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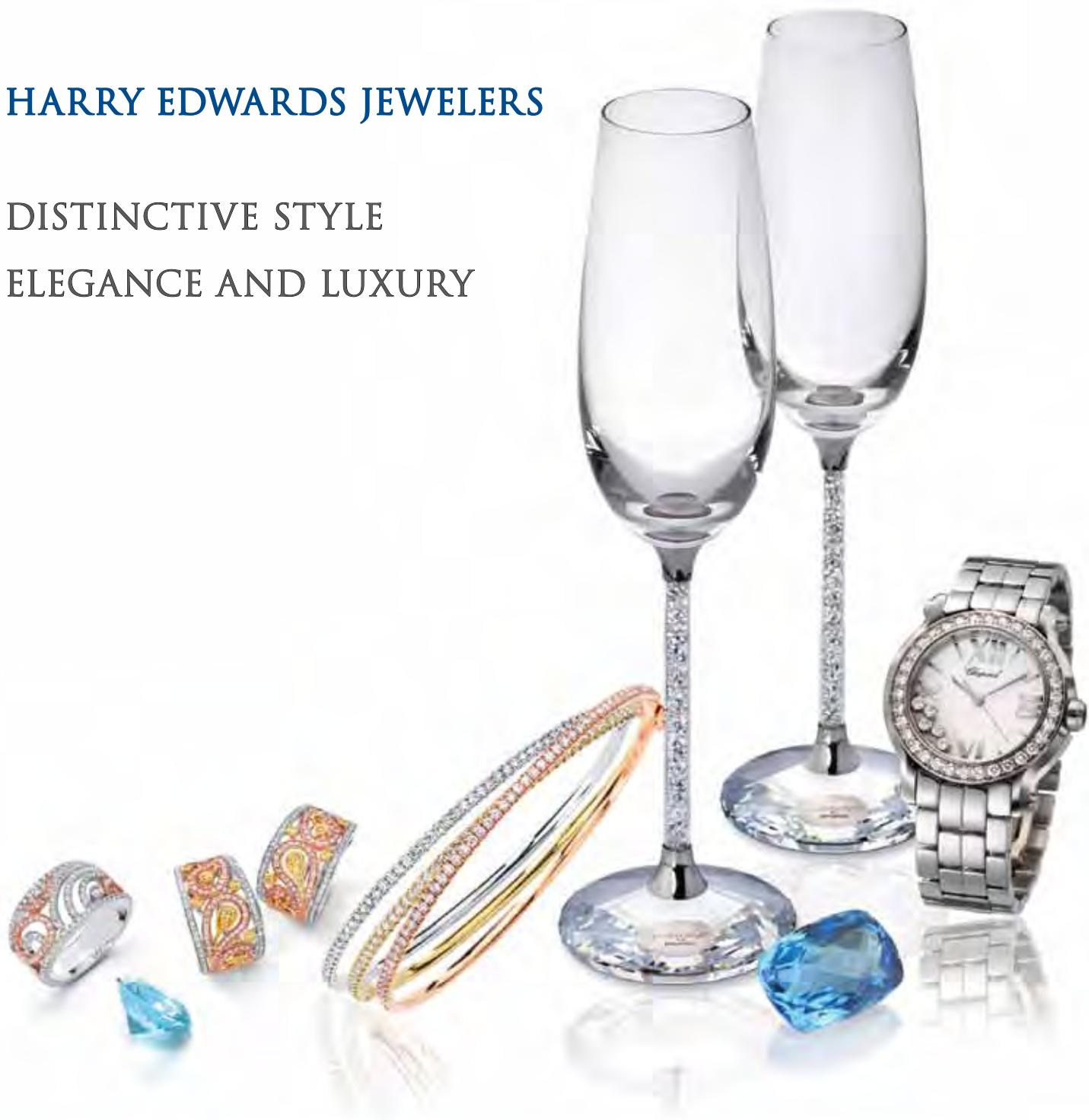
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EDITING

Dona Regis - Director of Marketing & Product Development
Kiva Charles - Marketing Assistant
Fayola Ferdinand - Marketing Officer
Grace Herman - Research & Statistical Officer

PRODUCTION TEAM

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

PRODUCTION COORDINATOR

Fayola Ferdinand

DESIGN

OGM Communications Ltd

ADVERTISING/SALES

Fayola Ferdinand

LEAD CONTRIBUTOR

Fayola Ferdinand

OTHER CONTRIBUTORS

Dona Regis
Cuthbert Nathaniel - Internal Auditor
Grace Herman
Beverly Dulcie - Manager Employee Development
Ketura Pierre - Customer Service Representative
Jenny Alcide - Assistant Airport Manager, Hewanorra International Airport
Kiva Charles - Marketing Assistant
Sarah Adams - Executive Director, Our Planet
Martin President - Inspector In Charge of the Southern Division

PHOTOGRAPHY

Fayola Ferdinand
Dona Regis
Jenny Alcide
Kiva Charles
Allen Anderson - AA Photography
Grace Herman
Roger Joseph - Saint Lucia Electricity Services Limited
Kirk Elliot Photography
Chidi Tobias - Chief Engineer

DISTRIBUTION

Kiva Charles
Catherine Edgar - Recording/Filing Clerk

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TWO IS BETTER THAN ONE



Fayola Ferdinand, Marketing Officer

Welcome to this special edition of SLASPA In Focus for 2011 where we present the major highlights for the second and third quarters. We have had major developments within the organisation so far and have highlighted them in this edition.

Our cover story this quarter was that SLASPA received two communication awards from the American Association of Port Authorities (AAPA), which is exciting for us, going up against ports with multimillion dollar budgets.

Our feature story this issue is the launch of our public education campaign "Behind the Everyday Benefits of Life". This awareness drive, the first for SLASPA, focuses on how SLASPA contributes to the local Economy, Retail, Education and Medical sectors.

In our Airport Developments' section, we had a minor incident on the runway at George F. L. Charles Airport involving a small commuter plane which veered off the runway. Also a number of Port Police officers stationed at the Airport attended various training sessions including Customer Service training.

Our Seaports were just as busy facilitating a Boating Safety Awareness workshop in the south of the island, another first for us in the south which was well received. Also, La Place Carenage Duty Free Shopping Mall held its first ever emergency simulation which tested the preparedness of the various response teams and the Disaster Preparedness Plan.

Retail Therapy at La Place Carenage and the Customer Service Corner, are both back by popular demand and are interesting reads. In other developments, we launched the first online media room in Saint Lucia. This year, SLASPA made another commitment to the top five scholars for employees' kids at this year's Common Entrance Examinations and bid a fond farewell to outgoing scholarship holders. Also, we have included a little piece on Tea Time Jazz. If you were not there, we hope to see you next year.

Our Employee Development section was busy as always facilitating training for close to 100 employees including Food and Beverage, which was another first for SLASPA, the Director of Marketing and Product Development, Dona Regis was awarded a Certificate in Crisis Communication, Jenny Alcide Assistant Airport Manager attended a two week programme in Airport Terminal Operations and Management at the Singapore Aviation Academy and yours truly attended a highly engaging and informative Public Relations Seminar.

Our Ordinary People Extraordinary Contributions Profile focuses on a

hardworking employee who has dedicated his entire working career to SLASPA. To round off this issue, the How To section provides tips for planning that special event with the festive season around the corner.

We are indeed pleased that our advertisers have joined us again as we continue 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 to them for their support.

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

A handwritten signature in black ink, appearing to read "Fayola f.", followed by a horizontal line.

Fayola Ferdinand
Marketing Officer

Saint Lucia's Ports Captures Communication Awards



The American Association of Port Authorities (AAPA), a trade group representing leading Port Authorities throughout the Western Hemisphere, has presented SLASPA with two Communication Awards at the recently concluded AAPA 100th Annual Convention in Seattle, Washington held from September 11-15, 2011. The awards were presented to SLASPA for the production of its quarterly magazine "SLASPA In Focus" and for the port's presentation of Tea Time Jazz 2010.

