

ILLUMINATE



Volume 2 • Issue 1 • First Quarter 2011



The **POWER**
of **CARING**



LUCELEC
ST. LUCIA ELECTRICITY SERVICES LIMITED

THE POWER

of caring about Human Potential



Caring about human potential is what sets great companies apart from the rest. Our success as a company is directly linked to putting our people first.



LUCELEC

ST. LUCIA ELECTRICITY SERVICES LIMITED

The Power of Caring

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Empowering Customers To Handle Rising Fuel Costs

It is not enough for LUCELEC to address the challenge of rising fuel costs by reinvention and innovation solely on our part. Managing the impact of more expensive fuel requires equal responsibility on the part of our customers.

Prioritizing health and safety

It is a significant achievement for our company to have sustained this activity for so many years but more so that the activity has shown remarkable improvement over the years.

Editor's Note



Roger Joseph

Corporate Communications Manager

This issue of Illuminate can be summed up with one word, Optimistic. This optimism stems not only from LUCELEC's renewed confidence in our ability to quickly respond and recover after natural disasters thanks to our 'trial by water' with Hurricane Tomas, but the foresight that saw our company prepare for rising global fuel prices as experienced during the first quarter of this year. That foresight is helping to lay the foundation for powering the future – whether through the development and expansion of the electricity infrastructure or through our support for initiatives that empower St. Lucia's human capital.

Nothing contributes more to optimism than the power that comes from knowledge well-applied. We are delighted to share our knowledge of and strategies for managing the fuel price challenge. We are also going a step further and empowering our customers with information they need to take active ownership of managing their fuel consumption and their carbon footprint. Environmental responsibility and conservation are no longer

options or luxuries only for some people. It is rapidly becoming a national responsibility to preserve our country's environmental and economic future. LUCELEC intends to do its part by being a leader in energy efficiency starting internally and encouraging our customers to take their own small steps in that regard.

This issue of Illuminate not only fulfills our promise to always communicate our strategies and initiatives clearly to our customers, but it also celebrates our employees, who have gone above and beyond the call of duty during the past year and highlights some of the ways LUCELEC has been empowering Saint Lucia through The Power of Caring.

As we rapidly approach yet another active hurricane season and continue to grapple with high fuel prices we hope that this issue of Illuminate will deliver to our employees and our customers some measure of optimism, and a feeling of empowerment for the challenges ahead.

Did You Know

CFL and LED bulbs burn 75% less energy than traditional bulbs.

Ink jet printers use as much as 90% less energy than typical laser printers.

Placing your refrigerator too close to the stove or hot items makes it work twice as hard and burn more electricity.

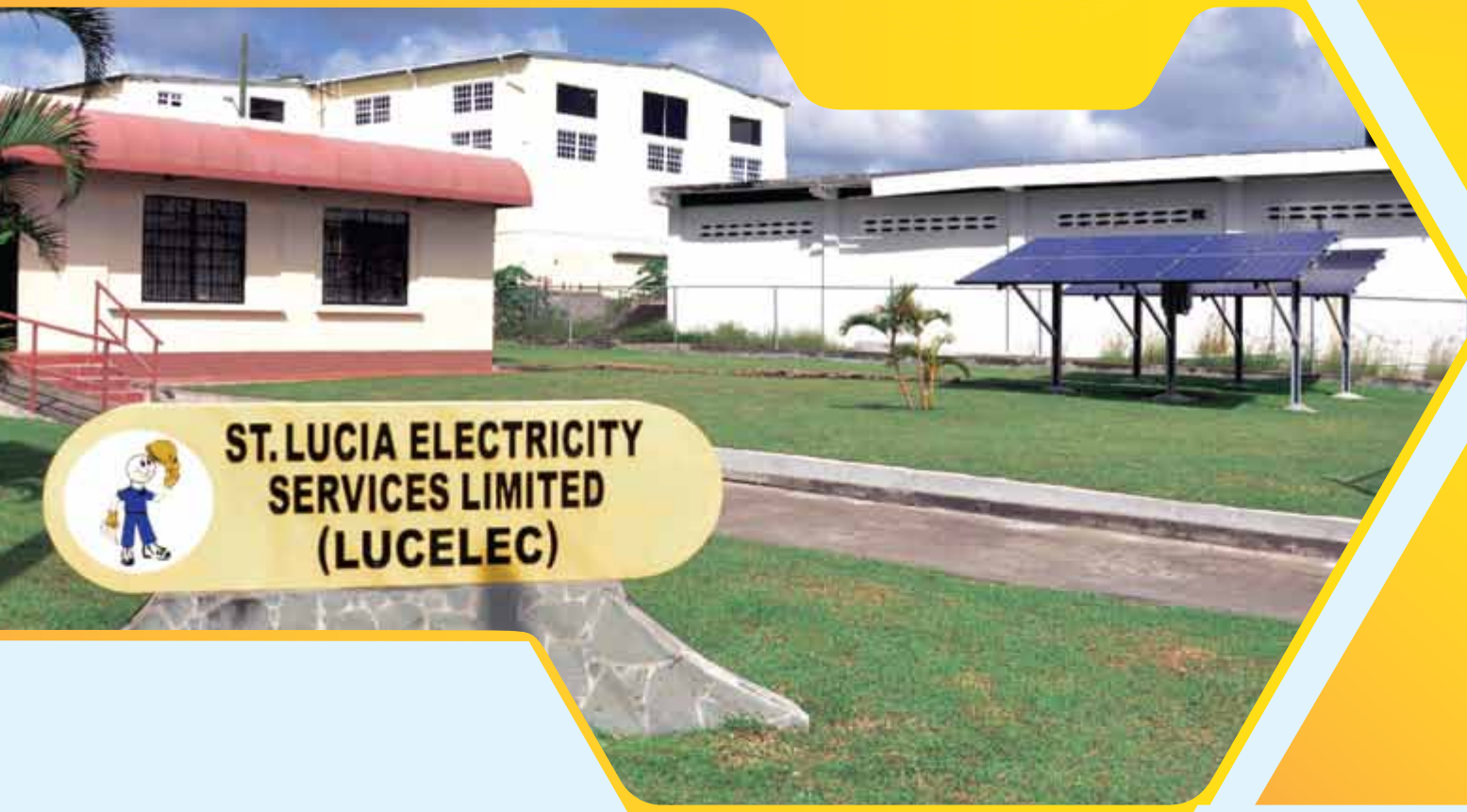
Underinflated tires make your car burn more fuel.

Too many steaming hot showers can dry out and damage your skin.

