

# INFOCUS

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



THE VISITOR CHANNEL'S

# 2009 FACE OF ST. LUCIA'S TOURISM

Terrill Edward, Air Traffic Controller

RETAIL THERAPY –  
NEWS FROM LA PLACE  
CARENAGE

ENHANCED SAFETY &  
SECURITY AT GFLC AIRPORT

NEW DIRECTOR OF MARITIME  
AFFAIRS APPOINTED

HOW TO SAVE AND MANAGE  
YOUR TAX LIABILITY.

SLASPA SCHOLARSHIP  
AWARDEES :  
WHERE ARE THEY NOW?

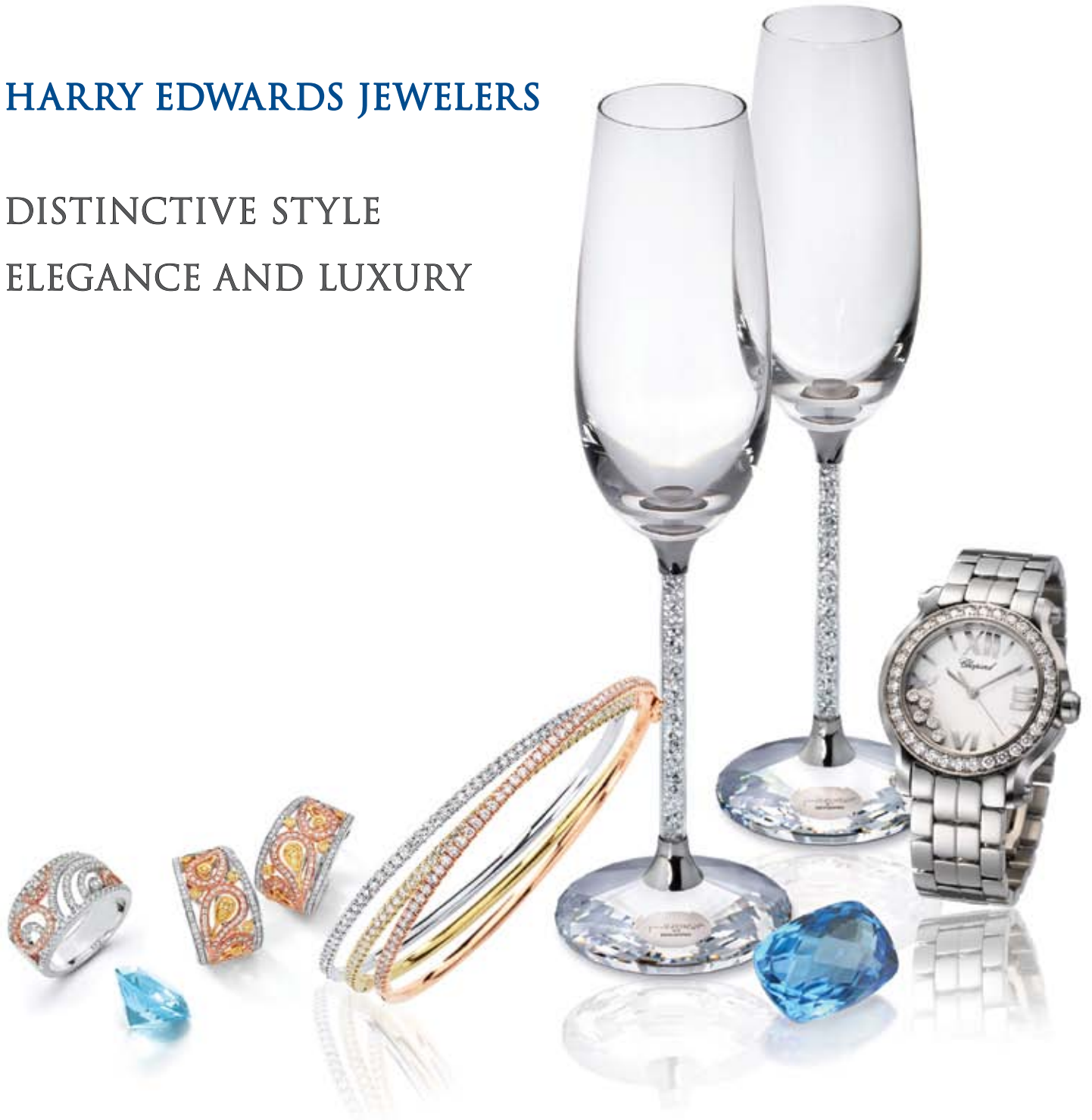
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# Off to a Great Start



*Fayola Ferdinand, Marketing Officer*

On behalf of the Marketing and Research Department of the Saint Lucia Air and Sea Ports Authority (SLASPA), it is my pleasure to welcome you to our first issue of SLASPA in Focus for 2010. 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 as well as the corporate offices. First, we continue to work towards our goal of keeping our customers and stakeholders informed on the happenings at the Port. We have therefore launched a new monthly statistical column called RePORT which is published in the Mirror Newspaper complementing 'Portfolio' a weekly column which is published in the Voice Newspaper.

At busy Port Castries, SLASPA's skillful Marine Pilots successfully facilitated a new Mediterranean style method of docking in Port Castries, while our very efficient

Port Police Department assisted in a bomb threat simulation aboard a vessel and was highly commended by the Ship's crew. The Maritime Department, no stranger to great achievements, reached another milestone with the publishing of the Shipping Regulations on February 23, 2010.

It was equally busy at the airports as safety and security was enhanced at George F.L. Charles Airport with the enforcement of parking restrictions on the roadway outside of the Airport. Our cover story features an employee from Hewanorra International Airport who fulfils one of the key roles at the Island's main international Airport. Ms. Terrill Edward, Air Traffic Controller was named St. Lucia's 2009 FACE of Tourism by The Visitor Channel.

