

INFOCUS

Quarterly Magazine of the Saint Lucia Air and Sea Ports Authority | April 2011



WOMEN AT SLASPA- A STRONG, HARDWORKING AND DEDICATED TEAM

EMPLOYEE DEVELOPMENTS- OVER THIRTY EMPLOYEES TRAINED THIS QUARTER

CRUISE NEWS-STATE OF THE CRUISE INDUSTRY 2011 - EUROPE – THE "NEW CARIBBEAN"

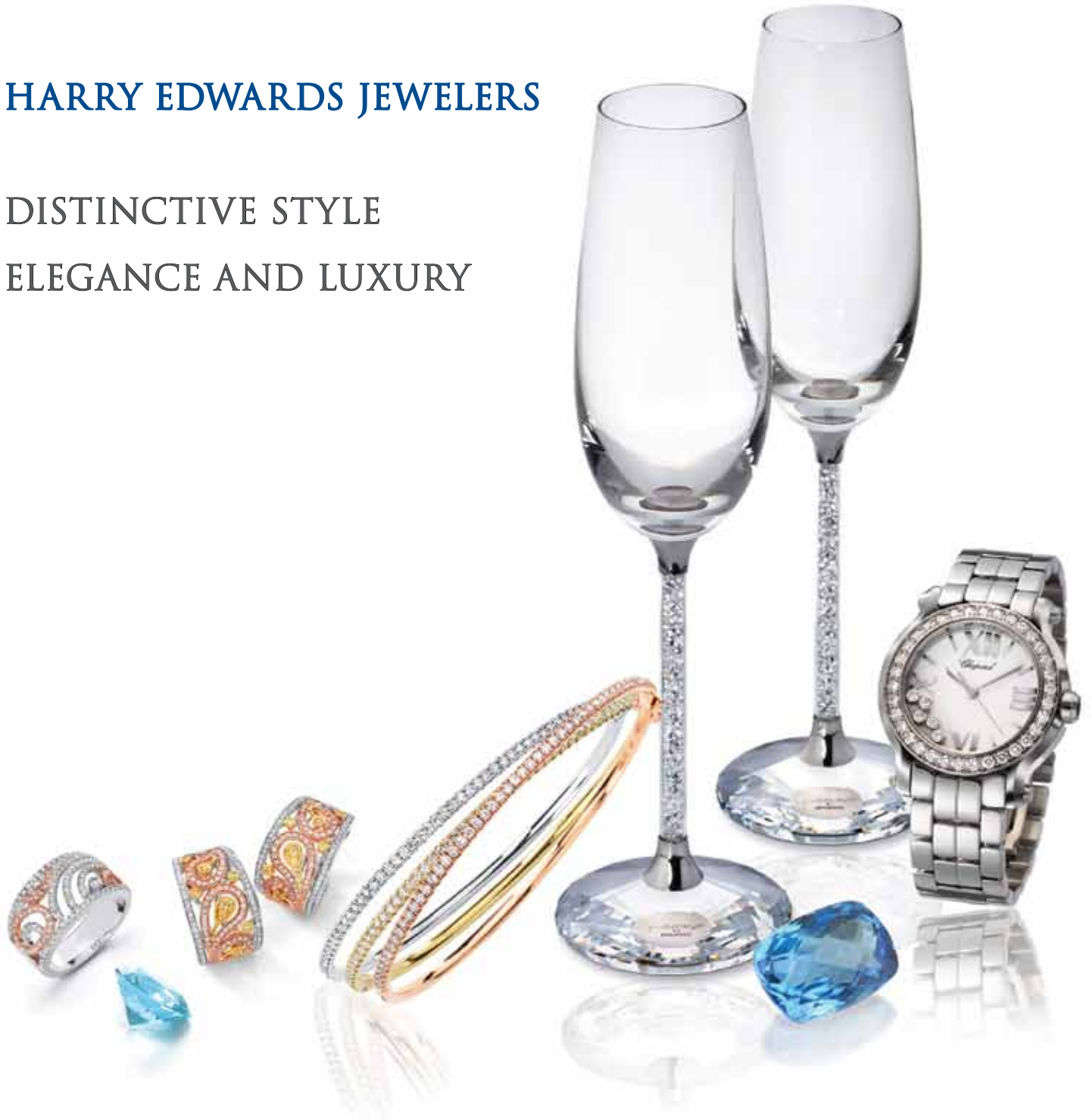
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SAILING, CRUISING & FLYING INTO 2011



Fayola Ferdinand, Marketing Officer

Welcome to the first edition of SLASPA in Focus for 2011. We are indeed pleased to be bringing SLASPA's news to you via this medium for another year. This quarter has been an extremely interesting and exciting one for SLASPA and in this issue we feature some of the highlights at St. Lucia's Airports and Seaports.

At the Airports we have a brief feature on the new Assistant Airport Manager at Hewanorra International Airport, who is directly in charge of overseeing the Iyanola Executive Lounge and Customer Service at the Airport. At the Seaports, one of our Port Officers, Peter Lewis was the first runner up in The Visitor Channel's 2010 Faces of St. Lucia's Tourism contest. In addition, we facilitated and participated in a bomb threat simulation onboard a Cargo Vessel and also facilitated a port productivity study.

Our usual sections are back with Cruise News this time focusing on the recently attended Seatrade Tradeshow and Conference, Retail Therapy from La Place Carenage and Customer Service Corner. We have our training log where our training unit facilitated training for over 34 employees this quarter. Back once again is Ordinary People Extraordinary Contributions, where we profiled another employee who by his commitment, hard work and dedication continues to make major contributions to SLASPA. Our "How-to" article is on how to save and reduce on your income tax liability and our "Did you know?" section gives you a quick tip about the Port. On the move is back for its final time with staff changes occurring within this quarter.

We have added some new and exciting sections with Meet the Managers where every quarter we will profile a member of the Senior Management Team and this time it's a feature on the female Senior Managers at SLASPA in commemoration of International Women's Day which was celebrated in March. We also have Talking Numbers with the Research and Statistical Officer, Grace Herman who gives us a snapshot on the performance of the organization. Finally, we present "Port Call in Rewind" which provides a brief review of topics discussed on SLASPA's very own radio talk show "Port Call". We have also

expanded the scope of our publication with the inclusion of several local business entities by way of print advertisements. We are indeed pleased that they have joined us as we embark on our mission to provide port users and the general public with information about St. Lucia's ports of entry. On behalf of SLASPA, I would like to express sincere gratitude for their support.

