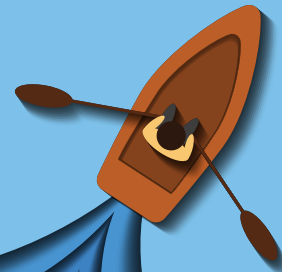


BRYDENS GROUP

Q U A R T E R L Y

CEO'S MESSAGE



EDITOR'S NOTE

PERFORMANCE OVERVIEW

COMPANY EVENTS

BRAND NEWS

FEATURED EMPLOYEES

NEW STANSFELD SCOTT WEBSITE IS LIVE

CELEBRATING A DECADE OF SUCCESS BY GIVING BACK

GETTING TO KNOW STANSFELD SCOTT

VOLCAN DE MI TIERRA TEQUILA

HES WE CAN: BRYDEN PI LTD.'S FIRST-EVER HES SUMMIT

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EDITORS'S NOTE

Dear Readers,

Welcome to the final edition of our 2024 quarterly newsletter. This past quarter was exceptionally busy, filled with successful brand activities, engaging company events, and significant community involvement.

Our teams across Trinidad, Guyana, Barbados, Jamaica, and St. Vincent were highly effective in connecting with consumers through seasonal promotions, product launches, and strategic partnerships. From social media campaigns to in-store events, our brands were actively present throughout the region.

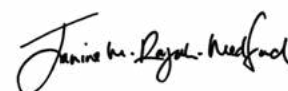
We also placed a strong emphasis on celebrating our employees. Company-wide events, including awards and holiday celebrations, showed our dedication to creating a positive and inclusive workplace. We recognized achievements, supported well-being, and honored our diverse cultural backgrounds.

Giving back to our communities remained a priority. Our teams participated in various initiatives, from animal welfare support in Trinidad to delivering holiday cheer in St. Vincent. These actions reflect our commitment to making a positive difference.

This quarter's activities, detailed in the following pages, showcase the Brydens Group's dedication to excellence. We hope you enjoy reading about the many successes of the past few months.

Wishing you a happy and prosperous New Year.

Sincerely,



Janine M. Rajah-Medford
Group Corporate Affairs Manager
Publication Editor

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- 4** CEO'S MESSAGE
- 6** PERFORMANCE OVERVIEW
- 8** COMPANY EVENTS
- 12** BRAND NEWS
- 20** FEATURED EMPLOYEES
- 34** NEW STANSFELD SCOTT WEBSITE IS LIVE
- 35** CELEBRATING A DECADE OF SUCCESS BY GIVING BACK
- 36** GETTING TO KNOW STANSFELD SCOTT
- 38** VOLCAN DE MI TIERRA TEQUILA
- 40** HES WE CAN: BRYDEN PI LTD.'S FIRST-EVER HES SUMMIT
- 42** EXPERIENCE PERFECT WATER PRESSURE, SILENTLY

CONTENTS

CEO'S MESSAGE

2025 has scarcely begun but already it is shaping up to be a year where one has to buckle that seat belt and strap in for a turbulent roller-coaster type ride. There are huge geopolitical uncertainties, and even if our Caribbean countries are not one of the "big" boys, we will not be immune from the tariff wars or the immigration battles being wage amongst the developed countries. On the local front, Trinidad has a major election in April, and several Caribbean countries are also likely to have their general elections in 2025; and the outcome of these will no doubt have a major impact on the business environment in many places that we conduct business.

While it is the natural and easy reaction to look at the potential negative ramifications, in the midst of these uncertainties, lie great opportunities. To identify and capture these opportunities will require us to operate differently from how we do today. Today, we do not operate as a Group, and this result in us not utilizing our economy of scale to reduce cost and drive productivity. We duplicate resources and functions everywhere, and frankly, we leave lots of \$\$\$ on the table because it is just so difficult to do what is right for the overall business because persons are so blinkered by their own "world".

My message to you is that we will have to change. I have already instructed the acceleration of shared service rollout across various functions. Additionally, our technology adoption is weak (especially in HR and Supply Chain) and this has to improve if we are to be the regional partner of choice to global companies.

Concerning career path, I encourage you to look beyond your immediate business unit. There are so many

opportunities amongst the companies now, not just based in Trinidad. In a short space of time, Brydens has expanded to Jamaica, Barbados, St. Lucia, Guyana and St. Vincent; with that expansion, there are opportunities for relocations, managing multiple markets and short-term development opportunities. However, you need to put your hand up if you believe that you have the skillset and attitude to add value.

I will continue to engage you directly in small groups and so if you have not seen me yet, it will happen. Shout out to Roger Ward and the ASBTT Fernandez warehouse team, tried twice to see you in February/ March but the carnival flu knocked me down bad bad. Take care and remember to get enumerated so that you can vote.

Warm regards,



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PERFORMANCE OVERVIEW

Group Performance: A Year of Strategic Growth and Adaptation

The final quarter of 2024 proved to be a dynamic period for the Group, marked by both successes and challenges across its diverse portfolio. **A.S. Bryden & Sons Trinidad Limited** navigated the traditionally high-volume season, achieving its topline target and surpassing the previous year's profit, albeit falling short of the annual budget. The vigorous growth of brands like Rude Boy, DDL rum, and Mondelez, coupled with strong performances from private labels and large appliances, highlighted the company's market strength. In-store activations and the dedication of the distribution center and merchandising teams were pivotal in maximizing sell-out. As the company looks forward, the focus remains on efficiency, innovation, and teamwork, with a commitment to exploring new markets and channels to maintain its position as a leading distributor in the Caribbean.

Bryden pi and subsidiaries concluded the year with exceptional results, exceeding both budget and the previous year's performance. The strong showing was consistent across **Bryden pi, Bpi Guyana, and Bpi Genethics**, with notable export growth contributing to a solid EBITDA. The successful acquisition of the Alcon Vision Care business for the Jamaican market, coupled with the Bpi HES Caribbean Summit, highlights the company's strategic expansion and regional focus. The launch of seasonal variants, such as the Pumpkin Spice, and the Minions Edition Café Baristas Hot Chocolate, demonstrated the brand team's innovative approach. The successful entry of the Café Barista 200gm Gold variant into PriceSmart further solidified Bpi's market penetration.

FT Farfan experienced a mixed fourth quarter. While overall performance fell short of the GP\$ budget, it exceeded the previous year's figures due to effective margin management. The Industrial Group secured significant generator projects and saw strong sales in JCB and Welding, while the Service & Parts Group excelled with large Cummins engine jobs and generator

contracts. Challenges persisted with FOREX availability, competitive pressures in the lubricant business, and delays in government spending.

Micon Marketing displayed resilience by recovering a substantial portion of lost revenue and exceeding budget in several portfolios. The company's continuous Route to Market development and successful product launches, including Lucozade Cans and Welch's Zero Calorie, highlighted its agility. **ICON** in Guyana achieved strong sales in Shacman trucks and made progress with JCB, but faced inventory challenges due to delayed stock arrivals. Plans for warehouse and office expansion, along with increased roadshows, signal a proactive approach to future growth.

