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#### **EDITING**

Dona Regis - Director of Marketing & Product Development Fayola Ferdinand - Marketing Officer

#### PRODUCTION TEAM

Fayola Ferdinand – Marketing Officer **OGM Communications Ltd** 

#### **PRODUCTION COORDINATOR**

#### **DESIGN**

**OGM Communications Ltd** 

#### ADVERTISING/SALES

Fayola Ferdinand – Marketing Officer

Marva Greenidge - Marketing Specialist-Commercial Development

#### **LEAD CONTRIBUTOR**

Fayola Ferdinand – Marketing Officer

#### OTHER CONTRIBUTORS

Dona Regis – Director of Marketing and Product Development Grace Herman – Research & Statistical Officer
Beverly Dulcie – Manager Employee Development
Ketura Pierre – Marketing Assistant
Christopher Alexander – Director Maritime Affairs

Martin President – Deputy Chief of Port Police – Southern Division

Daren Cenac - Senior Engineer Grace Michel - Director Information Systems

Susana Isaac - Manager La Place Carenage Our Planet

#### **PHOTOGRAPHY**

Fayola Ferdinand – Marketing Officer Allen Anderson – AA Photography Chidi Tobias – Chief Engineer Daren Cenac - Senior Engineer Martis Phillip - Equipment Operator Agatha Felicien - Assistant Airport Manager

#### **DISTRIBUTION**

Catherine Edgar – Receptionist Ketura Pierre – Marketing Assistant



Address all enquiries and advertising requests to the Marketing and Research Department, Saint Lucia Air and Sea Ports Authority, P.O. Box 651, Manoel Street, Castries, Saint Lucia.

Tel: (758) 457 6109; Fax: (758) 452 2062 Email: marketingdepartment@slaspa.com



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# Networking in 2012

On behalf of the Marketing and Research Department, and by extension SLASPA, it is my pleasure to welcome you to the April issue of SLASPA In Focus. This quarter has been an extremely interesting and exciting one for SLASPA and in this issue we feature some of the highlights at Saint Lucia's Airports and Seaports as well as the corporate offices.

We welcomed a new airline, Caribbean Airlines to George F. L. Charles Airport, which serves the regional market. Our Seaports division through the Maritime Department held a seminar to discuss Maritime safety, laws and effective utilization of the International Safety Management (ISM) Code and Port Castries won another prestigious award.

The Employee Development and Training unit trained almost 200 persons this quarter including members from SLMTL covering a wide range of topics including Airside Safety Awareness, Welding Workshops to Renewable Energy Programs and Report Writing. One of our very own Equipment Operators became a Certified Mobile Harbour Crane Operator to which we are extremely proud. In addition, the Engineering team attended a workshop on equipment familiarization and participated in an exhibition in Sarasota.

Two new sections have been added which we are excited about and know you will enjoy, as they seek to enhance our relationships with you our customers. One is "Maritime Log" where you our readers will be able to get useful tips and advice from our Division of Maritime Affairs and the other is "Security Bulletin" where you will be able to gain insight into our Port Police Division. Of course, we haven't forgotten our other sections which we know you enjoy such as Cruise News where SLASPA was represented at the Cruise Shipping Miami Conference and Tradeshow, Retail Therapy at La Place Carenage on Our Planet, Customer Service Corner, Did You Know and How to. Ordinary People... Extraordinary Contributions is also back and features two bright sparks at George F. L. Charles Airport.

Ready! Set! Music...Art...Heart! Tea Time Jazz is back for its 15th year running and we have provided you with a little about this year's event, given you the line-up! We sure hope to see you there on May 9th and 10th at La Place Carenage.

Finally, I am indeed pleased that our advertisers have joined us for another issue of SLASPA In Focus and would like to extend a hearty welcome to our new advertisers, as we embark on our mission to provide port users and the general public with information about Saint Lucia's

ports of entry. On behalf of SLASPA, I would like to express sincere gratitude for their continued support. I hope that this issue provides you with an insight into the organisation and its employees.

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

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# Best Port in the Caribbean for Port Castries

Port Castries was awarded the 2012 Porthole Editor-In-Chief Award for "Best Caribbean Port" from Porthole Cruise Magazine. Port Castries, which is managed and operated by SLASPA, welcomes over 300 cruise ships and handles approximately 600,000 cruise passengers per year.

"We are extremely pleased to be the recipient of such a prestigious award. Over the years SLASPA has made the necessary investments in berthing infrastructure and port-side facilities to ensure the safe and efficient facilitation of cruise vessels. Recognizing the growth potential of the cruise industry both regionally and globally, SLASPA developed a growth strategy as it relates to cruise port development," said Dona Regis, Director of Marketing and Product Development.

"SLASPA continues to play a great role in the development of the cruise industry and winning this award reaffirms that we are doing something remarkable in Saint Lucia. We know that the port is only the front door to delivering a high quality cruise product, in this regard, we are working very closely with various public

and private cruise stakeholders who are central to developing our cruise product," continued Ms. Regis.

Port Castries has won other awards in the past including the prestigious Novaport Cup (awarded by the Port Management Association of the OECS) a record seven times and is also the recipient of three awards from the Caribbean Shipping Association. In 2000, Port Castries was named Port of the Year by the Caribbean Shipping Association. Also, in 2001 Port Castries won the Most Improved Port Facilities Award and Best Destination Experience in 2008 by Dream World Cruises



Dona Regis -Director of Marketing & Product Development

"We are extremely pleased to be the recipient of such a prestigious award. Over the years SLASPA has made the necessary investments in berthing infrastructure and port-side facilities to ensure the safe and efficient facilitation of cruise vessels. Recognizing the growth potential of the cruise industry both regionally and globally, SLASPA developed a growth strategy as it relates to cruise port development,"





Caribbean Airlines began its nonstop daily service to George F. L. Charles International Airport, Castries, Saint Lucia on February 10th, 2012. The daily flights operate as BW434, departing Port of Spain, Trinidad at 1:45pm and arriving into Saint Lucia at 2:50pm and BW435 departing St Lucia at 3:25pm, arriving into Port of Spain, Trinidad at 4:30pm.

"The addition of this route solidifies our commitment to provide our customers with more options for travel within the Caribbean. Saint Lucia has been of strategic interest to us and we are excited to offer our Caricom neighbours reliable scheduled airlift within the Caribbean. Our current offer for students along with added benefits of frequent flyer miles and complimentary bags will add value and exceed service expectations," noted Caribbean Airlines Acting Chief Executive Officer Robert Corbie.