I hope that this issue provides you with an insight into the organization and its employees. On behalf of the Marketing and Research Department, I would like to thank all contributors to this issue of SLASPA In Focus.

Should you require further information or have any suggestions, please feel free to contact us at marketingdepartment@slaspa.com ■

A handwritten signature in black ink, appearing to read 'Fayola F.', written over a horizontal line.

Fayola Ferdinand
Marketing Officer



Women At SLASPA...

A Strong, Hardworking and Dedicated Team

It is a little known fact that 36% of SLASPA's total workforce is female and 46% of the Senior Management Team is female. The Senior Management Team comprises of Daniella Martelly, Financial Controller, Grace Michel, Director of Information Systems, Dona Regis, Director of Marketing and Product Development, Beverly Dulcie Manager Employee Development, Danine Jones, Legal Officer/Corporate Secretary and Nadia Alcide, Manager Employee Compensation. Also, two of our facilities are managed by women, George F. L. Charles Airport's Manager is Colindia Murray and La Place Carenage's Manager is Susanna Isaac. Added to this, there are three female Assistant Airport Managers at Hewanorra International Airport – Beverly Arlette, Jenny Alcide and Agatha Felicien at George F. L. Charles Airport. SLASPA also has nineteen female Supervisors spread through the organization in Engineering, Accounts, Port Police and Administration departments.

To account for majority of the 36%, we are going to divide the organization into three

divisions, Seaports, Airports and Support Services (which will include Corporate, Legal Engineering, Maritime, Information Systems, Accounts, Marketing, Human Resources etc.), and list a few jobs handled by women in each division. On the Seaport Operations side, we have female Tally Clerks, Shed Clerks and Janitors. At our Airports, as previously mentioned, we have a female Airport Manager, Assistant Airport Managers and Air Traffic Control Officers. Under SLASPA's support services umbrella, we have Secretaries, Maritime Administration Assistant, Port Police Constables and Corporals, Customer Service Representatives, Accounts Clerks, Accounts Payable & Receivable Supervisors, Manager Management Accounts, Senior Clerks, Cashiers, Personnel Specialists, Research & Statistical Officer, Marketing Officer, Marketing Assistant, Marketing Specialist, Building Technician and Maintenance Superintendent, just to name a few.

As a multifaceted and diverse organization, all these employees bring a wealth of knowledge and experience to SLASPA ■

“36% of SLASPA's total workforce and 46% of the Senior Management Team is female.”



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New Assistant Airport Manager at Hewanorra International Airport

By: Fayola Ferdinand, Marketing Officer



Jenny Alcide,
Assistant Airport Manager, Hewanorra International Airport

It was only recently I met this “can’t fit into a box, unassuming individual, who has never followed a predictable path...” an apt description as only she can put it. Ms. Alcide, was hired as the Assistant Airport Manager at HIA, responsible for Customer Service at the airport and overseeing the operations of the Iyanola Executive Lounge.

“I spent 13 years of my life as a teacher serving at the Primary, Secondary and Tertiary levels. Whilst teaching I owned a deli and a farming business which were quite successful. In 2009 I leapt into the ocean of uncertainty as the Training Manager of the Jalousie Plantation and from there zigzagged to SLASPA as Assistant Airport Manager,” said Ms. Alcide when I asked her about her work history.

During our brief discussion, I found out that Ms. Alcide holds a Certificate and Associate Degree in Teacher Education, Bachelor’s Degree in Education and is presently pursuing an MSc in Human Resource Management & Development. And she doesn’t plan on stopping there as she would like to pursue the International Airport Professional Certification.

Ms. Alcide is also the mother of one daughter, Zion Joy who is the ‘joy’ of her life. “Hmm, what do I love? I love public speaking, traveling, singing and motivating others, I have a mission statement which is ‘inspiring, educating and empowering others to operate in their fullest potential,” said Ms. Alcide.

As conversation ensued, I asked Ms. Alcide about her plans for the Lounge and the Airport and she had this to say, “I would like to see us provide world class service in a comfortable, relaxing atmosphere to every guest so we can be rated as the best in the Caribbean and one of the best in the world. I also want to ensure that passengers have a smooth and comfortable experience from check-in to departure. This can be achieved if all stakeholders (concessionaires, janitorial staff, airlines, taxi drivers, customs & immigration etc) embrace a customer service culture. Would like Hewanorra International Airport to be rated the best airport in the Caribbean.”

With her infectious smile and enthusiasm, Ms. Alcide had this to add in closing. “For me the sky is the limit. I want to echo the sentiments of J Willard Marriott Sr ‘...

dissatisfaction is the basis of progress. When we become satisfied in business, we become obsolete,” concluded Jenny. Congratulations to Ms. Alcide on her new appointment ■

“I would like to see us provide world class service in a comfortable, relaxing atmosphere to every guest so we can be rated as the best in the Caribbean and one of the best in the world.”



Peter Lewis Places First Runner-Up in the Visitor Channel's Face of the Year 2010 Contest

the important tourism sector. Thank you to all who voted for me and congratulations to the winner Mr. Vaval”, said Peter Lewis as he accepted his award.

Port Officer at the Rodney Bay Marina, Mr. Peter Lewis was on Friday, March 04, 2011 named first runner up of Visitor Channel's Face of the Year 2010, placing second to Vincent Vaval, Taxi Driver, Courtesy Taxi. Mr. Lewis was among 12 persons nominated to win the coveted title. On hand to present Mr. Lewis with his

award was last year's winner, SLASPA's very own Terrill Edwards, Air Traffic Controller at Hewanorra International Airport. “I am indeed honoured to receive this award, I would like to express thanks to The Visitor Channel for providing an opportunity for persons like me to represent my organization to explain to both our visitors and nationals how we contribute to

The programme FACES of St. Lucia's Tourism, showcases everyday people working in the Tourism Industry and shows how their contribution impacts St. Lucia's tourism product.

Congratulations to Peter Lewis on this remarkable achievement ■

Bomb Threat at Port Castries?



