



Biz-ography

January 26, 2006. Issue 4

Dear Members,

Welcome to the first issue of Biz-ography for 2006!

It's a new year, the end of the fiscal year for some, it's time to set new goals, new budgets and time to reassess. We take inventory and review, rejoice in our successes and often deal with ourselves too harshly with regards to what we meant to accomplish, but did not. How quickly time passes, here we are, 3 ½ weeks into the new year already!

As you prepare to delve into this new issue, we encourage you, in 2006, to actively participate in Bermuda Chamber of Commerce activities. To those of you that have already given generously of yourselves to further the Chambers mandate, we thank you; and to the remaining, we challenge you to make it one of your goals to take part in some of the events that are hosted by our organization.

We are very pleased with our first issue of the year and would like to thank all of those who were eagerly willing to participate and responded very quickly to our request for submissions. In this issue, you will see a diverse group, from the emerging business to the familiar and recognizable members of the Business Community, some of which are celebrating milestone anniversaries in 2006.

Once again, if you are a new member or a long standing member that would like to be featured in our quarterly supplement, please feel free to contact me by email at joconnor@bcc.bm. The next issue is scheduled to be released in April, and the deadline for submissions is March 24th, 2006.

Regards,

Juliette O'Connor
Membership & Development Officer,
The Bermuda Chamber of Commerce

AAC Saatchi & Saatchi

The AAC Saatchi & Saatchi Team

Division: Professional



*Pictured from left to right: Front Row, Paul Mait, Rhona Emmerson, Steven Spencer-Arscott
Middle Row from left to right: Peter Heberd, Fiona Lanzino, Su Chen, Peter O'Flaherty
Back Row from left to right: Neal Southam, Philip Trott, Kelly Tucker, Elyria Somner, Karen Marsh, Mark Leverton, Lisza Rawlins.
Not pictured: Lindsey Sims, Sheila Woodbridge*

Established in 1961, AAC Saatchi & Saatchi was the first full service advertising agency in Bermuda. Today they are the largest integrated communications agency on the Island. AAC Saatchi & Saatchi have maintained their local history and connections, and now offer enhanced service and flexibility through their association with Saatchi & Saatchi Worldwide.

The agency's internationally experienced account and creative teams work on the cutting edge to provide their clients with transformational ideas and inspired communications solutions. AAC Saatchi & Saatchi is the agency of choice for a wide variety of international companies domiciled in Bermuda as well as local clients in businesses across the spectrum, from retail, finance, banking and insurance to travel and hospitality, telecommunications and utility companies. With proven experience across all marketing disciplines, the agency can fulfill all of your communications objectives.

The company is proud to be an associate of the Saatchi & Saatchi Worldwide network. Saatchi & Saatchi is one of the world's leading creative organisations with over 5,300 people in 138 offices in 82 countries. Annual billings are more than \$7 billion US. Saatchi & Saatchi currently works for 60 of the world's top 100 advertisers. Their mission is to be revered as the hothouse for world-changing creative ideas that transform clients' businesses, brands and reputations. With their high level of creativity, they were ranked the No. 1 agency at the International Advertising Festival in Cannes in 2002 and voted Global Agency Network of the Year by Advertising Age and Adweek in January 2003.

AAC Saatchi & Saatchi, The Ideas Company, 29 Front Street, Hamilton
Tel: (441) 295-2626 Fax: (441) 292-0473 Email: info@aac.bm Web Site: www.aac.bm

Appleby Spurling Hunter

Bradfield Adderley

Division: Professional



Appleby Spurling Hunter is one of the largest and most well respected offshore-based legal and business service providers.

With more than 430 lawyers and staff, the organisation is uniquely positioned in the key offshore jurisdictions of Bermuda, the Cayman Islands and the British Virgin Islands, and the financial centres of London and Hong Kong.

The group provides sophisticated, specialised services primarily in the areas of: Corporate & Commercial, Litigation & Insolvency, Trusts and Property. Complementing our legal expertise are our service companies, Appleby Corporate Services, Appleby Trust and Reid Management.

APPLEBY SPURLING HUNTER
"Offshore Law Firm of the Year" (Chambers Global 2005)

Appleby Spurling Hunter, Canon's Court, 22 Victoria Street, Hamilton
Tel: (441) 295-2244 Fax: (441) 292-8666 Web Site: www.applebyglobal.com

Bermuda Sanitation & Engineering

Anthony Foster

Division: Consumer Services



As a native Bermudian and very successful entrepreneur, education and practical training have been a vital part of Anthony Foster's life goals. After earning two degrees overseas, his education took a very practical turn. Anthony acquired training that could be applied to his ambitions of owning an assemblage of companies.