Caribbean Airlines' Saint Lucia service also paves the way for direct connections to South America. There is a daily connection to Caracas via Trinidad for passengers whose travel originates in St. Lucia, along with four weekly connections to Paramaribo, Suriname and daily connections to Guyana.

Caribbean Airlines continues to offer the best value added product with great service that reflects the warmth of the islands. Our added value entitles all customers on our new Saint Lucia route to frequent flyer miles, one complimentary checked bag up to 50 lbs and, up to 10 percent discount is offered to senior citizens and students attending universities within the Caribbean.

Caribbean Airlines continues to work closely with the Saint Lucia

**Tourist** Board ensure value consistent added service. the Saint Lucia Minister for Tourism, Heritage and the Creative Industries Honourable Lorne Theophilus states "I welcome this new service that will be provided Caribbean Airlines into Saint Lucia from February. 2012. This service certainly provides Saint Lucia and Trinidad and Tobago greater air access into each other's countries and paves way for our peoples to deepen participation

events in our respective countries such as carnival, jazz and our Creole Heritage activities. We hope that this service succeeds as this will be one more bridge built in making the dream of Caribbean economic, social and cultural integration a reality."

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Tasteful decor, pleasant smiles and the smell of what was a delicious feast greeted guests when they arrived in the lyanola Executive Lounge "Exclusivity" function on February 29th, 2012. Mixing and mingling, guests were taken through a day in the life of a traveller who uses the Lounge.

"Approximately 6,000 annual airline passengers enjoy comfort, peace and tranquillity in the middle of a busy airport before starting their long airline journey home. Peace and tranquillity is found in designer-built lyanola Executive Lounge, a haven of luxury available to passengers travelling in first and business

class cabins with some airlines and others paying for a one-day pass or yearly membership allowing them entry into the facility" said Jenny Alcide, Assistant Airport Manager — Customer Service.

The lounge has been designed with quiet and comfort in mind. The lighting is restful and seats are the sort that their users will not feel inclined to leave once they have sunk into them. Light snacks, tea, coffee and a well-stocked bar are also on hand inside the lounge along with flat-screen television sets, newspapers and magazines. An Internet and free fax facility is available along with card swipe telephones.



Jenny Alcide, Assistant Airport Manager Mingling with Guests

The lounge has found favour with hundreds of business passengers waiting for flights and needing time to catch up on paperwork or to make calls before boarding. The lounge is also useful for small business meetings.

To become an executive member or for more information, please contact 457-6109



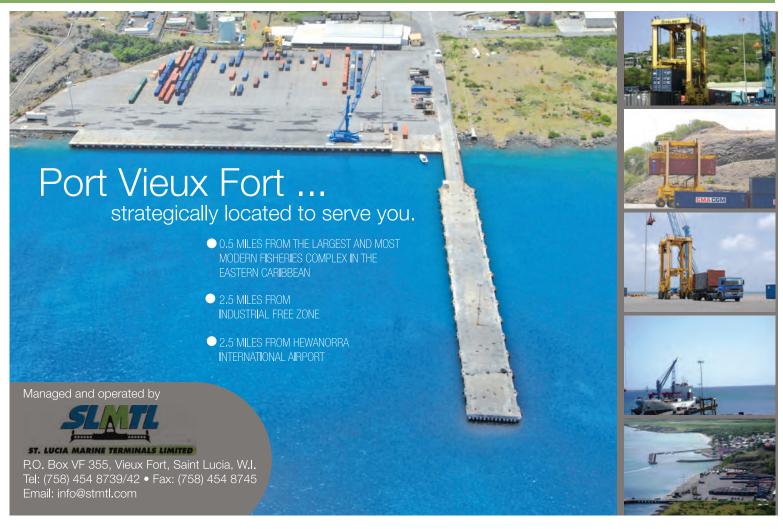
# BLACKBOARDS TO TOUCHSCREENS



Through the diligent work of the Information Systems Department, the Marine Pilots were finally able to throw away their chalk and duster when they received a brandnew touch screen electronic board. This state of the art board allows the

Operations team to enter data while the Pilots receive the live information such as the vessels' name, specs, length, draft, tonnage, time of arrival and departure and their berth allocation instantly. This information is updated daily and allows the users to view the information for the week

The introduction of the electronic touchscreen technology used by the Marine Pilots allows them to track vessels at sea as well as access cargo and cruise berthing logistics prior and after vessel arrival and departure





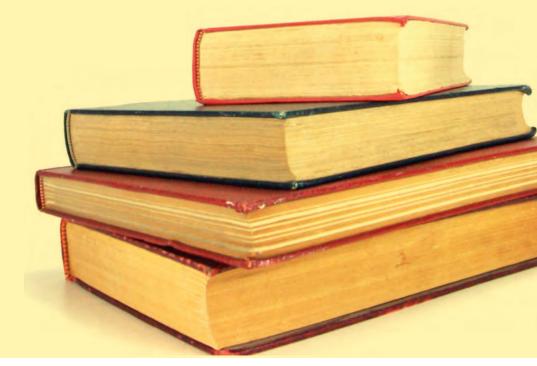
# SLASPA Continues to Educate the Maritime Community

SLASPA through its Division of Maritime Affairs held a seminar in January at SLASPA's Headquarters to discuss Maritime safety, laws and effective utilization of the International Safety Management (ISM) Code. The seminar was also so held to facilitate discussions with owners and captains of the larger catamarans and vessels being used to conduct boat rides along the coast of the island. The gathering comes amidst the continued desire to enhance boating safety and to improve upon security concerns for the operations of these activities.

Mr. Christopher Alexander, Director of Maritime Affairs at SLASPA stated, "The International Safety Management (ISM) Code which is a relatively new phenomenon in the shipping industry is based on the requirements of ISO 9001. The Code requires that all companies who manage ships develop, implement, and maintain a Safety Management System. As such, we thought it was prudent that all boating stakeholders are armed with this knowledge as they will be required to have some capability of ensuring that they comply with the requirements of the Code."

