



# CORPORATE broadcast

**ansa mcAL**  
GROUP OF COMPANIES



JULY 2015



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CORPORATE BROADCAST JULY 2015

NOTICE: If you would like to see your subsidiary's employees, events and current promotions featured in the Corporate Broadcast, please submit articles, well captioned photos and ads to [natasha.ramnath@ansamcal.com](mailto:natasha.ramnath@ansamcal.com) or contact 225-4973



# Hall of Fame

## THE ANSA McAL GROUP 2015 LONG SERVICE AND SECTOR PERFORMER AWARDS

Employees of the ANSA McAL Group were honored at our company's Long Service and Sector Performer Awards ceremony held at Radisson Hotel, Trinidad on Wednesday 15th July 2015. This year the Group celebrated over eight thousand, seven hundred and sixty years of collective service with over three hundred and twenty recipients. Nine Sector Performer Winners were recognised at the event.

The Group Chairman and Chief Executive Officer, Mr. A. Norman Sabga paid tribute to awardees celebrating 20, 25, 30, 35 and 40 years of service and called on them to contribute meaningfully in their workplace, to be leaders in their communities and ambassadors of the conglomerate.

Ms. Teresa White, Group HR Director, spoke about the collective achievement of the milestones attained. "Each of you represent the very heart and soul of the ANSA McAL Group. Your dedicated efforts have helped us to remain vibrant and relevant", Ms. White stated.

**Let's Celebrate our Long Service Recipients and Sector Performer Winners!**









# MQI AWARDS

Employees of McEneaney Quality Inc, (MQI) were honored at the company's awards ceremony for their exceptional performance and long service. On June 17th 2015 a ceremony was held at the BMW showroom in Wildey, Barbados. "It was a wonderful evening of celebrating our staff," Ms. Debbie Taylor, MQI's Human Resources Manager stated. Employees came out in support of their friends and colleagues who were honored. Mr. Jerome Borde, Sector Head for the Automotive Division, Mr. Alex MacKenzie, MQI CEO as well as Executives of MQI attended this special occasion.

Ms. Coreen Grant, who has worked with MQI for 36 years, said she felt "very good" about her award. "When one's effort is recognized, appreciated and rewarded it is a very good feeling." She added that she worked with a committed team and was looking forward to continuing to "work to the best of my ability and to grasp any opportunity for promotion."



MQI Employee of the Year for 2014 Coreen Grant (left) poses with Mr. Jerome Borde, ANSA Automotive Sector Head



Top Sales Performer Michael McClean (left) was congratulated by Margaret Hoyte, Sales and Marketing Manager, MQI



Cortez Pilgrim (right), who has amassed 40 years with MQI, receives his award from Celeste Spencer, Manager



MQI Chief Executive Officer Mr. Alex MacKenzie presents, Diana Farrell (left) with her award

*Diana Farrell, outgoing Accounts Payable Supervisor was acknowledged for her 33 years loyalty and dedication to MQI. "It has been an enjoyable time here," she said. "I've been through the phases of change and transition but I've enjoyed it. It was a rewarding experience; working with different people of different minds and characters." As for being recognized at the reception, Ms. Farrell said, "It was great!"*



Maureen Toppin Sales Representative (right), who has spent 20 years with MQI, was congratulated by Manager, Spencer Gill



Mr. Joey Worrell, Timekeeper, was recognized for 25 years of dedicated service



# CARIB BREWERY EMPLOYEES GRADUATE IN THE FIELD OF MECHATRONICS

## *Congratulations*

On July 21st, 2015 the MIC Institute of Technology hosted its Practical Mechatronic graduation ceremony at the MIC Auditorium, Century Drive, Trinicity Industrial Estate, Macoya. Senator the Honourable Fazal Karim, Minister of Tertiary Education and Skills Training delivered the feature address and stated, "It was an historic one and it comes after the "Meet the Manufacturers" exercise which was conducted in May." The programme was designed to address the labour shortage in this area of manufacturing. Mechatronics is a multi-disciplinary field of engineering that includes training in a mixture of mechanical, electrical, telecommunications, control and computer engineering. In mid-May Mr. Fazal Karim toured many plants including the Carib Brewery Ltd to determine the labour needs of the manufacturers. "What we are doing here is bringing the taxpayers' resources for the benefit of the people of this country, so that companies use the facilities of all the training institutions, this is what is called external economies of scale," Mr. Karim said.

