



SEPTEMBER 2013  
corporatecommunications@ansamcal.com

Corporate BROADCAST

# All That You Need 'In One'



## Auto Financing Made Easy

On Thursday 19th September 2013 ANSA Merchant Bank along with ANSA Automotive and Tatil re-launched the Group's 'In One' Auto Financing Plan. This event targeted the Sales Teams from ANSA Auto and representatives from Tatil and ANSA Merchant Bank, who are the driving forces behind the plan's continued acceleration.

The 'In One' product remains the most ingenious and creative product to ever tilt the landscape of purchasing a new vehicle. Finance is a means to acquiring a car, and insurance is an expensive legal necessity. Under the 'In One' package all components are thrown together into one easy-to-maintain monthly instalment. The package is designed to manage customer's cash outlay, to reward them with loyalty and to remove the annual running around and honour them with a simple, easy way of ownership.

Speaking at the event were Mr. Gregory Hill, Managing Director – ANSA Merchant Bank; Mr. Jerome Borde, Managing Director – ANSA Automotive; Dr. Anthony N. Sabaga, Chairman Emeritus and the Group Chairman and Chief Executive, Mr. A. Norman Sabga. The team inclusive of Mr. David Sabga, Sector Head – Automotive and Mr. Musa Ibrahim, Managing Director – Tatil fielded questions from the floor. The Executive team reasserted their confidence in the plan and described it as one that can be "mimicked but never duplicated."



## WHAT'S INSIDE SEPTEMBER 2013

All That You Need 'In One'	pg. 01
All That You Need 'In One'	pg. 02
ANSA Barbados' HR Orientation	pg. 03
HR Orientation #5	pg. 04

HR Orientation #5	pg. 05
Chairman on the Move 2013	pg. 06
Deck the Halls with Products from AMCO	pg. 07
Deck the Halls with Products from AMCO	pg. 08
The New Ginseng Up is here!	pg. 09
Ginseng Up Grape Promotion	pg. 10
ANSA McAL Trading Limited's Bursary Awards	pg. 11

ANSA McAL Helps Keep Our Environment Clean	pg. 12
BRUNSWICK® Happy Hour	pg. 13
BRUNSWICK® Recipe	pg. 14
Meet Our People	pg. 15
Curry Duck Massive Down South!	pg. 16
Group HR vs. Group HSE	pg. 17
ANSA McAL Christmas Art Competition and Special Visit	pg. 18

Here are some highlights from the *In One* event:





**ANSA McAL is still the Place for the Region's Performers**

The Group HR Department in Trinidad and Tobago aren't the only ones welcoming new employees with HR Orientations...seems like the HR team at ANSA Barbados have been doing their share to ensure that all of their new employees are also properly acquainted with the Group's legacy, its diverse sectors and all its amazing products and brands. Earlier this year the HR team in Barbados, led by Ms. Tricia Brathwaite, hosted their orientation for 39 new employees.



The feedback from those in attendance was fantastic, as many of the employees found the session quite informative. The new recruits were awed by the sheer size of ANSA Barbados and by extension the ANSA McAL Group as a whole. They were surprised to learn of ANSA McAL's reach across the region.



The talk of the day wasn't all business, as they had some fun trivia segments, where employees got the chance to win some pretty hefty goodie bags. The day capped off with a display of some of the world renowned products and brands which are carried by the Group's Distribution Sector.



*(The team at Corporate Broadcast would love to learn more about ANSA Barbados...I wonder how we can get on the guest list for their next Orientation...and we sure wouldn't mind one of those goodie bags either!)*



# HR ORIENTATION #5

On Friday 6th September 2013 the Group HR Department hosted the second session of their HR Orientation at the Trinidad Hilton and Conference. Scroll on for some highlights and feedback from the day's events:



*"I made the right choice seeking employment with this organisation"*

*"The Orientation was very interesting and a good learning experience"*



*"I do not regret my decision to join the Group"*



*"It was nice to learn about the history and the beginnings of the Group"*



*"This is one of the best initiatives to educate staff"*

*"The Orientation revealed to me all my options to grow and be successful across the Group"*



*"I LOVE MY JOB!"*

*"The presentations were very informative"*



*"Inspirational but fun"*

*"The Orientation allowed me to delve further into the Group and make my endeavours more meaningful"*



*"I was very impressed that the Group Chairman took the time to meet with the new employees"*



*"Thanks for the opportunity to attend!"*



# CHAIRMAN ON THE MOVE 2013

## Visit #7: Tatil

**F**or the seventh visit in this year's Chairman on the Move initiative our Group Chairman and Chief Executive Mr. A. Norman Sabga didn't have to go far, with an elevator ride to the Ground Floor of the Tatil Building the Group Chairman connected with the management and staff of Tatil. This year Tatil celebrates its 50th year in business and the Chairman along with Ms. Teresa White, our Group HR Director, was pleased to meet and dialogue with the hardworking team.