The ISM Code requires that the company establish a Safety and Environmental Protection Policy; define responsibilities and authority both ashore and afloat; define the Master's responsibilities under the Code; provide adequate resources and personnel; develop plans for shipboard operations; identify and prepare for all emergency situations; report all accidents, incidents and hazardous occurrences; ensure ship and equipment are properly maintained; follow strict document control procedures and they must Conduct Internal Audits and Management Review Meetings. There are also many benefits to complying which include Reduced chances of human error; improved communication and feedback; fewer personal injuries; reduced risk of pollution.; Safer cargo handling and carriage and Reduced risk of accidents

"The ISM Code requires that the company establish a Safety and Environmental Protection Policy; define responsibilities and authority both ashore and afloat; define the Master's responsibilities under the Code; provide adequate resources and personnel"





# **SLASPA Cruises into Cruise Shipping Miami Convention and Tradeshow**

By Fayola Ferdinand - Marketing Officer



2012 marked the 28th Annual Cruise Shipping Miami Trade Show and Convention, formerly Seatrade, at the Miami Beach Convention Centre from March 12-15, 2012. Attending on behalf of SLASPA this year was Ms. Dona Regis, Director of Marketing & Product Development and Ms. Fayola Ferdinand, Marketing Officer. As in the past, there were representatives from all aspects of the cruise and yachting industry including various cruise lines, tourism officials and representatives from various destinations.

The format of the convention consisted of various workshops, State of

the Industry address and a Tradeshow. With over 1,000 exhibiting organisations and nearly 11,000 attendees from over 100 countries, the main goal of Cruise Shipping Miami is to provide a forum for members in the cruise industry such as cruise lines, destinations as well as suppliers to meet in one location.

SLASPA attends Cruise Shipping Miami Convention and Exhibition to network and build relationships with cruise line executives, other destinations and cruise industry stakeholders, attend Workshops and one-on-one meetings, enhance attendees knowledge on the cruise industry and collect resource

material from countries/companies on display at the tradeshow. Benefits to SLASPA for attending the convention and tradeshow include improved knowledge about the global cruise industry, acquired information on the various tactics (e.g. enhanced port infrastructure etc.) and marketing schemes various countries are utilizing to improve their cruise industry, gaining information on the cruise industry, and gaining knowledge on what cruise lines and passengers are looking for from cruise destinations.

SLASPA in conjunction with other tourism officials and local stakeholders will continue to work diligently to ensure that Saint Lucia and Port Castries remains an important Port of Call for cruise lines and networking at Cruise Shipping Miami is a great way to start







SLASPA was represented at the International Council of Shopping Centers (ICSC) conference for the first time from January 23 – 25, 2012. Represented by Ms. Dona Regis, Director of Marketing and Product Development and Marva Greenidge Marketing Specialist Commercial Development, the conference gave them an opportunity to network with real estate brokers, specialty leasing agents and marketing and management personnel of shopping malls.

The conference opened with a presentation from the President & CEO of International Council of Shopping Centers Inc. Other topics covered included Social and Emerging Media, Investment Prospects in the Caribbean and Latin America, Retail and Tourism, Development Perspectives in the Caribbean and Retailers Expansion Trends in the Caribbean.

"This conference was timely and has already allowed me to ulitize some of the techniques and information I learnt at La Place Carenage. I thank the Authority for affording me the opportunity to have attended this conference towards broadening my knowledge of the industry," said Ms. Greenidge in a brief interview

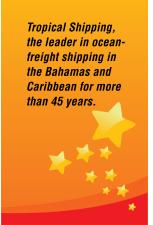


# LA PLACE CARENAGE WELCOMES FIVE NEW STORES



La Place Carenage Duty Shopping Mall, welcomed new stores during the month of **December. They are Africarib which** offers crafts, Veltronics – the official Bose store in Saint Lucia, Ramani Ltd. which offers clothing and accessories, Shirleys Creation, other great craft store and Gift Giant which has a wide selection of souvenirs and clothing that caters to most shoppers. Mall hours are Monday to Friday from 9:00am - 4:30pm. For more information on La Place Carenage, visit www.carenagemall.com or call 453-2451













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Ready! Set!...It's Music, Art and Heart at La Place Carenage Tea Time Jazz 2012. For the fifteenth year running, La Place Carenage will host its annual Tea Time Jazz as part of the official Calendar of Events of the St. Lucia Jazz Festival. Tea Time Jazz which is a series of free concerts will be held on Wednesday 9th and Thursday 10th May 2012 and would feature top notch local performances and of course its signature complimentary tea, coffee and light snacks can be enjoyed by patrons as they take in the music and the ambience.

This year, the management of La Place Carenage is excited about the lineup and all efforts are being made to ensure that the expectations are met of our many patrons who continue to support us year after year. The presenting sponsor, Saint Lucia Air and Sea Ports Authority (SLASPA) is appreciative of the many corporate sponsors such as LIME, M&C Insurance Brokers Ltd, St. Lucia Electricity Services Ltd (LUCELEC), 1st National Bank and Josephs Shipping, as well as, our collateral sponsors, Renwick & Co, and Consolidated Foods Limited, Excel Signs and OGM Communications who continue to support Tea Time Jazz.

Patrons can also visit the shops within the mall for Affordable Luxuries as they would offer in-store promotions.

In addition, enjoy our newest attraction, the Our Planet Center 33% discount for a 30 minute tour (NASA sphere and Special Effects Theatre) just for Tea Time jazz enthusiasts.

Don't miss the pulsating rhythms that will emanate from the mall, as we feature the St. Lucia School of Music – Black Antz Jazz Combo, Minelle and Friends, Kosmik Riddim and Shayne Ross. A fantastic event awaits you. See you there!



# Did You Know?



Hewannora International Airport was once called Beane Field Airport. It was built by the United States Government during the Second World War as a station for American soldiers.

## We have the formula.

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# Customer Service Corner

## Serving The Difficult Customer



As a service provider there are days when you will encounter customers who challenge you and test your customer service skills. This may happen for various reasons and could mean that the customer is:

- a) distracted
- b) disappointed
- c) disruptive.

There is a very effective formula which can be used to deal with difficult customers. It is called the LAST Principle and involves the following four steps:

#### L - Listen

Listening is very important to providing good service. When dealing with a difficult customer it is important that you actively listen to what the customer is saying without interrupting. Customers need a chance to feel heard and it gives you an opportunity to remain calm.

#### A - Apologize

Apologizing is very difficult especially if you have done nothing wrong. However, it is another essential part of providing excellent customer service. This apology is not about establishing who is wrong or right and does not mean that you are accepting blame on behalf of the organisation. It does however mean that you understand what your customer is going through and are sorry that he/she has had an unpleasant experience. It is all about moving on to the next step.

#### S - Solve

After you have listened and apologized the next and most important step is to solve the customer's problem. It is at this point that you focus on solutions. You may have to refer the customer to your supervisor/manager but you have to be seen as wanting to work with the customer to solve his/her problem.

#### T – Thank

It is always important to thank customers for their business. Never underestimate how much this means to your customers.

So the next time you encounter a difficult customer, remember **L.A.S.T.** 



# Maritime Log

## TRIVIA

## Why are Boats Referred to as "She"?

Have you ever wondered why boats are always referred to as the female gender? When and why did this practice start?

