Noken
Strengths: User Experience, Branding, Quick Results, Retention, Testimonials, Reviews
Weaknesses: Limited Itineraries, Too many intro questions, No Historical learnings, Won’t let you move past without signing up, Insurance

Lonely Planet
Strengths: Detail, detail, detail, Small-Business Oriented, COVID Information, Personality Type, Travel Booking, Travel Insurance quote
Weaknesses: Overwhelming (impressions vs conversions)

Airbnb
Strengths: User Experience, Local Guides, Online Experiences, Community-Oriented, Affordable Excursions
Weaknesses: Map Functionality, More stay-oriented than a hotel, No insurance

Solo Travelers
Strengths: Willingness to Research for Hours, Personal Connections, Ability to Book Themselves, Prioritizes Saving Money
Weaknesses: Often Lost in Their Research, Overwhelmed with Information
Section 6: Position

6a) What will your market position be?
Instead of producing items, I will be a part of affiliate programs with some of my favorite brands and even discover new brands along the way. Some of the more common affiliate program services available are Shopstyle, ClickBank, ShareASale, CJ Affiliate, Pepperjam, Rakuten, and Amazon (Jillwrren, 2020).

6a) What will your market position be?
The travel industry is a very saturated market. About 1/3rd of all blogs are travel ones (How, 2020). You find yourself overwhelmed with so many unique resources on top destinations and travel tips from all of these bloggers, but not too many ends up working with your travel goals. Now, why is that? It’s because there are so many different types of travelers. We have all been there before. Searching for the best things to do in an area and not having much luck. They either list activities that are too expensive, boring or far away from you. With that being said, it is important to recognize these differences and create websites that are inclusive of all personality types. The missing puzzle lies in those key personality differences.

The Brooklynite Abroad will launch Peri, a user-friendly app that will enhance the travel planning process to a new level. Peri, or peripatetic, is the Greek word for someone who constantly travels from place to place and it perfectly describes my audience, one who yearns to travel and experience more. Firstly, the app will have easy access to activities to do for the “Relaxer”, “Moderate”, and “Adventurer”. You can either download the pre-made itinerary or based upon your interests and location, receive a running list of things to do in your area. Once you decide on a few places that interest you, the app will generate and provide information on transportation to each place, taking into consideration differences in prices, bus schedules, and even closing times for activities. Secondly, my goal is to teach people the difference between a traveler and a tourist; therefore, it is essential to provide history lessons about countries’ monuments, By doing this, people will feel more connected to the place they are visiting and it will become more memorable. Other features include food recommendations from locals and even a list of the top Instagram-able spots catering to the influencers. Additionally, I want my travel blog to build a community of like-minded people that inspire each other to seek new adventures and have fun with it! I plan on building membership packages for different travelers and enhancing each package toward a different travel goal. With these key features, people will be able to not only find the travel planning experience less stressful, but they will be able to enjoy their trip more without having to think about all of the planning that is involved.

Section 7: Image and Packaging

7a) What will the image of your business be?
“Once a small movement, influencer marketing is estimated to become a $101 billion industry in 2020, with 75% of advertisers reporting using influencers and 43% expecting to increase their spending on influencers in the next year” (Association, 2018).

With the rise in power of influencer marketing, I am going to be the face of The Brooklynite Abroad. Essentially, I am going to be an influencer for my brand. My travel blog shares personal stories and I feel that by this, I get to connect with my audience and essentially become more relatable. Additionally, I have created a logo for The Brooklynite Abroad. The color scheme, icons, and typography represent the fun, inspiring attitude that you get from traveling and experiencing more.
7b) What will your packaging look like (attach samples)
Instead of producing items, I will be a part of affiliate programs with some of my favorite brands and even discover new brands along the way. Some of the more common affiliate program services available are Shopstyle, ClickBank, ShareASale, CJ Affiliate, Pepperjam, Rakuten, and Amazon (Jillwrren, 2020).

7c) What do your business cards and promotional material look like (attach samples)
Promotional material will be a combination of brochures and business cards with my logo and matching brand colors and typography.
Welcome To

Explore
Inspire
Travel

The Brooklynite Abroad

the brooklynite abroad

the brooklynite abroad
7d) Where will your business be located, and why did you choose this location? Include a sketch of your floor plan.
My business will operate completely online and I won’t need to find locations.

**Section 8: Pricing**

8a) How did you determine your pricing strategy?
I plan on making everything free to the public. Why should you have to pay for information that you can search for yourself online? Once I gain a presence through more testimonials and reviews, I plan on offering more exclusive services, booking flights hotels, and excursions, and even negotiating better deals. The process will be dependent on the destination, time of stay, length of stay, and of course personality type!

8b) How do your prices compare to the competition?
Competitors charge an arm and a leg for travel books that end up being too heavy to carry around with you. Additionally, the booking fees for Expedia and Travelocity charge extensive service fees and while booking it seems like a scam and isn’t as trustworthy. Lastly, if you would like to change your booking or cancel, they are limited to those options.

**Section 9: Marketing Goals**

9a) What is your dream—where do you see your business in the next 2 to 5 years?
I would like to see my business grow to cover destinations across all 7 continents, hosting webinars with travel experts for tips ranging from those relaxed travelers to the extreme. I want to build a community of avid travel-enthusiasts that help to inspire each other, share tips and tricks, and venture off using my services to help them see more incredible sights.

**Section 10: Marketing Strategy**

10a) What is your promotional plan?
In regards to promotions, I plan on gaining a presence on 4 platforms, Instagram, Facebook, Pinterest, and TikTok. I will also collaborate with local businesses and chambers of commerce to help build awareness and a presence. I will also invest money into getting paid search and social ads out and cater them to those that are in the age category of 15+, 20+, 45+, and that like travel pages on Facebook.
Management Description

1) Who will handle which functions in the business?
I, Veronica O’Brien, as the owner will handle the majority of the business’ functions. I will be in charge of managing social media accounts, website content, and outreach to increase affiliate-relationships. I will have help from Enea Hena, who will be in charge of coding the app, Peri, and improving its user experience. Employees will be hired once our business expands.

2) What will their duties and qualifications be?
As the sole owner of the company, my duties include creating and maintaining a consistent and engaging social media schedule that will increase our metrics. If the social accounts and website are performing well, it would look appealing for future sponsorships and promotions. Additionally, I will update the website and increase the user experience. Lastly, I will optimize social media strategies and website design using metrics extracted from Google Analytics. My qualifications include over 3 years of marketing experience through my previous internships at Hearst Magazines and the New Paltz Regional Chamber of Commerce.
Enea Hena’s role will be to start up the app, Peri, on both IOS and Android services. Both Enea and I will make business decisions together in regards to expansion and new ideas. Enea’s qualifications include over 3 years of computer science studies and experience coding through C++ and JavaScript.

3) If employees, how many will you have and what will their duties be?
To begin, there are not going to be any employees; however, after 2-3 years when I plan on launching itineraries on the blog, I want to hire temporary experts to offer local insight on their experience. Additionally, I would find it useful to hire 2-4 employees after 4-5 years to help manage booking services for flights, hotels, and excursions and another 2 employees to launch our membership packages. While Enea and I will be handling the backbone of the app and website, and fostering the relationships with businesses that we are promoting, I want to hire social media strategists as well to manage the Instagram, TikTok, Pinterest, and a potential Facebook account.

4) Who will hire, train, and supervise them?
As the owner, I will operate the hiring process for new employees. Additionally, I will be in charge of handling concerns and problems that arise with employees. In the circumstance that I will not be able to attend, Enea will act in my place.

The hiring process for an employee is as follows:
For the initial few hires, I will accept candidates based on word of mouth. I also intend on recruiting bloggers that I find interesting. It looks appealing for a candidate if I find their content enjoyable as they will deliver similar results for my company. Lastly, I have thought of hiring travelers who have not thought about making a blog. Their passion for traveling is the most important thing. Training them to become bloggers will come second. Considering this is a new business, I want to make sure that these people are trustworthy and passionate about the travel industry. As the business expands, I will post detailed job descriptions on LinkedIn, Google Jobs, and use my connections at New Paltz to help as many business students get a footing into the marketing world. See page 37 for formal interview questions documents.

The training process for a new hire is as follows:
1. The training process for temporary experts will consist of WordPress workshops for the website, and writing workshops to help organize their thoughts clearly and consistently. Furthermore, once they create their blog posts, they will send information over to Enea
who will upload it to our app.

2. The training process for salesmen who will manage booking services for flights, hotels, and excursions will be trained on the programs that we will use. Additionally, they will go through workshops on consumer relationship management and handling customer service departments.

3. The training process for membership representatives will be to attend a workshop on the different packages that we offer and training on email marketing to send out newsletters to our followers about joining.

4. The training process for social media strategists will be to have a workshop on expectations for this role and how important social media is for this industry. There will be around 3-5 days of studying my previous posts to maintain that same tone and deliver consistent stories to the audience throughout their role. Along with those, I would like to have training sessions for Instagram, TikTok, Pinterest, and Facebook accounts. I feel that it is very important for our social media experts to learn about the different audiences on each platform to better help target them. This training session will also prepare them to measure metrics and optimize future posts to increase engagement.

