

Celebrating **45 YEARS!** 1976 - 2021



THE **POWER** OF MEMBERSHIP

Celebrating 45 Years of Advocacy, Outreach & a Unified Mission



The JMMB Group extends hearty congratulations to the management and staff of the Private Sector Organisation of Jamaica (PSOJ) on the occasion of its 45th anniversary.

Your over four decades of sterling service in representing the interest of the Jamaican business community and rallying your membership to make a positive impact on our nation, has not gone unnoticed.

Your continued role in influencing policy to stimulate the development and growth of the island's private sector, remains of paramount importance.

Many happy returns on this most significant milestone.



MESSAGE FROM HIS EXCELLENCY THE MOST HON. SIR PATRICK ALLEN ON, GCMG, CD, KST.J THE GOVERNOR-GENERAL



HIS EXCELLENCY THE MOST HON. SIR PATRICK ALLEN ON, GCMG, CD, KSt.J

Since 1976, the Private Sector Organization of Jamaica (PSOJ) has advanced its mission of effectively advocating "for the implementation of public policy that enables strong sustainable

private sector-led economic growth and development." This is evidenced by your leading role in championing causes critical to education, agriculture, health, business and people development, in addition to COVID-19 recovery efforts.

Jamaica's private sector covers numerous industries and employs a significant portion of the country's labour force, underscoring your critical role in national development. It is as a result of your Organization's advocacy and meaningful representation of private sector groups that members are able to benefit from trade agreements, technical resources and facilities while they achieve maximum productivity. These efforts serve to support the work of the Government and civil society groups in equipping Jamaica to achieve its Vision 2030 goals.

On this celebration of your

45th anniversary, I commend your continued commitment to honouring your corporate social responsibility, particularly in supporting initiatives such as the E-Commerce National Delivery Solution (ENDS), Crime Stop and the PSOJ COVID-19 Jamaica Response Fund. The work you do is a testament to your vision of unification in our shared efforts to make Jamaica the place of choice to "live, work, raise families and do business".

As you continue to put your advocacy into action, I encourage you to carry on your response to challenges in a manner that supports the greater good of all Jamaicans. More critically than before, we must place the good of our nation above all else.

Continue to be exemplars of what we can achieve together through people, partnership and performance.

Happy 45th Anniversary!

Congratulations on your

45th
Anniversary

Continue to be a pillar of strength
and support to Jamaica.

Sagicor Group Jamaica salutes the Private Sector Organisation of Jamaica for 45 years of unwavering service to the Jamaican people. For almost five decades, the organisation has worked alongside the public sector to ensure the maintenance of the country's stability as we move towards development and has provided meaningful representation to the diverse entities within its membership.



MESSAGE FROM THE MOST HON. ANDREW HOLNESS, ON, PC, MP PRIME MINISTER



THE MOST HON. ANDREW HOLNESS, ON, PC, MP PRIME MINISTER

economic growth and development.

Since the 1970s, the PSOJ has made significant contributions to national development by formulating and promoting a macroeconomic policy framework to achieve high rates of sustained economic growth through strategic investments, job creation and promoting competitive and productive private sector cooperation.

Indeed, the PSOJ has sought to influence national policy issues of a political, social, or economic nature to facilitate business development and growth. Since its inception, the PSOJ has made positive steps toward the official adoption of the market economy as the most appropriate framework for the country's long-term development.

has also been a key partner in promoting vaccination islandwide as a means of returning the country to full productivity and prosperity.

The Government extends sincere gratitude to the PSOJ for its outstanding contribution to several sectors in Jamaica including the security forces, local government, education, and the medical and health sector by raising \$150 Million to support the Government with the purchasing of ventilators in response to the COVID19 pandemic in 2020.

I am proud that the philanthropic spirit of the PSOJ is effervescent as the Organization collaborates with charities to form the Jamaica Response Fund in partnership to raise

J\$200 Million that has impacted over 83,000 Jamaicans by mitigating the threats associated with the pandemic by distributing food packages and health services to areas that need it the most.