This training included leadership and marketing, computer system analyst certification, dry cleaning technology, plumbing certificate and of course sanitation engineering technologies.

In 1983, Anthony started Bermuda Sanitation and Engineering Limited. He built the company into the largest and most diverse sanitation company in Bermuda. Later he recognized a need and, along with partners formed Cabaloo Limited, a portable toilet service company.

Most recently Anthony launched IslandJewellers.com an internet-based retail operation specializing in a variety of high quality and unique jewelry. In addition, he is also the President and the major shareholder in Retirement Lifestyle Advisors Ltd., a company that offers lifestyle planning to boomers that are approaching retirement age.

Bermuda Sanitation & Engineering, 29 Cottage Hill Lane, Hamilton Parish
Tel: (441) 293-4357 Fax: (441) 293-0690 Email: bdasanitation@tbinet.bm

Clear Water Systems Ltd.

Chris Merritt & Claire Water

Division: Professional



ClearWater Systems provides world class residential and commercial water treatment equipment and services to thousands of Bermudians. "Drinking water safety has become a global health issue. Informing consumers of the potential health hazards of drinking untreated water is as much a part of our job as testing, treatment, service and maintenance," says General Manager, Chris Merritt.

ClearWater created a series of television and radio spots that will begin airing in 2006.



The educational vignettes feature Claire Water, the company's animated superhero, who battles the evil forces that can be found lurking almost anywhere – from your roof to your cistern to your building's plumbing. "We're very confident that Claire will help us get the message out that Bermudians can drink safe, clean and clear water at a fraction of the cost of bottled water."

ClearWater Systems Ltd. is one of Bermuda's own Liquid Group of Companies

"Drink Responsibly!"

ClearWater Systems Ltd., 10 Harvey Road, Paget

Tel: (441) 236-3388 Fax: (441) 236-6555 Email: service@clearwater.bm

Web Site: www.clearwater.bm

Emerald Financial Group

David & Antoinette Bolden

Division: Professional



Emerald Financial Group has been helping clients build and preserve wealth since 1992. As an independently owned company with three core businesses, (Emerald Private Client Services, Emerald Investment Management Limited, and Directrade) Emerald has grown to become one of Bermuda's leading diversified wealth-management firms delivering a broad range of solutions to both corporate and individual investors.

From individual and institutional wealth-management services to online brokerage and customized advice, Emerald offers an array of resources designed to help their clients achieve their financial and business objectives.

Emerald Financial Group, Wessex House, Ground floor, 45 Reid Street, Hamilton

T: (441) 292-3235 Fax: (441) 292-8087 Email: information@emerald.bm, Web Site: www.emerald.bm

Fine Things Ltd.

Division: Sales



Fine Things Ltd. established October 1st, 2005, is a boutique specializing in Fuller Figure Clothing and Fine Jewellery. With the goal of filling the gap left by the closure of one of Bermuda's largest retail establishment, Fine Things Ltd. prides itself on supplying quality products and providing first class customer service.

*Pictured from left to right: Nicole Smith, Leslie Swan
Not pictured: Carol Bean*

Portraying elegance in the Fuller Figure Woman is one of Fine Things' primary goals. This is accomplished by providing the complete outfit accessorized with fine jewellery. As a result, exclusivity is one of Fine Things' best assets concerning their merchandise with labels such as Kiyonna and Bekke for apparel, and Thomas Sabo, Hot Diamonds, Solo Diamonds and Robert Lee Morris for jewellery. In addition, this newest retail establishment also carries jewellery and accessories made in Bermuda, by Bermudians. David Pereira of Exclusive Designs is a local jeweler who designs necklaces and earrings with quality gems, Dianne Hill manufactures Bermuda Cedar handbags, and Debbie Desilva of Bermuda Candle Company manufactures scented candles in a variety of fragrances. At Fine Things Ltd. there is something for everyone. Whether you want to spend \$30 for a casual gift or \$10,000 for a diamond tennis bracelet, Fine Things Ltd. can gratify your hearts desire.

Fine Things Ltd., 19 Queen Street, Hamilton, Tel: (441) 296-1578 Fax: (441) 236-9134
Email: fine.things@logic.bm

Fort Knox Bermuda Ltd.