Led by Mr. Musa Ibrahim and Mr. Ronald Lai Fang, the Chairman and Ms. White visited the different floors and departments of Tatil. Here are some highlights:




# DECK THE HALLS WITH PRODUCTS FROM AMCO

Fa la la...you know how the rest goes...



**C**hristmas came early this year at Alstons Marketing Company Limited (AMCO) as they celebrated the launch of their 2013 Christmas catalogue with their annual *'AMCO Wonderland – Christmas Showcase and Customer Appreciation Event.'*

AMCO's brand managers and their teams put their best foot forward with some very impressive displays. They were so determined to make this Wonderland even better than those in the past that someone even brought their bed and sofa just to make guests feel right at home. And if that wasn't enough they called in some reinforcements from the North Pole.

After viewing the photos below we hope that you all start writing your Christmas shopping lists. So far our list has: Lay's Stax, Patrón tequila, some of that steak that they were carving, Ariel detergent, Hawaiian Tropics Sun block, some BRUNSWICK® sardines....and oh yes Mercer's Wine Ice Cream....yummy!!! Check it out! 










# THE NEW GINSENG UP IS HERE!

## Real Goodness by the bunch

We are pleased to introduce to you the newest product in the vast catalogue of ANSA McAL brands/products. The new grape flavoured GinsengUp is here and the Soft Drinks team at Carib is ready to paint the town purple.

The Sales Team attended a special breakfast meeting where they were introduced to the new product and all things grape. They enjoyed a sumptuous breakfast that included grape pancakes with grape syrup and turkey with grape sauce. The colour of the day was purple (of course) and the team came dressed to suit. 



Read on to find out what makes the new **GinsengUp Grape** so special and make sure you pick some up on your next trip to the supermarket....or you never know when the chance to win a free case of **GinsengUp Grape** just might come your way.

## Did you know...

- GinsengUp Grape contains 28% real grape juice
- GinsengUp Grape contains all the benefits of Ginseng root enhanced by the benefits of grape juice
- GinsengUp Grape, like all other GinsengUp, flavours is non-alcoholic and caffeine free

## The benefits of Ginseng Root

Ginseng Up contains natural Korean Root, which is the highest grade of Ginseng root in the world. This root is known to have revitalizing benefits such as:

- Improve efficiency of body system
- Improve immune system
- Natural stimulant
- Product has no preservatives, additives, or artificial sweeteners



## The benefits of Grape Juice

### Healthy Heart

- Phytonutrient Grape juice can help maintain heart health.

### Healthy Skin

- Resveratrol from Grape Juice reduces the effects of aging and it helps to prevent wrinkles. When digested, these antioxidants are released to repair damaged cells, which slows down the aging process.

### Healthy Muscles

- Nutrients within grape juice, such as resveratrol, can improve muscle health and keep the muscles flexible. This element also helps with heart health since the heart is one of the most important muscles in the body.

### Anti-Oxidants

- It is suspected that grapes and grape juice actually contain a high level of antioxidants that can be found in foods.

### Healthy Brain

- Another benefit that resveratrol has to offer is that it has been linked to lower risk of Alzheimer's disease. Drinking grape juice on a daily basis may help to maintain the health of your brain.



# Here's your chance to win a case of the new GinsengUp Grape



## The rules are simple:

1. Send a photo of yourself or you and your co-workers enjoying the new GinsengUp Grape to [shereen.ali@ansamcal.com](mailto:shereen.ali@ansamcal.com)
2. To be eligible for the prize your submission must include your name, the name of the company that you work with and a contact number/email address
3. Photos must be of a good quality and clearly showcase the GinsengUp Grape
4. The first five photos that we receive will automatically win 1 case of GinsengUp Grape each!