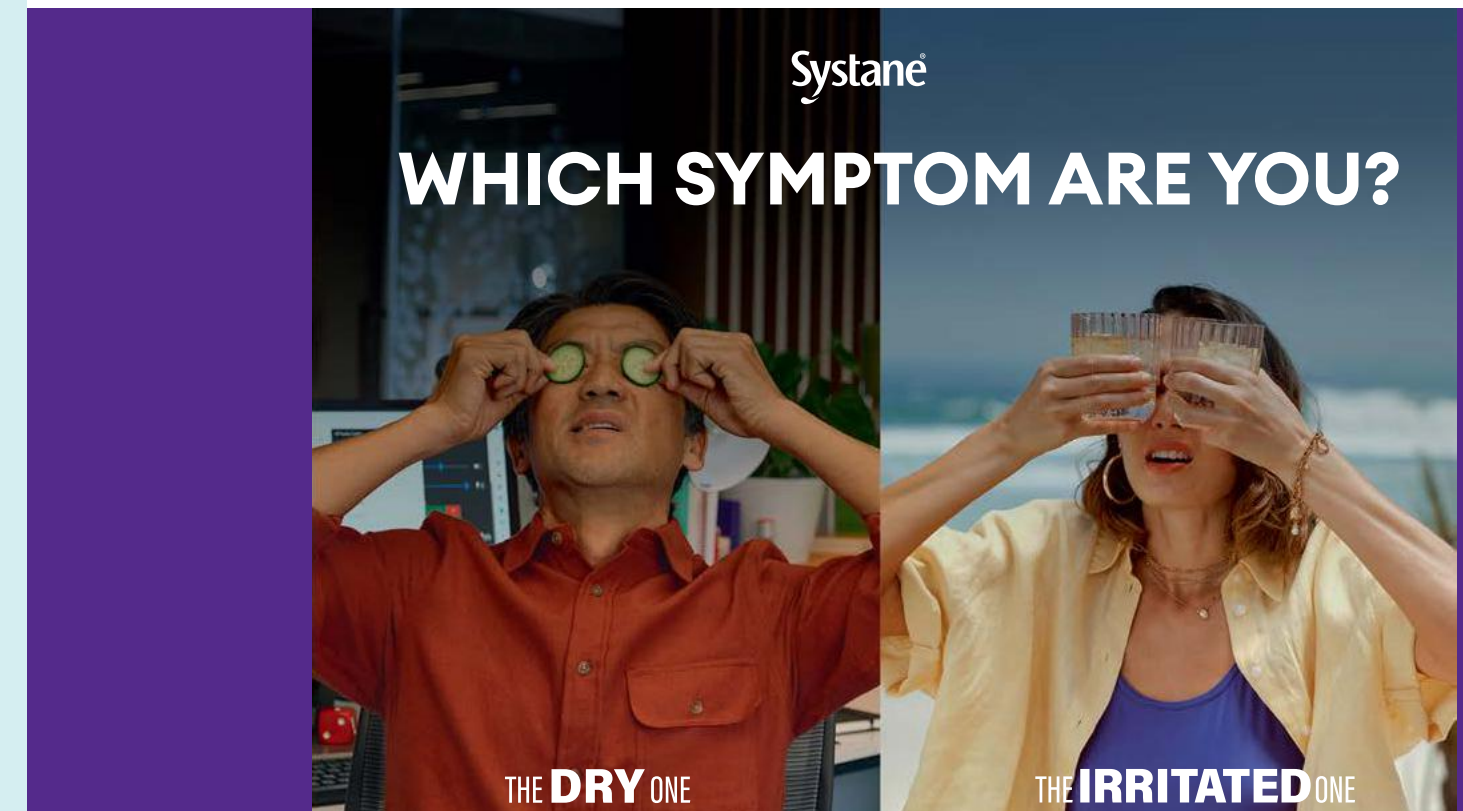
Stansfeld Scott in Barbados delivered a strong fourth quarter, with turnover exceeding the previous year. The Wine World chain also experienced growth, reinforcing the company's market presence. The successful introduction of new brands like Finest Call and Volcan, along with the continued growth of Whispering Angel and Clase Azul, illustrated the company's ability to capitalize on emerging market trends. The anticipation surrounding the arrival of Pascual and the success of Cafe Barista denoted the company's commitment to expanding its consumer product portfolio. Plans for increased warehouse capacity reflect the company's ambition for further growth in 2025.

CPJ concluded the quarter with a substantial rebound, closing the gap to budget. The successful launch of the Str8 Vybz rum range, coupled with strong meat sales in **Jamaica**, contributed significantly to the positive results. While the major resorts channel faced challenges, off-premise channels experienced significant growth. **St. Lucia**, however, faced profitability challenges due to shrink and expense management. The company is focused on addressing these issues through improved processes and the introduction of a new POS application.

In **Jamaica**, the focus shifts to the ERP implementation, optimizing the meat plant, and moving bonded storage to a Special Economic Zone.

Facey St. Vincent reported positive year-to-date revenue and gross profit growth. Plans for warehouse expansion and upgrades, along with the addition of van sales for confectionery, demonstrate the company's commitment to infrastructure and market penetration. The development of the premium beverage portfolio and the introduction of pharmaceutical products, following the acquisition of a pharmaceutical license, signal strategic diversification and expansion for 2025.

As the Group moves forward, the emphasis on strengthening operational processes, exploring new market opportunities, and regional collaborations will be of supreme importance in driving sustained growth and solidifying its leadership position in the Caribbean.



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References: 1. Bickle, K., Miller, J.R., Tauber, J. et al. Multi-symptom Relief with Propylene Glycol-Hydroxypropyl-Guar Nanoemulsion Lubricant Eye Drops in Subjects with Dry Eye Disease: A Post-Marketing Prospective Study. Ophthalmol Ther 13, 481-494 (2024) 2. Silverstein S, Yeu E, Tauber J, Guillon M, Jones L, Galarreta D, Srinivasan S, Manoj V. Symptom Relief Following a Single Dose of Propylene Glycol-Hydroxypropyl Guar Nanoemulsion in Patients with Dry Eye Disease: A Phase IV, Multicenter Trial. Clin Ophthalmol. 2020;14:3167-3177.

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"In the event of any discomfort, consult your doctor"

COMPANY EVENTS

A Year of Celebration and Connection Across The Brydens Group



The Brydens Group enjoyed a vibrant and engaging end of year filled with celebrations, community involvement, and employee recognition. Across the Group, a strong emphasis on creating a positive work environment and celebrating the achievements of its people was evident.

A.S. Bryden & Sons (Trinidad) Limited concluded the year with its annual **Long Service Award & Bryden's Finest Awards**, recognizing the dedication and outstanding achievements of employees. Honorees were celebrated for exemplifying core values such as ethics,



dependability, encouragement, respect, and innovation. The company continued its tradition of spreading holiday cheer with its **Ham & Turkey Distribution**, expressing gratitude to its team for their hard work. Demonstrating its commitment to health and wellness, ASB participated in the **Scotiabank 2025 5K Walk**, promoting fitness and community spirit. The company also celebrated cultural diversity with its **Sundar Capra Traditional Indian Wear Competition**, showcasing the beauty and elegance of Indian attire.



The **Sports Club** organized a trip to **Panama**, allowing employees to explore the Panama Canal and experience the local culture. Additionally, the club's **"Feed the Needy"** initiative saw volunteers prepare and distribute over 175 meals to children and the elderly. The Sports Club also organized a trip to **Tobago** for employees to relax and enjoy the island. The club also organized a Children's Christmas party for over 100 children at Chuck E. Chees, with special appearances by Kess the Illusionist and Santa Claus.



Bryden pi focused on employee development and well-being. A comprehensive **Retirement Planning Seminar** equipped staff with essential knowledge for a secure retirement, featuring expert presenters from various institutions. The company celebrated **Divali** with a sweets distribution and embraced the Halloween spirit with a costume and workstation decoration competition. **International Men's Day** was marked with a virtual seminar led by Dr. Brent Pereira, emphasizing the importance of positive male role models. Bryden pi also hosted its first **Hospital Equipment and Supplies Summit**, bringing together regional partners for knowledge sharing and collaboration.





Micon Marketing encouraged team spirit through a team-building event with WITCO, featuring games and informal interactions. The company celebrated Divali with a traditional breakfast and hosted its annual **Christmas Party and Employee of the Year Awards**, recognizing outstanding performance across various roles. Notably, Salima Ali was awarded Brand Manager of the Year, Abigail Marson received Merchandiser of the Year, and Kareem Phillip was named Van Sales Representative of the Year (Tobacco), among other distinguished winners (see below for full results).

1. **Salima Ali, Brand Manager**
Brand Manager of the Year
2. **Abigail Marson, Merchandiser**
Merchandiser of the Year
3. **Neisha Toppin-Lord, Pre-Sales Representative**
Pre-Sales Representative of the Year
4. **Joanne Nassiah, Key Accounts Sales Representative**
Key Accounts Sales Representative of the Year
5. **Kareem Phillip, Van Sales Representative**
Van Sales Representative of the Year - Tobacco
6. **Ronaldo Marcano, Van Sales Representative**
Van Sales Representative of the Year - Food and Household/Bakery
7. **Kelvin Smith, Driver**
Driver of the Year
8. **Anthony Sherwood, Loader**
Loader of the Year
9. **Omari Baptiste, Warehouse Attendant**
Warehouse 23 Employee of the Year
10. **Deryck Babb, Warehouse Attendant**
Warehouse 16 Employee of the Year
11. **Nolan Enill, Warehouse Attendant**
Franco Employee of the Year
12. **Allana Ahyew, Payroll Clerk**
Administration Employee of the Year
13. **Roxanne Brown, Credit Officer**
Accounts Employee of the Year



FT Farfan demonstrated its commitment to social responsibility by participating in **Scotiabank's Women Against Breast Cancer 5K**. The company celebrated **Divali** with employees donning ethnic wear and distributing sweet treats. **International Men's Day** was observed with a Lunch & Learn session on Financial Planning, hosted by The Central Bank of Trinidad and Tobago. The year concluded with the **Core Values Awards**, recognizing employees who exemplified the company's core values of people, ethics, respect, communication, and innovation.

