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*...enhancing corporate, community, cultural & charity collaborations  
with cosmic connections!*

*We Deliver Drama!*

*We Deliver Magic!*

*We Deliver Results!*

*We Deliver the World!!!*

Featured as  
*Best Event Planner*  
on FOX TV's  
"Best of South Florida"

**We will successfully orchestrate your  
memorable event for 2 or 2000!**

*Meetings \* Conferences \* Conventions \* Congresses  
Incentive Travel Programs \* Marketing Campaigns  
Product Launches \* Trade Shows \* Training Seminars  
Special Events \* Cultural Tours \* Bar Bat Mitzvah \* Weddings  
Philanthropic Fund-Raisers \* Diplomatic Receptions  
Sports Classics \* Team Building \* Yacht Cruises \* Ship Charters  
Galas & Theme Parties \* Celebrity Retreats  
Events at Mansions & Exclusive Clubs \* Insider Art & Gourmet Tours  
Public Relations & Promotions \* Global Ventures*

# WHY PTI MAKES THE DIFFERENCE

*Our Services Surpass Our Promises*

## COMMITMENT OF PTI PRINCIPALS

Personally oversee event operations

Supervise PTI internal operations staff

Meticulous attention to detail >>>> *nothing left to chance*

## PTI's EXPERIENCE

Longevity in the industry (celebrating our 40<sup>th</sup> year)

Seasoned, professional, knowledgeable multi-lingual staff

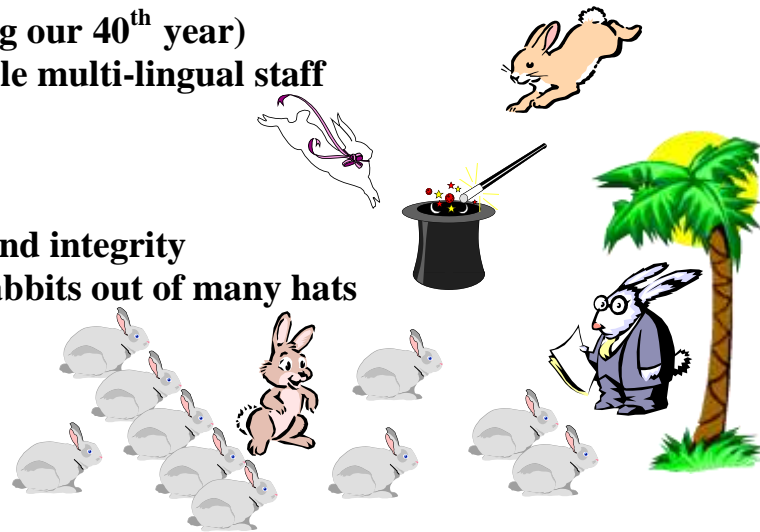
Reputation and credentials

Network of contacts

Level of clientele

PTI's depth of resources, ingenuity and integrity

And..... we know how to pull **lots** of rabbits out of many hats



## PTI's DEDICATION TO EXCELLENCE

PTI strives to achieve the ultimate in its quality of event development, administration, coordination, overall service production and delivery as well as maintaining the highest standards of integrity and ethics in every arena. PTI orchestrates the highest levels of performance as a matter of our own professional pride.

Professional Touch International reaffirms our dedication and commitment to providing top caliber kid glove services,

*.....befitting our name!*

## COMPANY PROFILE

Professional Touch International (PTI), founded in 1981 by Lexye and Gianni Aversa, is a full-service Global Event Planning Company orchestrating Worldwide Meetings, Conferences, Events & Incentive Travel Programs, providing hands-on experience and customized innovative approaches in executing the ultimate in service and delivery for its clients. With extensive connections and ties to the international community, PTI's capabilities encompass marketing strategy, global ventures, promotions, stellar entertainment and multi-tier public relations.

PTI's Palm Beach DMC (Destination Management "Creator") handles incoming programs in Palm Beach County and throughout Florida, with extraordinary events and connections! PTI also positions its clients with a "Community Visibility Platform" for companies expanding their presence in South Florida, creating a strategic plan for events and alliances with local organizations.

