

INFOCUS

Quarterly Magazine of the Saint Lucia Air and Sea Ports Authority | August 2010



Tea Time Jazz

2010 MUSIC ART HEART

CRUISE NEWS - SLASPA PARTICIPATES IN THE ANNUAL CRUISE SHIPPING MIAMI CONVENTION

AYE AYE CAPTAIN! PORT C T'S WELCOMES ITS FIRST FEMALE CAPTAIN

PORTFOLIO PICK OF THE QUARTER SLASPA'S SKILLED OPERATION EQUIPMENT OPERATORS

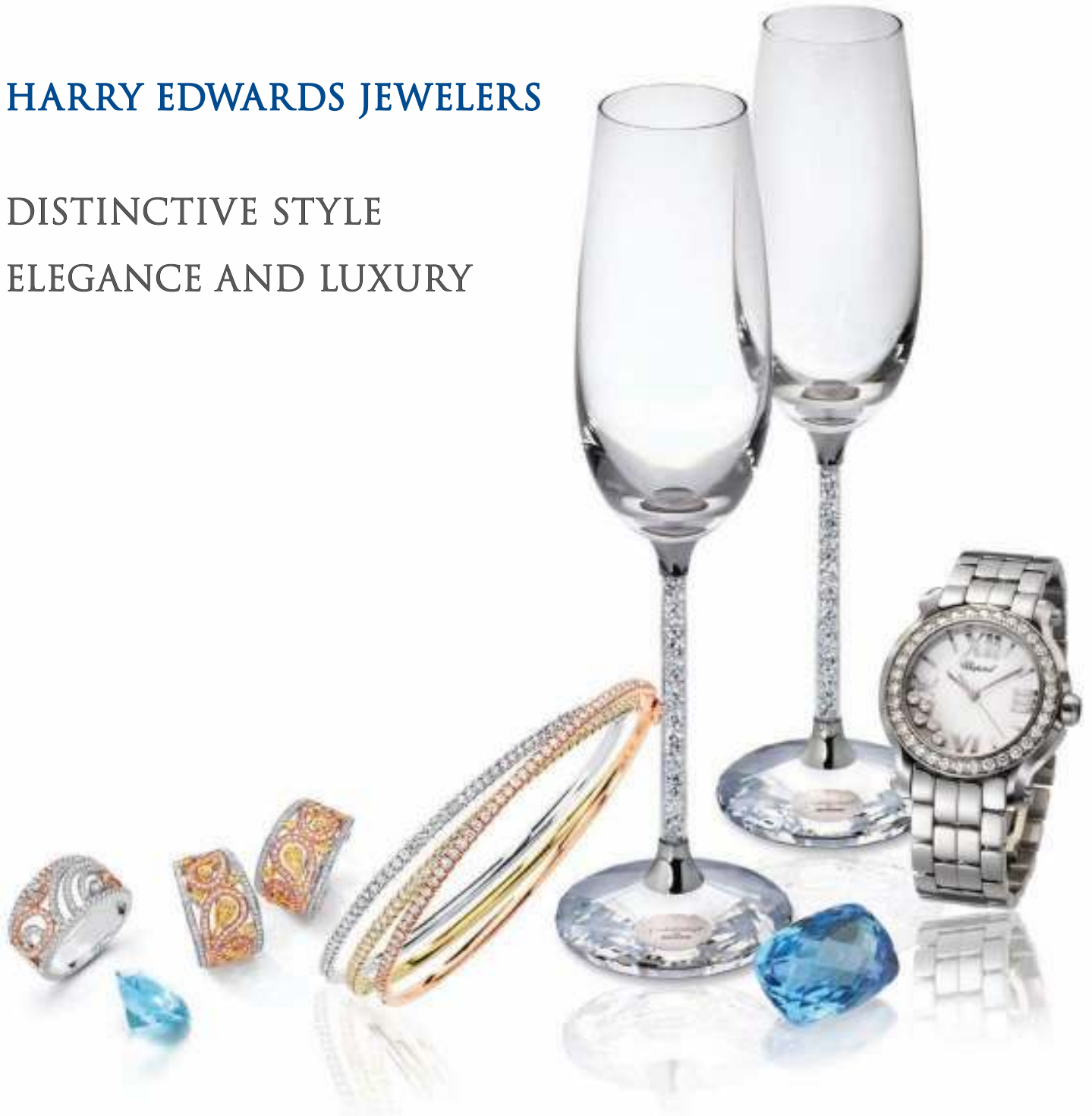
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Music Art Heart and all that's Jazz



Fayola Ferdinand, Marketing Officer

On behalf of the Marketing and Research Department, it is with pleasure that I present you with this issue of SLASPA In Focus. We have been extremely busy here at the Saint Lucia Air and Sea Ports Authority with several activities many of which are highlighted in this issue of SLASPA in Focus.

Our cover story is Tea Time Jazz which was hosted under the theme “Music, Art, Heart” - music for the pulsating rhythms that emanated from the mall, Art for the Desmond Skeete Animation Center which was a key feature of Tea Time Jazz 2010 and heart for the love of our many sponsors and

patrons who have so vigorously supported us over the years. We also feature some of our performers from Tea Time Jazz where for the first time some of the Artists will share their thoughts on the event and their performances.

