CUBAN DISCOVERY

A PEOPLE-TO-PEOPLE EDUCATIONAL EXCHANGE

Organized & Operated by:

Go Next, Inc. is licensed by the U.S. Department of the Treasury to conduct People-to-People Educational Exchanges in Cuba

Developed for:

In partnership with the Wisconsin Alumni Association

FEBRUARY 19–27, 2015

UP TO 25 SPACES AVAILABLE!
DEAR CONTINUING STUDIES TRAVELER,

We are pleased to announce that the Wisconsin Alumni Association has been kind enough to offer a limited number of spaces on this trip to Cuba for Continuing Studies travelers.

Cuba: historically rich, culturally diverse, environmentally magnificent. For decades, the Caribbean’s largest island—roughly 90 miles away from U.S. soil—has been but a mystery, perceived through secondhand sources and beyond the grasp of most American travelers.

Now that People-to-People exchanges are possible, we invite you to embark on a captivating journey that reveals Cuba’s complex history and culture. This trip is specially designed to broaden your understanding of this nation of stark contradictions molded by a turbulent past. Time seems to stand still as you watch vintage 1950s-era automobiles roll along cobbled streets past beautifully preserved Spanish colonial buildings. As the hub for economic and political heritage, Havana presents an ideal setting to interact with local citizens and uncover new perspectives. You will gain insight into the country’s thriving arts community through discussions with independent artists and visits to performing-arts schools and studios. You’ll also journey beyond the spirited capital to fertile tobacco and sugar cane fields that permeate the countryside, revealing a glimpse into rural Cuban life. Along the southern coastline, you’ll visit the beautifully preserved colonial cities of Trinidad and Cienfuegos—both UNESCO World Heritage Sites.

This exclusive opportunity to explore Cuba is organized and operated by Go Next, Inc., which holds a People-to-People license from the U.S. Department of the Treasury Office of Foreign Assets Control (OFAC), authorizing registered travelers on this educational exchange program to visit Cuba. Go Next invites you to personally experience the people, culture, landscape and architecture of this distinct Caribbean nation on a week-long journey developed for the Wisconsin Alumni Association and UW-Madison Continuing Studies.

With an intimate group of just 25 travelers, you will share enriching activities that illuminate the realities of Cuban citizens, providing an ideal gateway into their daily lives. Through informative and educational People-to-People exchanges, you will uncover Cuba’s lush beauty, paradoxes and remarkable intrigue on this unforgettable adventure. Don’t miss this unique opportunity to unravel the mysteries of a fascinating country through its most candid, inspiring source—its people.

Sincerely,

Doug Whittle  Laurie S. Z. Greenberg
Director of Educational Travel  Director of Special Projects
UW-Madison Continuing Studies  UW-Madison Continuing Studies
continuingstudies.wisc.edu/travel  continuingstudies.wisc.edu/travel

P.S. This offer is available to all alumni and friends of UW-Madison.

SPACE IS LIMITED TO 25 PARTICIPANTS
For information and to register, call GO NEXT at 800.842.9023.
For all other inquiries, call WAA at 888.922.8728.
TRAVEL INSURANCE

We strongly suggest purchasing travel insurance. Travel insurance information will be sent to you by the Wisconsin Alumni Association with your confirmation letter.

OPERATOR/PARTICIPANT AGREEMENT

Go Next, Inc. (hereinafter GN), located at 800 West 78th Street, Suite 345, Minneapolis, Minnesota 55439-2538, in return for full payment by you of the total amount of the charges for participation in all international travel arrangements, accommodations and other services specified as included in this brochure as to the extent you have selected them, and subject to the following terms and conditions, agrees to provide services and accommodations as described by this brochure, services, taxes and fees are not included.

RESPONSIBILITY: GN is responsible to you for arranging all included transportation, accommodations and other services. However, in the absence of negligence on either part, GN and the affinity group (hereinafter AG) for which this program was developed are not responsible for personal injury, property damage, or any other loss, claim or damage arising out of or related to goods or services offered or included. GN and the AG for which this program was developed are not responsible for personal injury, property damage or any other loss, claim or damage arising out of, in whole or in part, acts of God, weather, labor strikes, civil unrest, international political or governmental activities or other causes reasonably beyond the respective control of GN and the AG for which this program was developed. GN and the AG for which this program was developed are not responsible for incidental or consequential consequential losses or damages.

