



CULTURAL XPRESSION | AN EXCLUSIVE BRAND OF CULTURE AND LIFESTYLE

# Cultural XPRESSION

AUG 2019

**ST MAARTEN AGRICULTURAL RESEARCH AND DEVELOPMENT FOUNDATION: NO SUPPORT FOR IMPORTED CANNABIS**

**ST MAARTEN AGRICULTURAL CENTER**

**GUYANA BEST ECOTOURISM DESTINATION IN THE WORLD P2**

WorldCharts  
**caribbean**



MADE IN  
ST. MAARTEN

# GREAT AFRO-CARIBBEAN PEOPLE CHARLES ERNEST GIBBES



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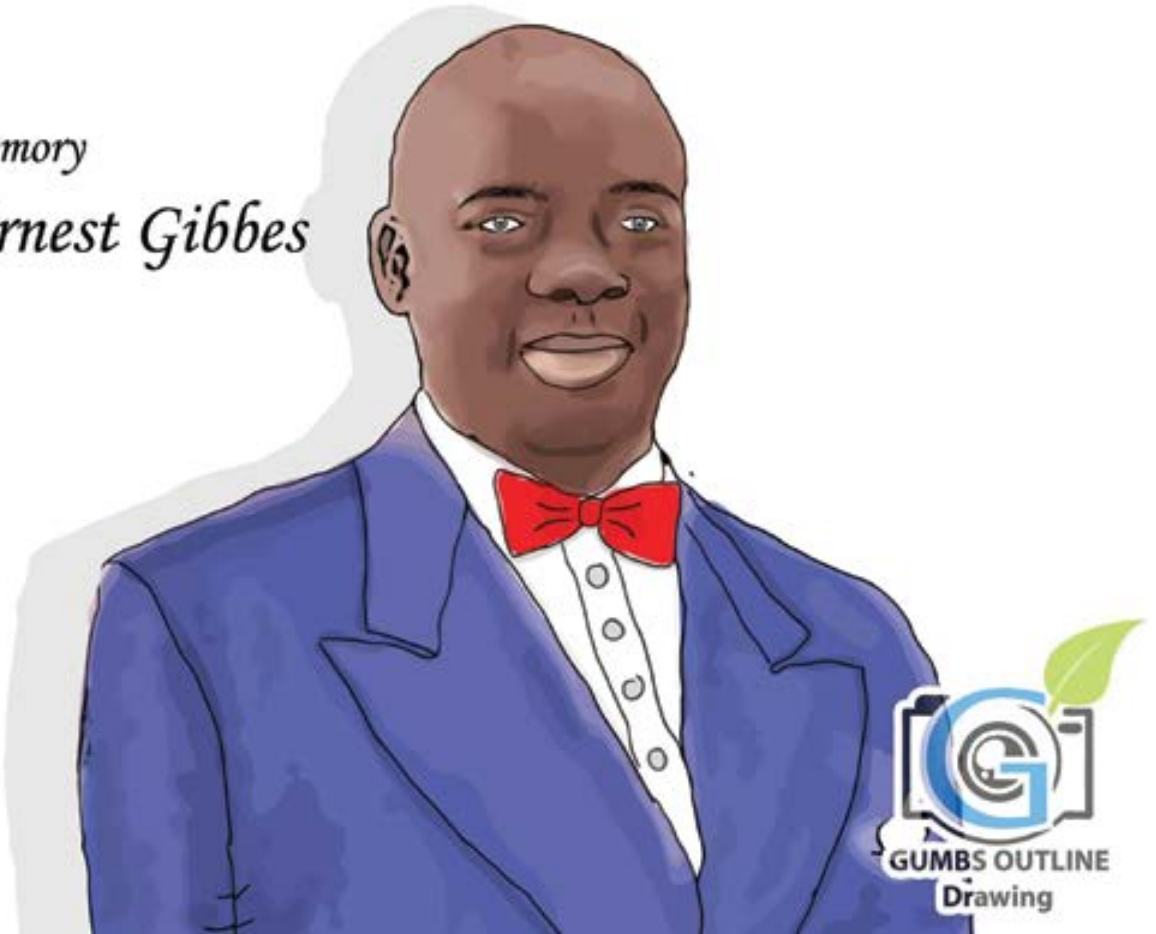
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Memory

Charles Ernest Gibbes



**Art & Discription  
By GUMBS  
"Drawing" Outline**

**IN THE MEMO-  
RY** of Charles Ernest GIBBES was born at Cripple Gate in Saint-Martin on thr 22nd of March 1909 to the proud parents, Jacob and Catherine Gumbs-Gibbes. He lived in saint-Martin all his life, was raised up in a Christian home, but was not always a dedicated young man in the Church work.

He married the beautiful Eunice Linda Banks of Anguilla on the 30th of September 1931, she was a teacher and musician, a church organist.

Under her influence he became ovr the years a dedicated Christian and pledged to serve his God faithfully, as a local preacher for over 30 years and circuit steward for more than 20 years.

Sometimes he preached 3 services, two in the morning, and one in the evening.

He also did burials when the residing minister went away to Synod or elsewhere.

Growing up, he tackled many trades, musician, shopkeeper, carpenter, taxi driver, fisherman, barber, butcher, shoemaker, agriculture, stock raiser, he was also the dentist, he had a special small pliers to do the job. He was also a strong politician.

In 1933, he was employed at the Marigot post office.

