

Trinity Homes cops local Pioneers of Prosperity award

By Alicia Dells

A LOCAL company received a major accolade recently, having edged out 35 other competitors to be named the Country-level Winner of the 2009 Pioneers of Prosperity Awards Competition in Barbados.

As a result of this accomplishment, Trinity Homes Limited, a real estate company that customises housing for middle income families, will receive a grant of US\$ 40 000 from the Multilateral Investment Fund of the Inter-American Development Bank (IADB) to invest in training and the technical infrastructure of their enterprise. Moreover, the company, which has been in business since 1999, has a chance to compete in the regional competition for an opportunity to win an additional US\$ 60 000 and the title of Pioneer of Prosperity-Caribbean.

Speaking during the presentation ceremony at the Accra Beach Hotel, Mr. Kenneth Hynes, managing director of the OTF Group, the implementers of the programme, said that in emerging economies, substantial support is often lacking for private sector Small & Medium Enterprises

(SMEs) and therefore they often face tremendous challenges.

"This [programme] is a celebration of small to medium sized enterprises, it is a celebration of the dynamism that they bring to an economy.

Why I think this is particularly important in countries like Barbados, Jamaica, Belize or Haiti, is that too often they (SMEs) don't have the support from the banks, they don't have the support in some cases from the governments. But also, what we have often heard from a lot of the entrepreneurs is that they find they don't have the support from social networks.

"Entrepreneurship is not celebrated, it is not regarded as an admirable profession that people undertake that should be celebrated and that should be respected. Too often a person asks why are you doing that, did something else not work out for you? I think that is unfortunate and that's a mindset that we are trying to change," the managing director pointed out.

He went on to highlight, that among other things, what made Trinity Homes stand out from the other competitors, was their focus on middle-class housing-an innovative decision that they made to cater to a neglected seg-

ment of the market.

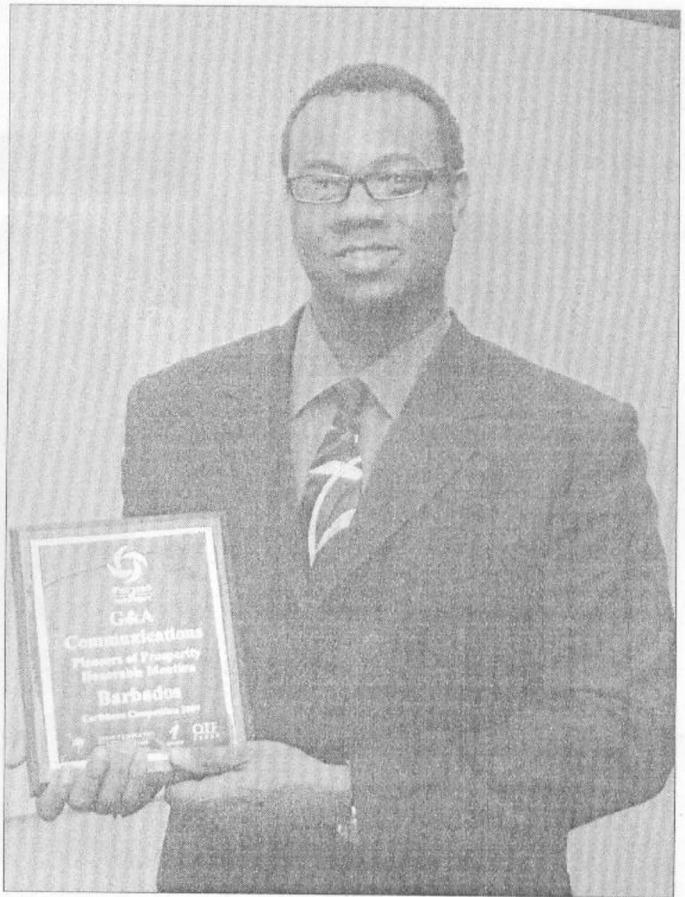
He further added that despite the fact that they are still trying to penetrate the local market, Trinity Homes, like a true SME, is currently working towards further expanding their business into other markets in the region.

Chief Executive Officer of Trinity Homes, Mrs. Elizabeth Cupples expressed gratitude on the behalf of her company, for being recognised at such an esteemed level.

She indicated that their 10-year plan includes expansion across the regionally, especially the Dominican Republic, which according to her is one of the bigger markets.

Mr. Devin Griffith of G&A Communications received honourable mention and will be awarded a grant of US\$ 10 000.

Having received 580 applicants from across the region for the Pioneers of Prosperity awards competition, the organisers of the event say that they are pleased to witness such a great response from regional entrepreneurs. The eventual 10 country level winners, who will be chosen from participating states, will travel to Montego Bay, Jamaica, for the finals which will be hosted by that country's Prime minister, the honourable Bruce Golding.



Senior Private Sector Specialist with the Inter-American Development Bank (IADB), Jose Jorge Saavedra (2nd from left) presents the Country-level Pioneer of Prosperity award to Elizabeth Cupples (2nd from right) and husband Christopher Cupples of Trinity Homes Limited, while managing director of the OTF Group, Mr. Kenneth Hynes (left) looks on.

A call to engage all people in the organisation

THERE is a need to address leadership in organisations across the Barbados.

The call has come from Anthony Johnson, Chairman of the Barbados National Productivity Council.

He has said that this was important to the

functioning of organisations.

Participating in the VOB Call-in radio programme yesterday which had as its topic, Productivity in Barbados, Johnson said organisations need to introduce certain elements at certain levels, on the floor, as

well as excellence, and to engage people in organisation. He reasoned that once employees are passionate about giving service, this tends to create a link between organisational goals and personal goals.

He also dealt with the suggestion from a caller

that if employees are uncertain about future, it is difficult to give of their best.

According to Johnson, "I think individuals are part of family and have to operate at the level where they pool resources, do budgeting and planning". Johnson who is also an

Economist, told the programme that employees organise their lives in the family set up, they would be able to see where there are deficits and shortfalls.

In such a situation, the BNPC Chairman said, individuals could then try to cultivate those deficits to provide for a better fu-

ture.

The Barbados National Productivity Council is in the forefront of trying to get sectors across the Barbados economic landscape to improve productivity as one of the ways to help the country become more competitive in the global arena. (JB)

Today's Weather

☀️ **FORECAST** Partly cloudy to cloudy and breezy with scattered showers mainly during the morning.

<p>International Temperature</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>Beijing, CHINA</td><td>26°c</td></tr> <tr><td>London, ENGLAND</td><td>15°c</td></tr> <tr><td>Toronto, CANADA</td><td>22°c</td></tr> <tr><td>New York, NY</td><td>23°c</td></tr> <tr><td>Miami, FL</td><td>29°c</td></tr> </table>	Beijing, CHINA	26°c	London, ENGLAND	15°c	Toronto, CANADA	22°c	New York, NY	23°c	Miami, FL	29°c	<p>Tides</p> <p>High: 11:39 a.m. Low: 5: 02 a.m.</p> <p>High: 10: 47 p.m. Low: 4:12 p.m.</p>	<p>Rainfall</p> <p>Yesterday: 1.4mm Month: 110.7mm Year: 493.8mm</p>
Beijing, CHINA	26°c											
London, ENGLAND	15°c											
Toronto, CANADA	22°c											
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<p>☀️ SUNRISE - 5:43 a.m.</p>		<p>☀️ SUNSET - 6:26 p.m.</p>										
<p>Yesterday's Temperatures</p> <p>Max: 29.7°c Min: 24.5°c</p>												