At the Airports, we have embarked on a public relations plan for the proposed redevelopment of the Hewanorra International Airport while at the seaports, members of the Marketing and Research Department attended Cruise Shipping Miami, the Director of Seaports attended the Caribbean Shipping Association Conference where Mr. Lenius Lendor, General Manager for SLMTL made a presentation to delegates. In addition, the Maritime Affairs Division hosted a major regional seminar on the protection of the Marine Environment.

A key feature of this quarter's issue is the communication of SLASPA's corporate message where Director of Marketing and Product Development shares the importance of corporate communication for a Port Authority. As always, our training section was busy as bees and organized over twelve training sessions for the quarter. Manager for Employee Development, Ms. Beverly Dulcie explains how SLASPA engenders an environment of creativity and greater productivity.

We also continue our series on SLASPA's Awardees: Where are they now? And in this issue, we feature Ms. Marie-Grace Michel, daughter of Ms. Grace Michel. Marie - Grace is now a university student and like all our featured awardees, she has made SLASPA proud.

To complete this issue, we present our profiles - Our employee profile features a talented employee from the Maritime Division while the customer profile is on a key stakeholder at our airports.

To conclude, I would like to thank our advertisers for being with us for another issue and look forward to our continued business relationship ■

Marketing Officer

Tea Time Jazz



MUSIC

ART HEART

As far as airports and seaports go, most people imagine them to be bustling with activity; gigantic cranes moving containers, aircraft landing, the steady hum of forklifts racing around warehouses, and the constant interaction of people. In this regard, SLASPA is not unlike any other Port Authority. With upgraded facilities for cruise, cargo, airlines, St. Lucia's Ports is certainly teeming with life. SLASPA is also proud to be part of internationally renowned St. Lucia Jazz Festival, facilitating VIP Services for celebrities, international press and 'visitors' to the event and providing equipment for the use in stage setup. In addition, SLASPA is the presenting sponsor of the popular Tea Time Jazz at La Place Carenage.

This year's Tea Time Jazz started off on a high note at La Carenage Gallery, La Place Carenage at the official launch and

the unveiling of this year's theme - Music, Art, Heart.

Music...when Mall Manager Ms. Susanna Isaac broke away from tradition, by creatively singing the line up with live music ...Art from the Gallery and the Desmond Skeete Animation Center and Heart for the love of our sponsors, performers and bands. Continuing from the climatic launch, Marva Greenidge, Marketing Specialist joined Ms. Isaac at various media engagements spreading the hype which reached a fevered pitch on May 5th, 2010, the first day of Tea Time Jazz.

GF Quartet started the show playing golden oldies that had members of the crowd reminiscing of fair days back when they went to dancehalls like Palm Beach, Camelot, CYO Parish Centre and Diamond Slipper and listened to live bands like Quavers, Big 6, CYO

“SLASPA is also proud to be part of internationally renowned St. Lucia Jazz Festival, facilitating VIP Services for celebrities, international press and 'visitors' to the event and providing equipment for the use in stage setup. In addition, SLASPA is the presenting sponsor of the popular Tea Time Jazz at La Place Carenage.”

Harmonites and Tru Tones.

Following GF Quartet was first time performer in St. Lucia Shantel Joseph who gave a Grammy award winning performance crooning her way into the hearts of many. Shantel, born in St. Lucia but grew up in the USA belted notes some of us wish we could hit. Singing only original tracks, her song "Without You" was a dedication to her dad who passed away before he could see her perform in St. Lucia. Through her tears, many felt the words of her song as some were left misty eyed, one audience member even went on stage to console her showing true emotion. A priceless moment experienced only at Tea Time Jazz.

After Shantel, was local reggae sensation Zionomi who had many of the ladies wanting to be more than just a friend (referring to lyrics in his hit song Being Just a Friend). Performing with a live band,

his reggae hits were heard across the mall inviting patrons to come listen to this 6' 3" tall, affectionate, zealous and talented individual. Ending the day on a high note, everyone could not wait for day two!

Hostesses Fayola Ferdinand, Marketing Officer and Marva Greenidge, Marketing Specialist opened the show on a sad note when they announced that headliner Shayne Ross local R&B sensation was no longer performing ...just as Marva (who sometimes fancies herself a songstress) was about to perform one of Shayne's hits --, he ran on stage guitar in hand, singing his hit song Closer, and the ladies certainly came closer to hear his sultry voice. After performing hits like Secrets, I'm in Love with you and Naked, Shayne truly rocked the crowd with "Take you home" with which he closed his set.

The crowd was given a brief intermission

while the next act set up. They were treated to complimentary tea, coffee and snacks. Some even had time to visit the Desmond Skeete Animation Center's light and sound show on the Island's history which incidentally features the St. Lucia Jazz Festival.

LIME Diamond Steel was the last act for Tea Time Jazz and they kept playing hit after hit after hit which had the crowd grooving to their pulsating rhythms. The more songs that were requested, the more they gave the crowd what they wanted! Everyone was on a high after their performance which culminated a wonderful two days of Tea Time Jazz.

Enquiries have already been made into next year's line up. That is a secret for now but expect bigger and better in 2011 for Tea Time Jazz!