TRAVELER RESPONSIBILITY: GN has been issued a specific license by the U.S. Department of the Treasury’s Office of Foreign Assets Control (hereinafter OFAC) to organize and conduct a program consisting of a full-time schedule of educational exchange activities that will result in meaningful interaction between the travelers and individuals in Cuba. U.S. law requires that all participants adhere to this full-time schedule of activities, and imposes on GN the obligation to ensure such adherence. By registering, you consent and agree to adhere (without deviation) to the itinerary and activities or other causes reasonably beyond the respective control of GN and the AG for which this program was developed. GN and the AG for which this program was developed are not responsible for incidental or consequential consequential losses or damages.

SIGNED AGREEMENT. CONFIRMATION IS SUBJECT TO RECEIPT BY GN OF DEPOSIT AND A SIGNED AGREEMENT. THE FOLLOWING CHARGES WILL BE ASSESSED FOR CANCELLATIONS.

Upon receipt of written cancellation from you, the authorized travel service provider will endeavor to assist travelers in applying for the necessary visa subject to the following. A signed, valid passport is required for each person and it is suggested that if you do not already have your passport that you apply for it immediately. If you currently have a valid passport, you will be required to present a renewed passport, minimum of 6 months after your scheduled date of return to meet the requirements for your visa. Visa assistance will only be provided for those travelers paid in full 45 days prior to departure.

NOTICES: Any complaints or claims against GN must be made in writing and received by GN within 90 days after scheduled termination of the trip. Any action against GN must be commenced within one (1) year after scheduled termination of the trip or be forever barred.

TRAVELER RESPONSIBILITY: GN cannot be held responsible for lost or damaged luggage. You should give immediate notice. Some airline-imposed fees may be additional, including but not limited to: changes in travel dates or airline schedule(s), airline-imposed fees, and/or closed routes. GN reserves the right, if necessary or advisable, to substitute hotels but is not obliged to do so. GN CANNOT BE HELD RESPONSIBLE FOR AIRLINE DELAYS.

AIRCRAFT BOARDING: The air carrier reserves the right to substitute equipment but is not obliged to do so. GN reserves the right to substitute aircraft or airline if that is more economical to do so. GN CANNOT BE HELD RESPONSIBLE FOR AIRLINE DELAYS.

Aircraft boarding privileges are limited to persons whose full payment and signed agreement have been received by GN and whose names are on the manifest given to the carrier before departure. All persons must also present a valid government-issued identity card and a passport or visa when boarding, if required by the air carrier. Improper documentation, inadequate proof of identity, inadequate proof of age for children under 2, or any other reason may result in denial of boarding privileges. The air carrier reserves the right to decline, accept or retain any person on the flight at any time within their sole discretion. If you are denied boarding privileges, you forfeit all monies paid and will be assessed any non-refundable costs.

VISAS: A visa is required for U.S. citizens traveling to Cuba. GN’s OFAC authorized travel service provider will endeavor to assist travelers in applying for the necessary visa subject to the following. A signed, valid passport is required for each person and it is suggested that if you do not already have your passport that you apply for it immediately. If you currently have a valid passport, you will be required to present a renewed passport, minimum of 6 months after your scheduled date of return to meet the requirements for your visa. Visa assistance will only be provided for those travelers paid in full 45 days prior to departure.

CANCELLATION: Upon receipt of written cancellation from you, the following service fees will be in addition to any applicable airline cancellation fees. Cancellations received 101 days or more before initial flight departure, $400 per person; 100-46 days before departure, $1,150 per person; 45 days or less, no refund.

HEALTH: Any physical or mental condition requiring special medical attention or equipment must be disclosed in writing to GN at the time the participant makes a reservation. GN cannot refuse the reservation of any person who, in the opinion of GN, is unfit for travel or might be a danger to themselves or to others on the trip. Participants requiring special assistance, including without limitation those who permanently or periodically use a wheelchair, must be accompanied by someone who agrees to provide the required assistance and participate in the program. GN reserves the right to, without refund, if any, to cancel, terminate the authority of any participant to remain in Cuba under GN’s license.

IF YOU CHANGE PLANS OR CANCEL, YOUR RIGHTS TO A REFUND ARE LIMITED: The following charges will be assessed for cancellations.

If you cancel or change plans more than 100 days in advance of initial flight departure, refund a refund less than 101 days before departure, a refund of less than 101 days before

EXCEPTIONS (TO THESE POLICIES). No refunds will be made for any portion of the trip that is not utilized by you. There is no variance from the policies for the services we arrange as described in this brochure.

California Seller of Travel Registration No. 207280-40, Washington Seller of Travel Registration No. 202-900-725, Iowa Seller of Travel Registration No. 477
RESERVE YOUR CUBAN DISCOVERY TRIP TODAY!