According to Yarns of the Sea, Legends, Myths, and Superstitions: Although women were considered to bring bad luck at sea, mariners always use the pronoun "she" when referring to their ships. Whether its proper name is masculine, or whether it is a man o'war, a battleship, or a nuclear submarine, a ship is always referred to as "she."

This old tradition is thought to stem from the fact that in the Romance languages, the word for "ship" is always in the feminine. For this reason, Mediterranean sailors always referred to their ship as "she", and the practice was adopted over the centuries by their English-speaking counterparts.

One source suggests that a ship "was nearer and dearer to the sailor than anyone except his mother." What better reason to call his ship "she"?

#### **BOAT OPERATORS RESPONSIBILITY**

If you are a skipper and operator of a vessel, it is your responsibility to take charge of your own expertise and skills by taking a boating safety course. As the operator, you should also have a constant awareness of weather, water and other environmental conditions to ensure the safety of your crew and passengers.

The same rules apply if you are a skipper of recreational vessels. You should continue to invest in your own education beyond the boating basics. The key thing is to continue to learn to be a better boater - no matter how much boating experience you have, there's always more to learn.

Prior to departure of your boating vessel, you should review emergency equipment and procedures including:

- Loading and movement of passengers and gear;
- Courtesy towards passengers, crew and other sea farers;
- Importance of maintaining a proper lookout;
- Obeying no-wake or limited-wake zones (wake is defined as the waves left behind as your boat moves through the water);
- Controlling your waste;
- Controlling boat noise;
- Controlling boat speed;
- Refraining from careless, reckless, or negligent operations;
- Alcohol and controlled substances;
- Observing and operating in accordance with homeland security measures.

Three quarters of all reported boating accidents and half of all fatalities involve operator controllable factors. Stay tuned to this space in the next issue of SLASPA In Focus for more Boating and Safety Tips.

#### The Division of Maritime Affairs

For Safer Seas and Cleaner Oceans.



# Security Bulletin!

Ever wondered who secured the ports of entry? Is it the Royal St. Lucian Police Force? A private security firm? SSU? Well, actually is it The Saint Lucia Port Police, who is under the general command and superintendence of the Commissioner of Police. They are responsible for the security of the premises and installations of the Saint Lucia Air and Sea Ports Authority.

Port Police Officers who have powers of arrest, prevent crime and maintain order within the ports; protect and ensure the safety of goods and other property within the Ports; prevent persons from boarding any ship or aircraft without authorization and necessary if can remove any persons from such ship or aircraft; assist in the enforcement of the provisions of any law relating to quarantine and immigration; assist in the detection and prevention of contraventions of the revenue and customs law and generally to assist in the enforcement of the provision of the St. Lucia Air and Sea Ports Authority Act and the Regulations.

Now that you have learnt a little about our Port Police, we thought we would provide you with some helpful tips when visiting the ports, specifically with gaining access.

- Through the Port Police Access Control Policy, identification passes are issued to persons whose employment warrant access to Security Restricted Areas, or who otherwise have legitimate business in those areas. The application forms for the passes can be obtain at www. slaspa.com or from the Port Police Division;
- Once you are issued a pass either a permanent pass, which would have your photograph and is valid for a period of two years or a temporary pass, which does not have your photograph and expires on the same day of issue - you must wear it in a visible place above your waist;

Onto vehicular passes...as with the personal identification passes, you must apply for a vehicular pass if you have legitimate business in a Security Restricted Area.

• The vehicle passes are also of two types, a permanent one which is permanently placed in a clearly visible area on the vehicle and indicates the port where access is granted. It expires every year. There is also the temporary permit which is issued for particular purposes and expires on the day of issue.

Remember when you need access to Security Restricted Areas (airports or seaports) frequently, you must apply for the personal identification and vehicular passes. For one time visits, you will be issued a temporary pass.

We hope you enjoyed the first issue of Security Bulletin...Look out for our next column in the second issue of SLASPA In Focus for 2012





#### Voted 3rd Best Attraction on the Island by Trip Advisor

After only 8 months of operation Our Planet, located in La Place Carenage and sponsored by SLASPA, is already receiving accolades! Recently rated as the 3rd best attraction in Saint Lucia by Trip Advisor - the website used by most international visitors, here are a few of the enthusiastic comments on the site:

"Epcot on the island. What a surprise!"
We had read the reviews and knew it would be good and it clearly exceeded our expectations. We were there for 2 hours, went out to lunch and returned for another 1.5 hours. Kids are 8 and 10 and enjoyed the interactive exhibits and the informative NASA globe.

#### "The Hidden Gem of Castries"

This venue has to be experienced in order to describe its value. The interactive visual displays are the best we have ever seen; the very much up-to-date information about our planet and its conservation is so cleverly displayed. Any child would be

captivated and we are far from childhood! When the kids tire of the beach, this gem has to be the place to visit. A great deal of thought and vision has gone into designing the attractions and it's a must for visitors of all ages. Please please don't make an excuse for not going!

#### "Don't leave St. Lucia before you see 'Our Planet'."

From me & all my friends that went there, the consensus was "What the hell is this place doing on a little island like this?". It's a high tech, high-budget, world class establishment in the most unlikely place - Castries, St Lucia. I only went for a short while and I wanted to stay the whole day. It is phenomenally well presented and informative, with really impinging special effects, and tremendously friendly staff. It's the kind of place that when you leave, you want to take everyone back to the next day. Kids, Adults, everyone needs to see this at least once. It's a knock-out! This place is awesome, in the galactic sense.

Our Planet is not only thrilling international visitors, and providing an amazing showcase of what Saint Lucia has to offer foreign tourists, but is also welcoming a steady stream of Saint Lucian visitors through its doors. Over 8,000 school children have already visited Our Planet, benefitting from special discounts made possible by cross-subsidies from tickets bought by international visitors, and now schools from neighbouring islands are also booking visits to Our Planet.

If you haven't visited Our Planet yet you should visit with your family and friends and see what you are missing! Our Planet will be open Tuesdays to Saturdays 9 am to 4.30 pm between May and November

### Major Greenhouse Gases (GHG)

& the World By Cuthbert Nathoniel, Internal Auditor

#### Introduction:

The last article familiarized ourselves with the United Nations Framework **Convention on Climate Change's** (UNFCCC's) definition of climate change. We also learnt how the emission of Greenhouse Gases (GHGs) causes global warming and climate change.