PTI Associates is the comprehensive Italy Travel Planning Division, including PTI Hotels reservations center for over 100 properties in Italy, as well as an Italian tour operator for sightseeing, shore excursions, custom group tours and weddings.

PTI recognizes that the objectives of any meeting, incentive or special event demands a return in kind: innovative, results-oriented, high quality events and unique experiences. Excellence in service is the basic foundation upon which we build the relationship with our clients and their guests/attendees, becoming the administrative extension and operational liaison to ensure a flawless production. We offer a wealth of services, based on our knowledge, diversified resources, and longevity in the industry. Services and program concepts are customized for each client, and our involvement frees clients to enjoy hosting, while leaving the "leg work" to us!

*Based in Palm Beach with affiliate satellite offices in Italy.  
Our clients and representatives are located throughout the world.*

## PTI's PALM BEACH NICHE

PTI has an on-going working collaboration with hoteliers, restaurateurs, industry colleagues, vendors, retailers, Chambers and cultural organizations on Palm Beach Island and throughout the County. As a Director of the Palm Beach County Hotel & Lodging Association, Lexye Aversa established close connections with General Managers of local hotels, serving to further benefit PTI's clients. Lexye Aversa has also served as Director of the World Trade Center Palm Beach, the Women's Chamber Foundation of Palm Beach County, the Palm Beach Round Table, Palm Beach Business Group, Secretary of the Women's Chamber of Commerce and Executive Vice President of Israel Cancer Association, and participates on multiple committees within the hospitality and philanthropic community. PTI crosses over into charity circles, touching multi-arenas within Palm Beach County, bringing together the vital voices and personalities that make up the mosaic of the destination.

PTI is familiar with the unique caché which Palm Beach County evokes, its timeless sophistication, its cultural heritage and tropical diversity. PTI continues to encourage business from outside the county to stage events locally, through trade shows, articles in trade and lifestyle magazines, and other PR channels. As THE "OFFICIAL U.S. EVENT PLANNER" for the 2010 CEO Golfers World Challenge, PTI showcased Palm Beach County to a global audience as a Crossroads for Tourism, Commerce and Culture. PTI is a Consultant to the WORLD STRATEGIC FORUM, annual global conference under the auspices of the INTERNATIONAL ECONOMIC FORUM OF THE AMERICAS.

## PTI PRINCIPALS – BIOS



### LEXYE AVERSA, President

Oversees Corporate Executive Administration and Operations with over 40 years experience handling Special Events, Incentive Travel and Marketing, Meetings, and Promotional Campaigns for VIP clients and major corporations. Specialist in creative themes and imaginative design for events; expert in on-site execution with highest standards of service. Extensive background in theatre and stage acting. Comprehensive international travel; resided in Europe for over 5 years and spent 2 years as a guide conducting tours throughout Europe, notably in Italy, France, Spain, Portugal, Austria and Switzerland.

Developed curriculum approved by New York State Department of Education for a Travel Institute, of which she was President and chief instructor. Wrote course syllabus and Travel Industry Manual on initiating and operating incentive programs, including the psychology of incentive travel. Consultant to the Industry and corporate sector on administering conferences and incentive motivational trips: held corporate training seminars and has been member of SITE University staff and guest lecturer at FAU and Northwood University.

*Was instrumental in supporting two key clients whose use of incentive travel with PTI was recognized by the Hospitality Industry as an extraordinary marketing success in its effectiveness to increase sales and become integral to the company's culture. These achievements were recognized with the presentation of the prestigious SIGNET AWARD, a one-time honor bestowed in the Gold Room of the Town Hall of Stockholm, Sweden on the evening following the presentation of the Nobel Peace Prize to Nelson Mandela. The ceremony, dinner menu and protocol were a reenactment of the Nobel night's events.*