Bomb Squad leaving with 'diffused bomb'

Noo, it's only a simulation.... At approximately 10:35am on Tuesday, January 25, 2011 at Castries Seaport, SLASPA, in collaboration with Tropical Shipping and relevant Emergency agencies (St. Lucia Fire Service, Bomb Squad, Police Marine Unit and The Royal St. Lucia Police Force), participated in a bomb threat simulation on cargo vessel Tropic Carib.

Speaking at a brief interview, Mr. Paul

Charlery, Deputy Chief of Port Police said “the exercise simulated a suspected explosive device on board the container vessel, Tropic Carib, which was berthed alongside Berth #4. This simulation was planned by the captain of the vessel in collaboration with local response agencies, who all welcomed the invitation to participate in this exercise. The aim of conducting these types of simulations at the port is that we ensure we are satisfying requirements set out in the International

Ship and Port Facility Security (ISPS) Code and it also enables us to test our response capabilities with regards to an emergency originating from a cargo ship,” concluded Mr. Charlery.

The simulation lasted almost two hours and the Emergency crews were quick to respond cordoning off the area and ensuring that the “bomb” was diffused ■



Adrian Hilaire - Director of Seaports

Port Productivity Improvement Study conducted in St. Lucia

S LASPA in collaboration with The Special Advisory Services Division (SASD) of the Commonwealth Secretariat (COMSEC) and VISET Malta Plc, a limited liability company and operators of the Valletta Waterfront and Valletta Cruise Port, have all collaborated to perform a Port Productivity Improvement Study on Saint Lucia's two seaports. The main objective of the project is to conduct a study to improve port productivity and reduce operations

costs at the seaports of Castries and Vieux Fort.

The expected outcomes from the Project will be to improve labour productivity in the ports of St Lucia; to reduce the costs of cargo and passenger operations; to increase port efficiency; and to benchmark the ports of St Lucia with its competitors. The study encompassed meetings with stakeholders in the seaport industry including cargo carriers, cruise lines and cruise agents, as well as site visits ■

“The expected outcomes from the Project will be to improve labour productivity in the ports of St Lucia.”

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Cruise NEWS



State of the Cruise Industry 2011: Europe-The “New Caribbean”?

By Dona Regis, Director of Marketing and Product Development



From left, Grace Herman, Marva Greenidge, Dona Regis, from SLASPA and Donna DeSilvera of Princess Cruise Lines at a meeting

At the recently concluded Seatrade Miami Cruise Conference, several industry leaders representing the major Cruise Lines presented the much awaited “State of the Industry” to a packed room of over one thousand delegates. According to Cruise Lines International Association (CLIA) the cruise industry continues to grow, with an estimated 15 million passengers in 2010 and projections of 16 million passengers for 2011.

The Caribbean Islands have long been the most popular cruise destination for travelers from around the world, according to CLIA, each year since 2000, an estimated one-third of vacationers who cruised, did so in the Caribbean. In 2002 the region accounted for a 42% market share, however, this dropped to 32% by 2009. Why has the Caribbean market faced continued decline in market share? There is no one answer, however, there is no question that the Caribbean is currently facing fierce competition from the European and other

emerging markets such as Australia as well as niche markets such as Antarctica.

Pierfrancesco Vago, CEO of MSC Cruises, in his 2011 State of the Industry Address stated “Europe today may be the new Caribbean.” This may seem farfetched but the market trends are interesting. In 2000, the Mediterranean represented 12% of the cruise market and jumped to 16% in 2009. The United Kingdom too has experienced annual cruise growth over the past 20 years and recorded 6% growth in 2010. Overall, the European market experienced growth of 10% over the past year welcoming 5.5 million passengers in 2010. Other destinations recording impressive growth include the Australia/New Zealand region that have tripled their growth in the past seven years and is projected to welcome 500,000 by 2012.

So what does this mean for St. Lucia? St. Lucia like many others in the Caribbean have been affected by emerging markets with a 9% projected decline in cruise calls

by 2012. Fortunately St. Lucia will retain calls by major lines such as Carnival Cruise Lines, Royal Caribbean Cruise Lines, Princess and Holland American. Cruise Season 2011/ 12 will see increased calls from Costa Cruises, Thompson Cruise Lines, Aida Cruises and in 2012/13 Port Castries will welcome the return of Norwegian cruise lines.

SLASPA together with other tourism officials and local stakeholders will continue its marketing efforts to ensure that Port Castries and St. Lucia remains an important Port of Call in the Caribbean. Key to achieving this is a comprehensive understanding of the dynamics of the Industry together with continued relationship building and networking with cruise officials. Events such as Seatrade Miami Cruise Conference allows for both activities where SLASPA, represented by officers from the Marketing and Research Department attended several seminars and held a series of meetings with several cruise lines including Princess Cruises, Royal Caribbean, Costa Cruises, MSC Cruises, Fred Olsen and Norwegian Cruise Lines. ■



Marva presenting local craft to Jennifer Marmanillo from Norwegian Cruise Lines.

SLASPA Presents the 14th Annual Tea Time Jazz, Music, Art, Heart...



The sweet sounds of music and jazz often emanate from La Place Carenage throughout the year, but peaks in May with the heralding of Tea Time Jazz. Tea Time Jazz was first introduced to St. Lucia in 1997, when the management of the Duty Free Shopping Complex decided to

get in on the jazz action and introduce their own unique brand of the music. Now an integral part of St. Lucia Jazz, the annual jazz festival is suitably enhanced with this concert which as its name suggests, begins later in the afternoon, following the excitement of Jazz on the Square's lunchtime concerts.

This year, is no different when La Place Carenage will host its annual Tea Time Jazz show on May 4th and 5th 2011 starting at 3:00 pm for the 14th consecutive year. Tea Time Jazz was added to the official Calendar of Events of the St. Lucia Jazz Festival since 2001, and is a series of free concerts featuring primarily local performances and of course its signature complimentary tea, coffee and light snacks. This year, the management of La Place Carenage has once again embraced the theme "Music, Art, Heart".

Music for the pulsating rhythms that will emanate from the mall; Art for authentic masterpieces that can be acquired at the various shops and Heart for the love of the sponsors and patrons who have supported Tea Time Jazz over the years. You can even stop and shop during intermission getting your Affordable Luxuries as the shops within the mall will be presenting their usual in-store promotions.