5) **What will it cost your business for the first two years?**
   As the owner, I will not be paid a salary, but instead will receive and give Enea Hena a yearly stipend of $2,000 to be able to pay rent, food, and other necessities. For both Enea and I, the first two years this adds up to $8,000. I will pay temporary workers a salary per project completed. For every blog post and itinerary uploaded to the website and app, they will get paid around $60 per project. I plan on having two temporary workers offering their local insight on places that I have already visited. With 10 countries and 7 cities in the U.S. It is projected that for two years, I will pay the temporary workers $510 each totaling to $1,020. In regards to managing my website, the domain costs $11.99 per year or $23.98 for two years along with the domain privacy and protection which costs The theme for my website was a one time purchase of $40. The Codeguard Basic Plan, which runs backups of your website just in case the website crashes, costs $71.76 for 2 years. Furthermore, it is essential to protect my website against malware and hackers who work tirelessly to find vulnerabilities in the website, Sitelock Security costs $35.88/year totaling to 71.76 for 2 years. Lastly, for paid search and paid social ads, the budget would be $2,160 for two years to ensure that engagement rates are improving. After totaling the costs for the first two years, The Brooklynite Abroad will spend roughly $11,387.5 to operate. At the end of year two, I would have to obtain costs of $1600, $850, and $600 for a lawyer, an accountant, and an insurance agent. To manage and record my finances, I will also need to spend $150 to use QuickBooks. In regards to a Business License, Employer Identification Number, and a DBA Certificate they cost $25, $0, and $25. The Seller of Travel Laws, cost, $100, $300, $215, $15, and $202 for California, Florida, Hawaii, Iowa, and Washington respectively. Sales tax permits are free, but payroll taxes cost around 3.078% to 3.876% of your income. In regards to insurance, a General Liability Insurance costs $700, and a Professional Insurance for media publishing costs $1200. Lastly, worker’s compensation costs $3.00 - $3.49 per $100 in payroll and the disability rate is $0.14 per $100.

6) **What will your owner draw be for the first two years?**
   As the owner, I will not be paid a salary, but instead will receive a yearly stipend of $2,000 to be able to pay rent, food, and other necessities.

7) **What will your employee salaries be for the first two years?**
   Enea Hena will receive a yearly stipend of $2,000 to be able to pay rent, food, and other
necessities, which totals to $4,000 for 2 years. Additionally, I will pay temporary workers a salary per project completed. For every blog post and itinerary uploaded to the website and app, they will get paid around $60 per project. I plan on having two temporary workers offering their local insight on places that I have already visited, which would add up to $510 per worker and $1,020 in total.

8) Who will your lawyer, accountant, insurance agent, and other advisory team members be?
   1. **Lawyer:** The Law Firm of Adam Kalish will be my attorney. They are located in Brooklyn. It will cost $1,600 to hire a lawyer to create the necessary documents needed to become an LLC (Brooklyn Legal, 2020).
   2. **Accountant:** The Accounting Office of Burton & Co, CPA will be my accountant for the business. The office is located in the town of Brooklyn will cost $850 to form my business and handle its taxation (CPA Accounting, 2020).
   3. **Insurance Agent:** Dan at Ulster Insurance Services Inc. will be my insurance agent and will advise me with a fee of $600. They are located at 226 Main St, New Paltz, NY 12561 (Best Local, 2020), (Kris, 2020).

9) How will you manage your record keeping, finances, and inventory?
   The business owner, Veronica will keep track of the finances. We will use QuickBooks to manage it and it will make these processes more efficient. This will cost $12.50 a month or $150 a year.

10) What licenses, permits, or regulations will affect your business? (Attach copies of licenses, permits, or regulatory forms)
   1. **Business License ($25 fee):** Will authorize us to operate within a particular geographic jurisdiction. Includes filling out a form and paying a fee (Quick Guides, 2020)
   2. **Employer Identification Number (EIN SS-4 Form):** This is an identification number that is used to pay federal taxes, hire employees, and other important steps for starting your business. There is no cost for this (EIN Assistant, 2020).
   3. **DBA Certificate ($25 filing fee):** Stands for Doing Business As. It is a certificate filed at the County Clerk’s Office that states the operating name of the company (Quick Guides, 2020).
   4. **Seller of Travel Laws:** If you’re based out of California, Hawaii, Florida, Washington, and Iowa or plan to sell bookings to residents living in these states, it is the expectation that we have to abide by these laws (Do You, 2020).

11) Will you have to collect and pay sales tax, and if so, how much and for which entity (state or city)?
   1. **Sales Tax Permit:** If you are selling goods or services on your blog, you may need to get a sales tax license or permit. Contact your state’s department of revenue or taxation to find out if you need to apply for a sales tax permit or resale number. You’ll typically need one if you sell, rent, or lease goods or provide a taxable service on your blog (Mark Faggiano, 2020).
   2. **Payroll:** New York City charges 3.078% to 3.876% of your income (New York, 2020).

12) What types of insurance will you need?
   1. **General Liability Insurance:** $700. This would be used to cover my equipment. I own
photography equipment and devices that help me throughout my business (Lynn, 2020).

2. **Professional Insurance/ Media Publishing**: ($1200)(Lynn, 2020). This insurance covers...
   
   a. **Copyright Infringement**: where you are accused of copyright infringement and don’t give credit to the correct sources.
   
   b. **Omissions/Errors**: where it protects you if you make a mistake in the information that you present.
   
   c. **Liable and Slander**: If you are unintentionally discrediting one's business, whether that’s from a review or some other form, this covers you in case someone accuses you of slander.
   
   d. **Legal Defense**: For purposes of defending myself if there is a fight a claim in the court of law, this would cover those legal expenses.

3. **Worker’s Compensation**: Rates range from $3.00 - $3.49 per $100 in payroll (WorkCompOne, 2020).

4. **Disability**: The rate is $0.14 per $100 (DB, 2020).

<table>
<thead>
<tr>
<th>Cost Year 1 &amp; 2</th>
<th>Employee Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Help</td>
<td>Stipend Veronica $2,000.00</td>
</tr>
<tr>
<td>Lawyer</td>
<td>$800 Stipend Enea $2,000.00</td>
</tr>
<tr>
<td>Accountant</td>
<td>$1,000 Itinerary Temp Worker #1 $255.00</td>
</tr>
<tr>
<td>Insurance Agent</td>
<td>Itinerary Temp Worker #2 $255.00</td>
</tr>
<tr>
<td>Professional Insurance</td>
<td>$1,200 Workers Compensation $157.40</td>
</tr>
<tr>
<td>General Liability Insurance</td>
<td>$700 Disability Insurance $6.31</td>
</tr>
<tr>
<td>Limited Liability Company</td>
<td></td>
</tr>
<tr>
<td>Articles of Organization Filing</td>
<td>$200 Website Costs</td>
</tr>
<tr>
<td>Certificate of Publication</td>
<td>$50 Domain $11.99</td>
</tr>
<tr>
<td>Sales Tax Permit</td>
<td>$0 Website Theme $40.00</td>
</tr>
<tr>
<td>Employer Identification Num</td>
<td>$0 CodeGuard Basic Plan $35.88</td>
</tr>
<tr>
<td>DBA Certificate</td>
<td>$25 SiteLock Security Costs $35.88</td>
</tr>
<tr>
<td>DBA County Fee</td>
<td>$100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Seller of Travel Laws</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Florida</td>
<td>$300 Marketing Costs</td>
</tr>
<tr>
<td>- Hawaii</td>
<td>$215 Social Budget ($2/day) $1,080</td>
</tr>
<tr>
<td>- California</td>
<td>$100</td>
</tr>
<tr>
<td>- Iowa</td>
<td>$15 Total Costs Column 1 $3,715</td>
</tr>
<tr>
<td>- Washington</td>
<td>$202 Total Costs Column 2 $9,592.46</td>
</tr>
<tr>
<td></td>
<td>Total Costs $13,307</td>
</tr>
</tbody>
</table>

13) **What types of payments will you accept (cash, check, credit cards, house accounts. etc.)?**

All credit card payments will be accepted. Considering this is an online business where I will be promoting products and services, this is the most feasible option.
### 14) What contingency plans have you made for yourself?

**14a) Contingency Plans** Purpose: To be prepared in case of emergencies such as illness, injury, family emergency, and transportation issues, etc. Business procedures will proceed as follows:

<table>
<thead>
<tr>
<th>Possible Issues</th>
<th>Actions to be Taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illness or sick</td>
<td>I will use up my allotted sick days and seek medical attention. Sick notes would be used to document sick time used.</td>
</tr>
<tr>
<td>Family Emergency</td>
<td>During a family emergency, documentation or a phone call would suffice with detailed information (as much as they feel comfortable expressing) would suffice</td>
</tr>
<tr>
<td>Injury</td>
<td>In the event of an emergency, I will communicate with my team in which Enea has agreed to either reschedule any commitments until I am fully recovered, or act in my place.</td>
</tr>
</tbody>
</table>

### 14b) What contingency plans have you made for the business?

<table>
<thead>
<tr>
<th>Possible Issue</th>
<th>Action to be Taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales are not what you expected</td>
<td>If sales are not going as expected, I would increase the marketing budget and reevaluate the ad sets that we would be targeting. Additionally, I would look more into the website and app to see where we can improve user experience.</td>
</tr>
<tr>
<td>What will you do if costs are higher than you expected?</td>
<td>If costs are higher than expected, I will work with companies to figure out if there are any vacation packages I could create to lower the costs and additional discounts to help increase sales.</td>
</tr>
<tr>
<td>How will you make decisions to continue to stabilize or increase your cash flow and profits?</td>
<td>I would enter contracts with partnering countries and businesses to ensure that regardless of economic changes, there would be some kind of consistency.</td>
</tr>
<tr>
<td>What will you do if a competitor lowers their prices?</td>
<td>If a competitor lowers their prices it is at the cost of something else. Either they were able to cut employee salaries or cut high-quality services, I will not benchmark heavily and straddle because I have created my business plan that will find its success from the quality that I deliver.</td>
</tr>
</tbody>
</table>
COVID-19

1) How does pandemic affect this business?