Shari Poe

Division: Business Technology



Shari Poe has extensive experience in the investment industry, and Fort Knox relies on her experience to assist with the development of products that satisfy their corporate clients both here and overseas. Fort Knox Bermuda Ltd. was established in September 1999 in a US Military facility which is blast resistant, has its own backup generation and telecommunications services which are totally independent of both international telecommunications providers. Mainly due to its security practices and controlled clean room environments, it is currently the largest tape repository on the Island. The storage department's suite of products includes document storage, on-line data storage, and media storage, including VHS, BETA tape and video. Fort Knox Bermuda is also Bermuda's first business continuity center. Developed with the assistance of world renowned business continuity strategists **Survive™**, its business continuity strategy encourages clients to leverage their primary facility as a key part of the recovery plan. Catastrophes that may occur at the primary location should not

affect the secondary location and *vice versa*. This strategy maximizes resources and is the most cost and operationally effective model available to date. The company's suites of products include IT hosting, next day office sites, redundant telecom facilities and services, as well as satellite phones, and business IT consulting.

Fort Knox Bermuda Ltd., 14 Waller's Point Road, South Side, St. David's

Tel: (441) 293-5980 Fax: (441) 293-5982 Email: info@fortknox.bm Web Site: www.forthknox.bm

Qui-Ja Fabrics & Accessories

Laquita (Gay) & Jarizhino Simmons

Division: Sales



Qui-Ja Fabrics & Accessories was formed on September 3, 1999 by Ms. Laquita Simmons and her son, Jarizhino Simmons. Due to Ms. Simmons' passion for sewing and the need for another outlet in which to purchase fine fabrics and sewing supplies, Ms. Simmons only saw it necessary that she fill this need by opening Qui-Ja Fabrics. A year prior to the store's existence, Ms. Simmons was approached by a friend about subletting a store; this was all the motivation Ms. Simmons needed to pursue her own

fabric store business. After consulting with friends and family, Ms. Simmons immediately began making provisions towards the store's opening, and saw fit to ensure that it would be a cut above its competition. It was the beginning of long days & short nights. Since its opening and relatively steady growing popularity and success, Qui-Ja Fabrics & Accessories has been dubbed "the biggest small store" in Bermuda where all of your sewing needs can be met in one location.

Qui-Ja Fabrics & Accessories, Walker Arcade, 13 Reid Street, Hamilton

Tel: (441) 295-9596 Fax: (441) 295-1478 Email: quija@northrock.bm

MCS Limited

The Executive Team

Division: Professional



MCS Limited is a leading provider of Financial Management Solutions and Business Management Services in Bermuda.

MCS Limited has offices in Bermuda, Toronto and Halifax comprised of a combination of 40 partners and professional staff and an impressive client list ranging from small business' to large international companies throughout the world including Bermuda, Canada, the USA, Bahamas, Cayman Islands, Ireland, Isle of Mann and Anguilla.

MCS Limited offers Microsoft Business Solutions - Great Plains financial software and third party applications as well as an experienced development team that can provide complete solutions utilizing the latest technologies.

Pictured clockwise, starting from the left: John DeSilva, Kent MacLean, Tim Kerr and Rob Burns.

MCS Limited provides clients with a broad range of expertise in the areas of financials, human resources, payroll, budgeting, planning, procurement, distribution, project management, software development, Customer Relationship Management (CRM) and outsourced accounting and payroll services.

MCS Limited is included in the top 1% of Microsoft's Worldwide Business Partners resulting in the company being awarded such prestigious Microsoft Business Solutions awards as "Inner Circle" and "Presidents Club" over the past several years.

MCS Limited has also attained the "**Microsoft Gold Certified**" Partner Title for *Microsoft Business Solutions* and *ISV/Software Solutions* certifications.

MCS Limited, 27 Woodlands Road, Hamilton

Tel: (441) 295-0913 Fax: (441) 292-3998 Email: info@mcs.bm, Web Site: www.mcs.bm

TOPS Ltd.

The Executive Team

Division: Sales & Business Technology



Pictured from left to right: Claude Guay, Ed Faries, Jim Ferguson

TOPS Ltd. is a customer driven office equipment and supply retail, service and wholesale company with customer satisfaction, as its number one priority.

TOPS Ltd. opened for business in November 1995 and began selling general office supplies and printed business forms.

In January 1997 TOPS Ltd. added office equipment (copiers, facsimile) and agreements with Konica, Panasonic and Brother allowed TOPS Ltd. the opportunity to offer a total solution to all businesses operating in Bermuda.

The owners of TOPS Ltd. are directly involved in the day-to-day operations of their business and employ a staff of 25. TOPS operate out of their purpose built 15,000 sq. ft. office and warehouse facility at 11 Mill Creek Road.

Celebrating its 10th year of operation, TOPS offerings include online ordering for office supplies, state of the art colour copier/printers, office furniture (Allsteel and Hon), promotional products and packaging and their list of clients includes a who's who of the local and international business community.

TOPS Ltd., 11 Mill Creek Road, Pembroke

Tel: (441) 292-5500 Fax: (441) 292-6200 Email: info@topsltd.bm Web Site: www.tops.bm