Patrons Enjoying Tea Time Jazz at La Place Carenage

The Management and Staff of the Saint Lucia Air and Sea Ports Authority (SLASPA) would like to take this opportunity to thank the Sponsors: LIME Caribbean Ltd., M&C Insurance Brokers, St. Lucia Electricity Services (LUCELEC), Joseph's Shipping, Renwick & Company, Consolidated Foods Ltd., Radio Caribbean International and the Tenants at La Place Carenage.

Cruise News

SLASPA Participates in the Annual Cruise Shipping Miami Convention



In the dynamic industries in which SLASPA operates, its executives must maintain close relationships with key cruise industry partners and other stakeholders. One of the ways in which this is done is by attending various Port Promotion activities such as Cruise Shipping Miami which is the most popular cruise industry marketing event. This year, the tradeshow and convention was held from March 15th to 18th, 2010.

In addition to providing valuable opportunities for promoting St. Lucia's cruise ports, the event also consists of a significant training component. "We attended workshops that were facilitated by industry experts where we attained the latest information about the cruise industry, the future plans of the cruise

lines and leading cruise destinations. Most importantly, we held one-on-one meetings with various key executives from cruise



St Lucia Delegation with Cruise Executives

lines such as MSC and Norwegian Cruises along with leading cruise publications and cruise-focused advertising companies," said Fayola Ferdinand, Marketing Officer.

"Over the past few years, Port Castries has grown significantly both in terms of passenger arrivals and in popularity as a cruise destination. However, it is important that we continue our efforts at promoting the Port while we work with local stakeholders to improve the landside product," said Dona Regis, Director of Marketing and Product Development. "Events such as Seatrade provide a cost effective method to reach all the decision makers in the industry while networking with other cruise destinations," continued Ms. Regis.

The next major cruise marketing event is the Florida-Caribbean Cruise Association (FCCA) which is scheduled for October 2010 ■

The Proposed Hewanorra International Airport Project:

Stakeholders Provide Feedback to SLASPA



Senior Executives taking Questions from Stakeholders



Sean Matthew, General Manager, Addressing the Media

SLASPA has been continuously working towards its mandate of keeping customers informed on port developments. This quarter SLASPA hosted town hall meetings with

“This will be the greatest project in the history of St. Lucia, it was about time that SLASPA did this and I will be happy to see this project come to fruition.”

the Southern Taxi Association, Southern Tourism Development Corporation, Destination Management Companies, Travel Agents and the National Taxi Union to inform them of the latest developments on the proposed Hewanorra International Airport Redevelopment. Sean Matthew, General Manager/ CEO SLASPA, made PowerPoint Presentations to these stakeholders while a team consisting of Mr. Ben Emmanuel - Senior Director, Corporate Services and Administration, Mr. Peter Jean, Director of Airports, Ms Dona Regis, Director of Marketing and Product Development and Mr. Teddy Matthews, Airport Manager - Hewanorra International Airport joined in during the question and answer sessions.

The presentations were well received and participants provided very useful feedback with one stating, “this will be the greatest project in the history of St. Lucia, it was about time that SLASPA did this and I will be happy to see this project come to fruition.” Commenting on the meetings, Dona Regis, Director of Marketing and Product Development stated, “it is customary for us to meet our stakeholders on port developments. The meetings provided valuable insight from stakeholders and feedback thus far has been very good, I would like to take this opportunity to thank our stakeholders for their very useful feedback”.

SLASPA continues to dialogue with all stakeholders and effectively communicate the proposed plans ■



Dona Regis, Director of Marketing and Product Development, speaking to the Port Community

Communicating SLASPA's Corporate Message to the International Port Community

Director of Marketing and Product Development Represents St. Lucia and the Caribbean at AAPA Public Relations Forum

S LASPA is an active member of the American Association of Port Authorities (AAPA) which is an alliance of leading Seaports in the Western Hemisphere and through Ms. Dona Regis, Director of Marketing and Product Development, SLASPA and the other Caribbean ports are well represented on the Public Relations Subcommittee of

trading partners and the general public is essential to our future success," said Ms. Regis as she shared her experience. "This has been an incredible experience for me to network and share with other port executives our commitment to ensuring that SLASPA's corporate message is

of every St. Lucian," concluded Ms. Regis. Other Ports making presentations included, Port of Houston, Port of Oakland, Saint John's Port Authority, New Brunswick and Port of Long Beach, Los Angeles ■

“ We are therefore in the process of developing some exciting programs and activities to enhance public appreciation of what we do as a Port Authority and increase the understanding of the Port's contribution to the local economy and the quality of life of every St. Lucian ”

the AAPA.

In June of this year, Ms. Regis participated in the midyear Public Relations Forum of the AAPA where she was invited to make a presentation on SLASPA's communication programs. Given the popularity of the St. Lucia Jazz Festival on the international level, she focused on SLASPA's involvement in this event in particular, Tea Time Jazz. "St. Lucia's Airports and Seaports continue to be a critical link for access to the global marketplace. Effective communication to our customers, the media, government

effectively delivered.

