

## CARAIFA 26TH ANNUAL SALES CONGRESS

# *"Today's Excellence... Tomorrow's Legacy"*

PLEASE MEET SOME OF OUR CONGRESS COMMITTEE MEMBERS IN BELIZE!!!



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**Special points of interest:**

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

# BELIZE SAN PEDRO 2012!!!!

## EDITOR'S NOTE

**I**t takes time to be successful but that's all it takes"

The stage is set for another successful CARAIFA Congress, this year in the unspoilt gem of Central America, the beautiful and captivating Belize City.

In just under two weeks, successful insurance and financial advisors and those who aspire to be successful will converge on this isle for a rich experience of life and the exchange of ideas that will enhance the recipient's capacity to meet the challenges of a continuing volatile financial service environment .

*If it takes time to be successful then time must be invested to yield results, and the time*

*spent in the beckoning isle of love, "La Isla Bonita" will be time and resources wisely invested.*

The congress team ably led by Mr. Harrison Pilgrim no doubt has worked exceedingly hard to make this a memorable congress. They have brought together a team of platform speakers and focus session presenters that should leave us with a rich heritage of thoughts, and ideas that can equip us with the techniques for success "time is all that will be required" to enjoy a legacy of success..

Are you feeling the pressure of the times? Do you feel as though you are making a difference in the lives of your clients and prospects? Do you feel successful? Would you like to know how to become successful?



**Mr. Wynthrop Catwell**

**PR & Communication Director**

If the answer to any or all of these question is yes then make plans to spend May 20th –24th in the inspiring and culturally rich environment of Belize on the isle of love" La Isla Bonita" mingle with our past and expectant "Hall of Famers". It will be a memorable and perhaps life changing journey take the time.

## 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's 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)
- Year 2011 Thomas James ( Jamaica) & R. Danvers Williams ( Jamaica)

## Come and hear our exciting speaker



From left: **Patrick Smith, Bert Oliva, Dionne Miranda, Sushilla McFarlane** and **Consuelo Kickbusch** and others such as: **Leon Williams, Dr. Lisa Johnson** and **many more.....**

and be entertained while you are there ..

Visit a mayan ruin



Visit St. Georges Caye



Explore the magnificent Cuetamal, Mexico

### 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.



# CARAIFA CONGRESS

## Sunday May 20<sup>th</sup> 2012

### Arrival of Delegates

9:00am – 5:00pm Registration

Main Desk: Brown Sugar – Belize City

Alternate: Coco Beach Resort

5:30pm – 6:30pm President's Cocktail

6:45pm – 8:00pm Hall of Fame Induction Ceremony

8:15pm Dinner

## Monday 21<sup>st</sup> May 2012

### 8:30am – Delegates Arrival

8:45 Am Opening Ceremony

10:00 Am Dr. Patrick Smith- The Art of Selling: An Act of Love

10:40 Am Mr. Leon Williams- Excellent Leadership in a Jungle – Leaving a Legacy

**Coffee Break (15 Minutes)**

11:00 Am Dr. Dionne Miranda - Achieving Excellence .....Your Personal Focus

11:40 Am Mrs. Consuelo Castillo Kickbusch - Living your Legacy

**Lunch Break (1 1/2 Hours)**

### Focus Sessions:

2:30 pm

Dr. Dionne Miranda– Strategy Made Simple

Dr. Sharmayne Saunders – Leadership for the 21<sup>st</sup> century

Mrs. Maureen Utsman – Walk the Talk of Excellence

3:30 pm

Ms. Karen Rosito – A healthy Perspective

Mr. Bob Utsman – The one with the Greatest Awareness Always Wins

Mr. Roy Juarez Jr. – G.O. F.I.S.H.I.N.G – Profit through Service.