As the PSOJ celebrates 45 years of unifying voice of the private sector, I implore all stakeholders to continue working in partnership with the public sector and civil society, to achieve vision 2030 for Jamaica to be the place of choice to live, work, raise families and do business.

I commend the leadership and staff for the strategic expertise used to guide the PSOJ to strengthen the Organisation's ability to advocate on behalf of its members and capitalise on the benefits of international trade agreements and social security.

As the world grapples with the Covid-19 pandemic, the PSOJ continues to lead in guiding its members to right fit organisation and influence other integral sectors, improve its systems and service delivery to address the pandemic. The Organisation

MESSAGE FROM MARK J. GOLDING, MP LEADER OF THE OPPOSITION



MARK J. GOLDING, MP LEADER OF THE OPPOSITION

The Private Sector Organisation of Jamaica (PSOJ) has achieved 45 years of operations, and I wish to

congratulate the PSOJ and all its members on reaching this milestone. Happy Anniversary!

The PSOJ has been steadfast in ensuring that companies, corporate partners and individual members look beyond the interests of their individual firms and contribute meaningfully to national development. Over the past several months, many of your members have played an important role in fighting the COVID-19 pandemic. For the PSOJ's commitment to this critical national task, and its innovative approach to collective action, I salute you and thank you for your valuable service to Jamaica.

The PSOJ has as its core the goal of being a unifying voice for the private sector. Its approach in pursuing this vision has been constructive, working in tandem with the public

sector and civil society to deliver on Jamaica's Vision 2030. With this enlightened approach, it is generally accepted that the PSOJ occupies an important space in our national discourse.

Our democracy is strengthened when all sectors of society are engaged in public affairs in pursuit of the best interests of Jamaica, fairly and courageously encouraging our leaders adhere to the laws of the land and their commitments made to the public. The PSOJ aspires to execute this important role with great commitment and efficacy, which is the source of its benign influence on our body politic.

Happy 45th Anniversary to the PSOJ!

MESSAGE FROM THE HONOURABLE AUDLEY SHAW, CD, MP MINISTER OF INDUSTRY, INVESTMENT AND COMMERCE



HON. AUDLEY SHAW, CD, MP MINISTER OF INDUSTRY, INVESTMENT AND COMMERCE

The Ministry of Industry, Investment and Commerce commends your role in enhancing the Jamaican business landscape as the premier umbrella group for private sector associations, corporate companies and individuals over the past four and a half decades.

Your tireless effort to influence issues of national policy of a political, social or economic nature in keeping with your mission to effectively advocate for the implementation of public policy that enables strong, sustainable private sector led economic growth and development are commendable and has helped to shape many industries. I commend the management, staff and executive officers of the PSOJ for their dedication and hard work and your over 350 members for their contribution to job creation and the

economic growth and development of the Jamaican economy.

I would especially like to commend the organization for its considerable support to the national effort to address the current challenges resulting from the COVID-19 pandemic. Of note, is the establishment of the PSOJ COVID-19 Jamaica Response Fund and the development and execution of the E-Commerce National Delivery Solution (ENDs) programme to enable approved service industries and delivery stakeholders registered on the platform to operate in specified curfew hours.

The Ministry of Industry, Investment and Commerce also applauds the successful execution of the Crime Stop programme which has established a partnership between

the community, the police and the media to involve the public in the fight against crime. Many criminals have been brought to justice through your efforts.

The MIIC pledges our support to our continued collaborative efforts to harness opportunities for the growth and development of the Jamaican economy. Your work has shown that you are committed to building a competitive and productive private sector and we look forward to our continued collaboration and more private public partnerships as we work together to develop strategies to overcome the current challenges and recover stronger and faster.

Again, my heartiest congratulations on the achievement of this significant milestone, your 45th Anniversary.

Well done, PSOJ!

Scotiabank Jamaica congratulates **The Private Sector Organization of Jamaica** on 45 years of service to Jamaican businesses, organizations and associations.

