

# INFOCUS

Quarterly Magazine of the Saint Lucia Air and Sea Ports Authority | SEPT. 2013



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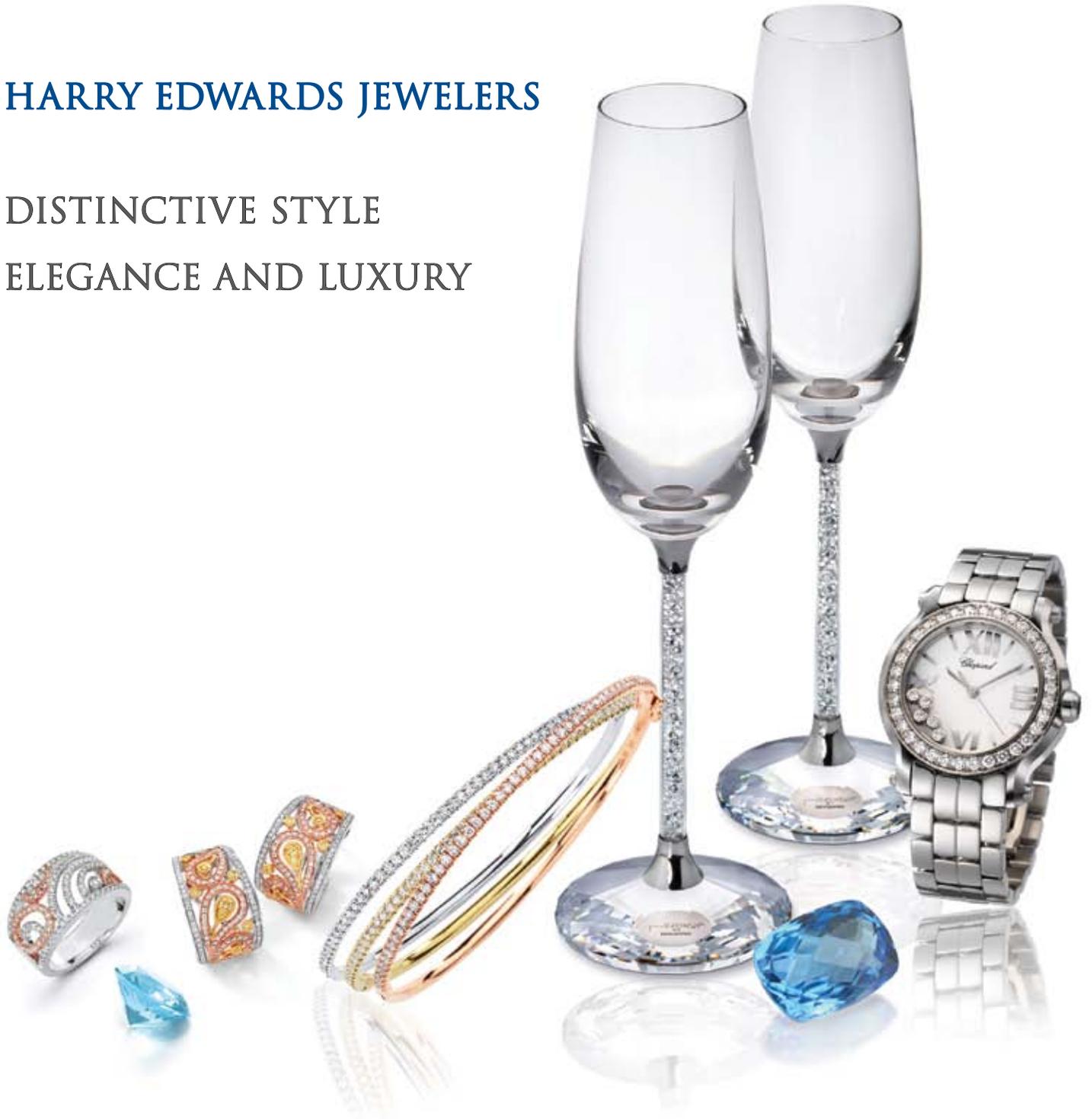
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**MARTIN PRESIDENT - DEPUTY CHIEF OF PORT POLICE - SOUTHERN DIVISION**

Mr. President has been employed with the Saint Lucia Air and Sea Ports Authority (SLASPA) for over twenty-five (25) years and has over twenty (20) years of experience in training security personnel, including Port Police. He is the holder of several Certificates in a number of disciplines including: Aviation Security Management, Hostage Negotiation, Law Enforcement Pistol and Shotgun Training and Crisis Management, to name a few.



**DONA REGIS - DIRECTOR MARKETING AND PRODUCT DEVELOPMENT**

Ms. Regis joined SLASPA in 2000 as the Manager La Place Carenage. Moving up the ranks to Tourism Officer then Marketing Manager, Ms. Regis was later appointed as the first Director of Marketing and Product Development in 2007. Ms. Regis is a Professional Certified Marketer and holds a Bachelor of Business Administration (BBA) from Andrews University, Michigan, USA and a Master of Business Administration (MBA) from the University of Durham, United Kingdom. She is also a certified Customer Service Trainer, an affiliate member of the UK-based Chartered Institute of Marketing, Public Relations Society of America and the International Public Relations Association.

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# INTRODUCTION



As we herald in a new school year, this second edition of SLASPA in Focus for 2013 highlights SLASPA's far-reaching role in education. Our cover story focuses on SLASPA's commitment to education with follow-up stories on the programmes SLASPA supports, how SLASPA facilitates the importation of school supplies and learning equipment, the organisation's participation in various career showcases and school fairs, supporting local programmes such as the Junior Achievement Programme, SLASPA's very own Scholarship Awards programme and in-house training programmes.

SLASPA's commitment to

education plays a fundamental role in the organisation's relationship with the Saint Lucian and port community, attributable to the number of educational opportunities both the airports and seaports present through job training, employee exchange programmes and sponsorships. Our education and training programmes have been developed in tandem with the developments of the industry in which we operate, our Corporate Social Responsibility Programme and the needs of the organisation.

It is important that students and employees are imparted with the requisite knowledge which will allow them to be successful in their future endeavours and

career paths. As a result, SLASPA ensures that they are given access to learning tools, sporting equipment and art supplies that aid in the development of their academic, athletic and creative talents, by facilitating the importation of these learning tools to the island.

We hope you enjoy this issue of SLASPA in Focus and would like to thank our advertisers and contributors for being with us for another packed issue and look forward to your continued support.

**Fayola Ferdinand**  
*Marketing Officer*

# DEFINING THE PORT'S ROLE IN EDUCATION

By Fayola Ferdinand, Marketing Officer

Throughout the years, SLASPA has been committed to education, not only through employee enhancement and development, but also by providing scholarships to children of employees who have succeeded at the primary and secondary level exams, partnering with the local Junior Achievement program and working with local groups through its Our Port Our Community outreach programme.

SLASPA's support for education also includes organising educational visits to the various facilities for students, participating in career fairs and providing work experience and career training for Secondary, College, University level students as well as partnering with the National Skills Development Center (NSDC) in Saint Lucia. These partnerships and educational port visits allow students to interact with staff of the Authority, get to experience how the port operates from the loading and offloading of containers and passengers to the processing of customers and handling of goods, see how employees interact with customers and also understand the day to day operations of the various departments within the organisation.

Internally, SLASPA has a vibrant Employee

Development and Training Unit that facilitates training and seminars for employees, stakeholders and customers. Last year, over 1200 employees, customers and stakeholders participated in SLASPA led and facilitated workshops and this year, so far over 200 have been exposed to training and workshops in a number of disciplines including customer service, performance objectives, risk assessment in Maritime security and court prosecution.