"We are indeed both honoured and humbled to be the recipient of such prestigious awards, as it not only signifies a manifestation of excellent creativity and planning skills but also the level of impact that SLASPA is having in its quest to improve port communications," said Dona Regis, Director of Marketing and Product Development.

"We are particularly honoured to have received this award knowing that we were competing against international and other

regional ports many of them with bigger budgets and staff complement than us. To this end I would like to express sincere appreciation to my hard working team and all the other contributors to both SLASPA In Focus and Tea Time Jazz," continued Ms. Regis.

Other Ports receiving awards included Port of Los Angeles, Georgia Ports Authority, Port Everglades, Massachusetts Port Authority, Canaveral Port Authority, Port of Houston Authority and Port of Galveston. SLASPA was the only regional Port Authority to be presented with a Communication Award.

The AAPA Communications Awards are held annually and recognise excellence in the production, development and distribution of port communication tools. Categories include advertising campaigns, production of periodicals, special events, websites, social/web based media, promotional materials and videos■

“We are particularly honoured to have received this award knowing that we were competing against international and other regional ports many of them with bigger budgets and staff complement than us.”



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Increasing Awareness of the Ports' Role in the Local Community

*By Dona Regis,
Director of Marketing and Product Development*

Almost every Saint Lucian knows Saint Lucia's colourful history which is highlighted by the many battles between the English and French for the island's possession, but it is a lesser known fact that many of these battles were over her strategic harbour. Yes indeed, Saint Lucia was fought over for her amazing beauty that was likened to Helen of Troy whose face was described as the "face that launched 1000 ships." However, Saint Lucia's strategically located, naturally sheltered harbour was a main reason behind the years of war between the British and French. From our well documented history, we learnt that a Port is essential to the development of a successful nation.

Given the vital role of the Port, it is no wonder communication has become a key focus area for many Port Authorities around the world and is seen

as essential to a Port's success in service delivery, investor relations, customer relationship management and business development. SLASPA, like many other Port Authorities, has embraced a culture of frequent, timely and effective communication with stakeholders and the wider public. It is against this backdrop that SLASPA, in August of this year launched its first official public education campaign which builds on previous public relations initiatives such as: Portfolio, a weekly column in the Voice Newspaper; Report, a monthly statistical report on the performance of the islands' airports and seaports which is published in the Mirror Newspaper; Port Call, a monthly talk show on Radio Saint Lucia; Boarding Pass, a series of 30 second travel and airport user tips; and Port Pass, also 30 second tips but targeted at seaport users. Both Boarding Pass and Port pass are aired on local television and radio stations. All have enabled port

“ Given the vital role of the Port, it is no wonder communication has become a key focus area for many Port Authorities around the world and is seen as essential to a Port's success in service delivery, investor relations, customer relationship management and business development. ”

users to be more aware of procedures and policies when using Saint Lucia's Ports.

The recently launched public education campaign was presented under the theme "Behind the Everyday Benefits of Life", and depicts the far reaching benefits that SLASPA brings to Saint Lucians in various aspects of their life such as the economy, medical, education and the all-important retail sector. The campaign comprises four 15 second television and

radio commercials in English and Creole, one 30 second commercial and a print advertisement series. The awareness initiative brings to light in a simple but carefully crafted manner about how SLASPA's efficient management of Saint Lucia's Airports and Seaports facilitates the movement of people, goods, services, tools and equipment to help develop the retail, medical, education and other sectors therefore contributing positively to Saint Lucia's economic development.

The next phase of SLASPA's communication program is the launch of its corporate social responsibility program which will be called "Our Port, Our Community". In keeping with SLASPA's role, Our Port, Our Community will focus on three areas, namely, social development, environmental conservation and economic development. The complete plan is expected to be unveiled early 2012■



Let's Talk Ports, a bi-monthly radio program on RCI



Port Ability, a one page column on the capabilities of the port published in Business Focus



Report, a monthly statistical report on the performance of the island's airports and seaports which is published in the Mirror Newspaper



Portfolio, a weekly column in the Voice Newspaper



Port Call, a monthly talk show on Radio Saint Lucia

PORT NEWS

Port News, an e-news report emailed to the port community

BOARDING PASS

Boarding Pass, radio and television tips on using the airports

PORT PASS

Port Pass, radio and television tips on using the seaport

SLASPA's Disaster Preparedness & Crisis Communication Plans Tested At George F. L. Charles Airport



Wednesday April 13, 2011 was not an ordinary day at the office for employees at George F. L. Charles Airport and responders of SLASPA's Disaster Preparedness and Crisis Communication plans. At approximately 11:30am a Cessna 421, enroute from Barbados, was forced to make an emergency landing due to failure of the landing gear and veered off the runway. It stopped when it came into contact with the northern fence at the Airport, on Mandela Drive, Vigie. When it was realized that the aircraft was encountering difficulty, SLASPA's Disaster Preparedness and Crisis Communication Plans were put into motion.

"I would like to commend my colleagues at SLASPA and all staff from all other agencies for their support and assistance in ensuring that the people and the property were safe during this incident. We successfully held

a press conference within one hour of the incident occurring and the airport was reopened within four hours which resulted in minimal inconveniences to the travelling public. These times are testament to the preparedness of our Emergency Response Teams and the effectiveness of our Disaster Preparedness and Crisis Communication Plans" stated Peter Jean, Director of Airports■

"We successfully held a press conference within one hour of the incident occurring and the airport was reopened within four hours which resulted in minimal inconveniences to the travelling public."

Officials and Press at Press Conference



Sean Matthew, General Manager, Elected to Serve on the Board of the American Association of Port Authorities (AAPA)



Mr. Sean Matthew, General Manager/CEO of SLASPA was formally installed as the American Association of Port Authorities (AAPA), Chairman of the Caribbean Delegation on September 15, 2011. In his capacity as Chairman of the

Caribbean Delegation, Mr. Matthew will represent the member Caribbean Ports on the board of the AAPA for the period 2011-12.

Mr. Matthew has been in the Port industry for over twenty-five years. Before being appointed General Manager of SLASPA in 2007, he held a number of positions ranging from Assistant Engineer (Marine) to Senior Engineer, to Chief Engineer, to Deputy General Manager (Operations and Development). In less than four years as General Manager of SLASPA, Mr. Matthew was able to oversee and achieve many projects including the reconfiguration of Cargo Shed 6, the expansion of the departure lounge at Hewanorra International Airport; numerous employee development initiatives, the automation of the majority of the systems at

SLASPA which includes the commissioning of a state of the art cargo management system along with an innovative web-based statistical database. He has also led the path of developing SLASPA into a more customer-oriented organisation.

Mr. Matthew sees the development of ports as key to the economic success of the islands of the Caribbean. His immediate plans for Saint Lucia's ports is to oversee the successful completion of the redevelopment projects for Port Castries and Hewanorra International Airport which will both contribute positively to the overall development of Saint Lucia■

In less than four years as General Manager of SLASPA, Mr. Matthew was able to oversee and achieve many projects.

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Participants at the Boating Safety Awareness Seminar

Enhancing Boating Safety Awareness in the South of the Island

The Division of Maritime Affairs hosted a Boating Safety Awareness Seminar in June at the Leisure Inn/Cool Breeze Conference Room, New Development, Soufriere. The workshop was facilitated by Mr. Christopher Alexander, Director of Maritime Affairs at SLASPA where close to sixty persons were in attendance.

"We felt it was necessary to hold this session in order to assist Boat Masters and Captains in becoming cognizant of issues concerning safety of passengers and their responsibilities as vessel operators. We touched on topics such as Commercial and Pleasure Craft Licensing & Registration, Collision Regulations, Legislation & Penalties, International Ship and Port Facility Security (ISPS) Code Regulations and Boat Masters license and Boat Safety Inspection" said Mr. Alexander.