You have demonstrated that we truly are stronger together. Your efforts have elevated the business landscape and galvanised support for scores of critical issues and worthwhile causes.

Kudos to 45 years of excellent service.

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HAND IN HAND

**Collaboration is the thorough conviction that nobody
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Congratulations!

to the **Private Sector Organisation of Jamaica** on
45 years of building partnerships with the Government,
private sector and the people of Jamaica

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MESSAGE FROM KEITH DUNCAN, PSOJ PRESIDENT



Keith Duncan, PSOJ President

It is a special year for us as the Private Sector Organisation of Jamaica celebrates its 45th anniversary.

The founding fathers of the Organisation envisioned several key objectives for the PSOJ including advocating on behalf of its members, act as the unifying voice for the private sector as well as to co-ordinate the

resources within the private sector with specific emphasis on economic development. Successive presidents have been committed to this mission and it is my honour to serve as the nineteenth president of this impactful Organisation and to maintain the tradition of transformational excellence at a national level.

I give my heartfelt gratitude to the members who serve tirelessly on our Council, Executive and on our various standing committees. Your contribution is invaluable and this milestone was realized because of your work as you are the heartbeat of the Organisation.

As we reflect on the achievements of the past, we look ahead to the future and the role the Organisation will play in shaping a Jamaica that we are all proud to call home.

Our 45th year has been underscored by the looming presence of a pandemic that has provided unprecedented challenges but simultaneously has demonstrated the power of the PSOJ

network through collaborative and solution oriented national projects such as the PSOJ COVID19 Response Fund, E-Commerce National Delivery Solution (ENDS) and the Private Sector Vaccine Initiative (PSVI).

Perhaps more importantly, the pandemic has demonstrated that the nation is capable of realizing sustainable socioeconomic transformation and creating an equitable society through public, private and civil sector partnership.

The PSOJ is happy to have played a part in these projects especially during such a significant time for us. It reinforces the importance and tremendous positive impact of the Organisation on our members and more broadly on Jamaica.

We celebrate this anniversary and resolve to continue to proactively play a part in developing an environment that is beneficial to businesses while engendering growth and development in Jamaica.

MESSAGE FROM IMEGA BREESE MCNAB PSOJ EXECUTIVE DIRECTOR



Imega Breese McNab PSOJ
Executive Director

If we take a moment to assess the Organisation's contribution to business and the country in general since its inception in 1976, it is undeniable that The Private Sector Organisation of Jamaica (PSOJ) has become a national institution and has made an indelible impact through impactful discourse and action on a wide array of subject matters.

Our members are at the core of who we are; whether they are small, medium or large corporate companies, associations or individuals, each of our members through the years has been the engine of the accomplishments of the Organisation. We are committed to continue our strategic engagement with all our valued members and to strive to create even more synergies for the advancement of commerce, social issues and national development.

Among our most important assets is the well qualified and dedicated staff. The PSOJ Secretariat has been an important factor in the longevity of

the Organisation and various teams lead by previous Executive Directors have remained committed to delivering the highest quality service that makes the PSOJ the membership organisation of choice for over 300 companies, individuals and associations islandwide.

I am extremely proud to be a part of this strong membership association.

Having joined the team as Executive Director in this the Organisation's 45th year, I am even more excited about our outlook for an equally impactful future. I stand ready to continue to helm the Organisation and oversee its transformation to maintain relevance in an ever-evolving global environment while continuing to positively contribute to the growth and development of Jamaica.

With Continued Commitment,

Imega Breese McNab

Congratulations



on your
45th ANNIVERSARY



RESTAURANTS OF JAMAICA
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THE IMPORTANCE OF MINIMAL CRIME TO A STABLE ECONOMY

Sandra A. C. Glasgow, Chairperson, National Crime Prevention Fund and Chief Executive Officer of The PSOJ, 2007- 2013

The National Crime Prevention Fund (NCPF), commonly known as Crime Stop Jamaica, is a not-for-profit, charitable organisation that offers a confidential conduit for Jamaicans to anonymously share information on criminal activities within their communities. Crime Stop is a tripartite partnership between the private sector, the Jamaica Constabulary Force (JCF) and the Media.