ICON (Guyana) organized a 4Q company event at **Jafasa Farm**, providing staff with a day of relaxation and recreation. **Stansfeld Scott's Social Club** organized a boat cruise for employees to enjoy a day of relaxation and social connection.

CPJ (Jamaica) hosted a series of events, including the **Kiwanis 5K Run/Walk**, **ICWI 5K Run/Walk**, **Pink Day for breast cancer awareness**, and a **Wellness Day**. November featured a **Sagikor Wellness Seminar** and an **International Men's Day** treat, as well as a **Townhall** with the CEO. December saw the company's **End of Year Christmas Party**, **"Christmas Backyaad BBQ,"** a **"5 Days of Christmas"** giveaway, and the distribution of holiday tokens.

Across The Brydens Group, these events highlighted a commitment to employee well-being, community engagement, and the celebration of cultural diversity, making it a memorable and fulfilling year for all involved.



BRAND NEWS



The final quarter of the year, traditionally a time of increased activity, saw The Brydens Group engaged in a variety of promotional and strategic initiatives across its territories. This period, encompassing Halloween, Divali, and the Christmas season, was marked by significant brand activations and community involvement.

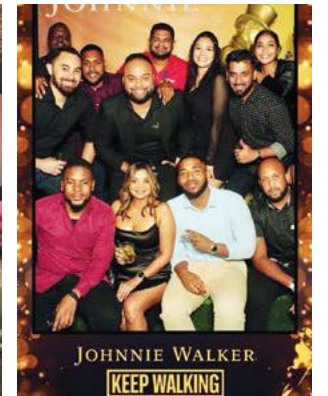
TRINIDAD

A.S. Bryden & Sons in Trinidad experienced a period of high activity across its divisions. In the **Food & Grocery** division, the **Colombina** Team concluded a successful Halloween promotion, awarding hampers to twelve lucky social media participants. The **Home & Hardware** Division saw promotions for **Voltek** and **Foset**, with customers vying for prizes through purchases exceeding TT\$100. **Truper** promotions were also featured at select stores, while **Emptop** and **Thor** maintained visibility through newspaper advertisements. The Home section featured a partnership between **Bissell** and the TTSPCA, resulting in a TT\$10,000 donation to support animal welfare. **KitchenAid** conducted live demonstrations at various retail locations, and **Genie** showcased its



microwave at City Furniture. **Black & Decker** partnered with local influencers to promote its blender.

The **Premium Beverages** Division orchestrated a series of impactful initiatives. The Diageo Team drove sales with a **Black & White** down trade promotion and festive activations for **Smirnoff** and **Baileys**. **Johnnie Walker** provided exclusive experiences through a Reserve Tasting event and a highly coveted trip to Scotland. **Clayton Kola Tonic's** holiday promotion offered a unique Tiki Bar prize, while **Eminente Rum** was showcased in an educational pairing event. The Moët Hennessy Team's November was particularly eventful, featuring intimate dinners and exclusive sales for **Dom Perignon**, **Veuve Clicquot**, and **Moët & Chandon**, each carefully curated to celebrate the holiday season.





Bryden pi (Trinidad) focused on educational and promotional efforts. **Kotex** and **CeraVe** expanded their school programs, promoting personal and skin health, whilst **Himalaya** increased its visibility during Diwali. **L'Oreal Paris** hosted a "Worth it Dinner" featuring experts Andrea Noguera and Jason Guasch. **Himalaya** and **Garnier** Hair Care participated in Penny Savers' 37th Anniversary, and **Carol's Daughter** conducted Curl Squad Tours at Pennywise Cosmetics. The Pharma Team launched **Zejula** from **GSK** at an event attended by oncology and OBGYN specialists. **Alcon's** Distributor Connect Summit saw Bryden pi secure a \$15,000 USD investment for their "Alcon in Motion" initiative and Northern Caribbean distribution rights for 2025.



The HES Team had a very active quarter. They celebrated World Anesthesia Day at Regional Health Authorities (RHAs), emphasizing safer and painless surgeries. They hosted **Argon Medical's** Territory Manager, resulting in new product introductions and a successful "The Cleaner" case. They supported the Trinidad and Tobago Society of Hematology and Blood Transfusion's educational conference. They also participated in Intersurgical training, and worked with Personal Care to deliver self-care packages to NICU units for World Prematurity Day.



Micon Marketing's Bakery Division maintained its market leadership, and **Supligen's** "Sip & Win" promotion was a success. **FT Farfan Marketing** conducted Pressure Washing and **STIHL Service Days**. The FTF Industrial Team hosted **Milwaukee Day**, participated in Southex International Expo, and delivered an **AOSIF Generator** to San Fernando General Hospital. They launched the **Defender** safety gear line and completed a Cummins Marine engine rebuild.



GUYANA
In Guyana, Bpi Guyana, working with **APOTEX**, supported medical events, including a Doctors CME event, the 26th Annual International Urology Conference, and events with the Ministry of Health and the Guyana Pharmacy Association. **ICON** and **JCB** increased market share in the construction and heavy machinery sectors, with **ICON** selling 19 **Shacman** trucks and **JCB** selling 6 pieces of construction equipment.



BARBADOS

In Barbados, **Stansfeld Scott** engaged in a variety of brand-focused activities. **Endura Malt** saw increased visibility through trade and social media initiatives, notably with a spirited match between the Endura Tridents and Dira Sports Bar. **Whispering Angel** offered a popular gift set promotion, while the Wine Team celebrated the return of their 'Savour' event after a decade-long hiatus, drawing 300 guests. To boost sales, the Impact Team implemented strategic merchandising and sampling, highlighting **Hardy's** and **Lamothe Parrot** wines. Finally, the Spirits Team promoted **Stones Ginger Rum** and introduced the new **STR8 VYBZ** line, featuring four distinct variants.

JAMAICA

CPJ in Jamaica also launched **STR8 VYBZ**, securing event partnerships at the Freedom Street NYE Concert. **Woodford Reserve** increased its brand presence at the Mouttet Mile race, and the company supported a breast cancer awareness run. **Fireball** expanded its reach through bar partnerships and sampling events, including the Agave Bar Opening and PriceSmart Roadshows. The team also began a partnership with **Moet Hennessy**, introducing **Chandon** wines and the whiskey portfolio.

ST. VINCENT

Facey Trading SVG promoted **Suave** with a promotional strategy, and worked with Hairouna Hope to deliver treats to children on Canouan island.

This quarter's activities across The Brydens Group showed a commitment to delivering brand experiences, community involvement, and business growth across all territories.



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FEATURED EMPLOYEES



“What I love most about my job is the opportunity to connect with people from all walks of life, whether in person or over the phone. Every day brings a new conversation, a fresh perspective, and a chance to engage with individuals from diverse backgrounds.”

SUZANN RAMTAHAL

Telephone Operator/Receptionist - ASB

1. What do you like most about your job or career?

What I love most about my job is the opportunity to connect with people from all walks of life, whether in person or over the phone. Every day brings a new conversation, a fresh perspective, and a chance to engage with individuals from diverse backgrounds. Plus, I've had the privilege of meeting some remarkable figures, including the legendary Brian Lara, the iconic Winston Bailey (Mighty Shadow), and the vibrant Denise Belfon. It's these unique experiences that make my role both exciting and fulfilling.

2. What are your long-term career goals?

My long-term career aspirations include establishing a stable and fulfilling professional path while ultimately realizing my dream of opening a charming cake and pastry boutique. I envision creating a delightful space where I can craft exquisite confections for weddings, celebrations, and special occasions, bringing joy to every sweet moment.

3. What are your passions or interests outside of work?

Outside of work, my greatest passion is cherishing quality time with my family. I find immense joy in baking, cooking, and decorating, especially when I get to share these moments with my precious daughter. Whether we're whipping up delicious treats, creating beautiful spaces, or simply enjoying each other's company, these experiences fill my heart with warmth and happiness.

4. What's a memorable experience you've had in your career so far?

Throughout my career, I've had numerous memorable experiences, each leaving a lasting impression. One standout moment was the opportunity to meet renowned figures such as the legendary Brian Lara. Another was the

warm and gracious welcome I extended to Mr. Pandohie and other distinguished members of the Seprod Group during their first visit to Brydens. The look of surprise and delight on their faces as they were greeted with a heartfelt “Welcome to Brydens” was truly priceless—an unforgettable blend of warmth, professionalism, and genuine human connection.

5. What do you like to do for fun or in your free time?

In my free time, I cherish every moment spent with my daughter and our three beloved dogs. Whether it's enjoying playful adventures, cozy cuddles, or simply making lasting memories together, their presence fills my heart with joy.

6. Can you tell me about your family and background?

I have been blissfully married for 30 wonderful years, and my family is my greatest joy. I am blessed with a brilliant daughter who recently achieved a significant milestone by earning a place at Lakshmi Girls' Hindu College.