There has been a lot happening at La Place Carenage with the launch of a new website [www.carenagemall.com](http://www.carenagemall.com) where customers can easily access information about the stores at the facility or even book a tour to the Animation Center. Speaking of which, the Desmond Skeete Animation Center caught the attention of the producers of a new magazine Evolve which features the Center on its cover page. Plans are well on the way to hosting the famous Tea Time Jazz which according to the Mall Manager, she is "pulling out all the stops" to host one of the best shows ever.

We continue our series on SLASPA Awardees:

Where are they now? Where we feature Ms. Karen Piper daughter of Mrs. Genefer Piper, Secretary to the Director of Information Systems. Karen Piper, like Sabrina Sayers who was featured in our last issue, also made SLASPA proud by graduating with the highest honour at Division of Technical Education and Management Studies, Sir. Arthur Lewis Community College. We have also introduced a new feature called "how-to" and for this issue, Internal Auditor, Cuthbert Nathaniel advises on how to save and manage your income tax liability when filling annual tax return.

As customary, SLASPA's employees continue to achieve excellence, this quarter SLASPA in Focus will also feature two young executives and two Crane Operators who have achieved milestones in their respective fields. The employee profile for this issue comes from the Marketing and Research Department and features Ms. Grace Herman, a multifaceted young lady who personifies beauty and brains. To complete this issue, we officially welcome two new employees who joined SLASPA this quarter.

Finally, I am indeed pleased that our advertisers have joined us for another issue of SLASPA In Focus, 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 continued support.

# TERRILL EDWARD

## Air Traffic Controller is The Visitor Channel's 2009 FACE of St. Lucia's Tourism

When many passengers use air travel to get from destination to destination, they are always cognizant of front line employees such as flight attendants, airline customer service representatives and pilots with whom they come into contact with during their flight. However, there are the unseen employees who are responsible for getting passengers safely and expeditiously from one destination to the next. They are the Air Traffic Control Officers (ATCOs) who work behind the scenes but have a very important role in air travel.

On January 15, 2010, mother, student and Air Traffic Controller at Hewanorra International Airport (HIA) was named 2009 Tourism Face of the Year when the Visitor Channel presented its first annual award to the most popular FACE of St. Lucia's Tourism. The competition was voted online by over two thousand persons between December 1st and 31st, 2009.

As part of a program developed by SLASPA's Marketing and Research Department to showcase the organization's role in Tourism, Terrill was selected along with several other employees to be featured on The Visitor Channel's Faces of St. Lucia's Tourism Program. Her two-minute interview was conducted in the HIA Control Tower where she was quoted as saying "I'm an Air Traffic Control Officer with SLASPA, therefore I ensure smooth and safe handling of air traffic. My main responsibility is to keep aircraft safe and separated in the air and on the ground and also keep them free from obstacles. Air traffic control is the first point of contact for aircraft coming into Saint Lucia. We ensure that we have a safe airspace and an environment which is conducive to enhance St. Lucia's tourism product."

Voters were able to review the two-minute video of the FACES profile of twelve finalists during the month of December 2009 to select their Face of the year. Ironic you might think, that the 'face' that was





selected by voters, isn't the 'FACE' that tourists see, but people have recognized the vital role Terrill and her co-workers play in ensuring that tourists arrive safely to our lovely destination. Ms. Edward, beat out eleven other nominees to win this coveted title. In second place was Mr. John 'Junior' Mitchel, a Tour Guide with the Sulphur Springs Park, and Mr. Valance 'Vision' James, a Tour Guide with the Rainforest Aerial Trams in third place. When asked about this prestigious award she smiled proudly and said

*“ I am thrilled to be the people's choice for FACES of Tourism. It is indeed an honour to be presented with this award.”*

“I am thrilled to be the people's choice for FACES of Tourism. It is indeed an honour to be presented with this award. I would like to thank my fellow contenders, my co-workers, family and friends and all the persons who voted for me.” said Terrill. “I'm not surprised that Ms. Edward has won this award, she is a very focused and determined young lady” said Mr. Michael Lee, Manager for Air Traffic Services as he congratulated Terrill on this remarkable achievement.

According to The Visitor Channel, the FACES

of St. Lucia's Tourism Program has grown into an effective industry awareness program with six new participants each week, explaining the importance of their profession and the value of the tourism industry to St. Lucia.

Terrill's role as an Air traffic controller is not easy, but sitting in the tower with her, she does it seamlessly. Terrill and the other Air Traffic Controllers, provide air traffic control service, not only to aircraft operating in the vicinity of the airport, landing and taking off, but also to other aircraft transiting the St. Lucia airspace for other destinations. They are guided by Aviation standards and International Civil Aviation Organization (ICAO) procedures as well as locally established policies as relates to both commercial airlines and general aviation traffic.

Terrill and other Air Traffic Controllers keep

aircraft separated in the air and on the ground to avoid collision while maintaining expeditious and efficient aircraft operations and provide information and other support to pilots as necessary.

Not only a skilled Air Traffic Controller, Terrill is mother to four year old Terri, “she is the love of my life and truly an amazing daughter, I'm really enjoying motherhood” said Terrill. She is also a part-time student of the University of the West Indies where she is enrolled in the Bachelor of Science program – Management Studies.

Although she admits to a very hectic schedule of balancing motherhood, career and school she also finds time to enjoy a good book, relaxing at the beach and spending time with her family. Congratulations to Terrill on achieving this prestigious award!



*Terrill Edward Air Traffic Controller winner of the FACES of Tourism competition (second from left) with other nominees and sponsors at the FACES of Tourism Awards Ceremony*



# Marine Pilots Successfully Facilitate Mediterranean Style Berthing at Port Castries

*Mediterranean Style Docking of Costa Mediterranea at Port Castries*

**O**n Friday, January 18, 2009, SLASPA's skilled Marine Pilots successfully accommodated the cruise vessel, Costa Mediterranea on anchor inside Port Castries. This is a Mediterranean style docking where the bow of the vessel is anchored while the stern is secured by lines to the berth.