SLASPA's Division of Maritime Affairs intends to continue with these series of Boating and Safety Awareness workshops throughout the island. Also speaking at the seminar was Corporal Frederick from the Royal Saint Lucia Police Force Marine Police, Mr. Nigel Mitchell, Chairman Watercraft Advisory Committee, Mr. Bernard Saltibus, President Soufriere Water Taxi Association, Mr. Dominic Alexander, Soufriere Foundation, and Mr. Adrian Hilaire, Director of Seaports, SLASPA■

“ We felt it was necessary to hold this session in order to assist Boat masters and Captains in becoming cognizant of issues concerning safety of passengers and their responsibilities as vessel operators. ”



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Onsite Incident Command Post

Successful Emergency Exercise Held at La Place Carenage



La Place Carenage Duty Free Shopping Mall held its first emergency simulation exercise to test the preparedness and response capabilities of the various response agencies. The simulation consisted of a fire at the facility which in turn caused the central air condition system to ignite and explode, toxic fumes were reportedly leaked into the building via the AC duct and patrons and staff complained of dizziness, whilst others fainted.

Mr. David Maitre, Acting Deputy Chief of Port Police in an interview after the simulation exercise indicated "SLASPA held the simulation in collaboration with the Central Police Station, Traffic Department, Special Services Unit (SSU), Explosive Ordnance Disposal (EOD) Unit, Criminal Investigation Department (CID), Marine Unit and Saint Lucia Fire Service to test the response capabilities of SLASPA's personnel and other supporting agencies. It also afforded response personnel the opportunity to practice response skills and equipment. The aim of this particular simulation was to ensure that we meet the requirements of the International Ship and Port Facility Security Code (ISPS Code) with respect to testing all aspects of the Security Plan, to test the Emergency and Business Continuity Plan for La Place Carenage, the response capabilities of responding agencies, and to practice response equipment and skills."

By all accounts, the simulation was successful, the emergency crews were on scene in less than two minutes defusing fires and attending to the sick and injured■

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Our Planet, the only interactive visitor centre of its kind in the world, officially opened its doors on Saturday June 04, 2011 at La Place Carenage Duty Free Shopping Mall, to much acclaim.

First visitors to the centre had this to say:

"This is the best in Saint Lucia at the present" Derek Noel, Our Planet Saint Lucia Facebook page

"Hey guys...gadda check this out, absolutely awesome...really puts Saint Lucia on the map...state of the art animation...well done guys...excellent production!!! Joan Wells on Our Planet Saint Lucia Facebook page.

"I urge every Lucian family to visit Our Planet Centre at La Place Carenage for an informative and educational tour of our endangered planet by Climate Change and Global Warming", Frank Girard in The Weekend Voice, Saturday June 25, 2011.

"Our Planet ROCKS!!!!", students from the Anglican School after seeing the Theatre experience with its special effects.

When you visit Our Planet, be prepared to spend between 1 to 2 hours and bring your whole family! There is something for everyone here from fun interactive games on large touch screens to a room-size kaleidoscope called the "mirror-sphere", which is the largest in the world, a model of the planet in space installed by NASA, an "immersive" tunnel, life-size holograms, interactive floors and last but not least the laser-show and special effects in the Our Planet Theatre.

After your visit, you can buy gifts or souvenirs made right here in Saint Lucia in the shop which only carries the work of local artists and craftsmen, and you can also enjoy a range of home-made refreshments in the Ice Planet Café such as fresh fruit ice creams and juices, fresh salads and fruit salads, waffles, sandwiches and patties, coffees and teas. The Ice Planet also boasts the best view in Castries!

Our Planet is open every day, from 9am - 4:30pm, Mondays to Saturdays and from 12pm - 6pm on Sundays when you can enjoy brunch in the Ice Planet before your visit to Our Planet.

Tickets are EC\$ 25 for adults and EC\$15 for children. To book your tour or for more information, call 453 -0107. We also do great children's parties and we can make beautiful ice sculptures for your special occasions.

Come and see what everyone is talking about!

Customer Service Corner

Making the Right First Impression



Customer Service Representative Vernessa Jn Pierre Greeting Guest

First impressions form the basis of how customers judge the quality of your service. It is this first impression that will determine the outcome of the interaction with customers. It consists of both appearance and attitude.

APPEARANCE

- Clothing - Ensure clothing is professional and suitable for the work environment;
- Neatness - Ensure clothing is clean and pressed, shoes are appropriate and clean;
- Grooming - Ensure hair, teeth and nails are well kept;
- Body Language - Show enthusiasm and be attentive;
- Eye Contact - Maintain good eye contact.

ATTITUDE

Just like your appearance, your attitude sends a strong message to customers. A positive attitude is the key to great customer service. The following are simple ways to show a positive attitude:

- Warm greeting;
- Smiling;
- Listening;
- Empathising;
- Showing enthusiasm;
- Being proactive and not just reacting.

The next time you get the opportunity to make a first impression remember, both attitude and appearance is important ■

Vieux Fort Based Port Police Officers Focus on Customer Service



Dona Regis, Facilitator conducting training

The Training Room at the Port Police Facility at Hewanorra International Airport (HIA), was the location for a series of customer service training workshops for over 60 Port Police Officers based at the HIA and the Vieux Fort Seaport. The workshops were held in August and September 2011 and were facilitated by SLASPA's in-house customer service trainer, Ms. Dona Regis, Director of Marketing and Product Development.

The workshop was declared opened by Inspector Martin President who delivered very inspiring words stating "This new SLASPA experience is predicated on a blend of intellectual and organisational changes geared towards the reinvigoration of standards and procedures that will sustain successful programs, create new programs, eliminate programs with declining relevance and reflect the creativity of its human resource component. These programs must at all times remain relevant and meaningful and our teachings must as well, be contemporary and effective."

(See Mr. President's full speech on page 25)

The one and a half day workshops were custom made for the Port Police Officers who have a duty

to enforce Airport and Seaport Regulations but must do so without alienating customers. Strong focus was placed on communication, confrontation management and handling difficult customers. The program consisted of a combination of video presentations, group work, industry research information, team building games/exercises, role play

and a final exam. A specific edition was held for supervisors which focused on the role of a supervisor as it relates to customer service in particular how a supervisor can influence employees to provide excellent customer service. Here are what a few participants had to say about the workshops■



Corporal Lucella Ismael

"I think that a good marriage between Customer Service and Security is essential for the safety of the Ports. Empowering the Port Police to become good Customer Service providers will help the Officers better appreciate their role in meeting the needs of individuals who go through the ports. The information and training received from the Customer Service training when put into use should facilitate and improve the general image of our ports."



Constable Ervin Theodore

"The customer service workshop is very essential for all SLASPA staff because we interact with the public on a daily basis. This workshop was very informative, educational and it also sharpened my customer service skills. After completion of this workshop there has been an improvement in my confidence when it comes to handling customer service oriented issues. Finally I want to say BRAVO to the facilitator Ms. Dona Regis for a job well done."

SLASPA Awards Five More Scholarships



Ms. Beverly Dulcie, Manager Employee Development with 2011 Scholarship Awardees

Five deserving students were recognized at an awards ceremony in September at SLASPA's Conference Room. These students are recipients of SLASPA's yearly scholarships, which are awarded to high achievers who sat the Common Entrance Examination. In addition, SLASPA recognised the achievements of three outgoing scholarship holders who successfully completed their CXC Examinations and gained acceptance into Sir Arthur Lewis Community College. Close to 60 students have passed through SLASPA's scholarship program and gone on to academic and eventually career success. A special PowerPoint presentation was made honouring past scholarship holders, certificates and trophies were awarded to the incoming and outgoing scholarship holders.