He served for many years as the only postman for the entire French

side, distributing mail, telegrams, money orders, and packages.

He started his day at 4 a.m. The users/clients he visited, served him coffee in Grand-Case and Breakfast in French Quarter.

He had so much energy he never

felt the need to go on holiday. He had height children and nine grandchildren at his death. He faithfully provided love and care for his entire family until his untimely death weeks away from retirement on the 12th of March 1968.

As we fondly remember him, so much more could be said about him, he was well known and loved on this island.

Eternal rest be unto him and may perpetual light continue to shine upon him.

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# AFRO-CARIBBEAN PEOPLE MARY SEACOLE... PT 5

**By Wiki SEACOLE** was joined by a 14-year-old girl, Sarah, also known as Sally. Soyer described her as "the Egyptian beauty, Mrs Seacole's daughter Sarah", with blue eyes and dark hair. Nightingale alleged that Sarah was the illegitimate offspring of Seacole and Colonel Henry Bunbury. However, there is no evidence that Bunbury met Seacole, or even visited Jamaica, at a time when she would have been nursing her ailing husband. Ramdin speculates that Thomas Day could have been Sarah's father, pointing to the unlikely coincidences of their meeting in Panama and then in England, and their unusual business partnership in



Mary Jane Seacole

Crimea.

Peace talks began in Paris in early 1856, and friendly relations opened be-

tween the Allies and the Russians, with a lively trade across the River Tchernaya. The Treaty of

Paris was signed on 30 March 1856, after which the soldiers left Crimea. Seacole was in a difficult fi-

nanial position, her business was full of unsalable provisions, new goods were arriving daily, and creditors were demanding payment. She attempted to sell as much as possible before the soldiers left, but she was forced to auction many expensive goods for lower-than-expected prices to the Russians who were returning to their homes. The evacuation of the Allied armies was formally completed at Balaklava on 9 July 1856, with Seacole "... conspicuous in the foreground ... dressed in a plaid riding-habit ...". Seacole was one of the last to leave Crimea, returning to England "poorer than [she] left it". Though she had left poorer, her impact on the soldiers was invaluable to the

soldiers she treated, changing their perceptions about her as described in the Illustrated London News: "Perhaps at first the authorities looked askant at the woman-volunteer; but they soon found her worth and utility; and from that time until the British army left the Crimea, Mother Seacole was a household word in the camp...In her store on Spring Hill she attended many patients, nursed many sick, and earned the good will and gratitude of hundreds".

Sociology professor Lynn McDonald is co-founder of The Nightingale Society, which promotes the legacy of Nightingale, who did not see eye-to-eye with Seacole.

**MORE IN SEPT 2019 EDITON**

# ST MAARTEN AGRICULTURAL RESEARCH AND DEVELOPMENT FOUNDATION: NO SUPPORT FOR IMPORTED CANNABIS

**WHY DOES THIS** article seem so funny but yet interesting? Get serious ! Import? "Inspectorate wants to make medicinal cannabis available" published on Aug 6 2019 by the Daily Herald..

"I am truly sorry but as a farmer these type a things does get me real VEX ! Who this inspector working for? Can't be their own St Maarten People ! St Maarten Agricultural Research and Development Foundation and its network of farmers has discussed why the opportunity has not been given to local farmers grow here locally CLEAN AND ORGANIC. Should we as local farmers support this action ?

The inspector should want people to truly benefit from this, but just like the food, we have to question if inspectors, no dis respect, are truly doing their job and conducting adequate research

because thus far the control on imported food production dis-eases, fertilization, good practices is limited.

Even to understand the difference and stay on top of organic or synthetic food production is just as important for the production of cannabis. Nevertheless, the importation also deprives local farmers and entrepreneurs to create good healthy sustainable working relationships and data gathering for future improvement of the industry for St Maarten..

So what will you'll be really importing for us to use? DRUGS?.. The HIGHLY EXPERIMENTAL FORM OF TODAY'S CANNABIS WHICH IS EXCLUSIVELY PRODUCED FOR COMMERCIAL PHARMACEUTICAL MEDICAL USE ? Just as the same other medications that are killing us.

Your explaining



that it creates dizziness and nausea in one section and then says it cures the same thing in the next section.. You can see when there was never much research put into the case from a natural stand point.

The inspector should know that anytime you take a plant out of its natural contents it can no longer do its job in its fullness as nature prescribes, NOT THE DOCTOR ...

THE FARMER

SEE (PHARMACY), WE TALKING ABOUT HEALING A DISEASE NOT SUPPRESSING IT !

What the inspectors and the pharmaceutical industry don't tell you is when you separate the CBD from the THC you no longer have a plant that plans to cure a person only help ease or suppress the pain or the problem until it reoccurs again, and then prescribe to apply again.

The best most effective way to consume this plant even for children is by juicing the leaves. This way you leave no minerals, no thc, no cbd excluded. In the flowering stage the plant produces more thc and there for becomes, I guest what they would say is more hallucinogenic.

MORE OR LESS WHAT WE AS ADULTS, CALL A MEDITATION IN RECREATIONAL AND SPIRITUAL FORM (Getting in tuned with ones self), HUNGRY AND SLEEPY OR THE SIDE EFFECTS, no high blood pressure, kidney failure, skin rashes or death! In its "hallucinogenic" stage it allows you to think, eat and rest. All the things your body basically needs on a daily basis, that we don't take advantage of in a good fashion.

