



## CARAIFA

### CARAIFA 25TH ANNUAL SALES CONGRESS- "Legacy of Love "

**Have You Heard**

**Caraifa 25th Annual Sale Congress**  
**Will be in the spice Island**  
**May 15th to 19th 2011**

**Featured Speakers: Dr. Aggrey Irons, Jamaica**  
**Mr. Johnny Wimbrey, U.S.A.**  
**Mr. Dale McLeod, Trinidad**

**Let's Go Grenada**

### Lets's go Grenada

**W**ith only a few days to go, the Congress fever is in the air and Grenada is on fire.

An inspiring, motivating, fun filled package await all who will venture to the beautiful spice isle.

Don't forget the prestigious Hall of Fame which takes place on the fist night of Congress, May 15th, where two Jamaican stalwarts will be inducted into the CARAIFA Hall of Fame.

If you have not yet registered it is still not too late. You would not want to miss the experience of a lifetime.

*Come, Let's go Grenada*

*A Legacy of Love awaits you*

#### Inside this issue:

Editor's Note	2
Grenada Congress-- Speakers & Entertain-	3
Grenada Congress - Programme	4
Did You Know	6
CARAIFA Foundation	7
CARAIFA and Education	8
Belize Congress 2012	8

#### Special points of interest:

- Programme for Congress with Dress Code
- Speaker for Congress
- Enteratainment at Congress
- Congress Etiquette

## EDITOR'S NOTE



Carlton Gordon  
CARI-NEWS

**T**his issue of CARI-NEWS is virtually entirely about Congress 25, in St. Georges, Grenada, from May 15—19.

It's all systems go as we look forward to creating and experiencing a true, spice island "legacy of love", in traditional and non-traditional Caribbean-Grenada style.

Preceding the congress, CARAIFA's 34<sup>th</sup> Annual General Meeting will take place at the Grenada Grand Beach hotel, and Grenada's Emond Lewis Mitchell will begin the second of his two years as President of CARAIFA.

The past year has been a challenging one for Grenada and for the entire region in the financial services industry as in virtually every area of Caribbean life and business.

The year ahead promises to be no less challenging. Notwithstanding the challenges, however, the CARAIFA Board and Executive encourages members throughout the region to be alert to capitalize on the opportunities that inevitably come with all challenges.

Clico and related unresolved issues immediately come to mind, even as we see and hear some hopeful signs.

We expect that with the passage of time and the power of love, and as we "stay in the game" and keep going forward, not only will we overcome, but we will help to create and

experience a "legacy of love".

.....  
**Meanwhile, here is an important "Line to live by":**

***"The customer is NOT always right; but if you are in the customer-service business, that is none of your business".***

***"You must treat the customer with the same kind of RESPECT as you would like, if you were in the customer's place, even if its necessary to guide the customer away from error unto the right path.***

Thus the customer will feel and believe that he/she is 'always right', to do business with you/your company".

## THE CARAIFA HALL OF FAME

The prestigious Hall Of Fame is the highlight of Congress and is usually held on the first night where stalwarts who have given sterling service to their Association and to the Insurance Industry are honoured. Simply put, this recognition is for the crème de la crème and movers and shakers of this our fine insurance industry and it is the dream of every member of CARAIFA to be inducted into the CARAIFA Hall of Fame. See below Hall of Fame awardees to date:

- Year 2004: Earl Moore – Jamaica & Chester John – Grenada
- Year 2005: Michael Fraser – Jamaica & Alvin Alexander – Trinidad
- Year 2006: Marcelle Fenton (Jamaica) & Shirley Clarke (Barbados)
- Year 2007: Curtis Tongue (Dominica) & Gladstone Pottinger (Jamaica)
- Year 2008: Antoinette Thompson <sup>posthumously</sup> (Barbados) & Oliver Jones (Jamaica)
- Year 2009: Keith King (Barbados), Nathaniel Wiltshire (Trinidad) & Dwight A. Williamson (Jamaica)
- Year 2010: Owen Thompson <sup>posthumously</sup> (Jamaica) & Amado Marcano (Trinidad)

Come and hear our exciting speaker who include



From left: Dale McLeod, Dr Aggrey Irons, Johnny Wimbrely and Consuelo Kickbusch and others such as: Livingstone Carter , Dr. Dionne Miranda and many more.....

CONGRESS ETIQUETTE

Be punctual for all sessions. Time is important, we don't want to waste your time so be courteous and don't waste ours.

