



ansa meal

GROUP OF COMPANIES

CORPORATE broadcast



MARCH 2015 PT 2



TRIMART
SUPERMARKETS

shop & save daily

earn • redeem • save

TRIMART
SUPERMARKETS

Good Value. Great Choice!

meet our people...

Judith Wilcox

Can you tell us a little bit about the portfolio that you hold?

As CEO of Trimart, I am responsible for the operation of our supermarket retail business which currently comprises 3 stores across Barbados –one medium sized supermarket and two smaller community stores. A new flagship store is in development which will give us a great opportunity to create an exciting new blueprint for the future expansion of the brand.

We open 7 days a week from 7.30 until 10.00 pm (8.00 pm on Sundays) and employ a team of approximately 150 persons.

I've now been in the hot seat for just over 4 months –much of which has been taken up with implementing a new software system (SMS) which will give us the tools to steer and drive our business in a way which has not been previously possible. And of course I've also been coming to terms with what is working and what is not!

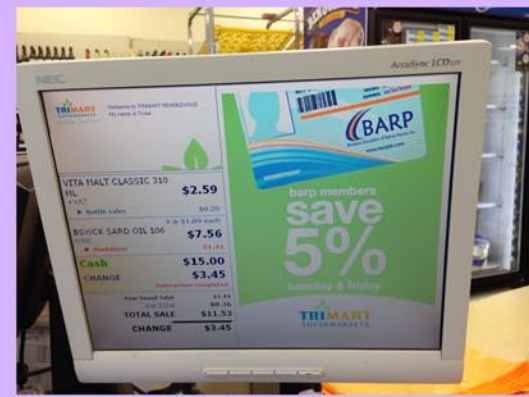
Where can members of the ANSA McAL family find you?

I am based with our Administration team in Wildey, about half a mile from ANSA McAL's Barbados Head Office. However, I like to see what is happening 'in the field' and try to spend some time at each store (and those of our competitors) at least once a week. It's always good to see what is happening on the shop floor, to see the customers and staff interacting and to get their feedback on the Trimart experience. I've found that our Customer Associates have a wealth of information and helpful suggestions and I believe it's important to ensure we keep the channels of communication open in both directions!

Luckily, I live very close to our Rendezvous store so it's easy to drop in on the way to work or on my way home –and of course I am often in there for groceries on the weekend!

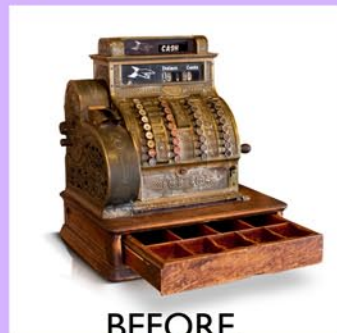
We know that you are relatively new to the Group but have you had any memorable experiences as yet? Any fun stories that you can share with us?

Well it's definitely been a memorable (and very enjoyable -I hasten to add) few months! Every day there are great moments of humour with the team, especially when I am working on creative concepts for the brand -sadly most of them are not printable in a respectable publication like this! I didn't think I could get so excited about doing an 'extreme makeover' of supermarket trolleys! Check out one I had sprayed in (Kawasaki) green (originally to disguise the rust!) –it's now in hot demand in our Rendezvous store and we're planning on 'greening' our entire 'fleet'!



Left – Before Trimart's SMS Point of Sale system;

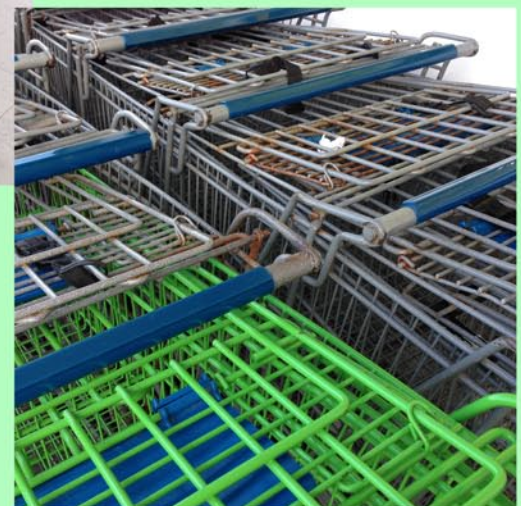
Right: Trimart's new SMS system. Or to put in another way....



BEFORE



AFTER



When you get off work, what are some things that you like to do for fun?

In addition, to trying out new recipes and experimenting with new ingredients I really enjoy meeting up with friends for a few drinks, some food and usually a lot of laughs.

I also love being on, in or under the water but so far this year I haven't found time to scuba dive or wind/kitesurf which are great ways to unwind, for me.

