

DAZZLE

Nicole de Gale

NikkiBeides
Makes Chic
Jewellery
Affordable

Jean Claude John

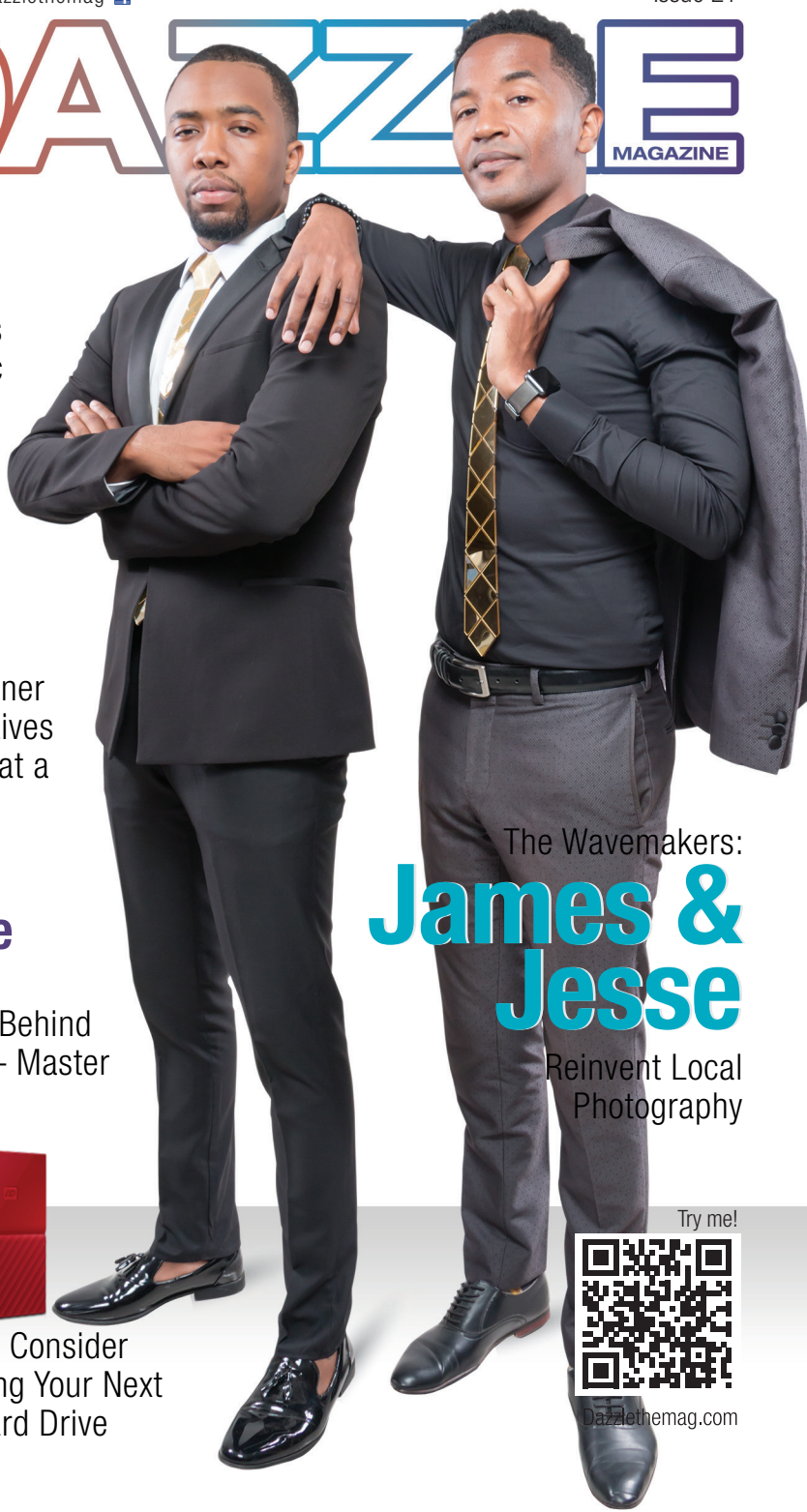
Fitness Trainer
Changing Lives
One Client at a
Time

Dwayne Etienne

The Power Behind
the Music – Master
Engineer



4 Things to Consider
When Buying Your Next
External Hard Drive

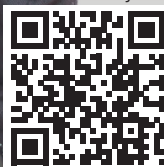


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from the publisher

Thank you for picking up another amazing issue of Dazzle Magazine. We are always elated to feature young and aspiring entrepreneurs who contribute to the development of Saint Lucia's economy.

Being an entrepreneur definitely has its challenges. The main objective for anyone in business is to make a profit. However, in order to do so entrepreneurs need to focus on business development, networking, maintaining business relationships and they must also have the ability to manage cash flow. This balancing act can be difficult but with persistence and perseverance, it is achievable.

In this issue we feature five amazing entrepreneurs who are determined to master their craft and succeed. They have been able to develop their business despite having limited resources, and they have now been able to expand their services, both locally and regionally. The up-and-coming businesses in FreshBiz will also interest you as they too are determined to succeed and are not afraid to take risks.

I hope Issue 21 captivates you and I wish you a pleasant read.

Don't forget to follow us on Facebook and Instagram and subscribe to our Youtube channel where you can watch all the episodes of Dazzle Hangout. @DazzletheMag.

RM

Rankin Morgan
Publisher/Managing Editor



DAZZLE

Dazzle Magazine is a new and dynamic Saint Lucian bi-monthly publication that provides much-needed exposure to young professionals and entrepreneurs, and established businesses. It covers an array of topics and categories key to starting and running a business. It also offers practical advice on everyday living, tips for a healthy lifestyle and interviews with popular and up-and-coming personalities.

Dazzle Magazine is designed to appeal to a diverse range of readers but is especially targeted at working professionals and business owners between the ages of 21-50 years. We provide our advertising clients with value for money by offering them a powerful medium to market their products, offer deals and build their brand. Best of all, we give them the opportunity to be a part of a nationwide and online marketplace of actively engaged consumers who are ready to buy, all at an affordable price.

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DAZZLE

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The Wavemakers:

James & Jesse

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Chia Seeds: Tiny with Huge Nutritional Value

By Imran St. Brice

Chia seeds are fast becoming one of the most popular foods among health conscious people all over the world. Hailed as a 'superfood', they are packed with nutrients and have many health benefits.

Chia seeds are tiny, black and oval-shaped, with a smooth texture. They are native to Mexico and Guatemala, and were highly valued for their medicinal properties and nutritional value by the ancient Mayans and Aztecs. 'Chia' is actually the ancient Mayan word for 'strength.'

Here are some amazing health benefits that can be gained from chia seeds.

Good for the heart

Chia seeds have the ability to reverse inflammation, regulate cholesterol and even lower blood pressure. When consumed regularly they can help to reduce your chances of developing oxidative stress.

Strengthens your bones

18 percent of our daily recommended calcium intake can be obtained in one ounce of chia seeds. Calcium is essential for good bone health and bone mass.

Good for your muscles

Chia seeds have also proven to be one of the best plant-based sources of protein. In addition, this super seed is great for those looking to build on lean muscle, burn fat and balance blood sugar levels.

Perfect for your pearly whites

Since they're packed with calcium, chia seeds automatically qualify as building blocks for good, healthy teeth.

Keeps you youthful

Chia seeds speed up the skin's repair systems and help to protect it from further damage. When taken regularly they can also prevent premature skin aging caused by inflammation and free radical damage.





Jean Claude John

Fitness Trainer Changing Lives
One Client at a Time

Tropical SHIPPING

Leading the Way in Freight Service and Innovation



The name Tropical Shipping has become synonymous with superior service. That's because after providing regular container and ocean-transport services from North America to the Caribbean for more than 50 years, the company has become the undisputed market leader in the regional shipping business.

Established in 1963, the Florida based company owned by the Saltchuk Company based in Seattle, runs a fleet of 15 steamships specialising in on-time and reliable shipping services. Tropical Shipping's foreign flag fleet provides service from Canada to the Caribbean, serving 28 islands in the region from Guyana to Puerto Rico, to the Bahamas and destinations in between.

Tropical Shipping's freight-shipping services are specifically designed to provide their customers with full service cargo logistics, warehousing and consolidation, as well as cargo insurance, using state-of-the-art facilities in select seaside ports.

The company also caters to the ever-growing shipping needs of supermarket chains. They also provide refrigerated and dry cargo services to hotels and restaurants, and ship building materials, hardware and equipment for construction companies.

As part of their commitment to St Lucia, last year Tropical Shipping incorporated a new company under the name Tropical Shipping St Lucia Ltd, affirming their continued commitment to their local customers.



"We have been serving the St. Lucian market for almost 35 years," says Tropical Shipping St. Lucia Sales Manager, Eldris Mauricette. "We have one employee who has been with us from inception. Tropical Shipping's relationship with our customers in St. Lucia and the rest of the Caribbean remains deep and lasting, built on leadership, trust, responsiveness and good corporate citizenship," Mauricette added.