CUBAN DISCOVERY $5,399 per person, double occupancy; Single occupancy, add $900

Hotel bed request:
Check one: Twin (2 beds) Double Accommodation requests are subject to hotel availability.

You may contact Go Next to arrange domestic Miami flights (a $35 administrative fee per reservation will apply).

All passengers must travel with a passport valid at least 6 months beyond their return date.

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SIGNATURES REQUIRED BY EACH PERSON TRAVELING INCLUDING PARENT/GUARDIAN FOR MINOR CHILDREN: I/We have read, received a copy of, understand, and accept the terms and conditions stated in the Operator/Participant Agreement. By signing this, I/we also agree to participate in all scheduled educational exchange activities approved by OFAC and I/we understand that there is no deviating from the daily schedule.

SIGN HERE X

DEPOSIT AND FINAL PAYMENT: A deposit of $850 per person is due with your reservation application. Make checks payable to Go Next. Full payment is required by November 11, 2014. Reservations received after this date must be accompanied with full payment.

Please reserve ______ space(s). Enclosed is my/our deposit for $ ____________.

I/We authorize Go Next, Inc. to charge my/our deposit for $ _______ to: □ Visa □ MasterCard

Name (as it appears on your credit card) ____________________________________________________________________________________

SIGN HERE X

Billing Address
(if different from above)

Card Number ____________________________ Security Code ____________ Exp. Date _________

Making a deposit or acceptance or use of any vouchers, tickets, goods, or services shall be deemed consent to and acceptance of the terms and conditions stated in the applicable Operator/Participant Agreement, including limitations on responsibility and liability.
WHAT IS A PEOPLE-TO-PEOPLE EDUCATIONAL EXCHANGE?

A People-to-People educational exchange allows U.S. citizens the opportunity to visit Cuba in order to engage with its citizens and share diverse, cultural experiences. Through a special license issued to Go Next, Inc. by the U.S. Department of the Treasury, you can experience this enthralling island first-hand and immerse yourself in a powerful cultural exchange. This unique travel initiative redefines the scope of a typical vacation by bringing meaningful interactions with local people to the forefront. Open the door to this multifaceted, isolated nation and strengthen your global awareness on this extraordinary journey.

The People-to-People license dictates that all participants follow a full-time comprehensive schedule focusing on educational opportunities and genuine cross-cultural connections, so no time is available for independent excursions.
HAVANA

• Take a walking tour of Old Havana, a UNESCO World Heritage Site, filled with timeless Spanish colonial buildings, churches and palm-fringed plazas.

• Connect with faculty at the University of Havana*, Cuba’s oldest university and one of the first established in the Americas, and discuss the Cuban higher-education system.

• Tour the former residence of the Governors of Havana (Palacio de los Capitanes Generales), a Cuban Baroque mansion and museum which showcases colonial-era art and artifacts.

• Gain insight into Cuba’s film industry and culture at the Cuban Institute of Cinematographic Art and Industry, created in 1959 to improve the quality of Cuban films—focusing on education and artistic expression.

• Visit the District of Alamar, a 1970s social housing project of Soviet-style concrete apartments—that today is home to thousands of Cubans.
  – Chat with locals about organic farming at Organopónico Vivero Alamar, one of Havana’s largest and most successful cooperative urban gardens.

• See how art can transform a neighborhood at Muraleando, a vibrant community outreach project founded by local residents.

• Travel south of Havana to Las Terrazas, a self-sustaining community and UNESCO Biosphere Reserve, surrounded by lush, forested hills.
  – Get a rare glimpse into rural Cuba’s medical services at a local clinic.
  – Sample coffee at Café María, where the owner and her family welcome visitors and explain the role of coffee in Cuba’s culture.
  – Learn about independent artist Lester Campa’s unique paper recycling process at his private studio.

• Visit the home of renowned ceramicist and painter, José Rodríguez Fuster, known as the “Picasso of the Caribbean.” See how his creative vision has transformed the local neighborhood into a colorful, artistic landscape.

• Interact with children at a primary school* and engage with administrators and teachers to discuss the challenges and opportunities of Cuba’s educational system.

• See the fishing village of Cojimar, the setting for Ernest Hemingway’s book *The Old Man and the Sea*, and visit Finca Vigía, the mansion where he lived from 1939-1960.

• Meet with independent Cuban booksellers at a used book market and learn about the culture and impact of literature on society.

• At dinners held in privately-owned restaurants or private homes known as *paladares*, hear first-hand from the owners about the entrepreneurial climate in Cuba.
CIENFUEGOS
• Admire the colonial architecture of Cienfuegos, a UNESCO World Heritage Site known as the “Pearl of the South,” and see the Punta Gorda Peninsula.
• Meet with a local choir or visit an art school and discuss the role of art and music in Cuban society.