And if the shopping, complimentary tea and snacks isn't enough to draw you, this year's lineup certainly will! The acts for this year include Deland St. Jules (Deesax), Sisterhood, The Black Antz Jazz Combo and The Total Earth Movements (T.E.M.) ■

Customer Service Corner

Serving the Discerning Customer

Employees of the Iyanola Executive Lounge receives “refresher” Training in Customer Service



Dona Regis, Facilitator, dialoguing with participants.

The Iyanola Executive Lounge has built a strong reputation of providing excellent service. Serving over 10,000 customers per month the Lounge has maintained an overall customer satisfaction rating of 90%. Despite these impressive ratings under their belt, the team headed by their newly appointed Manager, Jenny Alcide participated in a 2-day workshop on Customer Service Excellence which was facilitated by Dona Regis, Director of Marketing and Product Development.

The workshop focused on serving the discerning customer and how to create a balance between complying with Airport policies while ensuring that Customers have a great airport experience. “This workshop was largely a refresher course for most of the participants as many of them have been exposed to customer service training. However, it is very important

for employees, in particular those directly responsible for excellent customer service to be continuously exposed to training as customer demands continue to change, employees must be armed with the requisite skills to meet and exceed their expectations.”

The session concluded with role play scenarios when employees got a chance to put the newly acquired skills to use. “This



was a very informative and timely exercise which not only benefited my team and the Airport, but also assisted in promoting SLASPA’s goal at becoming more service

oriented. I take this opportunity to extend thanks to the Marketing and Research Department as well as the Employee Development Unit,” said Ms. Jenny Alcide, Assistant Airport Manager, Hewanorra International Airport.

In keeping with SLASPA’s objectives to improve service delivery at all its facilities and offices, the Marketing and Research Department will continue to work with the Employee Development Unit to ensure that all staff are exposed to customer service training. Plans are currently on the way to strengthen the level of training by including elements such as Line Traffic Management ■

“It is very important for employees, in particular those directly responsible for excellent customer service to be continuously exposed to training as customer demands continue to change, employees must be armed with the requisite skills to meet and exceed their expectations.”



Dona Regis with team members from St. Lucia Distillers Ltd., winners of Exporter of the Year Award

And the Winner is... SLASPA Sponsors Chamber of Commerce Business Awards & Supports the Local Business Community

For the second consecutive year, SLASPA lent its support to the Chamber of Commerce by providing sponsorship for their annual ‘Chamber Business Awards’ by sponsoring the ‘Exporter of the Year’ Award. The award was presented on January 29, 2011 at a glitzy ceremony at the Sandals Grande – The winner – St. Lucia Distillers Ltd.

“It was a natural choice for SLASPA to sponsor this award in particular, as we support and facilitate the export of products through our official ports of entry/exit,” stated Ms. Dona Regis, Director of Marketing & Product Development. “We look forward to the next business award ceremony and where we will hopefully pledge our support to the Chamber and the Business Community in ensuring we

provide excellent service and facilities that will support their seamless export of their products,” concluded Ms. Regis.

SLASPA’s Council, Management and Staff congratulate St. Lucia Distillers Ltd. on this achievement ■

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SLASPA: THE ORIGINAL SPONSOR OF JAZZ IN THE SOUTH

As Jazz in the South prepares to host its 15th edition from 30 April to 3 May 2011 in Laborie and Vieux Fort, one can remember that it is thanks to SLASPA, and to the vision of its former Port Council Member Director Desmond Skeete (Deceased), that this component of the Saint Lucia Jazz Festival was started. It was in May 1997, and Labowi Promotions (an organisation that was created in 1991) had been in discussions with the St. Lucia Tourist Board (STLB) for a couple of years to see how the Festival could be decentralised and reach more people in the south of the island. In response to this, the STLB, with financial support from SLASPA, offered the group Pan Explosion, with a memorable performance that brought together four great panmen (Andy Narell, Ray Holman, Robbie Greenidge and Gregory 'Shining' Emmanuel). Since 1997, SLASPA's support to Jazz in the South has been consistent and unswerving.

This year, Andy Narell returns to Laborie and Vieux Fort as the Patron of Jazz in the South, having performed on four occasions (including the very first year) at Saint Lucia's Jazz Festival over the past two decades. On Sunday 1 May, he will perform the amazing University of Calypso project that he has created with legendary calypsonian Relator, and he will also continue the work

that he started with the Laborie Pan Project during a three-week stay in Laborie in February this year.

Since 1997, Jazz in the South has featured over 120 bands and musicians from all over the Caribbean, including Antigua and Barbuda, Barbados, Cuba, Dominica, Guadeloupe, Haiti, Jamaica, Martinique, Saint Lucia, and Trinidad and Tobago, and it has established itself as a significant component of the Saint Lucia Jazz Festival, with a distinct identity that usefully complements the other components of the Festival. Caribbean artists featured in past editions of Jazz in the South include many of the greatest names in Caribbean Jazz.

For this 15th edition of the Festival, the focus of Jazz in the South will remain on the Caribbean, with two guest performers

from Africa. The venues for the events will be Coconut Bay Resort and Spa in Vieux Fort (30 April and 1 May) and the Rudy John Beach Park in Laborie (2 May). In addition, there will be workshops and master classes taking place in the South of the island on Tuesday 3 May.

Jazz in the South is organised by Labowi Promotions, a community-based organisation established two decades ago by a small group of people from the village of Laborie, in the south of Saint Lucia. Its aim is to support cultural production and to promote development through arts and culture, by organising quality performances, promoting linkages between events and business opportunities, and improving the skills and visibility of local artists. SLASPA is proud to be associated with these efforts. ■



Sean Matthew, General Manager - SLASPA, presenting cheque to Augustin Barthelmy of Labowi Promotions

Over Thirty Employees Trained this Quarter

2011 has begun on a high note for the training department who facilitated training for over 34 employees in the organization. Workshops and seminars were held and conducted in areas such as Firearms training, Workshops for Senior Administrators, Global Market Outlook, Sub Regional Cruise Ship Facility Security Workshop and Visual Merchandising/Displays Seminar. “We ensure that our employees are exposed to the necessary training and seminars that will assist them in carrying out their duties at SLASPA. In this regard, we try to facilitate as many training sessions as possible to maximize worker efficiency and productivity,” stated Ms. Beverly Dulcie, Manager Employee Development ■

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Lambert Remy, Assistant Airport Manager, GFLC Airport successfully completes a Master of Science Degree.