As a past Chief Executive Officer of The PSOJ and a long-standing member of the Board of the NCPF, I am proud to lead a 13-member Board of Directors, comprising 7 females and 6 males, including representatives of the media, the Jamaica Constabulary Force, and the private sector. Sixteen private sector associations are Trustees of Crime Stop.

Crime has been Jamaica's biggest and most scaring identifier. It is an issue that has plagued the country for decades. In 2020 Jamaica had the highest rate of homicide – 46.5

incidents per 100,000 people.

High levels of crime and violence in Jamaica remain a public health challenge despite the plethora of social interventions implemented. Youth who are not in school, who are in conflict with the law, are unemployed and/or not participating in any training programme, comprise approximately 30% of the total youth population, and are the primary perpetrators and victims of the most violent crimes in Jamaica.

Fighting the scourge of crime and violence is not only the job of the Police. There is an urgent need for increased citizen co-operation in the fight against crime and violence. One way to accomplish this, our Board believes is through a nationwide campaign, targeting youths especially, appealing for persons to "Stand for Jamaica", take back the country and become silent heroes in the fight against crime.

Over the years, Crime Stop's media

campaigns have had limited successes in recruiting confidential informants, providing valuable tips to the JCF, and offering monetary rewards to tipsters. However, one of Crime Stop's proudest achievements is that over its 31 years of existence, no informant has ever been compromised.

That is why, with the support of many of the PSOJ's members, the NCPF raised \$28M in 2021 to develop and execute a multi-media campaign which featured several social media influencers and, through multiple channels, reached the demographic that we believe, can help to eradicate Jamaica's long-standing 'informer fi dead' culture, by re-representing what it means to be a good citizen.

The health of Jamaica's economy is ultimately a reflection of the wellbeing of each of its citizens. Crime Stop and its partners continue to work in earnest to improve the well-being of all Jamaicans through our efforts to supporting the reduction of crime in our country.

INNOVATION & DIGITAL TRANSFORMATION

Christopher Reckord

"Never let a good crisis go to waste" I don't know for sure who actual said it first, be it Rahm Emanuel in the USA recession of 2008 or Sir Winston Churchill in the mid-1940s near the end of World War II, but the statement has been a wake up call to businesses globally seeking to innovate digitally and transform their operations in order rise above the negative headwinds of this covid-19 pandemic.

Digital Transformation (DT) in any organization is, surprisingly to many, less about the technology and a lot more about the people and their mindset. Innovation is all about change, Digital Transformation is also all about change and what we as practitioners can all agree on is that everyone supports the need for the change we propose as long as it has nothing to do with them.

The most senior leadership of any organization must be fully committed to and agree on a "digital strategy" for the business and provide their teams with the resources and support to deliver

same.

The Leadership must understand that this is not a project for the IT department or any one department in the business.

This digital transformation decision will require major companywide change management practices because it will be necessary for the culture of the company to shift to embrace, among other things, an ongoing continuous improvement process touching all areas of the business. The major areas that must be top of mind and a key part of the strategy must include leveraging digital to enhance and improve the customer journey, employee engagement, operations optimization and product and service delivery.

Is it for everyone?

In a recent presentation PSOJ's Let's Go Digital Conference, I proposed highly simplified MSME Digital Transformation Roadmap: (1) Realization – (2) Digitalization – (3)Transformation.

Simply put, Step 1 - Realization is that moment when you notice that during lockdowns, only your competitors who are more digitally advanced were still open for business and thriving. In this stage you define your "Why", and your strategy.

In step 2 Digitalization - this is where you do a deep dive into your business to review what can be digitally transformed. For some it will mean some changes to the business model for sure, for most, not so much. A basic starting point is to go through the business and identify all the niggling challenges that currently exist and digitize those. For example, how does your staff engage with the HR department? is that mainly still a manual process with forms to be filled out? – Digitize that. What about the accounts department? Do your internal approval processes still require something to be printed and brought to a manager or two for a signature? - Digitize that. Are you still issuing paper invoices? - Digitize that.