The pandemic is severely affecting the travel industry. People are more reluctant to travel and therefore we can conclude that it is not the best idea to start this business until travel seems to ease up again. With spikes in Covid-19 cases around the globe, it is best to ensure the safety of others and to only promote socially distant trips. Instead, I am using this period to plan for when travel does open up again. There will be a travel boom and when that time comes, The Brooklynite Abroad is ready! There are so many new factors to consider such as safety regulations, booking policies, and covid testing to make sure that people are traveling safely. The Brooklynite Abroad will be the one to provide useful information for travelers to continue to enjoy their trips while promoting local businesses that have been negatively affected by the coronavirus pandemic.
## Financial Plan

<table>
<thead>
<tr>
<th>Instagram</th>
<th>Facebook</th>
<th>TikTok</th>
<th>Affiliate Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Earnings per Post at 7k followers</strong></td>
<td>$175.00</td>
<td>$175.00</td>
<td>$300.00</td>
</tr>
<tr>
<td><strong>Earnings per Post at 15k followers</strong></td>
<td>$375.00</td>
<td>$375.00</td>
<td>$500.00</td>
</tr>
<tr>
<td><strong>Ads per Month</strong></td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td><strong>Projected Earnings Per Month</strong></td>
<td>$525.00</td>
<td>$525.00</td>
<td>$600.00</td>
</tr>
<tr>
<td><strong>Projected Earnings Per Year</strong></td>
<td>$6,300.00</td>
<td>$6,300.00</td>
<td>$7,200.00</td>
</tr>
</tbody>
</table>

### Instagram
- **Spending**:
- **Earnings Per Post Per 1k views**:
  - $10 per 1,000 views, 8 ads per month
  - $20 for 1/4 ads per month with 1k views
  - $100 for 1/4 ads per month with 5k views
  - $200 for 1/4 ads per month with 10k views
  - $400 for 1/4 ads per month with 20k views
- **Projected Earnings Per Month**:
  - $720.00
- **Projected Earnings Per Year**:
  - $8,640.00

### Facebook
- **Spending**:
- **Earnings Per Post Per 1k views**:
  - $10 per 1,000 views, 3 ads per month
  - $25 for 1/4 ads per month with 10k views
- **Projected Earnings Per Month**:
  - $1,125.00
- **Projected Earnings Per Year**:
  - $13,500.00

### TikTok
- **Spending**:
- **Earnings Per Post Per 1k views**:
  - $10 per 1,000 views, 8 ads per month
  - $20 for 1/4 ads per month with 1k views
  - $100 for 1/4 ads per month with 5k views
  - $200 for 1/4 ads per month with 10k views
  - $400 for 1/4 ads per month with 20k views
- **Projected Earnings Per Month**:
  - $2,000.00
- **Projected Earnings Per Year**:
  - $24,000.00

### Affiliate Marketing
- **Earning Rate per day**:
  - $300 per day
- **Days of Affiliate Marketing per Month**:
  - 2 days
- **Projected Earnings Per Month**:
  - $600
- **Projected Earnings Per Year**:
  - $7,200

### Total Earnings
- **Total Projected Earnings Year 1**:
  - $22,140.00
- **Total Projected Earnings Year 2**:
  - $49,500.00
- **Total Earnings Year 1 & 2**:
  - $71,640.00

With extensive engagement on Instagram, I intend to have 7,000 followers within the first year. My platform as a travel blogger would allow me to publicize products and services that would be beneficial to the travel community. When the time comes to select brands and companies that I would like to advertise, I want to make sure that they are aligned with my goals and values to ensure that I am marketing to the right audience. Some of my current blog posts include reviews of products that I would recommend to my audience and it is something that I would be interested in monetizing. This would allow me to earn money through paid ads on Instagram, Facebook, and TikTok, along with affiliate marketing opportunities. Instagram and Facebook pay around $25 per 1,000 followers (Johnson, 2020). If I plan on having 3 ads per month, that would amount to $175 per ad totaling to $525 for the month and $6,300 for the year. TikTok requires a minimum spend of 500 on a campaign (How Much, 2020). Additionally, they pay around $10 for every 1,000 views (How Much, 2020). I intend on having around 8 ads per month that would allow me to project earnings of 1k, 5k, 10k, and 20k starting at $50, $250, $500, and $1k respectively. This would amount to $720 for the month and $8,640 for the year. Lastly, I wanted to delve into affiliate marketing. Affiliate marketing pays around $300 a day (Finch,
If I plan on spending 2 days on affiliate marketing, I will be able to earn around $300 per day with totals of $7,200 in a month. Overall, the projected earnings for year one would be $22,140. Going into year two, I have projected earnings for having followers at 15k and having more views on my TikTok account. This would allow me to earn $13,500 on Instagram and Facebook, and $24,000 on TikTok as well. In regards to affiliate marketing, I would earn around $500 per day and if I spend 2 days on affiliate marketing, it would total to $12,000 in a year. Lastly, the projected earnings for Year 1 and 2 total to $71,640 and would allow me to pay off the costs in a little over a year.
## Attachments

<table>
<thead>
<tr>
<th>Document</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York LLC Articles of Organization</td>
<td>31-32</td>
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<tr>
<td>A Certification of Status</td>
<td>33</td>
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<tr>
<td>Business License Form</td>
<td>34-35</td>
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<tr>
<td>Sellers of Travel Addendum: State of Washington</td>
<td>36-37</td>
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<td>Application for Registration: Travel Agency: State of Hawaii</td>
<td>38-39</td>
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<td>Travel Agency Bond Form: State of Iowa</td>
<td>40-41</td>
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<td>Travel Agency Consent to Service of Process</td>
<td>42</td>
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<tr>
<td>Seller of Travel Registration Application: State of California</td>
<td>43-48</td>
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<tr>
<td>Sellers of Travel Surety Bond: State of Florida</td>
<td>49-50</td>
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<td>Workers Compensation Documents</td>
<td>51-52</td>
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<td>Veronica O’Brien’s Resume</td>
<td>54</td>
</tr>
<tr>
<td>Enea Hena’s Resume</td>
<td>55</td>
</tr>
</tbody>
</table>
ARTICLES OF ORGANIZATION
OF

(Incorporate name of Limited Liability Company)

Under Section 203 of the Limited Liability Company Law

FIRST: The name of the limited liability company is:

SECOND: The county within this state in which the office of the limited liability company is to be located is:

THIRD: The Secretary of State is designated as agent of the limited liability company upon whom process against it may be served. The address within or without this state to which the Secretary of State shall mail a copy of any process against the limited liability company served upon him or her is:

__________________________
(Designation of Organizers)

__________________________
(Print or Type Name of Organizers)
ARTICLES OF ORGANIZATION
OF

(Inert name of Limited Liability Company)

Under Section 203 of the Limited Liability Company Law

Filer’s Name and Mailing Address:

Name:

Company, if Applicable:

Mailing Address:

City, State and Zip Code:

NOTES:
1. This form was prepared by the New York State Department of State for filing articles of organization for a domestic limited liability company. It does not contain all optional provisions under the law. You are not required to use this form. You may draft your own form or use forms available at legal stationery stores.
2. The Department of State recommends that legal documents be prepared under the guidance of an attorney.
3. The Limited Liability Company Law requires that the name end with “Limited Liability Company,” “LLC” or “L.L.C.” The name of the limited liability company must be uniformly stated throughout this certificate.
4. The filer may not be the limited liability company being formed.
5. The certificate must be submitted with a $100 filing fee made payable to the Department of State.

(For Office Use Only)
Credit Card/Debit Card Authorization

Attach this form to your document, certificate or other written request.

The Name of the Corporation or Business Entity to Which This Request Applies is:

<table>
<thead>
<tr>
<th>Check Box for Requested Service</th>
<th>Fill in Fee or Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>FILING OF DOCUMENT OR CERTIFICATE (Consult appropriate fee schedule for fee)</td>
<td>$</td>
</tr>
<tr>
<td>CERTIFIED COPY (The fee for each certified copy is $10)</td>
<td>$</td>
</tr>
<tr>
<td>PLAIN COPY (The fee for each plain copy is $5)</td>
<td>$</td>
</tr>
<tr>
<td>CERTIFICATE OF STATUS (Certifications of Good Standing, etc. The fee for each certificate is $25.)</td>
<td>$</td>
</tr>
<tr>
<td>SERVICE OF PROCESS (Must be served in person at the above address)</td>
<td>$</td>
</tr>
<tr>
<td>BIENNIAL / FIVE YEAR STATEMENT</td>
<td>$</td>
</tr>
<tr>
<td>OTHER</td>
<td>$</td>
</tr>
<tr>
<td>DEPOSIT TO DRAWDOWN:</td>
<td>$</td>
</tr>
</tbody>
</table>

Account Name: ___________________________ Account Number: ___________________________

TOTAL (Total Amount Due) $ ___________________________

Same Day expedited service requests must be received by 12 noon on regular business days.
2-hour expedited service requests must be received by 2:30 p.m. on regular business days.

Expedited processing fees are charged even if a document, certificate or other request is rejected as deficient.