Mr. Lambert Remy, Assistant Airport Manager - Commercial at George F. L. Charles Airport, achieved a significant milestone in his career development plan when he completed his Master of Science Degree in Air Safety Management with City University in London and graduated on Tuesday, January 11, 2011.

This journey began in July 2008 when he successfully completed the Introductory Module – “Quality Assurance in Airline Management” as a prerequisite for acceptance in the Msc programme. Completion of nine other Modules as well as a project entitled “**Minimizing the Occurrence of Aircraft Accidents and Serious Incidents at Airports in the Organization of Eastern Caribbean States**” earned him that degree.

Mr. Remy has offered to use his newly acquired skills to assist SLASPA in the establishment of Safety Management Systems at the Airports.

Congratulations to Mr. Remy on achieving this great milestone.



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Meet the Female

This is a new section we have added to SLASPA In Focus that profiles Managers within the organization. This issue, we feature female Senior Managers and Facility Managers in commemoration of International Women's Day which was celebrated in March.



Daniella Martelly - Financial Controller

Ms. Daniella Martelly joined SLASPA in 1995 as Accountant II. She resigned one year later to pursue accountancy studies in Trinidad. In February 1998 she rejoined SLASPA as Senior Accountant

and in 2001 she was promoted to the position of Deputy Financial Controller. Ms. Martelly became the Financial Controller in 2004. Prior to joining SLASPA she was employed as an Accountant with the St. Lucia Civil Service Co-operative Credit Union Ltd before this, she worked as a Clerk with the Supply and Control Department of the then Ministry of Trade. Ms. Martelly holds a Bachelor of Science in Accounting from the University of the West Indies and is a Fellow of the Association of Chartered Certified Accountants. Since 1994, she has volunteered her services to the co-operative movement in her community and

is the current President of the Dennery Community Credit Co-operative Society Ltd. She also served as a Director on the St. Jude Hospital Board from 2003 to 2005. As the head of the Finance and Accounts Department, Ms. Martelly has been involved in a number of initiatives including the reorganization of the Accounts Department, the automation of various accounting functions, the implementation of an integrated accounting system, and a computerized Budget Management System ■



Grace Michel - Director of Information Systems

Ms. Grace Michel joined the Authority in 1984 and worked in the IT Department as a Systems Support Officer providing IT support in the

various software applications to all departments. She then served as the Network Administrator where she competently managed SLASPA's Wide Area Network providing a reliable network infrastructure for the efficient flow of information between SLASPA's headquarters and its remote locations. As Director of Information Systems she is responsible for ensuring that all investments in hardware and software are aligned to the business objectives of the Authority and that functional and cost effective IT solutions are deployed throughout the organization.

Through her dedication and exceptional inter-personal skills she has managed to gain the buy-in from staff to all her department's initiatives towards automation. Ms. Michel holds an Executive Diploma in Management from the University of the West Indies (UWI) and is also a Microsoft Certified Systems Engineer (MCSE). In 2007 she earned a Masters in Business Administration (MBA) from Durham University in the United Kingdom ■

Leaders of the Port



Dona Regis - Director of Marketing and Product Development

Ms. Dona Regis joined SLASPA in 2000 as the Manager, La Place Carenage Duty Free Shopping Mall. She was appointed Director of Marketing and Product Development in 2007 where she is now responsible for SLASPA's marketing and communication activities including port promotions,

corporate communications, image building, commercial advertising programs, product and market development, industry research, customer service and the management of La Place Carenage Duty Free Shopping Mall. She is also the lead facilitator for all SLASPA's customer service training programs where she has trained over 300 staff members and port community members to include Customs, Immigration and Airport Security Personnel. She also served as a Director on the Saint Lucia Hotel and Tourism Association Board 2009 to 2011 representing the cruise industry. In 2010 she was elected Second Vice President of the Public Relations Committee of the American Association of Port Authorities.

Ms. Regis is a Professional Certified Marketer (PCM) and holds a Bachelor of Business Administration (BBA) from Andrews University, Michigan, USA, a Master of Business Administration (MBA) from University of Durham, United Kingdom. She is also an affiliate Member of the UK-based Chartered Institute of Marketing, the American Marketing Association, the Public Relations Society of America and the International Public Relations Association. She has received specialist training in Cruise Port Marketing, Marketing Return on Investment, Media Relations and Public Relations for Port Authorities ■



Danine Jones - Legal Officer-Corporate Secretary

Ms. Danine K Jones joined SLASPA as the Legal Officer/Corporate Secretary in 2008, where she has responsibility for the management of SLASPA's Legal Affairs and also serves as the organization's Corporate Secretary. Prior to joining SLASPA, Ms. Jones worked as Parliamentary Counsel 1 at Attorney General's Chambers, St. Vincent and the Grenadines from 2003 – 2006. During this time she also represented the Attorney General on the Tobago Cays Board and served as the Corporate Secretary National Properties Ltd

in St. Vincent and Grenadines. Ms. Jones is a member of the St. Vincent and the Grenadines Bar and the St. Lucia Bar. She holds a Bachelor of Law (Hons) from the University of the West Indies and is a graduate of the Hugh Wooding Law School. She has also received specialist training in the Law to include In-House Counsel training from Sofitel St. James, London ■