Education at SLASPA is not only in the form of workshops and seminars, but the organisation boasts a vibrant Book Club called "Authority to Read". The Book Club was developed to foster a greater sense of appreciation for reading and learning. In addition, through the Book Club, there have been short story and essay competitions among employees to provide a forum where they can nurture their

This educational moment assisted by  
The Saint Lucia Air and Sea Ports Authority

Our young people are given access to learning tools, sporting equipment and art supplies to help develop their academic, athletic and creative talents. We ensure our air and sea ports open the world to the next generation.

 *Behind the everyday benefits of life*

## Education feature from SLASPA's Port Education Campaign

creative talents.

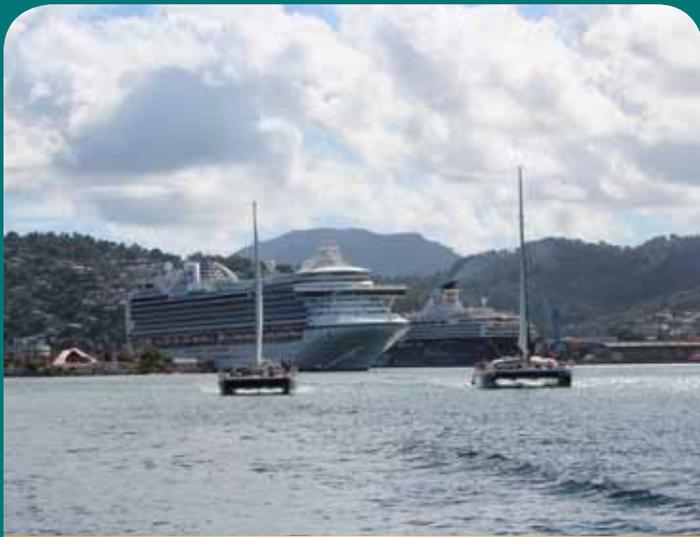
The organisation also has an indirect role in the education system in Saint Lucia, as the custodian for the air and sea ports, SLASPA facilitates the importation of educational material and learning tools both academic and athletic to the island. From fabric for uniforms, books, to laboratory and sporting equipment, come through SLASPA's port with the peak period being

in August, just before the opening of the new school year.

Throughout this magazine, you will learn more about the SLASPA's scholarship, summer and in-house training programmes and also get an insight into how training and education play a vital role within the organisation.

The story continues on page 7 ■

# Cruise NEWS



Cruise Ships and Catamarans at Port Castries

By *Fayola Ferdinand,*  
Marketing Officer

Port Castries has seen its fair share of cruise ships and passengers over the years. Though there was a slight dip in numbers for the last cruise season, the upcoming season seems to be better than before. The cruise traffic comparison is based on the cruise schedules of 2013/14 (preliminary) and 2012/13 which indicates that total calls are expected to increase slightly by 9 calls or 3% while total passengers are expected to grow by as much as 16%.

The increase is attributed to a few lines returning to Saint Lucia namely MSC Cruises with 3 calls and Disney Cruise Line with 2 calls. In addition, Carnival & Princess Cruise Lines increased their

## ALL ABOARD FOR THE 2013/14 CRUISE SEASON

*Cruise traffic comparison is based on the cruise schedules of 2013/14 (preliminary) and 2012/13 which indicates that total calls are expected to increase slightly by 9 calls or 3% while total passengers are expected to grow by as much as 16%.*

calls by 1, RCI by over 5 calls and Croisieres de France is scheduled to make 21 calls during the 2013/2014 period with its vessel Horizon.

What does this mean for Saint Lucia? “The return of regularly scheduled vessels and new ones are evidence to the efforts being made towards the development of the cruise industry and business. We at SLASPA are always engaging with local and international partners on how we can better cater to the needs of the persons in the industry and offer exceptional products and services at Port Castries. Cruise ships have the ability to improve their products quickly, by redesigning and redefining experiences and

entertainment onboard, new cruise ports are being built and we as a destination are always competing with this. So being able to adapt to market forces, changing tastes of cruise passengers and tailoring to the needs of a wide cross section of people in a recovering economy is vital for the sustainability of the local cruise industry,” stated Ms. Dona Regis, Director of Marketing and Product Development.

For a copy of the 2013/2014 cruise schedule, visit [www.slaspa.com](http://www.slaspa.com), or one can be obtained from SLASPA’s Headquarters for ECD\$20.00 plus VAT.

*Note: The Cruise Schedule and numbers are subject to change throughout the season* ■

## DEFINING THE PORT'S ROLE IN EDUCATION A PROGRAMME DESIGNED FOR STELLAR SCHOLARS

SLASPA's 2012 Scholarship Recipients

By *Fayola Ferdinand,*  
*Marketing Officer*

As a parent, you accompany your son/daughter to their Primary school to pick up their Common Entrance Exam results. With bated breath, you watch proudly as they receive their results and beam with pride when they have gained entry into a school of their choice... "Phew!" You let go a sigh of relief, but then panic sets in... With the increase in the cost of everything, how are you going to afford books, uniforms, shoes, learning tools and transportation... then you remember! You are an employee of SLASPA, which has a scholarship award programme that you can submit an application to!

SLASPA's scholarship programme has been in existence since 1997 and began with the aim of

*SLASPA has awarded over 65 scholarships to deserving children who have attended secondary schools around the island.*

encouraging the youthful progress and education of the children of employees. Through this programme, scholarships are awarded to the top five (5) performers of employees' children (inclusive of management) at the island's Common Entrance Exam. The award recipients must maintain an average of 70% for the five years at Secondary School in order to keep the scholarship. From inception, SLASPA has awarded over 65 scholarships to deserving children who have attended secondary schools around the island.

In 2011, the Employee Development and Training Unit launched scholarships at the tertiary level and those scholarships are awarded on

merit marks based on the highest two (2) marks obtained by students from CXC Examinations whose parents work at SLASPA. In order to maintain the scholarship, the students must have a Grade Point Average (GPA) of 3.0 per academic year at the tertiary level.

As part of the programme, special workshops are held for parents which provide practical tips on helping their children succeed and how to make an efficient study timetable. Ms. Beverly Dulcie, Manager Employee Development has a hands on approach with each scholarship holder, meeting with them frequently throughout the year to monitor, encourage, cajole and even reprimand when

necessary.

Several scholarship recipients have returned to work with SLASPA, with others going as far as Taiwan to further their studies. Some of the fields in which SLASPA's scholarship recipients have chosen to pursue include Marine Biology, Accounting & Finance, Information Technology, Management Information Systems, Medicine, Government Relations, Hospitality, Travel & Tourism, Psychology, Analytical Chemistry, Biochemistry, Linguistics and Education.

The development of the scholarship programme and active involvement of members of SLASPA's management, demonstrates SLASPA's dedication and commitment to the welfare of not only employees but to their children and by extension Saint Lucia.

Continued on page 9 ■

# VIEW FROM THE TOP

By *Fayola Ferdinand,*  
Marketing Officer

**W**alking up to my office one morning, it struck me Hey! Let's get the View from the Top on Education & Training at SLASPA. As I approached the General Manager's office, I thought...why not do it now. After a brief dialogue with Corine, the GM's Secretary, I was in luck! Mr. Matthew was in office and I could conduct my interview right away. Grabbing a pen and paper off Corine's desk, I walked into Mr. Matthew's office to begin our interview.

After exchanging pleasantries, here's what he



SLASPA's General Manager/CEO, Mr. Sean Matthew

on education and training:

**Fayola Ferdinand (FF):** Mr. Matthew, what are your views on training and education at SLASPA?

**Sean Matthew (SM):** When employees are provided with proper training, it aids in the development and enhancement of business performance and staff morale. SLASPA provides and facilitates training for employees that would enable them to function efficiently in their respective jobs and society. Also, through training, employees have a better probability of success in vying

SLASPA decide to develop this programme and what is the benefit and importance of cross training employees at SLASPA?

