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Netfa 'Tafa' Romain, an Award-Winning USVI Media and Production Figure Best Known For the USVI Ambassadors Program, Has Died

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Ernice Gilbert **August 18, 2021**

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Netfa "Tafa" Romain, a ubiquitous USVI media figure, died Tuesday of cancer. He was 44.

Netfa Romain, called Tafa, a well-known media and production figure in the U.S. Virgin Islands best recognized for his work with USVI Ambassadors and whose media network in recent times has grown throughout the Caribbean, died Tuesday. Mr. Romain was 44.

A consummate professional, Mr. Romain was also of a kind spirit and has been described as a great human with a strong passion for his homeland, the U.S. Virgin Islands — a truth demonstrated through his decades-long work in media.

For about a decade, he led the USVI Ambassadors program that highlights Virgin Islanders who excel at their craft. From the Grammy Award-winning Dion Parson, to Yvette Thomas-Henry, the first female African American general manager of the Four Seasons Hotel, Mr. Romain raised the pride of Virgin Islanders the world over by highlighting the best of the territory.

He was well loved and respected. "The news of Tafa's passing was devastating to me," said Dept. of Tourism Commissioner Joseph Boschulte. "I know him coming up from a long time; he was like a little brother. He was a consummate professional and from a personal level he was a good friend that you could count on."



Netfa "Tafa" Romain

Although Mr. Romain provided indelible work, including video production on a variety of projects to the Department of Tourism during Mr. Boschulte's tenure, his relationship with the department was established prior to the current commissioner.

During the years of former D.O.T. Commissioner Beverly Nicholson-Doty, Mr. Romain through media helped the department and by extension the U.S. Virgin Islands achieve its goal of bringing positive exposure to the territory while highlighting its most outstanding people.

He was close to the former commissioner, who spoke briefly with the Consortium Wednesday but was understandably still grieving Mr. Romain's death. "Tafa has been a lifelong friend of both my son and Commissioner of Public Works Derek Gabriel, and Derek is like a son as well so this is like one of our children today. It's just a hard day," she managed. The commissioner praised Mr. Romain for his deep passion for the territory who did his part through media to make the USVI a better place.

Though widely known for his work at USVI Ambassadors, many will remember him for the work he did at TV2. More recently, however, Mr. Romain — who studied broadcasting, telecommunications and mass media at Temple University — embarked on a Caribbean-wide venture through his company JNR Media Solutions that saw his years of excellent programming being aired to millions across the Caribbean region as well as Canada, Washington, DC and New York. In 2015, [he won a Telly Award](#) for video production work on Dion Parson and the 21st Century Band's live performance at Dizzy's Club Coca Cola in New York.

Outside of Tourism and the USVI Ambassadors program, Mr. Romain, who died of cancer, performed work through his firm JNR Solutions for local and national organizations.

Governor Albert Bryan in a statement to the Consortium Wednesday, said, "It is with great sadness that I received this news. I know Netfa from the early days with TV2. I always thought him to be the epitome of a VI son, kind, smart and a totally professional with his craft. I was sad when he moved to the mainland and now on his passing I really mourn for his entire family and the community. A great one gone too soon."

Mr. Romain's long list of accomplishments span decades. He was born to parents Louise and Bevin Romain in Brooklyn, New York, and moved to the USVI at the age of 3. Along with his parents, he leaves behind his wife, Natasha Trocki-Romain and their three young boys.

This reporter knew Mr. Romain personally. We at times worked together and discussed embarking on important projects jointly. We connected several times through the Dept. of Tourism's USVI Ambassador initiatives, and every encounter with Tafa was one of joy, kindness and optimism. Every interaction was one of laughter and happiness.