The company goes to great lengths to keep abreast with technological advancements. They continually invest in the creation and maintenance of equipment that support both their customers and staff, including the addition of new containers to their fleet and regular maintenance of their vessels. They also provide continuous training to their employees, all of which are aimed at improving the quality of the customer experience while focusing on the company's mission of delivering a reliable and committed service. The company is currently building new vessels scheduled to be delivered in 2018.



Tropical Shipping believes that investing in the company is what makes them market leaders, thereby enabling them to provide superior service and develop new and strategic business partnerships.

"Our main advantage is our fixed sailing and arrival into the markets that we serve. This allows our customers to plan their inventory management and, in some instances, manage a just-in-time inventory management system around our schedule. The other



advantage is our unrivaled customer service and our automated systems which stem from catering to the needs of our workforce, and especially our customers," says Mauricette.

"Everything we do, every value we stand for, every course of action we take, is intended to deliver the highest level of service to our customers. This commitment is embodied in our Tropical Shared Values which build the foundation of our relationships and guide everything we do," Mauricette added.



Giving back to the community is also high on the company's list of priorities. In February 2017 the parent company of Tropical Shipping, the Saltchuk Company, provided the St Lucia Youth Business Trust with a grant of US\$15000. In May Tropical Shipping through collaborations with Caribbean-Central American Action (C-CAA), Caribbean Disaster Emergency Management Agency (CDEMA), National Emergency Management Organization (NEMO) and St Lucia Chamber of Commerce Industry and Agriculture hosted a Disaster Management workshop bringing together over seventy five private and public sector representatives to develop and deliver disaster management solutions based on relationships of trust, open lines of communication, shared commitment and a common concern for the people and economies of the region.



Heineken presents Heineken Light: The journey starts here



Heineken is well known for its association with St. Lucia's renowned music festival; St. Lucia Jazz. Throughout the past decades, Heineken has supported several cultural initiatives in St. Lucia, and 2017 is no different! Heineken was a proud Gold Sponsor of the St. Lucia Jazz Festival, the first of many exciting events for SOLEIL Saint Lucia Summer Festival 2017.

Heineken has surprised its consumers by presenting Heineken Light - a new, refreshing, low calorie and low bitterness option. Heineken Light has less than 65 Calories per serving in each 25cl bottle. Heineken Light was judged "the best tasting low calorie light lager" at the 2013/2014 World Beer Championships, and it has been winning the hearts and minds of its patrons ever since.

It is the first time that Heineken has decided to launch an authentic Brand Extension in St. Lucia, which was presented during the week of St. Lucia Jazz Festival. It has been available islandwide since Monday May 15th.



"With the launch of Heineken Light, the brand wants to offer a new option to the consumers who are looking for a low calorie option without giving up on the great Heineken taste" says Roberto Profera, Brand Manager Global Brands for WLBL.

Heineken Light is the perfect refreshing drink for after work limes on weekdays, and keeping cool on a hot weekend with friends.

Remember to Enjoy Responsibly!



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LOW CALORIES
LOW BITTERNESS
GREAT TASTE



Heineken[®]
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Jean Claude John

Fitness Trainer
Changing Lives One
Client at a Time

By Imran St. Brice

Whenever we put real thought into our actions, most of us would like to be able to say that we've made a lasting impression on the people around us.

Jean Claude John is driven by this desire to touch people's hearts. He is a self-defined fitness enthusiast, personal trainer, bodybuilder and someone who changes lives. Aged 26, he works at Vel's Fitness Centre, a family-owned fitness and personal training business. While this may not have been his childhood dream, through it, he has been able to find himself and discover his career path.

Dazzle: Was a career in fitness training always part of your plans for the future?

Jean Claude: Actually, no. I wanted a career in sound engineering and music production. I had ideas of going to study in the United Kingdom to be a professional music producer but it turns out that God had different plans for me.

Dazzle: What was the lead-up to you becoming a personal fitness trainer?

Jean Claude: After I left Corinth Secondary School I had the option to further my studies at the Sir Arthur Lewis Community College. Before committing, I realised that I didn't want to pursue something that I wasn't deeply passionate about. Being my mother's only son, it was then a mutual agreement between myself and my mom that I would join the family business, Vel's Fitness Centre.



Dazzle: How do you keep up to date on everything fitness related?

Jean Claude: I try to pull from as many sources as possible. Of course, the internet is a great source of information, alongside books which I constantly research. Above all though, I always test diets and workouts myself before recommending them to a client.

Dazzle: Instant results are often expected. How do you advise clients who have high expectations?

Jean Claude: I help the client understand that anything worth having takes time to obtain. Once we're on the same page, I assess their goal together with them to determine if it is indeed possible within their set schedule. But I always remind them that to reach this goal they've set for themselves, they need to make sacrifices to reap the rewards later. Delayed gratification is the key!

Dazzle: How do you come up with a client's fitness programme?

Jean Claude: Each client and their goals are completely unique. Therefore it requires special effort to curate their fitness programme. I structure their workouts based on their body type, health condition, history in sports, their strengths and weaknesses etc. Then after a 'fit test' I'm able to decide what programme they need to achieve their goal.

Dazzle: As a young fitness professional, how do you build and retain your clientele?

Jean Claude: When I meet a potential or returning client, they should be able to instantly tell - regardless of my age but rather by my attitude - the value that I have to offer. Along with that, self image is everything. If you think of yourself as a professional, then you act like a professional, you talk like a professional, you do what a professional does. And that is what I go by.

In the case of any business at all, results talk. Which is why I always try to demonstrate my knowledge and deliver results. If not, clients will not be able to trust me with their physical health.

Dazzle: What motivates you?

Jean Claude: My legacy. I want to be one of those people who can say that during their lifetime they've contributed to positive change, and helped people believe that if they have faith in themselves, they can achieve anything. One of my favourite quotes is, 'Nothing is impossible, the human mind is the most powerful muscle. If you master that you can achieve anything.'

fun facts

What are you most afraid of?

Being afraid.

Favourite quote?

'Life isn't short, we just waste a lot of it.'
Seneca.

What calms you?

A beautiful view and a cup of coffee.

Nickname?

(Lo!) Griptizzle; from my basketball and rap days.

Favourite spare time activity?

Reading books and chilling with the family.

now so that later I can thank myself for making the right choices.

Dazzle: What advice would you give to up-and-coming fitness professionals?

Jean Claude: There's enough room in the industry for everybody to be successful. Your sole focus shouldn't be finances. Instead, focus on how you can help add value to someone's life because that's what a personal trainer should be all about. When you do it out of true passion and determination, clients will naturally show up and come back.

Dazzle would like to wish Jean Claude great success in achieving every goal he's set out for himself!

Dazzle: What has been your most satisfying moment as a personal trainer?

Jean Claude: I do believe that the best is yet to come. But I am most proud of the progress I've made with a client I once worked with. At first he had really low self-esteem and was in poor shape. He felt that he needed a more fulfilling life. After a period of time, we diligently worked towards his goals and he eventually achieved every goal he set for himself.

Dazzle: With so many health and fitness and diet programmes on offer, how do you maintain a competitive edge in order to attract and retain clients?

Jean Claude: My goal is to always provide 'A1' customer service. Like the saying goes, 'treat people how you would want to be treated'. Along with great service, having keen knowledge and delivering actual results means that clients will naturally return.

Dazzle: If you had the chance to start your career all over again, what would you do differently?

Jean Claude: I don't want to say I'd make a change in my life sooner because I did so as soon as I was able to. But even though fitness training wasn't always my lifestyle choice, I do believe in God's timing and that 'you live and you learn'. So because I have that experience now, it makes me a lot more knowledgeable.

Dazzle: Where do you see yourself in the next few years?

Jean Claude: Married (LOL) because I'm currently engaged. In terms of business, I want to be the big shark in the industry not just another little fish. I always want to grow and learn more. I'm working hard





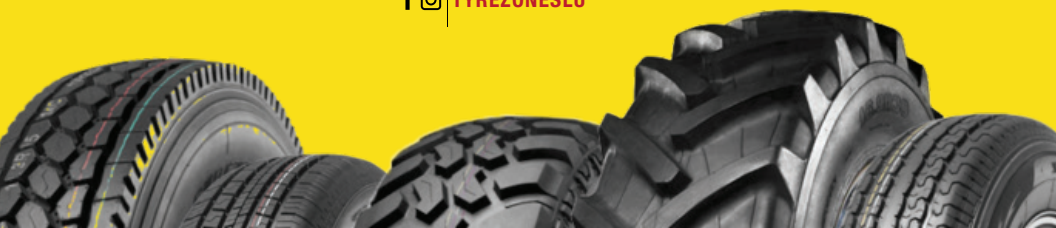
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Fondue Restaurant

NOW OPEN
Baywalk Mall

A Rawr Experience by Tony Williams

There is a new restaurant/winebar/cafe in St. Lucia that is throwing everything you know about dining out and date nights out the window.