**SM:** Cross training allows employees to understand and appreciate the roles and functions of their colleagues. Through this programme, employees are exposed to different areas of SLASPA's business which can help them in determining future ambitions, interests and goals. Other than that, the benefit of this programme to SLASPA is there will be more skilled and experienced employees within the organisation, employees

*Training staff and stakeholders results in improved customer service, better work practices, improvements in productivity, enhances team building and also fosters greater employee loyalty and retention.*

for future opportunities.

**FF:** What is the benefit to SLASPA of providing training to employees and even stakeholders?

**SM:** Training staff and stakeholders results in improved customer service, better work practices, improvements in productivity, enhances team building and also fosters greater employee loyalty and retention.

had to say **FF:** SLASPA has an employee exchange and cross training programme. Why did

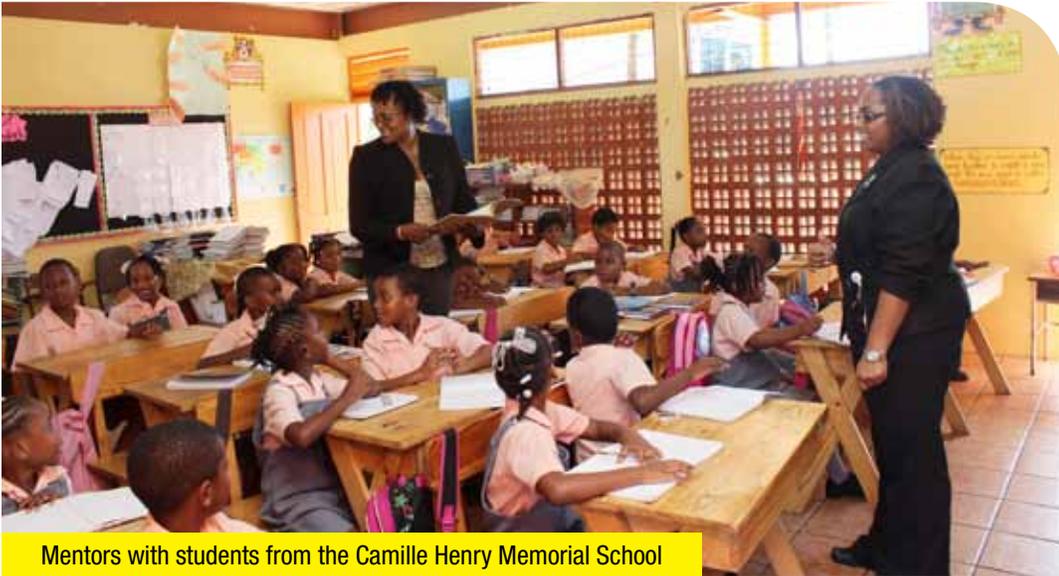
will not be bored and so that employees get a better appreciation of the roles and functions of their colleagues.

**FF:** Why does SLASPA invest in training of its employees and stakeholders?

**SM:** We feel the need to provide training to our employees and by extension stakeholders as we recognise the importance of staff and youth of the country. Also, it is a direct part of our corporate social responsibility which encompasses not only education but also sporting and community development.

**FF:** Thank you for your time Mr. Matthew and for providing us with a "View from the Top" ■

# DEFINING THE PORT'S ROLE IN EDUCATION JUNIOR ACHIEVEMENT & THE WIDER COMMUNITY



Mentors with students from the Camille Henry Memorial School

*By Fayola Ferdinand,  
Marketing Officer*

The management and staff of SLASPA would definitely have to agree with the great Nelson Mandela. As part of the organisation's mandate, a Corporate Social Responsibility plan was developed to encompass not only community outreach, but also support for education, sporting and extracurricular activities.

One major education

outreach is support for the Junior Achievement (JA) program on the island. Through the Marketing and Research Department a partnership was formed between SLASPA, the local Junior Achievement office and two local schools, namely Vieux Fort Comprehensive Secondary Campus B and Camille Henry Memorial School. In addition to the monetary contributions, SLASPA participates in the mentoring programme where six mentors and a Business

Advisor work closely with the students on their business proposals and visit the schools on a weekly basis to work on projects and activities. As part of the Mentoring Programme, SLASPA has hosted the students for a day at the Port where they had the opportunity to interact with the Senior Executives of SLASPA including General Manager/CEO, Mr. Sean Matthew.

The JA program, which SLASPA is a proud sponsor of, helps the students develop

*“Education is the most powerful weapon which you can use to change the world”  
- Nelson Mandela*

confidence, competitive skills, hands-on experience in running a business and prepares them with the necessary basic information and abilities to go out into the working world.

SLASPA has already pledged its commitment to sponsor and support the Junior Achievement program in the future as it is a direct approach to investing in St. Lucia's youth and in SLASPA's future.

Continued on page 13 ■

**Did you know?**

Did you know that currently there are seventy-three (73) primary schools and twenty-three (23) secondary schools on the island? The primary schools provide education to over 18,100 students and secondary schools to over 14,600 students.

Source: Ministry of Education, Human Resource Development and Labour 2012 Statistical Digest



La Place Carenage Duty Free Shopping Mall.



By Marva Greenidge  
Marketing Specialist,  
Commercial Development

# DUTY FREE SHOPPING 101

Shopping at La Place Carenage can be an enjoyable experience due to the warm and friendly shop attendants who delight in introducing you to the affordable luxuries they offer.

As a shopper, one also has to be equipped with key tips for ease of duty free shopping namely having on hand, valid picture identification along with travel documents. In addition, all duty free items must be exported and are not to be returned to

the island. On a personal note, I purchase duty free if I am travelling and would like to take gifts to my friends and family overseas. However, if I see an item that I like for myself, I would purchase that one duty paid. A perfect example is on my recent birthday, I purchased a gift of a perfume at the duty paid price, since I was not eligible for the duty free price. Let's take a look at some items and compare their duty free vs duty paid prices in the table below.

I hope this comparison has demonstrated that you too have the option of treating yourself or a loved one with "Affordable Luxuries" purchased at La Place Carenage Duty Free Shopping Mall.

Doors open from 9:00am, Mondays to Saturday and on Sundays and Public Holidays whenever there is a vessel berthed at La Place Carenage. For more information, please give us a call at 457-6110 ■



| Store                            | Item   | Duty Free Price (EC\$) | Duty Paid Price (EC\$) |
|----------------------------------|--|------------------------|------------------------|
| Harry Edwards Jewelers           | Pandora Silver Barrel Clasp Bracelet                       | \$175.50               | \$230.45               |
|                                  | Pandora Silver Charms                                      | \$94.50                | \$127.00               |
| Duty Free Caribbean              | Vera Wang Princess (Perfume)                               | \$102.51               | \$136.35               |
|                                  | Bijoux Terner line (clutch purses, watches, pashminas etc) | \$26.80                | \$35.00                |
| Colombian Emeralds International | 14 Karat Gold Pearl Necklace & Bracelet Set                | \$133.47               | \$207.21               |

\*Prices shown were accurate at time of print and are subject to change.

# More than air and sea... SLASPA is about you and me



- We are more than the thousands of planes we clear for landing, the countless containers we manage at the docks, the massive cruise ships we help berth or the numerous advancements we have made in our operations so they are cleaner, greener and more energy efficient.
- At the end of the day, Saint Lucia Air and Sea Ports Authority is all about you, our fellow Saint Lucians and our shared community. From sunrise to sunset, we invest time, labor, and support to help our nation grow from strength to strength.



# CUSTOMER SERVICE CORNER

## OVER 500 STAFF AND PORT COMMUNITY MEMBERS EDUCATED ON CUSTOMER SERVICE

In 2007, SLASPA embarked on a drive to improve service delivery at all of its facilities with the launch of a training programme to educate staff and members of the port community on customer service. Since then over 500 port employees and community members have been exposed to training by Ms. Dona Regis, Director of Marketing and Product Development/Certified Customer Service Trainer and the author of our Customer Service Corner feature. In this issue of SLASPA in Focus, Ms. Regis takes a break from her role as the author of this feature to provide information on the port's Customer Service Programme.

