

2019

# PRESIDENT'S ANNUAL REPORT

A review of the projects, activities and collaborations for the 2018-2019 Term



President: Yolande Agard-Simmons  
Association of Female Executives of Trinidad and Tobago  
6/27/2019



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## BOARD OF DIRECTORS

PRESIDENT – YOLANDE AGARD-SIMMONS

PRESIDENT-ELECT – CANDICE GRAY-BERNARD

IMMEDIATE PAST-PRESIDENT – CHARLENE PEDRO

SECRETARY – DIXIE ANN DICKSON

FINANCE DIRECTOR – SANDRA SANDIFORD-CARR

COMMUNICATIONS DIRECTOR – MICHELLE LOW CHEW TUNG

FUNDRAISING DIRECTOR – ADANNA FRASER

MEMBERSHIP DIRECTOR – CHERYL SUE WING

SOCIAL OUTREACH DIRECTOR – SOLANGE RICHARDSON

RESEARCH & PUBLIC ADVOCACY DIRECTOR – JEANE WARNER

PROGRAMMES DIRECTOR – SHERLEEN YOUNG-GRIFFITH



## PRESIDENT'S REVIEW

I joined this distinguished organisation in 2008 and never thought that 10 years later I will have the privilege to be President. Mahatma Ghandi famously said that *the best way to find oneself is to lose yourself in the service of others* ... this was not a journey of self-discovery, but one of selfless service for me.

As a Board, our strategic focus for the term was on 'building with a legacy in mind'; and this saw us hosting some hall mark events over the past year. The two most outstanding of which were the Women in Leadership event at which we hosted Her Excellency Paula-Mae Weekes, the first female President of the Republic of Trinidad and Tobago; and our International Women's Day Annual Women of Influence Awards and Mentorship Event when we had the distinguished presence of Mrs. Sharon Rowley, wife of the Honourable Prime Minister, Dr. Keith Rowley who spoke to almost two hundred persons.

These were two of the sixteen (16) events/programmes hosted by the Association over the period.

Concurrently, we aggressively pursued both our advocacy and mentorship sessions. We had some forty (40) articles published via our weekly Ask AFETT Column in the Newsday newspaper. Coupled with our visible presence and active participation in key advocacy issues, notably the National Policy on Sexual Harassment and the Not-for-Profit Bill.

The year of service was also defined by increased visibility for the Association, mutually beneficial partnerships, and vigorous advocacy on the issues relevant to women and young girls.

We also mentored thirteen (13) young girls in the Lower Santa Cruz area through our REACH Mentorship Programme.

To those who were brave to join me on this journey of service, I thank you from the bottom of my heart.

To all our members, sponsors, supporters and partners – here's to another successful year.

Yours in Service

**Yolande Agard-Simmons**  
**President**

### **Our Vision:**

- To continue to be the leading network for professional women in Trinidad and Tobago

### **Our Mission:**

- To build a community of women who support each other in becoming more effective in the business world
- To develop and implement programmes to promote the enrichment, growth and advancement of our members
  - To be advocates for change in the business environment
- To provide mentoring opportunities for women entering or re-entering the work force
  - To offer a forum for the exchange of ideas and resources

### **Our Value Proposition:**

AFETT possesses a strong network and opportunities for members to grow and develop their business; the opportunity to play a greater role in policy formation and advocacy on women's issues and is viewed as an effective educator (wealth of knowledge and information).

### **2018/2019 Theme/Focus:**

'Building with a legacy in mind ... set your dreams on fire'

## COMMUNICATIONS

**Director:** Michelle Low Chew Tung

Committee Members:

Colleen Cameron, Dixie Ann Dickson, Sherleen Young-Griffith, Dixie-Ann Belle, Jamila Bannister, Chenelle Spooner

Overview of Committee's Strategic Focus:

To strengthen the image of the Association as the leading organisation for networking for female executives

Strategic Objectives:

- Activate a well-planned Social Media strategy
- Issue the monthly e-magazine 'Take Note' by the 2<sup>nd</sup> week of each month
- Facilitate a sustain media presence through media interviews and media releases on topical issues and statement pieces

Activities:

Increased visibility of the Association was carried out across its social media platforms including Facebook, LinkedIn and Instagram. During the reporting period, AFETT's Facebook group increased from 2347 to 2623 members. While slower growth was experienced within its LinkedIn group, membership now stands at 565 as at June 12<sup>th</sup>, 2019. The Association's Instagram page enjoyed much activity ending the reporting period with 552 followers.

