

PSOJ'S HALL OF FAME

The Honourable Karl Hendrickson, OJ, CD, Chairman of National Continental Corporation, was inducted into the PSOJ Hall of Fame on October 1st, 2003.

Karl Hendrickson has been described by his peers as an individual who is "continuously contributing and committed to the development of the private sector. His positive business acumen can be traced to his early work ethics in working in the family business, and he has consistently made good use of business opportunities as they arise".

Karl spent his early childhood in St. Elizabeth, where his father ran a small bakery. He then attended school at St. Josephs, deCarteret and Jamaica Colleges. During his college years at McGill University, he worked part-time at a large Montreal bakery and was exposed to modern baking and packaging techniques. On his return to Jamaica, he worked towards upgrading his parents' bakery, displaying the grit and determination which were to become the hallmarks of his career.

In 1973 he announced the merger between National Continental Foods and National Packaging Limited, headlined then as one of the most important commercial ventures of that time.

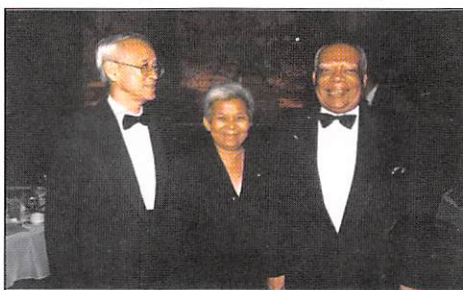
After being inducted, at the PSOJ Hall of Fame Banquet, Mr. Hendrickson expressed his appreciation for having been permitted to join the distinguished group of colleagues and friends who have been honoured in the past. Some excerpts from his remarks are as follows:

"I am essentially a manufacturer - a member of what I would like to call the Productive Sector. From that first adventurous enterprise in producing sliced bread, that expanded into a diversified baking company, we have ventured into areas such as tourism, feed mills, chicken and pig growing and processing and we have had and continue to have a fair degree of success in these areas.

I remain convinced that our country's great need to create wealth lies in our ability to add

value through production, and one of the important ways of doing so, is manufacturing. There is skepticism about the future of manufacturing, but which sector can be as effective in providing the employment, the training of technical skills, the discipline of the workplace, the challenge of productivity, the use and transfer of technology and the development of the work ethic?

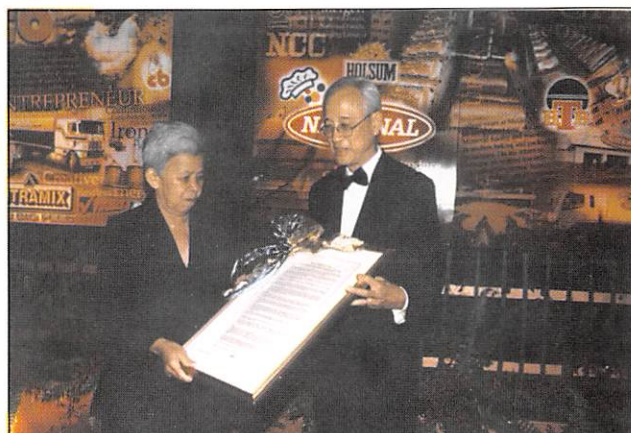
If we can just believe that manufacturing can and will create national wealth and that it is critical to our future, then as a people and a country, if we summon the will in both the public and private arenas, we will be able to drive manufacturing forward. I see the way forward



His Excellency, the Governor General, The Hon. Karl Hendrickson and Mrs. Beverley Lopez

as beginning with a partnership between the private sector and our world class institutions, such as the University of the West Indies, Utech, Northern Caribbean University and Technical Colleges, which I would like to call - academic partnering.

This academic partnering I believe would be the best way to build entrepreneurship, and instill business into education. The results may take time; on the other hand maybe, as I believe, there are opportunities, that when taken, will create the confidence we need to



The Hon. Karl Hendrickson being presented with the Citation by Mrs. Beverley Lopez, PSOJ President, at his Induction Ceremony on October 1, 2003.

move forward to becoming a production oriented society".

