



In & Around BANKS DIH LTD.

The Next Level

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In and Around Banks DIH Ltd. Newsletter is produced by the Communications Department.

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Send us your comments, suggestions, articles, poems.
We would be delighted to hear from you.

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Troy Peters
Communications Manager

Stabroek Sports Bar

Stabroek Sports Bar, above Idiho Restaurant was opened to the public on October 12th, 2012 and as a company we feel a sense of pride to maintain the legacy of the D'Aguiar's family.

Stabroek Sports Bar has replaced one of the oldest liquor restaurant in Guyana and probably the Caribbean, "The Number One Bar" that was established by the D'Aguiar family around the 1890's.

The Number One bar was an integral part of the D'Aguiar family business. The bar served the popular downtown Stabroek area for many years as a vibrant liquor restaurant and a place where friends congregated to socialize.

This new facility will provide an ultra-modern entertainment centre similar to sports bars in North America and Europe.

What is also unique is that the aesthetics of the building has been maintained to match two of Guyana's famous landmarks in close proximity, Parliament Buildings and Stabroek Market.

Our Chairman Mr. Clifford B. Reis in his address to shareholders at the 56th Annual General Meeting highlighted the expansion and noted that it was part of enhancing the Demico Complex and the general downtown Stabroek area.

The Sports Bar will also appeal to younger patrons who can now play pools and view exciting sports programmes on 46-inch HDTV screens.

Patrons can expect excellent service, stylish environment and great beverages.

The legacy of the Company's founding fathers is maintained as we continue our forward thrust to the "Next Level".

Sixteen Electrical staff attends PLC Training



Sixteen electrical plant employees attended a four-day RS Logix 500 Fundamental (PLC) Workshop conducted by Mr. Hooman Hooshier of the US-based company Rockwell Automation at the Training Centre at Thirst Park.

The participants were Ms. Morissa Howard and Messrs Orin Joseph, Latchman Shivdat, Rahaman Sheriff, Kenneth Quintyn, Stephan Moore, Eon Cossiah, Colin Bollers, Mark Hamer, Linden Benjamin, Adrian Smith, Stephen Vigilance, Bjorn Williams, Olson Abrams, Dwayne Hudson and Quincy Joseph.



Interacting with the public through Social Media

Social Media has proven to be an important and integral part of modern day business operations, and cannot be ignored.

There are a number of reasons as to why Social Media should be included as a part of any business campaign and for any business to be successful in these modern times.

Print media is largely losing its appeal, and people are now looking to a different direction to promote their business and improve their business prospects. There are millions of people on social media sites and social networking sites, making them the perfect hunting grounds for clients.



Ms Ewa Henry, Marketing Officer and Mr. Steven Bowen, Marketing Assistant/Graphic Artist prepare pages for Facebook and Twitter.

Although email marketing is still used largely as part of marketing by many successful businesses, it is still not as effective as social media sites. The reason for this is that people are constantly barraged with emails on a daily basis, making it difficult to read every promotional mail. Social media sites however filter out this aspect of online marketing, and make you more visible to the client, and can relate to them on a personal level. Social media allows you to create meaningful and personal relationships with clients and potential clients in ways that other channels don't. By remaining active on social media, you make yourself be seen as part of a community, which encourages people to take interest in your business, and hopefully convert this interest into sales.

Statistics : Twitter:



In February 2012 Twitter had 500 million registered users (approx 200m active) Twitter accounts for approx 3.61% of referral traffic (according to Shareaholic study) 36% of Twitter users tweet at least once per day, with an average visit time of 11:50 minutes Twitter users send 175 million tweets each day 64% of users access Twitter via twitter.com 1 million accounts are added to Twitter every day

Facebook :



In February 2012 Facebook had 850 million users Facebook accounts for approx 26% of referral traffic (according to Shareaholic study) Of the 850+ million Facebook users, 31% check in more than once a day Banks DIH is on the "NEXT LEVEL" and as a result we are actively involved in marketing via social media. We are on Facebook and Twitter promotion our Brand and interacting with customers daily.

Keep abreast with what's happening!

Submitted by: Ms Ewa Henry
Marketing Officer

Follow us on twitter @banksdihlimited

Join us on Facebook:

<https://www.facebook.com/BanksBeerGuyana>

<https://www.facebook.com/lceeGuyana>

<http://www.facebook.com/OMGRestaurant>

<https://www.facebook.com/TriskitsBiscuit>

<http://www.facebook.com/GoldenHarvestBread>

Chairman meets Superstar Wrestler Zeke, “To Sir with Love” author E. R. Braithwaite

World renowned author of “To Sir with Love” Mr. Edward Ricardo “ER” Braithwaite and superstar Wrestler Mr. Ezekiel “Zeke” Jackson both Guyanese visited their homeland recently and during their stay they met with Chairman Mr Clifford Reis.

Mr. Braithwaite was here to receive Guyana’s third highest national award, the Cacique Crown of Honour (CCH) which was bestowed on him by President Donald Ramotar.