"This unorthodox anchoring/mooring arrangement was conditional of the prevailing weather conditions and with the understanding that the vessel will be the last to enter and the first to leave the Port, we are therefore pleased that we were able to successfully meet the request of the line," explained Nichalan Mayers, Marine Pilot. Dona Regis, Director of Marketing and Product Development whose office is responsible for

cruise promotion commended the work of the Marine Department. "This is significant for Port Castries and the Cruise sector, without our ability to accommodate this type of berthing, the vessel may have been placed on anchor outside of the Port which means that passengers would have had to be tendered into the Port from a longer distance. The worst case scenario would be that the vessel would have opted not to call on Port Castries," said Ms. Regis. SLASPA also sees this capability of the Marine Unit as a marketing tool to promote the Port. "We have included this in our port promotional package as one of the capabilities of our port, therefore, during our discussions and negotiations with Cruise Lines, we can now offer this to them as an option," continued Ms. Regis.

*“SLASPA also sees this capability of the Marine Unit as a marketing tool to promote the Port.”*





# Port Castries Records Excellent Response Time in Simulation Exercise

**S** LASPA's Port Police Department together with Security Personnel of the Cruise Vessel Costa Mediterranea and several local agencies participated in a simulation emergency exercise at Pointe Seraphine on Friday, January 22, 2010.

The exercise simulated a suspected explosive device on board the cruise vessel. By all accounts, the exercise was a resounding success, Mr. Christopher Vaity, Chief of Security onboard Costa Mediterranea said, "We perform these drills to ensure we keep up to date with International Ship and Port Security (ISPS) Code and to also test our procedures and the response time of the teams. We managed to safely evacuate the vessel in 15 minutes which is a good time. I wish all ports would have a great response time like we did today as the drill was a success."

Deputy Chief of Port Police, Paul Charlery was the lead coordinator along with Inspector, David Maitre. "Despite minor challenges, the exercise was a success in that SLASPA and the ship's obligations under the ISPS code as enshrined in their various security plans were met. I wish to commend the Port Police Department and local agencies who participated in this important exercise," said Mr. Charlery.



*Crew of Costa Mediterranea being evacuated during a security drill at Port Castries*

*“ I wish all ports would have a great response time like we did today. ”*



# Christopher Alexander is New Director of Maritime Affairs



Christopher Alexander, who joined SLASPA in 2006 as the Ship Surveyor, has been appointed as Director of Maritime Affairs effective March 01, 2010. Prior to joining SLASPA, he was employed with the Marine Unit of the Royal St. Lucia Police Force serving as the Operations Sergeant (Coast Guard) where his roles included Commander/Operator, Senior Navigator of Coastguard Vessels and Search and Rescue Coordinator. He also lectured in Basic Seamanship, Maritime Law Enforcement and Search and Rescue.

Mr. Alexander holds a certificate in Public Administration and a Bachelor of Science Degree in Management from the University of the West Indies. He is a trained Chief Petty Officer, Rescue Scuba Diver, Small Craft Operator / Commander and an Instructor of Maritime Law Enforcement. In addition, he has received specialist training in ISPS Code (Maritime Security), Regional Flag & Port State and Marine Accident and Incident Investigation FAL Security, Maritime Security,

Port Operations and Customs Enforcement from the International Maritime Organization (IMO), US Coast Guard and a number of other international organizations.

In his role as Director of Maritime Affairs, Mr. Alexander will be responsible for the planning, organizing and directing of all the activities of the Division of Maritime Affairs. He will also be responsible for administering the Shipping Act and other Maritime Legislation; ensuring national training for seafarers; surveying and safety inspections; flag and state port inspections; licensing examination of seafarers, conducting of investigation in maritime casualties. In addition, Mr. Alexander will continue to serve as the Principle Receiver of Wrecks.

“I am indeed pleased with my appointment,” said Mr. Alexander. “I have started a number of initiatives which I plan to continue this year, these include, the development of effective regulations required by the Shipping Act

Cap.13.27; the licensing/registration of ships under the Shipping Act with emphasis on vessels under twenty-four meters; the development of safety standards for small commercial vessels utilising the Small Commercial Vessel Code (SCV); and other shipping regulations under the Shipping Act.13.27,” continued Mr. Alexander. “One of my long term goals is to develop a centre to provide basic safety training for crew operating within Saint Lucian water, targeting mainly commercial vessels. Finally, my team and I would be working towards increasing the awareness of Boating Safety on the island, we will therefore develop an educational program targeting schools, business houses, and seafarers,” concluded Mr. Alexander.

SLASPA along with the Local, Regional and International Maritime Community extends congratulations to Mr. Alexander on his appointment.

*“I am indeed pleased with my appointment, I have started a number of initiatives which I plan to continue this year.”*

# SLASPA Supports Service Excellence



*Ben Emmanuel Presenting the SLASPA Award for Service Excellence to Carlton Glasgow, Managing Director, 1st National Bank at the Chamber of Commerce Business Awards.*

As an organization with a keen interest in the economic development of St. Lucia, SLASPA, through its Marketing and Research Department became a bronze sponsor of the Chamber of Commerce’s Annual Business Awards. The specific award sponsored by SLASPA was named the “SLASPA award for Service Excellence.” “It was a natural choice for SLASPA, as we are an organization committed to Service Excellence,” said Dona Regis, Director of Marketing and Product Development. The award was presented on January 23, 2010 at a glitzy ceremony at the Sandals Grande – The winner – 1st National

Bank. Senior Director, Corporate Services and Administration, Mr. Ben Emmanuel was on hand to present the award to Managing Director, Mr. Carlton Glasgow who accepted on behalf of the institution.

SLASPA’s Council, Management and Staff congratulate 1st National Bank on this achievement. “We look forward to the next business award where we are hoping to present an award to the Exporter or Importer of the Year,” continued Ms. Regis.