### Monday Night 6:30pm – 1:00am

Commonwealth Day Beach Extravaganza

Buffet Dinner and Dance

# 2012 PROGRAMME

## Tuesday May 22<sup>nd</sup> 2012

7:00 Am Speakers' Forum

8:15 – Delegates Arrival

8:30 Am Entertainment

9:10 Am Dr. Lisa Johnson - Your Health and the Price of Excellence

9:50 Am Ms. P.S. Perkins - Passing the Torch

### Coffee Break (15 Minutes)

10:30 Am Ms. Sushilla Macfarlane – Against all Odds you can be a Star

11:10 Am Dr. Aisha Andrewin – Ministry of Health

### Focus Session

11:40 am Mrs. Alexa Oliva - The Cutting Edge – Programming for a better quality Life

Mrs. Jane Bennett – Excellence – Will this be your Legacy?

Mrs. Judy McCutcheon – Missed Opportunity

Mr. Fize Mohammed-Against All Odds-**You** can make a Difference

### Lunch Break (1 1/2 Hours)

2:30 Pm Pastors Rene and Barbara Henderson – Is there not a Cause?

3:15 Pm Mr. Bert Oliva - POWER – Dream, Create, Engage

4:00 Pm Closing Ceremony

### Tuesday Night 6:30pm – 1:00am

Latin Night

Food and Fun!!!!!!

## Wednesday May 23<sup>rd</sup> 2012

7:30 Am Departure for Chetumal, Mexico

8:00 Am Departure for Sun and Sea Lime

6:00 Pm Beach Bar-B-Que

Fun Fun Fun!!!!!!!

## Thursday May 24<sup>th</sup> 2012

7:00 Am Departure and transfer of delegates

## DID YOU KNOW

### Belize

**Belize** (formerly *British Honduras*) is a country located on the north eastern coast of Central America. Belize has a diverse society, comprising many cultures and languages. Belize is the only country in Central America where English is the official language. Kriol and Spanish are more commonly spoken. Belize is bordered to the north by Mexico, south and west by Guatemala, and to the east by

the Caribbean Sea.



### Flag

Belize is culturally unique among its Central American neighbours; it is the only nation in the region with

a British colonial heritage.

Belize gained its independence from the United Kingdom in 1981. In the preparations to become a sovereign nation it went through a democratic process to select its flag and national sym-

bols. **The red, white and blue Belize**



## Belize Coat of Arms



**S**an Pedro Town is the major settlement on the island. San Pedro's populace has grown to 4,000 plus year round inhabitants, with constant pressure from the mainland to immigrate to San Pedro due to a perception by

mainlanders that it is the major or most lucrative source of income for the entire country. The residents are mostly of Mexican descent and speak both Spanish and English.

The town is a picture postcard setting - small colorfully painted houses set alongside sand streets nestled beside the clear turquoise sea. Coconut palms sway and rustle in the gentle cooling trade winds. Low rise hotels, guest houses and bungalow style resorts, from modest to magnificent, are nestled along the coast and throughout the town.

Golf carts and bicycles are the principal mode of transportation. The streets are home to local and visit-

ing barefoot strollers, casually making their way through the shops and restaurants or just relaxing and chatting with the locals who are friendly and tolerant.

Getting to Ambergris Caye is easy, the island is serviced by hourly scheduled flights. A short twenty minute flight from the international airport brings one to the San Pedro airport, which is walking distance to town. Ferry service is also available. San Pedro's warm friendly casual atmosphere insures a perfect holiday. A familiar sign in town states,

*"Welcome to San Pedro where you won't be a stranger for long."*



**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.**

### 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**

### DOMINICA CONGRESS 2013

**L**ook out ...CARAIFA's 27Th Annual Sales Congress will be held on the "Nature Island" of the Caribbean—Dominica.

Dominica is beauty unspoilt and culture preserved. It's a diver's dream and hiker's paradise with a trailhead to adventure and discovery, unlike any other Caribbean destination. Dominica is volcanic peaks, boiling waters and under-water champagne springs. Sparkling waterfalls, rushing streams and rainforest canopies. It's a celebration of music, art and flowers.

**YOU DON'T WANT TO MISS IT!**