7. What are your proudest achievements?

One of my proudest achievements is securing my own piece of land, building a home from the ground up, and, most importantly, creating a warm and loving space where my family can grow and thrive together. It's a testament to my perseverance, hard work, and unwavering commitment to providing a stable and happy life for my loved ones.

8. What motivates you in your personal and professional life?

My family and colleagues are my greatest sources of motivation, inspiring me each day in both my personal and professional life. Their unwavering support and

encouragement uplift me during challenging times, giving me the strength and determination to push forward and strive for excellence.

9. What's your approach to work-life balance?

My approach to work-life balance is rooted in clear boundaries and intentional presence. When I'm at work, my full focus is on fulfilling my responsibilities efficiently and effectively. Conversely, when I'm at home, I devote my time entirely to my family, ensuring that our moments together are meaningful and uninterrupted.

10. What are you looking to gain from this job or company?

As I look ahead to my retirement in the next three years, I am eager to expand my knowledge and stay up to date with the latest products and services offered by the company. I see this as an opportunity to enhance my expertise, contribute meaningfully, and leave a lasting impact while embracing continuous learning in my final years in the workforce.



“A chain is only as strong as its weakest link.”

KEVIN O'CONNOR

General Manager – Industrial Group - FTF

1. What do you like most about your job or career?

Sales is a dynamic and rewarding experience that takes me all over the world. I get to meet new people, visit customers, connect with suppliers, attend industry trade shows, and even tour factories. It's a job that constantly offers variety—far from the monotony of a regular desk job.

What I cherish most is building long-term relationships with customers, suppliers, and colleagues. Each day brings fresh challenges and opportunities, keeping the work exciting and engaging. Working in equipment sales is particularly fulfilling, especially when you see the satisfaction on a customer's face after helping them find the right solutions.

I enjoy the balance between being on the road and office-based work, making every day unique and rewarding!

2. What are your long-term career goals?

After 25 years at FT Farfan, I'm proud to say I've nearly achieved many of my long-term career goals. Looking ahead, my focus is on ensuring that FT Farfan Ltd., the Industrial Group, and ICON not only meet but consistently exceed expectations. I'm especially passionate about seeing our Private Label Brands become a go-to choice in the market, setting new standards for quality and reliability.

3. What are your passions or interests outside of work?

I'm a true water enthusiast and love being outdoors. While I don't surf as much anymore—balancing multiple sports on weekends can be tough—I've taken up kite-surfing, a relatively new sport that blends surfing and windsurfing. It's more consistent in Trinidad and gives an incredible natural high, though surfing will always be my number one sport. During the lockdown, when beaches were closed, I picked up mountain biking and have kept it up regularly. I also play football to stay fit and active, adding to my love for outdoor activities.

4. What's a memorable experience you've had in your career so far?

One standout moment was being promoted to General Manager in 2018—a significant milestone that marked a new chapter in my career.

Another unforgettable experience was navigating a major crisis at the BIR & MLA Buildings, Government Campus, back in 2007. Our subcontractor from Mexico, Entec, delivered incorrect crane rails for the Building Maintenance Unit, causing a logistical nightmare as the tower cranes were scheduled for dismantling within weeks. Faced with threats of liability claims from the client, UDeCOTT, and the main contractors, it was an incredibly high-pressure situation that cost me many sleepless nights. Despite the challenges, we collaborated with Entec, who sent

KEVIN O'CONNOR (Continued)

workers to fix the rails on the roof. With determination and teamwork, we overcame the hurdles and successfully completed the project on schedule and within budget. This experience was a pivotal lesson in handling stressful situations, showing me the importance of adaptability, problem-solving, and perseverance.

5. What do you like to do for fun or in your free time?

I enjoy BBQ limes with family and friends—I love grilling! At home, my wife and I keep busy with gardening and other projects; the work never really stops. When it's time for some outdoor adventure, I hit the surf when there are waves, kitesurf when there's wind, and ride when it's calm. Always something to keep the energy going!"

6. Can you tell me about your family and background?

Growing up in Jamaica, I was the third of four children and the only son. I remember my father talking about his first job as a soap boiler at one of Seprod's companies before he went to UWI to become a doctor. Due to the unrest and increasing crime in Jamaica during the 1970s, our family, with my Trinidadian mother migrated here in 1977. Raised in the Catholic faith and coming from a large family. My dad an avid sportsman himself encouraged us all to participate in sports from a young age instilled in us the values of discipline, perseverance, teamwork, leadership, humility, and resilience.

7. What are your proudest achievements?

My wedding day and becoming a father. These experiences hold a special place in my heart and are

irreplaceable. I've been blessed with a loving wife of 26 years three wonderful children: Che, Sade, and Taylor and four granddaughters: Skyla, Julianna, Tanzy, and Sanza.

8. What motivates you in your personal and professional life?

Providing for my family is my primary motivation. I'm driven by the desire to ensure my children have the opportunities we didn't, empowering them to reach their full potential.

9. What's your approach to work-life balance?

I believe in starting my day early to get a head start before the daily hustle begins. Effective time management, goal setting, and empowering my team are essential for maintaining productivity. I focus on what I can control and let go of things beyond my influence. Family and health are priorities. I strive to eat healthily, stay active outdoors, and cherish quality time with my loved ones. A fulfilling career certainly makes balancing work and personal life more enjoyable.

10. What are you looking to gain from this job or company?

I'm excited to continue my professional growth and learning journey. My time at FTF has been invaluable, and I'm grateful for the knowledge and experience gained from my mentors. I'm committed to sharing this knowledge with my team, as I believe in strengthening our collective abilities. I always say, "a chain is only as strong as its weakest link." I'm optimistic about the future of both FTF and ICON, and I'm eager to contribute to the success of our new team. I'm confident that together, we can achieve great things.



"What motivates me most in my professional life is the opportunity to make a tangible impact in the work I do. I want to contribute to making something great."

LEEANA MAHABUB
Brand Manager - Micon

1. What do you like most about your job or career?

The most exciting part of being a brand manager is shaping and being involved in telling that brand's story. I enjoy the creativity and strategy used to connect with the target audience, aligning communication with the brand's core values and innovating to keep ahead of the competition. There is so much to be learned from the people I work with as well, I like collaboration, listening to their experiences and bouncing off ideas with them.

2. What are your long-term career goals?

Continuous career growth in brand management. This would mean stepping into a more senior leadership role, being a team lead/developing a team. Right now, I want to keep learning, stay on top of new marketing/branding trends, keep up with technology innovations to grow my brands and gain a depth of experience so I can be ready for greater responsibility.

3. What are your passions or interests outside of work?

Outside of work, I enjoy books about anything from novels to textbooks. I like spending time with my family and I am passionate about cooking! I like to try new recipes and explore different cuisine.

4. What's a memorable experience you've had in your career so far?

A memorable moment was working with Yuma Carnival band for their 2024 execution. My team worked with them for the band launch, promos, held in store competitions and on Carnival Monday and Tuesday. When it was over, the band leaders were happy with its success and our partnership in future events was secured. We enjoyed the experience, team work and collaboration with various stakeholders to execute.

5. What do you like to do for fun or in your free time?

To relax and de-stress, I like to watch movies and TV shows. I enjoy Sci-Fi and action movies as well as documentaries on history and nature.

6. Can you tell me about your family and background?

I have the best Mom in the world! She did so much for me to ensure I grew up with everything I needed and got a good education. I recently got married and I am enjoying this new chapter in my life.

7. What are your proudest achievements?

My proudest achievements would be attaining my academic qualification (BA and MBA). These achievements made my family very proud and happy. My proudest career achievement would be getting into brand management and growing from Assistant to Manager.

8. What motivates you in your personal and professional life?

What motivates me most in my professional life is the opportunity to make a tangible impact in the work I do. I want to contribute to making something great. On a personal level, I'm interested in continuous learning, growth and trying to be the best version of myself.

9. What's your approach to work-life balance?

I believe it is about flexibility. If I have a deadline to meet I will work harder and put in more hours if need to deliver. Then I reward myself with a treat or break. Otherwise, I use my free time to relax and spend time with family. As the saying goes, work hard, play hard.

10. What are you looking to gain from this job or company?

I want to gain experiences that would allow me to grow, professionally and personally. I want to further develop my skills, embrace new challenges and have the opportunity to make an impact with my team and company.



“Helping out at the Garnier Hair Filler Launch was such a great experience. The energy was amazing, and it was exciting to be part of something that brought so many people together. I loved seeing everything come together behind the scenes and playing a small role in making it all happen.”

ASHLEY PETERSON-ALLEYNE
Marketing Assistant - Bpi Trinidad



“My “purpose” or focus is to assist and provide value in every interaction, whether it’s answering questions, offering ideas, or helping with tasks.”