Mr. Rahim Mohammed, Sector HR Manager Beverage, speaking at the graduation stated that Carib had operations in Grenada and St Kitts and was exploring the option of bringing workers from those plants to train at MIC.





## MEET ONE OF OUR CHAMPIONS VEERESH RAMNARINE

### SO JUST WHO IS VEERESH?

*I am 21 years old, reside in Chaguanas and I hold a degree in Electrical and Computer Engineering from the University of the West Indies. I love outdoor activities such as sports, hiking and going to the beach. I also enjoy public speaking and performing in front of an audience.*

### WHAT WAS THE PROCESS LIKE FOR YOU IN BECOMING PART OF THE CHAMPIONS DEVELOPMENT PROGRAMME AND HOW DOES IT FEEL TO BE WORKING WITH THE LEADING CONGLOMERATE IN THE CARIBBEAN?

*The process of becoming a Champion was no easy task. I had to endure several assessments, including group and individual interviews, a social mixer, which was an eye-opener and several other assessments. While I was confident that my skills and personality would meet the criteria of an ANSA McAL Champion, it was waiting for a 'call back' after each round which kept me on edge.*

*From early on I was sure that I wanted to enter this programme. I saw many opportunities which would provide challenging but valuable learning experiences. Also, ANSA McAL seemed like it offered a modern environment with fun activities among the hard and fast-paced work life. The only quandary was that as I applied I came in having no idea of where I would be placed. Nevertheless, I trusted that I would be placed in a Group company which would complement my engineering background.*

*At the orientation I found out that I would be working at ABS for the two year training period. After immediately doing research on ABS, I was very happy with my placement. I am currently working at ABEL in Longdenville, Chaguanas during the period July to October 2015.*

### WHAT ARE THE EXPECTATIONS IN YOUR NEW ROLE?

*I look forward to getting my hands dirty and working directly on the plant. I am also spearheading a project to design and implement a back-up power system for the new clay plant. This project requires me to draw on my electrical engineering knowledge, meet and negotiate with contractors, place orders for material and equipment and manage tasks to meet tight deadlines. Whilst the project may seem difficult I am looking forward to the challenge!*

*I know that after spending four months at the Longdenville facility I will be sad to leave but also excited to move on to other non-technical departments of ABS such as Marketing, Logistics, Sales, HR and Accounting. At the end of my two-year stint I believe I will have a wide variety of experiences to draw on which will serve me in good stead.*

### DO YOU HAVE A MENTOR IN THE GROUP AND WHAT IS THE BENEFIT?

*Having a mentor in the field I am in is another benefit of being part of the Champions Development Programme. I met with my mentor Mr Andy Mahadeo, Managing Director of ANSA Chemicals and he has already provided advice on how to pursue my career within the Group. I think having the mentee-mentor relationship is a brilliant idea and I foresee it as being beneficial to a young person like myself.*

### ANY FINAL THOUGHTS YOU WOULD LIKE TO SHARE WITH OUR READERS?

*I wish to stay in the Manufacturing Sector. I believe I can maintain my engineering foundation and develop non-technical skills to make improvements and significant strides in the industry. I am already seeing many opportunities where I can contribute at ABS and I plan on building my career right here in the Group. I am grateful for the opportunity to be part of such a progressive programme which the Group has heavily invested in and I must say that the experience has been very rewarding so far. I met my fellow Champions earlier and I hope to continue to interact and work with them over the next two years and beyond! We have a lot to offer and prove, and we are honoured to be part of the ANSA McAL family.*





# Abel Building Solutions Exhibits at TIC 2015

This year's Trade and Investment Convention Exhibition took place from the 8th to 11th July 2015 and attracted a large contingent from Latin American countries. Visitors were greeted by a huge ABS Manufacturer of the Year Sign and a model display of a commercial building completed by ABS Engineered Systems. All divisional products were incorporated in a "real life" context, highlighting different forms and perspectives under one overarching "Building Solutions" theme. The objective of this concept was to change the perspective of visitors from viewing ABS as a provider of various construction products and identify ABS as a leading quality building solutions provider. The ABS booth was divided into quadrants. Abel Clay was depicted as a fenced wall and fireplace within a backyard Bar-B-Que theme setting. A contemporary home/small office theme showcased a room containing Metpro, Meshtec, and AC windows, doors, security screens and air conditions. Engineered Systems was beautifully displayed as a huge model of an existing commercial building. The full design format was joined together by Bestcrete landscaping products used as the flooring and as landscaping designs for the entire ABS pavilion. The format of the pavilion and the reality of the themes attracted numerous visitors who commented on the tasteful, effective, and "real like" manner of the ABS booth.