Mr. Jackson who hails from Linden, served as ICEE Brand Ambassador during Guyexpo 2012 while he was in Guyana.



GBCHA, Banks DIH collaborate in Peer Educators Workshop, 15 employees also attend first responders training



Seven employees joined other peer educators from Guyana Revenue Authority (GRA), Edward B. Beharry Company and Cara Lodge in a one-day HIV/AIDS Peer Educators Refresher Training hosted by Banks DIH in collaboration with the Guyana Business Coalition on HIV/AIDS (GBCHA) and held at Thirst Park.

The Workshop was declared open by Mr. Andrew Carto, Human Resources Director. Resource persons included Ms. Schemel Patrick, Membership Service Officer GBCHA and Mr. Lapu-Lapu Yabut, Consultant at the GBCHA.

The topics included Undertaking Peer Education, HIV and the Workplace, Stigma and Discrimination, HIV Support, Styles of communication and Care and Treatment.

The participants were Ms. Nirmala Sujudai, Nurse Sharon

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Bursary presented to 24 NGSA students



Another 24 children of employees and shareholders who were successful at the National Grade Six Assessment (NGSA) were presented with bursaries at the Annual Ceremony at Thirst Park.

Mr. Andrew Carto, Human Resources Director in delivering the key note address said Banks DIH Limited looked forward to hosting the ceremony every year because the company has an interest in seeking future employees. “When we look at you we recognized the hard work you have put into your studies with the encouragement of your parents in achieving these results and we are looking at individuals who in another few years would have the potential to serve the company,” he added. The Bursaries were presented by Mr. George McDonald Assistant Managing Director/Marketing Director.

The successful students are: Reuel Sugdeo, Latonya Darrell, Azel Manoharlall, Sarah Grannum, Bhunaeshwar Totaram, Naomi James, Latifa Waithe, Sohini Narine, Anastacia Samuels, Natalia Manbodh, Ruben Miller, Naareeshta Maraj, Jelena Arjune, Cheri Frank, Delaney Helwig, Jonathan Ferreira, Vevekeanand Ramnarace, Jamila Da Silva, Jordon Denny, Theodore Adams, Esther Duff, Meighan Scott, Ishwardat Boodramlall and Daniel Balli.

Showcasing Banks DIH at Guyexpo 2012



Orin Sandy, Shauna Jones crowned Dominoes King and Queen *cont'd from back page*



placed third with 10 games.

Meanwhile, Vehicle Workshop coast to victory in the Inter-Department Dominoes competition.

Vehicle Workshop tallied 76 games to get the better of Maintenance Workshop with 70 games while Stores 'B' ended in the cellar position also with 70 games.

Top markers of the winners were Joel Charles with 17 games, Steven Sounevir 14 games and Owen Grannum 13 games.

Christopher Hopkinson led the way for Maintenance with 14 games and Matthew Glenn 13 while Narindranauth Puran with 16 games and Andrew Reynolds 15 led the way for Stores.

They received valuable support from Stesh Harrinandan and Bharatt Roopnarine with 13 games each.

The love birds were Roland Williams of Stores and Orin Sandy of Vehicle Workshop.

Essequibo Branch went out in the semi-finals with 62 games after they were beaten by Stores on 82 games and Vehicle Workshop on 75.

Children display talent at Annual Summer Programme



Children of employees who attended Junior Chambers International (JCI) joint Vacation Programme displayed a high level of talent following the six-week programme.

The students and teachers mounted an exhibition and variety concert at the end of the programme which was attended by Human Resources Director Mr. Andrew Carto, other executives of Banks DIH Limited and JCI, parents and well-wishers.



Branding - a Work of Art Spotlight on Graphic Art/Spray Painting Dept.



The next time you see one of the company's vehicles or an ice cream cooler beautifully branded, that immaculate work of art was done within the company by small group of dedicated staff in the Graphic Art and Spray Painting Department.

Mr. Francois Peters, Supervisor of the Department took us through the stages of branding a vehicle during an interview with this publication.

Mr. Peters said he has a work force of five employees who have specific responsibilities. The first stage entails developing the artwork on a computer and then resizing it to the requirements for the object that it will be placed.

The artwork is then printed by a 2500 HP Printer on special adhesive-backed paper.

When applying the artwork to the object whether is a truck, cooler, freezer etc. a soap solvent is used in the process.

Mr. Peters said branding one truck takes at least three days while rebranding can take up to six days and this requires remove previous branding, cleaning and reapplying the new branding. The other staff in the department are Messrs David Grant (Senior Graphic Artist/Sign Painter), Jason Peters, Bisram Chaiti and Robert Taylor (Graphic Artists/Sign painters).

GBCHA, Banks DIH collaborate in Peer Educators...