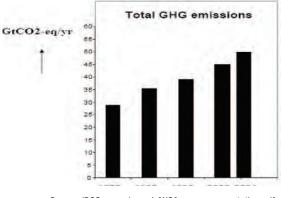
In this article, we will examine the major contributors to GHG emission and introduce the protocol that was intended to address the problem.

maior GHGs include The Carbon Dioxide, Methane, Nitrous Oxide, Chlorofluorocarbons (CFCs) and Hydro fluorocarbons (HFCs).

#### **Emissions** of GHGs

In 1970, the global GHG annually emission approximately 29 gigatonnes of carbon dioxide. The table to the left shows that as economies developed and manufacturing became more widespread, the emission of carbon dioxide equivalent vear increased approximately 50 gigatonnes by 2004.

Global greenhouse gas emissions 1970-2004 Expressed in Gigatonnes of carbon dioxide equivalent per year. (Note: 1 Gigatonne = 1 000 000 000 tonnes)



Source: IPCC www.ipcc.ch/WG3\_press\_presentation.pdf

#### Sources of GHGs

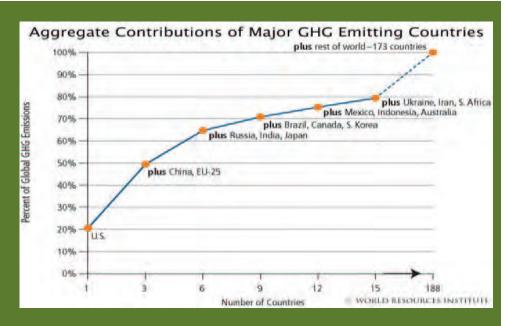
Manmade GHGs originate from several sources:

- 1. Burning fossil fuels such as coal, oil and natural gas adds greenhouse gases and other pollutants to the atmosphere:
- Electricity is the main source of power and is generated mainly from thermal power plants. These thermal power plants are run on fossil fuels, thus producing large amounts of greenhouse gases and other pollutants.
- Cars, buses and trucks run mainly on petrol or diesel, both fossil fuels.
- Bunker fuel is fossil fuel used to power ships and aircraft.
- 2.A number of activities cause methane gas to be released into the atmosphere:
- Some methane emissions come from domesticated animals such as cows, goats, pigs, horses and sheep. These animals produce methane during the cud-chewing process.
- Methane is released from rice or paddy fields that are flooded during the sowing and maturing periods.
- Methane is emitted from landfills and other waste dumps.

- 3.0ther activities cause the release of other greenhouse gases:
- Nitrous oxide is emitted during the production of nylon and through the use of some agricultural fertilizers.
- · Chlorofluorocarbons were invented in the 1930s for use in fridges, but have other uses, such as in aerosols. They have a high heat-trapping capacity and remain in the atmosphere for a long time.
- 4.Deforestation contributes to warming:
- Trees act as carbon sinks, that is, they absorb carbon dioxide during photosynthesis, removing it from the atmosphere. This helps to regulate the amount of carbon dioxide in the air. Regrettably, trees are cut down every
- Large quantities of paper are used daily in schools and offices. Timber is used in large quantities in the construction industry. As the need for settlement and housing increases, so will the demand for timber, thus further contributing to deforestation.



# Who are the major contributors?



We read in the last article that Small Island Developing States (SIDS) combined, contribute a fraction of 1% to global GHG emissions. Industrialized countries historically are responsible for the emission of GHGs.

The chart above shows that twenty five countries contribute more than 80% of GHG emission in 2005. This trend continues even today, notwithstanding

the effects that such bad practices are having on SIDS and affecting millions of persons and their livelihoods. The United States contributes more than 20% of GHG emission; China and the EU contribute a further 30%; and Russia, India, and Japan contribute a further 25% of GHG emission annually. In sharp contrast to these 25 countries that contribute 83% of GHG emission annually the remaining 173

countries contribute less than 17% of GHG emission.

Since 2007 China is the largest emitter of GHGs. Considering that China is considered to be a Developing State this poses complications for SIDS who are now being looked upon to take action to reduce their GHG emissions

#### The Kyoto Protocol

Countries have refined the Kyoto Protocol in an effort to pledge their support for reducing GHG emissions. However, key players, like the United States have yet to become a party. In recent times, the developed nations have directed much effort to do away with the Kyoto Protocol.

Be sure to read the follow up article which will look at the 'Consequences of Global Warming' only in "In Focus".





As human beings we always have needs and wants but our disposable income may not allow us the latitude to satisfy all needs and wants. Below is a plan to achieve financial goals over time.



# **Step 1: Prioritize your objectives**

It is important that we learn to prioritize our needs from our wants and devise a plan to achieve these goals. Based on your priority list you will determine which goal to work towards first. It should be noted that your goals maybe short-term, medium term, and long-term. You may very well have a list of goals for each time frame.

#### Goals



#### Step 2:

#### **Identify the first goal to achieve**

Once you have identified the goal that you want to accomplish first you will immediately need to execute a savings plan to ensure that this goal is achieved within a reasonable timeframe set by you.

In setting the goals write down at least four reasons for having that financial benefit.



#### Step 3:

#### **Execute a Savings Plan**

For most employed persons, salaries and wages are usually fully committed to by the time the monies are deposited in your bank account by the end of the month. It is therefore, extremely difficult to devise a savings plan for short-term, medium term, or long –term goals.

This should in no way deter you from achieving your goals as long as it is to improve your standard and quality of life.

In order to remain true to your savings plan you should do the following;

- Review your present expenses. In so doing you will determine what expenditure can be foregone and what will remain within your budget.
  - Remain within your budget. You do not want to set unrealistic budget that will cause you and your family undue hardship. Therefore, your monthly deduction and duration of deduction must be carefully thought of and should be reasonable.

Save for this goal in a separate account. When saving for a specific objective the monthly, fortnightly, weekly savings should not remain in the same account that you access for other living expenses. There is the increased chance of using these funds in normal expenses. It is therefore advisable that you deposit the savings in an account where you cannot withdraw at will unless it is an emergency.

 Discipline to stick to the savings plan. In so doing you will have a clear vision of the goal set and the benefits to be derived from achieving the set goal.



#### Step 4:

#### The Satisfaction of Achievement

Once you have followed the above points and are consistently remaining to your savings plan you will learn to live in the amount that you have budgeted. As time passes you would be accumulating the requisite fund to achieve your financial goal with interest. You will realize that once you have embarked on the first goal and achieved it, future goals become more achievable. As you accomplish each goal recognize and acknowledge your accomplishment.

In time you will achieve many of your financial goals which at the beginning seemed impossible.