**Don't delay!**

**This is your chance to be a part of the  
Corporate Broadcast's FIRST giveaway promotion!!!**

**Due to certain limitations that are beyond our control  
only employees residing in Trinidad are  
eligible for the prize**

# ANSA McAL TRADING LIMITED'S BURSARY AWARDS


## Congratulations and May You Continue to Excel!

In 2010 ANSA McAL Trading Limited (Guyana) launched its Bursary Awards Programme to help motivate the children of its employees to aim for success in their National Grade Six Assessment (NGSA). Kids receiving a score of 500 or more in the

exam receive a monetary award and a special gift. After receiving the initial bursary award, each successful child receives continued monetary support for the next five years of their studies.

In August 2013, the team at AMTL was pleased to reward Renee Ramsarran and Khristian McDonald for their success in the 2013 exams. Ms. Beverly Harper, Managing Director – AMTL, congratulated the two

awardees and encouraged them to continue to strive for excellence. She advised the aspiring doctor and scientist that they should incorporate music and sports into their curriculum to strike a balance in their lives.

Kudos to the Ms. Harper and her team for encouraging our young people to strive for excellence. They are our future and it looks like we are in great hands! 



From left to right: Ms. Beverly Harper, Managing Director – AMTL, and the 2013 winners of the Bursary Awards Khristian McDonald and Renee Ramsarran along with 2010 winner Mohamed Chand



Ms. Harper presents the 2011 Bursary recipient, Terrence Groenhart Jr., with his prize for this year



## ANSA McAL HELPS KEEP OUR ENVIRONMENT CLEAN

### Caura River Cleanup

In the early hours of Saturday 21st September 2013, employees from Tatil, ABS, Head Office and ANSA Automotive joined their colleagues from Carib Glassworks Limited in support of the local leg of the 2013 International Coastal Cleanup. The ANSA McAL team gathered at the Caura River where they rolled up their sleeves and got down and dirty in their efforts to keep Caura's natural environment clean and beautiful. Prizes were awarded for the team's hard work.

After the cleanup efforts, like the true Trinis that they are, the team pulled out their ring stove and iron pot, that they just happened to have in their trunk, and lo and behold curry duck, dhal and rice was one the menu. They also just happened to have a DJ at hand to keep the tempo going. Who can blame them, the river and its environs were just too perfect to pass up. 🎵




ISN'T THIS PHOTO BREATHTAKING?

WE URGE ALL ANSA McAL EMPLOYEES TO DO THEIR PART IN KEEPING OUR ENVIRONMENT CLEAN AND PRISTINE FOR ALL TO ENJOY!

# BRUNSWICK® HAPPY HOUR

Our favourite seafood gets dressed up – Part 2

The team at AMCO took its **'BRUNSWICK® Happy Hour'** series to four more venues during the month of September. Even more yummy gourmet recipes from **BRUNSWICK®** were featured, and if there were any non-believers out there still, they're all converts now!

See below for some highlights from **BRUNSWICK®'s Happy Hour** at **Levels Restaurant** on Ariapita Avenue, **Rise Restaurant** in Chaguanas and **Dream Lounge** in San Fernando. 

## Levels Restaurant



## Rise Restaurant



## Dream Lounge



# BRUNSWICK® Recipe

## BRUNSWICK® Tuna Accras

This month's new and exciting recipe brought to you courtesy of the BRUNSWICK® team at AMCO is BRUNSWICK® Tuna Accras!

Try this great recipe with green mango chutney!



You will need:

- 2 cans BRUNSWICK® Tuna, drained*
- 1 clove garlic, minced*
- 1/2 tsp salt*
- 1 tsp freshly ground black pepper*
- 1 hot pepper, seeded and chopped*
- 1/2 cup chopped chives*
- 2 onions, finely chopped*
- 1/3 cup chopped chadon beni*
- 2 tsp / 10 ml lime juice*
- 1/2 cup flour*
- 1 tsp baking powder*
- 1/4 to 1/2 cup / 50 to 125 ml water*
- Vegetable oil to fry*

Combine **BRUNSWICK®** Tuna with garlic, salt, black pepper, hot pepper, chives, onion, chadon beni and lime juice. Add flour and baking powder. Add just enough water to make a soft batter like dough. Heat oil in frying pan. Drop dough in hot oil by spoonfuls and fry until golden brown and puffed. Serve with green mango chutney. [www.bookmono.com](http://www.bookmono.com)"

Makes 20 small accras.

Total preparation time: 15 minutes.

Enjoy!



