In an effort to expand EFTI’s impact on the tourism industry, we have recruited some of the best & brightest professionals in the industry to join the EFTI Advisory Board.

Welcome our new Board members!

Marla Borkson
J.D. Candidate
Washington University, St. Louis

Marla Borkson is a native of Fort Lauderdale, FL and attended the University of Florida. Marla graduated with a degree in Political Science, a minor in Geography and focuses on Arabic & Chinese language. After graduation, Marla moved to Chengdu, China where she lived for multiple years studying and working with Mandarin and regional sub-dialects of Chinese. Marla wrote columns from a foreigner’s perspective for a local magazine as well as translations for local entities. Marla also lived and worked in Kathmandu, Nepal where she worked with International non-governmental organizations in the education sector.

Marla has extensively traveled the South Asian region and enjoys learning the local languages and dialects. She is currently enrolled at Washington University in Saint Louis and is working towards a degree in international law.

Sid Gefen
President
Eric Friedheim Foundation

Sid Gefen opened Duval Marine in 1947. While boats were his main business, he branched into electronics, selling and repairing televisions and winning a contract to build four launching pads at Cape Canaveral. Gefen put together the Marine Trade Show in 1968 that drew 167,000 paying attendees. Impressed, the American Travel Agents asked him to stage their annual conference in Amsterdam, Holland.

That launched International Productions, a company that was soon staging six to 10 massive trade shows annually. One of them was The Florida Huddle, which showcased Florida’s tourism industry annually.

He was honored for his contributions to Florida tourism with the 2010 Lifetime Achievement Award from the University of Florida College of Health and Human Performance.
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Jim McManemon
General Manager
The Ritz-Carlton Amelia Island

Jim McManemon is general manager of The Ritz-Carlton Amelia Island, a 446-room AAA Five-Diamond luxury resort located directly on the Atlantic Ocean where he oversees the operations, development and strategic positioning of the property.

Mr. McManemon is the 2014 Chairman of Statewide Florida Restaurant & Lodging Association (FRLA), he is past President for the (FRLA) Sarasota Chapter. He also served on the advisory board of SunTrust Bank in Sarasota for three years and for the past two years on the board in Jacksonville, the Advisory Board of University of South Florida, the Sarasota Tourist Development Council, and the Sarasota County Tourism and Economic Development Council as Vice Chairman. He currently serves on the Nassau County Tourist Development Council and is a board member on the Florida Sterling Council.

Roy Ripak
Market Vice-President
Walgreens Company

Roy Ripak is the Market Vice President for the Walgreen Company. Currently he is supervising 295 stores, 19 Take Care Clinics, 7 on-site pharmacies and Home Infusion Center in Southeast Florida. Roy has been with the Walgreen Company for 39 years. He joined Walgreens in 1974 as a stock boy in New York. The past 8 years Roy has had similar roles in the West Coast of Florida and Denver, Colorado.

Mr. Ripak is actively involved with such charities such as Diabetes Research Institute, Ronald McDonald House, American Heart Association, among many others. Roy has partnered with Diabetes Research Institute to organize and sponsor a diabetes walk for the state of Florida in 14 locations throughout the state. They have raised $4 million dollars over the last 3 years for local charities, including Dan Marino Foundation.