We are therefore in the process of developing some exciting programs and activities to enhance public appreciation of what we do as a Port Authority and increase the understanding of the Port's contribution to the local economy and the quality of life

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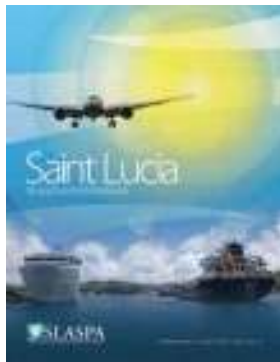
Signed, Sealed, Delivered:

2010 -2012
Port Handbook
and Directory
Launched



June 30th, 2010 marked another major milestone in SLASPA's communication plan when members of the Senior Management Team along with the staff of the Marketing and Research Department, gathered with over fifty industry partners at La Carenage Gallery, La Place Carenage to officially launch its 2010-2012 edition of the SLASPA Handbook and Directory.

This seventy-six (76) page, full-colour, glossy publication features St. Lucia's two Airports, two Seaports and two Marinas capturing all of SLASPA's business sectors i.e. Aviation, Air and Sea Cargo, Cruise, Ferry and Yachting as well as the services that support these sectors such as Human Resources, Engineering, Marketing, Finance, Security and Information Systems. It also contains a directory of over 200 local businesses involved in the Airport and Seaport Industries.



Cover of SLASPA's 2010/2012 Handbook and Directory



Invited Guests and SLASPA Staff at the Launch

“ This publication will serve as a major marketing tool for a port that delivers success complementing our other mediums such as our website, newspaper columns, press kits, our soon to be launched Port Tips, media room and radio show. ”

Speaking at the launch, Mr. Wayne Monrose, President of the Shipping Association, stated, “one will note a significant part of this handbook is devoted to shipping. From our perspective, it seemed easy for one to overlook the significance

of shipping as an integral part of the trade logistics component of this country. Among other things this handbook will in no small measure assist in edifying anyone with a general interest in St. Lucia and its shipping and maritime affairs. ”

Dona Regis, SLASPA's Director of Marketing and Product Development underpinned the importance of this publication as part of SLASPA's Port Promotion program, “It is very important to us as an Air and Sea Port Authority that our information is accurately captured and creatively presented as it so magnificently done in this edition of the SLASPA Handbook and Directory. This publication will serve as a major marketing tool for a port that delivers success complementing our other mediums such as our website, newspaper columns, press kits, our soon to be launched Port Tips, media room and radio show. The 2010-2012 edition of the SLASPA Handbook and Directory was published by UK-based Meridian Publishing Ltd.

Electronic copies of the handbook can be downloaded from SLASPA's website www.slaspa.com and hard copies are available at all points of entry and at SLASPA's Headquarters ■

Safer Seas and Cleaner Oceans

SLASPA Hosts a Major Regional Maritime Seminar



Officials, Delegates and SLASPA Representatives at the Seminar

S LASPA, through its Maritime Affairs Division, collaborated with the Curacao based, Regional Activity Centre/Regional Marine Pollution Emergency Information and Training Centre (REMPEITC) and the International Maritime Organization

counteracting or preventing the building up of deposits on underwater surfaces, such as the undersides of boats. For SLASPA, this seminar was both timely and necessary, given the organization's commitment to the protection of the marine environment and safety at sea. The AFS convention

provided a comprehensive understanding of the AFS convention with a view towards ratification and implementation of this international instrument, secondly, it increased awareness of the use of potential harmful anti-fouling systems on ships, thirdly, we all learnt about best practices from countries that have ratified the convention, and finally it facilitated exchanges in terms of legislation, institutional and policy reforms to be undertaken by the different stakeholders for the implementation of the conventions at the national and regional Level," said Mr. Christopher Alexander, Director of Maritime Affairs. The seminar concluded with a fun filled sunset cruise to the South of the island while visitors were served with a taste of St. Lucian cuisine and entertained with the sweet sounds of local music ■

“ This seminar provided tremendous benefits to participants and stakeholders of both local and regional maritime sectors ”

(IMO) to host a regional seminar on the International Convention on the Control of Harmful Anti-Fouling Systems on Ships (AFS Convention). The convention was held from June 29-30, 2010 at Coco Resorts.

Anti-Fouling refers to the process of

which was fully discussed at the seminar prohibits the use of harmful substances in anti-fouling.

“This seminar provided tremendous benefits to participants and stakeholders of both local and regional maritime sectors. It

Engendering an Environment of Innovation, Creativity and Greater Productivity

The Training Unit of the Human Resources and Administration Department successfully organized and facilitated over twelve categories of training for staff this quarter. Training for this quarter included Basic First Aid, Project Management Fundamentals, Retail Seminars, Strategic Sales and Marketing,



Training Facilitates Service Delivery

Customer Service, Events Management, Leadership and Organization of American States/Inter-American Committee on Terrorism (OAS/CICTE) workshops both in-house and offsite.