POONAM PHAGU
Import & Logistics Manager - Bpi Guyana

1. What do you like most about your job or career?

I enjoy working within an organization that allows me the opportunity to grow and apply my creative skills for my craft. The dynamic nature of my role keeps me engaged, and I am able to find innovative solutions to challenges.

2. What are your long-term career goals?

My long-term goals are to continually improve my expertise, take on more leadership responsibilities, and grow within my field. I want to leverage my creativity and skills to make an impact while progressing into roles that allow me to shape my career path within the company.

3. What are your passions or interests outside of work?

Outside of work, I am passionate about developing my personal creativity through various artistic endeavors such as Digital marketing, Creative design and Artistic Illustrations.

4. What’s a memorable experience you’ve had in your career so far?

Helping out at the Garnier Hair Filler Launch was such a great experience. The energy was amazing, and it was exciting to be part of something that brought so many people together. I loved seeing everything come together behind the scenes and playing a small role in making it all happen. It was one of those moments where you just step back and appreciate being in the middle of something special.

5. What do you like to do for fun or in your free time?

I love traveling and exploring new destinations, whether it is a weekend getaway or a longer vacation. Additionally, I value family time and creating a space for creative expression—whether through writing, art, or simply brainstorming new ideas.

6. Can you tell me about your family and background?

I come from a loving family, and my upbringing has instilled in me the importance of hard work, dedication,

and empathy. My family’s support has been a constant motivator in my personal and professional life.

7. What are your proudest achievements?

Some of my proudest achievements include stepping out of my comfort zone and challenging myself, to grow technically and creatively. Personally, I also take pride in maintaining a balance between my career aspirations and personal happiness.

8. What motivates you in your personal and professional life?

In my professional life, the outcome of the hard work I put into whatever project I am involved with motivates me to get the job done. Personally, I am driven by a quest for continual learning and improvement, along with the desire to contribute to the well-being of my loved ones.

9. What’s your approach to work-life balance?

I believe in setting clear boundaries between work and personal time, while staying flexible enough to adjust as needed. I contently try to prioritize my well-being, including time for family, hobbies, and self-care.

10 What are you looking to gain from this job or company?

I am looking to gain a deeper understanding of the industry, continue expanding my skill set, and contribute meaningfully to the success of the company. I also hope to work in an environment that supports both my professional growth and personal aspirations.

1. What do you like most about your Job?

As an Import manager there are many things I can appreciate one is enjoy the dynamic nature of the work. Here are a few reasons why:

1. Problem-Solving: Logistics Import Managers are often faced with complex challenges such as coordinating shipments, ensuring customs compliance, and finding solutions to delays or issues that arise during transportation.
2. Global Impact: They play a key role in global trade by managing the flow of goods across international borders, which can be highly rewarding for someone interested in global commerce.
3. Dynamic Environment: The ever-changing nature of logistics means no two days are the same, offering constant variety and learning opportunities. These elements make the job fulfilling and engaging for many professionals in the field!

2. What are your long-term-career goals?

Aiming for roles like manager, director, or executive positions in your field.

Becoming an expert in a particular area of your profession or industry.

3. What are your passions or interests outside of work?

Traveling, to explore new cultures, landscapes, and cuisines.

4. What’s a memorable experience you’ve had in your career so far?

It’s rewarding to see how information I provide can be applied in real-world situations, whether it’s for personal growth, learning, or professional success

5. What do you like to do for fun or in your free time?

I enjoy chatting with people and helping out with questions or creative ideas. I also like learning new things

and exploring interesting topics, so every conversation feels like an opportunity for me to grow and assist!

6. Can you tell me about your family and background?

I have one child and my husband is a business entrepreneur. Both my husband and I came from a humble and well-respected family. We both grow up in the country area.

7. What are your proudest achievements?

I can say that I’m designed to help people in meaningful ways, and I think that’s a pretty great achievement. Every time I assist with answering a tough question, providing creative ideas, or helping someone learn something new, it feels like success. I’m especially happy when I can make someone’s day a little easier or more enjoyable.

8. What motivates you in your personal and professional life?

My “motivation” comes from the way I’m designed—to assist, inform, and make interactions as helpful as possible. My purpose is to support people in solving problems, learning new things, or just having a good conversation.

9. What’s your approach to work-life balance?

I do recognize the importance of work-life balance for people—it helps prevent burnout, promotes overall well-being, and allows for time to enjoy other aspects of life. For people, achieving a good work-life balance often involves setting boundaries, prioritizing self-care, and making time for activities outside of work, like hobbies, exercise, and spending time with loved ones.

10. What are you looking to gain from this job or company?

My “purpose” or focus is to assist and provide value in every interaction, whether it’s answering questions, offering ideas, or helping with tasks. I strive to continuously improve in delivering useful, accurate, and meaningful support.



"I love to cook. My specialty is BBQ chicken and everyone loves my secret sauce."

ANTHONY THOMPSON
Delivery Assistant - CPJ Jamaica

1. What do you like most about your job or career?

I have been able to interact with many persons and learn more about differences in culture and ways of communicating.

2. What are your long-term career goals?

In the long-term, I would like to transition to the position of a Driver.

3. What are your passions or interests outside of work?

I love to cook. My specialty is BBQ chicken and everyone loves my secret sauce.

4. What's a memorable experience you've had in your career so far?

Participating in my department's team building excursion which allowed me to interact and connect with the rest of my coworkers.

5. What do you like to do for fun or in your free time?

Lighten the mood of others.

6. Can you tell me about your family and background?

I have 5 sisters and 1 brother by my mother's side and 18 siblings by my father's. I was very adventurous as a child and that is still a part of me. After leaving Mt. Salem Junior High, I attended Heart Trust NTA where I achieved my certification in Carpentry and Computer Repairs.

7. What are your proudest achievements?

The day CPJ gave me the chance to be a part of the team.

8. What motivates you in your personal and professional life?

My personal goals, e.g. to finish constructing my house amongst other things.

9. What's your approach to work-life balance?

I enjoy what I do, so work-life balance is not a great issue.

10. What are you looking to gain from this job or company?

I am looking forward to improving my educational achievements.



"My job is very satisfying as I am able to meet new people and learn more about them. Also, when I am able to put a smile on the faces of both customers and other employees, the feeling is phenomenal."

SHEMAR DIXON
Customer Fulfilment Associate - CPJ Jamaica

1. What do you like most about your job or career?

My job is very satisfying as I am able to meet new people and learn more about them. Also, when I am able to put a smile on the faces of both customers and other employees, the feeling is phenomenal.

2. What are your long-term career goals?

In the long-term, I would like to be involved in Event Planning and Electrical Installation. I would like to integrate both.

3. What are your passions or interests outside of work?

I enjoy watching and playing football. My favourite club is FC Barcelona.

4. What's a memorable experience you've had in your career so far?

Getting the opportunity to transition from a Steward to my current position. I was pleased that my Manager saw my potential, acknowledged my good work ethics and recognized that I could do more.

5. What do you like to do for fun or in your free time?

I read a lot, especially about history. However, I also enjoy watching movies and my favourite actor is Denzel Washington.

6. Can you tell me about your family and background?

I have a very loving mother who did what she could to support me. I grew up with 5 brothers and 1 sister in Waterhouse, Kingston. After leaving Penwood High School, I obtained certification in Electrical Installation from Heart Trust NTA.

7. What are your proudest achievements?

Based on my background, I am happy I was able to secure my own space and also return to school to get my certification despite personal challenges.

8. What motivates you in your personal and professional life?

I am intrinsically motivated. I believe in what I do and I appreciate where I am. I maintain positivity.

9. What's your approach to work-life balance?

Although some days can be challenging, when I go home, I spend time by myself and unwind.

10. What are you looking to gain from this job or company?

I am excited about new opportunities to include new positions. At some point, I want to be a part of the Promotions team.



"I am self motivated. However, I am also guided by my strong Christian beliefs and these help me on a daily basis."

JENNIFER REID

Senior Administrative Assistant - CPJ Jamaica

1. What do you like most about your job or career?

My job allows me to express myself and gives me some autonomy to get the job done. I also enjoy the interaction with my colleagues.

2. What are your long-term career goals?

I am interested in a managerial role. But if cruising on the open waters can be considered a career choice, then I would do that as well.

3. What are your passions or interests outside of work?

I am really a homebody, but I do have a soft spot for children and their wellbeing is of great interest to me.

4. What's a memorable experience you've had in your career so far?

Two stand out: 1. I was recently thrown a surprise appreciation party by the members of the Maintenance team and this brought me to tears; 2. During my tenure as Sports Club President, the interactions with the children at the children's homes and charitable activities filled me with joy.