What people should know is that Ganja, Cannabis is an enhancer in every which way, it enhances health, creativity,

humbleness, wisdom and so on.. So, really if your extra dumb, violent, slow are suffering from any other metal challenges such as stupidity, Cannabis is not for you in the form of smoking or vaping as it will only enhance your stupidity, violent outburst and ignorant ways etc if that is what a person has in them naturally.. Still the best way for the to consume the plant is by juicing of the leaves, which will only make a much healthier criminal, if you catch my drift.

In the end the plant may also not be for everyone in its flowering stage consumed as a recreational or medical smoke ! So i do agree with checking ones mental and physical health history before it can be obtained by a so call patient.

I am off of medication now for the pass 4 years on my own with no help from doctors. At the time when I shared my research with doctor Arrindell , he told me great keep doing what your doing but I cant prescribe it or even give you a letter saying that this works for you so you can be able to grow it for yourself to help with you health challenges, cause I'll loose my license.

I just laughed and said.. " I thought the doctor should be in the best interest of the patient?" He just watched me and said

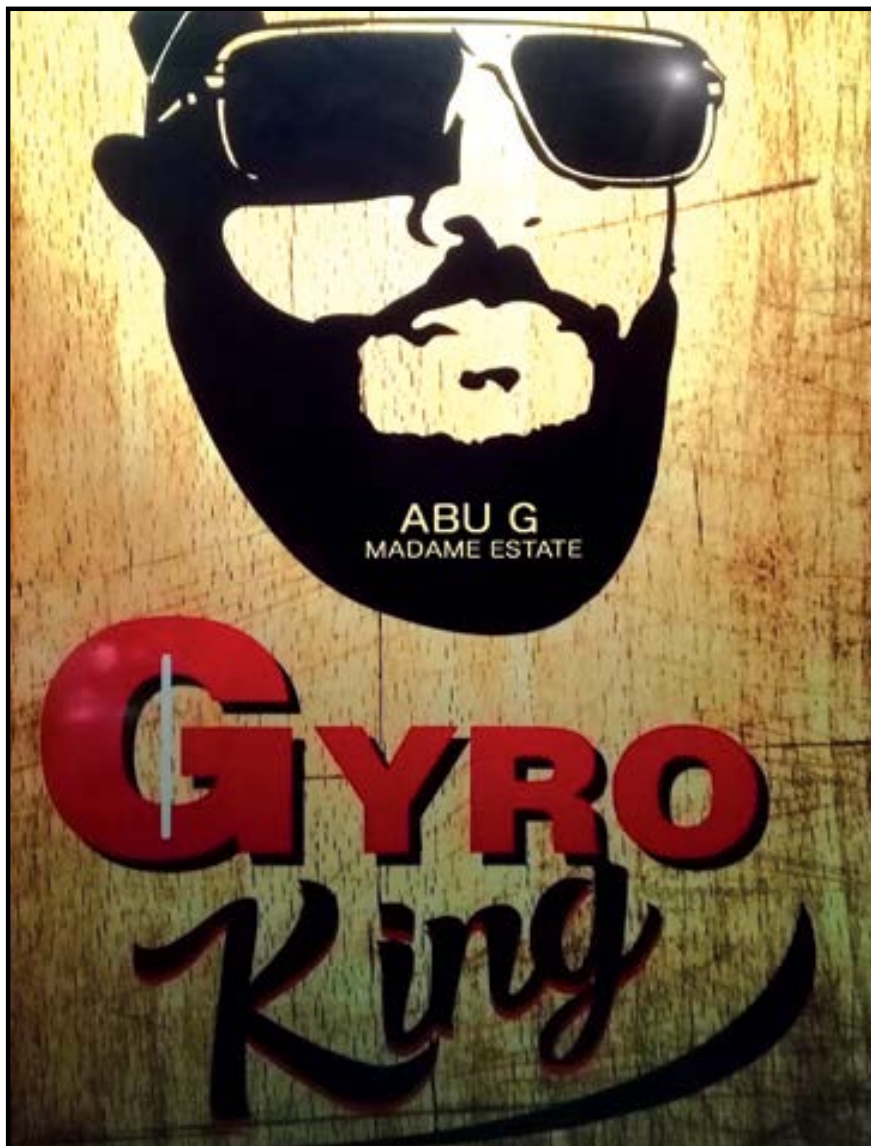
"Sorry Wyatte I cant do that !" I never went back to his office since then for nothing ! Period !

Same this with the neurologist in Curaçao, Cant remember his name, had a bad memory back then amount of seizures I use to receive. But, I could never forgot what he said to me right in front of my father when i shared my research with him.. All he said was " NO COMMENT". Really ?

I am epileptic that has now been seizure free for the past 4 years, to accomplish this it take more then just cannabis but a combination of exercise and diet as well. This is the case with any dis-ease, because there is truly only one DIS-EASE and that's the comprimization of the immune system! Agriculture played the most important part for me in my life and I think it can for many as well. This is where the health inspector should consider putting more interest towards as cannabis is a plant and part of the Agricultural Circle of life . It allowed me to change my habits as well, which is also needed to accomplish health challenges.. Old habits can't bring new results, as the old habit is the reason why the dis-ease is present in the first place...