Installing faucet aerators and low-flow shower heads can cut your heater's electricity use and your water consumption by up to 50%.

Setting your air conditioner 5° warmer can help it burn 20% less electricity.

Empowering Customers To Handle Rising Fuel Costs



**ST. LUCIA ELECTRICITY
SERVICES LIMITED
(LUCELEC)**

It is not enough for LUCELEC to address the challenge of rising fuel costs by reinvention and innovation solely on our part. Managing the impact of more expensive fuel requires equal responsibility on the part of our customers.

We recognize that it is easy to idealize the situation as being earth-friendly and reducing our carbon footprint so the next generation can have a healthy planet to live on. But we know that for the customer, the end benefit is much more short-term and pragmatic. Customers want to reduce their energy bill and they want to reduce it now. They also want to reduce their costs without compromising too much on the modern comforts upon which they have come to depend.

Energy efficiency and environmental responsibility are often presented to the public in an all or nothing manner. It often suggests

drastic changes in lifestyle and a return to a simpler, hands-on, patient time where conservation was part of our culture because every little thing we had was hard to come by. However for today in our modern world, this way of living is not appealing to most people. This is why the positive message of Going Green is often rejected. It is seen as too difficult. Many choose instead to live in denial and hope someone else solves the problem.

Going Green In Small Steps

LUCELEC has chosen to take a different approach. We want to make Going Green easy, accessible and accommodating to our customers from all walks of life. Our Energy Saving Campaign's message makes it clear **Small Steps Can Save You...And The Planet.**

It is important to stress "Small Steps" to our customers because we do not want them reject the environmental message because they believe it involves drastic compromise on productivity, comfort and convenience. Our Customer Service staff can easily spot drastic changes in electricity bills that go way beyond the normal consumption levels expected of a customer's household or business capacity. And they're happy to discuss such changes with you. We want our customers to feel empowered and in control of their energy costs and we do believe there is much room for greater customer responsibility.

Small steps can save you money and the planet.

At Home

Turn off lights, water heater and all appliances when not in use.

Purchase appliances with the Energy Star logo (they're more efficient) and switch to solar powered water heaters (you will reduce energy consumption, save money, and get tax credits).

Decide what you want before opening the refrigerator. Avoid purchasing used refrigerators. They burn more electricity than the newer models.

Use a power strip to shut off all computers, printers, routers, modems and mobile phone and MP3 chargers when not in use.

Switch to Compact Fluorescent Lighting (CFL) or Light Emitting Diode lighting (LED). Holiday lights and outdoor lights are also available in CFL and LED.

Use the dishwasher and washing machine for full loads only and air-dry dishes and line-dry clothes as much as possible. Clean the lint trap regularly on your washing machine for better performance.

Use natural daylight and natural breeze as much as possible. Investment in a well-placed window instead of a fan or air-conditioning can pay for itself in just a few months.

Only have the water running when you are using it. Turn it off while soaping, shaving and brushing.

Take showers instead of baths and shorten the time you spend in the shower.

Use a low flow showerhead rated at 2.5 gallons per minute or less to conserve your hot water.

At The Office

Choose a multifunctional product (printer/copier/scanner) instead of separate products.

Don't forget to turn your printer off at night as it still draws power even when not in use.

Plug your printer, scanner and all-in-one device into an advanced power strip so that when you switch off your computer (or put it in sleep mode) all of the peripherals will also turn off.

When you shut down your computer, don't forget to turn off the monitor - it can use twice as much energy as the computer!

Use the power management feature on your computer monitor; it will turn off the monitor when idle for over 15 minutes when you leave your computer on.

Consider a laptop computer over a traditional desktop - laptops use less energy.

Seal spaces around the air conditioner with caulking to prevent cool air from escaping and clean the cooling and condenser fans and filter regularly.

Use heavy, dark drapes on windows and draw them shut during the hottest part of the day to keep office cool. Consider tinting windows to keep your office cooler using less air-conditioning.

Use desk lamps with CFL and LED bulbs for ambient and work lighting instead of larger overhead lights.

Give custodial staff a checklist of all the appliances, electronics to ensure are turned off before closing the office.

Reconsider expensive lighted signage for other options.

In The Car

Plan your trips before you get behind the wheel. Call ahead to make sure everything is available or ready.

Keep tires properly inflated.

Don't let your vehicle idle for long periods of time.

Do not speed.

Do not overload your car with junk. Lighter cars burn less fuel.

Exchange vehicles with your family members so you can use the one that burns the least amount of gas for longer trips.

Share a ride or use public transportation when you can.

Empowered By A Wider Perspective

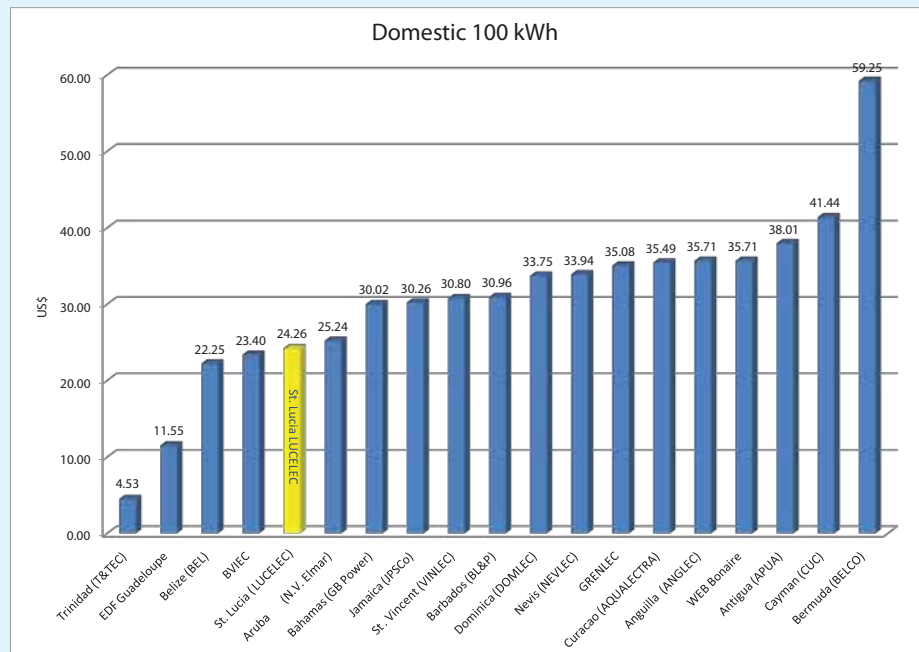
Saint Lucians waste a lot of electricity. This is perhaps largely due to the relatively cheap cost we have always paid in comparison to similar Caribbean territories without indigenous sources of fuel. Even now, Saint Lucia's households and business community pay comparably less when we look at electricity charges in other territories.