Ms. Beverly Dulcie, Manager Employee Development who manages SLASPA

training program has stated that her overall objective is to create a learning organization whereby employees are eager to learn, see the benefits and value of training and in so engender an environment of innovation, creativity and greater productivity. Commenting on this quarter's program she stated, "SLASPA engenders an environment of creativity and greater productivity. Training courses and workshops attended enable employees to complete their assigned task more efficiently. One of the benefits of working at SLASPA stated by many employees are the training opportunities provided to them" ■

“We ensure that all our employees have been exposed to training courses and workshops that will facilitate their completing their assigned tasks more efficiently”

IT Officer, Uranus Jn Baptiste, becomes an A+ Certified Technician



Uranus Jn Baptiste - IT Officer

Uranus Jn Baptiste, IT Officer attended an A+ Course in Trinidad this quarter. A+ is a computer repair program that enables a technician to deal effectively with the most common technical problems associated with a computer. The skills

acquired are installation, configuration, upgrading and troubleshooting both computer hardware and software. The program also enables technicians to distinguish every major component in the computer and understand how they work together. The course is covered in seventy two hours in which two final exams had to be written. As expected Mr. Jn Baptiste excelled in both exams and became an A+ Certified Technician.

The A+ course covered modules in the following domains; Personal Computer Components, Laptop and Portable Devices, Operating Systems, Printers and Scanners, Network, Security, Safety and

Environmental Issues and Communication and Professionalism.

“It's a great achievement for my personal career development and could see it as a great aid to my designation at SLASPA. This would technically improve my decision making and help me become more analytic within the organization. It will also contribute to my professionalism in dealing with employees who have access to computers on a daily operating basis,” stated Uranus.

Congratulations to Uranus on this great achievement!

Customer Service Corner

Over 100 Airport and Seaport Personnel Trained in Customer Service Training



Dona Regis, DMPD, Facilitating Customer Service Workshop

SLASPA, has been very focused on service delivery at all its facilities and has embarked on a series of customer service training sessions for its employees. Based on the success of this program, SLASPA has extended this training to the entire port community inclusive of Customs and Excise Department, Immigration and Airport Port Screeners where over 100 employees were trained during the months of June and July 2010.

“Customer Service is an important role of all persons employed at the Ports of Entry as over one million visitors are welcomed on an annual basis and

many residents are served on a daily basis. This role is particularly important as travelers and other users have to adhere to several rules and regulations,” said Dona Regis, Director of Marketing and Product Development and the facilitator of the training program. “Creating an atmosphere conducive to excellent service requires that port employees pay attention to the fundamentals of customer service. This is sometimes difficult for some employees who have to constantly tell customers things that they do not want or like to hear. These sessions were therefore focused on providing employees with the tools that will assist them in enforcing the policies at the Airports and Seaports

“Customer Service is an important role of all persons employed at the Ports of Entry as over one million visitors are welcomed on an annual basis and many residents are served on a daily basis”

without alienating customers,” continued Ms. Regis.

Feedback from participants suggested that the sessions were very educational with several persons indicating their plans to not only practice what they learned but to impart their knowledge on to their co-workers who were not able to attend the sessions. Other areas covered included, communication skills, internal customer service and serving difficult customers. SLASPA plans to continue this program and also extend to other Port Community Members■

SLASPA's Skilled Operation Equipment Operators



PICK OF THE QUARTER

The following article was first published in the Weekend edition of the Voice Newspaper as a feature of SLASPA's weekly column "Portfolio". It ranked among the most widely read for the quarter.

Thomas Marcellin, Jerome Modeste, Noel Gaspard, Leonard Daniel, Hens Hollingsworth and Mathis Phillip from left to right

In this edition of Portfolio, we will focus on our Operations Equipment Operators who perform one of the most important roles at the seaport; they are Jerome Modeste, Thomas Marcellin, Leonard Daniel, Hens Hollingsworth, Mathis Phillip and Noel Gaspard. Together, this six-member team operates our reachstackers and our crane which we affectionately call Blue Boy because of its stature and of course, its colour.

In case you are lost, a reachstacker is a very flexible container hauling machine that has the capacity to quickly transport containers from one location on the port to another and the versatility of stacking them into rows of varying heights. The crane, which is a mobile harbour crane, facilitates the movement of containers from the vessel to the dock and vice versa. When a container is offloaded from a vessel, the reachstackers would normally transport them from the landing site to the appropriate storage stack. Later, when a truck comes to the port to collect a container for a customer,

the reachstacker would then retrieve the container from the stack and safely place it onto the truck for onward delivery to that customer. It takes considerable skill and precision for an operator to execute this process without damaging the container and its contents.

Perfect hand to eye coordination is a must in order to pick up a container that is sometimes stacked four high on the port (which is higher than eye level) and place it flawlessly onto the slots of the awaiting truck. The same goes for sitting 23 meters above the ground in the cabin of the crane, looking down to move containers from ship to shore for imported cargo and from shore to ship for exported cargo. Combined, they have over 50 years of service and this highly skilled technical team makes the task of moving containers look so easy with the way they do it so seamlessly and effortlessly with consummate expertise even working long and late hours to ensure that all customers get their goods on time.

Recently, two of our crane operators, Noel Gaspard and Jerome Modeste, became

certified crane operators and are now able to operate the LHM 3200 and LHM 1200 cranes in any part of the world. Noel Gaspard can move as many as 30 to 40 containers in an hour from ship to shore; this is the most number of moves recorded in St. Lucia and of a comparable standard to that attained in leading regional ports!

Our crane operators have travelled to ports in neighbouring Caribbean islands to train and provide assistance to up-and-coming operators with their cargo operations. To ensure that they remain on top of their game and keep abreast with the changes that occur in the industry, SLASPA provides them with training both locally, regionally and internationally.

