

OPSR – restoring economic strength to rural enterprises



Will communities like Canaries benefit?

The Office of Private Sector Relations will on Tuesday provide an update on its effort to intensify the pace of economic diversification particular in rural communities. The OPSR will host a press briefing which will focus on the Rural Credit Facility which was established with financial support from

the European Union's Special Framework of Assistance 2002.

The Rural Credit Facility "aims to increase credit support for rural businesses, particularly Small and Medium Enterprises in non-traditional industries and to improve the capacity of rural credit institutions and Credit Unions and assist Cooperatives in managing and expanding rural credit.

Already a study has been done of the operation systems of credit unions, the findings of which are likely to be discussed on Tuesday.

The St. Lucia Cooperative League which will also be at the press briefing will report on any progress made as a result of the OPSR/EU intervention to help strengthen businesses in rural communities.

» Headlines

OPSR to update on Rural Credit Facility

Workshop on effective financial management

Wilrock gets more Volvo trucks in spite of downturn

Business seminar on surviving slow economy

Optimistic assessment of cruise industry

Rebranded Jalousie invites St. Lucians to vacation there

Businesses warned to take H1N1 seriously

NDC improving efficiency at Pointe Seraphine Complex

CMMB to present retirement advantage plan

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Workshop on Financial Management

The St. Lucia Employers Federation will on Wednesday host a workshop which is aimed at explaining the importance of effective financial management.

The workshop slated for the Palm Haven Hotel will introduce participants to the budgeting process, budget variances, analysis and corrective actions and how to read financial statements.

In attendance will be General Managers,

Human Resource Managers, Department Heads and Senior Personnel.

The presenter is Martin Weekes a Training and Management Consultant with significant experience in business development including over 15 years in the Banking Sector. He was part of the leadership team which created and first managed and guided the strategic growth of the National Research Development Corporation (NRDF) and also part of Leadership team which developed the Small Enterprise Development Unit (SEDU), Ministry of Trade, Commerce.

Volvo magazine features Wilrock brothers

The Volvo Truck Magazine has featured a successful St. Lucian company, Wilrock Limited formed by two brothers, Urban and Gilbert Wilson. Here is an excerpt.

The family company Wilrock Ltd in the West Indies is continuing to invest in new Volvo machines in spite of the global economic downturn. "We chose Volvo 12 years ago and we have never had any reason to regret our decision," says the company's managing director, Urban Wilson.

In spite of the downturn and the fact that no parts whatsoever are available in the whole of the West Indies, their family company is continuing to extend its Volvo fleet.

"We purchased our first Volvo, a Volvo FH12 6x4, ten years ago and we currently have more

than 20 vehicles – ten trucks, including the Volvo FM13 6x4, Volvo N10 and Volvo N12, and almost the same number of construction machines," says Urban Wilson.

Wilrock Ltd has 40 employees and is involved in the stone-crushing sector. Its extracts are used in road construction projects, breakwaters and structural engineering projects of every conceivable kind. Wilrock also exports to other islands in the West Indies.



The Wilson Brothers at Wilrock

Source – Volvo Truck Magazine

Business seminar on what to do in a slow economy

A survival guide for a slow economy will be presented later this month when Nelson Enterprises hosts a business seminar at the Royal by Rex Resorts.

The seminar entitled "Slow Economy? Learn what you should be doing now" will focus on a number of areas including Guerrilla Marketing, proven techniques for marketing on a shoestring budget. Other areas include "Advertising Made Simple", "How to get free coverage for your business, product or service" and "Employee Motivation and Development".

The lead presenter is Charlene Nelson, the owner of Nelson Enterprises, a marketing, business development, training and public relations company.

Charlene Nelson has more than 17 years of experience in marketing, business development, hosting business seminars, and public relations. Charlene launched and ran her own Marketing and PR firm in the United States. In 2007, she moved to St. Lucia in where she started Nelson Enterprises. Charlene holds a B.S. in Business Administration and Marketing.

Persons interested in signing up for the seminar should call 719-0215 or visit www.nelsonenterprisesltd.com



Charlene Nelson
-lead presenter

FCCA predicts an upturn in Cruise Industry

The Florida-Caribbean Cruise Association (FCCA) is encouraging tourism industry stakeholders to view the current economic crisis as an opportunity to be at the forefront of the recovery when it comes.

Speaking ahead of the FCCA's annual cruise convention and trade show to be held in St.

Lucia next month, Michele Paige, president of the trade association, said that "in times of an economic downturn, those that remain aggressively in the forefront of the marketplace are those who are best positioned to prosper as our economy recovers."