LUCELEC will be ensuring that our comparative cost continues to remain competitive and conducive to our economic growth and national development. However, we all need to stop taking energy for granted.

Why Our Customers Should Care About Climate Change And Carbon Footprints

In our small island eco-system, we do not have the luxury of brushing off the issue of environmental responsibility and delaying action. Climate change is very real. It is responsible for rising sea levels, changes in local and regional temperature regimes, changes in rainfall patterns, more frequent and severe weather events such as droughts, rainstorms and hurricanes. It is having a very real impact on our agriculture, fishing industry and tourism industry right now in addition to the rising fuel costs. (Cont'd on next page)

Tariff comparison graph



Source: CARILEC 2010 Regional Tariff Study Report

Country Conditions

Saint Lucia is...

- A small island with limited land space, surrounded by water
- Mountainous with the majority of the population and the critical infrastructure on low lying coastal lands
- Located within the hurricane belt
- Heavily dependent on fishing as a vital part of its economy
- Heavily dependent on agriculture as a vital part of its economy
- Heavily dependent on tourism as a vital part of its economy

Climate Change Cause

Saint Lucia is at risk for...

- Drastic changes across a smaller area and vulnerability to natural disasters
- Coastal flooding, beach erosion
- More frequent, violent storms
- Warmer waters, greater river run-off change marine eco-systems and entire species of fish die off
- Droughts, floods, natural disasters ravage farm-lands; soil is leached of minerals
- Destruction of natural beauty, beaches, rain-forest, infrastructural damage to hotels

Climate Change Effect

Saint Lucia could suffer from...

- Widespread effects and little to no escape from disasters
- Loss of residential, business, agricultural land
- Great financial loss, loss of human life and economic setback, miring the country in poverty
- Loss of fishing, agricultural, and tourism industries, leading to unemployment, poverty, and social ills

Empowered By A Wider Perspective Cont.



Our planet often goes through natural climate cycles. Every few millions of years we get an ice-age or a melt-down, one triggering the other. However a significant amount of evidence now exists that shows that the current climate change we are experiencing is largely in part to human activity. In February 2007, the IPCC (Intergovernmental Panel on Climate Change) issued its latest assessment report on climate change, which concluded that global warming is “unequivocal” and gave the strongest warning yet that it is very likely (> 90%) caused by human activities.

Human beings have altered the chemical composition of the atmosphere through a buildup of greenhouse gases caused by carbon consumption (fuels used to power electrical plants, cars, machines, factories all have carbon as their key ingredient) and the CO₂, Methane and Dioxide byproducts released into the atmosphere.

The amount of carbon you consume and release is called your Carbon Footprint. So, for example, an indigenous nomadic hunter in the Namibian Desert has a small Carbon Footprint whereas a city-dwelling execu-

tive in a temperate country who drives an SUV, has all modern appliances and regularly travels by air has a very large Carbon Footprint. A vegan or vegetarian has a smaller Carbon Footprint than a meat eater because the production of dairy, eggs, poultry, pork, lamb, beef (beef being the highest greenhouse gas producing food product of all) uses much more carbon fuel and releases much more greenhouse gases than the production of vegetables and grain.

Reducing our carbon consumption and CO₂ emissions is what is known as reducing our Carbon Footprint. As previously mentioned, LUCELEC’s approach of “**Small Steps Can Save You...And The Planet**” is always one that empowers customers.

Large communities collectively endeavoring to reduce their Carbon Footprint has been shown to drastically improve (1) air-quality (2) temperatures of air and surrounding sea. California, one of the most progressive places when it comes to the environment has seen measurable improvement. Thanks to the widespread use of hybrid vehicles, re-forestation, sustainable organic farming, cleaner industries and individual green choices of its populace, the cityscape of Los Angeles is so bright and clear with the Sierra Mountains finally visible, it is unrecognizable to pictures taken in the 90s and 80s where the city was covered in a blanket of smog.

Carbon Reduction Use the “Small Steps” tips to reduce your consumption of energy (generated by carbon fuels) e.g.- using Skype and other online conferencing instead of flying overseas to meetings all the time.

Carbon Offsetting Compensate for your carbon usage by doing an equal amount of clean air contributing activities. e.g.- If you prefer to drive an SUV, plant a tree every year. Have your burger but also support vegetarian or vegan enterprises.

LUCELEC wants our customers and all Saint Lucian citizens to start seeing this as not the next generation’s challenge to solve, but ours. We will continue to empower our customers and lead by example to ensure our fair Helen remains fair and productive for the next generation.

Generation Expansion



As early as 2005 LUCELEC began exploring available options and seeking optimal solutions for the next phase of generation expansion which is estimated to be required by 2013. The need for an optimal solution is paramount considering the many intricacies related to obtaining the required generation capacity.

To date LUCELEC has devised a three stage plan to meet short, medium and long term capacity requirements. The short term plan involves installing two High Speed Units at the old Union Power Station that will take up the short fall in capacity during the period 2011 to 2012. It also includes a Demand Response programme where LUCELEC will enter into an agreement with some of the large customers with standby plant who will be offered an incentive to go off the grid when demand is likely to outstrip supply.

The medium term plan calls for installing a 10 megawatt (MW) Wärtsilä engine at Cul de Sac Power Station that will be commissioned by July 2012.

The long term plan entails the construction of a new power plant by 2014.

A critical factor in the expansion programme is the location of the new plant. The underlying requirements were

that the preferred location would be in the south of the island – primarily for risk mitigation purposes, to facilitate economic activity in the south generally and to meet the power requirements of significant developments planned for this area. The land space also needed to be sufficiently large to cater to future expansion and had to be in close proximity to a marine port facility for ease in transporting equipment and fuel.

A site at La Tourney has been identified as the preferred site and has been approved by the International Civil Aviation Authority (ICAO), given its proximity to the Hewanorra International Airport. This site is under the control of the National Development Corporation (NDC) and LUCELEC has commenced discussions regarding the acquisition of the site. A Memorandum of Understanding (MOU) has been signed regarding access to the site for geotechnical and environmental impact studies that are scheduled to take place during 2011.