To put things into perspective, without our equipment operators moving the containers from the ship to the shore then you just might not be driving your car today as it may have come in a container that one of our skilled operators offloaded from a vessel ■

Tea Time Jazz in the eyes of Performers



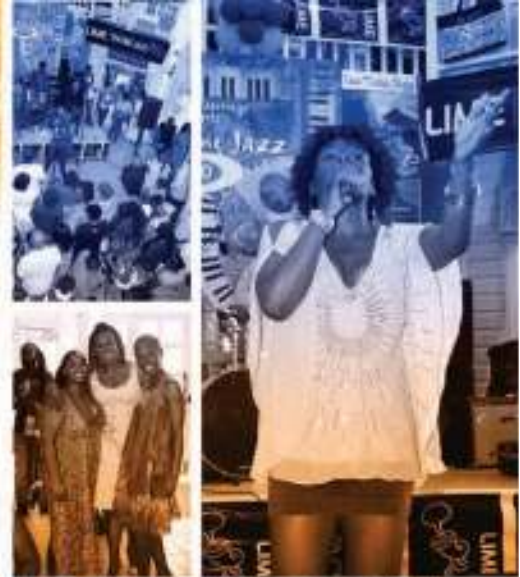
“Tea Time Jazz was the best welcome home event I have experienced! The crowd was engaged in the performance from the start of the show till the end, and their participation was extraordinary. To add to this, the staff at La Place Carenage handled the event in an exceptional way. They saw to it that the artists were comfortable. Their enthusiasm and professionalism created an atmosphere that anyone would feel comfortable in. As a result of all this, I felt at home singing on the stage for Tea Time Jazz. Thank you all.”

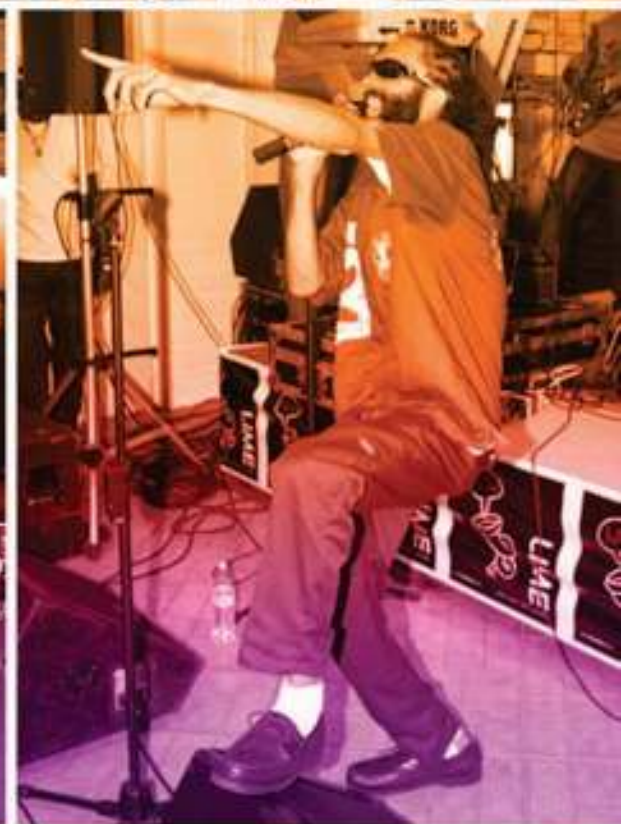
Shantel Joseph



“For me the overall experience of La Place Carenage Tea Time Jazz is one I will never forget. The energy of the crowd as well as the intimacy of the event created an atmosphere of unparalleled harmony. Within the last year or so, we all had seen our share of tough times due to financial uncertainty, and that had no doubt taken a toll on some of the other fringe events at this year’s St. Lucia Jazz. This year’s Jazz saw the scaling down of some events and even the cancellation of others. But even as sponsors tightened the drawstrings to their purses and organizers scrambled to put together low budget events which paled in comparison to their past successes, La Place Carenage, through SLASPA was able to keep the integrity of Tea Time Jazz intact with what was one of the jewels of this year’s Jazz Festival. So I would like to take this opportunity to thank SLASPA.”

Shayne Ross





PROMOTING AWARD WINNING PORT VIEUX FORT

General Manager of SLMTL
 Makes a Presentation to the
 Regional Seaports Community



Mr. Lenius Lendor, General Manager, SLMTL
 at Port Vieux Fort,” continued Mr. Lendor.

Mr. Lenius Lendor, General Manager of St. Lucia Marine Terminals Ltd. (SLMTL) made a major presentation at the Caribbean Shipping Association (CSA) in Curacao from May 17 – 19, 2010. Representing SLASPA was Mr. Adrian Hilaire, Director of Seaports. Mr. Lendor was asked by the association to make a presentation on Port Vieux Fort as they were the 2009 recipient of the prestigious Best Multi-Purpose Port Award.

“The presentation afforded SLMTL an opportunity to promote Port Vieux Fort in particular and also complementary entities like the Freezone, Hewanorra International Airport and Saint Lucia in general”

Given that the CSA Executive Conference was attended by all the major shipping lines along with agents, National Shipping Association representatives from the Caribbean and others with a stake in the maritime industry, the presentation was deemed a useful marketing tool for SLMTL. ■

His presentation consisted of a PowerPoint summary and video of Port Vieux Fort.