Meet the Female



Nadia Alcide - Manager Employee Compensation

Mrs. Nadia Alcide joined SLASPA in 1996 as Assistant Human Resource Officer – responsible for leave administration and employee benefits. In January 2001 her journey began as Human Resource Officer – Personnel and Planning - responsible for employee benefits which include SLASPA's Group Health and Medical Plan, Pension Plan, Employee Assistance

programs. She also served as Recording Secretary to SLASPA's Negotiating Team during that period. In 2007 Mrs. Alcide acted as the Director of Human Resources and Administration and was responsible for effectively coordinating all human resource management and development services on behalf of the Authority, as well as overseeing all administrative functions at SLASPA. In December 2007, she was promoted to the position of Manager - Employee Compensation responsible for all aspects of Human Resources and Administration at the Authority. Over the last three years, she has spearheaded the implementation of an electronic Human Resource Management System which handles all aspects of personnel HR functions. She was also

involved in the settlement of a long outstanding issue of Termination Benefits which was successfully concluded between the four unions that represent SLASPA's employees. Mrs. Alcide holds a Bachelor of Commerce Degree in Human Resource Management from St. Mary's University, Halifax, Nova Scotia. She is also the holder of a Certificate in Industrial Relations from the Cave Hill, School of Business, and University of the West Indies. She is a registered member of ASTD (American Society of Training and Development) and as Manager - Employee Compensation, serves as a member of SLASPA's Negotiating Team ■



Beverly Dulcie - Manager Employee Training and Development

Ms. Beverley Ann Dulcie joined SLASPA in 2001 as the Training Officer. In 2008, she was promoted to Manager Employee Development. Prior to joining SLASPA, she was employed as a Lecturer at the Sir Lewis Community College lecturing in Language and Communication and Human Resource Management and previously as an English and History teacher at the St. Joseph's Convent. Ms Dulcie is a qualified teacher with a Certificate in Education from the University of the West Indies. She holds a Bachelor of Arts (Upper Class Honours) in

English Literature and Linguistics from the University of the West Indies and a Master of Science in Human Resource Management and Employee Relations from Brunel University in the UK. Additionally, Ms. Dulcie has a Certificate in Employee Development from the University of the West Indies. Ms. Dulcie is a registered member of the International Society of Performance Management and also holds a Certificate in Performance Improvement with that Society and Ithaca College ■

Leaders of the Port



Colindia Murray - Airport Manager

Ms. Colindia Murray is currently the manager of George F. L. Charles Airport. Ms. Murray

is a seasoned professional with almost forty years experience in the Air Transport Industry. She began her lengthy career back in 1973 when she completed Air Traffic Control training at the Civil Aviation Training College in Trinidad and Tobago. The daily Express news paper congratulated her at the time for being the first female Air Traffic Controller in the English speaking Caribbean. Initially Ms. Murray worked as an Aerodrome Controller at George F. L. Charles Airport and was later transferred to Hewanorra International Airport in 1986

where she received her Approach Control Rating. She returned to George F. L. Charles Airport in 1989. She has completed numerous training courses including training under the Canadian Airport Project in 1987/88, management training from the University of the West Indies Institute of Business in 2000, FAA certification in the Air Transportation of Dangerous Goods in Jamaica in 2004 and Supervisory Management training from the Florida Atlantic University conducted by Cohen & Klein in 2009 ■



Susanna Isaac - Manager La Place Carenage

Ms. Susanna Isaac has over twenty-one years of executive level administrative experience and serves as the Manager, La Place Carenage since August 2008. She was the Administrative Officer/Corporate Secretary with SLASPA's subsidiary company, Anchorage

Investments Limited from February 2002. Her experience include business administration, accounting, property, human resources, contract and office management.

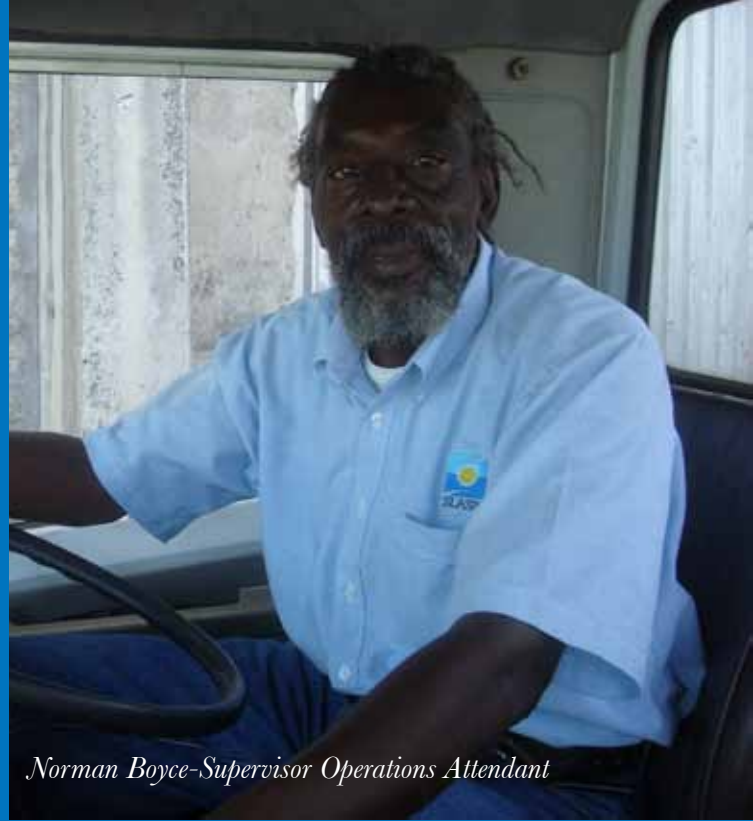
She joined the Saint Lucia Air and Sea Ports Authority (SLASPA) team in February 2002 when she was assigned to Anchorage Investments Limited, the subsidiary of SLASPA. Her responsibilities included that of developing systems for the management of the portfolio of properties owned by the Authority. These included the airport and seaport concessions such as Duty Free La Place Carenage, the cargo sheds, and the ferry terminal.

in that related field from the University of the West Indies, St. Augustine and Columbia Southern University. Today, she continues to hold a professional interest in Business Management and Financial Accounting ■

Ms. Isaac has a desire for business management and administration. Consequently, she pursued training

Ordinary People Extraordinary Contributions

By *Fayola Ferdinand*
Marketing Officer



Norman Boyce-Supervisor Operations Attendant

We continue our feature on employees who by their commitment, hard work and dedication continue to make major contributions to SLASPA. This feature is on Norman Boyce, known throughout the organization as “Boycie”. A quiet, humble and respectful man, “Boycie” and I sat down to have a little chat and I found that he is indeed a multifaceted individual. I started by asking Mr. Boyce to tell me a little about his career. And did you know that in the

early 70’s Boyce sailed onboard various vessels working in the engine room visiting many places including Europe, America, Canada and of course the islands in the Caribbean? He returned to St. Lucia in the late 70’s and began working on the Port in 1980 as a Stevedore. “In 1995 Retired Operations Manager, Nicholas Joseph saw something in me, my hard work and enjoyment for what I do and brought me in to SLASPA as a truck driver,” stated Mr. Boyce during our interview.