Another critical factor is the selection of a suitable generation technology. The technology must have a proven operational track record and the potential to reduce operating costs while increasing energy efficiency. The

available choices are Tri-Fuel Reciprocating Engines, Circulating Fluidized Bed (CFB) boilers, and Gas Turbines. In keeping with the recently approved St. Lucia National Energy Policy renewable energy sources, such as Geothermal and Wind, are also being considered. Already, there are 6 grid tied solar systems on the national grid (3 GOSL, 2 residential, 1 LUCELEC) and LUCELEC should be in a position by year-end to advise customers on cost/benefit analysis and associated technical considerations & tariffs for such systems.

Least Cost Studies have been undertaken to determine the most suitable technology and fuel to meet the country's needs.

It is estimated that the cost of expanding the generation capacity will range between US\$60 million to US\$100 million depending on the generation technology and the size of the plant.

As the generation expansion will constitute the largest capital investment that the Company has made in many years, various measures have been taken in order to secure the necessary financing for this venture.

During 2011 the final determination of the project cost will be completed and a financing plan finalised. The overall plan will ensure that the Company meets its statutory requirements for generation capacity, meet the renewable portfolio standard based on the National Energy Policy and the GOSL Sustainable Energy Plan, and ensures fuel diversity for energy security and mitigating price volatility.

Prioritizing health and safety



March was Health, Safety Environment and Fire Awareness Month at LUCELEC, the fifteenth such observance for the Company. It was a significant achievement, not just because the annual activity has survived this long, but also for what has been accomplished over that time – a change in LUCELEC’s culture that has seen health and safety within the work environment prioritized and cherished.

Health, Safety, Environment and Safety Officer Priscillia Stanislas, who together with the Company’s Safety Committee is charged with spearheading many of the initiatives and departmental training and assessments, knows all too well the challenges that have been overcome.

“It is a significant achievement for our company to have sustained this activity for so many years but more so that the activity has shown remarkable improvement over the years. We have had to find new and innovative ideas without departing too much from our key message. It has been challenging not just for the activities, but in Occupational

Safety and Health, to keep the momentum; to keep the interest of employees and keep them participating year after year,” she observed at the opening ceremony for Health and Safety Month.

Making Workplace Wellness Work was the theme for this year and a holistic approach to achieving this is needed at every level. There must be a tangible link between Health and Safety and the company’s bottom line. As Ms. Stanislas pointed out, “It means integrating Health and Safety, Environment, Security, Disaster Management with sales, efficiency and productivity to get the desired results of wellness in the workplace.”

Ms. Stanislas broke down the process of inculcating health and safety into (1) Continuous Awareness (2) Full Participation and (3) Continuous Assessment. She stressed the need for greater participation by senior man-

agement who set the pace and lead other employees. She also highlighted how important it was for LUCELEC’s contractors out in the field to get involved in Health and Safety because although LUCELEC outsources work to them, they are still expected to abide by LUCELEC’s high standards and the public will also judge them accordingly.

Business Development Manager Victor E. Emmanuel, who formally launched the month of activities, pointed out that the link between accident prevention and overall productivity is very clear. LUCELEC, he said, should not be spending extra time and money on investigation, compensation and filling the gap left in the workforce as a result of accidents that can be avoided. LUCELEC’s ultimate goal is to meet international safety standards as determined by the ISO18000 certification.

The month’s activities included health

screenings, a Health and Wellness Product Exhibition and Sampling, several lectures and training sessions on various topics such as the Occupational Safety & Health Act and the Labour Code, Foot Care, Accident Prevention, Spiritual Health, Safety Basics, Accident Prevention and Reporting, Safety Rules, Fire Safety, Self Defense, Financial Stress Management, Colon Cancer, First Aid, De-

pression, Security Awareness, and Disaster Response and Emergency Evacuation Procedures.

Other highlights included the annual Safety Quiz for Employees won by the Transmission and Distribution Department (represented by Tareq Thomy & Jason Leon) and the Fun and Fitness 10K Walk. (See results table).



Winner of 2011 Safety Quiz



LUCELEC Safety Quiz powers up!

LUCELEC FUN AND WELLNESS WALK MARCH 2011 - WINNERS RECORD

Winners by categories

	8 to 12	13 to 19	20 to 34	35 to 49	50+
1ST	Levi Medrick	Shanice Malcolm	Nigel Leonce	Madge Joseph	Angelina Malcolm
2ND	Shaquille Malcolm		Karan Montoute	Jonathan Emmanuel	Mary James
3RD	Jade Emmanuel		Dayne Albert	Ignatius Mathurin	Robertina Alcee



Even the kids get involved!

Special Place 60 Plus

Last Place	Sybil Dostalie	Agnes Cherubin
Overall Winner First Place	Levi Medrick	Simon Clarke
Overall Winner Second Place	Angelina Malcolm	Patrick Gabriel
Overall Winner Third and Fourth Place	Shaquille Malcolm and Ignatius Mathurin	Gilbert Joseph

Staff Appreciation Night

'Epi konpasyon nou kaye ni siksé



It was a night overflowing with positive sentiments when LUCELEC hosted its annual Staff Appreciation Night. The awards were held at on Saturday, February 5 at the Gaiety Rodney Bay and the theme of "Epi konpasyon nou kaye ni siksé" (With compassion we will succeed) was not only seen and heard but truly felt by all present.

LUCELEC has long established itself as a company that empowers, edifies and encourages its staff and even assists in the education of their children. From the strategic policies and incentives through the Performance Based Incentive Programme to our everyday operations, we acknowledge that each employee is crucial to fulfilling LUCELEC's mission and must be given every opportunity to do so. The annual Staff Appreciation Night is but one aspect of a fully comprehensive Rewards & Recognition Programme which helps our employees live our mission and celebrate their successes and those of their colleagues. It fosters a working environment where dedication, commitment, effort and achievement are more than just catchphrases but genuine work-philosophies by which the staff live every day and even take home with them into their communities.



"It is refreshing to have LUCELEC reward me for all of my hard work put in throughout the year. What contributed to my win was the fact that no matter what, I helped, in many areas of the company, sometimes outside of my daily job. Whatever ways I could assist to help the company grow I helped."

Allana Francois- George Supervisor of the year 2010



"At my company my goal is to be the best at what we do. It made me feel extremely happy that I accomplished this goal by winning such a prestigious award. My team was also very proud of themselves and they were happy we were the voted the best contractor by LUCELEC. The professionalism and the experience of my team, I believe, contributed to us winning this award. We are always striving for the best that we can be."

Islandwide Electricals - Contractor of the Year (Windy Mangal)

Staff Appreciation Night

'Epi konpasyon nou kaye ni sikse

Over one hundred (100) awards were distributed on Staff Appreciation Night. Forty (45) employees received Perfect Attendance awards. Fifty-two (52) employees were recognised for length of service, including Simon Clarke who has been with the company for 45 years. LUCELEC also honoured its employees who attained the age of retirement during 2010 for their many years of dedicated service to the Company.