With the largest group of followers on its Facebook page, the following metrics is provided for the period July 1, 2018 to June 12<sup>th</sup>, 2019:

- Total members: 2653 representing a 12% growth in new members
- The age-range for members falls within the 18 – 64 years category with the 35-44 age range category dominating the female group members
- Main contributors during the year are as follows:
  - Lara Quentrall-Thomas
  - Caron Greaves
  - Jeane Warner
  - Cavelle Joseph
- It is clear that "most page views and overall interaction" on the page occurred when pictures were posted following events/programmes

Regarding the publication of the Association's membership newsletter i.e. Take Note. During the reporting period, the newsletter was published each month beginning July 2018 to February 2019 consistently with a break occurring during the months of March to April 2019. The newsletter was last published in the month of May 2019. The newsletter was also published on the Association's Facebook and LinkedIn pages.

During the period, the Association's public profile increased considerably with publications in the local media i.e. print and television on a monthly basis. We appeared on TTT, CNC3, Isaac Radio, Power 102 and Newsday newspapers by invitation to discuss and share our views on: the 2018/2019 National Budget; International Women's Day 2019; National Policy on Sexual Harassment; Suit Me Up 2018.

Representation at numerous events by AFETT's President and members of the board was strategic in intent as the Board ensured that the Association's voice was heard as it pertains to issues affecting women locally. A tremendous effort by the President to ensure that stakeholder engagement was strengthened to the benefit of the Association.

Achievements/Benefits/Impact:

Increased visibility contributed to the expansion of the Association's footprint in the local business community and in the communities it serves. This was evident through the various partnership opportunities that became available to the Association. Furthermore, sponsorship and donations increased year on year during the reporting period.





## FUNDRAISING

**Director – Adanna Fraser**

### Committee Members:

Dixie Ann Dickson, Inga Dottin-Bernard, Andrea Bernard, Donna Marie Alexander

This term saw the President actively seeking out corporate sponsors through personal contact to secure funding for our signature events. As a Board we had to find creative ways to raise funds in the context of the prevailing economic circumstances.

### **Suit Me Up 2018**

We hosted another successful installment of our annual Suit Me Up event, along with Sustainability Partner – Nature Seekers - at the Cruise Ship Complex in Port of Spain on Saturday 29<sup>th</sup> September, 2018.

A unique feature of the event was the Couch Conversation segment, hosted by CNC3's Deputy Head of News and The Morning Brew presenter, Hema Ramkissoon. She interviewed our Sustainability Partner – Nature Seekers; President of AFETT, Yolande Agard-Simmons and engaged in a discussion on the theme 'Less is More' as we joined the international community in recycling efforts and reducing waste. Yolande spoke to the 'need for providing affordable and quality clothing for the professional woman'. Also participating in the Conversation were Past President, Cavelle Joseph, Head HR, NIPDEC; President Elect, Candice Gray-Bernard who spoke about the need for us as citizens to become more 'aware' and conscious of our impact on the environment; and Paula De Souza, Image Consultant who provided easy and quick tips on how to complete a look, with makeup, hair styles and accessories.

Entrepreneurs on display at the event were Established Styles, NuTH Lifestyle, King's Specialty, Aurora's, Paula De Souza and HBC Services. Event sponsors included Zoom Caribbean; Trinidad and Tobago Manufacturers' Association (TTMA); National Agricultural Marketing and Development Corporation (NAMDEVCO); Sole's - Beauty for the soul; HADCO; Massy Stores; SM Jaleel; our collection centres: C Spot Sip and Paint; Sole's Beauty Salon; Arima Shopping Centre; Kids Republic; Camilleon Consulting; and Centrascape Garden Centre.

We had two significant challenges on the day as there were major road works on the highway leading into Port of Spain; it was also the same day as Scotiabank's 5K Annual Breast Cancer Awareness Walk.

### Lessons learnt:

We needed to engage in more promotion of the event via media circuit interviews and not rely solely on social media promotion. We also need to be mindful of other events on the date of SMU which may compete with our target audience.

### **Women in Leadership Series**

As part of AFETT's objective to make women winners and our commitment to leadership development, we hosted the 3<sup>rd</sup> annual installment of our Women in Leadership Series Platform to embolden women to believe in themselves more and doubt themselves less. Our Leadership Series provides an unrivalled opportunity for women to share experiences, learn from the best minds and be encouraged and nurtured.