Step 3 – (Digital) Transformation is realized when the organization leverages and successfully maximize the value of this new technology to enhance and improve the customer journey, employee engagement, operations optimization and product and service delivery.

Remember Innovation & Digital transformation is more of a "people thing" than a "technology thing". Leadership of the business MUST be involved every step of the way.

Christopher Reckord is Committee Chairman, PSOJ Innovation & Digital Transformation; CEO of Managed IT services provider tTech Limited. He has over 30 years of experience helping organizations of varying sizes procure and implement information Technology solutions and transform digitally.

Email any questions to chris.reckord@ttech.com.jm



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Flow Jamaica, Flow Business and C&W Business Jamaica, subsidiaries of Liberty Latin America, salute the Private Sector Organization of Jamaica (PSOJ) for 45 years of sterling contribution to Jamaica's economic and national development.

The PSOJ's commitment over the years to the country's private sector associations, companies and individuals has significantly enabled and facilitated business development and growth through its influence on various national policy issues.

As a proud member, we are happy to be associated with such a prestigious organization and look forward to our continued partnership.

Congratulations on this significant milestone. Here's to another 45 years!

FLOW BUSINESS



FLOW

CURRENT BOARD MEMBERS AT PSOJ



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KEITH DUNCAN



VICE PRESIDENT
JACKIE SHARP



VICE PRESIDENT
MARIAME MCINTOSH
ROBINSON



VICE PRESIDENT
JEFFREY HALL



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VIKRAM DHIMAN



EXECUTIVE DIRECTOR
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We are committed to continue our **strategic engagement** with all our valued members and to strive to **create even more synergies** for the **advancement** of commerce, social issues and national development.

- Imega Breese McNab PSOJ Executive Director

PAST PRESIDENTS
THE PRIVATE SECTOR ORGANISATION OF JAMAICA (PSOJ)



HON. CARLTON ALEXANDER
PRESIDENT (1976-1981)



MRS. AVIS HENRIQUES
PRESIDENT (1981-1983)



MR. ROY COLLISTER
PRESIDENT (1983-1984)



MR. SAM MAHFOOD
PRESIDENT (1984-1986)



MR. PETER THWAITES
PRESIDENT (1986-1989)



MR. GORDON 'BUTCH' STEWART
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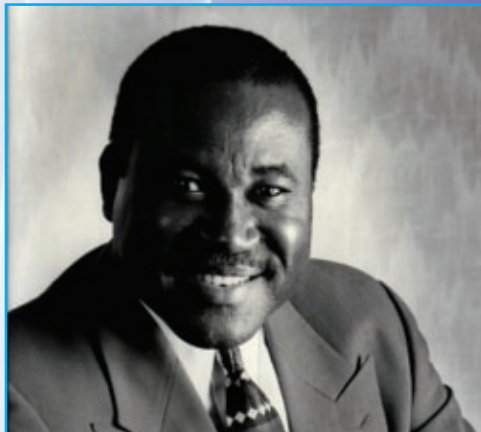
PAST PRESIDENTS
THE PRIVATE SECTOR ORGANISATION OF JAMAICA (PSOJ)



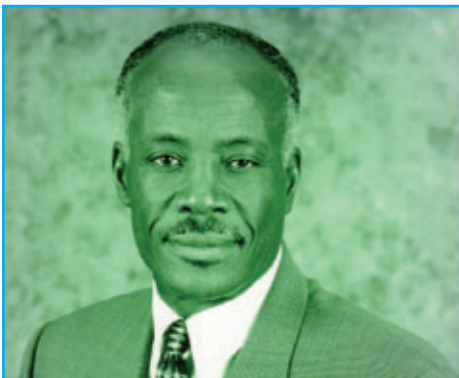
HON. DENNIS LALOR
PRESIDENT (1990-1992)



MR. DOUGLAS ORANE
PRESIDENT (1992 - 1994)