I've also taught a weekly Kundalini yoga class for over 10 years and although it might not seem like 'fun' in the traditional sense, I really enjoy the post class 'chai tea chat' as it's such a diverse and varied group of nationalities and professions that the conversations always have an interesting angle.

Any secret talents or special skills?

I wish!



Are you from Barbados? Born and bred?

I was born and brought up in the UK -but I have lived in Barbados since 1998 –except for three year-long postings to India and Antigua (twice!). I was originally posted to the Caribbean by Virgin Atlantic to set up and run the airline's operations in the region and I've been fortunate to travel the region extensively over the years. I have a soft spot for Dominica's natural beauty and I also loved my trips to Cuba -in preparation for opening Virgin's London-Havana route. Prior to coming to the Caribbean, I made a number of trips to Japan and also to South Africa –for both business and pleasure –both of these countries also made a strong impact on me.



A lot of our readers are outside of Barbados so can you give us a quick overview of 'Trimart Inc.'?

Trimart currently operates 3 stores located in the south, north and east of the island –but we have aspirations for the west coast and other locations too!

Trimart are well known for having excellent quality fresh produce and offering good value and great choices but today that is not enough. My Virgin Airlines DNA has taught me to constantly question and innovate every aspect of the customer experience and brand. In recent years Trimart has not kept abreast of new items that have become common staples of the Barbadian and visitor shopping basket –think pesto or hummus, for example. Ten years ago these were considered exotic items, today they are much more familiar and in demand from a wider cross section of customers. The challenge now is to strike the right balance of satisfying our traditional customers but at the same time widening our appeal and range whilst upgrading our in-store experience and our customer, staff and supplier interfaces –be they physical or virtual.

It's a company with Trimarkable(!) loyalty from its many long serving staff –and has fantastic potential to be the grocery of choice for a wide cross section of Barbadians and visitors in a fresh and engaging way.....but first we need to get it out of intensive care and into rehab! I want to see Trimart thrive –not merely survive!

I'd love to have the ANSA McAL family check out our FB page and let us know what they think of our new look. The can like us on: <https://www.facebook.com/TrimartBarbados>

Have you had the chance to visit ANSA McAL's Head Office in Trinidad as yet? If you haven't are you looking forward to paying a visit to your regional ANSA McAL family?

Definitely! In fact, my first trip is this week and I'm really looking forward to it –it's been a couple of years since I was last in Trinidad which is always a stimulating experience –I love the unique Trini vibe and passion for life. In my first few months I've formed a really positive impression of the ANSA McAL Group's modus operandi –both in Barbados under the leadership of Mr. Nicholas Mouttet and in my contact with Head Office.

ANSA McAL Barbados now boasts two female CEOs, what's it like being a powerful woman in the workplace?

Interesting question! But since I don't actually know what it feels like to be a man in the same position it's hard to compare! What I do know is that I have been extremely fortunate in having experienced a number of inspirational bosses, leaders and colleagues of both sexes over the years and I try to incorporate some of their style and strength into my own. Mr. Richard Branson of Virgin and of course my fellow Barbados CEO Ms. Katrina Newton of Standard Distributors are great examples of leaders and colleagues who inspire and don't settle for the status quo.

With 150 or so employees in the Trimart family I am very conscious that my style of management is something of a change to the Trimart culture –which is fairly traditional. I prefer an informal and open culture where individuals can thrive in response to an exciting and inspiring vision. I definitely relate to Harriet Green's (recent CEO of Thomas Cook) comments about her management style as being like a 'landa' –a cross between a lion and a panda! Sometimes I am a real lion, I can roar, make things happen, I can change the course through will, energy and just being incredibly determined, assertive and persistent. But I can also be a big panda where patience and nurturing pay dividends.



Landa or Pandion?

Do you have a favorite ANSA McAL brand/product/organization?

I have always appreciated the value and service I've received as a customer of Brydens Insurance –but I think an ice cold Carib (my beer of preference) is probably my favourite way of enjoying one of ANSA McAL's products!



Any words of wisdoms or personal credos that you would like to share with our readers?

That's a difficult one –so I picked a selection from my 'wisdom board' on Pinterest that have particular resonance for me.

Great things
never came
from comfort
zones.

Being both
soft and
strong is a
combination
very few have
mastered.

The eyes
are useless
when the
mind is
blind.

Compliment
people.

Magnify their
strengths,

not their
weaknesses.

Be a good
listener.
Your ears
will never get
you in trouble.
-Frank
Tyger

**You've only got three
choices in life:**

**Give up, give in, or
give it all you've got.**

THIS YEAR'S WINNER IS...