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# Shipping Regulations Published



St. Lucia's Maritime Sector, through SLASPA's Division of Maritime Affairs reached a significant milestone on February 23, 2010 with the publishing of the Shipping Regulations. The four regulations which have been published as follows: Firstly, the Shipping (Registration and Proprietary Interests in Ships) Regulations will ensure that all Saint Lucian vessels are registered, thus having formal identification. Secondly, the Shipping (Fees) Regulations which are comparable to the International Maritime (IMO) fees guidelines and that of

Regional countries. Thirdly, the Shipping (Distress Signals and Prevention of Collisions) Regulations which brings into national law, the International Regulations for the Prevention of Collisions at Sea. Finally, the Shipping (Safety and Pleasure Vessels) Regulations which standardizes safety among vessels seeking to operate without any commercial interest.

"The Shipping Act of Saint Lucia Cap 13.27, was first published in 1994 and amended in 2000, however, there have not been any supporting regulations to enforce the requirements under the Shipping Act,"

explained Christopher Alexander, Director of Maritime Affairs, Division of Maritime Affairs. These regulations will ensure that St. Lucia meets international maritime standards while promoting safety of seafarers and protection of the marine environment" continued Alexander.

To ensure that all stakeholders were adequately informed and have a clear understanding of these new regulations, SLASPA held a highly successful symposium on March 09, 2010.

*“These regulations will ensure that St. Lucia meets international maritime standards while promoting safety of seafarers and protection of the marine environment.”*



Christopher Alexander, Director of Maritime Affairs addressing Local Maritime Stakeholders at the March 2010, Shipping Regulations Symposium



# Enhanced Safety and Security at the George F.L. Charles Airport

**S**LASPA, with the Ministry of Communications, Works, Transport and Public Utilities in collaboration with the Royal St. Lucia Police Force has for some time now designated the roadway outside George F. L. Charles Airport from the entrance to beyond the exit as a “no parking” area. As part of efforts to enhance safety and security for airport and road users SLASPA, through its Port Police Department, enforced, parking restrictions as of March 01, 2010. “As the Managers of the Island’s Airports and Seaports, safety and security is a major priority for us. We have sighted a number of safety and security concerns surrounding this practice. This includes congestion outside the airport and potential danger for airport and road users who frequently transverse this road,” explained Kennedy Francis, Chief of Port Police prior to the enforcement.



*George F. L. Charles Airport.*

SLASPA, through a public relations plan developed by the Marketing and Research Department, sought to inform and educate airport and road users with public service announcements and appeals made through the print and electronic media.

“Thus far, airport and road users have been very cooperative, I believe that it has a lot to do with how it has been managed as we engaged the airport community in discussion prior to the enforcement of the restrictions,” said Ms. Colindia Murray, Airport Manager, George F.L.

Charles who also expressed gratitude to the Port Police Department for their continued assistance.

*“As the Managers of the Island’s Airports and Seaports, safety and security is a major priority for us.”*

# State of the Art Website Launched



Home Page for La Place Carenage Website.

La Place Carenage Duty Free Shopping Mall, launched its state of the art website on January 19th, at the Carenage Gallery. Produced jointly with the tenants of La Place Carenage, this highly interactive website - [www.carenagemall.com](http://www.carenagemall.com) - provides customers

with up to date information on the stores at La Place Carenage as well as other features such as the Desmond Skeete Animation Center.

The website was built to assist in reinforcing the mall's brand identity, while keeping customers, business partners and other stakeholders informed of happenings at the facility.

The website features up to date information on stores at the facility, sale specials and information on events such as Tea Time Jazz. Customers will

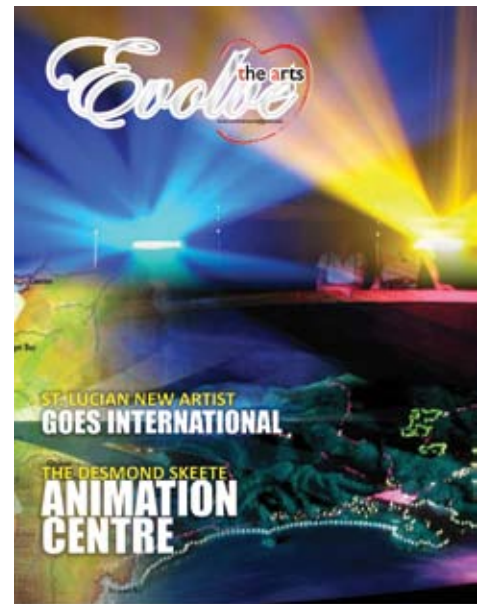
also be able to book a tour to the fascinating Desmond Skeete Animation Center from the comfort of their homes, offices or hotels. Stakeholders of the cruise sector also have direct access to very important cruise information while customers will have direct links to some of their favourite stores.

Visit the website at [www.carenagemall.com](http://www.carenagemall.com) for store specials and to book your tour to the Desmond Skeete Animation Center.

# Desmond Skeete Animation Center Selected as Cover Story on New Magazine-Evolve

The State of the Art Desmond Skeete Animation Center caught the attention of the Producers of new magazine, Evolve and was selected as the cover story for their first issue. Evolve, which is a magazine dedicated to the arts is endorsed

by the Cultural Development Foundation (CDF). The Magazine was aptly launched at La Place Carenage in an intimate ceremony on Wednesday February 17, 2010. According to the Producers of the Magazine, the Animation Center was chosen as the cover story because



Desmond Skeete Animation Center featured on the Cover of the first issue of Evolve Magazine

it presents the exciting past that is Saint Lucia's history successfully combining the drama of historic events with the theatrics of modern technology to present a breathtaking 3D look at how the island evolved.

