

## **Ali Gentry Flota, Owner & CEO** ***El Pescador Lodge***

Ali Gentry Flota is the majority owner and CEO of El Pescador Lodge, a well-known and established fishing resort on the island of Ambergris Caye in Belize. For more than 35 years, El Pescador has specialized in fly fishing and eco-adventures, attracting guests from around the world. Ali moved to Belize from Manhattan to join her brother, J. Logan Gentry, at El Pescador as the General Manager in the fall of 1997. In 2002 they opened a second hotel in Punta Gorda, Belize, also called El Pescador, which was sold in 2006. Ali is currently in charge of long term strategic planning, marketing, and business development for the original El Pescador on Ambergris Caye.

Ali is a founding Board member of the Ambergris Caye Chamber of Commerce and has been on the Board of the Belize Hotel Association since 2006, where she currently holds the position of 2nd Vice President. She was recently appointed Chairman of the marketing advisory committee for the Belize Tourism Board. She is also a member of TARA, an international women's business organization.

Ali holds a Bachelor of Arts from the University of Richmond. Ali is married to Alonzo Flota, a scuba diving instructor, and they have 3 amazing little girls, Alejandra, Arianna and Addison. Ali and her daughters are dual citizens of both the United States and Belize. Ali is passionate about the environment, particularly the reef and mangrove eco-system. She works closely with Green Reef, Bonefish and Tarpon Trust, and numerous other conservation organizations in both Belize and the U.S.

Ali would be a strong voice on the AFFTA board for lodges, outfitters, guides, and other destination-based entities. She offers a great deal of marketing and sales experience, and will work hard to further the interests of AFFTA's members, and of the fly fishing industry in general.