“The presentation afforded SLMTL an opportunity to promote Port Vieux Fort in particular and also complementary entities like the Freezone, Hewanorra International Airport and Saint Lucia in general,” said Mr. Lendor. “The presentation was well received and the audience was especially impressed by the multi-tasking model utilized by SLMTL; whereby twenty-four (24) multi-skilled staff is responsible for the management and operation of Port Vieux-Fort, along with approximately one hundred and ten (110) stevedores who are employed on rotation as casual dock workers. It appears that Multi-tasking is not utilized in most neighbouring ports to

the extent that it exists at SLMTL, despite the acknowledged advantages, as is evident



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AYE AYE CAPTAIN!

Port Castries Welcomes its First Female Captain

By Fayola Ferdinand

Do you know what Aye Aye Captain means? Well I didn't until I sat down with Captain Stahre-Janson from Royal Caribbean Cruise Lines. Aye aye Captain is an acknowledgment to an order given by the captain to members of staff to perform a task. Captain Stahre-Janson has been at sea for 21 years and started working on a cargo vessel as a Watch Keeping Officer and did sail training on Old English trollers. What makes Captain Stahre-Janson stand out is that this captain is a woman!



Captain Stahre-Janson at the helm of Serenade of the Seas

are usually surprised when they realize that the Captain on Serenade of the Seas is a woman. I even have a little fan club!" stated Captain Stahre-Janson during our interview.

So what does a captain do on a 962' vessel that carries approximately 2,300 passengers and 850 crew, "My duties involve ship handling, interaction with people so that we provide a good experience, safety and security, port communication and crew and staff interaction. I also stress on teamwork and crew satisfaction because the crew is what makes the cruising experience special" continued Captain Stahre-Janson.



Captain Stahre-Janson with Senior Pilot Guy Bousquet and members of the Marketing & Research Department at SLASPA

Captain Karin Stahre-Janson is the first female captain on the RCI fleet.

Being one of only two female Captains in the industry, thirteen years ago, she started out as a First Officer and moved up the ranks to Chief Officer then to Staff Captain and finally became Captain in March 2007. Not only does she have many years experience, but she also holds a Bachelors Degree in Nautical Science and has a very technical background. "Guests

Serenade of the Seas is the third Radiance-class ship in Royal Caribbean's fleet. Serenade of the Seas' greatest strength is that it offers plenty of options, from dining to entertainment, and yet remains a mid-sized ship. It's a good choice for a wide range of travellers - including families, singles, couples and groups and calls to St. Lucia 28 times a year.

Congratulations to Captain Stahre-Janson on breaking the glass ceiling ■

SLASPA's Scholarship Awardees

Where are they now? Part III



Nine years after being awarded with a SLASPA scholarship, Marie-Grace Mandela Michel, daughter of Grace Michel – Director of Information Systems at SLASPA, is now a twenty-one year old St. Lucian student of St. Mary's University in Halifax, Nova Scotia, Canada. Like the two previously featured awardees, she has made SLASPA proud. This beautiful and talented young lady attended the Ave Maria Girls Infant and Primary Schools from



Marie-Grace Michel, SLASPA's Scholarship Awardee 2001

1994 to 2001 before going on to the St. Joseph's Convent Secondary School on a SLASPA scholarship having scored 83% in the 2001 Common Entrance Examination. She graduated from St. Joseph's Convent in 2006 with 9 CXC subjects including 7 grade ones (with 4 distinctions).

From St. Joseph's Convent she went on to the Division of Arts, Science and General Studies of the Sir Arthur Lewis Community College from where she graduated in 2008 with a distinction in General Paper and Advanced Level passes in Mathematics and Sociology.

Having attended a College Fair in 2008 at which she learnt of and became impressed

“ remain focused and keep their eyes on the prize at all times, no matter what distractions or obstacles you encounter. If you play hard then you must study twice as hard in order to be successful. ”

with St. Mary's University, she applied for and gained admission to the University to do a four-year Bachelor of Commerce Degree with a major in Accounting.

At St. Mary's University Marie-Grace completed both her first and second years with a Grade Point Average (GPA) of 3.93 and earned a place in both years on the Dean's List of top academic achievers.


Having taken extra courses in the summer of last year and this year, and having attained 21 "A" grades out of 24 courses which she has done at St. Mary's University, she is on track to complete her Bachelor of Commerce degree after three years instead of four.

Upon completion of her degree, she plans to pursue a professional accounting qualification – ACCA, CGA or CA – and to become a Chartered Accountant.



Grace Michel, Director of Information Systems with Daughter Marie-Grace

Her advice to other young St. Lucians who are desirous of furthering their education is that they should remain focused and keep their eyes on the prize at all times, no matter what distractions or obstacles you encounter. If you play hard then you must study twice as hard in order to be successful.



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Meet the lovely and talented Thecla Joseph Maritime Assistant

Dedicated, Efficient and a Champion for Safer Seas and Cleaner Oceans



Thecla Joseph, Maritime Assistant, started out at SLASPA as a Receptionist in August 2001 attached to the Human Resources and Administration Department, then quickly got promoted in 2002 to an Administrative Clerk. After being with SLASPA for almost ten years, she has moved up the ranks and now fills the important role of Maritime Assistant within the Division of Maritime Affairs.