Delivering the feature address, Ms. Beverly Dulcie, Manager Employee Development, who spearheads the scholarship program

stated "the scholarship programme demonstrates the Authority's dedication and commitment to the welfare of not only our employees, but to their children as well. These scholarships are granted to assist parents in sending their children to secondary school as well as rewarding the children for a good job done at Common Entrance Exams. In the past years, we awarded four scholarships, but upped the ante by offering five this year, which we will maintain. We have also made another commitment by offering two tertiary level scholarships starting from this year and we look forward to continuing this."

This year's scholarship awardees are Crisie Joseph, Shania Goodman, Faith C. Cyril, Cornelia P. Nelson and Rochelle Jn. Baptiste. The students' performance is consistently monitored by Ms. Dulcie and her team throughout the 5 years, and assistance is given when needed■

“The scholarship programme demonstrates the Authority's dedication and commitment to the welfare of not only our employees but to their children as well. **”**

HEAR THE JAZZ... FEEL THE PASSION



Black Ants Jazz Combo

Tea Time Jazz at La Place Carenage, has been in existence for 14 years providing a festive yet intimate jazz environment where tea, coffee and a wide variety of snacks are served to patrons free of charge. Carrying the same theme as last year of "Music, Art, Heart" Tea Time Jazz featured only local performers. The lineup included The Black Antz Jazz Combo and Total Earth Movements (T.E.M.) Band on Wednesday May 4th, and Deland St. Jules aka Deesax and Sisterhood on Thursday May 5th, 2011.

"We were pleased with the turnout and feedback received from this year's Tea Time Jazz. I would like to thank our sponsors namely, SLASPA, LUCELEC, LIME, M&C Insurance Brokers, Joseph's Shipping, Consolidated Foods Ltd., Renwick and Company Ltd, Radio Caribbean International, Flowers Express, Glace Supermarket, June's Catering, OGM Communications Ltd. and the Tenants of La Place Carenage including NetCom, Duty Free Caribbean and Diamonds International, for their continued support" stated Susanna Isaac, Manager La Place Carenage.

Plans are already being made for next year's Tea Time Jazz 2012■



TEM Band with Lead Vocalist Demus Stephen Reaching out to Audience

LEADING THE WAY IN MEDIA RELATIONS

The screenshot shows the SLASPA website's media room page. At the top right are links for "Home" and "Contact Us". Below is a grid of images showing various port and industrial scenes. The main menu at the top includes "ABOUT US", "AIRPORTS", "SEAPORTS", "CORPORATE", "MEDIA ROOM", and "CONTACT". On the left, there's a "Media Room Search" box with a placeholder "Enter your Keyword" and a search button. Below it is a "MEDIA ROOM LINKS" sidebar with links to "MEDIA ROOM UPDATES", "REGISTER FOR UPDATES", "MEDIA ADVISORIES", "PRESS RELEASES", "PRESS RELEASE ARCHIVE", "MULTIMEDIA FOR PRESS", and "ALL PUBLICATIONS". The central content area features a "WELCOME TO THE PRESS RELEASES" message, a phone number "(758) 453-0437", and an "Email Us Here" link. It also has sections for "Registered Media House Login" (with fields for Username and Password) and "Receive Updates" (with a field for email address and a "Submit" button).



Members of the local Media at the Launch of the Media Room

On May 12, 2011, history was made in Saint Lucia when representatives from SLASPA and Saint Lucian media houses gathered for breakfast at the Conference Room of the BelJou Hotel, as SLASPA unveiled Saint Lucia's first Virtual Media Room.

The Virtual Media Room which comprises sixteen links was specifically designed for the media to gain hassle free access to SLASPA's corporate information. This media room, the only one of its kind in Saint Lucia is tailored to serve the needs of the media, contains information such as press releases,

news reports, photos, biographies of Senior Management, videos, industry reviews, statistical reports, contact details, electronic versions of all SLASPA's publications and many other features.

"Like many other Airports and Seaports, Saint Lucia's Ports serve as a vital economic lifeline to the Island. As the agency charged with the responsibility for the management of the island's ports of entry SLASPA therefore serves as a critical link in providing businesses and consumers access to the global market place, generating millions of dollars in economic activity and supporting the employment of many," said Dona Regis, Director of Marketing and Product Development.

"The Media Room is the latest of SLASPA's efforts towards providing information to the public. In addition to regular press releases, SLASPA also produces several periodicals to include the biannual Handbook and

Directory; quarterly magazine SLASPA In Focus; RE:PORT, a monthly statistical report; PORTFOLIO, a weekly newspaper column and Port News which is an e-news report sent directly to the Port Community" concluded Ms. Regis.

To view SLASPA's Virtual Media Room, visit www.slaspa.com■

“ The Media Room is the latest of SLASPA's efforts towards providing information to the public. ”

WELCOME TO iACCESS: YOUR PERSONAL CORPORATE DASHBOARD

For the past few months the Information Systems (IS) Department has been developing SLASPA's Intranet - a handy tool that will keep employees informed of what is going on in the organisation. The IS Department held a naming competition where SLASPA's employees got an opportunity to name this innovative tool. A total of 75 entries were received from staff at all locations and the top 5 were recognized at the launching of the Intranet on September 9th, 2011 in Castries and September 13th, 2011 in Vieux-Fort. The winner of the competition WPC 153 Anicia Joseph walked away with a brand new HP Slimline Desktop Computer with

the winning name of "iACCESS" while four top entries received small tokens of appreciation

Speaking at the launch, Ms. Grace Michel, Director of Information Systems said, "One of the main objectives of the Intranet is to ensure that employees have access to important corporate information from one single source and so instead of sending hundreds of different group e-mails, all of the information would reside in one central location accommodating not only current information but also past issues of all publications and activities serving as a rich historical resource to staff."

"A Staff Corner has also been created to



iACCESS, SLASPA's recently Launched Intranet

showcase the creative talents of employees and so since the Intranet has been developed for our staff we think that it is fitting that we gave them the opportunity to name the Intranet."

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COMMITTED TO BUILDING CLIMATE RESILIENCE

By Cuthbert Nathaniel, Internal Auditor

From March to May 2011, the Saint Lucia Air and Sea Ports Authority (SLASPA) participated in a number of consultations organised by the Sustainable Development and Environment Division (SDED) of the Ministry of Physical Development and the Environment, under the Pilot Programme for Climate Resilience (PPCR). The Authority was adequately represented by departments such as Airports, Seaports, Maritime Affairs and Internal Audit.

At the conclusion of these consultations, SLASPA submitted a suite of project concepts that is expected to aid the Authority in developing the requisite resilience to the impact of Global Climate Change (GCC). The following is a list of the project concepts as submitted by SLASPA: Bathymetric survey to all ports of entry; Dredging at seaports; Undertake a study to assess impact of sea level rise on all facilities of SLASPA; Elevation of runways to adapt to sea level rise and flooding; Re-designing of drainage at all ports and installation of pumps to combat sea level rise; Re-designing of port infrastructure - reinforcement for more intense hurricanes and storms; Hewanorra International Airport (HIA) Redevelopment Project - necessity for utilisation of rain water harvesting at selected facilities; Implementation of solar cooling at HIA, George FL Charles (GFLC) Airport, and Castries Seaport.

Also included in the suite of projects is an initiative that will provide support for the implementation of retrofitting measures that provide meaningful adaptation, as well as mitigation benefits, thereby increasing resilience in the face of existing

and emerging climate change impacts. This project entails the implementation of solar cooling at HIA and GFLC Airports and Castries Seaport. It is envisaged that this will make the retrofitted buildings more habitable in the face of increasing temperatures, while addressing climate change through the use of renewable sources of energy.

The objective of formulating these project concepts is to sensitise not only SLASPA's stakeholders, but the entire country to the vulnerabilities to which the Authority's assets are prone. In so doing, it is hoped that citizens can see how their individual actions can have a positive or negative impact on the effects that climate change can unleash on our small and vulnerable island.