The most compelling discussions were inspired by Bestcrete Landscaping solutions "Do it Yourself" projects. This was followed by conversations on the range of Metpro windows and doors available locally with warranties. The new Meshtec Security Screen system also evoked intense discussions on safe and secure security systems. However, the "hot" topic was Abel Clay Hercules Blocks. Generally, the questions focused on price, compressive strength, its uses, building standards, validated test results, and other product attributes of concrete blocks. ABS staff was well equipped to answer all questions that they received and were quite pleased to engage in conversation with visitors. The show was a success as many sales leads and opportunities were identified.





## ANSA Coatings Ltd Provides Training for Local Distributors



From left Henry Bosch, Territory Manager - Caribbean PPG and NEXA Autocolour, (third from left) Marcel St. Martin, Sales and Marketing Manager - Auto Refinish with the course participants

In the month of July, a training program on Inside Sales Professional Development was held at the ANSA COATINGS Ltd Training Centre, ANSA McAL Industrial Park, Arima, for local distributors. The course ran for a period of two days and included some top consultants from the USA sharing a wealth of knowledge and expertise in the field of sales and automotive refinish products.

Henry Bosch, Territory Manager - Caribbean PPG and NEXA Autocolour along with Marcel St. Martin, Sales and Marketing Manager - Auto Refinish and John Martin, PPG Training Consultant, coordinated distributor Store Managers and Inside Sales and Support Staff across Trinidad and Tobago.

The Excel Inside Sales course is a complementary class that works in conjunction with the Excel Outside Personal and Professional Development Course. This specialized course is created for the PBE inside refinish salesperson and support staff. Consultant, Norman Rose has created this customized course that enables staff to complete a self-evaluation, identify their individual strengths and weaknesses and support the efforts of the sales team. Key areas such as attitude, communication, image, and supporting the complete customer sales process were addressed in the sessions.

Article courtesy Trinidad Guardian Newspaper

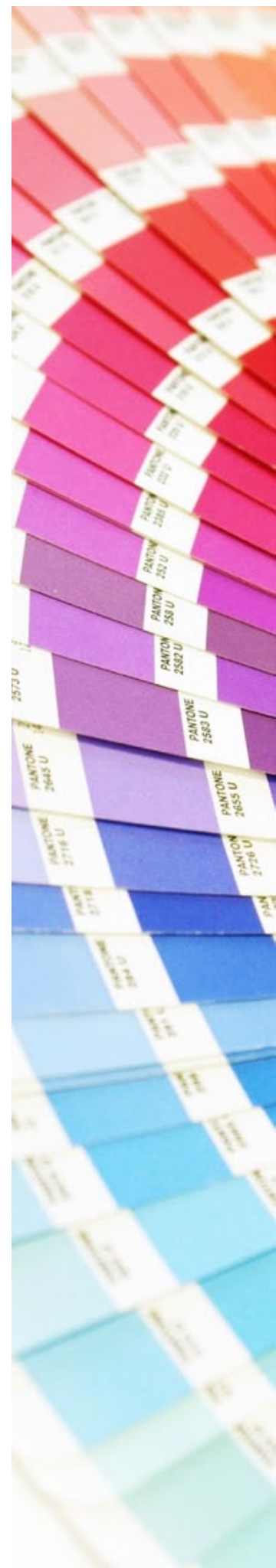
### Topics Covered:

- Conducting a Self-evaluation
- Maintaining a Positive Attitude
- Improving Personal Phone & Communication Skills
- Handling Customer Complaints from the Store
- Understanding Qualities of a Professional Image
- Providing Professional Customer Sales Support
- Understanding Your Role in the Complete Sales Process Cycle
- Setting Personal and Professional Goals

**Course Objectives:** Equip the participant with a complete understanding of the internal sales and service skills needed to provide professional support for refinish customers. Communicate how these skills integrate with the organizational sales strategy to enable a competitive advantage in their local market.