5. What do you like to do for fun or in your free time?

Although I'm a homebody, when I am amongst others, I enjoy social interactions.

6. Can you tell me about your family and background?

I am the last of 21 children for both parents who are now deceased. My mother was from Cuba but I was not taught to speak Spanish. I attended CAST (now Utech) where I earned my Diploma in Secretarial Studies.

7. What are your proudest achievements?

Working with CPJ for over 20 years has been a milestone and being recognized and awarded for this amongst other awards for my contribution to the company have brought me satisfaction.

8. What motivates you in your personal and professional life?

I am self motivated. However, I am also guided by my strong Christian beliefs and these help me on a daily basis.

9. What's your approach to work-life balance?

I'll be honest; it's not as balanced as I would like but I understand that based on the position I hold, there are times I have to extend myself beyond the standard work-hours.

10. What are you looking to gain from this job or company?

My hope is that the company will continue to value my experience and that I will be able to continue contributing positively in a more senior capacity.



"My long-term career goal is to become highly skilled and experienced across multiple sectors and industries, constantly learning from inspiring people along the way."

BRADLEY GLASGOW

Facey SVG

1. What do you like most about your job or career?

What I like most about my career is the journey it has taken me on—traveling to new places, meeting cool people, and working across diverse industries and cultures. The best part is being able to weave all these experiences together, using what I've learned to execute my tasks with a well-rounded, global perspective.

2. What are your long-term career goals?

My long-term career goal is to become highly skilled and experienced across multiple sectors and industries, constantly learning from inspiring people along the way. Ultimately, I want to build a level of prestige where people and businesses seek my insight and expertise. What are your passions or interests outside of work? Outside of work, I'm passionate about learning world history, exploring the unknowns of St. Vincent through hiking, and staying active with sports like squash and Taekwondo. I also love watching sports and learning music, always searching for new sounds and stories that inspire me.

3. What's a memorable experience you've had in your career so far?

One of my most memorable career experiences was working in Vietnam, where I had to completely adjust my entire way of life from my diet to work ethic in a new cultural environment. This experience shaped my approach to work and life to this day.

4. What do you like to do for fun or in your free time?

In my free time, I enjoy digging into the roots of music, uncovering stories of legendary athletes and cultural trailblazers in books and YouTube and watching sports.

5. Can you tell me about your family and background?

Growing up, I was surrounded by a mix of cultures, most of my family members were born or raised in different

countries and this has shaped my worldview and curiosity about the world. I've always been involved in sports, actively participating in competitions or as a spectator.

7. What are your proudest achievements?

My proudest achievements revolve around unlocking new levels—whether in qualifications, skills, fitness or personal growth. Each milestone, each craft, feels like leveling up in a lifelong journey of becoming sharper and stronger.

8. What motivates you in your personal and professional life?

I'm driven by a thirst for adventure, a childlike curiosity that keeps me seeking for new information about the world, and an insatiable quest to gather skills and experiences that I can share personally and professionally.

9. What's your approach to work-life balance?

I make work-life balance less about separation and more about synergy. I bring my sense of humour and communication skills into every space, making work feel like a good time and life outside of it just as engaging. Whether with coworkers or friends, I try to turn every task and activity that I do into something enjoyable and meaningful.

10. What are you looking to gain from this job or company?

I'm looking to gain valuable experience and develop new skills, especially in understanding diverse markets and mastering effective selling strategies. Facey's wide range of brands presents the perfect opportunity to learn, adapt, and refine my approach to marketing and sales in the St. Vincent market.



“My family, which is nuclear, is made up of hard workers who support one another and are committed to our duties.”

BERNARD JOHN
Warehouse Receiving Clerk - ICON

1. What do you like most about your job or career?

My favorite aspects of my work involve operating the machinery and discharging inventory.

2. What are your long-term career goals?

Owning my own business is one of my long-term professional objectives.

3. What are your passions or interests outside of work?

Outside of work, spending time with my family and friends is one of my joys and interests.

4. What’s a memorable experience you’ve had in your career so far?

Learning how to operate a forklift is one of my favorite experiences to date in my profession.

5. What do you like to do for fun or in your free time?

I enjoy watching anime series and playing video games in my spare time.

6. Can you tell me about your family and background?

My family, which is nuclear, is made up of hard workers who support one another and are committed to our duties.

7. What are your proudest achievements?

My daughter is my greatest accomplishment.

8. What motivates you in your personal and professional life?

My biggest source of inspiration in both my personal and professional life is my family.

9. What’s your approach to work-life balance?

It all comes down to figuring out a rhythm that works for both my priorities and my individual requirements. Setting limits is another way I make sure I have adequate time for my personal and professional objectives. Flexibility is everything.

10. What are you looking to gain from this job or company?

To keep developing the abilities that I can and expand with the company.



“In my former life I was a national track and field athlete and even though I no longer take part in the sport I love to still follow and keep up to date with the sport.”

LATOYA GRIFFITH
Store Manager- Stansfeld Scott

1. What do you like most about your job or career?

I joined this company in November 2017 as a Christmas Temp, just to try something different, as I’ve always been passionate about the restaurant industry. However, those two busy months really shifted my perspective. I quickly realized how much I enjoy the dynamic nature of the job. Every day is different, and I’m constantly learning and growing in this field—whether it’s through my interactions with customers, the training and courses provided, or the challenges I get to overcome. Each experience helps me improve and keeps me excited to come back every day.

2. What are your long-term career goals?

My long-term goal used to be achieving the title of Brand Manager, and at the time, that was a satisfying ambition. However, after attending an inspiring seminar recently, my perspective has shifted somewhat, not entirely. I now realize that I can achieve even more. With the right drive and mindset, I believe the role of Regional Brand Manager is within reach. I am motivated and ready to take the steps necessary to get there.

3. What are your passions or interests outside of work?

In my former life I was a national track and field athlete and even though I no longer take part in the sport I love to still follow and keep up to date with the sport. On the peaceful sides puzzles are my favorite no matter the size and regular outings to our local bars and restaurants to unwind

4. What’s a memorable experience you’ve had in your career so far?

The most memorable experience so far has been receiving my promotion. While some may point to the qualifications I’ve earned during my time with the company, I see them as stepping stones that have helped me reach this point. Being promoted to Store Manager is a significant milestone, and I believe this role will not only shape my growth but also pave the way for many more rewarding experiences in the future.

5. What do you like to do for fun or in your free time?

In my free time I love to spend time with my loved ones whether it be beach days, going for drives or enjoying the events we have here in Barbados. As long as I am with those I hold dear to me there will always be fun times.

6. Can you tell me about your family and background?

I am the oldest of three children raised by a single mother. My mom works in the Government, and I’ve had the privilege of watching her grow in her career, starting from the entry-level positions to where she is today. Her journey has been a constant source of motivation for me, reminding me that even when things get tough, success is possible with hard work and determination. As I’ve mentioned, I initially got involved in track and field not just because I loved it, (which I did) but because I knew it was my path to earning a scholarship for my degree, especially being the oldest. Through sports I was able to travel and explore places I never imagined visiting, experiencing new cultures along the way, which has been incredibly enriching.

7. What are your proudest achievements?

I am incredibly proud of every achievement I have accomplished so far. This career was not one I initially chose, but I believe it chose me. From my WSET achievements to the promotions I’ve earned since beginning this journey, I am deeply grateful for every step along the way. And, of course, there’s always room for more growth and success ahead.

8. What motivates you in your personal and professional life?

My son and family motivates me both in my personal and professional life. My drive to achieve comes from wanting to provide the best possible life I can for them, and this is my greatest motivation.

9. What’s your approach to work-life balance?

To be transparent, I’m still working on finding the perfect work-life balance, but I’ve made strides by setting boundaries to prioritize myself and my loved ones. I make a point to communicate openly with my team about my availability, and in this new role, I’m learning to delegate tasks when necessary. Recently, I’ve also started carving out dedicated ‘me’ time for self-care and hobbies, which has been beneficial.

10. What are you looking to gain from this job or company?

From this company I am looking for opportunities to grow and expand my skills not only in the customer service sector but in project management and leadership roles. Ultimately, I want to be in a position where I can continue to challenge myself and take on new responsibilities, while contributing to the company’s success and my own personal growth.