# “Pulling Out All The Stops” for

**F**or the thirteenth year running, La Place Carenage will host its annual Tea Time Jazz. Added to the official Calendar of Events of the St. Lucia Jazz Festival in 2001, Tea Time Jazz 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 is “Pulling Out all the Stops” as they prepare to present one of the most loved fringe events of the St. Lucia Jazz Festival.

“Music, Art, Heart is our theme for this year’s event - music for the pulsating rhythms that will emanate from the mall, Art for the Desmond Skeete Animation Center which will



## Music, Art, Heart

be 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.” said Susanna Isaac, Manager La Place Carenage. “In addition, we will continue our Affordable Luxuries campaign where the shops within the mall will present

their usual in-store promotions and we will again offer our amazing 50% off tickets to the Animation Center. We are definitely “pulling out all the stops,” continued Ms. Isaac.

Presenting sponsor, Saint Lucia Air and Sea Ports Authority (SLASPA) will continue to support Tea Time Jazz. “In addition to being a fantastic event, SLASPA also sees Tea Time Jazz as an excellent avenue for the showcasing of local talent,” said Dona Regis, Director of Marketing and Product Development. “We continue to support this event as part of our mandate for social and economic development of St. Lucia. We believe that supporting our local Musicians is an important aspect of this development,” concluded Ms. Regis.

Tea Time Jazz will be held from May 05 to 06, 2010 at La Place Carenage Duty Free Shopping Mall.

## Progress means change...



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# Two of SLASPA's Young Executives Achieve Major Milestones



*Daren Cenac, BSC, MBA (Project Management), Chartered Engineer, Registered Engineer in St. Lucia, Associate Member of ASHRAE*

*Dona Regis, BBA, MBA, Certified Professional Marketer, Member-International Public Relations Association*

**D**ona Regis, Director of Marketing and Product Development and Daren Cenac, Senior Engineer recently reached milestones in their respective careers. Daren, who in 2009 graduated with top honours in his Masters Program, has been elected to become a Corporate Member of the Institution of Mechanical Engineers (IMechE), which allows him and his work to be recognized worldwide as a Chartered Engineer, registered under the Engineering Council of the UK. Dona, who is an Associate Member of the UK-based Chartered Institute of Marketing, has been awarded the designation of Professional Certified Marketer. For both Daren and Dona, these are significant awards as they are now both one of only two St. Lucian's to reach such milestones in their respective fields.

“The whole process is quite lengthy and entails completing a Masters program. It is a very

structured process where you have to choose up to three competence or industry profiles with the option of submitting a Professional Review Report, initially assessed by the IMechE. My selection was Building Services Engineering, Maintenance Engineering and Management Consultancy (Project Management)” explained Daren. Echoing similar sentiments, Dona expressed “It took many long hours of hard work and dedication to achieve this designation. Firstly, a Master's degree and years of marketing experience is needed to qualify for the program. Actual certification is awarded after passing a five hour exam on the key areas of marketing such as market research, legal aspects of marketing, branding, public relations, customer relations, promotions, pricing, marketing ethics, marketing evaluation, marketing return on investment and marketing management.”

The Engineering Council is the regulatory body for the engineering profession in the UK. In addition, the Engineering Council sets and maintains the internationally recognized standards of professional competence and ethics that govern the award and retention of these titles. This ensures that employers, government and wider society - both in the UK and overseas - can have confidence in the knowledge, experience and commitment of registrants. The Professional Certified Marketer Program was developed by the American Marketing Association and meets strict international professional certification criteria and standards for excellence in marketing.

Congratulations to Daren and Dona on their remarkable achievements.



# Employee Training:

## Over 90 Employees Trained in First Quarter

It has been a very busy quarter for SLASPA's Employee Development Unit which is headed by Ms. Beverly Dulcie, Employee Development. Over 90 employees were trained in over 12 different areas. Training that was undertaken in this quarter included Corporate Finance Executive Workshop, Business Continuity Management, Project Management, Supervisory Development, Firearms Training, Tiling Workshop, Forklift Training and Office Professional Development II.

In addition, the Employee Development

Section in collaboration with Welford Group of Companies, embarked on an E-Learning initiative for the Human Resources and Administration Department in the following areas: Communicating with Confidence; Make Your Presentations More Effective; Understanding HR: Employee Selection; Understanding HR: Talent; Management and Career Development; Introduction to Critical Thinking; The Successful Manager: How to Coach.

"The Employee Development Unit has been

busy as usual, ensuring that we help build and educate SLASPA's human capital. As part of the e-learning initiative for HR, I have also embarked on Coaching and Mentoring training which has been very interesting and informative so far. I am hoping that the techniques and skills learnt will assist me in coaching employees in a more learned fashion," stated Ms. Dulcie.

## Legal Officer / Corporate Secretary gets Called to the Bar



*Danine Jones, SLASPA's Legal Officer/Corporate Secretary (middle) with Barristers after being called to the bar*

**D**anine K. Jones SLASPA's Legal Officer/Corporate Secretary was called to the St. Lucian bar before Justice Georges on 12th October 2009.

Mrs. Esther Ernest moved the call and took some time to share the professional experience and personal attributes of Ms. Jones which, she stated, qualified her to be a suitable candidate to become a member of the St. Lucian bar.

She noted that Ms. Jones' experience in drafting and her personal interest in guiding as well as her academic achievements illustrated that she is a well-rounded individual who sees the importance of continued community involvement even though she no longer lives in her homeland St. Vincent and the Grenadines. Justice Georges expressed extreme pleasure to admit Ms. Jones to the St. Lucian bar.

Ms. Jones has been a practicing attorney-at-law for the past six years and has been employed with SLASPA in her current position for almost two years. She took the opportunity to express gratitude to those persons who contributed to her success.

Congratulations to Ms. Jones on her achievement.