The Government of Saint Lucia, represented, by the SDED, presented and defended its Strategic Programme for Climate Resilience (SPCR) to the PPCR sub-committee in Cape Town, South Africa on June 28th, 2011. The SPCR has since been endorsed in principle by the PPCR Sub-Committee and many of SLASPA's project concepts are contained within that 'national document'.

The next step is for SLASPA to work with the SDED and the World Bank to prepare proposals from the project concepts, to explore the possibility of SLASPA benefiting from the envelope of funds available under the PPCR project. This will assist SLASPA in capacity building, sensitisation of all its stakeholders to the impact of climate change and to developing practical and realistic resilience-building measures that will reduce the vulnerabilities of its assets

to climate change.

SLASPA is expected to focus on an initiative that includes assessment of ports such as sea level rise and a pre-feasibility study for a critical port, such as HIA/GFLC, including flood mitigation works. SLASPA will also continue to source funding for the implementation of other project concepts listed above, in the interest of the people of Saint Lucia.

Stakeholders will be kept informed of developments on the above initiatives through subsequent articles in SLASPA In Focus, posting of relevant articles on the intranet (iAccess) and periodic staff meetings.

So be aware, be sensitised, show interest, and do your part in ensuring that SLASPA develops its resilience against Global Climate Change (GCC)■

ABOUT THE AUTHOR



Cuthbert Nathaniel, Internal Auditor

Cuthbert Nathaniel 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.

The Art of Serving:

Staff of the Iyanola Executive Lounge Receive Food & Beverage Training



Employees of the Iyanola Executive Lounge at Hewanorra International Airport attended a three week Food and Beverage training program at Debbie's Restaurant in Laborie. SLASPA in collaboration with the Caribbean Institute of International Hospitality Management and Culinary Arts facilitated the Introductory Food and Beverage: Restaurant Server Training for the twelve employees of the Lounge.

During the training, the staff was taught how to improve on their technical culinary skills. Participants covered a range of courses from meal preparation to wine and buffet service. This course came with very hands on practical aspect whereby students were given an opportunity to practice



and showcase the various facets of food preparation.

Speaking at a brief interview, Ms. Beverly Dulcie, Manager-Employee Development said, "This is the first time that we are offering this type of training to our staff. We are very enthusiastic about providing our employees with the necessary culinary skills that will certainly equip our staff to allow them to provide greater quality of service at our Iyanola Executive Lounge." ■

“ We are very enthusiastic about providing our employees with the necessary culinary skills that will certainly equip our staff to allow them to provide greater quality of service at our Iyanola Executive Lounge. ”

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Dona Regis Awarded a Certificate in Crisis Communication



As part of SLASPA's Employee Development Program, Dona Regis, Director of Marketing and Product Development was selected to attend a 5-day course in Crisis Communication. The course was facilitated by Public Administration International (PAI) in London from May 23-27, 2011. SLASPA in Focus (SF) spoke to Ms. Dona Regis (DR) upon her return and here is what she had to say about her experience:

SF: Why were you selected to attend this course?

DR: One of the great things about working at SLASPA is its training programme where self-development is highly encouraged and staff is provided with opportunities to acquire the requisite tools to enhance their performance. In my case, given my responsibility for media and public relations, the Employee Development & Training Unit saw the need to ensure that I was equipped with the necessary skills to allow for optimal performance in SLASPA's public relations and in particular when dealing with a crisis. I believe this is SLASPA being proactive rather than reactive given that the years 2010 and 2011 the world saw the earthquake in Haiti, the tsunami, and nuclear crisis in Japan and here in St. Lucia, we had Hurricane Tomas. Often overlooked in the planning for such disasters is the need for effective communication with stakeholders and the wider public.

SF: Can you explain the term Crisis Communication?

DR: Crisis Communication is best explained by making reference to terms

such as emergencies and the word crisis itself. An emergency involves a sudden disruption of normal operations caused by an accident, technical failure, unexpected activity, or natural disaster e.g. a flood which generally disrupts operations but in a recoverable fashion. Crisis is different as it disrupts normal operations in ways which often threatens the very organisation itself with potentially irrecoverable consequences. Generally, a crisis arises from an incident that overwhelms the organization's ability to cope with changed circumstances. A crisis is therefore more than a disruption to operations rather it is a turning point for better or worse. It is the moment when the highest quality of decision making is essential.

Crisis Communication therefore is the way in which the organization develops and provides information to its stakeholders during such critical times. It involves a stakeholder analysis, a risk assessment and the development of a communication strategy that will minimize the impact of the crisis from a public relations standpoint.

SF: How relevant was this course to SLASPA?

DR: Extremely, we are the operators of the island's ports of entry that include our two seaports, two airports. In addition, there is La Place Carenage where we provide services to thousands of patrons including visitors, and of course the main offices and outstations where many of our staff work. In less than two years, we have had to deal with several incidences that could have easily become a crisis if not managed carefully. Fortunately, we have very good disaster management

plans in place for each facility along with a crisis communication plan. This course therefore allowed me to firstly review our current crisis communication plan to assess areas we needed to strengthen or revamp.

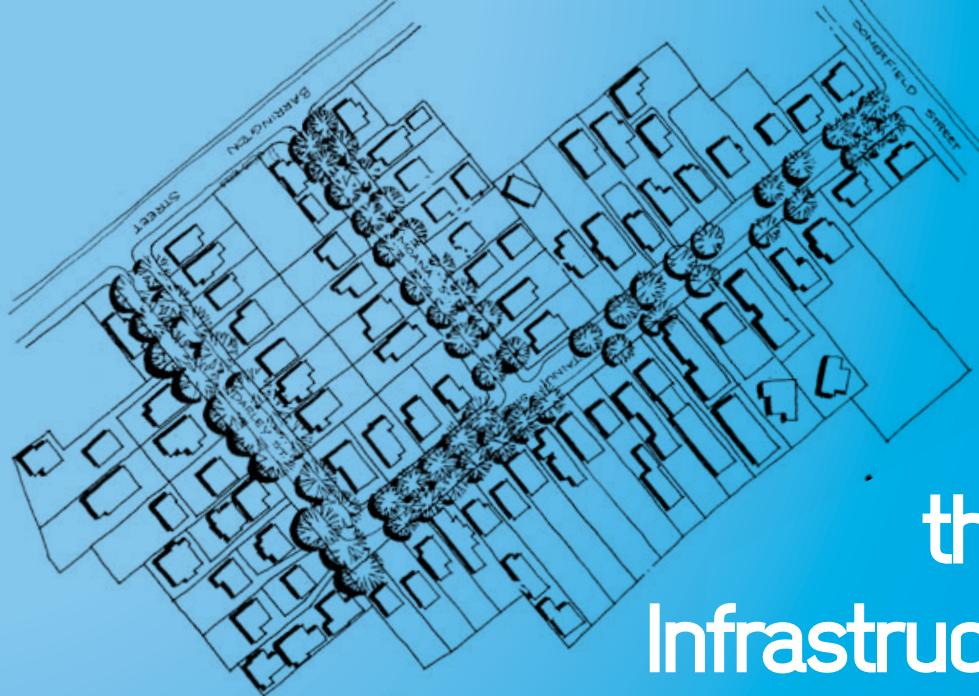
SF: How has this course assisted you in performing your duties?

DR: Significantly, the course was a combination of theory and practical. I was afforded an opportunity to interact with other communication professionals from the Caribbean and the UK. There were lecturers and presentations by industry professionals, from British Broadcasting Corporation (BBC), The Cabinet Office and British Airport Authority (BAA). One of the areas that was most useful to me was reviewing of real life case studies such as Hurricane Katrina, BP Oil Spill, 911 in New York, 77 Bombings in London and most recently, the Icelandic Ash Clouds which caused the closure of several airports in the UK and Europe. Review of such case studies, combined with the academic course work assisted me significantly, I have actually commenced a review of our current crisis communication plan.

SF: What were the main lessons learnt from this course?