### Participants will now be able to:

- Evaluate their current personal and professional skills
- Learn how to maintain a positive attitude
- Improve their listening, speaking and telephone communication skills
- Understand how to handle difficult customers and complaints from inside the store
- Learn how to project a professional image from the store
- Support outside and inside sales through professional service
- Understand the critical role inside staff play in the sales process
- Develop a personal and professional plan to achieve goals





## ANSA Coatings Ltd Makes Its Mark at TIC 2015

For the second consecutive year ANSA Coatings Ltd participated in TIC 2015, exhibiting the Industrial & Marine facet of the business. Participation in this event was simply by virtue of the B2B opportunities which existed at the convention. Despite the collapse of oil prices, maintenance activity particularly in the Energy Sector has been at its best. Offerings showcased at the ANSA Coatings booth manned by members of the Industrial Sales Team included the wide array of Industrial Coatings colour options, Coatings Product Information and Material Safety Data Sheets (MSDS) to treat with specific client needs.

The ANSA Coating Industrial Sales Team have been able to secure a list of leads which they are aggressively pursuing.



# Congratulations

**STANDARD 5**

**OUTSTANDING**

**Employee Of The Month**

**JULY 2015**

**5**

**STANDARD 5**

75th ANNIVERSARY

70 YEARS OF UNBEATABLE QUALITY

*Patrina Sookoo*  
Customs Clerk- Administration



# Get To Know... Trudy Pedro

## What keeps you motivated?

My faith in God and the overwhelming support from my friends and family have been a constant source of motivation throughout my career. In addition, the opportunity to make a difference in someone else's life has been and always will be, a great source of motivation for me. Working hard and being able to provide exceptional customer service to others brings me great JOY!

## What do you consider your most cherished virtues?

My most cherished virtues, I would have to say would be humility and honesty. I see my job as service to others and I invest a great deal of time and effort into educating my clients along the way. It's so important to put yourself in their shoes as a client wanting "to do business" with someone, who is willing to go the extra mile to assist them and to provide pertinent information and advice to them. I always seek to ensure that they truly understand the products they purchase and the BENEFITS available to them based on their family needs.

## Tell us about your previous achievements?

I am a Banker by profession and spent the majority of my career working for a great Bank, where I was very successful in achieving and surpassing assigned sales targets. I was fortunate to have been sent to Canada at that time, for training, as a result of dedication to my job and a successful track record. I received several promotions within the organization over my 22 years of service. I successfully graduated from the George Washington University through Arthur Lok Jack School of Business - Event Management Certificate Program. I also completed programs with both Dale Carnegie and ROYTEC School of Business in Principles of Real Estate. My most important achievements to date however have been the privilege of being both a wife and mother!

## What's your motto or mantra that you live by?

I strongly believe that success only comes from hard work. I live by the mantra that "NO" is simply not a word in my vocabulary. I always somehow find a way to get the job done! Most significant of all though is that "YOUR NAME" is really all that you have in this life and so it's crucial that you never ever compromise it.

## What advice would you give to new member of staff?

**WORK HARD, HARD, HARD!!** Selling insurance is starting a lifelong relationship with a client - treasure it! Learn from the experts and figure out what works best for your individual selling style and what sets you apart from the competitors. It's the greatest job in the world but requires dedication and one must possess a true "Hunger for the business" in order to succeed. The rewards are both tangible as well as intangible and there is no greater feeling in the world than knowing that your clients are happy with the service and advice they received from you. It's simply energizing!!

## What is your proudest moments at TATIL?

When I became the Rookie of the year for TATIL in 2011 - a very prestigious award in the Insurance Industry after just a few short months in the Group. The other was in July 2015 when I received personal telephone calls from both the Sector Head Of the ANSA McAL Group of Companies and the Managing Director of TATIL both congratulating me on my INDUSTRY CHAMPION AWARD. It was indeed a profound moment, having put TATIL on the Map and knowing that my efforts had been recognized.

## Is there anything else you wish to share with us?

I believe that Insurance is the miracle of Life.... it's what we leave behind for our loved ones when we have departed this world, the assurance that their future has been provided for. Nothing can replace the value of working with a seasoned agent who has been professionally trained and is willing to share his/ her knowledge with clients. The Insurance Company you choose to do business with is very important and you need to ensure that the company you invest with, will still be intact and solvent when you need the BENEFIT. My advice to young persons is to invest wisely in their future and ensure that they have several different types of coverage from an early age.