# Crane Operators Achieve Certification Status



Jerome Modeste and Noel Gaspard, Certified Crane Operators

*“Such valuable initiatives certainly keep staff motivated and give a strong sense of purpose and belonging.”*

Noel Gaspard and Jerome Modeste, received practical and theoretical training on safety and crane operations which led to their becoming certified crane operators on LHR 3200 and LHM 1200 cranes allowing them to practice world-wide. The training sessions were facilitated by Mr. David Edens from the United Kingdom and coordinated by Ms. Beverly Dulcie, Manager-Employee Development.

“The highly competitive work environment today, leaves employers and employees with no choice but to ensure continuous learning/improvement is high in its Training and Performance schedule

and I am indeed pleased to note that the present Management Team of SLASPA is not only cognizant of that fact, but acts in a manner to meet these necessary training needs,” said Noel Gaspard, Crane Operator who expressed sincere gratitude to SLASPA on behalf of his colleagues.

“Let me assure you that this training has stand all of your operators in good stead and I am confident that it will reflect in the overall level of productivity in future operations. Such valuable initiatives certainly keep staff motivated and give a strong sense of purpose and belonging,” continued, Mr. Gaspard. Congratulations to Mr. Gaspard and Mr. Modeste on their achievement.

# Samara Gabriel, Secretary I, Wins Essay Competition



Samara Gabriel, Winner of the in-house Essay Competition

Employee Development Section in collaboration with Kenneth Lawrence and the Carenage Gallery, launched the first ever in-house essay competition in December of 2009. The competition which was open to all SLASPA staff members was launched, where participants were required to write an essay entitled “The Relevance of Art in a Developing Society”. Ms. Samara Gabriel, Secretary I, emerged winner of this competition.

Entries were submitted by Mr. Chidi Tobias, Chief Engineer, Ms. Merlin Edwin, Accounts Clerk – Shipping Section, Ms. Joan Inglis,

Secretary to the Chief of Port Police and Ms. Jacqueline Faucher, Port Police Constable, who all received certificates of participation at the presentation ceremony.

When interviewed, Samara stated, “I am delighted that my essay was chosen. I am passionate about art and writing, and when the opportunity presented itself to write about Art in Society, I jumped on it. Congratulations to the other participants, thanks to my proof readers and also thanks to Ms. Dulcie and Mr. Lawrence for embarking on this venture.” Congratulations to Ms. Gabriel on her Achievement.



## NEW EMPLOYEES



**Mr. Johnakim Lucien**  
Internal Audit Clerk



**Ms. Samantha Joseph**  
Customer Service Agent-  
George F.L. Charles Airport

## RESIGNATIONS

**Mr. Protus Auguste**

**Ms. Sherry Desroses**

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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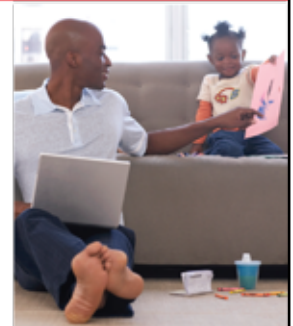
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DAY-TO-DAY BANKING

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

By Cuthbert Nathoniell, Internal Auditor, SLASPA

**F**iling 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 maintain simple but proper records.

There are many things that you can do to manage and control your 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, 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’.

## 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.

Let us all help the Inland Revenue Department to 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.

# SLASPA Scholarship Awardees: Where are They now? Part II

*Another Awardee Makes SLASPA Proud: Karen Piper Graduates with the Highest Honour from Division of Technical Education and Management studies.*

**K**aren Piper, one of SLASPA's scholarship recipients in 2002 graduated with the highest honour of being the top performer in the Travel and Tourism Associate Degree programme, and was also awarded for Academic Excellence at the Sir Arthur Lewis Community College. Karen is the daughter of Genefa Piper, Secretary to Director of Information Systems.

Karen describes herself as outgoing, determined and hardworking and in a brief

interview she said “When I put my mind to achieving a certain goal, I give it my all no matter what the obstacles may be. Most of the time I am self motivated but the love and support of family and special friends does add to my enthusiasm and zest for life. I am very optimistic about my future and I am confident that this is just the start of many more accomplishments to come!”

This talented young lady is aspiring to one day successfully complete her Masters Degree in Travel and Tourism/ Hospitality studies and possibly one day own a lodging facility such as a resort. She is currently employed with 1st National Bank as a Teller.

Congratulations to Karen on her achievements and we at SLASPA wish her success in her future endeavours.

*Read Karen's Story in her own words on Page 21.*



*Karen Piper, SLASPA Scholarship Awardee 2002*

# No Sacrifice! No Reward!

By Karen Piper, SLASPA Scholarship Awardee 2002



Karen Piper 2002 Scholarship Awardee with her Mother Geneva Piper

I am sure many people have heard this saying before, especially if you are at a stage in your life where you need to put in some hard work and sleepless nights to achieve something. Well, I can say that certainly it is easier said than done. Pondering back on my secondary school days, I had absolutely no idea what hard work and sacrifice meant. I mean let's be honest here: this is the time in your life where you are young and naïve and basically don't have a care in the world, no one is actually thinking of what the unforeseen future will hold, think about it, does a fifteen year old really think of what's going to happen to them later on in life?

Having said this, it may explain why my focus was not paramount on my studies during all of my secondary school life, but for sure this was about to change as the CXC exams approached. OH MY GOD! CXC! I NEED TO STUDY! WHERE CAN I FIND THE MATH TEACHER? Students began to get paranoid as they became bombarded with assignments, School Base Assessments (SBAs) which were literally due every other day and an immeasurable amount of work to study. One thing was for sure, at my Alma Mater mediocrity was not tolerated and according to the chief disciplinarian-the

principal: "YOU HAD BETTER BUCK UP!" With all of this in mind I decided to make a conscious effort to bring on my "A game". My plan was to study as much as possible with a rigid study routine. I also decided to give my weaker subjects like Math and Biology a lot more attention. Listen, if you want a positive change in direction, you can't hang around the same negative people, so I decided to study with friends who motivated and inspired me. Although I embarked on this new plan and change of attitude, there were many bumps along the way. However, I kept working steadfastly and never ceased until I reached my goal of six (6) grade ones (of which 4 were distinctions) and two (2) grade twos.