With title sponsor, Bankers Association of Trinidad and Tobago (BATT), we hosted the event under the distinguished patronage of Her Excellency Paula-Mae Weekes, O.R.T.T., President of the Republic of Trinidad and Tobago, titled 'Fearless: Closing the Gender Confidence Gap' on Saturday 25th May 2019 at the Hyatt Regency Hotel. The Feature Presentation in the form of a couch conversation with Her Excellency saw the audience being thrilled, enamoured and edified through the copious and heartfelt responses given by our esteemed President. The questions included:

- 'How did you get to the point where you were being considered/nominated for President?
- Many of us are interested in serving at a higher level (perhaps in Senate) but it seems impossible without political allegiance and allies. What do you recommend for women who do want to serve the nation, but are not politically aligned?;
- Women's empowerment has to leave no woman behind. Do you think cross-class solidarity among women is important and why, and what do you think are ways we should build such cross-class solidarities among women?;
- At any time in your journey, did you ever second guess yourself? If yes, how did you overcome that?;

- What behavioural approaches have you found most needed in leadership across the fields in which you have had influence?;
- Does our education system generally prepare women for leadership?; and if in your opinion it does not, how can we change that?;
- Do you see women's movements as important historically?; Do you think they remain important today?

These were questions asked by AFETT members, leaving no stone unturned in their desire to get into the mind of President Weekes. Her Excellency was ever so gracious to answer each question posed to her.

Other women who took the stage to share their journey and experiences were Mrs. Gretchen Camacho-Mohammed, Director, Bankers Association of Trinidad and Tobago (BATT) and Managing Director of RBC Caribbean; Ms. Franka Costelloe, President, Trinidad and Tobago Manufacturers Association (TTMA); and Mrs. Yolande Agard-Simmons, President of AFETT. The event was skillfully chaired by Candice Gray-Bernard, President Elect of AFETT.

### **International Women's Day – Women of Influence Award's**

In celebration of International Women's Day, on Tuesday 12<sup>th</sup> March, 2019, the Association of Female Executives of Trinidad and Tobago (AFETT), in collaboration with title sponsor - the Bankers Association of Trinidad and Tobago (BATT), hosted the annual Women of Influence Awards and Mentorship Function at the Hyatt Regency Hotel. The event was a coming together to honor so many of our change agents and leaders and to gain inspiration, insight and motivation.

The Keynote Address was delivered by Mrs. Sharon Rowley, wife of the Honourable Dr. Keith Rowley, Prime Minister of the Republic of Trinidad and Tobago. Other speakers included Mrs. Yolande Agard-Simmons, President, Association of Female Executives of Trinidad and Tobago; Mr. Brian Lewis, President, Trinidad and Tobago Olympic Committee; Ms. Karen Darbasie, Vice President, Bankers Association of Trinidad and Tobago; and Mr. Nigel Romano, Director, Bankers Association of Trinidad and Tobago. This year's event included a unique Couch Conversation segment which saw Ms. Darbasie and Mr. Lewis sharing their individual perspectives on the issues of Empowered Women, Emasculated Men; Social Media affecting Self-Esteem; Is the playing field level. The event was ably chaired by Ms. Hema Ramkissoon.

Distinguished guests were the Honourable Nyan Gadsby-Dolly, Minister of Community Development, Culture and the Arts; Lara Quentrall-Thomas, President, Trinidad and Tobago Coalition of Services Industries Limited (TTCSI); Mr. Terrance James, General Manager, NIPDEC; Mrs. Indera Sagewan-Alli, Economist; Mrs. Roberta Clarke, President, Coalition Against Domestic Violence (CADV); Mrs. Kathyann Thomas-Elbourne, Vice President, Trinidad and Tobago Midwives Association; Past Presidents and members of AFETT; among others.

Included in the audience were some ninety students from schools across Trinidad.

Many thanks to our title sponsor Bankers Association of Trinidad and Tobago; and our school sponsors: ACCA Trinidad; Deloitte Trinidad; East Port-of-Spain Development Company Limited; Grant Thornton; National Gas Company; Massy Group Foundation; Shell Trinidad; and the Gender Affairs Division of the Office of the Prime Minister.

### **FUNDRAISING EVENTS – TOTAL RAISED**

<b>Date</b>	<b>Name of Event</b>	<b>Total Funds Raised</b>
29-Sept-18	Suit Me Up	\$44,760.00
8-Mar-19	Movie Premier – Captain Marvel	\$16,800.00
12-Mar-19	International Women's Day	\$110,000.00
24-May-19	Women in Leadership Series	\$25,000.00
		<b>\$196,560.00</b>

### **FUNDRAISING EVENTS PROMO FLYERS**



#001

**AFETT**  
Association of Female Executives of Trinidad & Tobago

MOVIE PREMIERE FUNDRAISER

**\$150.00**

**Date: March 8th**  
**Venue: Digicel IMAX**  
**Time: 6:00pm**  
**MUST BE SEATED BY 5:30pm**

**CAPTAIN MARVEL**  
MARCH 8

NET PROCEEDS GOES TO AFETT'S WOMEN'S DEVELOPMENT FUND

**AFETT** *Making Women's Dreams*  
Association of Female Executives of Trinidad & Tobago

In Partnership with **LOVE YOUR CHURCH**

**SUITE ME UP 2018**

**December 15th 2018**  
**9am - 3pm**  
**RUSH Restaurant and Lounge,**  
Eastern Main Road, Tacarigua  
Free Fashion Show and a surprise Guest Fashion Designer.