Currently, Mr. Boyce holds the position of Supervisor – Operations Attendant within the Seaport Operations Department where he manages six employees who perform a multitude of functions from Janitorial to forklift operations. He stated, “Employment brings Enjoyment my lady. I like what I do like assisting different departments and also like the people I work with and the cooperation I get

from most of the staff, I really enjoy when I have to work with the Marketing Department. I feel happy when I come in on mornings and give it my best. My greatest accomplishment working at SLASPA is becoming a Supervisor.”

“Mr. Boyce’s dedication to his work is evident in the meticulous way he plans out his day and executes every task. He often gets in to work between 6:00/6:30 am, however, his shift starts at 7:00 am, and is always more than willing to work late and assist when necessary,” stated Paul Richards, Terminal Manager and Mr. Boyce’s Supervisor. “He is a skilled and exemplary worker and can operate almost every piece of equipment on the port, from the Tugmaster, groove crane, all forklifts to the truck,” concluded Mr. Richards. In chatting, I found out that Mr. Boyce used to play competitive basketball with Guinness Tigers and even won a few championships



Norman Boyce supervising his staff

in his day when they used to play in the Gardens. Of course I asked if he still played and he said “Hahaha my lady, my beard too white for that!” So what does he do in his spare time since basketball is out of the question? “I do a lot of reading. Any book I can get I read it. I also like to fish and every vacation and on weekends I spend my time fishing. I am also passionate about my kitchen garden, you name it, I have it growing in my garden,” said Mr. Boyce.

Also a family man, Mr. Boyce boasts about his son, four daughters and nine grandchildren. “Those that live in St. Lucia are always at my home and I enjoy cooking for them and going to the beach with them. My children and grandchildren who live abroad, I talk to them very often and have a close relationship with them all,” Mr. Boyce said.

“I’ll be 58 on August 6 my lady and I have found happiness within myself. I can stay anywhere and feel

happy. There’s no need to go out and look for happiness like I did in my youth, because I have found it,” concluded Mr. Boyce.

With his winsome smile, eagerness and enthusiasm to assist, meritorious work ethic and devotion to his job, it is no surprise that Norman Boyce was selected as this Quarter’s Ordinary People Extraordinary Contributions.

Congratulations to Mr. Boyce ■

ON THE MOVE

TRANSFERS:



*Alexandra Alexander
Reassigned to GFLC Airport
Administrative Assistant*



*Lisa Hutchinson
Reassigned to Human Resources
Secretary II*



*Luc Charles
Transfer to HIA
Electrician*



*Sylvie Joseph
Reassigned to Engineering
Secretary II*



*Perl Tobias
Reassigned to Administration
Administrative Officer*



*Sephora Auguste
Transfer to GFLC Airport
Secretary*



*Geneva Scott-Francis
Reassigned to Human Resources
Personnel Specialist*

PROMOTIONS:



*Gale Williams
Promoted to
ATCO I*



*Lucille Esnard
Promoted and reassigned to Air and Sea
Port Operations
Secretary II*

RESIGNATIONS

*Eldon Francois
Maintenance Foreman*

*Christopher Clarke
Port Police Constable*



*Ranan Emmanuel
New Employee
CCTV Administrator*



*Shiana
New
Customer
Service*

*Samuel
Employee
Agent*

NEW EMPLOYEES:

The Saint Lucia Air and Sea Ports Authority welcomes all new employees and congratulates all persons who have been promoted/transferred.

How to Save and Manage your Income Tax Liability when Filing Tax Return



It is a new year and the filing of your tax return is an obligation that all persons earning an income owe to the Government of Saint Lucia. For many, this time is confusing and is similar to attempting to escape an inextricable maze. It really does not have to be if one simply takes the time to plan his/her affairs and maintains simple and accurate records. There are many things that taxpayers can do to manage and control their annual tax liability. The following provides a few of these initiatives that will realize immediate and long-term benefits to you and your family.

1. Join a Credit Union and Save Diligently:

Credit Unions have become a significant aspect of the financial landscape of Saint Lucia and will continue to be in the years to come. As a consequence, they can compete with the conditions and terms offered by commercial banks. Taxpayers can save a maximum of

EC\$5,000 per annum or an average of \$500 monthly that is tax deductible. The following attempts to provide you with the tax savings depending on the tax bracket in which you fall;

ANNUAL SAVINGS	TAX RATE	TAX SAVINGS
\$5,000.00	10%	\$500.00
\$5,000.00	15%	\$750.00
\$5,000.00	20%	\$1,000.00
\$5,000.00	30%	\$1,500.00

The short term benefit of the above is annual tax savings ranging from EC\$500 to EC\$1,500. The long-term benefit includes the growth of significant savings over time to aspire to financial freedom.

2. Obtain Life Insurance, Pension, and Endowment:

Life insurance and other insurance premiums paid for a year are included under schedule B – ‘Future Benefits’, up to one tenth of your assessable income, up to a maximum of EC\$8,000. If a tax payer pays the maximum of EC\$8,000 it means that just like subscription of shares at credit unions, one can reduce his/her tax liability in the range of EC\$800 to EC\$2,400.

The long-term benefits of the peace of mind that one feels in the event of death and accidents that can render one disabled, whether temporarily or permanently, is worth the sacrifice of the payment of monthly premiums on these policies.

Other benefits under the above schedule B include ‘Individual Registered Retirement Savings Plans’ and ‘Approved Pension Fund Contributions’. The maximum savings allowable under a registered retirement savings plan is EC\$6,000. thus , realizing tax savings from EC\$600 to EC\$1,800.

Other Allowable Deductions:

Under Schedule C – ‘Other Allowable Deductions’, there are many tax deductible expenses from which a taxpayer can obtain relief by simply providing the requisite and relevant original source documents that validate these expenses for the period under review. The following is a non-exhaustive list that you can take advantage of as a tax payer:

1. Owner – Occupied Residential Property
 - a. Mortgage interest up to a maximum of EC\$18,000.
 - b. House insurance premiums paid for the year.