Credit/Debit Card Information: □ MasterCard □ Visa □ American Express

TYPE OR PRINT CLEARLY

Card Number: ___________________________ Expiration Date (Month/Year): ___________________________

Name as it Appears on Card: ___________________________

Cardholder’s Billing Address: ___________________________

City: ___________________ State: ___________________ Zip Code: ___________________

Fax Number: ___________________________

Cardholder’s Signature: ___________________________ Date: ___________________________

If the name on the card is in the name of a corporation or other business entity, please print the signer’s name: ___________________________

DOS-1515-f (Rev. 04/16)
Certificate of Assumed Name
Pursuant to General Business Law §130

1. REAL NAME OF ENTITY:
   1a. FICTITIOUS NAME, IF ANY, OF FOREIGN ENTITY (Not Assumed Name):

2. FORMED OR AUTHORIZED UNDER THE FOLLOWING NEW YORK LAW (Check one):
   □ Business Corporation Law
   □ Limited Liability Company Law
   □ Religious Corporations Law
   □ Education Law
   □ Not-for-Profit Corporation Law
   □ Revised Limited Partnership Act
   □ Other (specify law):

3. ASSUMED NAME:

4. PRINCIPAL PLACE OF BUSINESS IN NEW YORK STATE (MUST INCLUDE NUMBER AND STREET). IF NONE, CHECK THIS BOX □ AND PROVIDE OUT-OF-STATE ADDRESS:

5. COUNTIES IN WHICH ENTITY DOES OR INTENDS TO DO BUSINESS: □ ALL COUNTIES (or check applicable counties below)
   □ Albany
   □ Allegany
   □ Cayuga
   □ Chenango
   □ Cortland
   □ Delaware
   □ Dutchess
   □ Erie
   □ Essex
   □ Franklin
   □ Fulton
   □ Genesee
   □ Hamilton
   □ Herkimer
   □ Jefferson
   □ Kenosha
   □ Lewis
   □ Livingston
   □ Madison
   □ Monroe
   □ Niagara
   □ New York
   □ Oneida
   □ Onondaga
   □ Oswego
   □ Otsego
   □ Orleans
   □ Orange
   □ Oswego
   □ Rensselaer
   □ Saratoga
   □ Schenectady
   □ Schoharie
   □ Seneca
   □ St. Lawrence
   □ Steuben
   □ Suffolk
   □ Sullivan
   □ Tioga
   □ Ulster
   □ Warren
   □ Washington
   □ Wayne
   □ Westchester
   □ Wyoming

5. ADDRESS OF EACH LOCATION, INCLUDING NUMBER AND STREET. IF ANY, OF EACH PLACE WHERE THE ENTITY CARRIES ON, CONDUCTS OR TRANSACTS BUSINESS IN NEW YORK STATE. Use page 2 if needed. The address(es) must be within the county(ies) indicated in paragraph 5. If none, check the box: □ No New York State Business Location

Name of Signer: ____________________________
Signature: ____________________________

Capacity of Signer (Check one): □ Officer of the Corporation
□ General Partner of the Limited Partnership
□ Member of the Limited Liability Company
□ Manager of the Limited Liability Company
□ Authorized Person

File Name: ____________________________
Mailing Address: ____________________________
City, State and Zip Code: ____________________________

NOTE: This form was prepared by the New York State Department of State. You are not required to use this form. All documents should be prepared under the guidance of an attorney. The certificate must be submitted with a $25 fee. For corporations, the Department of State also collects the following, additional, county cark fees for each county in which a corporation does or intends to do business as indicated in paragraph 6: $100 for each county within New York City (Bronx, Kings, New York, Queens and Richmond); $25 for each county outside New York City. All certificates over $500 must be certified.
6. ADDRESS OF EACH LOCATION, INCLUDING NUMBER AND STREET, IF ANY, OF EACH PLACE WHERE THE ENTITY CARRIES ON OR CONDUCTS OR TRANSACTS BUSINESS IN NEW YORK STATE. (Continued)

(For office use only)
**State of Washington**
**Business Licensing Service**
PO Box 9034
Olympia, WA 98507-9034
360-709-6741

---

**Sellers of Travel Addendum**

This form must be submitted with a Business License Application form.

Please type or print in dark ink.

Registration fee: $202

---

### A Proof of business registration  
Applicants from outside Washington only

If your business is located outside of Washington State, you must provide proof of a valid registration to conduct business in your home state. Attach a copy of your current business registration document, or other official registration certification provided by the registration office in your home state.

### B Criminal history  
All applicants

Answer the questions below. If you answer “Yes,” attach a detailed explanation.

1. Within the last 5 years, in this state or any other jurisdiction, has the business entity, any business owners, or any persons with controlling interest in this business had any action (fine, suspension, revocation, censure, surrender, etc.) taken against any professional or occupational license, certification, or permit? .................................................................  
   □ Yes □ No

2. Within the last 5 years, in this state or any other jurisdiction, has the business entity, any business owners, or any persons with controlling interest in this business defaulted or been convicted of or entered a plea of no contest to a gross misdemeanor or felony crime? (Don’t include traffic offenses.) .................................................................  
   □ Yes □ No

3. Within the last 5 years, in this state or any other jurisdiction, have you had any civil court order, verdict, or judgment entered against you? (Don’t include small claims decisions under $5,000.)  
   □ Yes □ No

### C Identification of authorized agents  
All applicants

Do you have employees, independent contractors or other outside agents who will sell travel under the authority of this business location’s registration?  
□ Yes □ No

If yes, list them below. Attach additional sheets in the same format if necessary.

<table>
<thead>
<tr>
<th>Name</th>
<th>Business address</th>
<th>Business telephone number</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Street or route, city, state, zip code</td>
<td></td>
</tr>
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<td>( )</td>
<td>( )</td>
</tr>
</tbody>
</table>

Continued on next page
Financial responsibility options: Applicants who hold any payments received for retail travel services for more than 5 business days must report and maintain a trust account or other approved account.

Do you hold any payments received for retail travel services for more than 5 business days?
☐ No - Stop here. ☐ Yes*

*If you selected yes to this question, you must select one of the following options and provide the appropriate documentation:

☐ OPTION ONE
I will maintain a Seller of Travel trust account for deposit of customer’s payments (complete the following):

Bank name

Bank address

Trust account number

Bank phone number

I declare under penalty of perjury the above Seller of Travel trust account is being maintained at a federally insured financial institution in Washington State in compliance with all requirements of RCW 19.138.140:

(Signature of Governing Person)  (Print Name)  (Date Signed)

☐ OPTION TWO
I will maintain a continuous private surety bond as described in RCW 19.138.140. Complete the information below and attach a surety bond, written on the blank form provided by Department of Licensing. The amount of the surety bond is based upon the prior year’s annual gross income of business conducted with Washington State residents as outlined below.

This is to certify that during the past calendar year (January 1 through December 31), the total gross annual income of the business conducted was $

<table>
<thead>
<tr>
<th>Annual gross income of business conducted with Washington residents</th>
<th>Amount of surety bond or other instrument approved by the Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 199,999 and under</td>
<td>$10,000</td>
</tr>
<tr>
<td>$ 200,000 through $499,999</td>
<td>$20,000</td>
</tr>
<tr>
<td>$ 500,000 through $749,999</td>
<td>$30,000</td>
</tr>
<tr>
<td>$ 750,000 through $999,999</td>
<td>$40,000</td>
</tr>
<tr>
<td>$1,000,000 and above</td>
<td>$50,000</td>
</tr>
</tbody>
</table>

☐ OPTION THREE
I am a member in good standing of a Seller of Travel professional association approved by the Department of Licensing and through which I have both $1,000,000 minimum in errors and professional liability insurance and a bond with a surety of at least $250,000. You must attach an official certification from the professional association identifying itself, affirming your membership-in-good-standing, confirming both the liability insurance and surety bond are in effect during your membership, and the current expiration date of your membership.
APPLICATION FOR REGISTRATION - TRAVEL AGENCY

Access this form via website at: see.hawaii.gov/travel

Read the "Information & Instructions" before completing this form.

Name of Applicant (Last name): First-Middle-Last or give name of corporation/partnership; LLC or LLP:

Trade Name, if any: (Attach trade name registration)

Business Location (Include suite no., city, state & zip code):

Mailing Address, ONLY if different from business location:

Client Trust Account established at:

Financial Institution:

Account No.:

Check evidence of Client Trust Account you are submitting:

☐ Original bank letter ☐ Copy of check

Check one box only:

☐ Main Office ☐ Branch Office

Check Type of business entity:

☐ SOLE OWNER ☐ LLC

☐ CORPORATION ☐ LLP

☐ PARTNERSHIP

Social Security No. (Solo Owner)

Business Phone No. (Days):

The following questions pertain to the applicant and any persons, officers, directors, managers, partners, etc., responsible for the travel agency. Check answers. Give details when required and attach documentation.

1) Are you at least 18 years of age? ☐ Yes ☐ No

2) Are you a U.S. citizen, a U.S. national, or an alien authorized to work in the United States? ☐ Yes ☐ No

3) Have you ever used any other name(s)? ☐ Yes ☐ No

If yes, what name(s)?

4) Have you ever held Travel Agency registration? ☐ Yes ☐ No

( Type/Lic. No.: _______ Status: _______ State: _______ )

5) Have you ever held any other license/registration? ☐ Yes ☐ No

( Type/Lic. No.: _______ Status: _______ State: _______ )

6) Have you ever had any license/registration suspended, revoked, or otherwise subject to disciplinary action? ☐ Yes ☐ No

7) Have you ever been employed by any business whose license/registration was suspended, revoked or otherwise subject to investigation? ☐ Yes ☐ No

8) Have you ever had or are there any pending lawsuits, judgments, tax liens, or any other lien against you? ☐ Yes ☐ No

9) Have you ever been convicted of a crime in any jurisdiction that has not been annulled or expunged? ☐ Yes ☐ No

If yes, attach court documentation on the date, place, violation of each conviction and fulfillment of conditions.