If you book for a session and are unable to attend kindly make contact in order for someone else to secure your space.

If you book for Workshop "A" don't turn up at Workshop "B" because it is closer to you - be considerate.

Please observe signs if NO VIDEO TAPING OR PHOTOGRAPHS ARE ALLOWED, kindly comply, we really want you to enjoy Congress in 'one piece' not "pieces".

Meet someone new daily, try to avoid sitting with the same individual or individuals. YOU ARE NOT SHY.

Remember we are guests of the hotel and their guidelines will supercede the Congress guidelines for housing.

REMEMBER -ALL- NOT SOME- ALL- INCIDENTALS ARE YOUR EXPENSE NOT YOUR ASSOCIATION's NOR CARAIFA's. IN ORDER TO LEAVE THE ISLAND THEY MUST BE SETTLED eg. Hotel Beach Towels.

and be entertained while you are there ..



Rhum Runner Boat Cruise (Wednesday)



Monday Night Beach Lime - Featuring some local artiste

SARAKA Festival/ Cultural evening/ Caribbean Night (Tuesday)

# CARAIFA CONGRESS

## SUNDAY MAY 15<sup>th</sup>, 2011

Registration 8:30-

Opening Ceremony \_\_\_\_\_ *Lounge Suit*

6:00 pm President's Cocktails

6:30 – 9:30 pm Congress Opening Ceremony

DINNER

CARAIFA Hall of Fame Ceremony

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## Monday 16<sup>th</sup>, 2011- *Business Attire*

8:15 am Main Platform

10:00 am COFFEE BREAK

10:30 am Main Platform

12:30 pm LUNCH BREAK

1:45 WORKSHOPS (1)

2:30 WORKSHOPS (2)

7:00 pm DINNER on Beach \_\_\_\_\_ *Casual*

## Tuesday 17<sup>th</sup>, 2011- *Business Attire*

8:20 am Main Platform

10:00 am COFFEE BREAK

10:30 am Main Platform

12:30 pm LUNCH BREAK

2:30 pm Depart to St. James

Site visit to Underwater Park OR



# 2011 PROGRAMME

## Tuesday 17<sup>th</sup>, 2011 cont.

	Depart for St. Andrew's
	Site Visit to River Antoine Estate
4:15 pm	Depart for Moonlight City
	Games & Cultural Evening (Moonlight City)
	Caribbean Night <u>Casual</u> – (Country Colours)
10:00 pm	Depart for Hotel

## WEDNESDAY MAY 18<sup>th</sup>, 2011- Casual- (Congress T-Shirt)

_8:15 am	Main Platform
10:00 am	COFFEE BREAK
10:30 am	Main Platform
12:30 pm	LUNCH BREAK
<u>Grand Finale and Closing Ceremony</u>	
_1:30 pm	Entertainment
1:45 pm	Closing Speaker
2:15 pm	Changing of the Guard/Flag Handover
7:00 pm until	Rhum Runner Cruise <u>Casual</u>

## THURSDAY MORNING MAY 19<sup>th</sup>, 2011

Departure from Grenada

## DID YOU KNOW



### Cancer Killer Fruit..!

It is believed that this miracle fruit can kill cancer cells much

more effectively than chemo therapy – and without the side effects.

Guanabana,... The SourSop Fruit

The SourSop or the fruit from the Graviola tree is said to be more powerful as a cancer killer than chemo

So, since you know it now you can help a friend in need by letting him/her know. You could make also some sour-

sop juice yourself as prevention, from time to time.

It's completely natural and with no known side effects.

If you have the space, plant one in your garden. The other parts of the tree are also useful.

***The Next Time You Have A Fruit Juice, Ask For A Sour-Sop.***

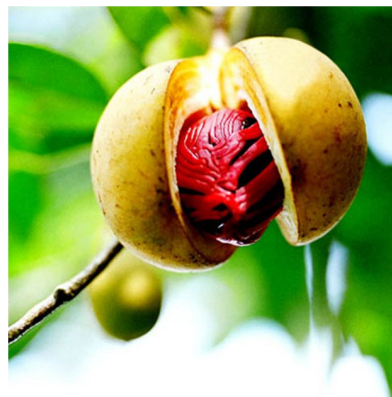
## The Nutmeg and Grenada

It is impossible to go to Grenada and avoid the nutmeg. The spice is sprinkled on your rum punch, mixed in sauces, an ingredient of pastries and the tree grows profusely throughout the island. *Mysticica fragrans* is the botanical name of this sturdy evergreen that bushes up to a height of 70 feet. Its origins are in Indonesia and Arab traders introduced it to Europe around 600 AD.