ITNAC merchandise will be on sale so come out and support.

Proceeds go towards flood relief

Facebook - Itnacs Trinidad

**AFETT** *Making Women's Dreams*  
Association of Female Executives of Trinidad & Tobago

**SUITE ME UP 2018** *Less is more!*

**SAT 9th SEP TO 14th SEP** **CRUISE SHIP COMPLEX,**  
WRIGHTSON ROAD, PORT OF SPAIN

**OUR CLOTHING COLLECTION DRIVE is now on!**

**DROP OFF CENTERS**

NORTH	EAST	SOUTH	CENTRAL
<b>C Spot Slip and Paint</b> 42 Broomfield Street, St. Clair Sherrine Brown - 233-3624	<b>Arima Shopping Centre</b> 422 Green Street, Arima Samantha Bhopia - 688-5608	<b>Camilleon Consulting Centre</b> 445 Campbell Drive, Cocoana San Fernando Camille Namdial - 688-9537	<b>Centrascape Garden Centre</b> Midsummer Mall Car Park, Chaguaramas Nadine Bherany-Borg - 671-0258

**The Secure Group**  
Tregentia Road, Port of Spain  
Stephen Harris - 220-3181

**Sole's Beauty Salon**  
402, Trenchard Street,  
Port of Spain  
Suzanne Richardson - 569-6828

**Kids Republic**  
Eastern Main Road,  
St. Augustine  
223-5648

Booth Spaces are also available for rental on a first come first serve basis.  
Cost: Members - \$500/ Non-Members - \$600

For further information, contact AFETT Secretary:  
543-2160 | admin.afett@gmail.com

**AFETT** *Making Women's Dreams*  
Association of Female Executives of Trinidad & Tobago

WITH SUSTAINABILITY PARTNER **NATURE SEEKERS**

**SUITE ME UP 2018**

**SAT 9th SEP TO 14th SEP** **CRUISE SHIP COMPLEX,**  
WRIGHTSON ROAD, PORT OF SPAIN

**FEATURING:**  
**COUCH CONVERSATIONS WITH A CELEBRITY HOST**  
**EXCITING DOOR PRIZES**

**ENTRANCE FEE \$20.00**

**#LessIsMore!**

**BOOTH HOLDERS:**  
NATURE SEEKERS; KUTTAGE ACCESSORIES;  
ESTABLISHED STYLES; NUTH LIFESTYLE;  
KING'S SPECIALTY; AND HBC SERVICES

Part proceeds go towards our Women's Development Fund and Youth Mentorship Programmes

Cash | Link | Visa payments accepted  
For further information, contact AFETT Secretary:  
543-2160 | admin.afett@gmail.com

**AFETT** *Making Women's Dreams*  
Association of Female Executives of Trinidad & Tobago

**3rd Annual Women in Leadership Series 2019**  
under the distinguished patronage of  
**Her Excellency Paula-Mae Weekes, O.R.T.T.**  
President of the Republic of Trinidad and Tobago

**FEARLESS**  
CLOSING THE GENDER CONFIDENCE GAP

**SPEAKERS INCLUDE:**  
MS FRANKA COSTELLOE, PRESIDENT, TRINIDAD AND TOBAGO MANUFACTURERS ASSOCIATION

**SATURDAY 25 MAY 2019**  
**HYATT REGENCY HOTEL,**  
WRIGHTSON ROAD, PORT OF SPAIN  
**5:30PM - 8:30PM**  
PLEASE BE SEATED BY 5:15PM

TABLE BOOKINGS ARE AVAILABLE FOR AFETT MEMBERS AT A COST OF \$200

**\$200 MEMBERS** **\$250 GUESTS** **Semi-Formal DRESS CODE**

PROCEEDS IN AID OF OUR WOMEN DEVELOPMENT FUND  
admin.afett@gmail.com  
REGISTER EARLY

## IWD 2019 SPONSORED SCHOOLS

1. Arima Central Secondary
2. Bishops Anstey High School
3. Bishops Centenary High School
4. Moruga Secondary School
5. Rio Claro East Secondary
6. St Francois Girls High School
7. St. Joseph's Convent Port of Spain
8. South East Port of Spain Secondary
9. Success Laventille Composite

## IWD 2019 PHOTOS





## IWD 2019 WOMEN OF INFLUENCE AWARDEES

Business Pioneer - **Candice Welch**

National Spirit - **Renele Forde**

Social Entrepreneur - **Chevaughn Joseph**

Young Female Leader - **Nyoshia Cain**

Spirit of AFETT - **Sherleen Young-Griffith**



## MEMBERSHIP

**Director: Cheryl Sue Wing**

Committee Member:

Chenelle Spooner

Strategic Objective:

To continue to meet with the Youth Ambassadors Organization of Trinidad and Tobago and other stakeholders to grow the membership of the Youth Arm of AFETT

This term's priority was centered on establishing the Youth Arm of AFETT, while continuing a membership drive. The Youth Arm was launched on December 8<sup>th</sup> 2018 with the induction of 10 young ladies ages 18 to 25. Three (3) more inductees joined the ranks since then, in January and April 2019.