Located at the Baywalk Mall, Rodney Bay, Rawr is St. Lucia's first original fondue restaurant - a place where eating out has become a whole new experience, particularly for local diners. It is run by directors Kim Noel and Rowald Derrick. When Kim and Rowald established Rawr, their vision was to create a fun, relaxed and entertaining atmosphere where guests can enjoy an interactive dining experience and varied cooking styles, and share memorable moments with family and friends.

Additionally, the Rawr experience starts with an all-day breakfast menu; "signature" or "make ur own" salads and wraps; hot food station for lunch and ends in dinner - fondue. Alongside this, you can also enjoy the best coffees, Asian loose teas, fruit, bubble and iced teas and sweet desserts!

The concept of the fondue mode of dining (pronounced f nd'ju' in British English and fon'du in American English; Fun do in rawr) is simple: Guests can tailor their meal to suit their tastes and their mood, with help and coaching from the chef if needed. In short, the dining experience revolves around you - you create pairings and you're free to customize your menu however you wish. The chocolate and the cheese fondue is definitely one of the more popular options.

As far as local restaurants go, Rawr sets a new standard for eating out. Dazzle caught up with Kim and she was more than happy to chat about how she and the rest of the Rawr team set out to create the original fondue restaurant, and explain how they plan to turn it into a unique, family-style dining experience like no other.

Dazzle: What exactly is Rawr?

Kim: Rawr is a fairly new concept in dining here in St. Lucia. I believe it's the first of its kind in the

mainstream. It is an extension of FellyBelly where we offer a wider food menu with the “make your own concept”. We offer an all-day breakfast menu; salads and wraps; hot food menu (changed daily) and a dinner menu which offers fondue style cooking – cheese; meats and chocolate fondue; make your own pasta.

Dazzle: What sort of restaurant is it?

Kim: It is a fondue-style restaurant where the tables are equipped with induction cookers that enables live cooking. We do have a fondue menu. Basically, anything that we prepare in the kitchen, can be done outside on the tables. It's a fun, interactive way to eat, as your meal is prepared in front of you. The menu basically is “make your own”, so you can make your own combination of a meal based on the ingredients available. We encourage customers to “make your own pasta, make your own soups...” The fondue menu includes cheeses, meat as well, and chocolate fondues.

Added to that, the trend now is about healthy eating. Our lunches includes sides of rice – basmati, jasmine or brown; quinoa or cous cous; gluten free rice noodles; vegetables; beans or peas; tubers; greens; and grilled chicken or fish. At Rawr, we, too, want you to stay with the current trend of healthy eating but in a fun way. So instead of having the same salad everyday, you can change it up to suit your mode, every time. Same goes for the pasta etc. The chef brings out the meats, sauces and pastas of your choice and its prepared on your table. Every table is equipped with an induction hob and the chef will instruct you how long each food should be cooked if you chose to cook yourself. Basically helpful instructions are provided for you. There's also a wine section for those who choose to indulge while having a chat with friends. What we also want to introduce is a variety teas, fruit, iced and bubble.

Dazzle: What was the inspiration behind the opening of a restaurant like this?

Kim: It has always been one of our passions to have an extension of Felly Belly but to do more of the food stuff. Felly Belly is more fun, healthy drinks, smoothies, juice with a few paninis and some loaves and stuff. We wanted to do something that combines healthy eating with fun eating – Fun do. The difference would not only be in the cooking style but also the experience.

Also, travelling a lot allowed us to learn from different cultures. For example, in Asia hot pot is an Asian style of cooking, and the induction plates that we

introduced sort of stems from that. We had to learn how to adapt it to our culture.

Dazzle: Who are your target audience?

Kim: The millennials for sure. That's where the market is now. The concept of “making your own” attracts them. We also cater to those who are very health conscious. We want to capture the more mature too, and middle-aged persons; those at the age where they're more careful about what, and how they eat, and so on. We think that we cater for a wide clientele. We want to encourage more variety creating salads breaking away from the traditional signature salads and have fun creating your own, as well as trying different homemade dressings.

Dazzle: Being a fairly new concept, what type of experience can one look forward to when dining at Rawr?

Kim: First of all we want patrons to enjoy eating healthy. You create the experience that makes it fun. The novelty of the concept alone should really drive people with a curiosity to see what's going on. All the tables have cut outs to fit the induction hobs. We did a dry run outside and people were clearly intrigued. We want you to be very relaxed, family like. We also offer a hot food station, geared towards lunchtime diners who are on the go.

It's not a hard and fast menu, if there's a dish you like prepared and we have the ingredients, then we make it for you. Saturdays are Rawrking. We will introduce Caribbean flavors “Rawr like a Trini/Lucian/Vinci/Grenadian!” so each Saturday alternates.

Dazzle: What are the opening hours?

Kim: 7:30 am to 9:00 pm, Monday to Thursday. On Fridays and Saturdays we go up till 10:00 pm.

Dazzle: Are you planning to make any improvements or additions to the restaurant?

Kim: We would love to expand with more tables for diners.

Dazzle: What if I can't cook?

Kim: You don't need to know how to cook. The chef/server provides you with your ingredients and basic instructions, like how much time is required for each meal to cook, boil, etc. All of this is part of a new fun experience for people who aren't experienced in cooking.

Go on and Rawr when you visit Rodney Bay, you're gonna have a blast!



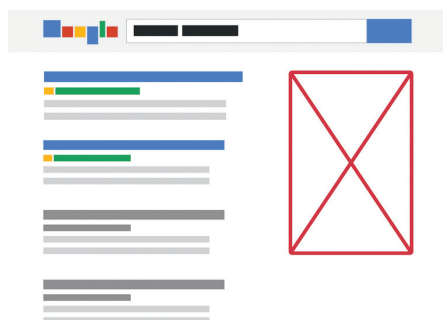
Is **Google Adwords** Effective - and can it Boost Your Business?

by Imran St. Brice

What are Google Ads?

Google Ads, commonly known as 'AdWords', is an online advertising service created by Google. It is designed to help you make use of a continuously growing digital environment to advertise your business to potential customers, right from their computer screens and other digital devices.

With AdWords, you choose a daily budget for each campaign based on your advertising goals, the average amount you can afford to spend daily and on the number of people who click on your ads and visit your business website. As a plus, you have total control over how much you wish to spend.



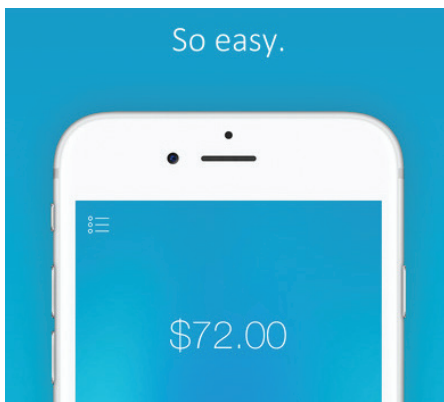
If you browse the internet or use Google Search, you've probably seen a Google Ad on either side of the content from the websites that you've visited.

Or maybe you've seen Google ads pop-up as a small banner on a YouTube video featuring a new song that's soon to be released... sounds familiar?

All of these are products of the AdWords program but they are just some of the advertising tools that Google offers to help businesses improve their online marketing.

How does Google Ads work?

Google Ads are based on keywords. It's simple; you choose a number of keywords that you wish to associate with your product or service and then when someone searches on Google with any of those



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keywords, your ad is likely to pop up at the top of their search results.

If you haven't yet visualised the vast number of possibilities available to your business with the AdWords program, here's why you should consider investing in it.

Why should I use Google Ads?

This program opens up your business to any and everyone using the internet. In fact, Saint Lucia has a population of approximately 170,000 with an internet penetration rate of 87.2 percent. This means that 109,370 people are prime targets to view your Google Ad based on your keywords.



As you could imagine, using Google AdWords effectively can be very beneficial to a business in terms of capturing the attention of potential customers and partners. However, it is important to remember that not all businesses using Google Ads will experience the same results, and some will have greater success than others. Nevertheless, if you have a target audience, when done correctly, Google AdWords can work wonders for you.

Where do I get my own Google Ads?

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www.dazzlethemag.com

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When following your passion becomes a lucrative business, it is always a win-win situation.

Nicole de Gale knows this first hand and is definitely winning!

She was born in St. Lucia in the summer of 1986 to popular St. Lucian entertainer, Patsy Cadet and former Grenadian pilot, Lennox de Gale. However, Nicole grew up on the Spice Isle, Grenada. She describes her childhood in Grenada as wild and crazy. You see, Nicole is what you would call a real country girl who cherishes her memories of climbing trees and “stealing people’s fruits,” and enjoying frequent river limes where they caught crayfish with nets made from potato sacks.

For the past 13 ½ years, she has been a sales consultant, selling everything from high end jewellery at Harry Edwards to timeshares at Windjammer Landing (which she currently does) thanks to the experience she gained from a short stint at Cotton Bay.

In recent years she has rediscovered her childhood love for art and craft and has since become the creator of NikkiBeides (pronounced Beads) - a growing, local handmade jewellery brand.