**Tatil Life congratulates Trudy Pedro- the 2014 National Producer (Female) at the recent Trinidad and Tobago Association of Insurance and Financial Advisers (TTAIFA) Awards**

**A proven champion does it again! Trudy a member of the Bryan Pedro Branch, San Fernando, has been a part of the Tatil family since April 2011. Her determination, excellence and commitment to service are qualities that have made her a winner on many occasions. Her Tatil Life's accolades include Top Producer of the Year, Rookie of the Year, Centurion Awards and Persistency Award to name a few.**

**We wish Trudy continued success as a top performer with Tatil Life.**





# Emancipation Celebrations at Alstons Shipping



On July 31st 2015, the employees of Alstons Shipping celebrated Emancipation Day by proudly displaying their traditional African wear. In the days leading up to Emancipation Day, Alstons Shipping office was abuzz as the women selected fabric and discussed designs for the outfits that they were eager to showcase. These talented ladies of Alstons made their traditional wear themselves which comprised of dresses, tops and skirts.

Employees were treated to breakfast which included dishes such as Salt Fish Buljol, Accra, Smoke Herring Choka, Fried Plantains, Coconut Bake, Roast and Fried Bake.

Check out the talented ladies of Alstons Shipping as well as ANSA Merchant Bank:







# KID'S CAMP

The management and staff of Caribbean Development Company (CDC), Carib Brewery Ltd and Carib Glassworks Ltd continues to bring smiles to children. On Friday 10th, July 2015 the employees accompanied by their children thoroughly enjoyed a day of fun at Smalta Kids Camp held on the Brewery compound.

Comedian Mr. Errol Fabian and entertainer Nicki Crosby paid a special visit and brought smiles and laughter to the kids. Uncle Errol told an intriguing story about a very talkative turtle causing them to gasp at every word. Aunty Nicki didn't come dressed as 'Granny' but she engaged the children through her infectious laughter and antics. In the games arena, kids were entertained with Smalta hunger races, wall climber, treasure hunt, football, minute to win it, musical chairs, twister, cupcake wars, painting competition and board games.

This year's Smalta Kids Camp would not have been possible without the supportive management teams, the dedicated planning committee and all the aunties and uncles from Carib who assisted throughout the day! Thank you guys, a job well done!

**Check out the fun:**







Trinidad and Tobago Red Steel poses with Carib Girls at All Out Sports Bar

# BRAVO!

Cricket fever heightened in July as Trinidad and Tobago Red Steel got an added boost for the tournament when Carib Brewery Ltd came on board as one of the team sponsors. The announcement was made at a brief media conference held at the All Out Sports Bar in Port-of-Spain.

Captain Dwayne Bravo stated, "On behalf of the T&T Red Steel it is a pleasure, I commend Carib for choosing the most balanced team. I think we will definitely represent the brand proudly and make you guys proud. Also, I am happy to know a home based company is on board for the Red Steel. I am already part of the ANSA McAL family and it is good that Carib is taking this responsibility to come on board in what is going to be a successful CPL 2015 for the T&T Red Steel. Once again thanks for everyone who made this possible."

Representatives from Carib were also present including Sponsorship and Events Manager Mr. Colin Murray and Marketing Manager Mr. Antron Forte. In a short statement Mr. Forte said, "We would like to officially welcome the Red Steel, they are now officially part of the Carib family. We will be supporting you guys in the final and we want to win."



# Carib well represented at



Sector Heads and Managing Directors from the ANSA McAL Group took the opportunity to host top customers and business associates in the ANSA McAL Hospitality Suite at the Queens Park Oval during the CPL Tournament 2015. We all know that the Trinidad and Tobago Red Steel, with Carib Brewery Ltd being one of the sponsors went on to win the tournament.

**Check out the action:**



Caribbe

league



# Corporate Social Responsibility

## HIGHLIGHTS

### ANSA MCAL SPONSORS BURSARY PROGRAMME



*ANSA McAL Corporate Communications Manager, Sharon Balroop and Chief Executive Officer of the National Centre For Persons with Disabilities, Dr. Beverly Beckles*

ANSA McAL continues to commit to its social responsibility programs as the Group sponsored the annual cost of a bursary for persons with disabilities offered by the National Centre for Persons with Disabilities. Young adults with disabilities now have access to vocational training commencing September 2015.