Doctors have no expertise on nutrition, they did not study this in medical school, thats a fact ! The PRACTICE MEDICINE. "Practice" - verb, perform (an activity) or exercise (a skill) repeatedly or regularly in order to improve or maintain one's proficiency.

So, there for once again only seeking to prescribe a medication that does not intent to heal but suppress the dis-ease so they can continue to make



**CONTINUED ON PAGE 6**

# BIRDSCARIBBEAN CONFERENCE HIGHLIGHTS LESSONS LEARNED FROM 2017 HURRICANES

**AUGUST 12, 2019—LE GOSIER, Guadeloupe**—The BirdsCaribbean International Conference takes place every two years in a different Caribbean location. This year, over 250 delegates came to Guadeloupe from 34 countries and islands. Much of the focus was on the major hurricanes of 2017 and their impact on birds, landscapes and people.

The members of BirdsCaribbean include teachers, scientists and conservationists. All three groups have learned important lessons over the last two years and shared them at the conference. The topic was explored over five days of keynotes, talks, field trips and workshops.

Much research has been done after Hurricanes Irma and Maria. On Barbuda, researchers were relieved to find the Barbuda warbler still present. It is a small songbird that lives only on Barbuda and nowhere else in the world. Others shared their studies of the recovery of wild spaces, from mountain forests to salt water lagoons. Hannah Madden presented on the decline of the Bridled Quail-

Dove on St. Martin. Its population dropped by about 75% since the storms.

Educators also shared their experiences. On many islands, bird education efforts were tricky after the storms. But many teachers made strong connections with people during this time. Many people felt closer to nature after the storms. Jenn Yerkes presented on work done by Les Fruits de Mer and other St. Martin groups to help people connect with birds and nature after Irma.

The chance to help birds was often a bright spot during a tough time. BirdsCaribbean and partners on eighteen islands gave out over 4,000 bird feeders and five tons of bird seed after the storms.

The storms also influenced efforts to save and protect birds and wild spaces. Although hurricanes are natural, their impact is more severe when natural areas are already under stress. Members started a new working group learning to restore habitat with native plants. In the long term, healthier wild spaces are more resilient. They also protect people from floods, storm surge

and landslides.

With over 100 sessions and talks, many other topics were also explored during the week, such as the role of sustainable bird tourism in conservation and a special celebration of Guadeloupe's birds. BirdsCaribbean also started a mentor program to help young people working with birds and conservation in the region. A new generation of members is one of the most important resources for the region.

The conference was made possible by many sponsors, including Parc national de la Guadeloupe, Karibea Beach Hotel, Environment Canada, US Forest Service International Programs, Royal Society for the Protection of Birds, Para la Naturaleza, Benjamin Olewine IV, The David Webster Charitable Trust, American Bird Conservancy, Caribbaea Initiative, Rare Species Conservatory Foundation, U.S. Fish and Wildlife Service, Wildside Nature Tours, Carefree Birding, Holbrook Travel, Optics for the Tropics, NuStar, Vermont Center for Ecostudies, Vortex Optics, Internation-



Over 250 delegates attended the 22nd annual BirdsCaribbean International Conference in Guadeloupe. (Photo Parc national de la Guadeloupe)

al Fund for Animal Welfare, Bermuda Audubon Society, Environment for the Americas, Levesque Birding Enterprise, AMAZONA, The Friendship Association, and Hideaways of Ti Bay Heights. More information about the conference is available at the conference website: <http://birdscaribbean.org/bc2019/>

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## About BirdsCaribbean

BirdsCaribbean is a vibrant international network of members and partners committed to conserving Caribbean birds and their habitats. We raise awareness, promote sound science, and empow-

er local partners to build a region where people appreciate, conserve and benefit from thriving bird populations and ecosystems. We are a non-profit (501 (c) 3) membership organization. More than 100,000 people participate in our programmes each year, making BirdsCaribbean the most

## ECO SXM: NO SUPPORT FOR IMPORTED CANNABIS...FROM PAGE 4

money off the new 2019 drug they call Medical Cannabis! This is very Sad

So as the inspector creates their policy just know, we at the ECO St Maarten Agricultural Research & Development Foundation is watching closely and plan to keep the general public informed on the right way this should be implemented and used for the popula-

tion of St Maarten, not forgetting the local farmers that still have yet to gain opportunity from such a venture while contributing back to the overall economy of St Maarten..

So why again should we support imported Cannabis if we can study it much closely at home while reaping its benefit for country St Maarten and it's people?

ECO SXM under Article 3 expresses its objectives is to Improve the ecological productivity of the environment and in connection therewith through regenerative agricultural techniques, waste management & recycling of waste products or materials and to preserve and conserve and healthy nature.



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# Creating Farmers 2019



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# THE FARMERS SEE:

## HEALTH BENEFITS OF SWEET PATATOE



**By Nicola Shubrook for BBC Good Food**

Rich in fibre, vitamins and minerals, find out why these starchy, sweet root vegetables are so good for you and discover the best ways to cook them.

### What is a sweet potato?

The sweet potato is a starchy, sweet-tasting root vegetable. They have a thin, brown skin on the outside with coloured flesh inside – most commonly orange in colour, but other varieties are white, purple or yellow. You can eat sweet potatoes whole or peeled, and the leaves of the plant are edible too.

They may both be called 'potatoes', but sweet and white potatoes are not actually related. Botanically, the sweet potato belongs to the bindweed or morning glory family, whereas the white potato sits in the nightshade family.