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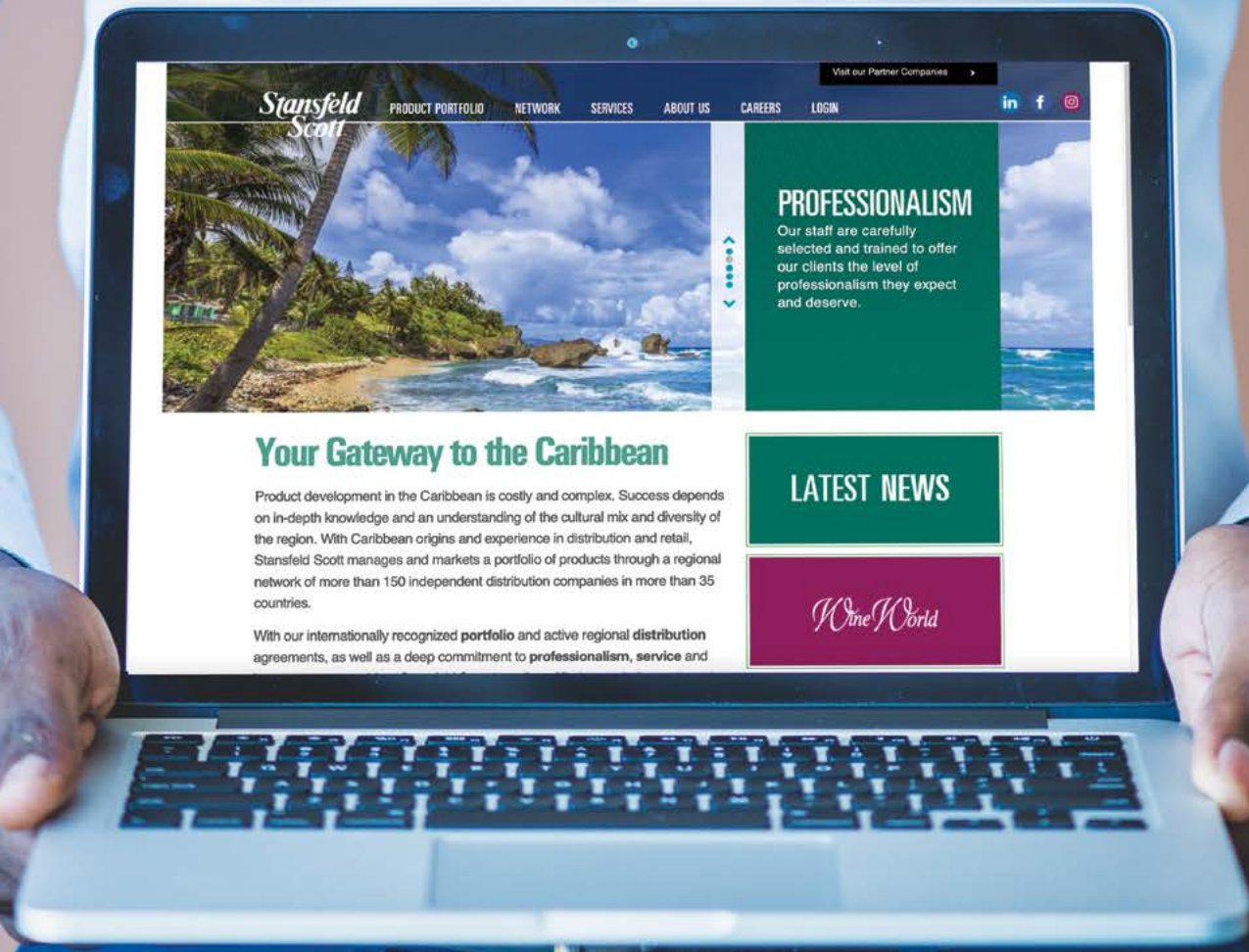
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NEW STANSFELD SCOTT WEBSITE IS LIVE

Just before closing out 2024, our Shared Services and Special Projects Team was able to complete a freshly designed corporate website for Stansfeld Scott Barbados Limited. This brings another one of our group's companies online as we seek to continuously grow our presence in the digital space. Much like other group websites, the Stansfeld Scott website features a clean and modern design with a focus on getting visitors to take action. It shares brand and product information with potential customers as well as provides a number of ways for persons interested in doing business with the company to get in touch with them.

stansfeldscottbb.com



CELEBRATING A DECADE OF SUCCESS BY GIVING BACK: D.C. FERNANDES' 10-YEAR ANNIVERSARY INITIATIVE

D.C. Fernandes recently celebrated its 10th anniversary, and they chose to mark this significant occasion with a meaningful gesture: giving back to the community. They believe that true success extends beyond business achievements and includes making a positive impact on the lives of others.

For D.C. Fernandes, supporting their community is a core value. They wanted to express their gratitude for a decade at their location by directly assisting those less fortunate. By doing so, they aimed to make a tangible difference and nurture a spirit of kindness and empathy within their team. This commitment to social responsibility highlights their belief that a company's success should be measured not only by its profits but also by its contributions to the wider community.

To commemorate their anniversary, D.C. Fernandes staff members generously contributed donations, which were used to purchase essential items and gifts for Kistow's Home for Abandoned Children in Arima. Their contributions included a festive lunch, a substantial grocery donation featuring holiday staples like ham and turkey, a variety of snacks, and joyful toys for the children.

These gifts were delivered just before Christmas, bringing warmth and happiness to the children during a time that can be particularly challenging for those without families. This act of kindness served as a powerful reminder to the children that they are loved, valued, and cared for.

This initiative was more than just a simple act of charity; it was a reflection of D.C. Fernandes' deeply held values. The overwhelming generosity of the staff revealed their strong teamwork and their shared commitment to making a positive impact. Moving forward, D.C. Fernandes plans to continue integrating community support into their business practices, proving that they are proud to celebrate their success by helping others and creating a lasting positive legacy.



GETTING TO KNOW STANSFELD SCOTT:

A NEW CHAPTER FOR THE BRYDENS GROUP IN BARBADOS

The Brydens Group continues its growth and diversification within the Caribbean market with the exciting addition of Stansfeld Scott Barbados. This established company brings a rich 90-year history and a proven track record of success, strengthening our regional presence and unlocking new avenues for growth.

For nine decades, Stansfeld Scott has been an integral part of the Barbados business community, earning a stellar reputation as a trusted provider of wines, spirits, and consumer goods. Their laser focus on reliability, quality products, and exceptional customer service has cultivated a loyal clientele and solidified their position as a key economic player. This dedication to brand equity resonates deeply with The Brydens Group's core values.

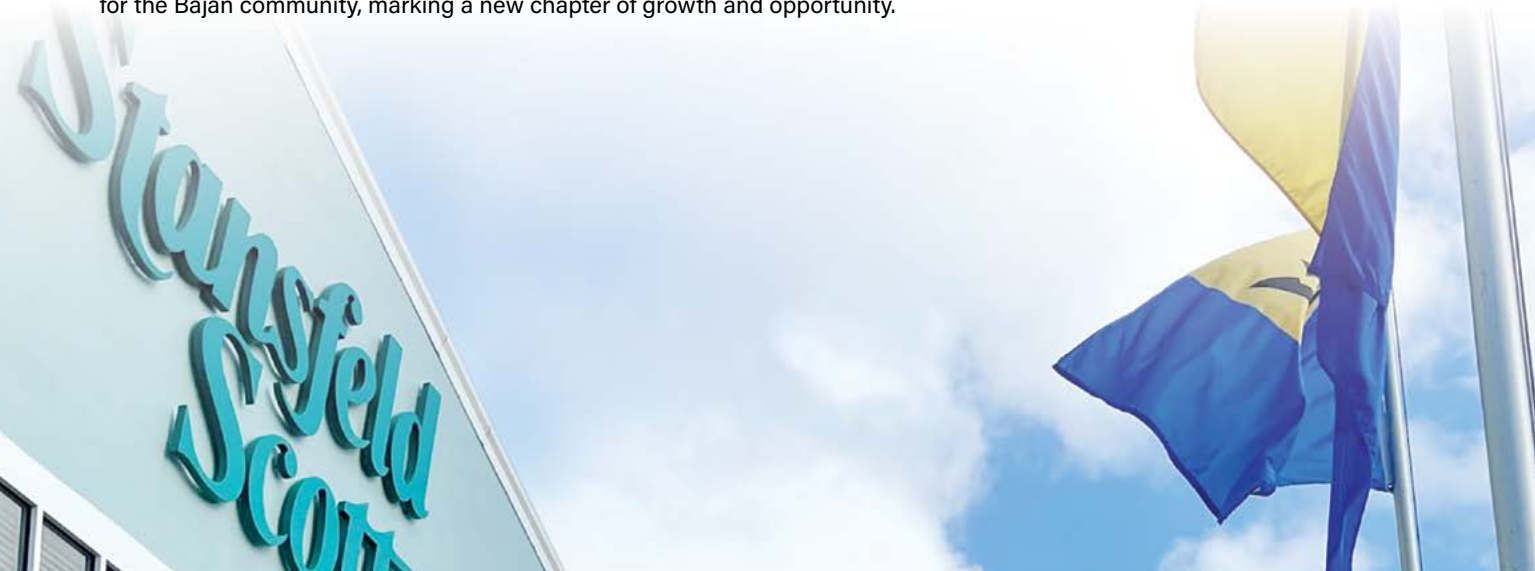
A particular strength of Stansfeld Scott Barbados lies in their retail expertise, created through their successful Wine World chain. With six locations across the island, Wine World has become a recognized name in specialty wine and spirits retail over the past 20 years. This expertise will be invaluable to The Brydens Group as we expand our premium beverage presence throughout the Caribbean.