**Serves as Director of several organizations in Palm Beach and is involved in extensive philanthropic endeavors. Featured as “Best Event Planner” on FOX TV’s “Best of South Florida”.** Recipient of Northwood University’s 2005 Arthur E. Turner “Excellence in Entrepreneurship Award for Outstanding Community Involvement”. Finalist for the “2008 Champions in Business Award” sponsored by the Women’s Congress in Miami, and Nominated for the Women in Leadership Award (WILA) sponsored by the Executive Women of the Palm Beaches. PORTADA FLORIDA Magazine honored Lexye Aversa with a Certificate of Honor during 2012 Women’s History Month for her contributions to the Community and as a mentor to other businesswomen. BOCA RATON OBSERVER featured Lexye Aversa’s career in the “Wonder Woman” section of their April 2013 Women’s Issue. PALM BEACH SOCIETY’s 2017 feature showcased her career and accomplishments.

**Brandeis University, BA Cum Laude \* Multi-lingual: FRENCH – ITALIAN – SPANISH**

***Lexye Aversa’s membership and partial listings of service to the community:***

- ✧ Palm Beach Business Development Board & Palm Beach Business Group
- ✧ Palm Beach County Convention & Visitors Bureau
- ✧ Palm Beach County Hotel & Lodging Association - DIRECTOR
- ✧ Palm Beach World Trade Center – DIRECTOR
- ✧ Palm Beach Civic Association
- ✧ Women’s Chamber of Commerce of PB County & Foundation –DIRECTOR/SECRETARY
- ✧ Executive Women of the Palm Beaches
- ✧ The International Society of Palm Beach
- ✧ The Palm Beach Round Table - DIRECTOR
- ✧ Israel Cancer Association USA – EXECUTIVE VICE PRESIDENT
- ✧ MPI (Meeting Planners International) / SITE (Society of Incentive Travel Executives)
- ✧ ARC / IATAN / CLIA / ASTA (Airline, Cruise & Travel Industry Certifications)
- ✧ Palm Beach Chamber of Commerce & Chamber of Commerce of the Palm Beaches
- ✧ The Palm Beach Cultural Council
- ✧ Palm Beach Preservation Foundation
- ✧ Henry Morrison Flagler Museum & the Norton Museum of Art

## LEXYE AVERSA: “The World is her Stage”

### ◆ Host and Producer of “LEX TRAVEL” on Radio and TV Pilot

*Fasten your Seat Belt for a Journey to LEXtraordinary Destinations & Luxury Resorts, and Conversation with International Travel LEXperts!*

Interviews with local and international celebrities and hospitality industry colleagues. TV pilot filmed in Rome, Italy, including segments at the legendary Grand Hotel Flora Marriott and the exquisite Excelsior, along with famous chefs preparing specialties in their restaurant kitchens, as well as magnificent monuments, museums and piazzas. Also in production is a documentary of the history of the Jews in Rome.



### ◆ Host and Producer of “Living in Palm Beach County” on Seaview Radio

◆ “Italy on Your Doorstep” is presented by Lexye Aversa as a powerful lecture, showcasing how the gifts of the Italians and Romans touch our daily lives as related to art, architecture, design, fashion, music, language, city planning, food and wine.

◆ **Travel Writer**, Lexye Aversa’s articles have been featured in “Palm Beach Woman”, “In the Limelight”, “Vive” and a variety of publications.

◆ **2014 Valentine’s Celebration at The Mar-a-Lago Club, with Donald & Melania Trump, (pre-Presidency) featuring Franco Corso, “the Voice of Romance” (represented by Lexye Aversa):** Lexye produced and emceed a power house show with Italian singing sensation Franco Corso, with a tribute to Andrea Bocelli and introducing his original compositions. The performance also featured models from Escada serenaded by Franco from the stage, professional dance champions, a child prodigy soprano, a female singer for duets with Franco and world class pianist. The tour-de-force concert drew accolades and a standing ovation.



