



JOIN US AND START
EXPERIENCING REMARKABLE CHANGES

September 8, 9 & 10, 2009 Hilton Hotel

Master Class Curaçao 2009

- Finance • Management
- Human Resources • Law
- Marketing





**JOIN US AND START EXPERIENCING
REMARKABLE CHANGES**

For the third consecutive year, JCI IOBA Curaçao is offering the successful Master Class in 2009. This year, professionals in the Marketing, Human Resources, Finance, Management and Law sectors have the opportunity to further develop their skills and knowledge within their fields of expertise. The Master Class sessions will be conducted by experienced local and international trainers.

The theme for the Master Class 2009 is **INNOVATION**. Hence, all trainers will focus on innovation in their sector. The Master Class will provide participants with implemental insights and hands on learning experiences. As a participant you will gain practical tools, use real world case studies and be able to network and share ideas with peers in a non-competitive environment.

The Master Classes in the areas of Law, Finance and Management are 1-day training courses while the Marketing and Human Resources Master Classes are 2-day trainings. Participants can select the trainings at their convenience. However, registrations are per person and cannot be shared.

JCI IOBA Curacao is providing you with the unique opportunity to attend the Master Class 2009 against the following prices:

- One-day training: **Ang. 899,-**
 - Two-day training: **Ang. 1.499,-**
- * Trainings include handouts, snacks, lunch and 2 networking events.

Location: Hilton Hotel

We look forward to your participation.

Conference Program

Tuesday, September 8

19.00 – 20.30 hrs. at 't Klooster

Meet & Greet Opening Ceremony

Wednesday, September 9

8:00 – 9:00 hrs.

Registration at Hilton

Master Class Finance

9.00 – 12.00 hrs

“Managing Corporate Finance: From a practical perspective”

Guiverson Weert, PhD, MBA

Language: Dutch

During this session, the participant will gain insights on the following topics: (1) how can firms better manage their finances, (2) working capital management, (3) investment opportunities for companies, and (4) challenges faced by firms amidst the financial crisis.

Mr. Guiverson Weert has an M.B.A. degree in Finance and a Ph.D. degree (summa cum laude) with concentration in Financial Management. Mr. Weert worked approximately three years as a financial advisor and division leader at an investment firm in California. Subsequently, he joined a local money management firm in 1998



Guiverson Weert

and held the position of investment advisor and shortly thereafter managing director. In 1999 he joined the Central Bank and worked in the Banking Supervision Department. Currently, Mr. Weert is the head of the Investment Institutions and Trust Supervision Department at the Central Bank. Mr. Weert has also been teaching classes of financial accounting, management accounting, and corporate finance at the University of the Netherlands Antilles and CURISES since 1999.

Master Class Finance

14.00 – 17.00 hrs

“Financial Innovation: An Asset or Liability?”

Andy Vrutaal / Gregor Koote

Language: English

This training will deal with different aspects of financial innovation including types of financial innovation and risks of financial innovation. Furthermore, participants will be given insights into sensitivity analysis which is a tool in determining the need for financial innovation. Lastly, the trainers will discuss leading innovative instruments to establish financial innovation tools including factoring and leasing.



Andy Vrutaal



Gregor Koote

The trainers Andy Vrutaal, Gregor Koote are financial specialists at MCB. As representatives of the MCB they will conduct the training from three different perspectives switching in-between in order to give the participants a broader scope on the topic.

Conference Program

Wednesday, September 9

Master Class Marketing

9.00 – 17.00 hrs

“Integrated Communication”

Kay van de Linde

Language: Dutch

The marketing and PR departments often encounter differences. This training is specifically designed to bring the best of both areas and create more understanding for better results. The well experienced trainer will address issues that may obstruct both departments in achieving the best results. The trainer is also a Guru in communication with the press and will provide participants with insights on how to better implement communication in general,



Kay van de Linde

the so called Integrated communication.

Kay van de Linde is a Dutch communication strategist with broad experience in CEO branding, crisis communication, free publicity, issue management, media strategy, political and corporate campaigns and image management.

Master Class Human Resources

9.00 – 17.00 hrs

“Human Resources & Innovation”

Dr. Gerard Evers

Language: Dutch

Conventional ways of thinking are out of this time. Nowadays, everyone, including the HR professional, has to think out of the box. What worked in the past does not work in this “new era”. During this training Dr. Gerard Evers will share his views on HR and Innovation.

Dr. Evers’ approach in most research and consultancy work is described as “head in the clouds, feet on the ground”, a mix of science and pragmatism. The focus is on applicability and understanding customers’ wishes. He believes that in order to be innovative and maintain and enhance HR policies and procedures the HR manager needs to pay attention

to developments in the external labor market, the labor relations, the internal labor market (employee planning), and the Returns on investment of HR and Human Capital.



Dr. Gerard Evers

Dr. Gerard Evers obtained his Master in econometrics and got his PhD with a thesis on regional labor mobility. He was an associate professor on HR Studies at the University of Groningen, senior researcher and consultant at IVA and appointed Professor in Human Capital Valuation at Tilburg University. He is currently director of the department of HR studies at OSA, Institute for Labor Studies. He is also director of CILS, the Caribbean Institute for Labor Studies in Curacao.