Nicole de Gale

NikkiBiedes Makes Chic Jewellery Affordable

By Dahna Jn. Charles

NikkiBiedes produces a range of pieces, including necklaces, bracelets, anklets, body chains and earrings beautifully crafted from semi-precious stones, pearls, glass beads, silver, 14K gold and vermeil. There is something for everyone; children, adults, lawyers, doctors, college students... you name it! Intrigued by her five-star quality work, Dazzle could not miss the opportunity to take a peek into the fascinating realm of NikkiBiedes. Dig in!

Dazzle: Where did the idea for NikkiBiedes come from?

Nicole: I decided to get back in touch with my creative side after having quite a bit of free time on my hands. One day I was flipping through a magazine and saw these necklaces that I really liked and wanted but had no idea where to buy them. So I found some beads and started making my own pieces and before I knew it, I had made 40 necklaces. I attended the christening celebration for my friend's daughter, wearing my necklaces. Everyone loved them and wanted to know where I got them from. Needless to say, they were surprised when I said I had made them. The next question was how much do you charge? I had never thought of selling my creations. And although making just one of these necklaces took me 30 minutes, I sold them at \$5 for three. Word got around and the orders started pouring in. People started calling me NikkiBiedes for fun and then my fiancé also started calling me that, so I decided to brand my craft using that name.

Four glass-bead necklace collections later, and after penetrating regional markets, Nicole knew that she wanted to develop her brand further with more designs and collections. In April 2015 she officially launched NikkiBiedes with a popup shop in her yard. She got more patrons than she had anticipated, including 30 sales from different clients. She attributes the unusual spelling of 'beads' to the need to reflect the bond she shares with her younger sister and trusted best friend, Bianca.

Dazzle: Do you do custom pieces?

Nicole: Yes, I do. Do I enjoy doing custom pieces?

Not so much because I feel like I am making what somebody else wants me to make. I love doing my own thing for people to see and love. I try to accommodate my loyal clients from time to time though.

Dazzle: Are your products available in stores?

Nicole: While I don't have my own store here, at Windjammer Landings the late managing director and his wife approached me with the idea of adding Nikki Biedes to the St. Lucian design store within the mini-mart. I must admit that selling in a mini-mart was not the vision I had for NikkiBiedes. I decided against it but he asked me to trust him because clients had been raving about my pieces. It turned out that out of 41 designers, NikkiBiedes was the number one selling brand. I also do a lot of small popup shops, which are not always widely publicized to give my clients a bit of an exclusive shopping experience.

NikkiBiedes will soon be available at Krisoff Boutique in Grenada before the end of the year and there are also plans to team up with Barbadian swimsuit designer, SugaApple. This type of regional collaboration is not new to Nicole as NikkiBiedes has also sold in Trinidad in a collaborative venture with designer, Anya Ayong-Chee.

fun facts

Whic one accomplishment are you most proud of?

Creating NikkiBiedes !

What's at the top of your bucket list?

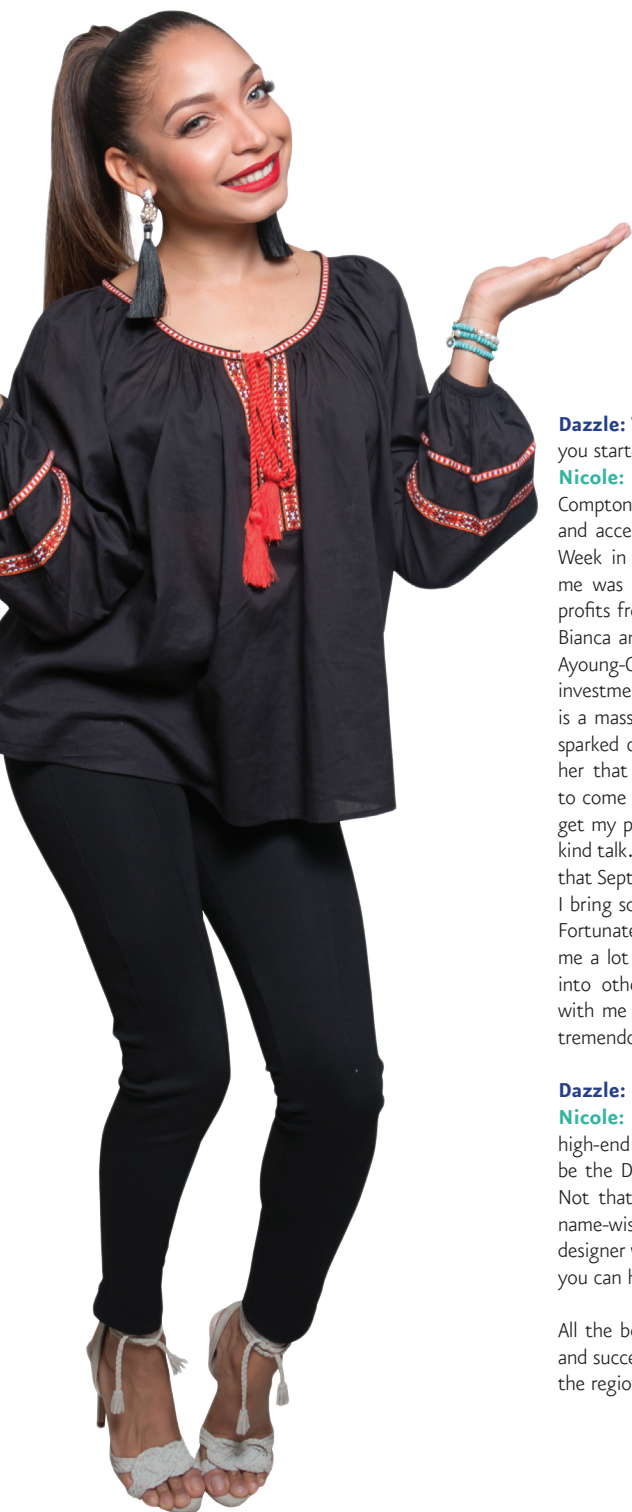
Visiting Iceland.

Favourite place in Castries.

The market. I go there most Saturdays for fresh fruits and vegetables.

What's your middle name?

Jessica



Dazzle: What doors have been opened for you since you started?

Nicole: Well, I was honoured when in 2015 Fiona Compton actually used some of my pieces to style and accessorize her collection for Caribbean Fashion Week in Jamaica. But I think the biggest thing for me was attending Hot Couture in 2015, using the profits from NikkiBiedes to buy front-row tickets for Bianca and me. I just had to be there because Anya Ayoung-Chee would also be there! It was worth the investment because Anya's mentor, Meiling Esau who is a massive designer in Trinidad, approached us and sparked conversation. I took that opportunity to tell her that I design jewellery and she encouraged me to come visit her in Trinidad and pledged to help me get my pieces across the Caribbean, which I took for kind talk. (Lol). That was in May and I went to Trinidad that September and we met for lunch. She asked that I bring some pieces to try to tap into Anya's market. Fortunately, she did keep her word and she taught me a lot about how to showcase my pieces and get into other regional markets. Anya agreed to work with me and I did a pop up shop there that received tremendous support!

Dazzle: How do you want to be remembered?

Nicole: My dream for NikkiBiedes is to be in the high-end boutiques within the Caribbean. I want to be the David Yurman, John Hardy of the Caribbean. Not that I try to compare my jewellery to his but name-wise I would like to be recognized as a Caribbean designer who makes chic and affordable pieces so that you can have as many as you wish.

All the best Nicole! We will be following the growth and success of NikkiBiedes as the brand sweeps across the region.



Change Your Environment before it Destroys You

By Shirin Tobie-Paul

Your physical space is a reflection of your mental state. In order to be efficient, your environment must facilitate your vision.

The most important space to begin with is your head. This is where your dreams are born and if you are not careful, where they may perish.

It is said that the very brain which designs and builds bridges over chasms also has the ability to cripple a man. Clear out your mind. Get rid of self-defeating, limiting thoughts.

Forgive yourself and others for past mistakes. Nourish your mind with positive thoughts of advancement, good books, videos and podcasts, and other inspiring content daily.

Some praise the effects of positive affirmations and vision boards. Expect the best and know that whatever challenges (life-giving opportunities) that may arise, you are capable of working through them.