MR. DELROY LINDSAY
PRESIDENT (1994-1996)



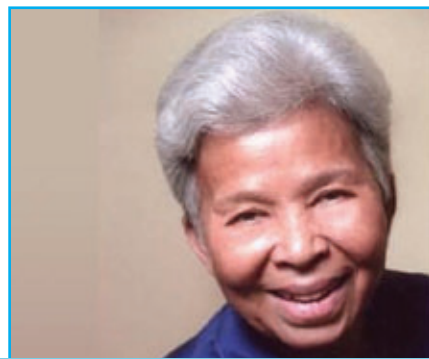
MR. CLIFTON CAMERON
PRESIDENT (1996-1998)



MR. PETER MOSES
PRESIDENT (1998-2001)



HON. OLIVER F. CLARKE O.J.
PRESIDENT (2002-2003)



HON. BEVERLY LOPEZ, OJ, CD
PRESIDENT (2003-2006)



MR. CHRISTOPHER ZACCA, CD, JP
PRESIDENT (2006-2009) & (2012-2014)



MR. JOSEPH M. MATALON, CD
PRESIDENT (2009-2012)



MR. WILLIAM MAHFOOD
PRESIDENT (2014-2016)



MR. PAUL B. SCOTT, CD
PRESIDENT (2016-2017)



MR. HOWARD MITCHELL CD, JP
PRESIDENT (2017-2019)

PAST
PRESIDENTS
THE PRIVATE
SECTOR
ORGANISATION
OF JAMAICA
(PSOJ) CONT'D

Successive presidents
have been committed
to this mission
and it is my honour
to serve as the
nineteenth president
of this impactful
Organisation and to
maintain the tradition
of transformational
excellence at a national
level.

- Keith Duncan, PSOJ President

amber group
extends best wishes to the
PSOJ on its
45th
ANNIVERSARY

amber connect, amber academy, amber cybereye, amber innovations, amber pay, amber aura, amber rewards, amber fuels, amber aviation, amber iot

CONGRATULATIONS
TO THE
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ON YOUR
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PSVI PUTTING VACCINES TO WORK!

On March 10, 2020 Jamaica recorded the first case of COVID-19 infection. On March 10, 2021 the Ministry of Health and Wellness began implementing its vaccination programme.

Throughout all the phases of the COVID-19 pandemic the private sector and indeed the PSOJ, has played the role of collaborator, connecting and mobilising stakeholders in the fight to protect lives and livelihoods from the social and economic devastations brought on by the virus.

It was this same spirit of collaboration that spurred the leaders of the Jamaica Chamber of Commerce, The Jamaica Manufacturers and Exporters Association and the Private Sector Organisation, to embark upon the establishment of a mechanism to support the Ministry's national vaccination plan.

The mechanism was named the Private Sector Vaccine Initiative, PSVI, and in March when it began it was clear that its set purpose was to accelerate the pace and penetration of vaccines across the island and support the MoHW's drive toward population immunity – which was target of inoculating 65% of the Jamaican population by March 2022.

The team, with Chris Zacca chairing the oversight committee; Peter Melhado chairing the logistics and operations committee; Tarun



We got our jab! PSVI Vax Day at JP Foods in St. Mary.

Handa heading up the Finance committee and Keith Duncan helming communication and public education, set out immediately to mobilise the leaders across all sectors to share the vision and to enlist the support to help make it happen.

Central to the plans were the commitment of companies to pay for the vaccination of staff and dependents, active participation in the education and assurances of work teams about vaccine safety and efficacy as well as contribution of inventory items to support the vaccination centres set up by the Ministry across the island. Together with the utilisation of established medical facilities and personnel within the Associations' network that were prepared to contribute to supporting increased vaccination capacity islandwide the PSVI championed a plan, described by Chris Zacca as one that identified "the vaccination programme as the clear and significant pathway for us to return economic activities to levels of normality and bring back jobs to

families and communities that were hard hit by the pandemic."