**Fayola Ferdinand (FF):** How was the plan developed?

**Dona Regis (DR):** Reviewing a strategic plan developed for SLASPA in 2007, I was able to get a good understanding as to where we were in terms of service delivery, however, I wanted to go even further. Therefore, an external firm was contracted to conduct a full scale perception survey. This survey provided us with details as to our customers' perception of our level of service delivery. We were commended in many areas, however, the study also revealed that there were several areas in need of improvement. One such area was in training our staff and port community

members in customer service. Nevertheless, I wanted to go even deeper and therefore conducted a series of focus group discussions with staff from various departments to find out more about their job functions and the challenges they encounter in delivering excellent service to customers. Using this information along with the findings of the perception survey, I developed a programme that was customised for each department or service area.

**FF:** Sounds like a very solid foundation. Was the programme well received by Staff and port community members from the onset?

**DR:** Like most things that are new, there are always challenges at the beginning. However, staff and port community members were for the most part very receptive of the programme. The fact that it was customised for their specific work environment made it easier for participants to identify with it. In addition, realising that the subject area was new to most participants, sessions were kept to half day and was deliberately made to be highly interactive and fun.

**FF:** How has the programme grown since the early days?

**DR:** Significantly. We have moved from half day to one

and a half day session and while it is still very interactive and fun, a lot more is covered during the period. We have introduced new subject areas, training tools, techniques and group projects. One of the new training tools is a 30- page workbook which I authored. This workbook covers all the key areas of customer service and includes exercises, review of key "take aways" as well as general industry information.

**FF:** How is this training programme different to others?

**DR:** This programme is customised for the port industry and covers areas to meet the specific requirements of our customers. For example, during sessions for the Port Police, we focus on a subject area called "Navigating the No Zone" where participants are provided with techniques to enforce the Port's rules and regulations without alienating customers.

**FF:** Wonderful! You recently launched a new customer service programme called PRIDE, tell us more about this?

**DR:** Certainly, PRIDE means Personal Responsibility In Delivering Excellence. As the name suggests, this programme encourages employees to take personal responsibility for service delivery rather than seeing it as a function of a

specific department or person. The programme also empowers employees to view customer service as a key component in their professional and personal development while making a personal commitment to deliver excellent service. The programme is delivered over a 12- month period and consists of six versions, one per each department or service area.

**FF:** It seems like a lot of thought and planning hours go into delivering these programmes and I have heard positive feedback from several participants, however, are there other ways of measuring the effectiveness of the programme?

**DR:** Yes, the planning is quite detailed, I work closely with the Employee Development and Training Unit to ensure it is well executed. Great feedback from participants is always wonderful for any Facilitator. I get great personal satisfaction when participants come up to me after a workshop and say "I really enjoyed this workshop" for me it is both gratifying and humbling. However, this is one side of the evaluation, the other side is the return on investment for SLASPA and I am happy to report that our hard work is beginning to bear fruit. Findings from our 2012 exit survey at the Hewanorra International Airport revealed that the Port Police Officers have significantly improved

# DEFINING THE PORT'S ROLE IN EDUCATION SUMMER AT THE PORT

By *Fayola Ferdinand*,  
Marketing Officer

*Over 300 students have been accommodated at SLASPA through the summer work study programme, and some of them have been employed full-time with the organisation.*

As a student, when you thought about the summer time, what came to mind? The beach? Partying? Having fun with friends? All these things are great, however, summer at the port means something a little different. It means education, experience, hard work, dynamic environment and skills training. Let's explain further...In 1998, SLASPA launched a summer



SLASPA's 2013 Summer Students

work programme, which only catered to students of the Vieux Fort Comprehensive Secondary School. Over the years, this programme has grown by leaps and bounds to include secondary schools around the island, Sir Arthur Lewis Community College, Universities and National Skills Development Center (NSDC).

The programme was developed to allow students to get hands on job training, learn about the organisation and of course earn some money before going back to school. Through this programme, the

students are exposed to many areas of the organisation, learning pertinent skills that will aid them in their personal development and career choice.

Other important components of this programme are that Mrs. Nadia Alcide, Manager, Employee Compensation facilitates interview simulations for students of various schools and Ms. Beverly Dulcie, Manager Employee Development, visits many schools to speak with students about preparation for interviews, job training, etiquette, resume tips and

careers at SLASPA.

SLASPA works directly with the various schools and Ministry of Education and sifts through numerous job applications to ensure those most deserving get an opportunity to understudy employees and gain employment for the summer. To date, over 300 students have been accommodated at SLASPA through the summer work study programme, and some of them have been employed full-time with the organisation ■

*Customer Service Corner continued from previous page*

their ratings for service delivery. I am so pleased that SLASPA is getting one step closer to reaching its service delivery goals.

**FF:** What's next for you in Customer Service Education at the Port?

**DR:** Earlier this year we launched PRIDE in the North with the Port Police from the Castries Seaport and George F. L. Charles Airport. Our goal is to complete training for the entire Port Police staff complement in the north of the



Dona Regis, Director of Marketing & Product Development facilitating Customer Service Training to SLASPA Employees

island as we have done in the South. PRIDE is an on-going programme, the plan is to

continue with the programme until all of SLASPA's staff and port community members

have been trained. We have come along way in our service delivery, but there is so much more to do. The various Department Heads have provided great support and I am confident that we will continue on the right path.

**FF:** I too can see the improvements not only as an employee but as a port user. Thank you Ms. Regis and Congratulations on your achievements thus far. We wish you the very best in this programme ■

## AND THE WINNER IS... IACCESS! SLASPA'S INTRANET



Jarvin Leon, IT Officer Web Support,  
Designer and Developer of iAccess



Members of the IS Department  
previewing iAccess

SLASPA's Intranet "iAccess" has captured an Award of Excellence from the American Association of Port Authorities (AAPA), a trade association representing the leading Port Authorities within the Western Hemisphere, in their 2013 Communications competition. SLASPA was one of 14 Ports, to be awarded this highest award out of 52 submissions.

iAccess, which was designed and built by the Information Systems

Department, was developed to ensure that employees have access to important corporate information from one single source, where updated information can be available to all employees, at the click of a button and to encourage staff participation and obtain feedback on corporate issues from staff.

"We are indeed both honoured and humbled to be receiving our fourth Award of Excellence from the AAPA, during its annual

Communications Awards Programme. This year the award for iAccess, speaks to the exceptional level of creativity and dedication the Information Systems Department puts into their product," said Grace Parkinson, Director of Information Systems. "It is an even greater honour to be the recipient of such an esteemed award, competing against other regional and international ports, which have budgets and staff complements, usually more accommodating than

ours," she said. Mrs. Parkinson concluded by commending her team for the creation of an exceptional product, that is both effective and efficient within the work environment.

SLASPA was the only regional port to be selected as a recipient for an award during the programme this year. Some of the other ports receiving awards this year include Port of Long Beach, Port Miami, Georgia Ports Authority and Canaveral Port ■



Mr. Christopher Alexander, Director of Maritime Affairs  
with a team demarcating Rodney Bay Beach

## SWIMMER SAFETY ENHANCED

SLASPA, through the Division of Maritime Affairs, is working with local stakeholders to re-demarcate the beaches at Rodney Bay. The demarcated zones will allow for designated swimming areas, areas for boat rides, water sports and uses by fisher folk. SLASPA plans to work with all parties involved to undertake a comprehensive education drive to inform the general public of these

safety measures being re-implemented. The organisation through the Division of Maritime Affairs, will continue to facilitate further meetings to ensure the community has an input prior to the final implementation. These ongoing discussions highlight SLASPA's commitment towards boating safety on Saint Lucian waters with a view to protecting the tourism product and sea bathers ■

## HEWANORRA UPGRADES

Renovation works have commenced at the Hewanorra International Airport. The renovation encompasses the

enclosure of the Check-In Area, which will enhance aesthetics and comfort, whilst improving the safety level at the airport. Once completed, the Check-in Area will be fully enclosed and air conditioned.