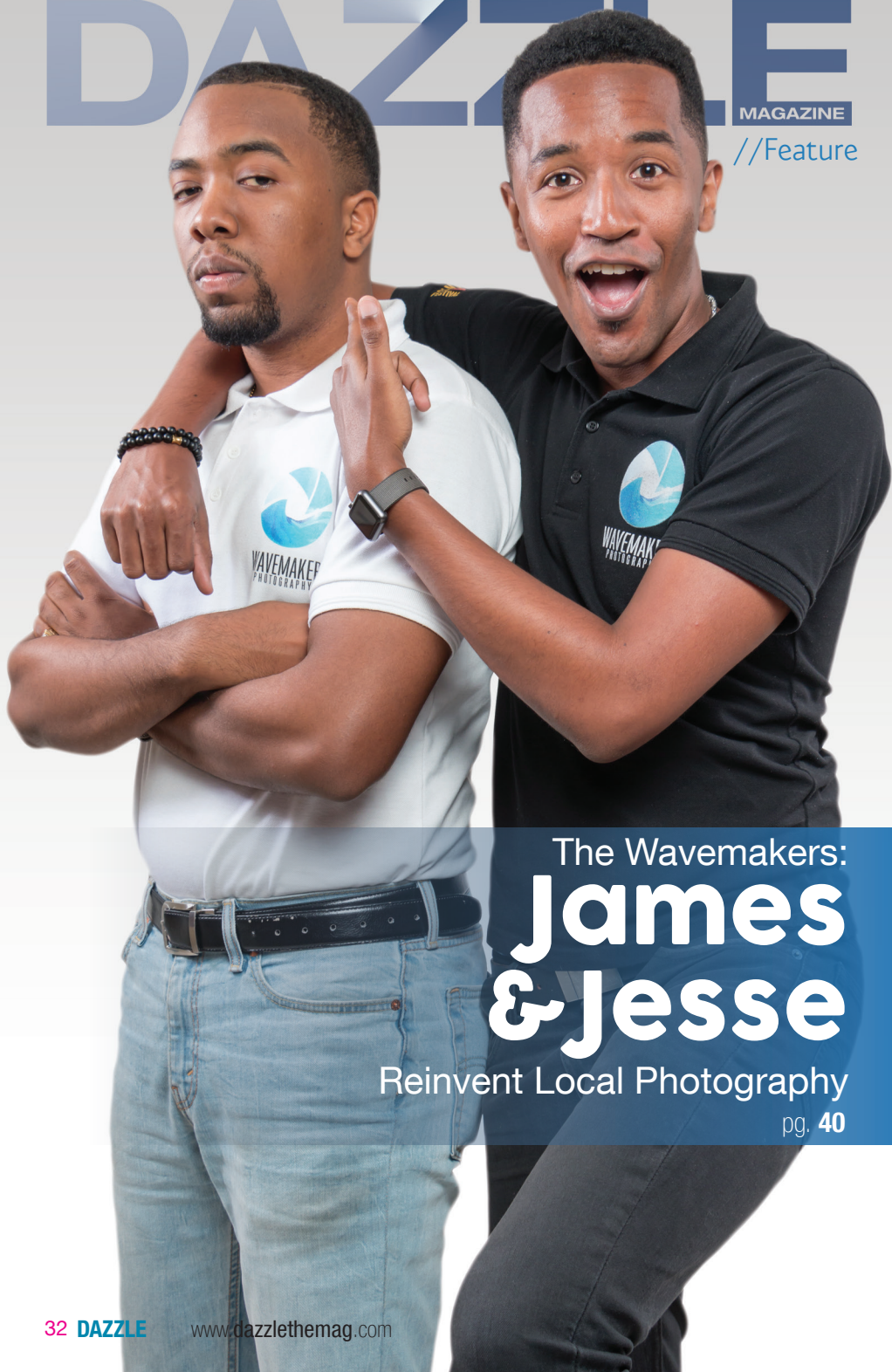
While you need not subscribe to the minimalist lifestyle, it is important that you keep your physical

space organized and clean. Marie Kondo's book "The Unlimited-magic of Tidying Up" provides amazing insights into the positive psychological effects of cleaning up. She believes that the things we choose to keep around us should stimulate feelings of happiness. Ensure that tidying up your surroundings regularly is a priority.

Surround yourself with people who allow you to advance towards your full potential. Raise your standards and collect 'rocket booster' friends, as renowned life-coach and bestselling author, Lisa Nichols calls them. This refers to those who will help to raise your spirits when you are feeling down.

Dr. Eric Thomas, one of the top motivational speakers in the world states that "environment should provide exposure to the best... and should cause you to raise your level of expectations."

How will you enhance your environment to prepare you for greatness? Whatever you choose, start NOW!



The Wavemakers:
**James
& Jesse**

Reinvent Local Photography

pg. 40

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— a Glorious Blend of Carnival, History and Culture

by Tony Williams

Judging by the buzz on social media, the local carnival band, Fuzion Mas is generating lots of interest among revelers. And despite being 'the new kid on the block', many are convinced that they are the band to watch this year.

The band is portraying 'GREATNESS IN THE SANDS' – a theme that is sure to strike a chord in the hearts of St. Lucians who are proud of their African roots. It aims to resurrect the glory of Ancient Egypt by telling the stories of one of the world's first and greatest civilisations.

Excitement is running at fever pitch among the band members and seems to be catching on. They have amassed a sizeable following through their skillful use of Instagram, Twitter and Facebook as a means of communicating with their potential and established members. Their website, www.fuzionmas.com, provides key updates on band events and activities. Furthermore, their willingness to support charitable causes has also won the hearts of many, as seen when members of the band participated in the recent Yoplait Breast Cancer Awareness walk.

Alongside teaming up with some of our island's most notable Soca Artistes, Fuzion Mas has bridged the gap between St. Lucian event culture and that of other Caribbean islands.

Dazzle got the opportunity to chat with the Fuzion Mas Team about the band's preparations for Carnival 2017.

How long has Fuzion Mas been in operation?

Fuzion: Fuzion Mas was officially established in September 2016 and our first portrayal, 'Greatness in the Sands', was launched December last year in preparation for St. Lucia Carnival 2017.

How would you define your band?

Fuzion: We are a blend of the best elements of traditional and contemporary carnival. Our aim is to provide Saint Lucia with the ultimate carnival experience. The band was established through the amalgamation of the skills and passion of a group of young, vibrant St. Lucians. Essentially, Fuzion Mas means GOOD VIBES, GOOD PEOPLE, GOOD TIMES.

What spurred your interest in carnival?

Fuzion: It was actually a few people who felt that we had something to contribute to the existing carnival landscape. Most of our members are carnival babies who hold the event close to their hearts. So, it wasn't unfamiliar territory for most of us. Our primary goal was to revive the traditional component of carnival without compromising its relevance to the modern-day era.

What opportunities were you attempting to capitalize on?

Fuzion: Collectively, our team identified an opportunity to create a product that catered to different market segments by portraying a theme which enabled us to combine traditional and contemporary carnival. We realised the need for a band that offered a 'fuzion' of options and created a contagious vibe through a "fuzion" of values synonymous with fun, friendship and fete.

What sets you apart from your competitors?

Fuzion: For us, it's not necessarily about setting ourselves apart from 'competitors', as we're all contributing to a bigger picture, which is St. Lucia Carnival. Our energies have been focused more on adding to the existing product and enhancing it where we find opportunities to do so. However, we have spared no effort to deliver beautiful costumes accompanied by premium services and amenities, as well as a one-of-a-kind, non-exclusive, road experience. Yes, non-exclusive - meaning everything is for everyone. No exceptions.

Fuzion Mas can be contacted at:

Website: www.fuzionmas.com

Facebook: Fuzion Mas

Instagram: @fuzionmas

Twitter: @fuzionmas

Telephone: 1 (758) 488-FUZE.

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Is Your Diet Making You Sick?

By **Oliviann Weekes**

When you think of the word 'diet' what comes to mind?

First off, it is important to note that diet refers to the food and drink that a person (or animal) regularly consumes and this can be altered to suit an individual's specific needs, such as the desire to lose weight or manage an illness.

The food that we eat is responsible for nourishing our bodies. However, all too often we pay very little attention to what we consume and the benefits or consequences of adding or eliminating certain foods from our diet. Unfortunately, it is usually only when we become ill that we pay greater heed to certain foods, hoping that we can use them to ease our pain and discomfort or to simply improve our health.

We, in the Caribbean, are known to have a fondness for bush medicines and the various concoctions that

we use when illness strikes. However, how many of us seriously consider the potential risks of certain foods that we eat regularly?

According to the International Diabetes Federation, there are 44.3 million people in North America and the Caribbean suffering from diabetes - a condition which affects the body's ability to produce or use insulin. People suffering from this condition need to keep their glucose levels within acceptable limits. Their doctors usually prescribe the appropriate medication and they are advised to exercise regularly and, of course, maintain a healthy diet.

For type 2 diabetes in particular, diet has often been cited as one of the main causes of this illness. Managing all types of diabetes requires limiting the use of sugary foods such as carbonated drinks and candy, which can cause glucose levels to rise to unhealthy levels. Special attention must also be given to the consumption of carbohydrates, such as pasta, potatoes, white bread,

snacks and packaged foods, which are all converted into glucose. Inability to effectively manage diabetes can put the individual's life at risk.



Diabetes is one of the many illnesses that make it imperative that one maintains a healthy diet, and this also requires the addition or elimination of certain foods in order for the condition to be properly managed. While there are many factors that contribute to illness - genes, lifestyle choices, stress levels - the food we consume plays a significant role in

the functions of the various organs in our bodies. Be mindful of what you consume and the effects it has on you as an individual.



This does not mean that we should regard foods like French fries and candy as the enemy. We simply need to be aware of our bodies' needs and consume foods that nurture us.

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Be **Bold** For Change

by Dr. Celia McConnell-Downes

Every woman should develop healthy habits, including a balanced diet and regular exercise, stress management and routine health screening to detect potential health problems early.