◆ **2011-2019 (and to continue) Producer of Franco Corso’s annual concert tour to Italy with fans enjoying private concerts in historic settings; Promoter for Franco Corso arranging performances at Caesar’s Atlantic City, Columbus Day Parade Red Carpet, American Humane Galas, and shows throughout the US.**



◆ **2016 Producer of Village Festival in Macugnaga, Italy for corporate group of 250 persons greeted by the Town Mayor, with vocal & concert in the 1000-year old church by Franco Corso!**





- ♦ 2017-2018 **Curator of Exhibitions and Vernissage Opening Night Events:**
  - **Fiona Tan, the Art of Transformation at U.S. Bank, Palm Beach**
  - **Marie-Louise Mills, Art Series at the Italian Consulate “Galleria Italia”, Coral Gables**

♦ 2017 **Editor of “Passion Sea – Water is Life, Thoughts of Our Generation” in conjunction with Passion Sea CEO Helga Piaget and Fiona Tan, transformational Artist, who compiled the book. The tome encompasses the submissions from a worldwide children’s art contest depicting their interpretations of our oceans and the creatures within. Quotes from dozens of luminaries, including Andrea Bocelli, Prince Albert II, Michael Jordan, Cousteau, and international authorities on the preservation, rehabilitation and respect for the waters of our planet.**



♦ 2019: *Music and Memories* publication celebrating musicians, performers and those who support the arts in Palm Beach and beyond, quotes Lexye Aversa’s love for music!

♦ 2018 **Producer and Emcee for Global Stem Cell Conference in West Palm Beach: “The Christine E. Lynn Symposium: The Young Blood Project, A New Paradigm in Medicine” at the Kravis Center featuring a renowned international panel of Medical Professionals and Scientists, and “Opus” interludes with music to complement the presentations!**

♦ 2011-2014 **Producer of logistics for the Palm Beach Strategic Forum, International Economic Forum of the Americas, featuring global dignitaries, heads of state and multi-national CEO’s. 2015-2019 “Ambassador” Consultant with the World Strategic Forum.**

♦ 2011 – 2018 **Interviews by Lexye Aversa with International Dignitaries at the Economic Forum of the Americas, eliciting insights on the global conference from John D. Negroponte, Prime Minister Hage Geingob of Namibia, Theodore Roosevelt IV, Florida Governor Rick Scott, Israel Ambassador Ron Prosor, Department of Commerce Under Secretary for International Trade Francisco J. Sanchez, countless other dignitaries, and special envoy/attachee for His Imperial Highness Prince Reza Pahlavi.**

<http://forum-americas.org/miami>



♦ 2003-2020 **Chairperson for over 30 Philanthropic events in Palm Beach, including:**

- **Il Circolo, the Italian Cultural Society of the Palm Beaches**
- **Israel Cancer Association USA, Speakers included:**
  - Rob Minkoff, Producer/Director/Animator of “Lion King” and “Stuart Little”**
  - Laurence Holzman & Felicia Needleman, Writers of Musical Drama “Wallenberg”**
  - George Cohon, who opened up McDonald’s in Canada & Russia**
- **A Safe Haven for Newborns, Holiday Cabaret starring Franco Corso, the Voice of Romance**
- **The Women’s Chamber of Commerce of Palm Beach County**
  - Speakers included...**
    - Donald J. Trump (pre-election)**
    - George Ross**
    - Bill Rancie**
    - Chris Evert**

♦ September 11, 2012 A **TRIBUTE TO OUR ARMED FORCES**

Lexye Aversa orchestrated "**A Tribute to Armed Forces Day**" for a corporate client to celebrate the company's 175th anniversary. Ceremonies included lunch at MCAS Miramar Officers Club with a flight squadron. Guests were overwhelmed with emotion, while assembling care packages for the troops overseas, followed by a private visit to flightline. The event unfolded with an exclusive "charter" of the USS Midway aircraft carrier in San Diego Harbour, with a surprise demonstration sky dive onto the bow by 5 champion parachutists and Navy Seals, displaying the American flag and the client's company flag. The skydivers and Midway war veterans/docents were invited to dinner (at long mess tables covered with appropriate Navy and gold linens), where the Andrews Sisters performed, and a giant American flag cake and patriotic candy table completed the festivities.



♦ January 2012 **Red Carpet Interviews at the Palm Beach Opera 50<sup>th</sup> Anniversary Gala** conducted by Lexye Aversa, filming such luminaries as Conductor Maestro Bruno Aprea, Renata Scotto, Virginia Zeanni, Sherrill Milnes and Princess Maria Pia di Savoia.