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Mansell, Ms. Rashawna Alleyne, Ms. Vanessa Williams and Messrs Adrian Smith, Carl Duncan and Troy Peters (Banks DIH Ltd.), Ms. Danielle Chase (Cara Lodge), Ms. Tonia Elvis-Scott, Ms. Janet Abbeussetts and Mr. Oliver Haynes (GRA), Ms. Diana Haynes and Mr. Sherwin Grenion (EBB.Co). Three other employees Messrs Krishna Singh, Roland Austin and Eustace Hinds attended a beginner's course also coordinated by the (GBCHA). Meanwhile, fifteen employees were also trained as first responders when they participated in a training programme conducted by the Guyana Red Cross Society (GRCS) at Thirst Park. Nurse Mansell said that the employees are better equipped in the event of an emergency and can render first aid to persons who may be injured.

The training was conducted by Ms. Melisa Alstrom of the Red Cross Society.

The participants were Mr. Oniel Ceres, Ms. Urita Innis, Mr. Alan Norville, Mr. Rawle London, Ms. Odessa Cameron, Mr. Sherlock Hilken, Mr. Suraj Ramkaran, Mr. Dexter Mayers, Mr. William Pierre, Mr. Scott Walters, Mr. Richard Small, Mr. Sheildston Britton, Mr. Alton Nelson, Mr. Mark Farinha and Ms. Saskia Wyngaard.

In support of Breast Cancer Awareness



Breast Cancer awareness month was observed in October under the theme "Protect our women, fight breast cancer".

Several activities took place including a vigil outside of Parliament Buildings on Brickdam.

Employees of Banks DIH joined several groups and organizations in mounting the vigil to sensitize the public about the disease.

Other events included a Health walk, cycling event and a fashion show.

The Banks DIH group assembled outside of Parliament Building during the vigil.

Soft Drink Plant employees attend Krones mechanical Seminar



Employees attached to the new Soft Drink bottling line were exposed to four Krones Academy courses conducted by Krones trainers at the Training centre and Soft Drink plant at Thirst Park.

The participants included engineers, maintenance superintendents, mechanics and electricians, operators and lab technician.

The courses were Krones Contiform S12 Blowmoulder, Contiroll HS Labeler and Variopac FS Shrinkwrapper, Contiflow Mixer, Varioclean CIP System.

The successful participants were Ms. Sheron Douglas and Messrs Alester Cameron, Yugram Surujpaul, Latchman Shivdat, Orin Benjamin, Bjorn Williams, Orin Joseph, Linden Benjamin, Colin Canterbury, Flynn Patterson, Leon Johnson, Arjune Persaud,

Michael Murray, Haimwant Dhanie, Sinclair McPherson, Dwayne Hudson, Shane Johnson, Ryan Andrews, Mark Vanderhyden, Quincy Bailey, Troy Stephen, Terrod Abel, Christopher Williams, Kevin Pryce, Orlando Barron, Eardley McLennon, Rocky Atherly, Gavin Griffith and Zirodeen Kamaladeen.

Mr. Wendell Ellis, Soft Drink Plant Executive presented the certificates to the participants during a simple presentation ceremony at the Soft Drink Plant recently.

Stabroek Sports Bar Opens to the Public



The busy down town Stabroek area has been further enhanced with the opening of the Stabroek Sports Bar upstairs of Idiho Restaurant on Brickdam.

Chairman, Mr. Clifford Reis, assistant Managing Director/Marketing Director Mr. George McDonald were among executives of the Company that attended the opening on October 12th, 2012.

Formerly the Number One Bar, Stabroek Sports Bar has already made an impact with patrons making full use of the spacious atmosphere and pools tables.

They can also watch international sporting events via the 42 inch LCD televisions strategically located around the venue.

Orin Sandy, Shauna Jones crowned Dominoes King and Queen



Orin Sandy of Vehicle Workshop and Shauna Jones of Linden Branch were crowned Banks Dominoes King and Queen for 2012 following the playoff recently at the Sports Club at Thirst Park.

Sandy marked 17 games to dethrone 2011 winner Sherlock Simon of Linden who placed third with six games.

Second place went to Dave Singh of Soft Drink plant.

In the ladies competition, Jones (14 games) held her nerves to get the better of Shaundell Easton (12 games) of Linden while Sherry Martins of Krystal Dry Cleaners

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Stores win Mike Pereira Inter-Department Dominoes

Stores 'B' with 84 games won the Mike Pereira Inter-Department Dominoes competition for teams within Banks DIH in a closely fought final at the Sports Club at Thirst Park. They edged out Maintenance Workshop who ended on 83 games while Banks Women's team ended on the carpet with 69 games.

Colin Jones led the way for Stores with 17 games while Bharat Roopnarine and David London supported with 14 games each.

Matthew Glenn marked the maximum 18 games for Maintenance Workshop while Jermaine McKoy chipped in with 17 games.

Esther Marshall led the way for the Women's team with a defiant 16 games.

The tournament was sponsored by Mr. Michael Pereira, Operations Director of Banks DIH Limited.

Meanwhile, Sales squeezed past Distribution Warehouse 8-7 in the Annual Inter-Department football final.

Eon Richards and Stellon David scored two goals each, Ike Garraway and Devon Forde netted one each and there were two own goals.

Michael Oie scored a hattrick while there was one goal apiece for Chris Marshall, Ryan Fraser, Quessy Alleyne and Dexter Layne for Distribution Warehouse.