The Iyanola Executive Lounge also received an

upgrade with the expansion of the kitchen and modern outfitting of the bar and snack area. The upgrades which began in June will allow for a more seamless flow of the kitchen operations and facilitate the preparation of a wider variety of snacks and food for patrons ■





# CUSTOMER SERVICE TRAINING CONTINUES IN CASTRIES

*By Miquella Louisy,  
Marketing Intern*



Port Police Officers in Castries at the Training Session

Port Police Officers in the Northern Division based at Castries Seaport and George F.L. Charles Airport participated in Customer Service Training this quarter, under the PRIDE Customer Service Training Program facilitated by Ms. Dona Regis, Director of Marketing and Product Development and a Certified Customer Service Trainer. PRIDE, which is

the acronym for Personal Responsibility In Delivering Excellence, encourages employees to take personal responsibility in ensuring that customers receive impeccable service when visiting SLASPA's facilities.

One of the key components of the programme is Effective Communication, which encompasses navigating the "No Zone", setting limitations and

offering alternatives without disgruntling the customers. The continuous improvement in the quality of service delivery at SLASPA's facilities, speaks to the Authority's level of commitment in ensuring that employees learn skills to deal with customers of all cultural and ethnic backgrounds, which they encounter at the Ports of Entry.

Annually, a series

of Customer Service Training Workshops are coordinated by the Employee Development and Training Unit in collaboration with the Marketing and Research Department that give employees and even stakeholders, an opportunity to enhance their current service skills and learn new techniques in dealing with various customers they may encounter ■

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# FACILITY MANAGER FOCUS

By Miquella Louisy,  
Marketing Intern

This issue of Facility Manager in Focus highlights Ms. Beverly Dulcie, Manager Employee Development, who spearheads all the employee development and training activities at SLASPA.

After joining SLASPA in 2001, as the Training Officer, Ms. Dulcie was later promoted to Manager Employee Development in 2008. She is a qualified teacher, with Certificates in Education and Employee Development from the University of the West Indies (UWI), as well as a Bachelor of Arts (BA) in English Literature and Linguistics. Ms. Dulcie also holds a Master of Science (MSc) in Human Resource Management and Employee Relations from Brunel University. She is a registered member of the International Society of Performance Management and holds a Certificate in Performance Improvement with that Society and Ithaca College.

#### WHO?

Ms. Beverly Dulcie - Manager, Employee Development

#### WHERE?

SLASPA Headquarters, Manoel Street



Ms. Beverly Ann Dulcie - Manager, Employee Development

#### WHAT DOES SHE DO?

Ms. Dulcie is responsible for coordinating all aspects of training activities, performance management and employee development at the Saint Lucia Air and Sea Ports Authority (SLASPA) and has the overall responsibility for the Administration Department.

#### WHAT IS THE HIGHLIGHT OF HER JOB?

She enjoys working and interacting with employees on a daily basis. The highlight of her job is being granted the opportunity to see positive changes in employees as they are exposed to new learning material, environments and avenues for career and personal growth. To add to the list of favourites, she relishes working with young students in the scholarship programme annually.

#### WHAT YOU MAY FIND INTERESTING?

SLASPA's Manager Employee Development has a keen interest in reading, gardening and home improvement. Her

leisure time is spent with her son, taking in sunsets and travelling the world.

#### WHAT YOU MAY NOT KNOW?

If Ms. Dulcie was given the opportunity to change her career, she would be a Building Contractor. She is also the Founder of SLASPA's Book Club and is most inspired by the books: In the meantime - by Iyanla Vanzant, The Power of Now and Seven habits of Highly Effective People - by Stephen Covey.

#### WHAT'S NEXT ON THE AGENDA?

SLASPA's Manager Employee Development, through her department, plans to introduce and sustain a fully functional system with a component for Employee Recognition, as well as develop additional, cost effective and innovative ideas for training employees. Emphasis is also being placed on the quality of service delivered by the department, to ensure that both internal and external customers are satisfied. On her

personal agenda, is to become a Certified Performance Technologist by International Society for Performance Improvement (ISPI), which is a level of certification for professionals involved in the performance improvement and training field ■

*One of my greatest passions is to ensure that I can make a difference in children's lives by encouraging them to read and to add a positive note in the lives of the many people I encounter.*



# SWEET SOUNDS OF PAN WITH SLASPA AND ENTREPOT SECONDARY SCHOOL (ESS)

By *Fayola Ferdinand,*  
Marketing Officer



Entrepot Secondary School Pan Sounds with Ms. Susanna Isaac, Manager La Place Carenage

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As part of its Corporate Social Responsibility, a partnership has been developed between SLASPA and the Entrepot Secondary School (ESS) Pan Sounds, who recently filled the halls of La Place Carenage for Tea Time Jazz showcasing their artistic skills with a number of musical renditions. These young and energetic steel pan lovers range from ages 14 - 17 years and are passionate about steel pan as they are about school.

The ESS Pan Sounds was established in the late 90's under the then directorship of Mr. Sean Lewis and later the music teacher Mr. Kieran James. During Mr. Lewis' tenure, the band was privileged to participate in a Junior Steel Band competition in Trinidad and Tobago in 2001. The experience enabled the members to develop a greater love for the art form and many of the students were committed to the band, not just as an extracurricular activity.

Although the group was dormant for a while they

were able to regain strength, enthusiasm and desire to continue the school's legacy under the new leadership of Mrs. Nicole La Touche-Cools. The eighteen (18) students, which comprise four girls and thirteen boys, are poised for excellence under the tutorship of Mr. James Lewis, a past student of the school and now a member of the Royal Saint Lucia Police Band.

As the ESS Pan Sounds continues on their musical journey they are preparing to visit their counterparts in Trinidad at the Bishop Anstey High and Trinity East College (BATCF), in the month of October 2013. The Saint Lucia Air and Sea Ports Authority (SLASPA) is pleased to be part of the development of this great group of musicians.

SLASPA commits to supporting the young talented members of the ESS Pan Sounds from the Entrepot Secondary School as they live up to the expectation of the School's Motto "Character is Power" ■

# DEFINING THE PORT'S ROLE IN EDUCATION EDUCATING FROM WITHIN

By *Fayola Ferdinand,*  
*Marketing Officer*

Ms. Beverly Dulcie, Manager Employee Development conducting an orientation training session with new Port Police Constables

**D**id you know that there are over 40 careers at SLASPA? From Grounds Keeping to Engineers, Air Traffic Controllers, Lighthouse Keepers, Electricians, Shed Clerks and even Plumbers and Masons. A lot of these professions are highly specialised and SLASPA exposes employees to relevant training both internally and externally. A vibrant organisation such as SLASPA which operates in an even more dynamic industry enriches its workforce by creating and sustaining opportunities for training and development, providing initial and on the job training all the way through to refresher courses.

The Employee Development and Training Unit, which is at the helm of educating from within, focuses on two main aspects of training: Developmental Training which involves the development of soft skills like Time Management and Customer Service and Technical Training which equips employees with

specific skills for their jobs and the equipment which they are required to utilize. At SLASPA, all employees are eligible for training. During this past year, the training unit has facilitated training for over 1200 employees and stakeholders and offered and facilitated over 75 different types of workshops. Some of the interesting courses which

*There is a cadre of qualified in-house trainers within the various departments who develop course materials and tailored training exercises for the various careers at SLASPA.*

the Employee Development and Training Unit facilitates range from basic skills for employees, to fire extinguisher training, fork lift training, first responders training, and handling dangerous goods. There are also some employees who must receive mandatory basic training which include Air Traffic Control Officers, Port Police Officers and Pilot Boat

Captains as these are specialized fields and require extensive training on the operations of the business.