### Nutritional value of sweet potato

Sweet potatoes are a rich source of fibre as well as containing an array of vitamins and minerals including iron, calcium, selenium, and they're a good source of most of our B vitamins and vitamin C. One of the key nutritional benefits of sweet potato is that they're high in an antioxidant known as beta-carotene, which converts to vitamin A once consumed. Add a drizzle of olive oil just before serving

to increase your absorption of beneficial beta-carotene.

80g of sweet potato, or about one medium potato, counts towards one of your five-a-day, unlike white potato which does not.

### Can sweet potatoes help reduce the risk of cancer?

While there are no single 'superfoods' that can prevent cancer and certain risk factors for cancer are unrelated to diet, there is evidence that eating a healthy diet can reduce the risk of can-

cer. Fruit and vegetables are high in antioxidants, compounds that help defend the body against damage by 'free radicals'. Studies have suggested that the antioxidants in the peel of sweet potatoes in particular, and especially purple sweet potato, may help reduce this oxidation process, thereby reducing the risk of cancer. To get the most nutrition from your sweet potatoes, don't peel – simply scrub well before cooking.

A study in Asia also found that diets high in vitamin-A rich vegetables, including sweet potato leaves, may provide potential protection from lung cancer.

### Are sweet potatoes good for digestion?

Sweet potatoes are high in fibre, which has been shown to promote a healthy diges-

tive system. Much of the research so far has been conducted on animals, but it would appear that the high phyto-sterol content of sweet potatoes does have a protective effect on the digestive system and may be important in the prevention and management of duodenal and gastric ulcers, including those due to NSAIDs (non-steroidal anti-inflammatory drugs such as ibuprofen).

### Are sweet potatoes good for helping to manage type 2 diabetes?

This is an area that needs more research, but some studies have shown that moderate consumption of sweet potato and sweet potato leaves could help improve blood sugar regulation in type 2 diabetes.

### Are sweet potatoes good for eye health?

A study by Food & Nutrition Research found that purple sweet potatoes contain a specific group of antioxidants also known as anthocyanins which have been shown to be beneficial to the eyes.

### Are sweet potatoes safe for everyone to eat?

On the whole, sweet potatoes are an excellent addition to a balanced diet. However, they do contain something known as oxalates which binds calcium and other minerals.

Too many oxalates in the diet may cause kidney stones and so should be eaten in moderation if you have existing kidney stones or are at high risk of developing them.

**CONTINUED ON PAGE 8**

THE FARMERS SEE: SWEET PATATOES ■ FROM PAGE 7



*Health benefits of Eating Sweet Potatoes*

- ◆ Boosts Immunity
- ◆ Good for Eyes
- ◆ Prevents Dehydration
- ◆ Enhances Brain Function
- ◆ Treats Stomach Ulcers
- ◆ Regulates Blood Sugar
- ◆ Helps with Weight Loss
- ◆ High in Anti-oxidants
- ◆ Regulates Diabetes
- ◆ Treats Arthritis
- ◆ Improves Digestion

BODYANDBEANS.COM

If you are concerned, check with your GP.

**How does cooking affect the nutritional value of sweet potato?**

Cooking sweet potato does reduce

its beta-carotene levels, although boiling appears to have a higher retention compared to baking. The good news however, is that cooking sweet potato appears to increase its vitamin C content.

**History**

Sweet potatoes are native to Central and South America and are one of the oldest vegetables known to man. They have been consumed since prehistoric times as ev-

idenced by sweet potato relics dating back 10,000 years that have been discovered in Peruvian caves.

Christopher Columbus brought sweet potatoes to Europe after his first voyage to the New World in 1492. By the 16th century, they were brought to the Philippines by Spanish explorers and to Africa, India, Indonesia and southern Asia by the Portuguese.

Around this same time, sweet potatoes began to be cultivated in the southern United States, where they still remain a staple food in the traditional cuisine.

Worldwide, about 80 million tons of sweet potatoes are grown in China each year, with Africa producing about 14 million tons, Central and South America about 2 million, and the U.S. about 1 million tons.

Within the U.S., over half of all commercially grown sweet potatoes come from the southern states (especially North Carolina).

**VEGATERIAN AND VEGAN RECIPES**

GRILLED YELLOW SQUASH

BY ALLRECIPES  
Recipe by: Sarah Stephan



"This is a tasty way to use up all the yellow squash you have pouring out of your garden every summer. I also do this same thing with zucchini."

**INGREDIENTS**

- 4 medium yellow squash
- 1/2 cup extra virgin olive oil
- 2 cloves garlic, crushed
- salt and pepper to taste

**Prep 10m | Cook 20m | Ready In 30m**

**DIRECTIONS**

Preheat the grill for medium heat.

Cut the squash horizontally into 1/4 inch to 1/2 inch thick slices so that you have nice long strips that won't fall through the grill.

Heat olive oil in a small pan, and add garlic cloves. Cook over medium heat until the garlic starts to sizzle and become fragrant. Brush the slices of squash with the garlic oil, and season with salt and pepper.

Grill squash slices for 5 to 10 minutes per side, until they reach the desired tenderness. Brush with additional garlic oil, and turn occasionally to prevent sticking or burning.

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## POVERTY, UNEMPLOYMENT AND INEQUALITY DESERVE RUDENESS P3

**The business Report | DR PALI LEHOHLA**

So getting back to Mthembu's translation of Ramaphosa's characterisation of our reality, the question is what can we make of R84bn investment and 155000 jobs over five years.