Admitting that the cruise sector had not been as badly affected as other sectors in the industry, Paige said "the future is our friend" and that the upcoming St. Lucia cruise conference - from October 26 to 30 - was a critical opportunity for players in the Caribbean and global tourism industry "to step up their game."



Jalousie invites St. Lucians to experience new facilities

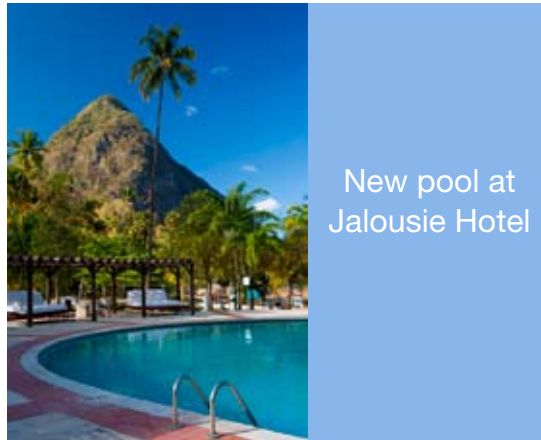
The Jalousie hotel is being rebranded and will be relaunched in 2011 as The Tides Sugar Beach. The hotel is currently undergoing a US\$100 million enhancement.

As part of this transition, the hotel already has 22 brand new luxury villas in operation as well as the elegant Great Room restaurant, The Cane Bar—a specialty rum bar, and a new culinary team headed by Executive Chef Cupertino Ortiz.

Jalousie is offering St. Lucians the opportunity to experience all of the new attractions it has to

offer, at special island rates where you can stay for a fraction of the normal cost.

The offer is valid until October and only open to residents of St. Lucia.



Businesses warned -pay attention to H1N1 Influenza

The Centre for Disease Control has issued revised guidelines for Business and Employees on how to respond to the H1N1 influenza.

The guidelines which were designed for businesses in the United States can be adapted for local conditions. Local businesses are urged to be vigilant and to visit the following links for guidance.

CDC Guidance for Businesses, Employers and Workplaces for 2009 H1N1 Influenza:
<http://www.flu.gov/plan/workplaceplanning/guidance.html>

[workplaceplanning/guidance.html](http://www.flu.gov/plan/workplaceplanning/guidance.html)

Preparing for the Flu: A Communication Toolkit for Businesses and Employers:

<http://www.flu.gov/plan/workplaceplanning/toolkit.html>

Updated CDC Guidance for Businesses, Employers and Workplaces for 2009 H1N1 Influenza:

<http://www.flu.gov/plan/workplaceplanning/guidance.html>

Preparing for the Flu: A Communication Toolkit for Businesses and Employers:

<http://www.flu.gov/plan/workplaceplanning/toolkit.html>

NDC to improve efficiency of operations at Pointe Seraphine

The National Development Corporation has launched a Standard Operating Procedures Manual for the Pointe Seraphine Duty Free Complex.

The manual is for users and stakeholders doing business at Pointe Seraphine.

NDC's Acting General Manager Timothy Greene says the much needed manual, covers every aspect of operations at the complex and spells out the ways in which vital processes are carried out.

"It speaks to what is expected from NDC personnel in relations to their duties and

assignments. It identifies the various players and their roles, e.g. vendors, land and sea tour operators, taxi operators and the like. Most critically, the manual addresses how to deal with complaints and disputes both with vendors and visitors, taxi and bus operations, security, access to sensitive areas etc," says Greene.



Timothy Greene sharing operations manual

CMMB talks retirement advantage

CMMB will be hosting a product presentation and demonstration entitled "CMMB Retirement Advantage Plan [RAP] on Tuesday at 5:00pm at the NIC conference room.

CMMB RAP is an approved supplementary pension plan for individuals with monthly fixed or variable incomes looking for a smart ways to prepare for retirement.

LIME supports La Woz celebrations

The La Rose Committees have expressed their appreciation to LIME for lending them a helping hand in support of this year's La Rose celebration. LIME provided the 15 La Rose groups with a cash contribution to assist them with their preparations for the festival.

This year's celebration held on August 30th included a traditional grand fete and church service along with indoor and outdoor processions and colourful folk dances such as the Quadrille, the Mappa and the Belair. The participating groups came from Monchy, Castries, Babonneau, La Fargue, Morne Ciseaux and Desruisseaux and they all came together and held their celebration in Choiseul.

"We are proud to assist in keeping alive the Feast of La Rose de Lima, one of St Lucia's most cherished cultural traditions. It's great to see the number of young persons who took part in this year's La Rose celebration." said LIME Country Manager, Sean Auguste.



Latoiya St Clair presents to La Rose Governor, Ernest Goddard