Happy saving!! And make 2012 the year to work towards your financial goals

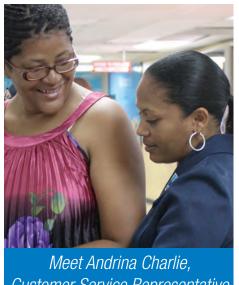
# ABOUT THE AUTHOR

Cuthhert Nathoniel Internal Auditor

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







Customer Service Representative

this issue of Ordinary People **Extraordinary Contributions, we feature** two lovely and effervescent young ladies blazing the Customer Service trail at George F. L. Charles Airport (GFLC). If you have ever travelled or even been to the airport, you may have spotted them assisting passengers, ensuring that persons at the airport are comfortable or even helping you fill out your Embarkation/Disembarkation (ED) Cards. Through their commitment, hard work and dedication, they continue to make major contributions to SLASPA. These young ladies are Andrina Charlie and Samantha Joseph, Customer Service Representatives (CSR).

Admittedly, I was a bit tardy to our interview but none-the-less when I arrived, camera and notepad in hand, I was greeted with two bright smiles. These ladies were eager to start the interview and tell me about their jobs.

I first sat down with Andrina Charlie, who has been with SLASPA for five years and brings with her nearly fifteen years Customer Service Experience. What does Andrina like about her job, having been here since 2007? "I love every aspect of my job. I am very passionate about what I do. I treat every day as if it were the last, hence always trying to do my best" she stated, "Not only do I love my job, I enjoy working at SLASPA, it is such a diverse organisation with many opportunities. I simply like the nature of what we do as an organisation" she continued.

I wondered what a day in the life of Andrina was like at SLASPA and she was more than happy to tell me "We work on a shift rotation either from 6am-2pm or from 1pm -8pm. When I come in, I have many expectations and I am prepared for every day in question. I do my utmost best and go above and beyond the call of duty to ensure every customer – be it internal or external, leaves the airport satisfied knowing they got great service from me" Andrina said.

As conversation ensued Andrina admitted that as much as she enjoys what she does, she is quite ambitious and would love to own her own business, hopefully a daycare center. "I am passionate about helping people and I love kids. As the mother of a five year old, it has taught me many other key skills that I utilize at work especially patience. One day whilst on duty, I noticed this elderly lady didn't have her ED Card filled out so I went to assist her and she said to me in creole 'I am a resident of Saint Lucia, I don't need to fill this out and I don't need any customer service as I am in my country'. I assured her that she needed to fill the form out and even offered to assist her but she sent me on my way insisting she didn't want or need my help. In the end, when she got to the Immigration Officer and they requested the form she told them the same thing and we eventually had to assist her with filling it out" Andrina said.

As we wrapped up, I asked Andrina if she had any final words for me and she said, "Getting to deal with customers of different origins and different personalities, has helped develop my own personality as I have been a more outgoing and more empathetic individual. I truly do enjoy what I do and working with SLASPA."







Meet Samantha Joseph, Customer Service Representative

I continued my interview session with Ms. Samantha Joseph, who is a recent addition to SLASPA, joining as a Customer Service Representative (CSR) in February, 2010.

As we chatted a bit informally at first, I learnt that the job of a CSR clearly isn't as straight forward as I thought. These ladies assist passengers from all over the world and must have an understanding of French. They ensure that the airport is clean, the washrooms well supplied, enter information on the Flight Information Display System (FIDS) Database, meet, greet and assist incoming and outgoing passengers, ensure the VIP lounge is

always ready for use and perform quality assurance checks around the airport.

Getting down to the meat and bones of the interview. I asked Samantha what she liked about her job and SLASPA and enthusiastically she responded "My jobs allows me to interact with different people, develop my communication skills, enables me to share ideas and provide a good service to others. I like ensuring that I meet customers' needs and they get the help they require. Knowing that you can help someone makes you feel good and makes the organisation look good too," continuing Samantha said "As for what I like about working with SLASPA, I like the fact that they provide various workshops to the staff. I have been able to gain a great deal of knowledge about customer service, the different kinds of customers and how to effectively utilize my skills to solve any issues customers may have," she concluded.

"There was one time a passenger was furious that the airline lost her baggage. When I realized that she was irate, I approached her, introduced myself and offered my assistance. She proceeded to vent then I followed the LAST principle which I learnt in Customer Service Training. LAST is first listen, apologize, solve and thank and in the end, she left the airport feeling marginally better that her luggage would soon be brought to her after we consulted the airline officials" Samantha recounted.

Why does Samantha like working at SLASPA? "It's a great organisation to work with. It provides staff with adequate knowledge about the organisation through various means such as this magazine and the intranet. They provide training to us so that we can serve our customers better like the customer service training and the protocol training that has allowed me to better deal with various situations and the correct way to handle the dignitaries" said Samantha.

As with Andrina, Samantha has her future planned. She would like to see customer service taken to a whole new level where new ideas and new ways can be developed that will make customers feel more welcome. She would also like to further her training or studies in customer service as she is passionate about it.

Not all about work, Samantha indicated that she loved to go anywhere she can sit and relax especially where she can enjoy the view of Saint Lucia. "Passionate to me is my family, I have two sisters and three brothers and we are all very close always together especially during the holidays" Samantha concluded.

Samantha and Andrina have brought a new dimension to the airport and are both wonderful customer service representatives at the airport, always smiling and eager to assist. Congratulations ladies for being selected as this quarter's profile of Ordinary People Extraordinary Contributions. Keep up the good work

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# Staff Tracks

The Employee Development and Training unit successfully coordinated and facilitated training for close to 200 employees and members of SLASPA's subsidiary company SLMTL this quarter. Starting off the year on such a high note, Ms. Beverly Dulcie, Manager Employee Development indicated that "this quarter we were able to match

many employees to relevant training that were directly applicable to their field of work. Training this quarter covered a wide spectrum of topics including Airside Safety Awareness; Welding Workshop; Specialized National Workshop on Immigration & Customs Control; Court Proceedures; Renewable Energy Program, Maritime Law

and Report Writing" Ms. Dulcie continued "it is extremely gratifying when we have employees who are not only eager to learn and assist in sourcing their training but who do extremely well at the end of the course. We are truly working towards enhancing SLASPA's Human Resource capital."

#### Dona Regis Becomes a Certified Customer Service Trainer



Dona Regis,
Director of
Marketing
and Product
Development
and SLASPA's
in-house trainer
in Customer
Service has
become

Certified Customer Service Trainer (CCST). Ms. Regis was awarded this certification after attending a series of customer service and train the trainer courses from February 20 – 23, 2012, conducted by the

Service Quality Institute in Minnesota, USA, considered the global leader in customer service.