**Was this example a representation of the best available invest-**

**ment or is it the worst?**

To absorb 3 million unemployed in South Africa over five years will require 20 times the amount of R840bn.

**If we need a R17 trillion for only a third of the problem, how will we mobilise it and where would we apply it?**



*Statistician General Pali Lehohla addressing a media briefing on Labour Market Dynamics in South Africa, 16/04/2015, Imbizo Media Centre, Cape Town, Elmond Jiyane, GCIS*

**Will it be at a norm of a lower cost per job created?**

**What options do we have when 4IR demands well developed productive forces and not the lumpen proletariat?**

**This is a resource we have in abundance and what salvage instruments will we deploy?**

We need to question the road we are on and ask hard questions. Hats off to the president's economic adviser, Trudi Makhaya, who gives me a glimmer

of hope that perhaps the questions asked on delivering the dream against our lived reality will be "rude".

This is the only way in which our plans and planning, our development communication and the development of productive forces can and will uproot all manner of falsehoods and spin that pass for truth under our myopic politeness lens on our tragic reality.

Dr Pali Lehohla is the former Statistician-General of South Africa and former head of Statistics South Africa.



**RAS ITAL HUNGRY OR WHA**

Di world a change. More and more People are becoming more and more awaken to di fact dat we are being oppressed under the painted illusion of salvation by certain leaders of governments. Di clearer reality is dat .

Judgement soon come !

# A TIME TO BELIEVE

**TO BELIEVE** is to know that every day is a new beginning. Is to trust that miracles happen, and dreams really do come true.

To believe is to see angels dancing among the clouds, To know the wonder of a stardust sky and the wisdom of the man in the moon.

To believe is to know the value of a nurturing heart, The innocence of a child's eyes and the beauty of an aging hand, for it is through their teachings we learn to love.

To believe is to find the strength and courage that lies within us When it's time to pick up the pieces and begin again.

To believe is to know we are not alone, That life is a gift and this is our time to cherish it.

To believe is to know that wonderful surprises are just waiting to happen, And all our hopes and dreams are within reach.