- c. House Tax paid for the year.
 - d. Expenses incurred for the upkeep and maintenance of home.
- 2.** Student Loan Interest up to a maximum of EC\$3,000.
 - 3.** Shares in Public Companies up to a maximum of EC\$5,000.
 - 4.** Annual subscription paid to approved professional bodies e.g. ACCA.
 - 5.** Annual subscription of professional periodicals.

The foregoing is expected to provide some degree of awareness and clarification for taxpayers, who approach this time of filing tax returns with anxious apprehension. It does not have to be, here are two final tips which will assist in making this period less stressful:

- 1.** Retain and file all original documents of expenses incurred during the year that will be required for filing annual tax returns; and,
- 2.** Seek the assistance of a qualified accountant or persons from the Inland Revenue Department, who are best positioned to advise you on your eligibility to claim for available allowances that will ultimately reduce your tax liability.

Conclusion:

The foregoing is expected to provide some degree of awareness and clarification for taxpayers, who approach this time of filing tax returns with anxious apprehension. It does not have to be and the best course of action that tax payers should always do to ensure that this period is less stressful for both themselves and for the Inland Revenue Department is twofold namely:

- 1.** Retain and file all original documents of expenses incurred during the year that will be required for filing annual tax returns; and,

- 2.** Seek the assistance of an accountant or persons from the Inland Revenue Department, who are best positioned to advise you on your eligibility to claim for available allowances that will ultimately reduce your tax liability.

Get up, get in gear, and start the process of filing your tax return today!! It is that simple! Let us all help the Inland Revenue Department help us meet our statutory obligation to this developing, proud and sweet "Helen of the West".

Remember, when you pay your taxes, you contribute towards the economic and infrastructural development of your country. Do your part!

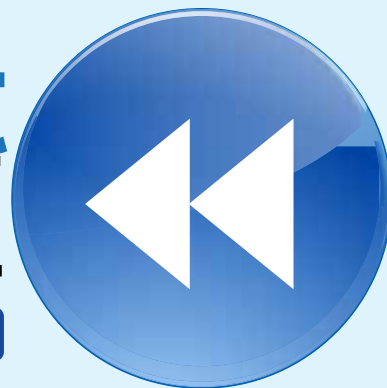
ABOUT THE AUTHOR



Cuthbert Nathoniell, Internal Auditor

Cuthbert Nathoniell holds a BSc. Degree in Accounting (Honours) from the University of the West Indies. He is also a Chartered Accountant with over fifteen (15) years experience in both the Public and Private Sectors.

Port Call IN REWIND



Communication with stakeholders is one of SLASPA's mandates and in keeping with this, SLASPA announced the launch of Port Call, which provides port users and members of the public with useful information when using the Airports and Seaports. Port Call is a monthly live radio talk show which airs exclusively on Radio St. Lucia's popular Agenda program, on the first Wednesday of every month. The show is hosted by Radio St. Lucia's David Samuels with Dona Regis, Director of Marketing and Product Development as the constant voice of SLASPA. The first Port Call for 2011 was held on Wednesday, February

9, 2011 at 8:30 am live from the Ferry Terminal, with guests Adrian Hilaire Director of Seaports from SLASPA, Catherine Cooper, Elenore Rae, Oliver Scotland and Christine Elizee from Cox and Company Ltd. Port Call #2 was held on Wednesday, March 2, 2011 at 8:30am live from The Vigie Lighthouse with guests Gabriel St. Martin, Lighthouse Keeper, William Damaze, Senior Lighthouse Keeper and Guy Bousquet, Senior Pilot from SLASPA ■

Talking Numbers with the RNSO



Review of SLASPA's Performance for the Quarter

By Grace Herman,
Research and Statistical Officer

Airports

George F.L. Charles Airport (GFLC) during the quarter recorded 6,299 aircraft movements flying in and out of the airport. Fifty six thousand five hundred and twenty (56,522) passengers were carried on these flights. The airport also handled 314,200 kilograms of cargo throughput. Hewanorra International Airport (HIA) during the quarter facilitated 4,145 aircraft movements and which accommodated 158,381 passengers to and from the island. Cargo throughput at the airport was 258,523 kilograms during the period.

Cruise

During the quarter 153 cruise vessels visited St Lucia carrying 261,345 passengers (almost half of the total passengers for the year).

Ferry

The Ferry Terminal at Port Castries facilitated 40 ferry calls during the quarter and 11,308 passengers arrived and departed at the facility.

Yachting

This quarter the Rodney Bay Marina facilitated 2,082 yacht calls a while Marigot Bay Marina facilitated 824 yacht vessels.

Cargo

Containers landed and loaded at Port Castries during the first 3 months of 2011 were 7,031 TEUS. The Port also recorded a total of break-bulk cargo throughput of 20,039 tons (landed and loaded).

What is a TEU

A TEU is the abbreviation for twenty-foot equivalent unit. This is the unit of measurement equivalent to one 20 foot shipping container. Thus a 40ft container is equal to two (2) TEUS.

Summary Table January – March 2011

HIA Passengers	158,381
GFLC Passengers	56,522
Cruise Passengers	261,345
Ferry Passengers	11,308
Yacht Calls @ RBM & MBM	2,806
Container Throughput	7,031



Did You Know ?
 That 46% of SLASPA's Senior Management Team and 36% of SLASPA's total workforce are women.

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St. Vincent - PO Box 1289, Paul's Avenue, Kingstown Tel: (784) 456-2768, Fax: (784) 451-2482. Email: stvincent_mcib@mandcgroup.com

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Port Call

YOUR
ON
ONE ONE
RADIO SHOW WITH
SLASPA

Port Call is a monthly live radio talk show that airs exclusively on Radio St. Lucia's popular program, Agenda, on the first Wednesday of every month. The show is hosted by RSL's David Samuels with Dona Regis, Director of Marketing and Product Development of SLASPA.

Tune in to find out more about St. Lucia's Ports of Entry.



SAINT LUCIA AIR AND SEA PORTS AUTHORITY
Complementing Your Every Move

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