There is also a cadre of qualified in-house trainers within the various departments who develop course materials and tailored training exercises for the various careers at SLASPA. These trainers are not only qualified, but they have

the experience and technical merit to adequately impart the knowledge to their colleagues. The benefit of in-house training is that employees learn meaningful skills that improve their daily performance and those being trained feel a sense of ownership and can identify with their trainer.

SLASPA's in-house trainers not only educate SLASPA

employees, but provide training and workshops for stakeholders and industry partners as well. Training workshops for stakeholders and industry partners include customer service, boating safety, how to effectively use radio communications and airspace communications.

Through the Employee Development & Training Unit, SLASPA also facilitates training out of state and employees have been exposed to training in faraway lands including South Korea and Singapore and as nearby as Trinidad. (See page 27 for world map of where training has been held.)

Consequently, SLASPA is committed to educating from within by creating and sustaining the opportunities available for training and development since they believe that their human capital is one of the most leading assets of the organisation. Great employees and industry partners want to work for and with an organisation that is committed to the betterment of themselves, each other and the business ■

# ENGINEERING, MARKETING, PORT POLICE, ADMINISTRATION AND OPERATIONS PERSONNEL TRAINED

Over 90 employees and 5 external participants were exposed to various training sessions this quarter. Training included a basic trailer truck workshop, performance objectives, airside communications training, Liebherr crane overloading workshop and Reachstacker Training. "This quarter, most of our training was facilitated by SLASPA's in-house trainers which we are proud to have.

We have realised that training from within allows us to tailor the course content to SLASPA's environment, its industries and can be specific to the type of equipment we use on the port. In addition, the in-house trainers are able to discuss real and current examples and focus on specific items that relate to their duties," stated Ms. Beverly Dulcie, Manager Employee Development ■



Cprl Johnson Phillip, Port Police

## PORT POLICE OFFICER TRANSITIONS TO EMERGENCY MEDICAL TECHNICIAN

Port Police Constable and aspiring Emergency Medical Technician (EMT), Johnson Phillip was offered a chance of a lifetime when through SLASPA, he pursued an EMT course with Center for Emergency Medical Services Education (CMESE) Inc. held at the University of the West Indies (UWI) Open Campus. The course which began in September 2011 and is due for completion this September, also allowed for Mr. Phillip to attend a four week internship and clinical observation programme in Pennsylvania, USA and hands on training at Victoria Hospital in Saint Lucia.

The programme consisted of extensive hands on training of both medical and trauma care, which included the correct usage of the defibrillator, assessment of vital signs, water rescues, cardiac monitoring and respiratory emergencies to

name a few. Mr. Phillip even had the opportunity to go on State Police ride alongs when they got called out.

When asked why he decided to embark on this certification and the benefits of this training on his current job, Mr. Phillip said, "As you are aware, I interact with almost 1,000 people daily including travellers, employees and visitors to the airports and I saw the need to pursue this programme to be a better asset to SLASPA. As a Port Police Officer, we are often the first responder to be called to any incident within the port, be it medical or one to do with upholding law and order. Being trained as an EMT, if there is a medical emergency and I am first to respond, I will be able to assist and provide basic care until the medical team arrives."

Congratulations to Mr. Phillip on his latest achievement ■

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# ANOTHER MAJOR MILESTONE FOR SLASPA'S DIRECTOR OF MARITIME AFFAIRS

Mr. Christopher Alexander, Director of Maritime Affairs, successfully completed a two week Train the Trainer program on the Maritime Labour Convention (MLC 2006) at the International Labour organization (ILO) in Turin, Italy, during the month of July 2013. With this latest achievement, Mr. Alexander is now the only ILO recognized Train the Trainer for the MLC 2006 on the island. One of only sixteen (16) participants who heralded mainly from Europe and African Countries, Mr. Alexander was the only one from this part of the hemisphere.

The credentials issued by the ILO gives Mr. Alexander the authorization to train and certify other inspectors in Maritime Labour Convention (MLC 2006). Once certified, the ship inspectors trained in Saint Lucia will have the requisite skills and knowledge to identify established working and living conditions for seafarers onboard applicable vessels.

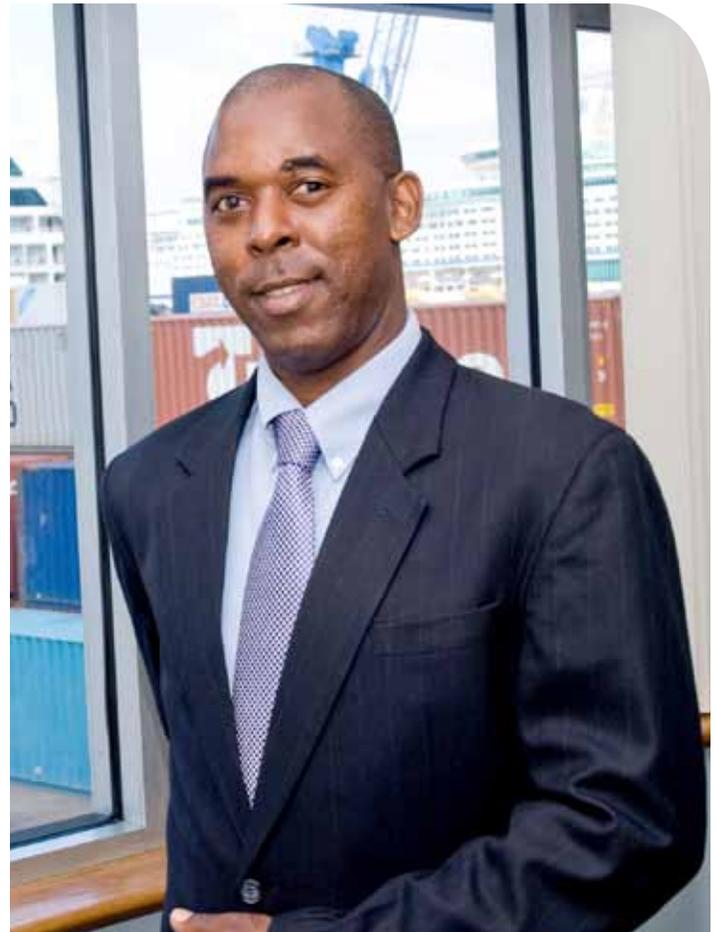
In a brief interview, Mr. Alexander stated "It was an honour to have represented SLASPA and by extension Saint Lucia in Italy. Though a lot of hard work, I am overwhelmed by this great achievement and can't wait to impart my knowledge to others for the better development of our Maritime Sector. In this regard, I am already planning

to train and ensure that they are certified, key Government agencies including the Labour Department, Customs & Excise Department, Marine Police Unit, the Immigration Departments not to mention my colleagues at SLASPA. SLASPA, through the Maritime Division, plans on facilitating ongoing education and discussion forums that will allow us to interact island wide with various stakeholders, including the Seafarers Employment agencies on island, the Boating Community and other private interests groups".

The MLC 2006 entry requirement has been met and the convention was entered into force in August 2013. The MLC 2006 is one of the most significant pieces of maritime labour legislation to hit the industry and provides comprehensive rights and protection at work for the world's more than 1.2 million seafarers.

The rationale behind MLC 2006 is as follows:

1. Updating and consolidating existing ILO Maritime Conventions;
2. Recruit, develop, retain and motivate qualified people in the maritime industry;
3. Preventing poor working and living conditions being an advantage;
4. Creating a level playing field.



Christopher Alexander, Director of Maritime Affairs

When asked about the importance of the MLC 2006, Mr. Alexander stated "Although the state has not ratified the convention, the inclusion of the "No more favourable treatment" for ships of non-ratifying countries, will impact the shipping community and seafarers in particular. There will be major consequences for both ship owners and managers with the implementation of the MLC and there are requirements that they'll need to have in place to ensure compliance".