**If only we believe.**  
by B.J. Morbitzer



**WEEKDAY SCHEDULE**

**THE SUPPA DUPPA MORNING SHOW**  
W/ SUPPA | WEEKDAYS 7AM - 10AM

**THE AM/PM WORKLOAD SHOW**  
W/ GEE MONEY | WEEKDAYS 10AM - 2PM

**THE POWER HOUR**  
W/ THE CUT CREATOR DJ OUTKAST | WEEKDAYS 2PM - 3PM

**SAGAN'S PLAYGROUND**  
W/ SAGAN | WEEKDAYS 3PM - 6PM

**SPECIALITY SHOWS**

**DIRTY DUTCH MUSIC**  
W/ CHUCKIE | FRIDAYS 10PM - 11PM

**DI-NAMIX TOP 40 COUNTDOWN**  
W/ JOE WARRICK | SATURDAYS 3PM - 6PM

**DJ POWER MIX SHOW**  
W/ DJ POWER | SATURDAYS 9PM - 10PM

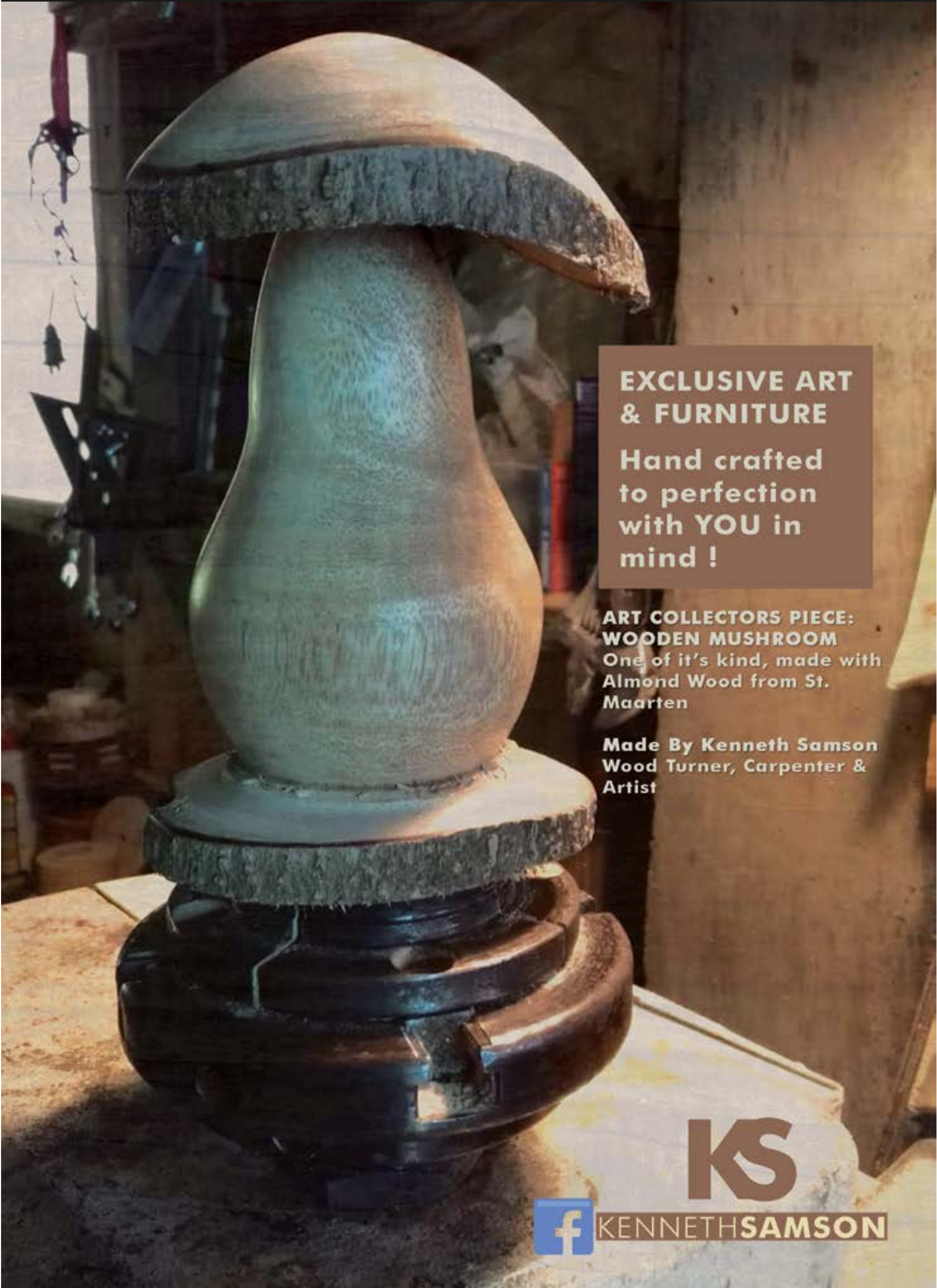
**A STATE OF TRANCE**  
W/ ARMIN VAN BUUREN | SATURDAYS 11PM - MIDNIGHT

**WADE-O RADIO SHOW**  
W/ DJ WADE-O | SUNDAYS 12PM - 2PM

**FEEL RADIO**  
W/ KP LONDON | SUNDAYS 3PM - 4PM

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# GUYANA NAMED BEST ECOTOURISM DESTINATION IN THE WORLD PT2

**By Terra Incognita**

**GUYANA** is in a unique point in its tourism development journey. While many destinations have chosen to offer a somewhat homogenized tourism product suitable for mass visitor appeal and consumption, Guyana is taking a different path. The Department of Tourism and Guyana Tourism Authority under the Ministry of Business are pursuing a non-traditional path to tourism development through inter-ministerial, multi-stakeholder collaboration and by integrating sustainable destination management and development best practice into all aspects of planning, policy, product, and promotion to realize Guyana's Green State agenda.

"Guyana is not a mass tourism destination," explains Brian T. Mullis, Director of the GTA, "By placing an equal emphasis on increasing the volume of travelers, the value that each traveller represents and attracting travelers who also want to leave a positive impact through their experience, we can leverage market demand to ensure that the tourism sector protects the Guyana's environments, cultures and landscapes."

What does successful ecotourism look like? What do you think are the biggest challenges to achieving it – either at the level of an individual business, destination or nationally?

The International Ecotourism Society defines ecotourism as "responsible travel to natural areas



Rewa Eco-Lodge. Credit: Nicola Balram / Guyana Tourism Authority.

that conserves the environment, sustains the well-being of the local people, and involves interpretation and education." Successful ecotourism in Guyana is centered on achieving the same through inter-ministerial, multi-stakeholder collaboration and the resultant tangible outcomes.

Our primary challenges revolve around the lack of awareness of Guyana in the tourism marketplace, the high cost of getting to and around the country, and the need for improved infrastructure. These realities have also benefited Guyana. No aspect of the destination is "touristy", more than 80% of our virgin rainforests are intact, and it's possible to spot hundreds of wildlife and bird species and have meaningful interactions with indigenous people.

How has Guyana learned from other destinations? What's unique about Guyana that other destinations can learn from?

Guyana is in the unique position of getting sustainable

tourism right from the inception. We are focused on implementing well-designed and managed tourism through inter-ministerial and multi-sectoral collaboration at local, national, and international levels. This type of tourism is renowned for its potential to contribute to the preservation of the natural and cultural heritage upon which it depends, empower host communities, generate trade opportunities and foster peace and intercultural understanding.

At Terra Incognita we like to think of sustainability as a journey in which everyone involved continues learning, adapting and improving. What are the next steps for sustainable tourism in Guyana?

There are too many to mention, but some of the most important once can be best summarized as follows:

- **E d - ucate** – Use this recognition and increased awareness platform to educate the world as to what Guyana is and has to offer and further educate our local trade and citizens of the

country to support sustainability practices in their businesses and daily lives.

- **I m - prove** – Build on practices we already have in place to continue down the right

path in destination development, management and marketing especially through collaboration with NGO, academic, government, donor, and private sector organizations and

companies that have aligned goals.

- **P e r - severe** – Remain laser focused on our goal of maximizing the positive socio-economic impacts and conservation outcomes related to tourism and being recognized as a leading ecotourism and sustainable destination.

If a tourist wanted to find a responsible operator in Guyana, how would they do so?

The Guyana Tourism Authority has been working to include sustainable practices and requirements in its regulations and licensing process for the local tourism sector.