(If response is "yes" to questions 6, 7, 8, or 9, provide details on separate sheet and submit pertinent documents.)

(Continued on page 2)

Appl. ............................. 640. ............... $20
Reg. ................................ 640. ............... $76
CFS ................................ 647. ............... $50/$100
1/2 Renewal .......................... 645. ............... $19
Service Charge ........................ BG .. ............... $25

TA-01 1016R
Print Name of Applicant: ___________________________ Date: ________________

Affidavit of Applicant:

I hereby certify that the statements, answers and representations made in this application and in the documents submitted are true and correct. I understand that any misrepresentation is grounds for refusal or subsequent revocation of my registration and is a misdemeanor (Section 710-107, Sections 458B-19 and 468-26, Hawaii Revised Statutes). I further certify that I have read, understand, and shall obey all laws pertaining to the Travel Agency program.

Signature of Applicant ___________________________ Date ________________

Title ___________________________

IF APPLICATION IS FOR A CORPORATION, PARTNERSHIP, LLC OR LLP, THIS SECTION MUST BE COMPLETED

<table>
<thead>
<tr>
<th>OFFICERS OF CORPORATION, PARTNERS, MANAGERS OR MEMBERS</th>
<th>NAME (First-Middle-Last)</th>
<th>ADDRESS (Include zip code)</th>
</tr>
</thead>
<tbody>
<tr>
<td>President, Partner, Manager or Member</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Security No.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vice-President, Partner, Manager or Member</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Security No.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secretary, Partner, Manager or Member</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Security No.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Treasurer, Partner, Manager or Member</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Security No.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Release of Information to Third Party:

To assist me in the licensing process, I authorize DOCA’s staff to release any and all information regarding my application (including, but not limited to application status) to the following third party:

Print Name of Individual who is assisting you: ___________________________

Name of Organization: ___________________________ Date ________________

Signature of Applicant ___________________________ Date ________________

This material can be made available for individuals with special needs. Please call the Licensing Branch Manager at (808) 586-3000 to submit your request.
TRAVEL AGENCY BOND FORM

This is the bond form prescribed by the Secretary of State under Iowa Code chapter 9D. An applicant who chooses to comply with Iowa Code chapter 9D, section 3 by executing a surety bond, must use this form.

A surety bond is continuous in nature, therefore an applicant does not need to complete this form if the application represents a renewal and a bond is already on file with the Secretary of State. Do not return the bond form separate from the application or it will be returned and result in a delay in filing.

PRINCIPAL: ____________________________________________

SURETY: ______________________________________________

ADMINISTRATOR: Secretary of State

BOND NO: ____________________________________________

TERM: This bond shall become effective on _________________, 20__ and remain in force until terminated in accordance with the provisions of paragraph 4 below.

____________________________________________________, as principal, and

____________________________________________________, as surety qualified to do business in Iowa, are bound in penal sum of $10,000 for payment under the following terms and conditions.

TERMS AND CONDITIONS:
1. The above-named principal has applied to the Secretary of State for registration as a travel agency under Iowa Code chapter 9D.

2. If the principal complies with the provisions of Iowa Code chapter 9D and all rules and regulations promulgated thereunder, and satisfies any loss or damages suffered by the State of Iowa or any person(s) dealing with the principal resulting from the principal’s violation of any provision of Iowa Code chapter 9D, or rules and regulations promulgated thereunder, then this obligation shall be void. Otherwise this bond shall remain in full force and effect. This bond is payable to the State of Iowa for use and benefit of either: (a) [any] person(s) who is/are injured by the fraud, misrepresentation, or financial failure of the principal or a travel agent employed by the principal; or (b) the State on behalf of any person(s) so injured.

3. This bond shall be a continuing obligation and in no event shall the liability exceed the penal sum of $10,000 for the aggregate of any claims occurring during the term of this bond.

4. The surety shall have the right to terminate its obligation under this bond by giving written notice of its intent to cancel the bond with the Secretary of State and the principal at least 60 days prior to the effective date of such termination. Obligations of the surety arising prior to the effective date shall not be affected by the termination.

EXECUTED on this _______ day of ________________________, 20__

____________________________________________________, Principal

by ________________________________________________

NOTE: Persons executing for surety other than corporate officers must attach Power of Attorney.

____________________________________________________, Surety

by ________________________________________________
5. Evidence of type of financial security submitted as required by chapter 90.3. Check **only one box on the left**:

<table>
<thead>
<tr>
<th>Type of Financial Security</th>
<th>Provide the Following</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Letter of credit - $10,000</td>
<td>For a new registration, attach letter of credit to application. For a renewal, submit evidence that letter of credit still in effect.</td>
</tr>
<tr>
<td>□ Bond - $10,000</td>
<td>For a new registration, complete bond form &amp; attach to application. For a renewal, bond is continuous in nature, no evidence required.</td>
</tr>
<tr>
<td>□ Cash or Securities deposited with Secretary of State</td>
<td>For a new registration, attach cash or securities to application. For a renewal, no evidence is required.</td>
</tr>
<tr>
<td>□ Professional Liability and Errors &amp; Omissions Ins. - $1,000,000</td>
<td>For a new registration, attach policy to application. For a renewal, submit evidence that policy remains in effect.</td>
</tr>
<tr>
<td>□ Airlines Reporting Corporation membership #: __________________________</td>
<td>For a new registration, attach copy of official approval and appointment to application. For a renewal, provide your membership #</td>
</tr>
<tr>
<td>□ Passenger Services Network Corporation membership #: ________________________</td>
<td>For a new registration, attach copy of official approval and appointment to application. For a renewal, provide your membership #</td>
</tr>
<tr>
<td>□ Similar organization approved by secretary name __________________________ membership #: ________________________</td>
<td>For a new registration, attach copy of official approval and appointment to application. For a renewal, provide your membership #</td>
</tr>
</tbody>
</table>

Under penalty of perjury and pursuant to the laws of the State of Iowa, I, the authorized representative of the travel agency, hereby certify the preceding is true and correct.

Signature __________________________________ Title ______________________
Print name __________________________________ Date ______________________

NOTES:
1. The fee for registration and renewal is $15.00. Make checks payable to SECRETARY OF STATE.
2. The information you provide will be open to public inspection under Iowa Code chapter 22.11

If a registrant fails to pay the annual registration fee, the registration lapses and becomes ineffective. See instructions for more information on the penalties for failure to register, failure to make corrections to a registration statement and failure to pay the annual registration fee. Registration must include a completed consent to service of process.

80_801
Iowa Code chapter 9C requires a travel agency application to be accompanied by a written irrevocable consent to service of process. All travel agencies, domestic or foreign, must complete this Consent to Service of Process and return it with the application, whether a new registration or a renewal/registration.

Through the Consent to Service of Process the travel agency, in return for being granted the right to conduct business as a travel agency in the state of Iowa, agrees to:

(a) designate the Secretary of State, as agent for the travel agency, for the purpose of accepting service of any legal documents, and

(b) submit to the jurisdiction of the courts of Iowa for resolution of any legal proceedings arising from operation of the travel agency.

The Travel Agency, __________________________________________, hereby grants irrevocable consent to the Secretary of State pursuant to Iowa Code chapter 9D to act as an agent upon whom any process, notice or demand in connection with any business this travel agency may conduct in or from the state of Iowa may be served. I further acknowledge that actions in connection with doing business in the state of Iowa may be commenced against the travel agency in the proper jurisdiction in Iowa in which the cause of action may arise, or in which the plaintiff may reside, by service of process on the secretary as the travel agency’s agent and stipulate and agree that such service of process shall be taken and held by all courts to be as valid and binding as if service of process had been made upon the travel agency according to the laws of Iowa or any other state.

Name of authorized representative of travel agency (print)

Title

Street address of travel agency

City State Zip

Email address

Signature of authorized representative Date

SECRETARY OF STATE
Travel Agency Registration
Lucas Building, 1st Floor
Des Moines, IA 50319
Phone: (515) 281-5204
FAX: (515) 242-5953
Website: sos.iowa.gov
**New Applicants Only**

**MAIL COMPLETED ORIGINAL APPLICATION TO:**
Seller of Travel Program  
Office of the Attorney General  
Department of Justice  
300 South Spring Street, Suite 1702  
Los Angeles, CA 90013-1230  
website: [https://oag.ca.gov/travel](https://oag.ca.gov/travel)  
email: sellers.travel@doj.ca.gov

**PRINT OR TYPE**

1. Business Name:  
   Business Name as it will appear on the registration certificate

2. Date that the applicant will first advertise, offer, arrange, contract for or sell travel services to persons in California [See section 17550.1(a)] or date of first activity if applicant has already engaged in any of these activities:  
   Business Start Date

3.a. Applicant’s principal place of business (must be a physical location, not a P.O.Box or postal mail center):  
<table>
<thead>
<tr>
<th>Address (Street)</th>
<th>Email Address(es)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City, State, and Zip Code</td>
<td>Business Telephone</td>
</tr>
<tr>
<td>Country</td>
<td>Business Fax</td>
</tr>
</tbody>
</table>

   List all Business URLs [Website Address(es)]

   ARC Number IATAN Number CLIA Number

3.b. Complete information for all other business locations not already listed in 3.a.

