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SUPPORT. PROMOTE. PROTECT.

The Cayman Islands Chamber of Commerce was established in 1965 and is a non-profit organisation that exists to Support, Promote and Protect Cayman business and the wider community. We proudly represent more than 700 businesses and associations from every major industry sector and have recently expanded our operations to include a Visitors Centre.

PRESS RELEASE

For immediate release

Date: January 27, 2011

Leadership Cayman holds first seminar of 2011 programme

Leadership Cayman held its first seminar of the Programme on Wednesday (January 26). The seminar focused on Media in our Community and was organised by 2010 Inaugural Programme Graduates Sheridan Robinson, Joanne Diaz-Berry, Sandy Cram and Simon Garnett. The seminar was sponsored by the Rotary Club of Grand Cayman.

The purpose of this seminar was to learn how various media operate and the influence they have on our businesses and personal lives. It was also to discuss and strategize how cooperation from the media could enhance the socio-economic well-being of the community. Along with presentations from community media experts, the group was given a guided tour of the Television Centre.

The speakers for the seminar were Dan Charleston, Market Manager, Dms Broadcasting Ltd.; April Cummings, News Director, Cayman 27; Alan Markoff, Senior Photo-Journalist/Assistant Editor, Cayman Free Press; Teritia Peart, Business Manager, Cayman Free Press; Susan Watler, Internet Manager, GIS Marketing & Communications, and Ben Maxwell, Marketing/Promotions, Programming, Sales, On-Air at Paramount Media.

"LC class members had the opportunity to meet with many of the faces of the media in our country and gain invaluable information and understanding on the role that the media plays in our community. There can be little doubt that technology has revolutionized the way in which people communicate and share information at local, national and international levels. Good use of media can help businesses as well as government to better understand, respond to and attract the attention of specific audiences. It enables real two way communication with people in the places where they are already engaging with their interests." **Sandy Cram, 2011 Chairperson, Leadership Cayman**

The next seminar will focus on Criminal Justice and will be held on Wednesday, February 9. This seminar will include a tour of H.M. Northward Prison and the Cayman Islands Courthouse.

The Chamber's Leadership Cayman programme (LC) was developed in answer to a need to ensure men and women of all types of backgrounds could access the information and



experience to help them develop as leaders within our community. The six-month programme is designed to allow participants a deeper understanding of social, economic, business and political issues affecting us all, whilst they develop their own personal leadership styles and nourish their community spirit.

Class members interact with diverse, high-level community leaders and decision makers by organising and attending a series of seminars and retreats in areas ranging from business, government, education, media, social services, criminal justice, diversity, the arts and more. A trip to the Sister Islands also introduced the group to some of the unique issues facing Cayman Brac and Little Cayman as our smaller and less developed communities. Meeting typically every other Thursday of the month (5:00 – 9:00 p.m.), the LC group forges strong friendships as they take this inspiring journey together. Each graduating class will be invited to join the LC Alumni Association and use it to network both here in the Cayman Islands and also with similar overseas programmes.