“This award showed me that LUCELEC appreciates everything I have done. This win was a great motivation for me. It showed that management was taking notice of a small department such as Building Services.”

Uchie Rosemond - Employee of Year

The major awards on the night included: Employee of the Year - Uchie Rosemond from the Building Services Section; Supervisor of the Year - Alanna Francois-George from the Planning Department; Manager of the Year Jennifa Flood-George – Customer Service Manager; Contractor of the Year – Island-wide Electricals. The Department of the Year Award was captured by the Transmission & Distribution Department. A Special Award for Living the Values was presented to Nathaniel Deterville, Senior Shift Operations Supervisor in the Generation Department.



“We were faced with the devastation caused by Hurricane Tomas to the transmission and distribution system and the country as a whole. In the circumstances the department was pleasantly surprised that it had received the Department of the Year award. We believe that the sterling performance of the Transmission and Distribution Department supported by its contractors in rebuilding the transmission and distribution network resulting in the restoration of power to customers in record time, contributed to the department winning this award. In as much as it was an excellent effort by the company as a whole, the department stood out because it was most affected.”

T&D Department - Department of the Year
(T&D Manager - Gilroy Pulte)

Our awardees are by no means the sole exemplars of excellence, dedication and continuous self-improvement. They are the cream of a stellar crop of committed employees all of whom can be awardees in the coming year.



Nathaniel Deterville
Living the Values Award



Jennifa Flood-George
Manager of the year



Simon Clarke
Transmission & Distribution
45 Years of Service



Honouring the Heroes in the Aftermath of Tomas



Very early in the 2011 LUCELEC hosted a major ceremony to recognise the efforts of its staff and contractors who worked tirelessly in the restoration of power in the aftermath of Hurricane Tomas, which devastated Saint Lucia on October 31, 2010. The ceremony was held at the William Jefferson Clinton Ballroom of the Sandals Grande Hotel.

More than 300 awards were presented. Prime Minister Honourable Stephenson King & Minister of Communications, Works, Transport & Public Utilities Honourable Guy Joseph were in attendance and both had high praise for the LUCELEC crews who were often the fastest first responders on the scene.

Afterwards, the prime minister told reporters, "The work of LUCELEC crews was critical to St. Lucia's speedy recovery and without them, the island would have taken a much harder, longer road to getting back to normal. They were in fact, heroes going out to save the day, putting themselves in danger and

leaving their own families behind to ensure the well-being of the nation at large. We, as a nation, and I, as prime minister, salute them for going above and beyond the call of duty for the benefit of their nation."

LUCELEC has publically recognized specific departments and employees who, the very day after the hurricane heard and answered the clarion call by our citizens for whom the return of electricity was a return of hope.

The company by no means got the job done alone. There were many dedicated partners in the several contractors who work with the Company on a daily basis who made themselves available 24/7 to speed the recovery.

With all hands on deck, LUCELEC and partners were able to illuminate our nation mere days after the most devastating hurricane to hit our shores in 40 years. With the power came hope and with the hope came the motivation to renew and rebuild.



Award presented by Honorable Prime Minister Stephenson King



Award presented by Honorable Guy Joseph, Minister of Public Utilities

LUCELEC Board of Directors Strategic Review



LUCELEC's Board of Directors met in its annual strategic review on March 5. The exercise provided an opportunity for the Board to examine management's proposals for the strategic direction and initiatives for the Company.

Coming out of the one-day session, the Board and Management agreed on six key strategic initiatives that the Company would be pursuing over the next few years. These were: preparing for regulatory reform, a generation expansion plan, making a transition to customer care, implementation of a strategic human resources plan, a corporate diversification initiative, and the development of an environmental management system with a view to becoming ISO14001 certified.

Changes to the Board of Directors



Mr. Christopher Huskilson

Mr. Christopher Huskilson, one of the two representatives of Emera Inc. on LUCELEC's Board of Directors resigned with effect from February 7, 2011. Emera has appointed Mr. Peter Williams, Managing Director of the Barbados Light & Power Company Ltd. as a replacement for Mr. Huskilson.



Mr. Peter Williams

Championing The Arts

LUCELEC making its mark as one of the most committed, generous and passionate sponsors of culture and art in Saint Lucia



LUCELEC has charged itself with being a catalyst for the social and economic development of Saint Lucia. The company treats this mission in a holistic manner and sees the arts as an integral part of national development. As a result, LUCELEC has made its mark as one of the most committed, generous and passionate sponsors of culture and art in St Lucia. From international events like Saint Lucia Jazz to grassroots initiatives like the Marchand Youth Orchestra, the company is determined to prioritize artistic expression as a means of fostering social, economic and intellectual transformation.

One of LUCELEC's key cultural investments is in The National Arts Festival, which is traditionally held just before Independence. It was spawned out of necessity and celebration. The Festival was the culmination of Nobel Laureate Week in celebration of Derek Walcott and it also filled the void left by the rescheduling of Carnival from Lent to July. The Festival is a labour of love that brings together the Cultural Development Foundation, the Folk Research Centre, many artistes, volunteers and sponsors who are determined to highlight all forms of intellectual, academic and artistic excellence found on the island no matter how humble the source.

Despite the deep wellspring of natural talent and an abiding love for music, drama, dance and visual forms of expression among most Saint Lucians, our educational and economic

systems are still rooted in traditional forms of industry, trade, public administration and education. Dance, drama, design, music, and literary expression are not afforded the same prominence and the vast number of young people who are cut from a different cloth

and possess more literary, musical, kinetic and tactile forms of brilliance are left out of the academic race from very early. Saint Lucians who pursue the arts, often as an extracurricular subject and then choose to pursue their artistic gifts, often lead lives of intense financial struggle and personal compromise. Many find that the only way out is to take their talents abroad thus depriving their country of their contribution. Even hosting the National Arts Festival is a struggle.

Since its inception, the Cultural Development Foundation has struggled to deliver a quality festival. Private sponsors would only commit within a set time frame and this year, one of the key sponsors had reached the end of its sponsorship contract. The global economic collapse, the effects of which were still reverberating through the island's private sector, had also tightened the purse-strings of many potential supporters.

