

LIMEBUSINESS
MOVING FORWARD

Aspire

MAGAZINE

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TRACKS & I



iAspire – David Shirley

As a Sportsman, Entrepreneur, Marketer, Event Planner and Communications Specialist, David Shirley wears many hats and he wears them well. This strategic visionary is constantly injecting his creativity in Stoneleigh Coffee, his family's legacy. How does David juggle 5 corporations while serving as Treasurer of the Barbican Football Club and a member of Tennis Jamaica and The Jamaica Boxing Board? Find out more in this edition of the iAspire!

RECORDS

Although admirable, holding a managerial position in 5 different companies can prove to be very tedious. How do you cope?

Each role comes with different responsibilities and expectations. The key to doing more than one thing is excellent time management and good delegation. Although each company is a separate entity, my day-to-day operations are at one central location. I have a great support staff, as well as competent and dependable suppliers and partners. We work together and draw on each other's strengths; it's these synergies that allow us to prosper, grow and do what we love. I also accept that not everything will be perfect and may be a work in progress. You can't be an expert at everything. Learn to let go and OUTSOURCE.

How and why did you start Jahva Café?

My family has been in the coffee industry for over 35 years and our brand Stoneleigh Coffee

has been doing great in the local tourist market as well as internationally. When you inherit a legacy business, you still want to create something that is uniquely your own. Jahva was a natural progression. This gave us the avenue to highlight and offer our brand to local consumers but still maintain and manage the distribution and quality of our product. We also have a monthly coffee club program that delivers to our members, and we also offer seminars and tours at our factory and farms.

Locker Room Sports and Velle Sport International are two of your companies that show how dedicated you are to the development of sports in Jamaica. Tell us more about them.

My brother Stephen and I played sports all our lives. It's our love and passion for sports that lead us to start Locker Room Sports to provide a retail offering of high quality, fashionable



sporting goods and Velle Sport International for corporate sales, special projects and enterprise management.

Ideally we would love to have an not-for-profit arm that will work with the public and private sectors to develop and train our youths via school programs and community initiatives. The second part of our program will be to provide information and liaise with international colleges and universities to obtain scholarships for our local athletes, so that they can follow their dreams of a sporting career and be able to pursue a degree at the same time. With the success of Usain and the likes, there is no reason that Jamaica can't produce more athletes in track and field, football, cricket, tennis, swimming, etc. on that same level. The third part of our program would be sports career development.

Are you involved in any other sports venture? Tell us about it.

Several, I am one of the creators of Barbican Beach and I am the treasurer of the Barbican Football Club, which was recently promoted to the National Premier League. We have grand plans for Barbican, as we are proposing the development of an international standard football field and jogging trail for the community.



There is a 'vicious cycle' as a result of the underdevelopment of sports in Jamaica and other developing countries. The low investment in sport decreases the potential for our athletes to build their talent. It also means that there are fewer prospects for our athletes to continue their sport training or pursue professional sport careers at home... "Muscle Drain" is as real as "Brain Drain".

Why will people buy your product?

- Our product and service benefits.
- The value they receive.
- Their experiences with us.
- Our reputation.



How would you advise fellow entrepreneurs to find their competitive advantage?

The whole purpose of being an entrepreneur is to find a new solution to something with the hopes of capitalizing on it. Do the things other people in the past wouldn't or didn't or couldn't do and you will find what you're looking for... we all want to make money and be "rich", but first we have to create value.

What risks do you face in your businesses, if any, and how do you prevent these risks?

In every business there are always risks. On a daily basis we are faced with internal risks such as theft, fire, flood, legal liability and injury/disability. Externally we are faced with competitor innovations that affect products or services, new players in the market place, adverse trends in commodity prices, currency devaluation, interest rates/economy, new laws and barriers to entry, potential disruptions to supply chains, locally and internationally. We use a mix of insurance and risk management practices to mitigate or eliminate our exposure to loss.



Why will customers stay and repeat business with you?

Relationships are very important to me. I value them all whether they are social or business relationships. I believe that you should befriend your customers. People trust friends and family more, so if they see you as part of their community rather than a business they will be more loyal as well as give referrals. I strongly believe in treating your employees well. I don't only mean giving them the resources and tools to do their jobs or praising their successes; I mean treat them as how you would want them to treat your best customers. If you don't, they won't be happy, and if they aren't happy, they'll treat your customers badly. We as a country need to invest in our employees, or we'll be replacing them frequently while subsequently losing customers.



What advice do you have for new and upcoming entrepreneurs?

Stay positive, empower your team and maintain your vision. If we're all on the page and have the tools and resources to achieve our goals and objectives there is no reason for failure. Clear communication is key... and "thank you" go a long way!

