

Business News

# TEACHING KIDS ABOUT MONEY



A. Keshelle KERR

Have you ever asked yourself... "Why didn't anyone teach me how to save and invest when I was young?"

Maybe you're raising a miser whose window washing and yard cleaning money is accumulating under the mattress. Maybe you've got a greedy Gus who thinks money grows on trees. Kids pick up on the unspoken messages of those around them. Unfortunately, most of us as parents do not set the best example when it comes to personal finance. For better or worse, the best way to raise financially savvy adults is to start young.

Less than 10 percent of all high school graduates learn about money in school and even less learn about it at home. This is because parents often don't know the information themselves or simply don't have the tools to teach their kids about money

Our schools offer classes that

teach practical skills such as sewing, technical, nutrition classes and more. What's missing? Financial Literacy! This is the reason why we as Bahamians find ourselves overwhelmed by personal debt. We just don't know any better. Most Bahamians have never received the training that could help manage their finances.

Skills of managing money well are not skills that individuals are born with. It is a learned behavior. Therefore, if we fail to act now to improve financial literacy in this country, our children will be at risk for crippling personal debt, costly decisions at work and at home, and lack competitive skills in a fast-paced global economy.

We read to our children from the time they are in diapers about literacy. It is time we start talking to our kids early and often about responsible money management. My daughter



D'shelle, at eight years old has already been made aware of what an asset is, the importance of saving and investing, the difference between good and bad debt and the cons of using credit cards. How many of us can say that about many eight year olds?

Talking about money is not good enough however. Basic financial education with practical measurable standards should be a baseline for a high school

diploma in The Bahamas. I believe that this all important skill would greatly reduce the number of social issues we are facing in this country.

Our kids come in contact with more money these days that many parents only dreamt of when they were their kids' age. Five dollars from Aunt Jenny and 20 dollars from Uncle Robert all add up to a pretty penny once saved over time. There is no reason why our children cannot grow up to achieve millionaire status by age 30 or 40 instead of hanging around on a job until retirement age to scrape a pension.

You can begin teaching financial responsibility to kids as young as three years of age once there is interest. The earlier you start sharing money conversations, the more natural it becomes.

Financial literacy is no longer a luxury for the ambitious few. In

today's complicated financial world, it is a bare necessity for all of us. Let us not sleep on taking this step. Parents, Teachers and citizens who are concerned about the future of this country should begin to insist that a culture of financial literacy be instilled in our youth. If not, we would be in a sorry state.

Keshelle Kerr is the owner of Creative Wealth Bahamas, a subsidiary company of Creative Wealth International, a non-profit organization located in Santa Barbara California. The company exists to give kids and adults the tools to choose and create financial freedom. Their goal is to ensure that all kids throughout The Bahamas from age 10 and up receive financial literacy training in their life. For more information visit [www.creativewealthintl.org](http://www.creativewealthintl.org) You can contact her at 561-7911 or 454-0808 or via email at [creativewealthbahamas@yahoo.com](mailto:creativewealthbahamas@yahoo.com).

# Cabbies: Eyesore strains tourism industry

From BR1

and others like it with the potential to affect future trade. That damage has everything to do with word-of-mouth complaints from tourists returning home to family and friends. Many of them will actually have video footage to back up their stories.

Williams has in fact been in contact with the owners the house, who assert they're without the money to tear down the building. He's also spoken with Minister of Works Earl Deveaux, he said.

"They had a forum on Cable Beach about two months ago and we brought it up there," Williams told Guardian Business. "We were told to take the issue to Ministry of Tourism, but when we got there they sent us back to Works."

It was on the suggestion of ministry officials he obtained a letter from the owners consenting to government intervention.

It was upon returning with that sign-off, Williams was directed back to Tourism. Weeks later, the house is still there and his group is now utterly frustrated.

"I feel very bad about this," he said. "In this country, people without any connections are left aside."

Oddly enough, Deveaux took up the problem of unsightly buildings crowding Nassau streets at a meeting with the taxi union. He indicated his department was indeed trying to rub away that collective eyesore.

It's action that's long overdue, said Williams, pointing to the very real threat the East Street house and others like it pose to the multi-billion-dollar tourism industry.

"This is my livelihood," he said.

## Pharmacist

From BR1

One of the handful of the country's internationally certified pharmacists, Hepburn, would like to see those deals at least limited. That translates into a local distributor having no more than 50 percent of any one drug maker's business in this country. The change would effectively open the door to several Bahamian suppliers for every

prescription medication hitting the market, allowing Hepburn and the country's 35 to 40 pharmacy operators real choice in buying.

Many of those professionals have quietly lobbied successive governments for that regulatory change, usually arguing the move as a way of improving responsiveness in the country's public health care system. They believe PMH's ability to meet surgical demand for anesthesia and other crucial medications would be enhanced if the hospital has multiple sources of every drug.