You can find **BRUNSWICK®** Canned Seafoods Online at:

<http://www.brunswick.ca>

<http://www.youtube.com/brunswicktt>

<http://instagram.com/brunswicktt>

<https://www.facebook.com/Brunswicktt>

# MEET OUR PEOPLE

Allow us to introduce you to...

## Rahim Mohammed

**Sector HR Manager – ANSA Automotive Sector**

**CB:** Can you tell us a little bit about the portfolio that you hold and some of your main responsibilities?

**RM:** There are an incredible number of pressures today on organizations and the Human Resource function is seen as a key business partner and plays a critical role in helping our companies navigate through these transitions. As a result, HR is positioned and practiced as a strategic partner to the leaders of the business in order to contribute to significant business decisions, advise on critical transitions and develop the value of our employees. One of the key responsibilities is to drive the business through its human capital towards the achievement of the desired results. Therefore, all our HR responsibilities and initiatives – Performance Management, Human Resource Development, Manpower Planning and Organizational Development to name a few, are geared towards the realization of business results and shareholder satisfaction.

**CB:** Where can members of the ANSA McAL family find you?

**RM:** My office is in the Diamond Motors/Mitsubishi building on 25 Richmond Street, Port of Spain.

**CB:** Do you have any memorable moments in the Group? Any funny stories?

**RM:** In my time in the Group thus far there have been many memorable events. From successes on the job to working with a great team of HR and Management professionals, the experience has been great.

**CB:** When you get off work, what are some things that you like to do for fun?

**RM:** Was this a typo...get off work? Just joking! In my downtime I might read up on an interesting topic or grab a good book.

**CB:** Any secret talents or special skills?

**RM:** Many! That's what landed me this job; ask my colleagues. I am an honorary member at Q in the Community. Also, I am not one to share cake, juice or sweetbread :)

**CB:** We didn't know that hoarding food was a talent...lol

**CB:** If I were to come in to interview to be a salesperson with ANSA Automotive, what are some of the key qualities/traits that you would be looking for?

**RM:** Being a front-line position, we look for an array of qualities. We look for persons who are customer focused, have an internal motivation and drive to be the best at what they do and who can think quickly on their feet. Sales can be made or lost in a split second and those salespeople who have the ability to understand their customer's needs and become that trusted advisor, have the advantage. We look for relationship builders/trusted advisors, not salespeople. Sales would be easier to attain once customers have confidence and trust in our people.

**CB:** If you could drive off with any vehicle from ANSA Automotive which would it be and why? (Please note that we are not encouraging you to just drive off with any vehicle from the ANSA Automotive Showrooms)

**RM:** I have had the pleasure of taking a detailed look at the variety of vehicles we sell and I would have to choose the BMW X6! Its aggressive yet sleek look coupled with all the safety features makes this vehicle a winner

**CB:** What is with all the Curry Duck & All Fours?

**RM:** We just love being competitive and coming together for that family spirit and camaraderie. If you did not know your colleague's name before, you will definitely know it after you hang his jack :) ...it's always a good team building session as well!

**CB:** Who plans the better limes Group Corporate Communications or Team ANSA Auto?

**RM:** Is this a trick question ... I think we should put it to the test. Are you all willing to take us on?

**CB:** Any other favorite ANSA McAL brands? (other than those at ANSA Auto)

**RM:** As a Group, we operate in many sectors of the economic landscape and I would have to say that Tatil and Guardian are two brands that I respect due to their proven successes in their markets and their levels of customer loyalty.

**CB:** Any words of wisdom or personal credos that you would like to leave with our readers?

**RM:** Always do the best you can within the portfolio that you have. Never stop striving for excellence and never limit yourself on what you can achieve.

**CB:** On a side note my dream car has always been a Honda Civic....what can you do for me?

**RM:** Excellent choice! Come on in and let's discuss an In-One package. Sounds good doesn't it – Financing, Insurance and Service all bundled together to make your life easy. Had to take advantage of this advertising /promotional opportunity :)





# CURRY DUCK MASSIVE DOWN SOUTH!

Recap from our Reporter on De Scene Down in De Southlands: Sharon Balroop



**W**e packed our pot spoons and seasonings and grabbed a map and compass as the lime moved down south for ANSA Automotive's Curry Duck and All Fours Competition on Saturday 14th September 2013. It was duck, after duck, after duck as Classic Motors, Diamond Motors, Mc Enearney Motors, Richmond Motors, San Fernando and Shared Services entered the Duck-o-rama! Teams were judged on presentation, creativity, taste and best use of the mystery item - pineapple.