Oprah Winfrey said that "a mentor is someone who allows you to see the hope inside yourself." As a Board, that is the premise on which we felt it important to allow the mentorship of our young girls to extend beyond the duration of our traditional Mentorship Programmes. Thus, the launch of the Youth Arm.

As part of our ongoing relationship, we will provide them with motivation to continue along a positive path and to further share the stories of those who have successfully traversed the path of adolescence into adulthood. It was also for this reason that as a Board we launched the Association's YOUTH ARM: a mechanism to continue to provide realistic support to these young ladies.

**Achievements/Benefits/Impact:**

A positive spin on the lives of the young women, all of whom feel very proud and excited to be a part of a dynamic Women's Association

We had an average of 34 in attendance at each of our nine (9) monthly membership events hosted over the period. With 18 new members pinned over the period, coupled with 13 youth arm members receiving their Membership Certificates.





## RESEARCH AND PUBLIC ADVOCACY

**Director – Jeane Warner**

### Committee Members:

Cavelle Joseph, Meghan Sylvester, Candice Gray-Bernard, Simone Francois-Whittier (contributor)

### Committee's Strategic Focus:

To lead in the advocacy and publicity of issues faced by working women and young girls

### Activities:

- Continue with the weekly Ask AFETT Column in partnership with the Newsday newspaper
  - Of the 50 weeks between July 5<sup>th</sup> 2018 and June 22<sup>nd</sup> 2019, forty-two (42) articles were printed which accounts for absence due to feature articles for special events; lack of space and holidays
  - It was a concerted effort to extend the reach of the Column by inviting guest writers to share their perspectives on management issues. Some of these writers included Dawn Richards, Kevin Liverpool, Sandra Basheer, Sheree Welch, and Senator Varma Deyalsingh
- Publish a 2019 Calendar
  - This activity was fully sponsored and published and produced in time for International Women's Day and featured the Board of Directors with their children/mothers, highlighting the shifting roles of female executives as mothers and women with families. One hundred and fifty (150) copies were printed and distributed.
- Implement a Radio Series/Podcast to treat with pertinent issues
  - The first podcast was launched as part of the Association's programme of activities for our 16 days of activism against violence against women in November 2018. A three-part series entitled "The Colour of Love", featured 12 young women and men as they discussed issues of toxic relationships and how love can potentially turn violent
- Prepared and submitted an article, titled 'Leaving the Corporate World – What next for the responsible female executive?' for the 50<sup>th</sup> Commemorative issue of Trinidad and Tobago Association of Retired Persons (TTARP) 050Q Magazine
- Advised on the Sex Offenders Register Bill, Sexual Harassment Bill, Sexual Offences (Amendment) Bill
  - Specifically provided judicial review of the Sexual Harassment Bill and examined the provisions therein as it compared to local and international legislation, case law and policy documents
- Each article published was in line with specific days as celebrated by the UN for instance, there was an article for International Men's Day written by Kevin Liverpool, Executive Director of the Fatherhood Resource Centre; there was another by a member of the Youth Arm for World Telecommunications Day advising a young person about choosing a career or studying in the particular field; and Dr. Varma Deyalsingh wrote on the Six Cs of relationships during our 16 days of activism campaign
- AFETT was represented at the IWD March on March 9 held in commemoration of IWD 2019 and hosted by the IGDS Department of UWI.
- AFETT was represented on the UWI St Augustine Campus Committee for Undergraduate Awards with the objective to select two competent and financially deserving female students who would each receive a bursary of \$5000 from the association. Three (3) bursaries were awarded this year to the following recipients:
  - Ann Marie Gabrielle Ming Hon
  - Giselle Petal Jack
  - Amrita Elizabeth Collymore

Many of our activities were sponsored; and we say thanks to all: Sole's Beauty Salon; Candice Gray-Bernard, HGIL, NuTH Lifestyle, Multiserve Caribbean, SHECasa, Swag Elite, and Uptown Regal.