During a brief interview, Ms. Regis stated, "I have been part of and conducting customer service training sessions for several years now, and while I am very comfortable with what I do, I wanted to take my knowledge and skills to another level which the CCST program afforded me. The course was very intense and included presentations by the president and founder of Service Quality Institute John Tschohl, President, who has been called the "Guru of Customer Service" by USA Today, Time, and Entrepreneur magazines.

I have been able to strengthen my coaching skills and better facilitate and lead training programs that will aid SLASPA in becoming a more customer-driven organisation."

Out of the twenty-two participants who came from all over the world including Africa, Central America, United Kingdom, and within the United States, Ms. Regis was the only participant from the Caribbean. She is now the third person from St. Lucia to achieve this certification from this institute.

Congratulations to Ms. Regis on this remarkable achievement.

#### Fayola Ferdinand Attends Digital Image Editing Training



F a y o l a
Ferdinand,
Marketing
Officer attended
a four-day
intense training
course on
Digital Image
Editing and
graphic design

at Sterling Ledet & Associates in Atlanta, authorized Adobe Training Center. The training which ran from 9:00am – 5:00pm, covered topics such as Workspace and

Palettes in Photoshop, Photo Retouching and Editing, Working with Selections, Working with the Layers in Photoshop, Working with Masks and Channels, Typographic Design and Compositing and Printing in Photoshop.

"A large part of SLASPA's outbound marketing activities includes designing and distribution of various marketing tools such as flyers, invitations, posters etc. This training has further enhanced my creativity as a designer whereby I am able to come up with a wider variety of visual images using the tools and applications of the software, that will pass the

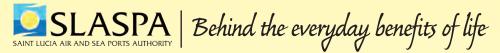
intended messages from SLASPA to end user. The advanced lessons in the course allowed me to come up with well-designed electronic versions of various creative elements, edit and adjust lightness and saturation on pictures, create layers and masks and optimize production essentials that will enable me to continue performing my tasks adequately and will also enhance my delivery of these marketing tools" said Ms. Ferdinand.

Congratulations to Ms. Ferdinand on this latest achievement.

# Our economic growth facilitated daily by The Saint Lucia Air and Sea Ports Authority



From the beginning of human development, a successful port of call was the key to a settlement becoming a city and a city becoming a civilization. We keep this nation moving forward by opening the doors of trade and industry to our local economy.



## Engineering Technicians get Familiar with the Taylor Reachstacker



**Electro-Mechanical** Technician, Hilano Plummer and Mechanical Technician, Curtis Augustin attended a Reachstacker familiarization training during commissioning of the new Reachstacker at the Dominica Air and Sea Ports Authority (DASPA) from Wednesday March 21st to Friday 23rd, 2012. The three day session was presented by Robert Diaz, Service Support from Taylor Machine Works International, Inc. and Larry Tate, Sales **Manager from David Tate Export Inc.** 

The participants learnt about the

state of the art Taylor TS – 9972 Reach Stacker Carries a Cummins QSM 11 – C335 electronic turbocharged, charged air after cooled (air to) diesel engine with an advanced Dana TE 32 transmission. With its new model, the machine is designed to make it easy to perform the daily checks from ground and simple to access the components to make the job done quicker and easier.

There are plans for the two technicians to attend further training in the future.

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#### FOR FURTHER INFORMATION CONTACT

Patrick Brizio, General Manager Bel Jou St Lucia P.O. Box 296, Castries, St Lucia

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Email: gm@stlucia.beljouhotel.com

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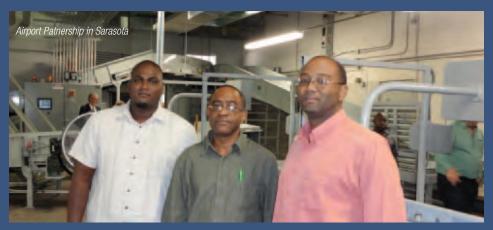
#### Engineering Technicians Attend Welding Training



Dwayne Joseph, Mechanical Technician and Martin Alexander, Mechanic/Welder, attended a Welding Level One workshop at the Advanced Technology Centre in Macoya Trinidad from January 23rd – 27th, 2012. The workshop which was conducted by Metal Industries Company Limited covered the basics of theological and practical methods of modern day welding and the latest welding methods and equipment which would make the welding practices within SLASPA more safe and efficient.

Congratulations on your latest achievements.

#### SLASPA attends Airport Partnership Exhibition in Sarasota



SLASPA was invited to participate in an Airport Partnership Exhibition held at the Sarasota Bradenton International Airport, Florida, from the 23rd to the 24th January 2012. SLASPA was represented by Mr. Delphinus Edwin, Electrician, Mr. Anthony Moona, Superintendent of Works-South and Mr. Daren Cenac, Senior Engineer.

The airport's terminal building occupies 245,000sqft inclusive of a ticketing wing, baggage claim, a concourse with 13 gates and a central 3 storey core housing concessions, offices and related infrastructure. The terminal building was designed to

accommodate 2.9 million passengers a year. The participants indicated that "the airport partnership exhibition came in at a very timely moment in the revolution of airport development in St Lucia. The technology and efficient operations of some basic systems at Sarasota/Bradenton, FL, USA (SRQ) is a move in the right direction for the scale of airport operation we are trying to reach".

The highlight of the exhibition focused on three major components of systems used at SRQ: the Mc Quay magnetic bearing chilled water system which is responsible for cooling the terminal building; protection of all

their electrical systems and equipment using the revolutionary surge suppression system and their automated in-line variable frequency drive baggage conveyor system and design. Those systems were given priority because of their significant energy efficient operation and the financial savings that were derived out of their installation at SRQ over a period of time. Some installations produced a payback period of less than 5 years, at an average cost of US\$0.07/kWh in Florida. Comparatively in St. Lucia as at March 2012, the commercial rate for electricity was US\$0.392/kWh with that cost, the payback would be a lot more attractive!!!

There are many similarities at SRQ in comparison to where SLASPA would like to go with the any future airport redevelopment. The participants were indeed grateful to SLASPA for this opportunity as an informal MOU was created in which information exchange was established.

## Communication Planning Seminar for one of SLASPA's Team Members



From the 16th -17th of February, 2012, Mrs. Ketura Antoine-Pierre, Marketing Assistant, attended a two day training seminar on Communications Planning. The seminar began with a brief introduction on the fundamentals of communication, where an in depth analysis on the processes involved in communication were explained. Participants were also introduced to the Basic Principles of Marketing, Common Approaches in Social Marketing and Trends

in Integrated Marketing. The highlight of the seminar was the opportunity given to develop a Communications Plan for an existing company.