Teams, encouraged by their Duck leaders, were seen chopping, chunkaying, bhoonjaying and sampling their dishes, all vying for the chance to have bragging rights. The judges had a hard time choosing one winner, but in the end Classic Motors was crowned the champions of the 'Duck-Off' followed by Shared Services and then McEnearney Motors.

With feathers plucked and geera dust settled, it was on to the serious game of All Fours which lasted well into the night whilst the DJ kept up the tempo with Curry Tabanca.....or should it be Duck Tabanca.

Here's a look at what you missed out on.



**THERE SEEMS TO BE ONE PERSON WHO WASN'T TOO FOND OF THE CURRY DUCK LIME...**





# GROUP HR VS. GROUP HSE

And the winner is....

On the heels of ANSA Automotive's recent...well we think it was recent...first there was the one in South....then the one no wait the one by QRC was first....but when was the one by Caura River...

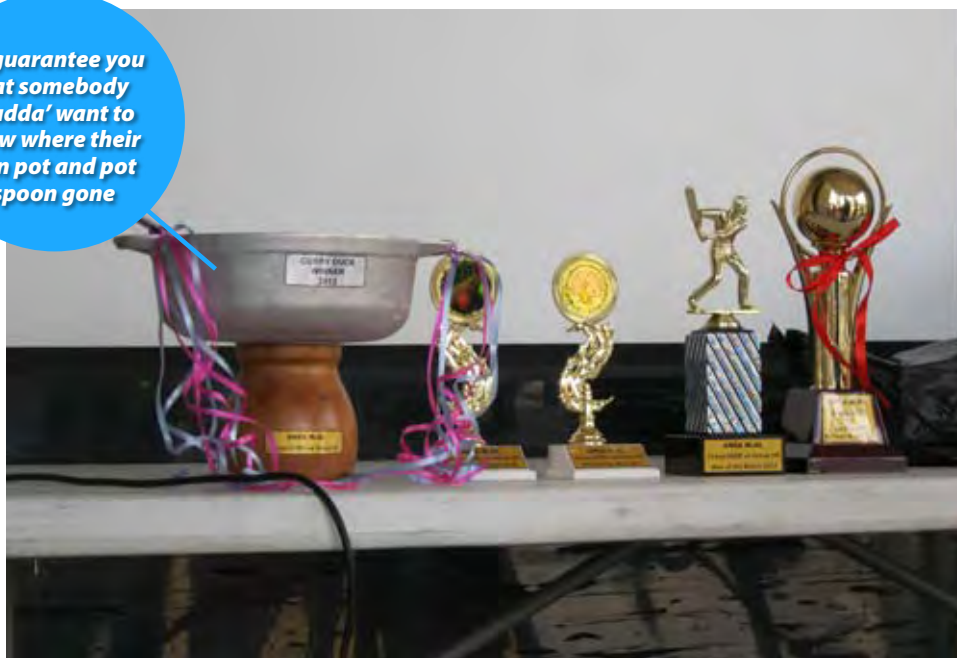
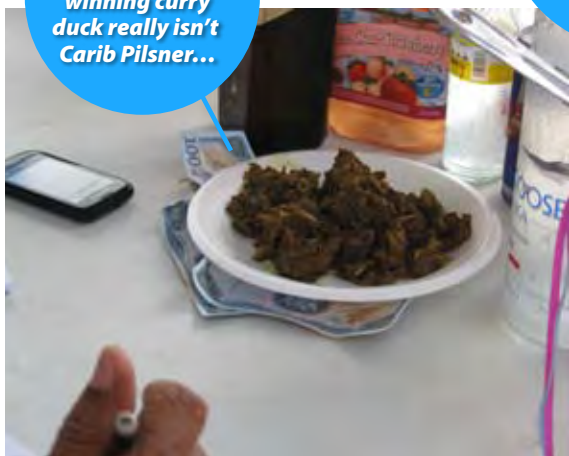


there've been so many Curry Duck and All Fours limes recently that we seem to have lost track of exactly which one we're on now....but anyways the HR Department of ANSA Automotive sent out their equivalent of the bat signal (which really was just a group email) to all local Group HR and HSE practitioners to come together on the AMCO compound in Chaguanas for a day of friendly competition. Our reporter on de scene this time was none other than Mr. Rahim Mohammed, Sector HR Manager – Automotive. Read on for Rahim's recap of the day's activities:

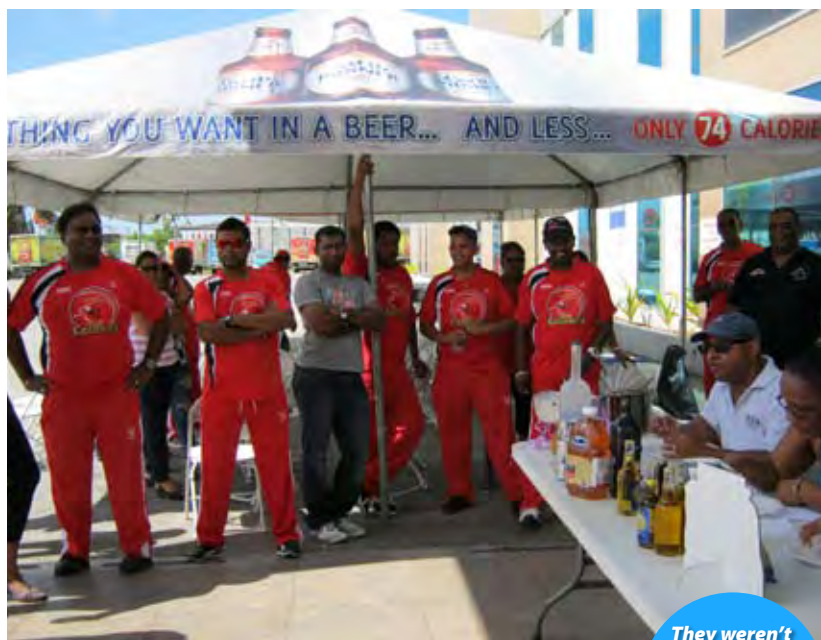
*"The Group HR Department (plus some stormers) and HSE Departments squared off in friendly but highly spirited competition on Saturday September 28th 2013 to prove 'who is boss'. The competition was intense with HR walking away with the All-Fours and Karaoke Championship titles. HSE took home the winning Curry Duck and well.....the cricket is still debatable and a rematch is around the corner. Also on the table for the next rounds of competition is 'Who does make the best doubles'. Stay tuned..."*

Looks like secret ingredient to a winning curry duck really isn't Carib Pilsner...

We guarantee you that somebody 'mudda' want to know where their iron pot and pot spoon gone



What HR didn't want you to know was that they won the Karaoke Competition because they were the only ones who entered



They weren't really running to catch the ball... one of the ducks had escaped



So this is where Corporate Broadcast's original Curry Duck & All Fours reporter was... no wonder she couldn't cover the story, she was busy covering right wicket



## NOTICE:

if you would like to see your subsidiary's employees, events and current promotions featured in the Corporate Broadcast, please submit articles, well captioned photos and ads to [shereen.ali@ansamcal.com](mailto:shereen.ali@ansamcal.com)



# ANSA McAL'S 2013 CHRISTMAS ARTWORK COMPETITION



Mr. Bjorn Stodart peruses the entries for ANSA McAL's 2013 Christmas Artwork Competition in the first round of judging which took place at the offices of Pepper Advertising. Also in the photo is Ms. Liliana Raqbir from Pepper Advertising

## And the Winner Is...

ANSA McAL's 2013 Christmas Artwork Competition has drawn to a close and we would like to thank all the kids (and their parents) who submitted works of art. The winners have been selected...but you will have to stay tuned to find out who they are because arrangements are being made to reward them at a special event in October.

We would also like to say thank you to the judges who volunteered their time and lent their professional eye to select the winners. Special thank yous go out to Mr. Bjorn Stodart, Team Lead – Creative with Pepper Advertising for judging the first round and Mr. Brian MacFarlane, Master Designer and Mas Maker for making the final selection and choosing this year's winner. It was no easy task!



Master Designer and Mas Maker Mr. Brian MacFarlane makes the final decision in this year's Christmas Artwork Competition

## SPECIAL VISIT



On a recent visit to Trinidad and Tobago, Mr. Jeff Benjamin, from Miami, Florida, paid a courtesy visit to the Tatil Building to meet our Group Chairman, Mr. Norman Sabga and some members of his Executive team. Mr. Benjamin (centre) is a candidate in the running to be the next Mayor of the city of Miami where the elections will be held on November 5th