What's next for David Shirley?

I plan to expand the Jamaica Blue Mountain Coffee Business locally and internationally, export brand Jamaica through KLE'S Tracks and Records and developing a cyber-business.





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Peer-to-Peer - Dr. Anissa Holmes

“A business has to be involving, it has to be fun, and it has to exercise your creative instincts.”

~ Richard Branson

Dr. Anissa Broussard Holmes must be celebrated for her 15 years of service to cosmetic and family dentistry, eight of which has been at her practice in Jamaica. This avid reader cites that medicine was her calling but was introduced to dentistry through a mentoring program at the University of Alabama at Birmingham and fell in love. Upon moving to Jamaica, Holmes made a commitment

to continue the high standards set while practicing in the United States, including the use of technology and cutting edge dental services. According to Dr. Holmes, “The best part of my job is that I get to do what I love. I have a very supportive team and patients who are very appreciative of the services that we offer.”



The main challenge of business owners is in understanding how to properly operate their businesses. This means creating systems to test and measure everything; from feedback of their customers, to the effectiveness of marketing strategies. The Jamaica Cosmetic Dental Services (JCDS) saw the importance of being knowledgeable of their numbers to make better decisions that would enhance their growth and profitability.

“I love to dream BIG and I have a vision of JCDS being the leader of WOW Customer Service in Jamaica. We are known as a dental office that constantly thinks outside of the box. We are innovators and strive to exceed our patient’s expectations in the most unexpected ways.” gushed Holmes. Thanks to Anissa’s focus, hard work and determination, her practice has just expanded to a newly constructed building on Lady Musgrave



“The only place where success comes before work is in the dictionary.”

~ Vidal Sassoon

Road in Kingston. The new facility offers over 2500 square feet that will accommodate more technology and services. To take away the sound, patients can listen to their custom selection of music or watch a movie during treatment with Apple technology. Patients also see before and after pictures of all treatment done through the use of intra-oral cameras, to give them long-term peace of mind. The JCDS boasts a digital X-ray system and imaging

software which allows them to increase the megapixels of their X-ray images. This allows Dr. Holmes to detect cavities at the onset, which would otherwise take months to diagnose. “We have also just installed the Isolite, which is the newest trend in dentistry to eliminate contamination of saliva while doing dental procedures.”

The JCDS works as a team to ensure that they deliver the highest quality service and commit to giving their patients long term peace of mind. When asked what makes her practice different, Holmes remarked: “Our patients begin their tranquil experience with a warm beverage from our Tazo Tea Bar: featuring, Tazo and Jamaican Tea, Blue Mountain Coffee, Milo and Hot Chocolate. Our patients make themselves at home with amenities such as toothbrushes, lotions, and perfumes to make them feel more comfortable.”

“Quality means
doing it right when
no one is
looking”.
~Henry Ford



We asked Dr. Holmes to give her most valuable advice to young and upcoming entrepreneurs and she expressed how important it is to acknowledge that you do not know everything. “Seek a mentor who has been successful in business to assist you with developing good systems.” Besides dentistry Anissa enjoys reading, traveling, photography and exploring Jamaica with family and friends.





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LIME's cloud based voice service, Virtual Office, delivers seamless & easy to use business telephone and communication systems that work from virtually any location for an affordable monthly cost. Customers no longer have to invest in PBXs or key systems, or worry about costs to manage & maintain premise-based systems. Instead, LIME will execute, maintain and upgrade the service through software implementations.

How will LIME Virtual Office keep your Business Ahead?

- **Reduced Costs –**

User-to-user calls are always free, even when away from the office (locally or overseas) and there is no need to buy and maintain telephone equipment. Customers will also save on operating costs by running voice, data, multi-messaging and video on one network

