

## Cayman Dancer To Speak at YES 06

PHILIPSBURG – One of the Cayman Island’s top dancers, this year will be one of the main presenters at the Young Entrepreneurs Symposium (YES 2006) scheduled to take place at the Sonesta Maho Beach Resort & Casino from May 24 to 27 in St. Maarten. Susan Barnes Pereira of Barnes Dance Academy and a founding member of the Cayman Islands National Dance Company – Dance Unlimited will make a presentation on using Visual Media to Facilitate Dance Ex-

pression. “As our area of focus this year is Technology and The Arts we wanted to provide speakers who are merging these two sectors to create new ways of interpreting our Caribbean identity and also developing new opportunities for income-generating businesses,” explained Conference Organizer, Nerissa Golden.

Mrs. Barnes Pereira will also facilitate a Me Inc. workshop for aspiring dancers and other artists to look at keys ways that individuals must develop them-

selves, their art and business acumen to have a successful enterprise in the creative Arts. Mrs. Barnes Pereira trained with Lorna Reid of Dance Unlimited, Jamaica School



of Dance, Alvin Ailey American Dance Centre, Susan Taylor at the University of Tampa and holds a Masters Degree in Dance Education from New York University. She brings with her a wide national and internal performance experience as well as a range of teaching experience including Creative Movement to children and teaching dance for the special child. Mrs. Barnes Pereira’s most recent performance was collaboration with a popular local visual artist and the Cayman Islands National Gallery where she used her performance art to interpret the visual arts in “Red Dawn.”

of communication and it is a gift for which I am grateful, a means of self expression, a means of understanding my environment and the way that I choose to communicate with the world,” says Barnes Pereira. “One of our goals was to find Caribbean-nationals who are themselves entrepreneurs to speak to aspiring business owners, as they have the experience and also know the realities and challenges of starting an enterprise with limited resources,” explained Golden. “We are pleased that Mrs. Barnes Pereira has agreed to come and share her knowledge with our entrepreneurs.”

### Westwood Park Producer at YES 06

PHILIPSBURG – Producer and Co-Creator of the popular Caribbean drama series *Westwood Park*, will be one of the main presenters at the Young Entrepreneurs Symposium (YES 2006) scheduled to take place at the Sonesta Maho Beach Resort & Casino from May 24 to 27.

According to Nerissa Golden, the conference coordinator, Danielle Dieffenthaler of Trinidad & Tobago will speak about the challenges of starting her own television production company Earth TV, birthing *Westwood Park*, which is now a syndicated show around the Caribbean and the United Kingdom. Dieffenthaler is also scheduled to conduct workshops for budding television and film producers and script writers looking at how we can influence images of Caribbean people through media.

Over the years Earth TV established itself as a recognized leader in the cutting edge... *continued on page 4*

## The Rise of the...

ANYWHERE, Caribbean – Entrepreneurship is as much a part of the Caribbean spirit

Golden of Truly Caribbean Network, a

and the cost of it will also impact the scope of business growth.



Karen “Lioness” Allen of Montserrat started [www.yourvirtuallolutions.net](http://www.yourvirtuallolutions.net) as a way of combining her passion for writing and her desire to be self-employed.

as the Steel pan is to Trinidad, Reggae to Jamaica and movement to rhythm.

Today a new breed of entrepreneurs is rising. They are staying within the comfort of their living rooms or bedrooms and doing business all over the world.

Technology is making this happen for them and they are earning a living doing it.

Karen “Lioness” Allen of Montserrat started [www.yourvirtuallolutions.net](http://www.yourvirtuallolutions.net) as a way of combining her passion for writing and her desire to be self-employed. Her virtual office provides a range of services such as legal briefs, general tutorial sessions, and corporate communications to clients on Montserrat, across the region and even into the United Kingdom.

She also releases a monthly e-newsletter about her homeland Montserrat and to promote her business.

“Caribbeanpreneurs are thinking and must

continue to think creatively,” says Nerissa Golden of Truly Caribbean Network, a foundation based in St. Maarten that is coordinating the first regional Young Entrepreneurs Symposium in May 2006.

“It is no longer their dream to live in a foreign country, freezing during the winter months to make money. Today they are looking for a way to have the best of both worlds. On any given day they want to be able to take their laptops head to the beach or nearest café and work.”

Karen makes use of the slower pace of daily life in Montserrat to raise her three sons and

*Caribbeanpreneurs are thinking and must continue to think creatively,” says Nerissa Golden .*

run her home-based business. Her company provides basic office services such as typing letters, book reports, and legal briefs for clients, without leaving home. She also provides website maintenance services and order processing for customers who are using the internet for business but do not have the time to do the day to day work required online.

Of course there are limitations for entrepreneurs who rely on the internet for business success, such as the quality of service provided by the local Internet Service Provider

These limitations however provided an entrepreneur on St. Maarten a new niche to fill.

Gregory Richardson started Securetech International N.V. from his bedroom in 2005.

But it was not all lounging about. A guaranteed response time to clients and lots of regional travel to make business connections and a strategic marketing of his services allowed him less than nine months later to move into a professional business park with his now expanded staff of seven.

“Our quick growth was rewarding but definitely planned,” Richardson says. “You have to put in the time and energy before it will bring returns.”

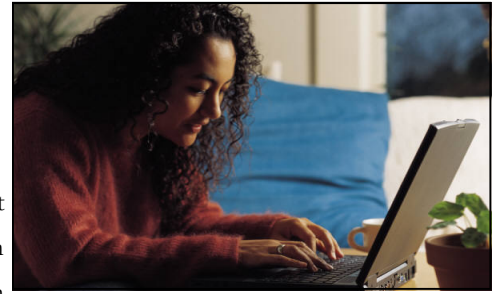
Securetech offers the latest technology in network security and firewalls and for people like Karen, they have an affordable web and email hosting package to run her new business.