Yet, despite all the challenges, the Director of the CDF, Kennedy 'Boots' Samuels was pleased to acknowledge the pioneering and very bold move LUCELEC made to become a true custodian of the festival. He said, "LUCELEC filled a tremendous void for us and in their first year as partners in the National Arts Festival, they became the single biggest private sector sponsor." He added. "You have to understand that the festival costs some \$200,000 to stage and (the) government gave us about \$60,000."

This year, with an investment that amounted to 10% of the entire cost of staging the National Arts Festival, LUCELEC has now become the biggest private sponsor. Far from being uneconomical, the arts generates employment for many people, who can now contribute to the economy. The CDF Director explains.

"I think perhaps the company understands that the arts give something to every sector in society. When you consider the artistes, the vendors, the technicians, the contractors, you see that while many cultural events are uneconomical, they affect the bottom line in other people's lives."

"What if there were no arts and culture? The city would be a dying city without arts and culture. That's why a business centre like Blue Coral wants a cinema. A cinema would attract all kinds of business to the city besides what it makes for itself. That's what the arts do. Carnival benefits everyone, from the biggest business person to the smallest. That's what the arts do. Even LUCELEC benefits directly from the arts because arts use a lot of energy. The electricity bill in the National Cultural Centre skyrockets through any festival."

"That's why there must be collaboration between the private sector and culture on the things that give us benefit. A lot of business gets a free ride on the back of the arts. Not all. Some people just don't know the positive effect. But LUCELEC knows."

While true, the vision the company has for Saint Lucia and its commitment to the arts extends far beyond the short-term economic benefits. There is not a single G8 Nation without a rich, diverse, profitable and socially empowering art, music, drama, and/or film scene. LUCELEC knows that the country must embrace the holistic vision of total national development if it is to make use of all the resources available to it and stand a chance of ever rising out of its current standing on the world stage.

The Power of the Spoken Word



Supporting the on-going cause to empower the arts

Self-expression is the key to self-determination. A people who cannot express what is in their heart, their heads, their homes and their communities cannot ever hope to empower themselves enough to improve it. For Adrian Augier, front man for Landmark Events (producers of the event), Word Alive International Literary Festival, was a chance to re-awaken this powerful oral tradition. For LUCELEC, it was yet another opportunity to put its financial support behind the on-going cause to empower the arts.

“Word Alive is a very progressive kind of thing,” Augier says describing the literary festival and its evolution over the last decade. “It deals with creativity. There’s a young, hip, intelligent audience, and yet there’s an amazing cross section of people attracted to it. There are old people hitching rides with their kids to come and see or even perform. It’s a very interesting demographic group that speaks well of the future for St Lucia. They’re looking for something new and different, something that’s not the mainstream fare we see all the time.”

The event has grown from a one night poetry contest at cafes, to a four day festival held at a spacious open air venue, necessitating more stage production and of course, more

funds.

“Without sponsors like LUCELEC and our presenting sponsor First National Bank,” Augier commented, “things like this will be so much harder to grow. Things will shrink back down to a scale where nothing goes anywhere. Poets will always write, dancers dance, painters paint, but the wider benefits to the society will not happen.”

This year, thousands got to experience the hard work of local and regional artists, and patrons were given a special treat when headliners like Caribbean comedy king Paul Keens Douglas and international dance-hall poet Mutabaruka graced the stage. Word Alive has added to its repertoire, film and educational sessions featuring local and regional directors like Yao Ramesar and Michelle Serieux.

LUCELEC was very pleased in particular with the fact that over 1000 school children were exposed to the event, as education in the arts holds particular significance to the company. Primary school children were introduced to the magical art of storytelling by Helen Williams Batson and consummate musician Gene Lawrence. Secondary school children were exposed to the positive influence of the

literary arts through active participation, a teaching method not utilized in many of their standard classes. After being inspired and empowered to express themselves like never before, they were bussed to Samaan Park to take the big stage and show what they could do.

For many, poetry and drama opened up a whole new avenue of expression and even future enterprise.

“The artistic culture makes people hopeful and faithful, talking about the right choices, sustainable energy and things that put us in touch with the times. It’s a whole higher standard of values that the arts cultivate in our people. We’re working on improving the format and we’ve learnt some lessons,” Augier says of the literary festival. “But one of the things we really want to focus on is to beef up the schools program.”

Mr. Augier and the organizers of Word Alive can be certain that anything for youth empowerment through the arts is likely to receive wholehearted support from LUCELEC.

The Power of Caring Through Music Continues For Another Year

Promoting positive social values through music education



Arts, culture and youth development have always been at the forefront of LUCELEC's corporate social responsibility and The Marchand Youth Orchestra afterschool pilot programme was the perfect amalgamation of all. LUCELEC's management did not hesitate to sign on in a very tangible way, when the company was first invited to become a partner in the innovative initiative by the Organization of American States (OAS), facilitated through the St. Lucia School of Music, the Ministry of Social Transformation and the Ministry of Education & Culture. Once the company learned that the ultimate objective of the project was to promote positive social values through music education, the decision was easy.

This year LUCELEC renewed its three year commitment to the project with the presentation of another \$30,000 donation to the St. Lucia School of Music on March 11. The contribution goes directly into funding the volunteer tutors' annual stipends for the Marchand Youth Orchestra and Choir.

Countless studies by the world's leading minds in education have shown that music has a powerful impact on the academic, social and cognitive abilities of growing children. Young people who are exposed to musical education and expression perform better in mathematics, languages and science. Orchestral playing fosters valuable social devel-

opment skills and encourages positive peer pressure that allows natural born leaders to rise to the top. Mr. Richard Payne, the Executive Musical Director of the Saint Lucia School of Music confirms that these studies and reports have proven to be true. He stated that through the programme there have been significant improvements with the students' grades and social interaction among them, developed by fostering a team objective to accomplish a singular goal.

This is heartening news for the stakeholders of the Marchand Youth Orchestra programme, who have hoped from the very beginning that the programme would have a significant impact on poverty in the communities around the Marchand and Entrepot areas. In high risk areas many young people are exposed to more negative adult influences that steer them off course into premature sex, drug and alcohol usage, antisocial and illegal activities. However, within the structured, yet family-type, atmosphere of the Orchestra, many of the young people find, for the first time, a sanctuary of social cohesion, self-expression and positive reinforcement by caring adult role models and peers.

Music provides a diversified educational experience for those who do not fit into the narrow, memory based mould of academic assessment currently available. Now, instead of falling to the fringes of society, they have

the opportunity to make a valuable cultural contribution to the country and find viable career paths in the creative arts which continue to be under-exploited as a form of sustainable and economic development. LUCELEC hopes that the success of the Marchand Youth Orchestra will open the door to similar programmes in other high risk communities for youth around St. Lucia.