The PSOJ Hall of Fame is designed to honour Jamaican businessmen who have made significant contributions to the development of the private sector and the country and should have served in Jamaica's private sector for at least 25 years.

Criteria for Selection include innovative and sustained contributions to the development of the private sector, in-depth knowledge of and commitment to his/her field, sound character, unquestioned integrity and high ethical standards.

INSIDE THIS ISSUE

<i>PSOJ's Hall of Fame</i>	Page 1
<i>The Better Family Life Project</i>	Page 2
<i>Bulletin Board</i>	Page 3
<i>FYI</i>	Page 4

**ROAD
RESCUE**

for Roadside Assistance call
1-888-2RESCUE
1-888-2SECURE



**JAMAICA INTERNATIONAL
INSURANCE COMPANY LIMITED**
19-21 Knutsford Blvd., Kingston 5
www.jilconline.com
Tel: 926-3204-8; Fax: 968-1920
email: info@jilconline.com
Your Insurance Place From **Grace**

The Better Family Life Project

Over the past two decades, Jamaica has seen a decay in marriage and family structures, including child abuse, infidelity, and domestic violence. In this regard, the Victoria Mutual Building Society (VMBS) and the Private Sector Organisation of Jamaica (PSOJ), as corporate leaders in Jamaica, identified the need to improve the moral fiber of society and as such, decided that the promotion of positive attitudes and the development of relational skills at the family level was vital to the improvement of family life in Jamaica.

This led to the development of a "Family Life Proposal" in 2002. The General Objectives of this initiative are:

- ▶ To increase national focus on the rate of moral decay that is negatively affecting the society, one reason being the erosion of the positive influence of family life,
- ▶ To restore a positive attitude, nationally, towards Marriage and Responsible Parenting,
- ▶ To increase the number of traditionally-conducted Marriages
- ▶ To encourage the practice of Pre-marital Counselling, as a pre-requisite to Marriage.
- ▶ To encourage Responsible Parenting by promoting the positive aspects of the Father-Mother partnership in child-bearing and child-rearing
- ▶ To galvanize the support of schools, churches, community-based organization /associations, businesses/ companies/firms, in the entertainment industry and the media in promoting the positive attributes of family based relationships

To this end, training videos and workbooks on Family Matters, Parenting Matters, and Marriage Matters have been created to be used to promote the message of better family life to a wide cross section of the population.

Set in the Jamaican culture, three Jamaican authors, Dr. Barry Davidson, Elder Anthony Gordon and Mrs. Faith Linton

provide answers to challenging issues facing Caribbean family relationships in general and in particular, parenting and marriage. Adults and teens are inspired and motivated to activate real change in building stronger relationships in a family setting.

BENEFITS

- ▶ Fostering stronger relationships and stable homes that should assist in:
 - Reducing domestic violence
 - Reducing infidelity
- ▶ Bringing about an awareness of the responsibility of parenting to families and by extension assist in stemming:
 - teenage pregnancy
 - crime
 - child abuse
 - absentee fathers
- ▶ Creating healthy families and thereby develop a healthy society

Strategic alliance and partnerships have been formed with Guidance Councillors, principals and school, active PTA groups, Police Youth Clubs, the Social Development Commission, community groups throughout the island, the National Youth, Churches and Para-Church Organisations.

The Better Family Life Project was launched in July 2003 at the Pegasus Hotel. To date Training Sessions have been conducted in Kingston, Mandeville, St. Catherine and St. Ann and have received high ratings from participants. On each occasion, a high level of participation and discussion followed. There is a great demand for the material. Marketing of the products continue through distribution of the videos to all VMBS branches, PSOJ offices and the Registrar General's Department for sale to the public. Print media advertising and promotion by the coordinator islandwide to various groups continues. Evaluation forms are being developed and distributed to end users of the material in order to measure the level of success of the project.

This project is now in a position to make a significant contribution to the improvement of Jamaica's family structures. As such, this project holds a great potential to bring about changing the mindset and behaviour of family members and to make a significant impact on our nation. This is confirmed by positive feedback received from the workshops conducted to date.

(This article is a continuation in a series which will provide information on individual PSOJ Committees and Projects.)