“Our goal was to rival and in many cases beat the prices offered from US-based hosting companies while providing a level of service that they cannot provide due to their distance from the region and their lack of understanding of our Caribbean culture and ways of doing business.

In the years ahead you will continue to see the price of doing business on the internet fall as the technology develops and becomes more readily available in the Caribbean,” the entrepreneur said.

*(Continued on page 3)*

# ...Caribbeanpreneur



*Today they are looking for a way to have the best of both worlds. On any given day they want to be able to take their laptops head to the beach or nearest café and work."*

"We feel strongly that the Caribbean as a unified marketplace is largely untapped and more importantly un-catered to; as such we are in existence to provide solutions to this vast marketplace with its unique needs," Gregory continued. Secure Tech International can be reached at [www.securetechinternational.com](http://www.securetechinternational.com).

## **Know your market**

An important part of doing business successfully via the internet, is knowledge of the culture of the market you want to serve. Golden says this is vital information for anyone considering an internet-based business in the Caribbean.



**Nerissa Golden**

"Doing business on St. Maarten and in many other islands requires that people know who you are face to face before they will have the confidence to do business with you. A personal meeting is best when soliciting new business as many people are still warming to the idea of doing business online with unknowns," Golden, herself an entrepreneur explained. "Other places such as in the Virgin Islands have a more open view of internet business and may be more readily accepting of your online company. However, you still need to be ready to provide sound agreements and services to ensure them of your professionalism and capabilities."

It may also be necessary to offer to do at least a portion of the service in question before first payment is received. This can help to build confidence especially in cases where you are not physically or financially able to travel and meet the prospective client.

"Most of us have friends and family on other islands. Tell them about your business and let them recommend you to colleagues and other people they know can use your service," Golden advises. "This is how you will build your business and client confidence."

This is what Karen did to expand her client base. She also asked for referrals so that the word of previous clients would add credibility to her services and business.

## **Expand Your Borders**

Another important component of the Caribbeanpreneur's rise and expansion is working outside the confines of their island location. Today's technology makes it as easy to do business in Japan as it is to the neighboring island of St. Kitts. This is what Clive Ottley and his daughter Carol Mitchell banked on when they established Leyton Microcomputer Services on St. Kitts. They recognized very early on that their clientele would need to extend outside the twin-island nation for their business to survive.

"We are not all based in the same geographic space," says Carol Mitchell. "Leyton's has recognized that serving its

clients effectively has less to do with where you are based and more to do with proper use of the same technologies that we propose to our clients. This has enabled us to release ourselves from geographic boundaries in terms of serving our clients and serve them in a more efficient way as a result."

She confessed that the challenge remains to convince Caribbean prospective clients that bigger is not always better and that the United States is not the only source of quality and affordable technological products.

Leyton's is a provider of intelligent information management services and now boasts clients throughout the Northeastern Caribbean and the USA and are in the process of expanding to Bermuda and Trinidad. They also parlayed more than 20 years of experience in technology to consult with some of the region's government agencies on how to use technology to improve their businesses productivity and efficiency.

**Press Releases and the first Caribbeanpreneur available at [www.yes.trulycaribbean.net](http://www.yes.trulycaribbean.net)!**



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“Doing Business on the Internet”, “Working Outside Borders” and “The Rise of the Caribbeanpreneur” are some of the presentations which will be made during the upcoming YES 2006 conference from May 24 – 27, 2006 at the Sonesta Maho Resort & Casino.

Other highlights of the symposium include the Me Inc. workshops for persons interested in dance, music, television and film production, the Caribbean Showcase which will offer participants the opportunity to perform and show their computer-generated, video or film productions and the YES Awards ceremony to recognize local and regional Outstanding Entrepreneurs.

The conference fee is US\$ 125 and includes participation in all workshops. Register at your local Chamber of Commerce or call (011) 599-580-1070. Special hotel packages available for conference participants at the Sonesta Maho Resort. Go to [www.yes.trulycaribbean.net/travel](http://www.yes.trulycaribbean.net/travel) for room rates and details of the all-inclusive packages.

*Producer continued from page 1*

...of television production and pioneers in the arenas of music video and drama production. Some of ETV videos that have been seen on the MTV’s Tempo, BET’s Caribbean Rhythms and on VH1.

**Westwood Park** completed six successful seasons as the number one soap opera in



Trinidad and is also one of most popular programs on St. Maarten Cable TV. **Westwood Park** has now become a prominent fixture throughout the entire English speaking Caribbean.

Danielle Dieffenthaller is the co-founder and managing director of Earth TV Ltd. As part of the Earth TV team she has produced and directed several music videos (*Blue, Revolution/We Free – 3 Canal, Chutney Bacchanal – Chris Garcia, Big Truck – Machel Montano, Wham Bam – David Rudder, Puvab (the remix) – Nigel Lewis, Wet Me – krosfjab, Aye, Aye, Aye – Allison Hinds, How Many More – John King and others*). She has also written and directed several television programs that include the environmental series **Ecowatch**, pay-per-view Carnival specials and features on the Caribbean Special Olympics teams in Connecticut and Austria. She is the producer, director and co-creator of the popular Caribbean

series **Westwood Park**. Ms. Dieffenthaller is also developing a sitcom as well as a film script.

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YES 06 will bring together entrepreneurs to participate in workshops, one-on-one training programs and business promotion events. Highlights of the four-day event include the Me Inc. workshops for persons interested in dance, music, television and film production, the Caribbean Showcase which will offer participants the opportunity to perform and show their computer-generated, video or film productions and the YES Awards ceremony to recognize local and regional Outstanding Entrepreneurs.



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