Women often neglect themselves to care for family, friends and coworkers, among others. You may have adopted healthy practices but when last have you had a physical examination and the necessary tests to ensure you're on the right track? Sometimes we adopt the notion that if it's not broken don't fix it, or I feel well so why go to the doctor. As you transition from one decade to another, many changes occur in your body. These changes could be so subtle you may not realise them until something goes wrong. Make it a habit of visiting your doctor annually.

What checks are your doctor likely to recommend?

Pap smear: Usually done between the ages of 21 and 65, however, it may be recommended earlier if you're sexually active. The test can detect changes on the cervix that could indicate a need for further testing. If it's cervical cancer, you want to detect it early.



On March 8, we observed International Women's Day under the theme 'Be Bold for Change.' I would like to encourage all women to take that bold step in taking better care of 'You.'



High blood pressure, diabetes and elevated cholesterol are all major risk factors for heart disease and stroke. These should be evaluated annually. Knowing your status could help you and your doctor make heart-smart decisions and possibly delay the progression of diabetes. Women approaching menopause should be aware that estrogen is thought to raise the levels of good cholesterol, so its natural decline during menopause may increase your risk for heart disease.



Other checks should include dental, vision and skin care. A bone density scan may be recommended from age 65 to screen for osteoporosis.

Once again, I encourage all women to take the bold step towards becoming a healthier you. I also implore you to encourage your spouse or significant other to have their annual health checks. Far too often we see women trying to stay healthy while their partners lag behind.

Best Wishes.

Colonoscopy: Done between the ages of 50 and 75, it's the best tool for detecting colon cancer, precancerous lesions and polyps. Colorectal cancer is the third most common and deadly cancer for females after breast and lung cancer. Someone with a family history of colorectal cancer may require earlier screening.



Mammogram: Recommended every two years between the ages of 50 and 74. If you have a family history of breast or ovarian cancer this would necessary more frequent screening. For women aged 40 - 49 and those above 75, they can decide together with their doctor when to start and stop screening. Women aged 20 should have a clinical breast exam at least every three years until age 40, then annually thereafter.

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The Wavemakers: James & Jesse

Reinvent Local Photography

by Gareth S. Jules

Back in the old days, we all used to enjoy going to photo studios to have our pictures taken. Sometimes we would have to wait days and even weeks to receive our cherished photos, which we would then place in albums for our future viewing pleasure.

Fast forward decades later; photography has transitioned to instantaneous digital snapshots. With the advent of social media, especially apps like Instagram, photography has become a worldwide phenomenon.

In recent years, St. Lucia has seen an influx of photographers; currently ninety-two and counting. Many of them use social media to their advantage, establishing themselves as household names and gaining popularity for their work. One such brand is none other than Wavemaker Photography, which emerged on the scene in 2013.

Wavemaker Photography has since established itself as one of the most successful brands in St. Lucia. Their big break came in 2015 when they were awarded a photography contract by the St. Lucia Tourist Board for the St. Lucia Jazz and Arts Festival.

Wavemaker specializes in events and portrait photography with the emphasis on aerial photography and cinematic headshots. They have worked with the likes of Digicel, Flow, IGY, Verve Events, Bay Gardens and Capella Marigot Bay. James Adjodha and Jesse Evans – two close friends – are the brains behind the business.

James was born in England to St. Lucian father & British mother who returned home with their family when he was nine. He's a graduate of the Castries Comprehensive Secondary School and Sir Arthur Lewis Community College (SALCC). He pursued an Associate Degree in computer maintenance and systems engineering at SALCC and is certified in designing security systems in the UK, Canada and Miami. Known as a 'people's person' who loves the outdoors and nature, he's also certified in dactylography (sign language).

Jesse hails from Bexon and attended St. Mary's College and SALCC where he studied automotive engineering. He describes himself as outgoing and a lover of quality time spent with his friends. He's also a proud event organizer and an amateur stylist.

We sat with Jesse and James for a peek inside the inner workings of Wavemaker Photography and to learn more about their plans for the future.

Dazzle: When did you realize that you guys had a passion for photography?

James: It stems from my childhood. I have always known my dad to be into photography. On family vacations, I always admired the photos he took on those trips, although he never did it professionally. Being in the security field, I always had an eye for photography. My interest increased during the smartphone revolution. Jesse and I started out with an iPhone 4s each. With the introduction of Instagram, which was solely for the iOS platform at that time, we began to showcase our photography. From there we got a gig thanks to our friend Claudine Springer, with a hotel and a restaurant for St. Lucia Holiday Tours. Soon after that same friend invited me to do photography with her for the St. Lucia Jazz & Arts Festival, and it was then I realized that I needed a proper camera. I bought one at The Cell and the rest is history.

Jesse: I was always interested in art but more along the lines of painting and drawing. After I left SMC I was no longer interested in that aspect of art so I transitioned into photography. As James said, with the iPhone 4 and Instagram and encouragement from our peers, the rest is history.

Dazzle: How did you two meet?

James: We have known each other for a long time. Our families have been very close.

Dazzle: How did you come up with the name Wavemaker Photography?

James: My dad imported a Suzuki Vitara back in the 90s, which had Act Wavemaker on the side. My

brother who used to drive it started the Wavemaker Racing Development Team. He also used to DJ and called his company Wavemaker Sounds. So, when we first got the gig for the Jazz Festival I decided to call ourselves Wavemaker Photography.

Dazzle: Who is Team Wavemaker?

James: Jesse and myself. From time to time my sister, Lydia and our friend, Omar help out during large events.

Dazzle: Where do you draw your inspiration from?

Jesse: The F Stoppers Community on Instagram. They feature photographers from all over the world. Browsing their work helps me to get inspiring ideas. In addition, the website 500px introduces me to things I never knew could have been done in photography to better my craft.

James: Locally, Royan Descartes encouraged us from the start by showing me things my camera could do that I wasn't aware of. He is so inspirational with his images. He has become a big influence on me. Also, we owe a lot to Daniel Marcion and his business for our success as a business. Internationally, Steve McCurry and Platon have also been very inspiring. And of course our close friend Kermayn "Loggo" Lionel.

Dazzle: What is in your Wavemaker camera kit?

James: Team Nikon! We both decided to use the same brand and interchange equipment to save costs. Their dynamic range and image quality are better. We also use DJI drone technology.

Dazzle: You were one of the first to introduce drone photography and videography to St. Lucia. What inspired that move?

Jesse: Because of our work ethic, and constantly trying to bring new things to the table, we decided to invest in an Inspire 1 Drone, since drone photography was becoming popular overseas. In doing so, it gave us a creative edge and a new perspective in doing photography. The purchase came at the right time as we got to use it at the 2015 Jazz & Arts Festival and thereby set a standard now for local events. Now almost every event here uses drone photography.

Dazzle: In an era where there are so many photographers operating in St. Lucia, what gives Wavemaker the competitive edge?

Jesse: I think what sets us apart is our following. People saw us start off with our iPhones and have been there with us throughout the journey. They've given criticisms, seen us improve and have shown their support. Now that we are an established business, we continue to interact with our fan base.

Image is everything, literally. We try to be professional in the way we dress and how we interact. That has given us somewhat of a competitive advantage.

Dazzle: How do you handle criticism of your work, especially from social media?

Jesse: It is a hard pill to swallow especially when you put so much effort into your work and for it to be put down. But there is always a good side to it. Criticism can build you up. We don't take it to heart but use it to better our services and our business.



Dazzle: Wavemaker has been making the headlines over the past few years. Tell us about some of your achievements to date?

James: Our first highlight is the CDF Visual Arts Festival where we won the People's Choice Award. After that we won the St. Lucia Jazz & Arts Festival photography contract in 2015. We got turned down the year before but we tried again the following year, making the proposal stronger and better. It is one thing to get a contract and to deliver the work. However, winning the bid for a second time was a greater achievement.

One day, while on a flight I opened the LIAT Inflight magazine which highlighted the Jazz Festival. Every single image had been photographed by us. For us, that was a huge accomplishment. More recently we won the Caribbean Fashion and Film Festival award for Best Documentary. This year we were nominated for the St. Lucia Chamber of Commerce Business Awards for Young Entrepreneur of the Year and Marketing Excellence awards. We didn't win but just to be mentioned among big notable companies was another great accomplishment.

Dazzle: What is your most memorable photoshoot?

Jesse: There is a St. Lucian couple living overseas who were already married but wanted to redo their wedding photos. We were contacted last minute. At the time it was challenging since we were not as versed as we are now. To see the photos that came out of it and how pleased the clients were was very encouraging.

fun facts

Favourite fruits?

Jesse: Apples

James: Chocolate ?? [not a fruit]

Least favourite genre of music.

Jesse: Country & Western

Most embarrassing photoshoot.

Jesse: I showed a client an exciting concept but she hated it. I felt embarrassed. The reflector blew away.

Best part of waking up.

James: The gift of life.

Favourite cereal.

Jesse: Kellogg's Cornflakes

Unique talent.

James: Dancing.