### A Brief History of Nutmeg in Grenada

Once the Europeans found out where it came from, the race was on to capture the Moluccas islands and monopolize the spice trade. This race is colorfully chronicled in Giles Milton's *Nathaniel's Nutmeg*.

What was it that made this smelly little kernel so desirable? St. Hildegard stated in 1147 that given a nutmeg on New Year's Day, if carried on your person at all times, it would keep you safe from all ills. In Elizabethan Eng-



land, it was thought to be the only cure for the plague that wiped out thousands of lives. A small bag of

nutmegs would have bought you a house complete with servants. And it proved another incentive for Columbus as he headed west in search of a new passage to the spice islands.

Exactly when the nutmeg arrived in Grenada is a matter of dispute. The La Grenade family believe their ancestor, Louis, was given seeds by a missionary in the late 1700s. Public records state the first nutmegs arrived on the Belvidere Estate of Frank Gurney in 1843. Here lies the motive for historical corruption: Louis La Grenade was a free-colored man of French ancestry in a slave society. Gurney was white and British.



**PLEDGE CRITERIA**

As the foundation moves forward to gain visibility and garner more pledges to assist its cause. It implores its members to be reminded of the criteria for pledges and to give generously.

**INDIVIDUAL CONTRIBUTION**

- PLATINUM US\$1000      annually for 5 years
- GOLD US\$500              annually for 5 years
- SILVER US\$250            annually for 5 years
- BRONZE US\$ 100         annually for 5 years
- One time gift of \$\_\_\_\_\_

*Recognition Awards will be given at annual CARAIFA Congresses. Contributions are tax deductible.*

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_ Address \_\_\_\_\_  
 City \_\_\_\_\_ Country \_\_\_\_\_  
 Email address \_\_\_\_\_

**PAYMENT INFORMATION**

Check or Money Order (made payable to CARAIFA FOUNDATION)  
 Charge to Visa/ MasterCard/Discover  
 Total amount \$ \_\_\_\_\_ Name on card \_\_\_\_\_  
 Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

**CARAIFA FOUNDATION MISSION:**

*To improve the quality of life of the sick and disadvantage in the Caribbean Community, through wellness initiatives, education and charitable funding.*

**CARAIFA FOUNDATION TOTE BAGS**

The CARAIFA Foundation in keeping with the GIVE =GET GET **(GET)<sup>2</sup>** tag line will give a beautiful tote bag in exchange for a minimum donation of US\$5.

New to the CARAIFA CONGRESS, is our FOUNDATION SPEAKER, Dr Roy Tilluckdharry, Consultant Cardiologist and Medical Director of Cross Crossing Medical Centre. He will speak on the topic: Legacy of the Heart - hearts need too! He says "Premature coronary heart disease and premature atherosclerotic heart disease usually stem from poor lifestyles

**God loves a  
cheerful  
giver**

"So let each one give as he purposes in his heart, not grudgingly or of necessity; for God loves a cheerful giver" (2 Corinthians 9:7).

## CARAFIA AND EDUCATION

### CE Credits and You

#### CARAIFA CE CREDIT PROGRAMME

Continuing Education (CE) is mandatory for all CARAIFA LUTCF and FSS designation holders. These designees are required to earn a minimum of **30 CE credits each reporting period**. Any deficiency in one reporting period must be made up by the next reporting period in addition to the full credit requirement for that period. Non-compliance will be subject to sanctions. **Sanctions will be determined by the Education Management Council.**

**Deadline for persons who qualified in 2007 will be December 31, 2011**

### CE Credits and Congress

Highlight of some of the topics for Workshops:

- Innovative Marketing Strategies – Neuro Marketing
- Preparing for retirement
- Customer Service
- Turning Leads into Sales
- Prospect or Perish
- Focus on agents and agency development

**NOTE 10 CE CREDITS FOR ATTENDING CONGRESS AND  
2.5 FOR ATTENDING ANY ACCREDITED WORKSHOP**

## BELIZE CONGRESS 2012

**L**ook out ...CARAIFA's 26th Annual Sales Congress will be held on the beautiful island of San Pedro in Belize.

Belize is known for hosting one of the most memorable Congresses. Testimonials from Congress 1998 and 2002 dub it an experience like none other. This is your chance to experience Belize for yourself.

San Pedro "La Isla Bonita" as coined by the pop artist Madonna