Conference Program

Thursday, September 10

8:00 – 9:00 hrs.

Registration at Hilton

Master Class Marketing

9.00 – 17.00 hrs

“Innovation & Development”

Gonneke van den Kieboom

Language: English

Yearly, about 20.000 new products and services are introduced to the US consumer. Companies and brands spend huge amounts of capital including marketing dollars in research and development, proto typing and market introductions. However, after one year, more than 70% of these innovations will be pulled from the shelves, and after two years, a mere 8% will survive. It is a cruel and competitive world for new and innovative ideas. What is wrong with the system for the development of companies, why do so many introductions fail and how can you avoid the innovation trap?

In this workshop/training, participants will learn and understand the basics of innovative

thinking. During the workshop you will experience different ways of looking at the obvious, searching for the surprising and stepping far out your box.

Gonneke van den Kieboom is a local professional with ample experience both locally and internationally. She has broad knowledge and gave courses for three years in trend watching, brand strategy, concept development and experience economy at the Amsterdam Fashion Institute. Gonneke is currently working as Marketing Manager at one of Curacao's biggest Hardware stores.



G. v.d. Kieboom

Master Class Human Resources

9.00 – 17.00 hrs

“Don't Fire Them! Innovative alternative to Layoffs.”

Earl Balborda, BA, SPHR

Language: English

Many companies at some time in their existence face an economic downturn. The standard remedy for financially challenging times has become downsizing! This however is not necessarily the best solution to survive (beyond) economic downturns. During this one-day intensive course the lecturer, Mr. Earl W. Balborda, will launch a new proposal for companies to manage and survive economic downturns without firing employees. Few companies become more profitable after downsizing. In this class Mr. Balborda will present a compelling argument why the best choice may be to

keep all onboard in turbulent times.

Earl W. Balborda is a certified Senior Professional in Human Resources and director of the HRM consulting & outsourcing firm AVODAH. Mr. Balborda brings more than 15 years experience of providing strategic and consultative management solutions which meaningfully impact performance and profitability.



Earl Balborda

Conference Program

Thursday, September 10

Master Class Management

9.00 – 17.00 hrs

“Innovation in your business”

Daniel Winkeler & Ruud van der Weijden

Language: Dutch

In order to beat the fierce competition, companies should stay one step ahead of their competitors. One important tool to achieve that is innovation. But what exactly is innovation and what can it do for your business?

This training provides participants with an introduction to innovation and will focus on how the innovation process can be organized. Organizations will be compared to each other and the current situation in Curacao will be analyzed.

Master Class Law

9.00 – 12.00 hrs

“Transaction management”

drs. Nanko Boerma & Mr. Frank Kunneman

Language: Dutch

Every law professional will have to deal with Transaction management at some point in his career.

This training aims to create awareness amongst the participants for the relevance of transaction management, for understanding the problematical cases of the organizations in the private and public sectors including;

- comprehension of the transition of the hierarchical to the transactional coordination
- comprehension of the background/causes of these transitions
- comprehension of the significance of transaction costs and basic perception in management of variables (some concepts of transaction costs theories)



D. Winkeler



R. v.d. Weijden

Daniel Winkeler is an experienced organization advisor with ample theoretic background. He specializes in strategic renewal- and change management within the financial services and healthcare industries.

Ruud van der Weijden is specialized in idea creation, scenario planning, strategic process, selection of propositions, balanced scorecard, implementation of new products and processes and setting up learning organizations.



N. Boerma



F. Kunneman

- Basic perception in the possibilities to take on transaction costs in store chains, precisely when a store chain manager is absent.

Nanko Boerma has a broad international experience in the management of programs and projects on change management in both the public and private sectors. Mr. Boerma has the experience to lead these changes from a general and managerial perspective with specialization on strategic goals of organizations on one side and their actual current possibilities and potential on the other side.

Conference Program

Thursday, September 10

Master Class Law

14.00 – 17.00 hrs

“Positioning and Branding Legal services”

Mr. Mark Kater & Mr. Frank Kunneman

Language: Dutch

This training is especially designed for organization in the legal services industry that want to be one step ahead of the competition.

Positioning and Branding are very new concepts within Legal services. As in other industries, people make strong brands and strong brands gave better performance. For organizations that provide legal services, such as law firms and notaries it is important to let the clients experience who the face behind their business affairs is. To realize this, there are two important criteria that must be met. First, the organization has to be aware of its identity. And second, the client should perceive this identity. This will result into increased sales and market shares, higher revenues and more and



M. Kater



F. Kunneman

better job applicants.

Frank Kunneman is managing partner at the vanEps Kunneman VanDoorne. He was an associate professor and dean at the law school of the University of the Netherlands Antilles. He is a associate member of the joint court of justice of the Netherlands Antilles and Aruba.

Mark Kater is a lawyer and manager at the VanEps Kunneman VanDoorne office in Bonaire. He was previously Market manager at the legal publisher WoltersKluwer and Head Business Development & Marketing at Allen & Overy in the Netherlands.