Dazzle: Who encouraged you to submit the nominations for the Chamber of Commerce Business Awards and what did it do for your brand?

James: Our fellow photographers, Tariba Hinkson, Rankin Morgan and Lamar Sifflet. We had the forms and looked at them but we were unsure of submitting. Through their encouragement we did. Because our following is heavily based on social media, this opened us up to a different segment of the market.



James: For me it would have to be the 2015 St. Lucia Jazz & Arts Festival. We never did anything that size before. We had to do aerial photography, capture branding, artistes, the crowd, and do live uploads. Locally, that had never been done before. It was overwhelming but a great success. It was a proud moment.

Dazzle: You are both members of the St. Lucia Association of Professional Photographers. What are your roles in the association and what are you hoping to achieve?

James: Recently, I was elected president of the association. I wanted to initiate a standard rate amongst photographers. There was too much disparity in rates among us. We have always tried to establish a standard price range for the fraternity. Many of our members benefit as a result. The association has ninety-plus members. We hope to introduce membership fees so that we can start to develop our members and do more. We also want to start exporting our services. Our whole aim as an association is to export our services to different islands which lack the resources that our photographers can provide. We also hope, in future, to collaborate with the St.

Lucia Bureau of Standards to create standards for photography in St. Lucia. Finally, we hope to lobby for duty free concessions for photography equipment because we believe that we are ambassadors for the country.

Dazzle: What's next for Wavemaker Photography?

James: We will soon be launching Wavemaker Weddings, which will focus solely on wedding photography and videography. We recently launched a Wavemaker Photo booth at events where you can send pictures or a videoclip of you taking a selfie straight to your phone. We will continue to provide this service to help enhance photography at events.

Dazzle: Any final thoughts?

James: We are two young persons who had a dream to do something and used social media to make that a reality. We hope this will inspire others to follow our example. Use the friends that you have to develop your ideas. Don't be afraid to think outside of the box. Create your avenue and revenue for yourself doing something that you love.



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Dreams Come True at Arlana Arthur Makeup Artistry

Checking the mirror before leaving the house is something that we all do. This is an indication that we're becoming more in-tuned with our appearance. It goes without saying that we all want to look great, all the time. This is what spurred Arlana Arthur to start up her own makeup artistry service.

'Arlana Arthur Makeup Artistry' makes every dream-look come true, whether it be for that extra-special birthday party, a re-creation of that magnificent wedding, an adorable photo shoot with a few friends, special effects makeup for that zombie apocalypse movie, even carnival makeup.

In fact, it was during the local carnival season of 2015 that Arlana took up makeup artistry, which she had previously been doing as a hobby. She began devising her own makeup and promoting her work online. Now she gets calls on a regular basis from clients eager to have their looks improved by her elegant touch. Afterwards, Arlana is always happy to see the stunned look on her clients' faces when they see the remarkable transformation, and the huge boost of confidence it gives them.

"From the start, I didn't want my service to be a strictly makeup artistry service. I wanted it to be an experience ... one where I can connect with my clients," says Arlana.

She has definitely succeeded, and what an experience it is proving to be for her grateful clientele!

Check out Arlana and her work on Instagram/Facebook: [@arlanaaarthurmakeup](#)



Tasha's Tasty Treats

When a love for food is combined with a passion for creativity, you could well imagine the beautiful and tasty possibilities that are likely to come about.

Tasha Lawrence delivers on every food-fantasy you can imagine.

She owns Tasha's Tasty Treats, an online food delivery service that provides an increasingly wide variety of dessert treats, including cheesecakes, fruit bouquets, brownies and cookie bouquets.

Her business was launched in August, 2015. While starting off was tough, Tasha's determination to constantly improve her products is what kept her going, along with her working knowledge and background in food and nutrition. Food and Nutrition student at St Joseph's Convent, winner of Junior Duelling Competition 2009 held in Barbados.

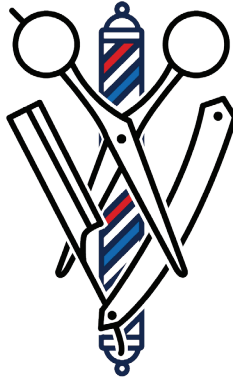
In her own words, creativity is key to being successful because clients like to see something special and

//Feature

Dwayne Etienne

The Power Behind
the Music – Master
Engineer

pg. 54



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Reenergizing the Local Party Experience

By Tony Williams

Since its emergence on the local entertainment scene, Blueprint Weekend looks set to become one of St. Lucia's most anticipated party events. Patterned after the popular Dream Weekend event in Jamaica, Blueprint Weekend is basically a weekend getaway consisting of three days of back-to-back party events and shows featuring popular genres of music and performances by local artistes, plus lots to eat and drink.



The inaugural Blueprint Weekend was held this year from April 28 – 30 (Friday to Sunday). It kicked off with the Ultimate All-White GLOW Party at ZEN on the Friday. The following day the patrons moved on to Sundance at Pigeon Point to continue the fun, and the next day (Sunday) they rounded it off with the Pump at Pigeon Island, a first-of-its-kind event featuring floats.



Dazzle caught up with Katama Elibox, the Managing Director of Blueprint Entertainment, and she was happy to chat about the inspiration behind the event and what the experience was like for her patrons.

What inspired you to go for something like Blueprint Weekend?

Katama: Well we've actually wanted to do this for a while now. Our inspiration came from a similar Jamaican event called Dream Weekend. I hope that Blueprint Weekend evolves into something just as big. There are other 'weekends' around the Caribbean and they draw a lot of tourists to the islands because they have back-to-back events like these. We started off on a small scale to test the waters. The intention is for it to become really big so that we can bring down overseas artistes to perform at these events.

This amalgamation of events, is it the first of its kind for Blueprint Entertainment?

Katama: For us and for St. Lucia, as far as I know.



Why would I consider being a part of Blueprint Weekend?

Katama: Because it's the first of its kind in St. Lucia and you could have said that you were one of the first people to experience it and share it. We've incorporated a lot of new elements of 'feteing' into the weekend. GLOW was an all-white party and that's nothing new but we know that St. Lucians aren't very open to change, so we went the safe route by having GLOW as the first event of the weekend. Sundance was a very new concept to St. Lucia, where we were asking people to come out with headpieces. You could've worn a cap or an older carnival headpiece and come out to party. And then after you've partied you would camp out until the next morning... This part of the concept was the hardest bit to explain but when people came they understood the concept and really appreciated it.



What was the turnout like?

Katama: GLOW had a huge turnout. On that night we had large numbers at the club. It was quite phenomenal. Sundance was the weakest of all because people didn't understand the concept of the fete. PUMP had the biggest turnout of them all, possibly because it was a first-time, unique event. People were extremely excited about it and it definitely showed.



Will there be another Blueprint Weekend to look forward to in the near future?

Katama: Definitely. We've gotten calls from other promoters. They want to collaborate with us on the next event. Because it's a weekend of events there's room for everybody. But it's definitely going to happen again, next year around the same time and we may even squeeze another one in this year.

Enjoy the finer life



CHAIRMAN'S RESERVE URGES YOU TO DRINK RESPONSIBLY

CHAIRMAN'S RESERVE UNVEILS ITS NEW PACKAGING

St. Lucia Distillers, the sole distillery on the island of Saint Lucia and producer of fantastic award winning-rums is excited to reveal improved packaging of their rum brand "**Chairman's Reserve**".

From inception, **Chairman's Reserve** has solidified itself as one of the best rums in the world. This unique rum blend is the essence of everything **Saint Lucian**, a premium destination in the Caribbean. **Chairman's Reserve** with its new packaging will embody **Saint Lucia** in every respect, where the finer things can best be enjoyed.

world what **Chairman's Reserve** drinkers already know, **Chairman's Reserve** is the finest rum in the world" says Margaret Monplaisir, St. Lucia Distillers Managing Director.

As the brand continues to grow, the goal is for **Chairman's Reserve** to be enjoyed all over the world. "We expect the brand's rejuvenated direction to attract dynamic new distribution partners in priority global markets, which fit the strategy we have for **Chairman's Reserve**," says Matthieu de Lassus, Chairman's Reserve Export Director.



"The improved look also makes Chairman's Reserve a more fitting ambassador of all that is Saint Lucian".

- Margaret Monplaisir



To create this new packaging, **St. Lucia Distillers** acquired the services of an international design agency, highly regarded for their work for prestigious brands such as Grey Goose and Remy Martin. Their task was to give **Chairman's Reserve** the premium look that it deserves, without losing its unique identity. The new labels, though clearly upgraded, will still be instantly recognizable by the enthusiast community.

"Chairman's Reserve will no longer be understated. The bold new look will say to the

"Chairman's Reserve will compete more effectively at the international level in the premium rum category, and more broadly against all premium aged spirits".

With this vision, **St. Lucia Distillers** will re-release the brand "1931" as a super-premium rare aged rum, now to be known as "**Chairman's Reserve 1931**". Rounding off the portfolio is "**Chairman's Reserve Forgotten Casks**" which will be available in July 2017 and "**Chairman's Reserve 1931**" in September 2017.