Those activist pharmacists may soon have the weight of an economic partnership agreement with Europe and a Bahamian competition commission to back them up.

Under the terms of that trade deal, exclusivity agreements, with very few exceptions, are prohibited. It's a protective measure designed to ensure a level playing field for the European service providers the EPA will grant entry to the Bahamian market.

The reciprocal trade deal grants local professionals the same access to European Union markets at the same time ends duties on most goods flowing between The Bahamas and those markets.

Hepburn has his hoped pinned specifically on an EPA requirement that this country establish a competition commission. It would be vested with the power to police monopolistic business practice, end the abuses of a dominant player in any sector and cancel long-standing exclusivity agreements.

That last one would essentially arm pharmacists with the means to challenge the current route by which they get their hands on the drugs of pharmaceutical titans like Merck and AstraZeneca.

While, they now have the option of turning to an increasing selection of so-called generic alternatives, varying prescription strength often forces doctors to stick to original and more costly originals.

## Wrinkle

From BR1

largely delayed, some key elements, indefinitely.

Kerzner International made that announcement earlier this month pointing to the poor global economy.

It's because of that same worsening credit crunch the government should move to expedite any remaining approvals processes still facing those projects, said Wrinkle. Doing so should make it easier for investors to secure financial backing increasingly difficult to come by.

"Now that they've been approved," he told Guardian Business, "it would probably be very prudent for us to look to develop a definite timeline for them and expedite approvals."

The contractor is also calling for government to connect his membership with those developers, a way of ensuring Bahamian firms have a real chance to bring some of that business home.

"Now that they've been approved let's start to put the parties together," he told Guardian Business Wednesday. "It would be so important to us to have the government to facilitate that meeting between developers and industry - contractors, engineers, architects, etc"

Getting hold of that business is especially important for Wrinkle's industry still grappling with the loss of the Baha Mar deal last month. The \$2.6 billion Cable Beach project was set to be the single largest of its kind ever undertaken in this and other Caribbean countries, with the government giving it the final go-ahead in January. It was effectively scuttled last month when Harrah's Entertainment walked away from the deal citing concerns around the project's ability to win crucial land transfers. The massive project was not included on Wednesday's list, which included some 15 projects approved in March.

## UBS

From BR1

Banking centers in the Western Hemisphere are now moving to protect their collective book even as the U.S. economy falters. Those specializing in private wealth management and trusts face the real possibility that traditional market base won't sustain the gains of years past. Other banks are now working to mitigate losses to their own bottom lines given their failed investment in subprime securities that have now gone belly-up.

While contagion from that U.S. debacle has begun to spread to Europe and Canada, analysts

have marvelled at the relative insulation of Middle East and Chinese markets. Their relative health has strengthened talk of the wholesale shift in the world's economic center in the same eastward direction.

UBS' move to secure a piece of that emerging pie comes as one Caribbean offshore player mounts its own efforts to capture Asian business.

Just last month, top BVI players commenced discussions with the Qatar Investment Authority and Qatar Financial Center about the British territory's robust regulations, corporate activities and private wealth management.

It's the kind of work Voswinckel is encouraging his colleagues in this market to actively compete.

"I think we have to do more to promote the Bahamian image and knowledge of The Bahamas as an offshore location in those areas," Voswinckel asserted. "For example on the trust side we do more business with Asia than on the banking side."

The task is made all the more challenging given the specific needs of Islamic clients who have restrictions placed on their investments by Sharia law. And while UBS, acknowledges these challenges, Voswinckel believed that this country could definitely overcome them.

"We can do that via the institutions that we have and compete with other locations like Singapore, Europe and of course the U.S. for this business," he said. "We have to be out there advertising and doing promotional trips and being known in those circles."

However it has already been established that the getting to know you process will not be easy.

"Time zone differences, language and cultural barriers, and associated costs - these are all challenges that can be overcome," Jan Mezulanik, chairman of the Association of International Banks and Trusts, told Guardian Business last November. "But they have to be viewed in the context of a profit plan."

The potential gains may be well worth the effort, Celebrated Brit banker Roddy Fleming - the man hoping to acquire control of the Grand Bahama Port Authority - is already vowing to help Grand Bahama's merchant banking sector chase down Asian clients. He envisions Freeport as an offshore center focused almost entirely on that new market, with banking professionals even working graveyard shifts in order to communicate with clients in China and the Middle East.