   (1)  
   Address (Street) ARC Number IATAN Number CLIA Number  
   City, State, and Zip Code Telephone  
   Business Name(s)/DBA(s)

   (2)  
   Address (Street) ARC Number IATAN Number CLIA Number  
   City, State, and Zip Code Telephone  
   Business Name(s)/DBA(s)

Attach additional pages as needed.  
All statutory references are to the California Business and Professions Code.
3.c. Applicant's mailing address or postal mail center (if different from 3.a.):

Address (Street) OR P.O. Box/Postal Mail Center
City, State, and Zip Code OR City, State, and Zip Code

4. Fictitious Business Name (if any):

(1) Fictitious Business Name (DBA)
(2) Fictitious Business Name (DBA)
(3) Fictitious Business Name (DBA)
(4) Fictitious Business Name (DBA)

5. Provide complete information for the primary contact person:

Primary Contact Person Name Position/Title
Email Address Telephone

6. Names of all managers associated with the business or entity (if any):

(1) Manager's Full Name (2) Manager's Full Name

7.a. Type of entity (check one):

☐ Corporation
California Secretary of State No.: OR California Franchise Tax Board No.: 
Is the corporation an issuer or subsidiary of an issuer of securities that are listed on a national securities exchange or designated as a national market system security?
☐ YES If YES, identify the exchange
☐ NO

☐ Limited Liability Entity
California Secretary of State No.: OR California Franchise Tax Board No.: 
☐ Limited Liability Company (LLC)
☐ Limited Liability Partnership (LLP)
☐ Limited Partnership (LP)

☐ Sole Proprietorship
☐ General Partnership

Attach additional pages as needed.
All statutory references are to the California Business and Professions Code.
7.b. Ownership (check ONLY one):
- Owner is a Sole Proprietor, Corporation, Limited Liability Company, Partnership
- Trustee - (List all Trustees if Owner is a Trust.)
- Parent Entity Ownership - Owning 10% or more of business. (List name of parent entity.)
- Power of Attorney - (Attach Power of Attorney document.)

7.c. A natural person's information, not a business entity, must be listed below.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full Name</td>
</tr>
<tr>
<td>1</td>
<td>Residence Address (Street)</td>
</tr>
<tr>
<td></td>
<td>City, State, and Zip Code</td>
</tr>
<tr>
<td></td>
<td>Driver's License Number</td>
</tr>
<tr>
<td></td>
<td>Date of Birth</td>
</tr>
<tr>
<td></td>
<td>Social Security Number/Other National ID Number</td>
</tr>
</tbody>
</table>

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full Name</td>
</tr>
<tr>
<td>2</td>
<td>Residence Address (Street)</td>
</tr>
<tr>
<td></td>
<td>City, State, and Zip Code</td>
</tr>
<tr>
<td></td>
<td>Driver's License Number</td>
</tr>
<tr>
<td></td>
<td>Date of Birth</td>
</tr>
<tr>
<td></td>
<td>Social Security Number/Other National ID Number</td>
</tr>
</tbody>
</table>

7.d. Is the Owner a Business Legal Entity (Parent Company)?
- YES IF YES, list name of parent company and submit one officer's information below.
- NO

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Name of Parent Company</td>
</tr>
<tr>
<td>1</td>
<td>Full Name</td>
</tr>
<tr>
<td></td>
<td>Residence Address (Street)</td>
</tr>
<tr>
<td></td>
<td>City, State, and Zip Code</td>
</tr>
<tr>
<td></td>
<td>Driver's License Number</td>
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<tr>
<td></td>
<td>Date of Birth</td>
</tr>
<tr>
<td></td>
<td>Social Security Number/Other National ID Number</td>
</tr>
</tbody>
</table>

Attach additional pages as needed.
All statutory references are to the California Business and Professions Code.
8.a. Has any judgment, order, plea of no contest, or any criminal conviction ever been entered against the applicant, any owner or principal, or any other seller of travel owned or managed by any owner or principal of the applicant, or the applicant itself? Include anyone listed in Questions 7.c. and 7.d.

☐ YES If yes, complete question 8.b.
☐ NO

Attach additional pages as needed.

8.b. If the answer to Question 8.a. is YES, then provide the following information for each such person or entity:

Name of Seller of Travel, Owner, or Principal

Name of the Court or Admin. Agency rendering the Judgment, Order or Conviction

Docket Number Date of Judgment or Order

Describe the nature of the case/judgment:

9. Financial requirement pursuant to sections 17550.15 and 17550.16:
Choose ONE option by checking the corresponding box:

☐ OPTION 1: Trust Account. Include all trust accounts, including accounts held by additional business locations and/or DBA locations.

Attach Form 300 if an officer or employee is designated to manage the trust account.

Trust Account Number Bank Name

Trust Account Name (As shown on bank records) Address (Street)

City, State, and Zip Code

☐ OPTION 2: Surety Bond. Provide the following information for your qualifying Surety Bond.

Surety Bond Issuer Amount of Bond

Surety Bond Number (Policy Number) Expiration Date

☐ OPTION 3: Consumer Protection Deposit Plan.
Attach the original letter from the Plan Administrator showing your participation in this plan

☐ OPTION 4: Credit Card Transactions.
Attach the Seller of Travel Affidavit, Form 750

10. Does or will the applicant sell, market, or distribute "travel certificates?”

☐ YES If "YES," attach a copy of the travel certificate.
☐ NO

Attach additional pages as needed.
All statutory references are to the California Business and Professions Code.
11. Does or will the applicant sell membership discount travel to the general public, as defined in 17550.27?
   - YES
   - NO
   If YES, please note that a $100,000 bond is required.

12. Does or will the applicant have independent agents as defined in section 17550.20(g)? Applicant must
    submit a list of independent agents by email at sellers.travel@do.ca.gov in an Excel format as described in
    instructions.
   - YES
   - NO

13. Has the applicant, any owner, or manager of the applicant been previously registered as a
    seller of travel?
   - YES, If YES, ________________
   - NO
   Previous Business Name and Registration Number

14. Is the registering business a participant in the Travel Consumer Restitution Corporation (TCRC) Fund?
   - YES
   - NO
   If YES, provide **TCRC Control Number**: ________________
   Note: Your TCRC control number must be provided here in order to complete the registration process.
   If NO, check all that apply:
   a. Applicant does not do business or advertise to persons located in California, including by
      internet advertisement, but has a location in California.
   b. Applicant’s principal place of business is outside California.
   c. Applicant has no location or agent in California.
   d. Applicant is neither an issuer nor a subsidiary of an issuer of securities that are listed on a
      national securities exchange or designated as a national market system security.

The TCRC and the Attorney General’s Seller of Travel Program are separate entities and require separate
applications and payments. You may visit TCRC’s website at [www.tcrcinfo.org](http://www.tcrcinfo.org) or call (866) 301-3004 to learn
more about how to apply.

**IMPORTANT INFORMATION**

**Fees:** Include your registration fee of $100 per location. If applicable, submit a late fee payment with the
application. Fees are payable to the Department of Justice. See instructions for more information
regarding fees. **Do not pay** your seller of travel registration fees from any trust account. A check issued
upon the trust account will be rejected.

All fees are non-refundable even if a seller of travel registration is not issued.

Your registration will not be complete until the Seller of Travel Program has issued a valid Seller of Travel
Acknowledgment of Registration letter which includes a Seller of Travel Certificate. Registrants are
required to provide written notice within ten (10) days prior to any material change.

Make a copy of this completed application packet for your records.

Attach additional pages as needed.
All statutory references are to the California Business and Professions Code.
APPLICATION DECLARATION

and

AUTHORIZATION FOR EXAMINATION OF BUSINESS RECORDS

Authorization for Examination of Business Records:

1. I hereby irrevocably agree the Attorney General, district attorneys, and their representatives, upon written request, have the right to examine and copy any and all business records pertaining to the above-mentioned travel business, wherever those records may be held, including financial institutions, credit unions, service providers, carriers, other sellers of travel, the Airlines Reporting Corporation (ARC) and International Association of Travel Agents Network (IATAN). Business records pertaining to the above-referenced travel business include, but are not limited to: trust accounts, escrow accounts or bonds; claimed exemption(s) from the trust accounts, escrow accounts or bond requirements; travel business accounts; accounts used for travel business transactions; accounts to which trust funds or consumers' funds have been deposited; ledgers and canceled checks.

2. This irrevocable authorization is made as required by sections 17550.15(f)(2), 17550.21(g)(4) and 17550.21(h), for the purposes of the Seller of Travel Law (Sections 17550 et seq.) and remains in effect as long as the seller of travel, financial institution, or other custodian of records retains records.

Each owner, officer, member or principal listed in questions 7.c. and 7.d. with 10% or more ownership interest is required to sign below. A manager is not permitted to sign.

I declare under penalty of perjury under the laws of the State of California that all of the information provided in answer to questions 1 - 14 of the application is true and correct.

(1)

Print Name

Signature

Position/Title

City, State

Date

(2)

Print Name

Signature

Position/Title

City, State

Date

(3)

Print Name

Signature

Position/Title

City, State

Date

(4)

Print Name

Signature

Position/Title

City, State

Date

Attach additional pages as needed.