### **Collaborations & Partnerships:**

- The President Elect, Director RPA and Director Communications presented a half-day Training Workshop titled 'Think equal, Build smart, Innovate for change' as part of the Gender Affairs Division, Office of the Prime Minister's International Women's Day 2019 celebrations on Wednesday April 3 2019
- The President delivered a presentation, titled "Creating a positive culture through Entrepreneurship" at the RISE WOMAN'S CONFERENCE ... Reimagining Initiatives for Sustainable Empowerment Women's Entrepreneurship Conference in partnership with the US Embassy on Thursday 28th March 2019
- The President attended the Gender Affairs Division's Public Information Session on the International Day for the Elimination of Violence Against Women on November 23, 2018
- As a Board, we were invited and attended the Trinidad and Tobago Olympic Committee's 24<sup>th</sup> Annual Gala Awards Ceremony
- The President participated in a panel discussion on the theme 'Advancing Women in leadership position – challenges and obstacles; at the Trinidad and Tobago Olympic Committee and Commonwealth Games Association's 2<sup>nd</sup> Annual Advancing Women in Leadership Forum on Saturday 20<sup>th</sup> October 2018
- AFETT also partnered with the Fatherhood Resource Centre on 'Celebrating Men and Boys' as part of AFETT's initiatives in observing The United Nation's 16 Days of Activism against Gender-Based Violence Campaign, which began on Nov. 25 (The International Day for the Elimination of Violence against Women) and ended on 10 December (Human Rights Day). The UN's observance is meant to galvanize action to end violence against women and girls around the world.
- The President delivered a presentation, titled 'Entrepreneurship and Midwifery' at the Trinidad and Tobago Association of Midwives (TTAM) Midwifery Conference 2018 'Midwives leading the way with quality care' on Friday 28<sup>th</sup> September, 2018
- AFETT partnered with the Trinidad and Tobago Chamber of Industry and Commerce to host an event, titled 'Join the Conversation on the Draft Sexual Harassment Policy' on Wednesday 5<sup>th</sup> September, 2018
- AFETT partnered with The Shelter to host a candid discussion on the issues of Domestic Violence in August.



## PROGRAMMES

**Director – Sherleen Young-Griffith**

Committee Members:

Regina King, Tenille Whiskey, Krystall Marshall, Melena Simon-O'neil, Chenelle Spooner, Dixie Ann Dickson

Committee's Strategic Focus:

- To offer women professional development and networking opportunities through the establishment and maintenance of strategic alliances with local, regional and international industry and State Agency partners

The Committee successfully hosted eleven (11) Meetings in total including the Launch of the Youth Arm Cocktail Reception, the Leadership Series event, and the EGM.

Activities:

**July 2018** – Mix & Mingle/Launch of the Strategic Plan 2018/2019

**Aug 2018** – Strong, Fearless, Survivor Stop Domestic Violence; venue sponsored by the Ministry of Agriculture, Land and Fisheries

**September 2018** – Essentials of an Entrepreneur's Tool Kit (Business 101) – Mix & Mingle; sponsored by Deloitte Trinidad

**October 2018** – The National Budget & You

**November 2018** – Women & Girls celebrating our Men & Boys, in commemoration of International Men's Day; venue sponsored by NIPDEC

**December 2018** – AFETT Youth – The Power of YOU - Launch of the Youth Arm; sponsored by the Ministry of Community Development, Culture and the Arts and the Ministry of Sport and Youth Affairs

**January 2019** – Essentials of an Entrepreneur's Tool Kit (Business Financing 101) – Mix & Mingle; sponsored by Massy Motors

**February 2019** - Essentials of an Entrepreneur's Tool Kit (Protocol & Etiquette) – Mix & Mingle; sponsored by ACCA Caribbean

**March 2019** – Extra Ordinary General Meeting; catering sponsored by Callelujah Limited

**April 2019** – Essentials of an Entrepreneur's Tool Kit (Marketing & Branding 101) – Mix & Mingle; venue sponsored by the Ministry of Agriculture, Land and Fisheries

**May 2019** – 3<sup>rd</sup> Annual Women in Leadership Series; sponsored by Bankers Association of Trinidad and Tobago; Emerald Designs, Hyatt Regency Hotel; and Atlantic LNG

Achievements/Benefits/Impact:

- A membership survey was conducted at the Membership Meeting in September to inform the focus on the themes/topics for future Meetings. From the feedback received, we hosted sessions on Business Financing, Marketing and Branding, Business Registration, Protocol and Etiquette
- Partnerships with The Shelter, The Fatherhood Research Centre, Massy Motors, NIPDEC, Trinidad and Tobago Coalition of Services Industries; Bankers Association of Trinidad and Tobago; the Ministry of Sport and Youth Affairs; the Ministry of Community Development, Culture and the Arts, Ministry of Agriculture, Land and Fisheries
- Full Meeting Sponsorship/Partnership with Deloitte
- Full Meeting Sponsorship/Partnership with ACCA
- The full range of topics covered and speakers who addressed our members over the period afforded them all the opportunity to learn from experts in various fields