DR: There were many lessons learnt, but if I were to limit it to three, I would say first the need for performing a risk assessment, secondly, constantly reviewing your crisis communication plan, finally the need to always be prepared.

Congratulations to Ms. Dona Regis on completion of this important course ■



Communicating the Importance of Infrastructure Investment

By Fayola Ferdinand

Communicating the Importance of Infrastructure Investment was the topic at this year's American Association of Port Authorities (AAPA) Public Relations Seminar, held in June in Savannah, Georgia. I was selected along with Dona Regis, Director of Marketing and Product Development to attend the three day highly informative seminar. Kicking off the first day on a high note,



Fayola Ferdinand at the Workshop with Port Colleagues

the keynote address was delivered by The Honorable Kasim Reed, Mayor of Atlanta. In his thought provoking delivery, a few things stood out considering SLASPA's port redevelopment plans. Paraphrasing, the Mayor indicated that the world is moving aggressively towards improving infrastructure, look at Dubai and China. Tough decisions have to be made about the future and ways must be sought to ensure the country benefits. Many country's global competitiveness is being threatened by the lack of will to make these tough decisions. Any place with a seaport, is building or

improving on their airport facilities, if you leave infrastructure development for later on, it will become more expensive.

The speakers at the seminar offered valuable advice on a variety of topics including successful activities that promote the value of infrastructure investment, measuring success by outputs and outcomes, utilizing social media for internal and external stakeholder outreach, effectively communicating with key legislators, effective 'grassroots' advocacy programs and leveraging the media spotlight.

Throughout the three day seminar, there were a number of presentations made with brief discussions. I learnt a great deal from seasoned members of the port community especially in terms of effectively communicating infrastructure development to both internal and external stakeholders. This seminar was indeed appropriate given SLASPA's redevelopment plans. It was seen that criteria must be developed to prioritize projects and partnerships cultivated with stakeholders and private sector individuals, where the common goal would be the creation of a national strategy for planning and development. Investments must be made in infrastructure development in order for trade to be developed in Saint Lucia.

It was evident that Infrastructure development is a major priority not only in Georgia, but across the United States of America and this seminar proved to be timely in communicating challenges faced and ways in which to overcome these challenges. ■



Fayola Ferdinand (l), Mayor of Atlanta Hon. Kasim Reed and Dona Regis, Director of Marketing & Product Development

“ Any place with a seaport, is building or improving on their airport facilities, if you leave infrastructure development for later on, it will become more expensive. **”**

Iyanola EXECUTIVE LOUNGE

Hewanorra International Airport

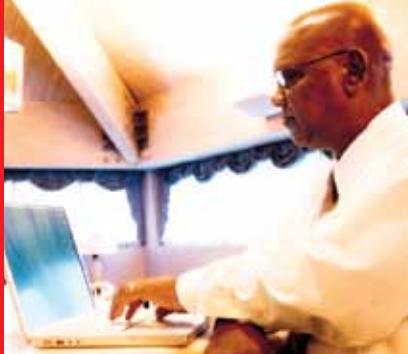
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TRAVEL COMPANIONS ENTER FREE

Singapore, Oh Singapore!! A Blend of Airport Education & Island Awareness

By Jenny Alcide, Assistant Airport Manager - Hewanorra International Airport



“Je...ez, when am I gonna get there?” I asked myself.

I kept looking all around the Quantas Airbus 380

my ride for the second leg of the journey to Singapore, for a familiar face but to no avail. So I reclined my seat and watched a couple of movies. Finally, the 22 hour flight was over: Saint Lucia to Gatwick (8 hours).... Gatwick to Heathrow by bus (1 hour)....Heathrow to Singapore (Changi Airport) (13 hours).

After not being picked up by my Meet & Greeter, I made my way to Changi Village Hotel alone by bus, only to find out that I was too early for my check-in. I had to hang around the Lobby with no WI-FI and wait another 2 hours until I got a room. A bit disappointed, I waited it out until someone notified me that I would be checked-in in 15 minutes. I could not wait to start exploring this place though I was

alone and far from home.

Singapore is truly an exceptional place. I remain completely baffled at the fact that an island just about the size of Saint Lucia can boast one of the world's top economies. Though very flat and with no natural forests, the physical infrastructure is simply breathtaking; everything is so clean and well put together. The road network is excellent with four to six lane highways and fly-overs everywhere. There is an underground railroad and a public transport system which is so precise, no one needs a car at any time of the day or night. With a population of about 5.08 million persons, high-rises are the order of the day in every town; cinemas, shopping malls (some opening 24-hours and one of them under water), zoos, flower gardens, aquariums, tech-fairs, cable-car rides and the list goes on and on.

After all these weeks of being back home, my memories of Singapore still bring a broad smile to my face and I shake my head, because I actually had to return home to Saint Lucia without soaking it all in for about two years at least.

By now I think my description of Singapore makes one think that I was actually on vacation or probably on my honeymoon. But that cannot be further from the truth. I was actually a recipient of a scholarship from the Singapore Government. I pursued a 2-week programme in Airport Terminal Operations and Management at the Singapore Aviation Academy.

I actually was in class every day from 9am-5pm, each lecture being two hours long. We covered a range of topics namely: Passenger Terminal Planning; Terminal Areas and their Functions; The Baggage Handling System; Flight Information Management Systems; Terminal Signage Systems; Airport Security; Airport Performance and Feedback System; Crises affecting Terminal Operations; The Terminal Management Centre; Contingency Planning; Standard Operating Procedures; Passenger Terminal Development; Terminal Management; Commercial Management; Crisis Communication Management; Managing Airline Operators; Crisis Management; Estate Management; Airport Landscaping; and Strategies in Management.

There was a practical component where we spent time at the world renowned Changi Airport (rated the best airport in the world) to get a first-hand understanding of how they operate and the reasons behind their success.

I learnt so much, both in the classroom and from just being in the country. There were 31 of us in the class, representing 31 countries worldwide and these networking opportunities are extremely rare and I would do it again in a heartbeat.

I would like to thank SLASPA and the Government of Saint Lucia for allowing me to be their ambassador for this short period. I have passed on a lot of what I believe can be utilised in our context and I hope we make good use of this extraordinary opportunity ■



Illustration of Singapore



Address by Inspector Martin President, at the Opening of Customer Service Workshop August 22nd, 2011

The Saint Lucia Air and Sea Ports Authority (SLASPA), during recent years has developed at all levels, into a customer oriented organisation and in that regard has embarked on a campaign to take on board, every element of its existence in the delivery of service excellence to its customers, both internal and external.

This new SLASPA experience is predicated on a blend of intellectual and organisational changes geared towards the reinvigoration of standards and procedures that will sustain successful programs, create new programs, eliminate programs with declining relevance and reflect the creativity of its human resource component. These programs must at all times remain relevant and meaningful and our teachings must as well, be contemporary and effective.

The central objective of these programs is to enable us to offer a product that is superior and second to none. In our quest for such high level of quality, we must of necessity, exude superiority in the relationship which exists among our internal customers. Charity really begins at home.

It is then that we can begin to propel our efforts at reaching out to our external customers. It is now that we can begin to deliver the new SLASPA experience outside the confines of the SLASPA family.

It must be borne in mind at all cost, that security is one of the most critical concerns of airports around the world, especially in this ever growing threat from acts of unlawful interference against civil aviation. Therefore, law enforcement and security outfits providing security at airports, play a pivotal role in ensuring the confidence of the travelling public and visitors to our shores.

It goes without saying therefore, that unprofessional behaviour during the enforcement of security standards thereby undermining the dignity and respect of customers is simply unacceptable. On the other hand, Law Enforcement Officers and Security Agents need not seek popularity by compromising security standards that must be enforced.

Our security responsibility suddenly appears to be complex and confusing. How do we strike a balance? Where do we place the emphasis?