All statutory references are to the California Business and Professions Code.
SELLERS OF TRAVEL
SURETY BOND

1-800-HELP-FLA (435-7352) • (850) 410-3800
www.FDACSp.gov • (850) 410-3804 Fax

Section 559.929, Florida Statutes
Rule 5J-9.006, Florida Administrative Code

Return completed form to:
FDACS
Sellers of Travel Program
2095 Apalachee Parkway
Tallahassee, FL 32319-6500

Surety Bond Number: ____________________ Date of Surety Bond: __________/________/________

KNOWNS ALL BY THIS PRESENT INSTRUMENT that we,

Principal (Applicant/Registrant)

Legal Name of Applicant:

Physical Street Address of Seller of Travel:

City: ____________________ State: __________ Zip Code: __________

Mailing Address (if different from above):

City: ____________________ State: __________ Zip Code: __________

Telephone Number: (_______) ________ - ________
Fax Number: (_______) ________ - ________

Email Address:

AND

Surety

Name (Full legal name of Surety):

Street Address:

City: ____________________ State: __________ Zip Code: __________

Mailing Address (if different from above):

City: ____________________ State: __________ Zip Code: __________

Telephone Number: (_______) ________ - ________
Fax Number: (_______) ________ - ________
which Surety is authorized to do business and issue surety bonds in the state of Florida, are held firmly bound unto the state of Florida, Department of Agriculture and Consumer Services, ("Obligee"), in the sum of $_____________ for the use and benefit of any consumer who is injured by the fraud, misrepresentation, breach of contract, financial failure, or violation of any provision of Sections 559.926-559.939, F.S., the Florida Sellers of Travel Act, by the Principal. NOW, THEREFORE, the condition of this obligation is such that if the Principal shall perform or cause to be performed the contracted services for which the Principal may be held liable by reason of the Principal’s failure to perform, fulfill, or carry out any contract, agreement, or arrangement governed by Sections 559.926-559.939, F.S., and shall not injure a consumer by fraud, misrepresentation, breach of contract, financial failure or violation of the Florida Sellers of Travel Act by the Principal, then this obligation shall be void. Otherwise this obligation shall remain in force and effect in law subject, however, to the following limitations:

1. That the Obligee (state of Florida) shall notify the Surety of any default of the Principal hereunder, at the earliest possible time following the discovery of such default.

2. That the Surety shall promptly notify the Obligee in writing of any changes in either the Principal or amount of bond set forth above. However, failure of the Surety to provide such notice shall not affect the validity of this bond.

3. That if the Surety shall so elect, this bond may be canceled by giving 30 days written notice to the Obligee. Said notice shall contain full name, city, and state where the Principal is located, and the agency code number assigned to the Principal by the Obligee. The Surety, however, will remain liable for any default occurring during the period up to the expiration of said 30 day notice and such 30 day period shall begin only upon receipt of said notice by the Obligee.

4. That in no event shall the Surety be liable for a greater amount than that shown above.

This bond is effective this __________ day of ________________, 20____, 12:01 A.M., standard time and shall continue in force until canceled.

In witness hereof, the Principal and Surety have executed this instrument through their respective undersigned representatives, who are fully authorized to execute this instrument, on the __________ day of ________________, 20____ .

________________________ _______________________
Witness
Signature
Title

________________________ _______________________
Witness
Title

Full Legal Name of Principal (Applicant)

________________________ _______________________
Witness
Signature (Seal)
Title

________________________ _______________________
Witness
Title

Local Agent

________________________ _______________________
Name of Local Agent
Address

________________________ _______________________
Contact Person
Contact Telephone Number

FDACS-10200 Rev. 04/19
Page 8 of 8
**NOTICE THAT YOU MAY BE RESPONSIBLE FOR MEDICAL COSTS IN THE EVENT OF**
**FAILURE TO PROSECUTE, OR IF COMPENSATION CLAIM IS DISALLOWED, OR IF**
**AGREEMENT PURSUANT TO WCL §32 IS APPROVED**

<table>
<thead>
<tr>
<th>WCB CASE NO. (If Known)</th>
<th>CARRIER CASE NO. (If Known)</th>
<th>DATE OF INJURY</th>
<th>NATURE OF INJURY OR ILLNESS</th>
<th>INSURED PERSON’S SOC. SEC. NO.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>CLAIMANT NAME</th>
<th>ADDRESS</th>
<th>APT. NO.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>EMPLOYER</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>INSURANCE CARRIER</th>
</tr>
</thead>
</table>

You may become responsible for the medical costs of treatment for your illness or condition with the provider listed below if (1) you fail to prosecute the claim for workers’ compensation or (2) it is determined by the Workers’ Compensation Board that the illness or condition which required treatment was not a result of a compensable workplace accident or occupational disease or (3) if an agreement is executed by you and approved pursuant to Workers’ Compensation Law §32 in which you waive your right to medical benefits from the workers’ compensation carrier/self-insured employer for treatment/services performed after the date the agreement is approved. If any of the above events occurs, the provider may bill you directly instead of the employer or insurance carrier, and you will be responsible for the provider’s fees for services rendered.

I hereby acknowledge that I have read the above and understand the circumstances under which I may become responsible for payment.

Claimant’s Signature ___________________________ Date ____________

Provider’s Name and Address ____________________________

---

**TO THE CLAIMANT**

Workers’ Compensation Board Regulation 125-1.23 permits your doctor or therapist to request that you sign this A-9 notice. By signing this notice, you acknowledge your obligation to pay the providers’ fees for the services you receive if it turns out that such fees are not legally required to be paid by your employer or its workers’ compensation insurance carrier and if such fees are not covered by other insurance. The employer or carrier may not be required to pay the doctor’s fees if, for example, you fail to file a claim for workers’ compensation, or fail to notify your employer of your injury or illness, or fail to attend a Board hearing if your employer challenges your right to benefits. Even if you make all required efforts to prosecute your claim, the Workers’ Compensation Board may still find that you are not entitled to benefits. In such cases, this notice advises your health provider that you acknowledge your personal liability for payment of his/her bills.

Workers’ Compensation Law Section 32

The A-9 notice also covers instances in which a claimant with an existing valid workers’ compensation case comes to an agreement with his/her employer or its insurance carrier settling his/her case in accordance with Section 32 of the Workers’ Compensation Law. A Section 32 agreement may include a provision which relieves the employer or carrier of the liability to pay future medical bills associated with the case. Your health care provider may ask you to sign this A-9 notice to assure that you acknowledge your personal liability for payment of his/her bills if you have waived your right to future medical benefits under a Section 32 agreement.

If you have any questions, contact your attorney or licensed hearing representative. If you have one. You may also contact your local district office of the Workers’ Compensation Board.

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**TO THE HEALTH CARE PROVIDER**

This notice is meant to advise the workers’ compensation claimant that he/she may be responsible for payment. Failure of the claimant to sign this form does not relieve the provider of the obligation to treat the claimant, nor does it negate the claimant’s responsibility for payment.

Keep the original of this form for your records and give a copy to the claimant. Do not file with the Workers’ Compensation Board. You will receive Notices of Decisions in which the compensability of a claim, authorization of treatment, or payment of medical bills is included. You will also be notified if the claimant submits a Section 32 Agreement with the Board for approval. Do not toll the claimant unless and until you receive a Board decision finding that 1) claimant failed to prosecute the claim, or 2) the claim is denied, or 3) the treatment is not causally related to the work injury, or 4) a Section 32 agreement relieving the carrier of liability for medical treatment is approved.
ADVIERTA QUE USTED PUEDE LLEGAR A SER RESPONSABLE POR LOS COSTOS MÉDICOS EN CASO DE ABANDONO DEL PROCESO, O SI SE RECHAZA LA SOLICITUD DE INDEMNIZACIÓN, O SI SE APRUEBA UN ACUERDO EN VIRTUD DE LA LEY DE INDEMNIZACIÓN LABORAL WCL §32

<table>
<thead>
<tr>
<th>Nº DE CASO WCB  (si se conoce)</th>
<th>Nº DE CASO DE LA ASEGURadora (si se conoce)</th>
<th>FECHA DE LA LESIÓN</th>
<th>NATURALEZA DE LA LESIÓN O ENFERMEDAD</th>
<th>Nº SEG. SOC. DE PERSONAS LESIONADAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECLAMANTE</td>
<td>NOMBRE</td>
<td>DIRECCIÓN</td>
<td>APT. NO.</td>
<td></td>
</tr>
<tr>
<td>EMPLEADOR</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMPAÑÍA DE SEGUROS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Usted puede llegar a ser responsable por hacer el pago de los costos médicos del tratamiento de su enfermedad o condición al proveedor que se indica a continuación si (1) abandona el proceso de compensación laboral (2) si la institución Workers’ Compensation Board (Junta de Compensación Laboral) determina que la enfermedad o condición que requería tratamiento no ocurrió por un accidente de trabajo indemnizable o enfermedad ocupacional o (3) si el acuerdo fue tramitado por usted y aprobado conforme a la Ley de Indemnización de Trabajadores WCL §32; en virtud de esta ley, usted renuncia a sus derechos de obtener los beneficios médicos de la compañía aseguradora de indemnizaciones laborales o del empleador auto asegurado para cubrir los tratamientos y servicios realizados después de la fecha en que se aprobó el acuerdo. Si ocurren cualquiera de los hechos mencionados con anterioridad, el proveedor podrá cobrarle directamente el costo por los servicios recibidos en lugar de hacerlo al empleador o a la compañía aseguradora, y usted será responsable por hacer los pagos correspondientes.

Por medio de la presente reconozco que he leído el párrafo anterior y que entiendo las circunstancias bajo las cuales me hago responsable del pago.

Firma del reclamante ______________________ Fecha ______________________

Nombre y dirección del proveedor

AL RECLAMANTE

La Regulación 325-1.23 de la institución Workers’ Compensation Board (Junta de Compensación Laboral) permite que su doctor o terapeuta le solicite que firme esta notificación A-9. Al firmar esta notificación, usted reconoce la obligación de pagar los honorarios al proveedor por los servicios que recibe en el supuesto caso que la ley no requiera que su empleador o aseguradora de indemnización laboral pague tales honorarios y si tales honorarios no están cubiertos por otro seguro. Es posible que el empleador o aseguradora no deba pagar los honorarios médicos si, por ejemplo, usted no presenta una solicitud de indemnización laboral, o si no notifica su lesión o enfermedad a su empleador, o si no asiste a la audiencia de la institución Workers’ Compensation Board si su empleador desahogó sus derechos a los beneficios. Aun cuando hubiese realizado todos los trámites necesarios para procesar su solicitud, la institución Workers’ Compensation Board puede decidir que usted no tiene derecho a los beneficios. En tal caso, esta notificación le aconseja a su proveedor de servicios de salud que usted reconozca su responsabilidad personal por el pago de sus cuentas.

