

MBA Press Release: Magens Bay Authority Announces New Board Member

FOR IMMEDIATE RELEASE

September 19, 2025

Magens Bay Authority Welcomes New Board Member, Alani A. Henneman

St. Thomas, U.S. Virgin Islands — The Magens Bay Authority is pleased to announce the appointment of **Alani A. Henneman** to its Board of Directors. Ms. Henneman brings more than 20 years of experience in communications, marketing, and public relations, along with a strong record of service to the Virgin Islands community.

Currently serving as the **Assistant Commissioner of Tourism**, Ms. Henneman oversees the marketing and promotion of the Territory as a premier travel destination. She has collaborated extensively with federal and local partners, semi-autonomous agencies, and the private sector, and also serves as the Department of Tourism's **Emergency Service Coordinator** during times of crisis.

Her career with the Department of Tourism spans over two decades, including roles as **Public Relations Manager, Manager of Media and Travel Industry Relations, Director of Communications**, and now Assistant Commissioner of Marketing. She has successfully led public relations campaigns, organized high-profile events, and represented the Virgin Islands both locally and abroad.

“Ms. Henneman’s expertise in tourism and communications will be a tremendous asset to the Authority,” said **Barbara Petersen, Chair of the Magens Bay Authority Board**. “We are honored to welcome her to the Board as we continue our work to protect and enhance Magens Bay and Smith Bay Park for the enjoyment of residents and visitors alike.”

For more information, please visit www.magensbayauthority.org or contact the Authority at info@magensbayauthority.org.