  #RUMLIFE



Dwayne Etienne

The Power Behind the Music — Master Engineer

By Imran St.Brice

Few entrepreneurs would readily admit that their accomplishments may not have been of their own doing.

For Dwayne McNeil Etienne, God's plan for his success promised to give him everything that he wanted, so he followed that plan which has brought him to this very point in his career. Being a professional sound engineer, Dwayne's brand has been powering several musical events and their exuberant sounds, including BLISS, SOS, Baywalk Jazz (2012 to the present), U4RIA, Live in Colour, Ronald 'Boo' Hinkson's 'Show the World,' Jazz Sampler, Fire Grill Jazz and many more! Dwayne was gracious enough to sit for an interview with Dazzle Magazine to chat about his successes and challenges in the music business and what the experience has been like for him.

Dazzle: Who is Dwayne Etienne?

Dwayne: I think I'd best be able to define myself as a sound engineer and entrepreneur. Someone who's had years of experience in their field.

Dazzle: Where did the experience begin?

Dwayne: On leaving the SDA Academy, I had no idea what I wanted to do so I started working with my dad as a customs broker, and did so for a year. The next step for me was moving to Musicman where I would get closer to my dreams over an eight year period. While at Musicman, I learned how to use a mixer and I also improved my piano playing skills. Although my love for music continuously grew during that period, I never thought of it as a feasible career path.

Dazzle: What prompted you to choose sound engineering as a career path?

Dwayne: It was something that I've had a longstanding passion for. I never thought I'd have my

own company though. For the most part, I imagined myself working for other established sound engineers in the country. When I came back from college in 2012, I felt that I had the knowledge and skill set to start my own company, and so, after several challenges, DandB Sounds was born.

Dazzle: What sort of service does DandB Sounds offer?

Dwayne: We cover everything sound related... parties, events, concerts. At the start, it was smaller scale because with my equipment I'd only be able to cater for a maximum of 800 people at any given event. Within a relatively short space of time, I was able to build on my arsenal of sound instruments and equipment.

Dazzle: What competitive advantage does DandB Sounds have over other companies offering similar services?

Dwayne: Many people come to DandB because we're easy to work with. I like to work with my clients when it comes to pricing. While there's an industry fee, I still try to meet my clients halfway. Not to mention an extensive list of experience and coverage for events.

fun facts

Most memorable childhood moment.

Playing piano at church.

Favourite hangout spot.

I don't have one favourite hangout spot.

Best advice you've received.

Never lose focus on God.

Last movie you watched.

The Great Wall.

Dazzle: What challenges did you face as a young entrepreneur?

Dwayne: I encountered a lot of people who thought that I wasn't capable of handling my tasks. I remember my first big show - Boo Hinkson was set to perform on my stage. He too thought I couldn't do the job because he was uncertain that I could match that specific sound that he grew to be familiar with. I called him and asked him to give me a chance (to prove myself). He was a little hesitant but after the show he was so pleased, he even gave me a hug. It made me feel good but it didn't go to my head or anything like that because there's always room for improvement. But at the same time, there's something special about getting praise from a seasoned musician. To date, Boo Hinkson hasn't performed at any event without contacting me to handle his sound. It means

a lot to me to see someone go from doubting me to requesting my service at every event.

Dazzle: What is your greatest accomplishment to date?

Dwayne: Having such a large amount of equipment in a short space of time. For me, it is a big accomplishment. That plus the fact that I'm quite established in my business.

Dazzle: To what/who do you attribute your success?

Dwayne: First of all, I'd like to thank God. Really and truly, I don't think I would've gotten this far without guidance and my family's financial support. Most of my success is down to self-motivation. I got a lot of pessimism from people about going into the sound industry, with them telling me why it might not work out as a full-time career. Concerning the market at the time, things were not looking too good financially but I was able to persevere.

Dazzle: Where do you see DandB sounds in the near future?

Dwayne: Right now I'm trying to open a music store. Something like a one-stop-shop where you can get sound equipment as well as music classes, at very reasonable prices. Growing the business in every aspect is always a focus of mine and whatever else the world of music has to offer, I want to get into it and be great at it.

Dazzle: What advice do you have for aspiring entrepreneurs?

Dwayne: At the end of the day you can listen to the advice of people who've been there before but you need to do your own research. You need to see what it is that you can do, even though people may tell you that you can't do it. Ultimately, just do what you want to do. Giving up is not really an option. Manage your time, manage your money and only invest your time and money into something that can return to you what you put in.



GARLIC BUTTER STEAK



ingredients

1 Rib eye steak or sirloin steak
(at least 1 1/2 pounds, bone-in or boneless)

2 Garlic cloves

3 sprigs Parsley, fresh

1 Black pepper, Freshly ground

1 Pinch Salt

2 tsp Olive oil, extra-virgin

3 tbsp Butter

method

Salt and pepper one side of the steak.

Heat your seasoned cast iron skillet to smoking hot. Add oil and swirl around to coat. Add steak seasoned-side down (place it in pan away from you so you don't get splattered), and then salt and pepper the other side of the steak. At this point do not touch it for two minutes. Using tongs (never pierce the meat with a fork), flip the steak and add butter, garlic and parsley to the pan next to the steak. Allow the steak to cook for 2 more minutes.

Right after you flip the steak for the first time, with a spoon or small ladle, keep basting the melted butter over the steak. Baste continually for the full two minutes (tilt pan a little if you have to, to get the butter onto the spoon).

After two minutes on each side, keep flipping and basting the steak each time leaving the steak for 30 seconds before turning. Test the steak with the poke test (see note below) and remove at medium rare at about the five to six minute mark of total cooking time. Cook a minute or two longer for medium to well. A thicker steak (such as a sirloin) may take longer.

Turn off the heat and baste one more time. Leave the steak in the pan loosely covered with foil for 10 minutes and allow to rest before cutting. Baste one more time, and remove to a cutting board. Either cut the steak in half for each serving or for a nicer presentation, slice on the bias and serve slices.

Discard the pan drippings or if desired, deglaze the pan with a little wine, then add stock and simmer for a few minutes to reduce the drippings. Add a tablespoon or two of butter to thicken for a nice pan sauce.

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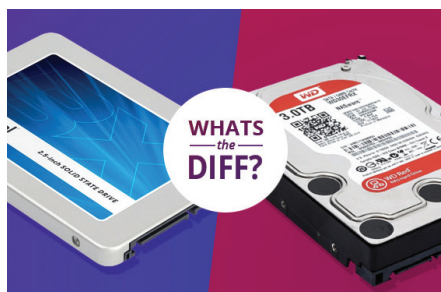
4 Things to Consider When Buying Your Next External Hard Drive

By Imran St. Brice

“Internal storage is running low”... While this pop-up notification is more common on our smartphones, both laptops and desktops are just as likely to run out of storage space eventually. SD cards and flash drives were created specifically for this reason - the temporary, portable solution to limited local storage.

Unfortunately, SD cards and flash drives aren't really practical for expanding storage space over a long period of time. Large programmes can't be installed on them either. External hard drives have become the way forward for most of us who store hours of music and loads of photos from as far back as we can remember. Of course, cards and drives haven't been replaced; they just simply aren't enough all the time.

Now you're contemplating buying your own external hard drive. However, before you checkout the first one in your Amazon cart, here are four things you need to know before purchasing your next external hard drive.

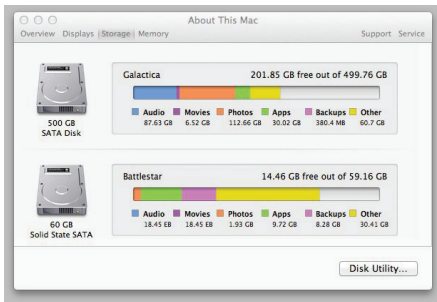


SSD or HDD?

While exploring the vast number of hard drives, you quite likely would have come across the two types that are available; Solid State Drive (SSD) and Hard Disk Drive (HDD). They both accomplish the same task of keeping your computer files backed up safely in another location. The difference is that HDDs



should be handled much more carefully. Because of the internal moving parts HDDs are likely to crash when carried around roughly. With SSDs, the opposite is true and that's great, but you'll be paying a hefty price for an SSD drive relative to the price of an HDD.



How much space do you really need?

From as little as 512 gigabytes to as much as 16 terabytes. It goes without saying that the more storage you require, the more cash you'll need to spend, which is why it's worth careful consideration how much storage you settle for. The photography enthusiast will obviously have different needs compared to someone who requires a safe backup location to store endless amounts of word documents, spreadsheets, presentations etc.

Security

Most drives only serve as a storage box. That in itself is not a problem, however if you prefer added security in the form of a password as well as automatic backup



to a select cloud storage. Then an external hard drive is your best bet... of course, at a higher price.

Data Transfer Speed

This has to do with the hard drive's read/write speed. What this means, in short, is that transferring data will be a lot smoother and quicker if read/write speeds are high on your list of priorities when it comes to external hard drives.

Finally

What works for one may not work for another. Get out there and choose one (or more) of the types of hard drives that suits your lifestyle.

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