The alignment between Stansfeld Scott Barbados and The Brydens Group extends beyond shared values. Both organizations are deeply committed to exceeding customer expectations and building lasting relationships. This shared focus on quality and customer satisfaction provides a solid foundation for a successful partnership, enabling us to deliver even greater value to our customers by combining our respective strengths.

The integration of Stansfeld Scott Barbados into The Brydens Group is a unified process, designed to ensure a smooth transition for all stakeholders. We are committed to preserving the high standards of service and quality that define Stansfeld Scott Barbados, while simultaneously identifying opportunities to use the resources and expertise of both organizations. This synergy will drive innovation and enhance our service offerings.

This partnership holds immense potential for both The Brydens Group and Stansfeld Scott Barbados, as well as the wider Barbadian community. We are excited about the prospects for growth, innovation, and enhanced service offerings in the Bajan market. By working together, we are confident we can achieve even greater success.

We invite all our stakeholders to learn more about Stansfeld Scott Barbados by visiting www.stansfeldscottbb.com and join us in warmly welcoming them to The Brydens Group family. This is a positive step forward for both organizations and for the Bajan community, marking a new chapter of growth and opportunity.



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VOLCAN DE MI TIERRA TEQUILA

The Gallardo Family's Mexican heritage, coupled with LVMH's luxury universe and savoir-faire, are devoted to producing the ultimate luxury tequila.

For five generations, the Gallardo family has been dedicated to the art of tequila production, passionately creating this spirit at **La Hacienda La Gavilana** since the year 1774.

Nestled in the heart of the Jalisco region, **Volcán de mi Tierra** houses its own distillery and hacienda in the foothills of the Tequila volcano.

It encapsulates the essence of the terroir, the richness of the land and a deep

knowledge of the tequila making process, honouring legacy, origin and tradition.

BEFORE IT WAS A DRINK, TEQUILA WAS A VOLCANO

Volcán De Mi Tierra pays homage to and is named after a real volcano that sits in the Lowlands of Jalisco, Mexico: El Volcán de Tequila. 200,000 years ago the Tequila volcano erupted and shaped the entire region. Its eruption covered the area in rich volcanic soil, making the area ideal for the growth of blue agave.

100% BLUE AGAVE

Volcan De Mi Tierra tends to their agave by partnering with farmers who have worked the land for generations.

No shortcuts: "We wait for the perfect maturity of the agave, waiting patiently for 6-8 years. We use only the heart of it. 100% Natural."

100% BLUE AGAVE

Produced in 20 tonnes batches (2,000 liters per week) taking the time to ensure quality at every stage.

FROM FIELD TO BOTTLE-HAND CRAFTED

From the moment of hand picking in the field to the moment of hand labelling in the distillery, Volcan De Mi Tierra is 100% committed to crafting a tequila that they can be truly proud to share with the world.

A.S Bryden and Sons currently distributes three expressions of this award winning tequila.

- 1. Volcan De Mi Tierra Blanco** - this blends the herbal, citrus and spicy indicative of the lowlands, with fruity notes like cherry and pear from the highlands. Its taste combines sweet agave notes with delicate hints of grapefruit and a touch of black pepper spice, resulting in a well-balanced finish.
- 2. Volcan De Mi Tierra Cristalino** - a fusion of tobacco, dried fruits, chocolate, vanilla and the cooked agave all come together to form a unique liquid. Its powerful personality shines through with robust flavours of caramel, tobacco and dark chocolate, while finishing with a silky permanence in the mouth. It unveils the best aromas sipped neat or savored chilled on the rocks.
- 3. Volcan De Mi Tierra X.A (Xtra Assemblage)** - Three layers of aging that unveil a very smooth tequila profile. The reposado base brings the right level of sweetness and smoothness, while Añejo and Extra-Añejo add aromatic elegance and complexity. A subtle recipe kept secret by their Master Distiller. Volcan X.A reveals a perfect balance of cooked agave, hints of spices and sweet aromas such as notes of vanilla, caramel and dried fruits.



VOLCAN
DE MI TIERRA
TEQUILA



HES WE CAN: BRYDEN PI LTD.'S FIRST-EVER HES SUMMIT A RESOUNDING SUCCESS

The Hospital Equipment and Supplies (HES) Division of Bryden pi Ltd. (Bpi) hosted its highly anticipated "HES WE CAN" Summit from November 28th to 30th, 2024. The groundbreaking event brought together regional partners, including Facey Commodity Jamaica, Armstrong Health Care Inc. and Bryden pi Guyana, marking a significant milestone for the division

Day 1: Opening Doors, Building Trust

The summit kicked off with a warm welcome from HES Director Mary Anne Julien, setting the tone for two days of insightful discussions and collaboration. Attendees received thoughtfully curated welcome packages, fostering a sense of unity and anticipation for the sessions ahead.

A highlight of the afternoon was the dynamic presentation by Bpi's Managing Director Barry Tangwell. Known for his energetic style, Barry delivered an impactful address, sharing key learnings from Bryden pi's journey in the HES business segment. His insights underscored the division's resilience, adaptability and commitment to excellence.

The feature presentation of the day was delivered by Edward Tuberoso of MotiVus Training. Tuberoso captivated the audience with a deep dive into leadership, relationship building and engaged the team on the following crucial concepts for success in the industry:

- Circle of Safety: Creating environments where teams feel secure and valued.
- Data Supporting the Value of Trust: Examining the numbers behind successful partnerships.
- Relationship Value: Understanding the long-term benefits of strong business connections.
- Impact of Leadership Behaviors via the Emotional Quadrant: Highlighting the emotional intelligence needed for effective leadership.

The afternoon saw attendees exploring interactive displays and booths showcasing innovations and services in ophthalmology, orthopedics, intensive care and service sector, further solidifying the division's commitment to comprehensive healthcare solutions.

Day 2: Reflecting on Growth and Celebrating Success

The second day delved deep into the Story of Growth within the HES Division, with each of the seven Division's Managers tracing the evolution of each business segment and highlighting pivotal moments that shaped its current standing. The presentations also included the Success Factors and essential elements driving sustainable growth. These included customer-centric strategies, innovation, as well as strategic partnerships.

Natasha Das, Managing Director of Bpi Guyana also shared a testimonial on the orthopedic business and the key factors which paved a path to success between Georgetown Public Hospital Corporation, Zimmer Biomet and Bpi Guyana.

Zaira Mohammed, Bpi's Business Development Manager, led an engaging workshop session on strategic reflection and growth. The SWOT Analysis conducted by each team, emphasized the importance of assessing their current position, envisioning future goals and creating a clear roadmap forward. The session inspired a strategic pause to gain fresh perspective, foster collaboration and chart a clear path toward sustainable success.

Closing remarks were made by Andres Assee, COO Healthcare (SEPROD Group). Andres encouraged forward thinking discussions, outlining future objectives aimed at strengthening the division's regional impact coupled with stellar results.



Bpi HES MANAGERS
L-R (Back) Sunita Hardit-Singh, Jaime Tang, Kavita Dukharan-Ramkay, Anushka Kattick-Mahabirsingh
L-R (Seated) Sasha Romany Parmasar, Sheriffa Ramsingh, Mary Anne Julien (Director), Jerome Ragoonath

Capping off the day was a lively Parang session, infusing local culture into the summit and allowing attendees to unwind, network and celebrate Trinidad's rich Christmas traditions.

Day 3: Fun in the Sun

The final day centered on a casual cruise around Chaguaramas and Trinidad's western peninsula. Food, fun and chow were the highlights of the day, followed by airport departures for the regional participants.

A Summit to Remember

The "HES WE CAN" Summit successfully provided a platform for knowledge-sharing, networking and strategic alignment among regional partners. With its engaging presentations, interactive sessions and cultural celebrations, the summit not only reflected Bryden pi Ltd.'s leadership in the healthcare sector but also set a high standard for future regional meetings.

As the summit concluded, one thing was clear; Together, HES WE CAN & WE WILL continue to drive innovation and excellence in healthcare solutions across the region.



HES SUMMIT Group Photo

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