



Jo Keita has had many jobs and we can only feel that they were all leading to her present passion. She joined United Airlines Reservations in 1966 because her goal was to see the world. While coordinating travel for some Motown artists, Jo notice unpleasant things happening to them and other minorities. It was then that she started a program called “Something Special”, and with the support of United Airlines and fellow employees, she was able to assist both employers and employees to become more aware and sensitive to the way people of color should be treated. She was promoted to Special assistant to the Vice President and Chief Operating Officer in Chicago for two years until there was no longer a need for her position. She then returned to Los Angeles where she served in several management capacities at United Airlines. She traveled extensively to several parts of Africa and the world.

In 1982 she left United for the position of Director of Corporate Sales for a large travel agency

Her African Haute Couture company, Nubian Princess, was very popular with the general public and people in the entertainment industry. Eventually Jo closed Nubian Princess and moved to Africa. She worked for the First Lady of Gabon for more than four years and grew to love and respect the cultures and traditions of Africa.

While in Gabon she also worked closely with the U.S Embassy and the late Rev. Leon Sullivan. When she returned to Los Angeles she worked with the African, African-American Summit and as a consultant to The International Foundation for Education and Self Help (IFESH), a very successful two-year program for schoolteachers who journeyed to Africa to teach in the villages.

Jo became aware that there were many misconceptions about Africa, so In 1995 she started her travel company, Nubian Tours. She felt that people should be better informed about Africa; and that the only way to destroy those myths was for people to travel to Africa.

And “...as African-Americans we need to be proud of the history of our ancestors”. She

started escorting individuals and groups of all races to Africa at least 4 times a year. Speaking French while traveling to countries in West and Central Africa with her clients was an asset for them.

“There is something very special about taking grade and high school students to Africa. It is very close to my heart because they are our future and they need to be proud of their heritage and know who they really are. They need to know that they can do anything they set their mind to do. Watching the transformation of people, be they children or adults, is so wonderfully rewarding.”

Jo has now expanded her travel to other areas of the world that include all of Africa, South America and Hawaii. Sacred and special tours along with cruises are good connections for getting to know people. Even though she has tours for all clients, she loves to customize and create itineraries for those who like to do non-touristic things and learn first-hand about people of different cultures, their art and traditions.

Jo became a Certified Travel Consultant (CTC) in 1980 and is on the board of ATA (African Travel Association) and the African Wellness Foundation. She is also a member of APTA (Association for the Promotion of Tourism in Africa).

Jo's African-born husband of over 32 years has been a wonderful support. In addition he has been a great source of information about Africa and its peoples.