Thecla hard at work

Thecla, efficiently deals with a client base of over 100 persons liaising and coordinating many aspects such as boaters’ registration and licensing and planning various events for her department. She makes this look easy with her friendly demeanour and natural charm. The only female in the small but efficiently managed Maritime Affairs Division, she is not just a pretty face but is as passionate about what she does as her

dedicated leader, Christopher Alexander, Director of Maritime Affairs. “I could not ask for a better Maritime Assistant, her passion for what she does is amazing not to mention the level of competence she applies to every aspect of her duties. I am indeed blessed with a great team,” said a very proud Director of Maritime Affairs, Christopher Alexander.

So what does Thecla like about her job? Like most of the selection for the employee profile, her eyes lit up as she expressed her feelings about her job. “I enjoy working with the team at the Maritime Division, the interactive nature and the relationship between myself and external and internal customers. I strive to have customers leave the office satisfied with the service delivery and experience. To accomplish this, I go the extra mile to assist them and provide a valuable service to them,” stated Thecla. “The position affords me the opportunity to partake in the logistics required to facilitate meetings, workshops and the efficient day to day operations of the department. My job is very unique and challenging which gives me the opportunity to be continuously exposed to the regulatory and legislative developments in this dynamic industry,” she continued.

“SLASPA is an organization that has many opportunities for self development available to all staff. There are many social and educational benefits that employees enjoy”

“SLASPA is an organization that has many opportunities for self development available to all staff. There are many social and educational benefits that employees enjoy. Many benefits extend beyond the employees and are enjoyed by their spouses and children. Such benefits include but are not limited to, the after school programme, scholarship programme for secondary and tertiary level education, medical and pension scheme, and of course, the numerous training opportunities. This is what I like about SLASPA” said Thecla.

In 2005, Thecla journeyed to the Big Apple (New York) to attend Monroe College, where she completed a Bachelor’s Degree in Hospitality Management. Although this is a great achievement, Thecla plans to

further her education by acquiring certification or Bachelors of Science in International Shipping/Port Management/Maritime Environmental Management or any maritime related area, become a qualified certified Maritime Officer and a qualified Ship Registrar. To aid in achieving these goals, Thecla has obtained a vast amount of on the job training such as representing Saint Lucia at Regional Maritime Workshops such as Voluntary International Maritime Organization(IMO) Member State Audit Scheme (VIMSAS) in Dominica 2009, obtaining a Certificate in Basic Seamanship, assisting in the preparation and development of shipping regulations and assisting in the facilitation of Boating Safety workshops, and the national symposium.

This dedicated and efficient young lady is not only driven in her career but she is also very family oriented. She enjoys reading a good book, socializing with friends and watching exciting sports like tennis and football. “My family life is also very important to me. I have a very close relationship with my siblings. We live in close proximity to each other and continue to spend lots of time together just like when we were kids. We normally get together to celebrate birthdays, anniversaries, Christmas and often partake in several family outings,” concluded Thecla.

Congratulations Thecla on being selected as the Employee Profile for this Quarter!

CUSTOMER PROFILE

Caribbean Dispatch Services Limited

16 years Great Customer Service and Fast Turnaround Times



Efficient staff of Caribbean Dispatch Limited

Caribbean Dispatch Services Limited (CDSL), a ground handling company located at Hewanorra International Airport celebrates 16 years of operation in St. Lucia in 2010. The company commenced operations on the island in 1994 after having won the tender from SLASPA for ground handling services at both Hewanorra and George F.L. Charles Airports.

CDSL is a subsidiary of American Airlines and Americas Ground Services (AGS), which operates throughout the Caribbean and Latin America. It is presently one of the largest employers in the south of St. Lucia, providing jobs for nearly 200 employees – all of whom are St. Lucian nationals, mainly from the Micoud and Vieux Fort areas.

The company provides ground-handling services to all carriers serving St. Lucia (with the exception of LIAT) including aircraft handling, cabin cleaning, passenger check-in, ticketing services, baggage and cargo services. Security services are also performed for some airlines.

“ An excellent example of CDSL teamwork at Hewanorra is the 60-70 minutes turnaround time offered to European and North American carriers. “This requires real teamwork if the job is to be done properly and effectively ”

CDSL’s management team comprises of General Manager, Francis Scantlebury, four co-ordinators and a team of 10 supervisors. “We are proud of our high levels of customer service for airlines which is all down to our knowledgeable, trained and experienced professional staff,” Mr. Scantlebury said. “Our professional team offers clients unparalleled levels of customer experience, local knowledge, skilled expertise and the highest levels of safety for clients and their equipment.”

An excellent example of CDSL teamwork at Hewanorra is the 60-70 minutes turnaround time offered to European and North American carriers. “This requires real teamwork if the job is to be done properly and effectively,” added Mr. Scantlebury

Staff Changes

Resignations

Mrs. Angel Labadie

Reassignment

Ms. Sephora Auguste, Secretary, has been reassigned to provide administrative support to the Training Section



The Saint Lucia Air and Sea Ports Authority welcomes all new employees and congratulates all persons who have been promoted and wish those who have resigned good luck in their future endeavours.

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