LUCELEC's Corporate Communications Manager explained that after the initial investment in the first year of the programme in 2010, LUCELEC was pleased to continue its support "due to the positive results of the project".

"LUCELEC felt the programme was meeting its objectives and would like to see this pilot project through to completion," he said. The Assistant Director of Social Transformation stated that the Ministry was pleased for LUCELEC's continued support and has recognized that after-school programmes are critical to addressing the rapid social changes the country is currently experiencing.

The Marchand Youth Orchestra is but one of many after-school programmes and youth development initiatives that LUCELEC has supported this past year. The Company is also providing support to after-school programmes in La Maze, Mon Repos, and Faux-Chaux through a Ministry of Social Transformation initiative.

One Machine - A Multitude of Benefits



Assisting Bogius in increasing the percentage of common entrance passes

Often it is the smallest acts of generosity which create a tremendous wave of empowerment that sweeps every level of an organization. The St. Lucia Electricity Services Ltd. (LUCELEC) once again demonstrated its Power of Caring towards the development of the education sector, by providing an office tool most take for granted but can make a big difference in teacher productivity and student performance.

Earlier this year, the LUCELEC Trust donated to the teachers and students of the Bogius Primary School a brand new photocopier machine. The school had been without a photocopier for ten (10) years. In the past, teachers at the school have lost productivity due to the inability to complete simple tasks like repli-

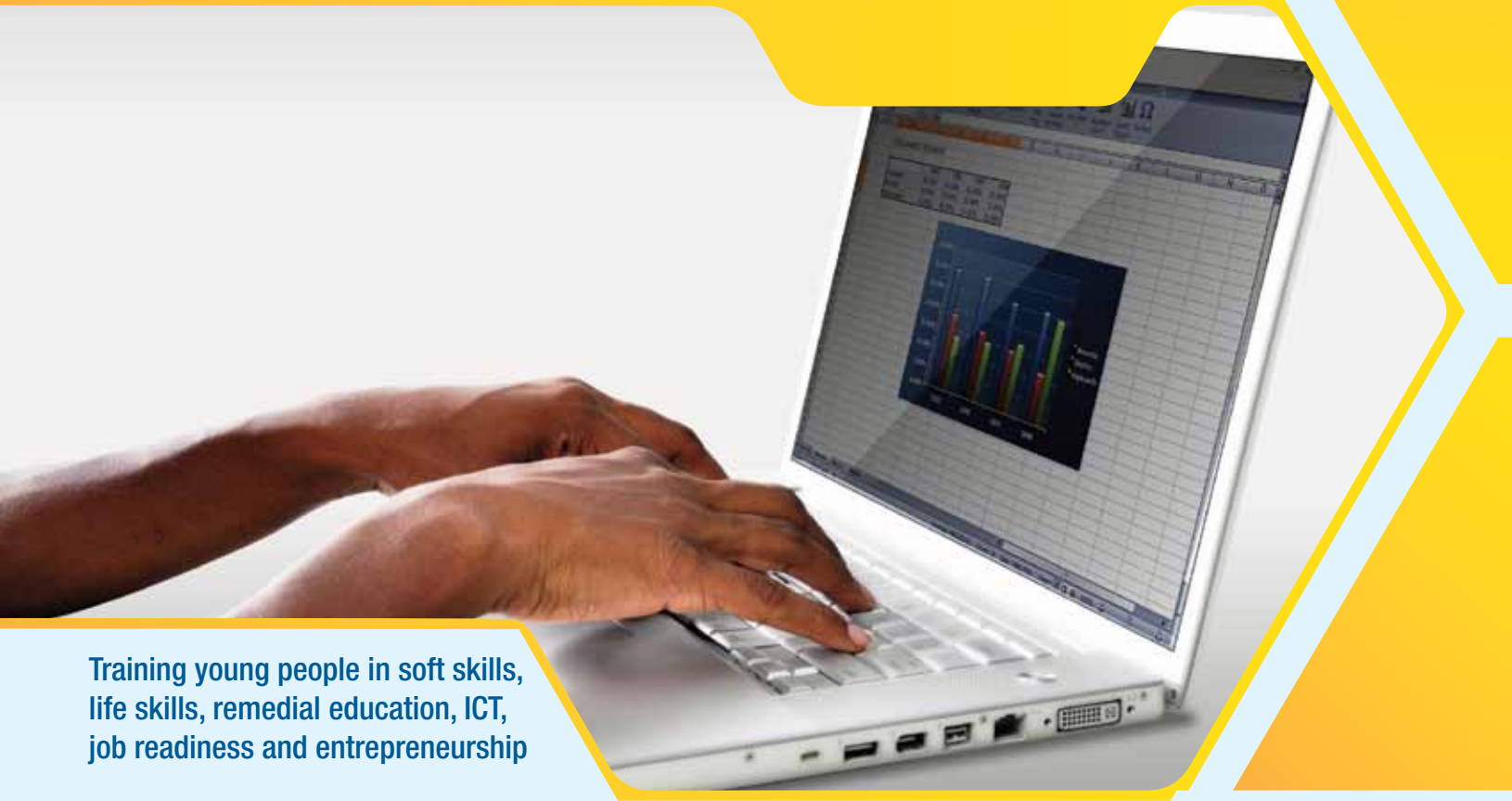
cating test papers and learning materials.

Accepting the photocopier was Principal Ms. Murina Julian who expressed heartfelt thanks to LUCELEC for its donation. Also present at the ceremony was the District Education Officer, Mr. Everiste John. Mr. John stated that one of the challenges for rural schools such as Bogius is sourcing funds for equipment. "When you find a corporate entity such as LUCELEC coming on board, it's very gratifying". His hope is that this token will assist Bogius in increasing the percentage of common entrance passes.

Representing LUCELEC at the handover ceremony, LUCELEC'S Corporate Communications Manager and Executive Officer of the

LUCELEC Trust, Mr. Roger Joseph, stated that the Company is committed to partnering with the community to help to ensure schools are adequately resourced. "We don't just see this as providing a photocopier, but an opportunity to improve the learning environment and lives of the teachers and students of the Bogius Primary School. This resource will therefore assist in enhancing both efficiency and productivity, allowing teachers to give greater attention to teaching."

The Power To Make Positive Choices



Training young people in soft skills, life skills, remedial education, ICT, job readiness and entrepreneurship

Crime is not the cause, it is the symptom of a much deeper illness. This is a belief not only held by our nation's first Nobel Prize Winner for Economics, Sir Arthur Lewis but also LUCELEC.