Congratulations to Mr. Alexander on his latest achievement and good luck in training the trainers.

For more information on the MLC 2006, please contact the Division of Maritime Affairs at 457-6151 ■

*With this latest achievement, Mr. Alexander is now the only ILO recognized Train the Trainer for the MLC 2006 on the island.*



# TALLYING AT THE PORT

Members of the Operations Department conducted a Tallying workshop in SLASPA's training room which was attended by the Operations Clerks along with the Seamen and Waterfront Workers Union Tally Clerks. The facilitators of the workshop were Kenneth Lawrence, Warehouse Manager, Andre Gibson, Operations Supervisor and Larry James Operations Clerk. Tallying is the inspecting and recording of the number of pieces of cargo together with their description, marks and numbers at the time they are loaded into or discharged from a ship.

The workshop was

designed to coincide with the Operations Department's goal to upgrade every facet of its delivery to stakeholders, while ensuring that the service quality is synchronized and efficient. During the workshop participants were instructed on how to classify items with the proper identification using maritime terminology, methods of interfacing varied cargo types, surveying damaged goods, reconciliation procedures etc. Equipped with a better idea of risk management and awareness of threats to public health by improper storage practices, the clerks expressed determination to transform their service to a greater professional level ■

## MORE RECRUITS JOIN THE RANKS

Eight (8) Port Police Constables have joined the ranks of the Port Police Division after successfully completing and recently graduating from The Royal Saint Lucia Police Force Academy. Port Police Constables Yohan Clery, Lyndon Herbert, Landall Poleon, Humbert Poleon,

Kensley Charlery, Caius Cassius and Women Port Police Constables Crystal Amedee and Louisiana Francis. These new constables will be deployed to the Northern and Southern Divisions working closely with their colleagues to ensure the safety and security of the Ports. Special awards were given to Woman Port Police Constable Crystal Amedee for Best Ports Duty Subjects and Port Police Constable Humbert Polen for Best Port Recruit Course 33/2013, who also gave the Vote of Thanks at the graduation ceremony. We welcome the new recruits to the SLASPA family ■



# DEPARTMENTAL FOCUS: AERONAUTICAL INFORMATION SERVICE (AIS) PART II

*By Miquella Louisy,  
Marketing Intern*

In the last issue of SLASPA in Focus, we introduced the segment “Departmental Focus” which was primarily created to highlight a particular department, as well as their accomplishments. The first Departmental Focus featured part one of the Aeronautical Information Services (AIS) Department. In this issue we continue the feature on this department given their important role in air navigation.

There are seven (7) AIS Officers employed with SLASPA, four (4) at Hewanorra International Airport and three (3) at George F.L. Charles Airport, who work closely with the Air Traffic Control units and Pilots. AIS Officers ensure the flow of aeronautical information and data essential for safety, order and efficiency of international air navigation.

Recently, Saint Lucia’s AIS Officers were one of the first in the region to receive new equipment and requisite training the Trinidad and Tobago Civil Aviation Authority (TTCAA). From January 31st to February 9th 2013, AIS Staff from the George F.L. Charles Airport and Hewanorra

International Airport were trained in accordance with their responsibilities to operate the new Aeronautical Message Handling System (AMHS). TTCAA AIS Officer/Trainer Ricky Bissessar conducted the training. In addition to training the participants, Mr. Bissessar also shared vital information on how the units can improve their operating efficiency. Additionally a team of Technicians from TTCAA provided the Eastern Caribbean Civil Aviation Authority (ECCAA) Technicians stationed in Saint Lucia with basic training in the area of equipment maintenance/troubleshooting for the newly installed hardware.

At the end of the workshop, participants were presented with a Certificate of Participation – “Operator – AISS Spatia/ Comsoft’s Aeronautical Data Access System (CADAS) – ATS Course”. The staff expressed a deep sense of accomplishment and ensured the facilitators that the knowledge and skills gained from the workshop will be put to use immediately, in an effort to improve their level of efficiency within the department and by extension, the Authority and the State ■

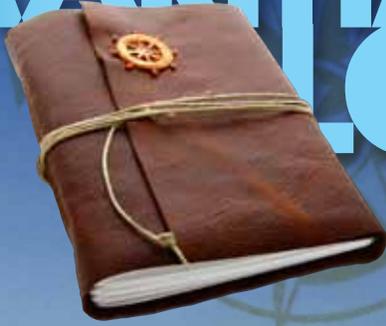


Donan Jn Baptiste, AIS Officer and Annatalia Charles, AIS Clerk



Charts Used by the AIS Team

# MARITIME LOG



## PROVIDING NECESSARY TRAINING TO SEAFARERS & CAPTAINS

*By Christopher Alexander, Director of Maritime Affairs*



Mr. Christopher Alexander, facilitating a workshop for boat owners and captains

The boating industry continues to expand and increasingly affects the Maritime Sector and the Tourism industry. All across the country boating is growing and each year individuals and families discover the fun and enjoyment that this recreational pastime brings and commercial opportunities available. In that regard, the Division of Maritime Affairs has been working towards positively and meaningfully communicating boating safety regulations to all seafarers with the conducting of boating safety awareness seminars across St. Lucia. Boating Safety, Dangerous Goods, Lighthouse Keeper Workshops and seminars are held every year and over 320 individuals have been exposed to this training.

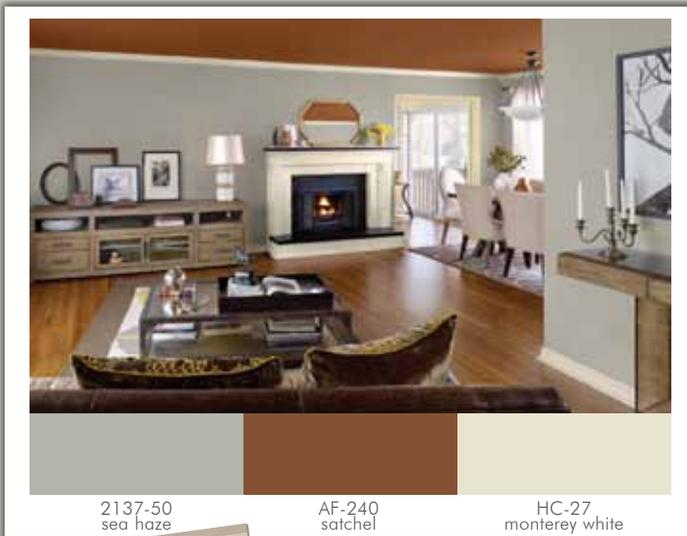
The aforementioned workshops focus on the following topics:

- Commercial & Pleasure Craft Licensing & Registration
- Collision Regulations
- Legislation & Penalties
- ISPS Regulations
- Boat Masters License and
- Boat Safety Inspection
- Navigational channels and marking of swimming and snorkeling zones
- Survey and Inspection Procedures
- Requirements for Safety inspections and authorised Ship Surveyors
- International Ship and Port Facility Security (ISPS) Code
- International Convention for the Safety of Life at Sea (SOLAS)- Ship Security Plan for passenger vessels (more than twelve passengers) on International Voyages.
- International Maritime Dangerous Goods Code (IMDG)
- National law including the Shipping Act, SLASPA Act, Seaports regulations and Civil Aviation Act
- Classification of dangerous goods, which includes their safe handling, transportation by air and sea.

For more information please contact the Division of Maritime Affairs at 457-6151 ■

*Boating Safety, Dangerous Goods, Lighthouse Keeper Workshops and seminars are held every year and over 320 individuals have been exposed to this training.*

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# SECURITY BULLETIN!