## PROGRAMMES PROMOTIONAL FLYERS

**Mix & Mingle**  
PRESENTATION OF THE  
2018/2019  
Strategic Plan  
THURSDAY  
19  
JULY 2018  
5:30PM  
Drink Lounge  
& Hibiscus  
63 ROSALIND STREET,  
WOODBROOK

Financial Members \$100    Guests \$150    Register early admin.afett@gmail.com

**Strong, Fearless, Survivor ... Stop Domestic Violence!**  
The Law - what it currently allows, what should be amended  
The Medical Practitioner - the invisible but apparent signs  
The Shelter - a survivor's story, do your part to help

THURSDAY 16 AUGUST 5:00pm  
Rosalind Gardens, Port of Spain

Part presented by The Shelter

**Mix & Mingle**  
The Essentials of an Entrepreneur's Tool Kit  
THURSDAY 20 | 5:00PM  
Kapok Hotel  
KARIBU ROOM  
201 FLOORS

Enter and get to the know on topics such as:  
Registering a Business 101  
Finances and Financing  
Assessing Funding for your business ideas

CONTRIBUTION Financial Members Special Rate \$50    Guests \$200    Register early admin.afett@gmail.com

**Breakfast Meeting Series: The National Budget & You**  
TUESDAY 10 OCTOBER 8:00AM  
Julius at the Oval  
TRINAMITE ROAD  
PORT OF SPAIN

- Let us review the National Budget 2018/2019 together - its impact on you, your business and the economy
- Learn how to do more with less from the investment expert
- Understand your role in transforming our socio-economic realities

Register early and get your complimentary ticket to attend the November Meeting on Tuesday 13 November (coinciding with International Women's Day)

CONTRIBUTION Financial Members Special Rate \$250    Guests \$300    For Registration admin.afett@gmail.com

**Women & Girls CELEBRATING OUR Men & Boys**  
In commemoration of International Men's Day  
Positive Male Role Models

THURSDAY 15 NOVEMBER 5:30PM  
TRAINING ROOM NIPDEC  
ST VINCENT STREET  
PORT OF SPAIN

SPEAKERS:  
• Mr. Terrance James, General Manager, NIPDEC  
• Mr. Kevin Liverpool, President, Fatherhood Resource Centre

CONTRIBUTION Financial Members \$50    Guests \$200    For Registration admin.afett@gmail.com

**AFETT & YOU**  
COCKTAIL RECEPTION  
INSPIRATIONAL PRESENTATION: 'The Power of YOU'  
LAUNCH OF AFETT YOUTH ARM

SATURDAY 5PM-7PM  
08 DECEMBER . 2018  
NAPA Restaurant  
(MIDWEST ENTRANCE)  
PORT OF SPAIN

SPEAKERS:  
Dr. the Honourable Syron (Gladys) Dolly, Minister of Community Development, Culture and the Arts  
The Honourable Shamfa Outley, Minister of Sport and Youth Affairs  
Dawn Richards, Principal Consultant, DRA Consulting

CONTRIBUTION Financial Members \$150    Guests \$200    For Registration admin.afett@gmail.com

**Mix & Mingle**  
The Essentials of an Entrepreneur's Tool Kit  
TUESDAY 22 JAN 2019 5:30PM  
Massey Motors Showroom  
LADY YOUNG ROAD, MORVANT

Enter and get to the know on topics such as:  
Business Plan Development  
Registering a Business 101  
Financing Your Business 101  
Entrepreneurial Care & Service for the Working Woman

CONTRIBUTION Financial Members Special Rate \$100    Guests \$200    Register early admin.afett@gmail.com

**Mix & Mingle**  
The Entrepreneur's Tool Kit  
**Protocol and Etiquette**  
with Sandra Barber, Protocol Expert  
THURSDAY 14 FEB 2019 5:30PM  
ACCA Head Office  
Level 1 Savannah East, Queen's Park East,  
Port of Spain Trinidad and Tobago

- Guests have access to meet and greet in the East
- Learn career enhancement strategies
- Do's and Don'ts of hosting VIPs and clients
- Event management and business communications etiquette

CONTRIBUTION Financial Members Special Rate \$100    Guests \$200    Register early admin.afett@gmail.com

**Mix & Mingle**  
The Entrepreneur's Tool Kit  
**Marketing and Branding Your Brand**  
TUESDAY 16 APRIL 2019 5:30PM  
Orientation Centre  
Rosalind Gardens, Port of Spain

Speakers Include:  
• Michelle Low Chow Tung CEO and Principal Consultant, ITC Consulting Ltd  
• Sharmine Singh-Ghauran Founder and Managing Director, Trinidad Weddingquest