Sir Arthur Lewis believed that education is the only sure way out of poverty. However our current system of education cannot holistically address the unique intellectual, emotional and social challenges faced by today's youth. In addition to being tailored primarily to children who can keep up with a packed syllabus of material, it has to address many children who come from an environment of poverty, social discord, illegal activity, sexual exploitation and little or no parental guidance.

Many children, especially young boys, drop out of school and opt for a life promising easy money through illegal activities and self-esteem and praise from criminal 'father'. The Bordelais Prison has been the end of the road

for them. However, there is a ray of hope - the Caribbean Youth Empowerment Programme which is designed to target high risk youth in the urban areas around Castries for skills training.

Project Co-ordinator and Supervisor for the National Skills Development Center's Choiseul branch John Victorin, says that the program aims to train 252 young people in soft skills, life skills, remedial education, ICT, job readiness and entrepreneurship. He adds, "The target group is young people, 17-25 years mainly from around the urban parts of the island. So we have high risk youth, some trainees from Bordelais Correctional Facility, Upton Gardens Centre for Girls, the Boys Training Centre and some who are on probation and parole."

This quarter million dollar program is a joint effort between USAID and the Caribbean Youth Empowerment Program, with assis-

tance from RISE St Lucia and the Centre for Adolescent Rehabilitation and Education (CARE). Training areas include office administration, beauty therapy, culinary arts, bartending and general maintenance.

The abject poverty that many of the young people face inspired LUCELEC to supplement their support with a sponsored meal program, as many of the participants came to their classes without breakfast or even dinner the night before.

Investment in our future human resources is a vital part of LUCELEC's thrust to be an integral part of national development. It is far easier to express the sentiment, "The children are our future," than to work with children who do not believe in a future. However, as the company and the programme proves, with enough patience, love and financial support we can help turn the tide of social disintegration.

OECS Swimming



LUCELEC chipped in as one of the major sponsors of the 20th OECS Swimming Championship held in January (15 – 17) this year. The swim meet, originally scheduled for November 2010 had to be postponed as a result of Hurricane Tomas.

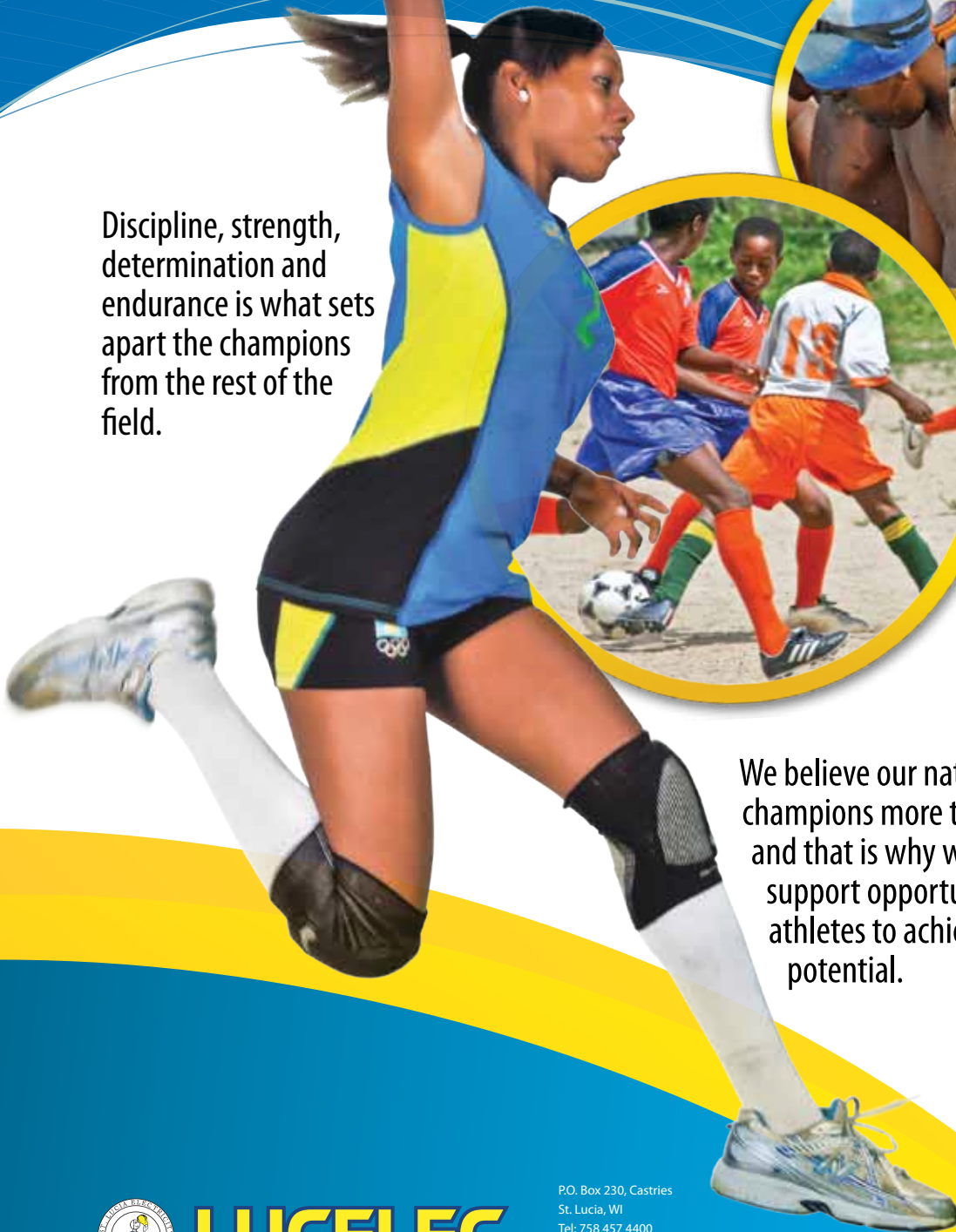
The meet saw teams from Grenada, Antigua, St. Vincent & the Grenadines and the British Virgin Islands coming up against hosts St. Lucia. St. Lucia finished in second place behind Grenada.

LUCELEC's sponsorship of the OECS Swimming Championship is part of the Company commitment to ensuring that St. Lucian athletes continue to have opportunities to expose and test their talents on the regional and international scene.

THE POWER

of Discipline, Strength, Determination & Endurance

Discipline, strength, determination and endurance is what sets apart the champions from the rest of the field.



We believe our nation needs champions more than ever before and that is why we continue to support opportunities for young athletes to achieve their fullest potential.

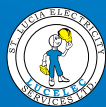


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