Subsequently, I decided to enrol in the Travel and Tourism Associate Degree programme, at the Sir Arthur Lewis Community College. I was not exactly sure what field I wanted to study, but I chose tourism nonetheless. If you thought the hard work was over at CXC, it had just began. But one thing I can say studying at the college taught me was to be focused and have my own goals as paramount on my agenda. I am saying this because it was very easy to get caught up in all the "other activities"

happening at college. However, I seemed always to be focused and tried to do the work to the best of my ability. If I thought secondary school life was difficult, I was about to have a rude awakening. Having said this, I tried to keep myself motivated, remembering that one day I would reap the benefits of my hard work. Never once during my stay at college did I think I would be awarded top performer at the Division of Technical Education and Management Studies. Sometimes I still don't believe it but just remember that where there is no sacrifice there is no reward and every proud graduate is a testament to this saying.

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# The Perfect Mix of **BEAUTY & BRAINS**

A Profile of Ms. Grace Herman, Research and Statistical Officer, Marketing and Research Department

By Fayola Ferdinand, Marketing Officer

**B**y simply looking at Ms. Grace Herman, it is somewhat difficult to believe that she is the face behind the numbers that assist many of SLASPA's top executives to make informed decisions in the Seaport and Airport Sectors and provide key statistics to many of SLASPA's Stakeholders. Before I met Ms. Herman, I must admit that I was among those who had the perception of a "number cruncher" as someone who is frumpy, wears big glasses and has an unpleasant disposition. This 5 feet 3 inches tall beauty is the total opposite of my perception. She is demure, yet resolute with an eye for detail but has a great sense

of humour. She is also an intellect in her own right having graduated with honours from the University of the West Indies earning a Bachelor of Science Degree in Economics and Management Studies. More recently, she completed a Diploma in Port Management from the UK-Based Lloyd's Maritime Academy where she graduated with merit.

When I sat down with Ms. Herman it was a surreal feeling interviewing someone that I work with on a daily basis, however, after exchanging pleasantries, I got right to the point and asked Ms. Herman what she liked about her job and she replied, "This March, I

celebrated my fifth year of employment with SLASPA. I love the fact that my job affords me with the opportunity to learn about two completely different sectors – Airports and Seaports. I also like interacting with various persons in all sections of the organization," Ms. Herman explained. The follow-up question of course was what does she like about SLASPA and she continued, "I like the diversity of the organization and the dynamism of the Port Industry. SLASPA is also a really good place to work because of the myriad of benefits afforded to staff."

It took little prompting for Ms. Herman to speak about her career in the field of research and



Grace Herman making a presentation to members of the Marketing and Research Department

“ I like the diversity of the organization and the dynamism of the Port Industry.”

one could not help but note the passion in her voice as she spoke so succinctly about an area which is still mystical to many of us. She explained that the recent upgrades of SLASPA's Statistical Data Base have facilitated the production of more relevant and updated statistical reports. Her role is therefore to interpret, analyze and present information to Management in a format which would facilitate their decision making. She is the author of three major reports namely the monthly statistical review which is distributed to management and facility managers, Re-PORT a statistical article which is now published in the Mirror Newspaper and the Annual Statistical Digest which is a quantitative review on all of SLASPA sectors.

She is also the coordinator and lead researcher on many research projects which were previously outsourced. This includes perception surveys on SLASPA's facilities and services where she has produced several revealing reports. Of note is a report on the

buying habits of patrons at La Place Carenage which revealed that patrons who visited the mall were in search of Cafes and Ice-Cream shops serving exquisite coffees, pastries and exotic ice-creams. Management is currently exploring this as an addition to the mall's product mix. Another important report produced by Ms. Herman is the Quarterly Customer and Employee Feedback Report. These reports provide valuable information to Managers resulting in action plans for the improvement of service delivery. Two examples are the implementation of charging stations at the airports and the training of Security Screeners in Customer Service both resulting in improved customer satisfaction levels.

Ms. Herman believes that research is not optional but rather mandatory in the decision making process, a philosophy which SLASPA strongly subscribes to, as evidenced by the amount of research requests that is made to the Department. Ms. Herman not only meets such requests but is often known to provide additional industry-wide information, with a strong network of counterparts across the region and internationally, she is able to facilitate with ease.

Having the benefit of working so closely with Ms. Herman, I know that she is a team player with excellent interpersonal skills and

very results oriented. It therefore came as no surprise when in 2008 she was named the Marketing and Research Employee of the Year, yet I could not help but ask her about this accomplishment. “It is a great honour” she expressed with pride. “I’m blessed with amazing co-workers and a department head, Ms. Dona Regis who creates an enabling environment for growth and development,” she continued. I could not help but blush as she spoke of her co-workers knowing that I was one of them, and as she spoke of our head of department, I remembered my previous conversation with Ms. Regis about Ms. Herman's selection for this quarter's employee profile. “It was really difficult to choose from a cadre of such great professionals,” said Ms. Regis. “Grace is a remarkable employee, she is passionate about her work, highly motivated and an excellent role model for other young people. I believe that she has a great future ahead of her,” continued Ms. Regis.

So, what does this busy number cruncher, research analyst and statistical reporter do in her spare time? “I spend most of my free time with the joy of my life, my son Corey who is four years old”, she pauses and smiles gently as she glances at her screen saver which is a photo of her son. “I believe in healthy living through both spiritual and physical nourishment, therefore I attend church regularly, exercise daily and maintain a healthy diet. I also enjoy reading, and have a passion for interior decorating. Most of all, I love spending quality time with my friends and family,” concluded Ms. Herman. Alas, time has run out on my interview with Ms. Herman, there is so much more that can be written about this multifaceted young lady, but space and time does not permit.