TRINIDAD
• Take in the charms of Trinidad, a Spanish colonial town and UNESCO World Heritage Site.
• Learn about traditional ceramic techniques at the Casa del Alfarero, a pottery house founded and operated by the Santander family for generations.
• Visit the beautifully restored 18th-century Hacienda de Manaca Iznaga, located in the Valley de los Ingenios, once a center for sugar production, and see its exhibition of plantation life in the days of slavery.
• Tour a bed and breakfast where you will learn about this new entrepreneurial opportunity for Cubans, a business typically operated by the state.
• Join a Santeria practitioner at the Templo de Yemaya, and delve into the history and basic principles of this Afro-Cuban religion.
• Enjoy dinner in a private home (paladar), where you can meet with a multigenerational family and experience a bit of local daily life.

SANCTI SPIRITUS
• See the picturesque town of Sancti Spiritus, home to Cuba’s oldest church and one of the original seven Cuban cities founded by the Spanish.
• Visit a ration store where the store manager will explain rationing, the two currency system and the difference between Ration Stores, Cuban Peso Stores and CUC stores.
• Witness how a variety of produce, meat and local products are displayed and sold with visits to an outdoor food market and industrial goods market.

SANTA CLARA
• Enjoy dance, theater and music performances by the students at the Santa Clara Music and Performing Arts School, and hear how the performing arts have influenced Cuban life.
• Stop at the Museum and Mausoleum of Che Guevara (time permitting).

The features listed above are samples of the activities you may participate in. You will receive a detailed daily itinerary approximately 14 days prior to departure. While unlikely, slight changes to the itinerary and accommodations may occur due to Cuban Government directives. *In the event a school or other venue is closed, an alternate People-to-People exchange will be scheduled.

Participants should be in good physical condition. This program involves motor coach and walking tours with more than a moderate amount of walking on cobblestone streets, stairs and uneven ground. The daily tours can include up to approximately 2 hours at a time of moderate to strenuous walking, primarily over natural and uneven surfaces. There are numerous steps and inclines to negotiate.
MIAMI INCLUDED FEATURES:
• 1 night at the Crowne Plaza Miami International Airport hotel or similar accommodations
• Pre-travel meeting at group hotel
• Exclusive local representative

CUBA INCLUDED FEATURES:
• Round-trip chartered jet service between Miami and Havana
• 7 nights’ accommodations: 5 nights in Havana, 2 nights in Trinidad
• 20 meals: 7 breakfasts, 7 lunches, 6 dinners, including a welcome and farewell dinner in Havana (one local beverage is included with each meal)
• Transportation via private, A/C vehicles with 2 bottles of water per person, per day
• Full schedule of educational activities that result in meaningful interaction with the locals
• Informative program of cultural and educational exchanges
• All entrance fees to included tour sites
• Private English speaking national guide
• Exclusive Go Next program manager
• Gratuities for restaurant staff, local guides and drivers, and luggage handling
• Cuban travel insurance covering medical repatriation expenses only, as required by the Cuban Government, valid only during your stay in Cuba

NOT INCLUDED:
Airfare between home and Miami, passport fees, Cuban visa fee of approximately $75, Cuban departure tax, beverages other than those included with meals as indicated, personal expenses, optional travel insurance, baggage fees, and other items not specifically mentioned as included.

$5,399 PER PERSON, DOUBLE OCCUPANCY

PROGRAM INCLUSIONS
PARQUE CENTRAL HOTEL—Havana
Positioned in the cultural center of Old Havana is the Parque Central Hotel, ideally located in the lovely Central Park area, near the historic Plaza de la Catedral, the Capitol and the Havana Harbor. This Spanish colonial-style hotel offers an array of modern amenities, including restaurants, snack bars, lounges, a fitness room, massage room and a rooftop pool. Each classic guest room radiates a warm ambience with rich wood furniture and features satellite TV and interactive television service, a safe, air conditioning and hair dryer.

IBEROSTAR GRAND HOTEL TRINIDAD
Ideally located in the heart of Trinidad and across from Céspedes Park, a peaceful square sprinkled with verdant plants and trees, is the Grand Hotel Trinidad, featuring a delightful, pastel green façade. This deluxe hotel showcases a charming lobby displaying checkered floors leading to a fountain. Other amenities include a restaurant, massage service and a game room with billiards. Each warmly decorated guest room comes complete with modern touches, including a balcony/terrace, minibar, satellite TV and iPod docking station clock radio.