♦ October 2011: **Filmed Documentary Interviews with Maestro Bruno Aprea and Lorenzo Buccellati in Rome** by Lexye Aversa are revealed in a followup article in the *Palm Beach Daily News*.



♦ 2011: ***Palm Beach Faces and Places*** publication commemorating Palm Beach's **Centennial**, quotes Lexye Aversa's love for her destination.

*Palm Beach is a little pocket of Europe within our shores boasting beautiful architecture and exquisite sub-tropical vegetation along stretches of endless beach leading out to diamonds on the ocean. Nowhere else can you find such an amazing harmony of culture, commerce, philanthropy, education, sports and nature, all blended to form a magnificent mosaic that dazzles the senses. I awake each morning and give thanks that I am able to live in a heavenly paradise while still on earth!"*

♦ 2011: Lexye Aversa appeared in the original musical ***Palm Beach Centennial Follies!***



♦ 2010: Lexye Aversa produced *The Mangru Report* an AEGIS-Award Winning Business News Program on Fox Business Network, featuring guest panelists Marco Rubio, John Browne, Governor George Pataki, Don King, among other notable figures. At the Annual Freedom Fest conference in Las Vegas, coordinated Mangru interviews with Steve Forbes and global gurus.



♦ 2010: The finals of the CEO Golfers Challenge were organized by Lexye Aversa, "Official U.S. Event Planner", in conjunction with the World Trade Center of Monaco, Monte Carlo. The event hosted CEO's from all over the world to compete at Trump International, with the Awards Banquet at The Mar-a-Lago Club. Famed Pro's Pro Golf Hall-of-Famer Gary Wiren conducted a golf clinic.



♦ 2009: PTI orchestrated a Private Concert of the PALM BEACH POPS at The Breakers Hotel, transforming the ballroom into a professional Theatre, featuring Maestro Bob Lappin, and Broadway Stars David Burnham and Tamra Hayden.



♦ Lexye Aversa organized annual events at The Mar-a-Lago Club for the Palm Beach County Women's Chamber of Commerce during the ADT Championship at Trump International, with professional women golfers from the LPGA. Featured annual speakers included Donald J. Trump, George Ross, Chris Evert and the first "Apprentice" Bill Rancic!



♦ Organized a delegation of VIP's and logistics for the NEW YORK MADRID SISTER CITY PROGRAM - under the auspices of New York's Mayor Ed Koch. Dignitaries were hosted by the Mayor of Madrid with a formal address at Madrid City Hall. Gourmet Magazine presented a Thanksgiving Luncheon at the Ritz, and an exhibition by the Museum of the City of New York was mounted in a famous Madrid Museum with film screening by illustrious producer Sidney Lumet. The US Ambassador to Spain hosted an unforgettable reception in their residence! Break-dancer kids from the NY Athletic League performed in Plaza Mayor and at a bullring in the countryside. OLE!





## **GIANNI AVERSA, Vice President**

Managing Director of PTI ASSOCIATES, the company's division of hotel representation of elite properties & DMC throughout Italy, acting as the marketing arm and reservations center throughout the North American Market. Customizes VIP travel and events throughout Italy for individuals, families, specialty groups, corporations and philanthropic organizations.

A native of Sorrento, Italy, has over 50 years of experience in the Hotel/Hospitality Industry, in executive management positions with deluxe hotels in Sorrento and Rome, Italy, and exclusive New York properties, notably the Mayfair Regent and the Westbury Hotel in Manhattan.

Supervised hotel operations for major events and conclaves in Rome and internationally: sporting events Vatican Receptions, political conventions, international film festivals. Expert in hotel negotiations, operations and delivery of upscale arrangements for VIP's, groups, social events, incentives and meetings; demanding and exacting in standards of services and professionalism.

Specialist in food and beverage preparation and presentation/menu development. Gourmet Italian chef.