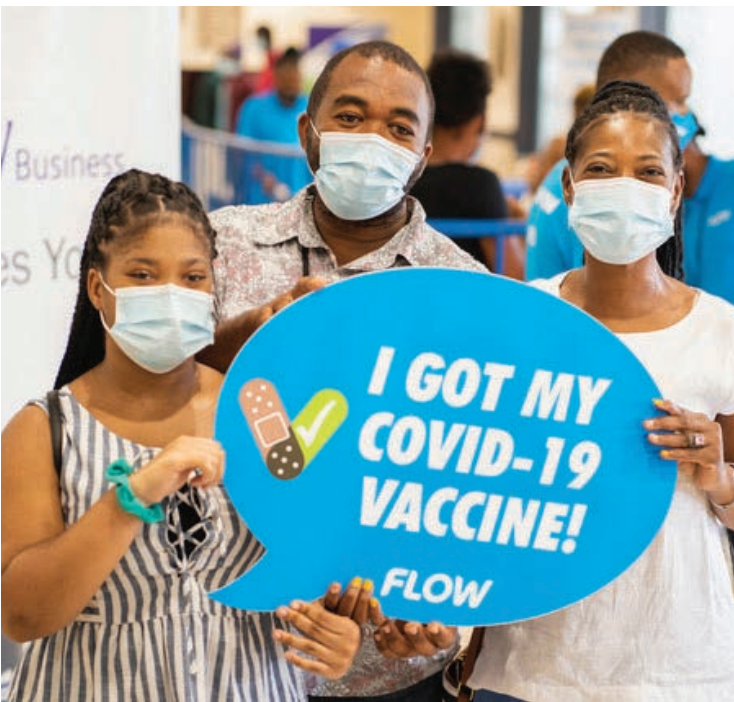
In a matter of months the Initiative had contributed in excess of \$25m to the effort including the purchase of 400 tablets that the MoHW uses in its vaccination centres to support registration and data management and quarterbacking the development of the Health Records Management platform funded by UNICEF.

On July 29, acting as a vaccination agent of the MoHW, the PSVI vaccinated its first 1100 private sector employees and dependents in its Vaccination programme. Eight weeks later the vaccinated number 20, 213. Thirty-four companies, spread across 9 parishes, hosted Vax Days at their office locations and more than 300 used the fixed site on Waterloo Road in St. Andrew to get their work teams vaccinated.

The engagement with the private sector in March is keeping steady pace up to now, much to the satisfaction of the logistics lead, Peter Melhado, who in commenting on the vaccination numbers the initiative has logged so far expressed:

"We are very pleased with the responses we are getting from the private sector, which has contributed to the progress we are making with our programme. We have a ways to go yet, but this milestone, in just about two months, is an encouraging sign."

PSOJ AND PSVI JOIN HELPING HANDS TO VACCINATE THE PRIVATE SECTOR



FLOW staff members show off the PSVI message on VAX Day.



Staff Members from Television Jamaica brandish the PSVI vaccination message after getting their jab!



PSVI Wisyinc Blitz.



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PSOJ AND PSVI JOIN HELPING HANDS TO VACCINATE THE PRIVATE SECTOR

WE SALUTE



ON YOUR

45TH
ANNIVERSARY

Team member for Kingston Freeport Terminal brandishes the PSVI Vaccination Programme message during the Vax Day on the Port.



We got vaxxed! This corporate team shows off their vaccination cards after getting the jab at the PSVI Waterloo Centre in St. Andrew.



Wisynco Team Members participating in the vaccination blitz.

Vision. Focus. Leadership.

Digicel salutes the Private Sector Organisation of Jamaica (PSOJ) for 45 years of steadfast business advocacy and outstanding contributions to nation-building.

Through our shared corporate vision of a prosperous Jamaica, the PSOJ has placed sharp focus on advocating and leading the development of business and innovation into the digital future.

Congratulations on this big occasion, and many wishes for your future success!

We Congratulate



on 45 years

dedicated to successful entrepreneurship,
nation-building and excellence