## ON-GOING TRAINING TO PORT POLICE



Mr. Martin President and Mr. Michael Placide planning a training session for Constables and Corporals

By Martin President,  
Deputy Chief of Port Police -  
Southern Division

*A core group of the Department's Senior Officials have been extensively trained and certified as Aviation/Maritime Security train the trainer Instructors, who work assiduously to convert the promising and aspiring into security instructors.*

The Saint Lucia Port Police, a group of trained and certified Aviation and Maritime Security Officers has developed over the years to be quite a versatile component of the Saint Lucia Air and Sea Ports Authority. Separate and distinct from their aviation and maritime security responsibilities the Port Police, through extensive courses and exercises, have now acquired proficiency in the area of training as well.

A core group of the Department's Senior Officials have been extensively trained and certified as Aviation and Maritime Security Train the Trainer Instructors, who work assiduously to convert the promising and aspiring into security instructors. This new and emerging resource has assisted considerably in the sustenance of the department's efficiency in the discharge of its security responsibility, both in maritime and aviation.

The provision of initial

sensitization and aviation/ maritime training prior to the conventional, initial Police Training for recruits, also form part of the training that they provide. The Port Police Department is now involved in undertaking the ongoing training of its Constables and Corporals, as well as some of its junior and senior supervisors. That capability within the rank and file assists considerably to expedite the provision of much needed training for the department and curtails the inordinate process of sourcing and identifying the necessary resources before training is eventually provided.

Additionally, the learning process is easier facilitated as Instructors, as well as participants are all one big family. The instructors have firsthand knowledge of the participants' strengths and weaknesses and would therefore be better poised to tailor the training to suit the needs of the participants. Instructors

are also in a position to draw from their own personal experiences on the job to better assist the learning process. The participants on other hand can more readily interact and contribute thereby enhancing the interactive nature of the sessions.

The Police Training Academy at La Toc is responsible for the initial police training of the Port Police. At every course of the Academy, where Port Police Officers are in attendance, a Port Police Instructor is seconded to the Academy for the duration of the training exercise.

In addition to providing training for its members, the department is also extensively involved in training other security outfits that provide Aviation and Maritime Security Services alongside the Port Police at our air and sea ports facilities. This ensures that relevant procedures and standard security mechanisms are employed and sustained by

all concerned.

The Port Police is also engaged in educating the general public in terms of existing security requirements in place at the various facilities as well as changes implemented to existing requirements.

SLASPA is party to an internship program where a number of schools place students alongside staff for a period of time so as to instill in them work ethic and other workplace etiquette. Some of these interns are allowed to operate alongside the Port Police where they acquire the discipline and hard work that forms the department's trademark.

The Port Police also give back to the community by accepting invitations from various secondary schools to provide direction and career guidance by way of short presentations and lectures to the students ■

# HOW TO: HOW PARENTS CAN COMBAT CHILDHOOD OBESITY WITH THEIR CHILDREN

*The methods for maintaining your child's current weight or losing weight are the same: Think of eating habits and exercise habits as two sides of the same coin: When you consider one, you also need to consider the other.*

As we prepare for a new school year, we want to ensure that not only are children well educated, but also well nourished. A study done by 'Share Our Strength's No Kid Hungry' campaign shows the positive effect that breakfast and eating healthy can have on a child's performance in class and on standardised tests, as well as what this can mean for their future. It is also a well-known fact that Saint Lucia has the highest rate of diabetes in the world and childhood obesity is also on the rise.

Childhood Obesity is a serious medical condition that occurs when a child is well above the normal weight for his/her age and height. It is particularly troubling because the extra pounds often start children and adolescents on the path to health problems that were once confined to adults, such as Diabetes, High Blood Pressure, High Cholesterol, Depression and Poor Self-esteem. There are some genetic and hormonal causes of childhood obesity, however, most times it is caused by children eating too much and exercising too little.

**Many factors can increase your child's risks of becoming and remaining overweight. These include:**

Regularly eating high-calorie foods, such as fast foods, vending machine snacks, candy, desserts and sweetened beverages can easily cause your child to gain weight. Foods that will not spoil quickly, such as frozen meals, crackers, chips and cookies often contain a lot of salt, fats, preservatives and

are often less expensive or an easier option than fresher, healthier foods. Therefore, if the groceries you buy are convenience foods, this can contribute to your child's weight gain. Excessive, inactive leisure activities, which include watching television or playing video games, also contribute to the problem as they do not allow the child to burn the excess calories obtained from these foods.

**Childhood obesity can have complications for the physical, social and emotional well-being of your child/teen.**

Physical complications that can be caused by childhood obesity include; Type 2 diabetes, Metabolic Syndrome, High Cholesterol, High Blood Pressure, Sleep Disorders, early Puberty or Menstruation, Asthma and other breathing problems. The social and emotional complications can span from low self-esteem, behavior and learning problems, anxiety and depression to victimisation through bullying, which can lead to suicide or suicidal tendencies. The methods for maintaining your child's current weight or losing weight are the same: Think of eating habits and exercise habits as two sides of the same coin: When you consider one, you also need to consider the other.

**Healthy Eating**

When buying groceries, choose more fresh produce, fruits and vegetables, limit sweetened beverages and convenience foods, as what you buy is what goes into the lunch box. Sit down together for family meals and limit the number of times you eat out,

particularly at fast-food restaurants.

**Physical activity**

Limit recreational computer and television time to no more than 2 hours a day. If you want an active child, be active yourself. Find various activities that your child likes and place emphasis on the activity and not the exercise.

Parents play an important role in helping obese children and teens feel loved, secure and in control of their weight. You can help build your child's self-esteem and simultaneously fight obesity. In addition, consider the following advice:

- Be patient
- Be sensitive to your child's needs and feelings and talk to your child about them.
- Find reasons to praise your child's efforts
- Help your child focus on positive goals and emphasise the positive.
- Schedule yearly visits for your child with their doctor and dentist.
- Avoid food-related power struggles with your child.
- Set a good example and be responsible about your own weight and exercise.

One of the best strategies to reduce childhood obesity is to improve the diet and exercise habits of your entire family. Parents are the ones who buy, cook and decide where the foods are eaten. Even small changes can make a big difference. Treating and preventing childhood obesity helps protect the health of your child now and in the future. Success depends largely on your commitment to helping your child make these changes.

For more information on combating obesity, visit any one of the local Medical Centres/ Clinics ■

*Dr. Gennie Isaac- Louisy,  
District Medical Officer - Region 8*

# TRAINING AROUND THE WORLD

The Employee Development & Training Unit has facilitated training for employees in a number of countries outside of Saint Lucia. The Map below depicts

some of the countries where employees have been exposed to training.

- USA
- Canada
- Russia

- UK
- Suriname
- Panama
- Costa Rica
- Honduras
- Nicaragua
- Mexico
- Austria
- Holland
- Caribbean except Haiti and Montserrat
- Puerto Rico

- Dom Rep
- Belize
- Columbia
- Malta
- Sweden
- Singapore
- Malaysia
- South Korea
- Italy
- France
- Cuba



*We have the formula.*

$$\text{ADVERTISING} = f\left(\frac{(\text{DEDICATION} + \text{EXCELLENCE})^6}{(\text{PROFESSIONALISM} \times \text{EXPERIENCE})}\right) + \text{CR3AT1V1TY}^3$$



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In this issue of *Lyrical Speaking*, we have included the script for SLASPA's *Behind the Everyday Benefits of Life* Port Education Campaign, specifically from the Education advertisement, which speaks to SLASPA's role in Education.

**Teen:** The chalk in Miss Francois' hand, made in Taiwan. My O'Level Math textbook, printed in Trinidad. My geometry kit, made in Sweden. All these things arrived here, through our airports and sea ports.

So thank you Saint Lucia Air And Sea Ports Authority for your role in helping my teacher and school have the right teaching tools to help me learn.

**SLASPA - Behind the everyday benefits of life**





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