**Educated at Blackpool College, England \* Multi-Lingual: ITALIAN (mother tongue) – FRENCH – GERMAN**

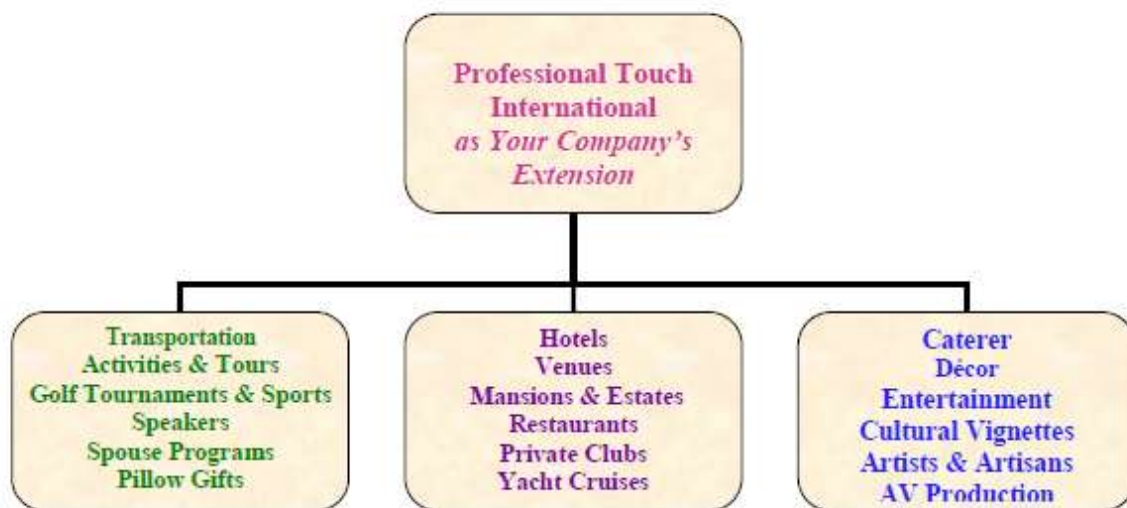


Gianni and Lexye as Chairmen and Event Planners  
orchestrating the Charity Gala  
for  
Il Circolo, the Italian Cultural Society of the Palm Beaches  
Honoring the Chairman of NIAF  
*with a hand-delivered letter obtained from the White House  
from President George W. Bush  
and in a subsequent year, honoring  
LOUIS FREEH, former Director of the FBI*

## PTI MANAGEMENT SERVICES

Initially, PTI will consult with you in defining all objectives and parameters, and deliver the ultimate in service and quality. We then work as your extension, liaising with all venues and suppliers to translate the “hopes and dreams” of the conceived event into reality. Each client feels like they are our only client, and we assure every client of our total commitment to excellence in providing top caliber kid glove services, *befitting our name!* Our full spectrum of services are comprehensive, offering a complete checklist of management skills:

- *logistical program development*
- *site & cost investigation & selection*
- *promotional & marketing strategy & support*
- *imaginative & original theme creation for day/evening events*
- *coordination of dine around programs*
- *comprehensive sightseeing excursions*
- *unique spouse programs & speakers*
- *airport meet & greet and transfers, VIP services*
- *transportation by limos, sedans, vintage automobiles, trolleys*
- *operational administration*
- *airline ticketing & travel arrangements*
- *hotel accommodations & registration/housing*
- *activities & sports tournaments*
- *pillow gifts & amenities*
- *unique venues, décor, entertainment, theme concepts*
- *on-site supervision & multi-lingual uniformed staffing*