Carnival 2015 might be long gone but that doesn't mean that the celebrations have ended. In March McEneaney Motors, the local distributor of the Ford line of vehicles, and Carib presented this year's 2015 Carib Breakout Artiste with his prize. In the end the finalists were: 5Star Akil and Sekon Sta, but Sekon Sta edged his way ahead to claim the top prize. He became the second winner since the category was announced in 2014 and follows on the heels of the first winner Mr. Killa.

In a surprising move Sekon Sta actually requested for his grand prize Ford Ranger to be swapped for a Ford Focus instead. I'm sure you're wondering why would he ask for this exchange...would you believe that Sekon presented his first place prize to his mom and felt that the Focus might be better suited to her.

Congrats to both 5Star Akil and Sekon Sta...and we guess congrats are also in order for Sekon's lucky mom as well!



TRINIDAD & TOBAGO

International Women's Day



In commemoration of International Women's Day 2015, Alstons Marketing Company Limited (AMCO) visited ANSA McAL's Head Office on Tuesday 10th March, 2015 to present all female employees with special tokens of appreciation for their dedicated service to the company. Each person received a goodie bag with items from Cadbury Biscuits and Air Wick.



Ms. Zakiya Largen – Marketing Specialist, Alstons Marketing Company Limited (left) presents Mrs. Maria Superville-Neilson – Programme Director of The Anthony N. Sabga Caribbean Awards for Excellence with an Air Wick gift basket. AMCO hosted a special display of its Air Wick brand of air fresheners and home fragrances at ANSA McAL's Head Office in commemoration of International Women's Day 2015.

BARBADOS

In Barbados Bryden Stokes Limited promoted popular brands: Secret, Always and Ivory at events that were hosted across Barbados in commemoration of International Women's Day 2015.



Trinidad Match Ltd Continues to Raise the Bar in the Match Industry



Mr. Tommy Nilsson, Key Account Manager of Arenco AB recently visited the offices of Trinidad Match Ltd, manufacturers of Three Plumes and Swinger Safety Matches, to conduct routine sessions and review plant procedures.

Arenco AB, originated in 1877 and is the world leader in the supply of raw materials and machinery for the match industry. They continue to enjoy a long and successful business relationship with Trinidad Match Ltd.

Trinidad Match Ltd was established over 125 years ago and continues to invest in plant machinery and training for employees so that the public will always be assured of a high quality product for years to come.

MQI (Barbados) helps local Primary School

Preparations by the Luther Thorne Primary School for this year's National Primary Schools' Athletics Championships (NAPSAC) received a big boost of support from multi-brand automotive dealers McEneaney Quality Inc.(Barbados).

MQI's Sales and Marketing Manager, Ms. Margaret Hoyte, presented a cheque to the school's principal, Ms. Marcia Best, and commented that the contribution is a part of MQI's plan to assist the field of athletics in Barbados and a way of giving back to the community in which they operate.

"This school is our neighbour and the students have been doing well, both inside and outside of the classrooms and our assistance to the school with uniforms and other paraphernalia should help them to do even better this year," Ms. Hoyte noted.



IT Corner

brought to you by your
Group IT Department



- 1 123456
- 2 password
- 3 12345
- 4 12345678
- 5 qwerty
- 6 123456789
- 7 1234
- 8 baseball
- 9 dragon
- 10 football



"123456"

worst password of 2014

At ANSA McAL, your email password is the key to accessing your inbox, your OneDrive files, contacts etc. Users are encouraged to set unique passwords to protect themselves and the company from external parties accessing their data, but global trends indicate that people resort to common passwords as they are easier to remember. In January 2015, SplashData, a leading provider of password management applications, announced its annual list of the 25 most common passwords found on the internet.

"The 2014 list of worst passwords demonstrates the importance of keeping names, simple numeric patterns, sports and swear words out of your passwords..." - SplashData, Inc

Password:

Tips for Creating a Strong Password

- Use passwords of eight characters or more with mixed types of characters.
- Avoid using the same username/password combination for multiple websites.
- Use a password manager to organize and protect passwords and generate random passwords,

www.techcrunch.com offers the following trick for coming up with a strong password "Take something you'll remember: "My uncle lives in Kansas" and make it your password "MyUncleLivesInKansas" and add his street address: "MyUncleLivesInKansas207." These long, complex passwords are actually quite difficult to hack and are easy to remember. While these won't stop great hackers from getting into your stuff, at least you'll be taking steps to get out of the top ten.."

*Having a strong password is effective in protecting your data and it's something you have full control of
Internet Security starts with YOU!*

Kindly also note that the new additional pilot numbers for ANSA McAL Head Office are:
223-2672 (ANSA) • 225-6225 (McAL)

External callers can use these numbers along with the existing pilot numbers **(625-3670-5)** to contact Head Office staff/extensions.



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Down payment - 30%

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Day



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& the Cayman Islands



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