It is against this background that SLASPA saw the need to develop specifically for the purpose of the Port Police, a program that is designed to facilitate and support the dispensation of our security responsibility without fear or favor, malice or ill will and yet focused in the direction and on the priorities of the New SLASPA Experience.

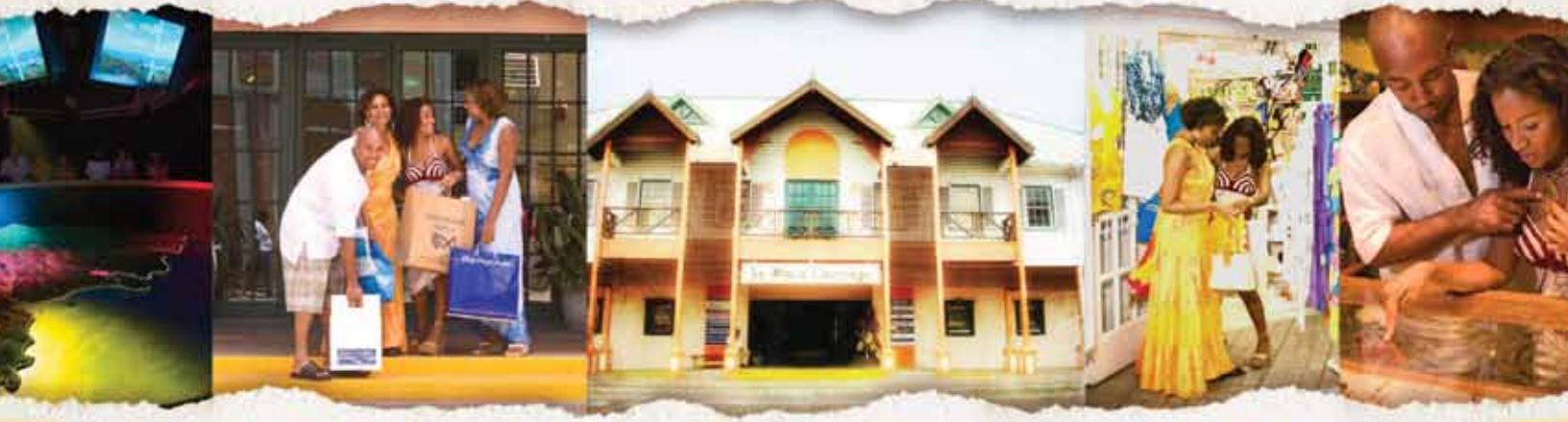
Essentially, we are about to learn how to strike a balance between the performance of our Security responsibilities and the delivery of service excellence.

I trust that you all share my deep sense of excitement and high expectation of this program and that we do not view it as just another statistical phenomenon but as a sign of SLASPA's practical commitment to its employees, its customers, itself and by extension Saint Lucia.

I therefore wish to officially declare this course open ■

“ Law enforcement and security outfits providing security at airports, play a pivotal role in ensuring the confidence of the travelling public and visitors to our shores. ”

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Talking Numbers with the RNSO

Review of SLASPA's Performance for
July to September 2011

By Grace Herman, Research and Statistical Officer(RNSO)

Airports

The Hewanorra Airport (HIA) during the quarter July and September 2011 facilitated 2,554 aircraft movements landing and departing at the airport. These flights carried 123,181 passengers as well as 23,215 intransit passengers. HIA also handled cargo throughput of 426,721 kilograms landed and loaded at the airport.

George F.L. Charles Airport (GFLC) during the period recorded 4,994 aircraft movements which accommodated 61,658 passengers flying in and out of the airport in addition to 18,147 intransit passengers. Cargo throughput at the airport was 330,274 kilograms for the review period.

Cargo

Port Castries during the months under review recorded container throughput (landed and loaded) of 7,748 TEUS while break-bulk cargo throughput was 21,455 tons. Domestic cargo which includes containerized and break-bulk cargo was 113,424 tons.

Cruise

St Lucia during the quarter under review welcomed 20 cruise vessels carrying 59,087 cruise passengers. It should be noted that these months are part of the off peak cruise season which runs from May to September annually.

Ferry

The Ferry Terminal at Port Castries handled 45 ferry calls and 20,280 passengers during the quarter ending September 2011 which is the peak period of travel at the facility.

Yachting

The Rodney Bay Marina during the months July to September facilitated 1,096 yacht calls while the Marigot Bay Marina facilitated 152 yacht calls.

What is Break-bulk Cargo?

Break-bulk cargo is general cargo that is shipped loose in the ships hold and not in a container.

Performance at a Glance

HIA Passengers	123,181
GFLC Passengers	61,658
Cruise Passengers	59,087
Ferry Passengers	20,280
Yacht calls at Rodney Bay & Marigot Bay Marinas	1,248
Container Throughput(TEUS)	7,748

Ordinary People Extraordinary Contributions

By Fayola Ferdinand,
Marketing Officer



Anthony Clovis - Maintenance Tradesman and Customer Service Star

Many of our visitors land at Hewanorra International Airport (HIA) - what greets them is unfamiliar and some are in a daze. After clearing Immigration, nonplussed, they grab their passport, round the corner and are welcomed with a bright smile and warm greeting from a neatly clad gentleman with a pleasant disposition. He says "Good Afternoon, which flight were you on?" or, "Where did you come from?" Many respond "The US" and he personally explains where they must go to pick up their bags to proceed to Customs. Standing waiting for their bags, they realize that the gentleman greets everyone with a pleasant greeting, a smile and personal attention.



Anthony makes travel a bit easier for two visitors

This gentleman, Anthony Clovis aka 'Boyce', Maintenance Tradesman by profession at HIA, is also dubbed a Customer Service Representative due to

the role he willingly took on at the airport. Our Ordinary People Extraordinary Contributions profile is on this Mr. Anthony Clovis, Maintenance Tradesman.

Mr. Clovis was selected because of the exemplary way he performs whatever task he is assigned and his willingness to help out whenever and wherever he can and for often going above and beyond the call of duty to ensure that certain things are taken care of. I had a chance to interview Mr. Clovis at the Iyanola Executive Lounge at HIA.

Mr. Clovis started working at SLASPA in September 1989 as a grounds man. "I had to work at a young age. My mother had 15 children and I am the first boy, but the second child and she couldn't afford to send me to school, so I started working to help her out" indicated Mr. Clovis.

"I've always worked with the Engineering department at SLASPA, I do plumbing, tiling and I am a general handyman around the airport."

So how does a Maintenance Tradesman became a Customer Service Representative? "I am someone that likes to help people. I used my initiative to assist people like the elderly and families with kids when I finished my regular duties. Mr. Sean Matthew said he likes how I assist people and that was

when about two years ago I started as the Customer Service Representative in the arrivals hall," he stated.



Anthony ensures airport amenities are always top notch

When asked what exactly does he do as a Customer Service Rep, he replied, "I greet the people when they leave Immigration. Many of them have a lot of questions like where is the bathroom, how far is it from the airport to the hotel, luggage procedures, how can they get a helicopter ride and many other questions, so as best as I can, I answer their questions. What I don't know, I ask people and get the answer for the next time."

Continuing our conversation, I asked him what does he like to do, and with an infectious smile he said "I am all about my job, my family and my garden. I love my job and working for SLASPA. I have six kids and a loving wife. After my eight hours at SLASPA every day I come home and spend two hours in my garden. I have never called in sick, and if I am on vacation and they need me to come in I will always

OTHER FEATURES

Story Continues

come in. Like, when I am on vacation, my wife tells me, 'When you come home I want to see you in front the TV relaxing!' But I cannot do that. I am always in my garden from early morning. I will go inside for lunch and go right back in the garden to work until late," he concluded.