Artículo 32 de la Ley de Indemnización Laboral (WCL 32)

La notificación A-9 también cubre las instancias en las que un reclamante por un caso de compensación laboral válido existente llega a un acuerdo con su empleador/a o su compañía aseguradora tras resolver su caso según el artículo 32 de la ley WCL. Un acuerdo según el Artículo 32 puede incluir una cláusula que libere al empleador/a o aseguradora de la responsabilidad de pagar en el futuro cuentas médicas asociadas con el caso. Su proveedor de servicios médicos puede solicitar que usted firme esta notificación A-9 para garantizar que reconoce su responsabilidad personal por el pago de sus cuentas si renunció al derecho de recibir beneficios médicos futuros mediante un acuerdo conforme al artículo 32.

Si tiene alguna pregunta, comuníquese con su abogado o representante autorizado para la audiencia, de tener uno. También puede comunicarse con la institución Workers’ Compensation Board (Junta de Compensación Laboral) en la oficina de su distrito.

AL PROVEEDOR DE SERVICIOS DE SALUD

Esta notificación tiene el fin de avisar al reclamante de indemnización laboral que puede ser responsable del pago. Si el reclamante no firma este formulario, no libera con este acto al proveedor de su obligación de tratar al reclamante, ni tampoco anula la responsabilidad de pago por parte de reclamante.

Mantenga el original de este formulario en sus propios registros y entregue una copia al reclamante. No lo presente en la institución Workers’ Compensation Board (Junta de Compensación Laboral). Usted recibirá notificaciones de las decisiones en las que se incluirá si la solicitud es indemnizable, la autorización del tratamiento o el pago de cuentas médicas. También se lo notificará si el reclamante presenta un acuerdo conforme al Artículo 32 para que lo apruebe la institución Workers’ Compensation Board. No cobre al reclamante a menos que y hasta que usted reciba una decisión de la institución Workers Compensation Board que indique: 1) que el reclamante no procesará la solicitud, o 2) que la solicitud fue rechazada, o 3) que el tratamiento no tiene relación causal con las lesiones laborales, o 4) que se aprobó un acuerdo conforme al Artículo 32 liberando a la aseguradora de la responsabilidad por el tratamiento médico.
Employee’s Statement of Exempt Status

Workers’ Compensation Board, Disability Benefits Bureau, PO Box 9029, Endicott, NY 13761-9029

Annually, eligible employees must reaffirm the Employee’s Statement of Exempt Status. Upon receipt of a completed Exempt Status form, the application shall be deemed filed and the employee shall be exempt from withholding for the upcoming rate year. Additionally, in order to maintain an exempt status if you change employment, an Employee’s Statement of Exempt Status (DB-130), must be executed and filed with each new employer and with the Chair of the Workers’ Compensation Board.

Two copies of this form must be completed and signed in the presence of a notary public. Mail one copy to the Workers’ Compensation Board and file one notarized copy with your employer.

Social Security #: ____________________

I (please print full name), __________________________________________________________

residing at ________________________________________________________________

an employee of (Name of Employee) ____________________________________________

at (Place of Employment) ______________________________________________________

do hereby certify that I am now receiving, or am entitled to receive, primary old-age insurance benefits under Title Two of the Social Security Act, and it is based on prior deductions from my own wages.

I hereby claim exemption from the provisions of the Disability and Paid Family Leave Benefits Law pursuant to Section 235 for the reason stated above and I waive my right to benefits under the said Law.

I further certify that on (date) ______________, I filed a signed duplicate of this statement with my employer.

Date signed ____________________  Signed by ______________________________________

State of New York
County of ____________________________

On this _____ day of _____________ 20____, before me personally came ________________________________

to me known and known to me to be the person describe in and who executed the foregoing instrument, and duly acknowledged to me that ________ executed the same.

________________________________________
Notary Public
VERONICA K. O'BRIEN
Brooklyn, NY 11234 veronica.k.obrien@gmail.com - (347) 224-2407
https://www.linkedin.com/in/veronicaobrien

EDUCATION
State University of New York at New Paltz (AACSB Accredited)
Bachelor of Science, Double Major in International Business and Marketing, Expected, May 2021
Study Abroad: Universidad de Seville, Seville, Spain
Overall GPA: 3.84 Dean’s List: Fall 2017- Fall 2019 Provost’s List: Spring 2019, Spring 2020

PROFESSIONAL EXPERIENCE
Digital Acquisition Intern: Hearst Magazines June 2019- July 2019
- Curated graphics for HGTVD Magazine, Marie Claire Magazine, and Women’s Health Membership campaigns.
- Presented an analysis of metrics and insights to discuss and evaluate design concepts and the user experience.
- Launched and led an HGTVD Magazine campaign that delivered a 16% increase in conversions.
- Optimized campaign performance that led to
  - 85% increase in CTR (.36 to .68)
  - 49% decrease in CPC
  - 24% decrease in CPA
- Brainstormed and conceptualized copy and content for 22 magazine publications’ Amazon landing pages.
- Developed strategies to improve user experience of new e-commerce site and House Beautiful’s YouTube channel.

Content Creation and Marketing Intern: New Paltz Regional Chamber of Commerce Jan. 2019 – Present
- Formulate marketing plans for Instagram and Facebook platforms with over 2,000 followers and 5,500 likes.
- Conducted research with la Cámara de Comercio de España about differences in consumer’s browsing behavior.
- Composed weekly newsletters with over 20% engagement rates.
- Interacted with members through direct email marketing campaigns that increased membership activity by 10%.

- Founded a 10-week marketing program that applies students’ studies toward helping struggling local businesses.
- Collaborated with the School of Business’ Dean to strategize the challenge’s mission with an extensive syllabus.

WORK EXPERIENCE
New Paltz University: School of Business: Student Ambassador Sept. 2018 – Present
- Provide campus tours with up to 15 prospective students, professors, and alumnae on a bi-weekly basis.
- Answer students’ questions at Open Houses and Accepted Students Day events twice a semester.

AFFILIATIONS AND LEADERSHIP EXPERIENCE
Dean’s Students Advisory Board: Member Sept. 2018 – Present
- Serve as a liaison between close to 1000 business students and the Dean to address and solve student’s concerns.

Outing Club: Member Sept. 2017 - Present
- Guide 35 young members through the scenic hikes, rock scrambling, rafting, and camping trips in New Paltz.

Team Leader, Winning Team: Business Consultant Challenge Jan. 2018
- Consulted with a struggling local boutique in New Paltz to help execute their marketing plans.

ACHIEVEMENTS
State University of New York: New Paltz University, New Paltz New York May 2020
- SUNY New Paltz Hall of Fame Scholarship Recipient
- Beta Gamma Sigma Honors Society Member
- Certificate of Excellence Award
- Business Consultant Challenge Winning Team
- Outstanding Speaker at School of Business Debate Competition

Nov. 2019
- May & Nov. 2019
- May 2018
- Nov. 2017

SKILLS
Language: Intermediate proficiency in Spanish
ENEA HENA
Brooklyn, NY 11219 eneahlena@gmail.com - (646) 378-9077
https://www.linkedin.com/in/enea-hena-062001166/

OBJECTIVE
Looking to establish a career in the field of Software Engineering, I wish to work in a growth-oriented company and contribute to the development of the organization while upgrading my skill set and knowledge.

EDUCATION
The City University of New York: Brooklyn
Bachelor of Science: Computer Science Major
Overall GPA: 3.2
National Society of Collegiate Scholars
Minor in Finance

Expected, May 2021

EXPERIENCE
LiVunLtd
Assistant Manager: 2016-2020
Responsibilities:
• Provided guests with information sessions.
• Organizing training for both lifeguards and receptionist.
• Tracked expenses and documented by using my own personal program where the individual input the new expanse and it updated the output file.
• Assisted the manager in all aspects of operations for the organization, providing direct support to employees and customers.
• Entered all data into an algorithm to sort and organize every input by day and time.

RELEVANT COURSEWORK
Intro computer Science
Intro Computer Technology
Intermediate Programming
Computers and programming
Date Structures
Intro into python
Intro to Java
Discrete Structures
Computer Ethics
Design and Implementation of Large-Scale Web Applications
Special Topics in Computer Science

AFFILIATIONS AND LEADERSHIP EXPERIENCE
Computer Science Club Sept. 2017 – 2018
• Computer Science club 2017-2018
• Attended club to help organize events.
• Helped president with weekly activates
• Set monthly presentation on protentional companies to work with.

Outing Club: Member Sept. 2017 - Present
• Guide 35 young members through the scenic hikes, rock scrambling, rafting, and camping trips in College of Staten Island.

CUNY Hackathon:
• Attend event to learn more about the areas of hacking.
• Developed an understanding for social hacking and black-chain.

SKILLS
Computer: C++, Java, Python, Xcode, Microsoft Word, Microsoft Excel, Visual Studios, Eclipse
References


“Lonely Planet; Travel after Covid.” The Economist (London), Economist Intelligence Unit N.A. Incorporated, May 2020, p. 49--.