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# 10 WAYS TO MARKET YOUR SMALL BUSINESS ON A SHOESTRING BUDGET



**BY SUSAN SOLOVIC FOR CONSTANT CONTACT...**

Small business marketing services are just the start. Here are ten marketing strategies that can help you market your small business on a shoestring budget.

**1. Craft an elevator pitch**

You should be marketing all the time — wherever you are. Therefore, you need a compelling elevator pitch.

Research shows the average atten-

tion span of an adult is about six to eight seconds. That's all the time you have to grab someone's attention.

If you successfully engage them, then you only have a little over a minute to really sell them on your product or service. Invest the time to craft a killer elevator pitch. The return on your investment will pay huge dividends in terms of creating business opportunities.

**2. Leverage your community**

You don't have

to think big when it comes to your marketing efforts. Think locally. What's going on in your community?

Sponsor a Little League team or a 5k charity walk/run. Print bookmarks and leave them at the local library. Get to know your ideal customer and think about how and where they spend their time.

Then search for opportunities to get in front of your customer with your marketing message.

**3. Collaborate**

Put together a group of synergistic, non-competitive businesses in your area and agree to cross-promote.

You can use coupons, fliers, reciprocal website links, bundled promotions or social media platforms. By collaborating with each other, you can expand your customer base because you'll be reaching new people.

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# THE 14 BEST FOODS ATHLETES SHOULD BE EATING PT 1

**By Fisher-Titus Healthy Living Team**

Food is the fuel that helps athletes perform their best. Without it, endurance, strength and overall performance will be down. If you want to get the most out of your workouts and athletic capabilities, your diet should be a top priority in your fitness efforts.

As your body puts out energy through exercise and training, you need to replenish those lost nutrients, which can be done by choosing the right foods. Here are 14 of the best foods for athletes to optimize their performance at the gym or on the field.

**Berries**

Blackberries, raspberries and blueberries are just a handful of the delicious berries that are rich in antioxidants, which need to be replenished after physical activity. Darker berries contain phytochemicals and other protective elements that prevent oxidative stress that occurs in the body during strenuous activities. They also preserve muscle strength as you age, so they're good for the long term.

**Salmon**

This oily fish is packed with lean, muscle-building protein and omega-3 fatty acids, which reduces the inflammation that can happen with continual athletic activity. It is also a natural artery cleanser,

helping to prevent heart disease, which can affect even the most active people. Get creative and enjoy salmon in burgers, salads or pastas to get the recommended eight ounce serving per week.

**Beans/Legumes**

Vegetarians and meat eaters alike can get their fill of plant-based protein by eating beans and legumes. Black beans, pinto beans, kidney beans, lima beans... the varieties are endless! You can add them to a salad or cook them into a stew or chili. Unlike meat, beans and legumes don't have saturated fat and contain fiber, which will help you feel fuller longer.

**Pasta**

Not all carbs are bad! In fact, they're an important part of the athlete's diet. While the body burns fat and protein, it must first convert them into carbohydrates, making the body work harder. Straight carbs act as a fuel for the active person. Keep in mind that pasta contains fiber, which can cause gastrointestinal stress, so don't overdo it before a big event where you'll be competing or playing. Whole grain pasta typically contains less sugar than white pasta, which can also help athletic performance.

**Bananas**

Bananas are a low-calorie, excellent



source of natural electrolytes, which need to be replaced after a workout or sporting event. They're also high in potassium, which makes them the perfect post-event snack. Eating one banana will help you regulate your fluid intake (since you're drinking more water before, after and during physical exertion). It will also protect you from muscle spasms or cramps.

**Cruciferous Vegetables**

Dark, leafy greens such as spinach and kale, as well as broccoli, cauliflower and brussel sprouts are rich in antioxidants, vitamins and minerals to boost your athletic abilities. They also contain high levels of vitamins A, K and B6, and calcium and iron, all of which protect the body against inflammation. Iron also means more oxygen being supplied to working muscles. Kale contains carotenoids and flavonoids, two power antioxidants,

and fiber, which helps lower cholesterol.

**Nuts**

Nuts are high in protein and healthy fats, making them a mainstay in athletes' diets. Eaten with carbs, they help level out your blood sugar and sustain the carbs over a longer period of time, rather than burning them off right away. They're also easier to digest and don't upset your stomach. Another plant-based protein, nuts are rich in fiber and antioxidants like vitamin E. The anti-inflammatory nutrients found in nuts

makes them great for bone health, which is needed by every athlete. They also lower the bad cholesterol, which is good for heart health.

**Milk (Even Chocolate Milk!)**

Milk is loaded with carbs and protein, which makes it a great post-workout drink for muscle recovery. The caffeine found in chocolate dilates the blood vessels, helping them to relax after a workout. Interestingly enough, when carbs and protein are consumed together, muscle tissues repair themselves more

quickly than they do when consumed separately!

**Hydrating Foods**

Radishes, watermelon, bell peppers, spinach, celery, dates and oranges are just a handful of the refreshing foods you can eat to replenish your lost fluids. If you're tired of downing water bottles (not that you shouldn't), opt for one of these snacks to feel refreshed after exercising.

**Sweet Potatoes**

Sweet potatoes are rich in vitamins A and C, both antioxidants that remove free radicals from your body. They lower blood pressure, which is important for athletes to their heart health when participating in sports. They're high in vitamin and mineral content and contain the levels of potassium, iron, manganese and copper athletes need for healthy muscles.

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