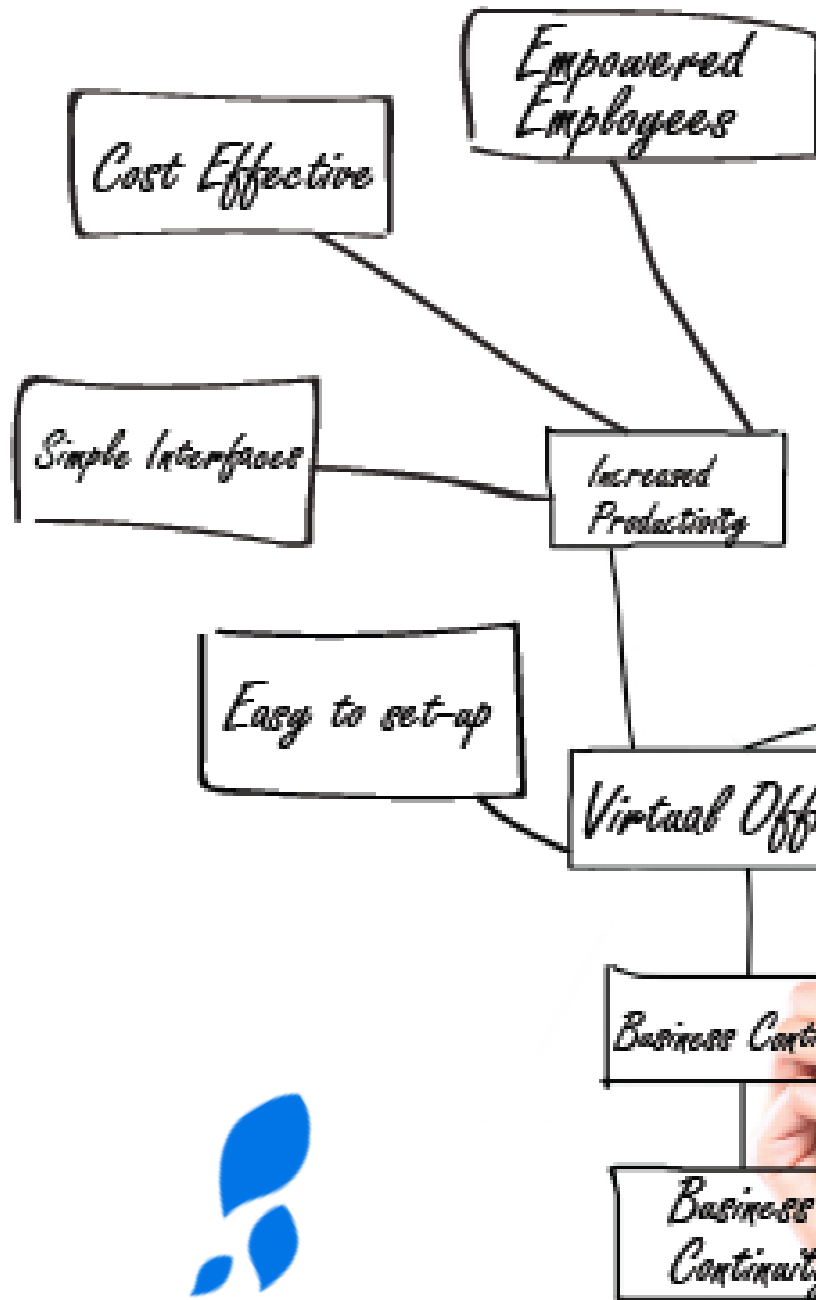
- **Flexible –**

Users have the opportunity to utilize their own virtual office where they can take their telephone & communication tools any and everywhere.

- **Easy to set-up & Cost Effective**

- **Easy office relocation & swift recovery from disasters**

- **Same functionality as the corporate phone system** such as voicemail, interactive voice recording and hunt groups.





- Extensive range of features to improve individual user productivity
- Simple user and administrator interfaces - with no need for highly specialised in-house or contracted skills.

How can your business benefit from LIME Virtual Office?

- **Increased Productivity -**
LIME's real-time presence feature allows users to inform their colleagues of how best to contact them, virtually eliminating failed communication attempts and greatly reducing the one-way communications that voice mail creates.
- **Empowered Employees -**
Powerful call screening and routing capabilities enable users to take control of their communications rather than allowing their communications to control them. The Personal Agent feature provides users with a single number for all their communication devices.

- **Increased Flexibility & Control -**

A simple browser interface allows you to add, move and change extensions easily and quickly. Advanced features can be purchased as needed, without requiring costly software upgrades of on-site equipment. Users can also configure their preferences in real-time, directly from their PC desktop through an intuitive toolbar.

- **Enhanced Mobility -**

Mobile employees are always available, making it easy to stay in touch on the road while traveling between offices, hotels or hot spots, or even when at home. These services are available over nearly any broadband connection.

- **Improved Customer Service -**

Enjoy Customer Service Excellence with a reliable system that makes it easy for customers to contact your company and your employees, day or night, in the office or on the go. Use the Virtual Office Direct Number for each employee, go through the Operator; or use the Optimized Automated Attendant to assist you customers to make the right connection. The Virtual Office Single Number Reach means that your customers need to know only one number to reach your employees desk phone, mobile phone or Tablet. With better contact with your customers, your employees can make and receive calls, and better respond to customer needs – anywhere they are.