Elton Mason, Building Technician - South, Mr. Clovis' immediate supervisor said "Anthony Clovis is employed with the organisation as a Maintenance Tradesman and is one of the most pleasant workers in the Engineering Department at HIA. He is a dependable, dedicated hard worker who rarely says no to a task. One could go around the Terminal and enquire of Mr. Clovis and it is a guarantee that the

response would be favorable. He always tries to assist staff members with their task and even tenants, if called at any point in time to carry out an emergency he will be there. Just send the van to pick him up!"

It's a well-known fact that when on duty, Mr. Clovis treats everyone arriving at HIA like a VIP. On average, this is as many as 200,000 arriving passengers a year. Like me, I am sure many of you who have had the opportunity to travel through HIA have been welcomed by Anthony and his infectious smile. Congratulations to Mr. Anthony Clovis for being selected as this quarter's Ordinary People Extraordinary Contributions Profile. Keep up the great work!■

“ Mr. Anthony Clovis is employed with the organisation as a Maintenance Tradesman and is one of the most pleasant workers in the Engineering Department at HIA. He is a dependable, dedicated hard worker who rarely says no to a task. ”



Guests with David Samuels on the set of Port Call

We continued our series on Port Call from April to August on Radio Saint Lucia's popular show "The Agenda" with host David Samuels alongside Dona Regis, Director of Marketing and Product Development as the constant voice of SLASPA. Port call is a monthly live radio talk show providing port users and members of the public with useful information when using the Airports and Seaports.

The first Port Call for the second quarter of 2011 was on the topic of the marinas in Saint Lucia, which was held on Wednesday, April 6th, 2011 at 8:30am live from The Bread Basket at IGY Rodney Bay Marina, with guests Nicholas Taylor - Owner, The Breadbasket; Adam Foster - General Manager, IGY Rodney Bay Marina; Adrian Hilaire - Director of Seaports; Christopher Alexander - Director of Maritime Affairs and Peter Lewis - Port Officer, Rodney Bay Marina, from SLASPA.

In Rewind

Port Call #2 was on Tea Time Jazz and SLASPA's role in the Saint Lucia Jazz Festival. This show was broadcast on Wednesday, May 4th, 2011 at 8:30am live from La Place Carenage Duty Free Shopping Mall with guests Sancha Raggie-James - Marketing Manager, Consolidated Foods Ltd; Leah Frederick - Divisional Manager, Renwick and Company Ltd. and Susanna Isaac - Manager La Place Carenage, SLASPA.

Port Call #3, live from Jaques Waterfront Dining (Ganters Bay) was held on June 1st, 2011, and was on the lively and interesting topic of Boating Safety and Regulations in Saint Lucia with guests: Cathy Rioux - Owner, Jaques Waterfront Dining; Sargent Finley Leonce - Royal Saint Lucia Police Force, Marine Police Unit; Christopher Alexander - Director of Maritime Affairs and Jason Mathurin - Assistant Ship

Surveyor, SLASPA.

Port Call #4, was held at the recently opened Our Planet at La Place Carenage, on July 6th, 2011. The topics for discussion were Our Planet and La Place Carenage with guests Ms. Sarah Adams - Director, Our Planet; Mr. Adam Rosenthal - Director, Our Planet; Mr. Jean-Pierre Laurent - Environmentalist; Mr. Donald Anthony - Environmentalist and Ms. Marva Greenidge - Marketing Specialist, La Place Carenage.

Port Call #5 live from SLASPA's Conference Room was held on August 10th, 2011 and was on the topic of the launch of SLASPA's Public Education Campaign with guests, Ben Emmanuel - Senior Director Corporate Affairs & Administration and Dona Regis■



How To Plan A “Fab” Event

by Kiva Charles, Marketing Assistant

The festive time of year is approaching and planning that perfect event is often part of your “To Do” list.

The activity can take the form of a social setting such as a surprise birthday party for a family member, a bachelorette’s party for that close friend, or as grand as a corporate annual dinner or it may be the biggest party of the year, Old Year’s celebration. The nature of the event of course matters, however, the most critical element of each event is the extensive planning that it requires. Here is a guide to help you execute that perfect event:

1 Hold Informal Discussions before the arrangement of events which helps in defining each team members’ role(s). The event’s brief should include the aims and objectives of the event.

2 Develop a Budget which consists of items such as venue cost, hire of audio-visual and other equipment, catering-food, drinks, service staff, security, transportation, advertising and promotion, invitations-design, printing and postage, printed materials-programs, name tags, table cards etc., videographer/photographer(s), gifts, entertainment, etc.

3 Secure Quotes and Purchasing - The quality of your event is important and it is advisable to select the service providers or products that are licensed, most appropriate and affordable. If possible, source quotes from at least three service providers for each item.

4 Be Guided by Protocols - Protocol guidelines are intended to assist in managing events where the distinguished

guests or media are involved. These distinguished guests may include Government Ministers, Diplomats and senior public servants, Chairpersons/Chief Executive Officers of major companies and organisations.

5 Secure Booking - Setting dates and times may be challenging especially if the target audience may include dignitaries, however, when booking ensure that it is done in a timely manner to avoid conflicting events and budget implications.

6 Decide on Timelines - The actual time frame one needs to work with for each task will depend on the time of year, nature and size of the event;

7 Select Venue - When selecting a venue be sure to perform a venue analysis

OTHER FEATURES

where you will compare various locations for the one that best fits your event's needs;

8. Select Caterer - When selecting a caterer be guided by some venues having onsite caterer(s). Once a caterer has been selected, confirm arrangements and deadlines in writing;

9. Decide on Staging - The presentation or look of an event venue is the first impression of the end product and therefore is an important element to be considered for hosting a successful event. A thorough check of the venue is necessary before planning the set up;

10. Decide on Theme and Decorations - The budget and audience may influence your decor, however, the chosen decoration should tie to the overall theme of the event;

11. Select Guest Speakers - The guest speaker(s) serve as the motivational part of the event program and where necessary, their costs and travel arrangements should be well

organized;

12. Select Gifts - Decide on a departing gift to present to guests. These gifts may be presented either formally as part of the event program, or in an informal manner by the host at the end of the event, remember the overall theme;

13. Prepare Invitations - Invitation styles vary according to event type and target guests and may also portray the theme of the event. Invitations may include name of presenter, purpose of event, date, time, venue, dress code and RSVP contact information;

14. Obtain External Design - Quotations that include invitation artwork and printing cost should be obtained if specially designed invitations, envelopes and additional stationery are required;

15. Prepare a Draft Guest List - Request relevant people to contribute to the event guest list. Circulate the proposed guest list to allow relevant

people the opportunity to contribute or provide feedback;

16. Decide on the person to receive RSVPs and select deadline date. Ensure that the individual nominated to receive the RSVP is aware of the deadline and other appropriate details relevant to this task.

Now that you have been provided with the basic guide to execute your selected event, remember that every event's target audience is different and that the budget influences the decisions made for the product and services that form part of your event. However, the feedback from your guests at any event is of utmost importance as this indicates how satisfied they are. Therefore, an informal survey should be performed to ensure that the next event is better than the one before.

So when you are planning that Christmas family get-together do not just focus on the new sofa you bought or the curtains that Aunty Andrea sent in the barrel or the brand new flat screen you got for your birthday. Remember, careful planning, detailed preparation and immaculate execution is critical to ensure that your guests are left smiling and satisfied■



ABOUT THE AUTHOR

Kiva Charles holds a BSc. Degree in Management Studies from the University of the West Indies. She is also a holder of a Certificate in Planning Events and Organizing Meetings from Gama Institute which is endorsed by the University of the West Indies. Ms. Charles has over four years marketing experience and is the lead coordinator of various events at SLASPA.





DID YOU KNOW?

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When travelling via any of the airports, remember the following rules which apply to all travellers:

- 3 – ounces or smaller containers are allowed in your hand luggage;
- 1 – clear plastic bag is needed to carry 3 ounce or smaller containers;
- 1 – clear plastic bag is allowed per traveller and must be placed in the bin for scanning.

PORT PASS

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