BUCCETIN BOARD

JOB CREATION AWARDS

SEPTEMBER 2003



PSOJ President Beverley Lopez with awardees at the Job Creation Awards Breakfast held 23rd September, at the Terra Nova All - Suite Hotel.



EXECUTIVE DIARY 2004

ORDER YOUR PSOJ 2004 EXECUTIVE DIARY

LIMITED NUMBER AVAILABLE
(Leather, Simulated Leather and Fillers)

Contact: KAREN PAYTON
Tel: 927-6238 Ext: 2247, Fax: 927-5137
or by Email: karen@psoj.org

CSME UPDATE

The CARICOM Single Market and Economy will provide for:

- ☞ Free movement of services
- ☞ Free movement of goods within the Common Market;
- ☞ Free movement of the factors of production including particularly, capital and labour;
- ☞ The right of establishment;
- ☞ Measures for creation of a monetary union such as coordination of macro economic policies, monetary and fiscal policies and a single currency with a view to convergence of macro economic performance;
- ☞ Support mechanisms including institutions and structures, a scheme for disadvantaged countries, regions and sectors and a public education initiative.

MEDIA

Appreciation

VISIT



PSOJ/JEA CEO, Greta Bogues presents a plaque of Appreciation to Mr Garfield Grandison, Editor-in-Chief of the Gleaner

PSOJ NEWS FOR YOUR INFORMATION

MICRO ENTERPRISE FINANCING LIMITED (MEFL)

Micro Enterprise Financing Limited (MEFL) is a not-for-profit corporation limited by guarantee, dedicated to assisting in the development of micro enterprises in designated inner-city and other urban communities of Jamaica. MEFL was incorporated on May 7, 2002.

The General purpose of MEFL is to make micro finance services available to the low income and urban micro entrepreneurs with little or no collateral, perhaps branching out to similar communities elsewhere in Jamaica in due course.

MEFL is a programme undertaken with the financial support of the Government of Canada provided through the Canadian International Development Agency (CIDA). The programme is jointly supported by the Bank of Nova Scotia Jamaica Limited (BNSJ) and Kingston Restoration Company (KRC).

MEFL's Vision

In its intended role as a catalyst, MEFL will help disadvantaged communities increase their participation and contribution to the economic life of the country, while at the same time enhancing their quality of life. It is expected that the financial resources made available through MEFL will bring appreciable economic activity, employment opportunities and increased incomes to the individuals involved, their families and ultimately the community.

Businesses supported by MEFL

- Vending
- Small Trade- Wholesale/retail trading activities
- Service oriented
- Craft

The Micro Enterprise Financial Limited is located at 12 Duke Street, Kingston, Telephone: 948-1224 or 922-6842.

A HUGE SUCCESS! JAMAICA TRADE MISSION "TARGET ATLANTA"

"Extremely successful" is how members of the delegation who participated in the Atlanta-Jamaica Business Exchange described the three-day mission (15-17 October, 2003).

The Atlanta-Jamaica Business Exchange took place at the Hilton Hotel Downtown, from Wednesday October 15 to Friday October 17 with some 18 Jamaican private sector companies and 6 public sector agencies. The organizing team was made up of officers of the Private Sector Organisation of Jamaica (PSOJ), Jamaica Exporters' Association (JEA), the Jamaican Manufacturers Association (JMA) and JAMPRO. The Jamaica Public Service Company (JPSCo) was lead sponsor and provided a matchmaking consultant and logistics support through their network and parent company in Atlanta.

"This is a fine example of the results which can be achieved from close public sector/private sector collaborations," said CEO, Greta Bogues of PSOJ/JEA.

The Office of the Mayor of Atlanta, Jamaica's Honorary Consul to Atlanta, and the Georgia Council of Industry and Trade all contributed significantly to ensuring that the mission received the highest level of attention possible in Atlanta.

The Jamaican contingent included companies primarily from the manufacturing, hospitality, financial services and transportation services industry. They participated in approximately 200 prescheduled meetings developed based on specific targeting of Atlanta counterparts using information provided by the Jamaican candidates in advance of the mission.