- **Business Continuity -**

An additional benefit is the service's disaster recovery feature that enables organisations to maintain their telephone services in the event of any kind of displacement by re-routing calls to an alternative location or to any device, including a fixed line, mobile phone or a PC-based 'softphone'.





**What are you
waiting for? A world of
endless possibilities await
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LIME Virtual Office.**



Meet the Team! –

Andrew Mullings

At LIME, we go to great lengths to ensure that our customers and their business needs are met by the highest quality service. Each and every one of our employees represents the spirit of our company: driven, determined and committed. With diverse experience and skill sets to produce not just an effective workforce, but a well-rounded, talented and complementary team; LIME is here to serve you better.

In subsequent issues of the iAspire, we will introduce members of our Pre-Sales Engineering team.



Name: Andrew Mullings

Position: Head of Department,
Pre-Sales Engineering

Something about Me: A proud graduate of the St. Jago High School, I have been working in the Information and Communication Technologies (ICT) industry for the past 16 years where I have gained invaluable experiences. I attended the University of Technology, where I earned a Bachelor of Science in Engineering (Hons). I also hold several globally recognized IT certifications from leading ICT companies such as Cisco and Avaya.

Who are pre-sales Engineers: The Pre-Sales Engineer (PSE) is an arm of the sales team which converts the business requirements of LIME customers into technical specifications supported by the suite of products we offer. The PSE collaborates with sales, service, engineering support resources to ensure proposed deals include solutions that accurately address customer needs, and are appropriately supported by key customer decision-makers.

Making an Impact!: Pre-Sales, like any other skill set must be honed and practiced. It doesn't come overnight and as with any specialty, constant improvement is critical to stay ahead of the game. My job is to build a style and methodology that works for the team and not be afraid to change or modify them as we find areas for improvement. The better the team gets, the more value we give to our customers and the organization.

Why LIME?: Working at LIME has been a tremendous opportunity to use my initiative and creativity. This type of flexibility has seen tremendous benefits to our customers. We have secured strategic partnerships with Solution Providers across the globe that would not have been possible in years gone by.

We are seen by the customers as trusted advisors. This is a responsibility that we take very seriously. I am proud to lead a set of consummate professionals that are able to adapt and excel to this dynamic environment.





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1) **Horace Robinson** (Director in the Ministry of Energy and Mining for S.E. St Andrew) **Technical Solutions** **Communication**
Kellie-Ann Rochford (manager) **3) T...** Director at CW... (Country Manager) (Senior GTI Specialist) -Sutherland Global Services (Director - GTI) and **Norman...**

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5) **...** Manager **Rosemarie...** Regional Business Sales- L... (Deputy) **Julian...** **Ingrid...** (Ltd) and

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n. Julian J.
Minister of State
y of Science, Technology,
ng and Member of Parliament
w) **2) Douglas Ennis** (VMBS –
ons Architect for Network &
s), **Norman Naar** (LIME) &
vester (Corporate Accounts
ony Adbo, Regional Solutions
C Business and Rachel Matthews
ger – UPS) **4) Oniel Wallace**
ecialist –Jamaica Operations
lobal Services), **Duraimurugan**
- Sutherland Global Services)
Naar (LIME)

Colinette Wilson (HR
r- Sol Petroleum Limited),
arie Richards and **Tony Adbo**,
al Solutions Director at CWC
ss **6) Anne Stewart** (Head of SME
LIME), **Tony Adbo**, **Duhaney Smith**
ty Managing Director- Ametrin co. Ltd),
Edwards (IT Manager- Ametrin co. Ltd),
Stephens (Managing Director- Ametrin co.
nd **Harry Campbell** (Chief Technical Officer-
Commonwealth Partners)

NET WORK

This month we present a few of the highlights from the **Global Connect - International Capacity Seminar** held on the 22nd of July in Montego Bay and the 24th in Kingston



7) Roniel Williams (Samsung-Tech Support) with a LIME representative **8) Tony Adbo**, **Norman Naar**, **Mark Kerr Jarrett**, and **Dave Hylton**, General Manager of Barnett Technology Park **9) Sonia Clarke Bowen**, 2nd VP – Montego Bay Chamber of Commerce, **Anne Stewart** newly appointed Head of SME Sales at LIME, **Nathan Robb** President –Montego Bay Chamber of Commerce and **Kim Lee**, Head of Channel Marketing, Sponsorships and Promotions **10) Douglas Williamson** (left) Senior IT Manager – Xerox and **Tony Adbo** (right) Regional Solutions Director at CWC discuss the new capabilities of LIME's Global Connect service **11) Nathan Robb** Commerce chats with **Tony Adbo** (right)







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