***Surprise your guests with their very own  
"Castle in the Sand"!***



## CREATIVITY

**PTI HAS ORCHESTRATED THOUSANDS OF EVENTS THROUGHOUT THE WORLD  
THESE ARE A FEW OF OUR MOST MEMORABLE:**

**CORPORATE OLYMPIC GAMES IN THE BARCELONA OLYMPIC STADIUM, SPAIN**

**FERRERO NATIONWIDE PRODUCT “LAUNCH” AT NASA HEADQUARTERS, HOUSTON**

**VIENNESE BALLS IN THE HOFBURG & SCHWARZENBERG PALACES, AUSTRIA**

**A GALA OF OPULENCE IN THE OPERA HOUSE OF RIO DE JANEIRO WITH JEWELRY FASHION SHOW**

**“THE COPACABANA” NIGHTCLUB GALA AT THE RITZ-CARLTON (NOW EAU) PALM BEACH**

**VINTAGE AIRPLANE HANGAR WITH WORKING RUNWAY & CONTROL TOWER FOR MEGA-TRADESHOW**

**UNIVERSAL STUDIOS THEME EVENT FOR 1800 PERSONS, ORLANDO**

**EXCLUSIVE CRUISE CHARTERS: RIVER CRUISE ON THE DANUBE, WITH WACHAU CASTLE DINNER,  
“SEABOURN” CHARTERS WITH CUSTOM ITINERARY & SHORE EVENTS IN GREEK ISLES & CARIBBEAN**

**MERCEDES ROAD RALLYE IN THE MOUNTAINS & VILLAGES ABOVE THE FRENCH RIVIERA**

**MEDIEVAL FESTIVAL IN AN AUTHENTIC VISCONTI CASTLE, ITALY WITH FLAG THROWERS & KNIGHTS**

**GALA EVENT HOSTED BY A DUKE & DUCHESS IN THEIR SICILIAN PALACE WITH LOCAL CHOIR**

**“RETURN TO SORRENTO” GALA IN AN AUTHENTIC ROMAN VILLA WITH FAMOUS OPERA SINGER**

**“THE GODFATHER” EVENT AT THE SICILIAN VILLA USED IN THE MOVIE, RECREATING THE SCENE**

**“SISTER CITY” PROGRAM WITH MAYOR KOCH & NEW YORK DIGNITARIES IN MADRID, SPAIN**

**TRIBUTE TO OUR ARMED FORCES ON SEPTEMBER 11, 2012: MCAS MIRAMAR’S OFFICER’S CLUB LUNCH  
& FLIGHTLINE & ASSEMBLING CARE PACKAGES FOR DEPLOYED TROOPS... and MESS STYLE DINNER ON  
THE USS MIDWAY AIRCRAFT CARRIER, WITH A DEMONSTRATION BY NAVY SEALS PARACHUTISTS  
DISPLAYING THE CORPORATE & AMERICAN FLAG DURING THEIR JUMP!**

**BYZANTINE EVENING IN AN 11<sup>th</sup> CENTURY SARACEN CASTLE CHISELED ON THE AMALFI COAST**

**FALCONRY DEMO, FORMAL BANQUET & BEATING THE RETREAT AT EDINBURGH ROYAL CASTLE**

**CARNIVALE WITH FIREWORKS SET TO MUSIC OVER THE OCEAN IN TENERIFE, CANARY ISLANDS**

**VINTNERS’ FEST AT WINE FESTIVAL ESTATE USED BY SANTA YNEZ VALLEY WINERIES, WITH  
CHOCOLATES & DESSERT WINES AT A DIFFERENT WINERY**

**“JOIN-UP” DEMONSTRATION AT SITE OF “REAGAN ROUNDUP” BY MONTY ROBERTS WITH  
RECEPTION & DINNER IN HIS PRIVATE “SALOON” & HOME OVERLOOKING SANTA YNEZ VALLEY**

**TEAM BUILDING BEACH OLYMPICS & BREAKFAST OF CHAMPIONS IN RIO DE JANEIRO, HAWAIIAN  
ISLANDS, PALM BEACH, CARIBBEAN ISLANDS, CANARY ISLANDS, et. al.**

**HUNGARIAN NIGHT IN HISTORIC PALACE WITH THE NATIONAL BUDAPEST GYPSY ORCHESTRA**

**VINTAGE HOLLYWOOD RETRO NIGHT WITH LOOK-A-LIKES & OLD TYME MOVIES, SANTA BARBARA**

**VENETIAN MASKED COSTUMED BALL DURING CARNEVALE IN  
HISTORIC 17<sup>th</sup> CENTURY PALAZZO**



## *A Glimpse into Some Events*





# *Palm Beach Panache & Global Glamour*