In a brief interview, Mrs. Antoine-Pierre stated that "this seminar which was facilitated by Right Angle Imaging proved to be particularly valuable, as I was able to fully understand the concepts of marketing and enhance what we do in the Marketing and Research Department."

## LIEBHERR



# Martis Phillip Equipment Operator ... Certified!

By Fayola Ferdinand, Marketing Officer

Martis Phillip, Equipment Operator within the Seaport Operations Department at SLASPA was recently awarded with a certificate of achievement in Mobile Harbour Crane Training, joining the ranks of SLASPA's four other certified crane operators. I had the opportunity to sit down with Mr. Phillip upon his return from the Bahamas and here's what he had to say:

**Fayola Ferdinand (FF):** Congratulations Mr. Phillip on your latest achievement. Tell us a little about what you do at SLASPA before we get into your training.

Martis Phillip (MP): Well I started working with SLASPA in 1989 and I have held many positions. I started out as a Water boy and moved up the ranks to Porter, Stevedore, Forklift Operator, Tug Master Operator to Grove Crane Operator then Reachstacker Operator to my current position as Equipment Operator with the certification to now operate the Liebherr LHM Mobile Harbour Crane in Castries.

**FF:** Wow! From 1989! What has made you stay with the organisation?

**MP:** I enjoy working at SLASPA and what I do. I like the continuous challenges my job offers me and the rewards derived from

being a good worker. SLASPA is also a great organisation to work with because of the job security afforded to all employees and the training sessions that we all can attend. For every position I have held at SLASPA I have been trained to do the job and to do it very well by expert in-house and external trainers.

FF: Indeed. I would have to agree with you on that. So, let's get down to why we're really here, your training in the use of the Mobile Harbour Crane. Tell our avid readers about it.

MP: I was afforded the opportunity to go to Freeport in the Bahamas by SLASPA — which I must say is one of my greatest achievements — to receive training in crane operations. The one month long course allowed me to become a Certified Crane Operator. The training was intense and interesting. There is a crane simulator in which we learn how to efficiently use the crane and it is like you are really in the crane moving containers from ship to shore and vice versa.

**FF:** That's impressive. Tell us more about the training.

MP: The training was well designed and

conducted. The instructors were well versed in the subject areas and at times went above and beyond the scope of the syllabus to ensure that I had a good grasp of the training concepts. There were times when I remained at the training centre for several hours after the normal training times to ensure that I retained all that was taught and the instructors were also very cooperative in this regard.

**FF:** I am sure that this contributed to you attaining a final mark of 98.25%. How do you feel about this grade?

MP: I am elated! The passing percentage for the course was 80% and I knew I had to beat that. My aim was to go to the Bahamas and ensure that I did well to come back with great results. Scoring 98.25% was icing on the cake for me. I had officially accomplished what I set out to do and it was an enjoyable experience. I am happy I made SLASPA proud and the feedback that I have received makes me feel great. For me, this is just the beginning.

**FF:** Your enthusiasm is contagious Mr. Phllip. That is indeed and excellent mark. In the documents you presented to me, I noticed another certification. Do tell us about that one too.



**MP:** While I was in Freeport, I was given another great opportunity. This was to become OSHA certified.

**FF:** OSHA?...Occupational Safety and Health Administration certified?

*MP:* Yes. I did a 10 hour Maritime Occupational Safety and Health Hazards for the Maritime Industry. My certification is valid for five years, then I will have to go back to refresh my certification. As far as I know, I am the only one at the port who has this certification. They drilled it home to us

about safety at the ports since they have had a number of accidents on the port. Thankfully, some of what they experienced we have never in Saint Lucia and we intend to keep it that way.

FF: That's wonderful Mr. Phillip. So you will be ensuring we continue to adhere to the health and safety regulations at the Port then. Any final words as I know you have to get back to work?

MP: I would like to thank Mr. Sean Matthew, General Manager for pushing

me to excel and SLASPA for giving me the opportunity to attend this training. The trainers motivated and they were willing to assist me and wanted to see me get it right. The hands on work and the use of the equipment made me feel like I was in a real crane doing the real mccoy.

**FF:** Thank you Mr. Phillip for sitting down with us and sharing your accomplishment. On behalf of the SLASPA In Focus production team, I would like to congratulate you again on this great achievement.



# Talking Numbers with the RNSO

Review of SLASPA's Performance for the Quarter January to March

By Grace Herman, Research and Statistical Officer(RNSO)



The Hewanorra International Airport (HIA) during the quarter January to March 2012 handled 3,894 aircraft movements carrying 158,650 passengers. Cargo throughput (landed and loaded) at HIA during the month was 325,375 kilograms.

The George F.L. Charles Airport (HIA) during the quarter under review is recorded 6,600 aircraft movements landing and departing the airport. GFLC also facilitated 58,457 embarking and disembarking passengers. Cargo throughput of 359,690 kilograms landed and loaded during the quarter.

#### Cargo

Port Castries during the first quarter of 2012 recorded total container throughput (landed and loaded) of 7,331 TEUS and break-bulk throughput of 18,808 tons.

#### Cruise

During the quarter under review cruise calls to the island is estimated at 172 which are expected to carry approximately 269,551 passengers. This quarter also saw the inaugural (first-time) cruise ship visits of the Costa Deliziosa vessel and the smaller Marina cruise vessel.

#### Ferry

The Ferry Terminal at Port Castries recorded 39 ferry calls and 9,616 passengers during the quarter under review.

#### **Yachting**

The Rodney Bay Marina during the January to March 2012 facilitated 1,942 yacht calls while the Marigot Bay Marina recorded 671 yacht calls.



#### What are Tons?

A weight measure equivalent to 2240 lbs (English) or 2000 lbs (American). For example break-bulk cargo is measured in tons.

#### Performance at a Glance

| HIA Passengers                                     | 158,650 |
|--|---------|
| GFLC Passengers                                    | 58,457  |
| Cruise Passengers                                  | 269,551 |
| Ferry Passengers                                   | 9,616   |
| Yacht calls at Rodney Bay &<br>Marigot Bay Marinas | 2,613   |
| Container Throughput(TEUS)                         | 7,331   |

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When applying for a vehicle permit to access the air and sea ports, you can obtain the prescribed form from our website www.slaspa.com and submit it to SLASPA's Ports Police Department. Vehicles doing periodic business at the Ports will be issued Temporary Passes.





Wednesday 9th May - 3pm

The Black Antz Jazz Combo

Minelle & Friends

Thursday 10<sup>th</sup> May - 3pm

Kosmik Riddim Shayne Ross





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