Congratulations to Ms. Herman on being selected for this Quarter's Employee Profile. ■



# Joseph's Shipping 24 Hours of Efficient Service and St. Lucia's first Shipping Agent

In 1971, a very entrepreneurial and visionary Delice Joseph who was also armed with years of shipping experience under her belt established St. Lucia's first shipping agency. The business was not only built on a dream but also in recognition of a need for Shipping Agents in St. Lucia owing largely to the increased number of schooners coming into the island.

In 2000, her son Oswald Augustin, who undoubtedly had inherited his mother's entrepreneurial skills renamed the company 'Joseph's Shipping.' He now runs the business alongside his daughter Donna-Lisa and a team of well trained staff.

Joseph's shipping is currently the main shipping agents for international and regional vessels. Building their business on their motto "24 Hours Efficient Service", they also handle clients' customs consultation, ship and clear



Oswald Augustin, Managing Director of Joseph's Shipping



Delice Joseph (sitting) St Lucia's First Shipping Agent accompanied by staff of Joseph's Shipping in the 1980s

goods, handle brokerage, freight and logistics and even handle crew changes at sea.

"I started working with my mom during my school holidays. I remember coming down to her office with her which was located in the mouth of the harbour in the old Sanchez building which is no longer there and then when she moved to Jeremie St. in the Valmont building," said Mr. Augustin, smiling as he reminisced on the early days. "When I left school, I worked at SLASPA for two years as the Deputy Head of Shipping in the Shipping Department. After leaving SLASPA, I went to work for Mr. Michael Chastanet where I gained most of my experience in shipping and accounting," continued Mr. Augustin during a recent interview.

He developed a passion for shipping and accounting which drove him to grow and expand the business including offering brokerage services to clients. "When Michael got out of the Shipping business in 1983, I went to work with my mom again, but this

time on a full-time basis, and I have been here ever since. At Joseph's Shipping, we pride ourselves on being available to our clients 24hours a day. We serve persons all over the world, therefore, when we are sleeping, many of our customers are awake, and so we have to be available to meet their needs. My cell phone number is publicized

and advertised so customers can reach me anytime."

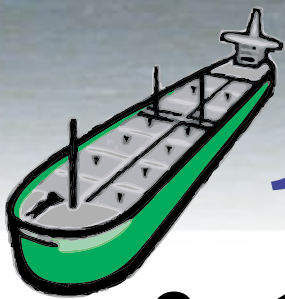
Located in the Cox building on Cadet St., Joseph's Shipping is easily accessible to customers, and they are launching a website soon – [www.josephshipping.com](http://www.josephshipping.com), where customers will be able to reach them anywhere at anytime, sticking to their mandate of 24 hours of efficient service.



Oswald Augustin boarding the Vessel with the Captain and his Wife

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# LYRICALLY SPEAKING

## Peace Amidst the Chaos of Life

By Cuthbert Nathoniell, Internal Auditor

Amidst the chaos of life's struggles, I defy disorder to obtain peace of mind;  
At an instance you say "A most definite impossibility";  
And So I beg you Ponder on these thoughts I now share;

Like stormy waves, life bombards us with tasks, worries and troubles of insurmountable proportions;  
To many, the answer and peace will never be found, until the escape they create by giving up on life;

But within chaos, peace and tranquillity can be found;  
And so I pondered many times when the tempestuous waves of life's never ending odyssey seem to overwhelm my mere mortal existence;

And my thoughts dwelled a bit on the Christian's pillar of strength, hope and courage;

Within moments, my thoughts begin to find a pattern where before there was none;  
Peace, where only disturbance existed;  
Hope, where despair abound;

For in the Almighty, the power of knowledge, strength and experience are found;  
Beyond mere mortal comprehension, but a dose or two of faith makes miracles of impossibilities;  
For a tad bit of faith, strong will and desire to succeed and overcome the impossible;  
The strength you are given;  
For He has said "Ask and you shall receive";

So in these times of rampant despair and what seems an inextricable quagmire of chaos;  
Let us all seek within ourselves in unison, in one unbroken chord, with hearts uplifted in faith;  
Call onto the Almighty and seek his intervention;

Clarity of body mind and soul;

The return of cherished family values that have been trampled upon;  
Respect of all regardless of creed, age, or race;  
The embracing of ethics and dismantling of the shadowy veil that covers the clear distinction between right and wrong;

The recognition and exercise of brotherly love;  
The realization that even with all our imperfections, we are all made perfect in the Almighty's image;  
From within our hearts, in sincerity, let us live a life of virtuous proportions;

Out of chaos will reveal order;  
From despair will joy emerge;  
Within life's struggle shall peace and tranquillity abound;  
And in the midst of hate, the seed of love will be sown;  
Love will radiate its fragrance for generations with God at the Apex of all that is done...



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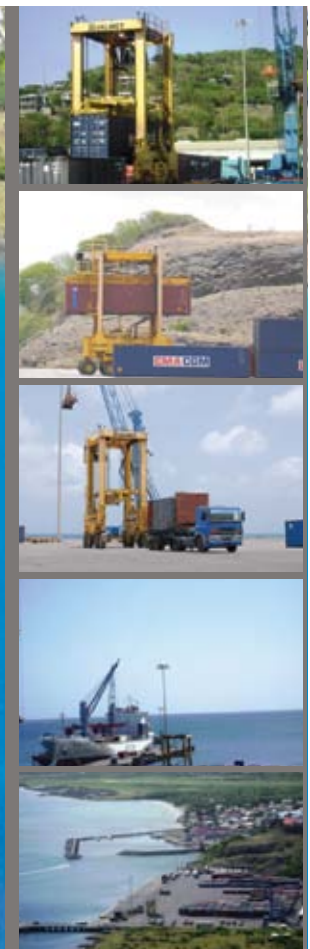
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