

## CELEBRATING HISTORY, CREATING HISTORY!

On July 29, 2008 Sagicor's celebrations of 150 years of operating in Trinidad and Tobago came to a grand climax at the Trinidad Hyatt in Port of Spain. It was a fitting culmination to a week of activities that included a tree-planting in each of the communities in which it operates, as well as a customer appreciation day.

Trinidad's Executive Vice-President and General Manager said "Indeed, 150 years is a momentous occasion and a phenomenal achievement in any company's lifetime...in fact in any lifetime.

To have built our reputation as a sound regional brand from rather humble beginnings is for every Sagicor team member a proud achievement, as we continue to grow from strength to strength. While we are proud to have made a contribution to the prosperity of the entire region, the real source of our pride occurs on another level entirely. It happens when a family achieves their goals in life. It happens when a couple can enjoy retirement free from financial worries. We want to make all that and more happen for our clients. And to have done it for 150 years has been an honour."

The 150<sup>th</sup> Anniversary celebrations had "Celebrating History ... Creating History" as its chosen theme. Mr Trestrail said that this was the embodiment of our objective which is simply to not be too preoccupied with what we have done by only celebrating history, but to use it as an impetus to do even more and create history with the knowledge and experience that we have gained along the way.

After much deliberation over our 'gift' to the community, Sagicor finally selected the sturdy and monumental Mora scientifically referred to as the Mora Excelsa for our tree-planting exercise. Quite appropriately, the Mora is related to the family of Barbados Pride and the shady, colourful Flamboyant. Any similarities between the Mora's relatives spanning both Trinidad and Barbados and



(L-R) His Worship, The Mayor of Port of Spain, Mr Murchison Brown, plants Mora Excelsa in the Queen's Park Savannah opposite the Sagicor Financial Centre, ably assisted by Robert Trestrail, Executive Vice President and General Manager, and Marvin Andrews, Marketing and Public Relations Manager, both from Sagior Life, Trinidad and Tobago

Sagicor's origin and growth were purely intentional. In many ways, the Mora is symbolic of Sagicor's own strength, resilience and progressive pathway. This Tree Planting was but a small gesture to demonstrate our unstinting commitment to the people of Trinidad and Tobago.

Amidst all the activities, there was one thing that was at the centre of all the celebrations – Clients. Monday, July 28, 2008 was declared our customer appreciation day and it was observed at each of our seven locations. On this day, "walk-in" clients were treated to Sagicorian hospitality and were presented with gifts to commemorate the occasion. Our clients with the longest in-force policies, along with our key business partners and associates, were hosted at a cocktail reception at the Hyatt Regency the following day. The Sagicor Exodus Steel Orchestra was the feature entertainment to the evening's elegantly casual affair and entertain they did!

However, what was most revered about the evening was the image of the senior stalwarts of the Trinidad and Tobago operations of David "Perry" Evelyn, Hugh Mazely, Krishna Narinesingh and Roy Sydney rekindling relationships with old clients and friends with a sense of nostalgia and pride, knowing that they would have played no small part in guiding this company to where it now stands.

As the week of celebrations and inevitably the evening wound to a close, guests were presented with prints of a 2008 limited edition print of the 'Cannonball Tree' by Trinidadian Noel Vaucrosson, HBM (1932-1996). Painted in 1985, this piece depicts a view of the Queen's Park Savannah, almost as though being viewed from our steps at the front of the building. 1858-2008 celebrated. 2158 here we come.