Topics Include:  
• Marketing 101  
• Branding 101  
• The Marketing Plan  
• Defining your marketing strategy  
• The importance of a brand  
• Success Stories

CONTRIBUTION Financial Members \$100    Guests \$200    Register early | Parking available admin.afett@gmail.com

**3rd Annual Women in Leadership Series 2019**  
under the distinguished patronage of  
Her Excellency Paula-Mae Weekes, O.R.T.T.  
President of the Republic of Trinidad and Tobago

**FEARLESS**  
CLOSING THE GENDER CONFIDENCE GAP

SPEAKERS INCLUDE:  
MS FRANKA COSTELLOE, PRESIDENT, WOMEN AND YOUTH ALLIANCE  
MANCHESTER ASSOCIATION

SATURDAY 25 MAY 2019  
HYATT REGENCY HOTEL  
WILKINSON ROAD, PORT OF SPAIN  
5:30PM - 8:30PM  
PLEASE BE SEATED BY 5:00PM

TABLE BOOKINGS ARE AVAILABLE FOR AFETT MEMBERS AS AT 2019 \$200  
PROCEEDS IN AID OF OUR WOMEN DEVELOPMENT FUND

CONTRIBUTION Financial Members \$200    Semi-Formal DRESS CODE    admin.afett@gmail.com

## SOCIAL OUTREACH

**Director – Solange Richardson**

Mentors:

Candice Gray-Bernard, Charlene Pedro, Zakiya Gill, Camille Mohan-Cayenne, Tenielle Whiskey, Shantal Thomas, Wendy Lewis

Committee's Strategic Focus:

To offer women and young girls personal and professional development opportunities

Activities:

1. Networking event

We successfully hosted our first networking event for past mentees of our Reach Mentorship Programme to foster a relationship with mentors and mentees. The event was held on December 8<sup>th</sup> 2018 at NAPA. Sponsored by Ministry of Community Development, Culture and the Arts. Guest speakers included Minister of Social Development, Culture and the Arts, Dr. the Honourable Nyan Gadsby-Dolly, Minister of Sports and Youth Affairs, the Honourable Shamfa Cudjoe; and Dawn Richards, DRA Consulting.

2. Revamping of the Reach Mentorship Programme and Booklet

The booklet was adjusted using the existing as the blueprint and rolled out each week of the programme. The duration of the Programme was changed to allow more time to connect with mentors and for mentees to fully grasp the topics. Presenting the toolkit each week gave us the opportunity to adjust based on the needs of the mentees. The 4 week duration was extended to 6 weeks, with a subsequent 6 weeks follow up which leads to our adoption month July/August.

3. Reach Mentorship Programme

The 2018 Mentorship Programme was hosted in Febeau Village, Lower Santa Cruz from March 23<sup>rd</sup> - May 4<sup>th</sup>. We ran the programme for 5 weeks at ½ hr extra each week to accommodate the two public holidays over the period. A WhatsApp group was created with the Social Outreach Director and mentees to keep the lines of communication open and for easy access with homework help and advice. We also included two local celebrity appearances in the persons of Keevan 'Keevo' Lewis, comedian and social media influencer and Zakiya Gill, spoken word artiste.

Achievements/Benefits/Impact:

1. The programme commenced with 13 mentees and that total was maintained for the duration of the programme.
2. All of the toolkit topics were coupled with fun activities. All topics was presented at every session and overlapped for better understanding. The mentees where very interactive with some of the topics and really expressed themselves and opened up. They are all excited about our follow up sessions.
3. Mentees wanted the sessions to continue and, based on feedback received from the post event evaluation forms, they are looking forward to the follow up sessions, where we go in-dept with three main topics, namely Communication, How to present yourself and Protocol and Etiquette.
4. Mentors enjoyed working with this group of girls and also look forward to the follow up sessions and beyond.
5. Jo-Anne Edwards, an AFETT member hosted a week long training programme, titled 'The Art of Civility' in August 2018 and offered a sponsorship to the programme to one of our past mentees. Aaliyha Johnson from the El Dorado programme was selected to attend. She attended and successfully completed the programme.



## SOCIAL OUTREACH PHOTOS

Lower Santa Cruz Community



## CONCLUSION

As a Board, we worked very hard to fulfill the objectives that were set out in July 2018; and moreso to build on the strength of the goodwill and brand of the Association.

Though raising funds was a challenge, after a few months of aggressive and sustained stakeholder relationship engagement, we were able to procure the financial support and commitment from multiple Corporate entities, which allowed us to be in a financial position to host all our monthly membership meetings, our REACH Mentorship programme, our Leadership Series event and our Annual International Women of Influence Awards and Mentorship Function.

Altogether, it was an extremely rewarding year for us as a Board and on an individual level.