<b>BISX</b> Bahamas International Securities Exchange <a href="http://www.bisxbahamas.com">www.bisxbahamas.com</a>	<b>ROYAL FIDELITY</b>	<b>CFAL</b>	<b>FG CAPITAL MARKETS</b> BROKERAGE & ADVISORY SERVICES							
<b>BISX LISTED &amp; TRADED SECURITIES AS OF:</b>										
<b>WEDNESDAY, 23 APRIL 2008</b>										
<b>BISX ALL SHARE INDEX: CLOSE 1,933.91   CHG -0.15   %CHG -0.01   YTD -132.84   YTD % -6.43</b>										
<b>FINDEX: CLOSE 902.41   YTD% -5.21%   2007 28.29%</b>										
<b>52wk-Hi</b>	<b>52wk-Low</b>	<b>Security</b>	<b>Previous Close</b>	<b>Today's Close</b>	<b>Change</b>	<b>Daily Vol.</b>	<b>EPS \$</b>	<b>Div \$</b>	<b>P/E</b>	<b>Yield</b>
1.95	1.05	Abaco Markets	1.95	1.95	0.00		0.135	0.000	14.3	0.00%
11.80	11.50	Bahamas Property Fund	11.80	11.80	0.00		1.502	0.400	7.9	3.39%
9.68	9.00	Bank of Bahamas	9.61	9.61	0.00		0.643	0.160	14.9	2.71%
0.99	0.85	Benchmark	0.99	0.99	0.00		0.188	0.030	5.3	3.03%
3.74	2.50	Bahamas Waste	3.50	3.50	0.00		0.289	0.090	12.1	2.57%
2.70	1.30	Fidelity Bank	2.39	2.39	0.00		0.058	0.040	41.2	1.67%
13.70	10.41	Cable Bahamas	13.70	13.70	0.00	1,200	1.093	0.240	12.5	1.75%
3.15	2.10	Colina Holdings	2.87	2.87	0.00		0.091	0.040	31.5	1.39%
8.50	4.75	Commonwealth Bank (\$1)	7.22	7.22	0.00	1,400	0.428	0.290	16.9	4.02%
7.22	3.60	Consolidated Water BDRs	4.85	4.84	-0.01		0.157	0.052	31.0	1.07%
3.00	2.20	Doctor's Hospital	3.00	3.00	0.00		0.316	0.040	9.5	1.33%
8.00	5.94	Famguard	8.00	8.00	0.00	1,000	0.713	0.280	11.2	3.50%
13.01	12.49	Finco	12.50	12.50	0.00		0.810	0.570	15.4	4.56%
14.75	13.24	FirstCaribbean	13.24	13.24	0.00		0.651	0.470	20.3	3.55%
6.10	5.05	Focol (\$)	5.05	5.05	0.00		0.386	0.140	13.1	2.77%
1.00	0.54	Freeport Concrete	0.61	0.55	-0.06	2,000	0.035	0.000	15.7	0.00%
8.00	6.86	ICD Utilities	6.86	6.86	0.00		0.411	0.300	16.7	4.37%
12.50	8.60	J. S. Johnson	12.30	12.30	0.00		1.059	0.620	11.6	5.04%
10.00	10.00	Premier Real Estate	10.00	10.00	0.00		1.167	0.600	8.60	6.00%
<b>Fidelity Over-The-Counter Securities</b>										
<b>52wk-Hi</b>	<b>52wk-Low</b>	<b>Symbol</b>	<b>Bid \$</b>	<b>Ask \$</b>	<b>Last Price</b>	<b>Weekly Vol.</b>	<b>EPS \$</b>	<b>Div \$</b>	<b>P/E</b>	<b>Yield</b>
14.60	14.25	Bahamas Supermarkets	14.60	15.60	14.60	100	1.160	0.900	13.4	6.16%
8.00	6.00	Caribbean Crossings (Pref)	6.00	6.25	6.00		0.000	0.480	NM	7.80%
0.54	0.20	RND Holdings	0.35	0.40	0.35		-0.023	0.000	NM	0.00%
<b>Colina Over-The-Counter Securities</b>										
41.00	41.00	ABDAB	41.00	43.00	41.00		4.540	2.750	9.03	6.70%
14.60	14.00	Bahamas Supermarkets	14.60	15.60	14.00		1.160	0.900	13.4	6.16%
0.55	0.40	RND Holdings	0.45	0.55	0.45		-0.023	0.000	N/M	0.00%
<b>Mutual Funds</b>										
<b>52wk-Hi</b>	<b>52wk-Low</b>	<b>Fund Name</b>	<b>NAV</b>	<b>YTD%</b>	<b>Last 12 Months</b>	<b>Div \$</b>	<b>Yield</b>			
1.3875	1.2647	Colina Money Market Fund	1.387505***	0.90%	3.87%					
3.7969	3.1827	Fidelity Bahamas G & I Fund	3.7011***	-2.52%	17.78%					
3.0008	2.6629	Colina MSI Preferred Fund	2.996573***	-0.139%	13.11%					
1.3081	1.2443	Colina Bond Fund	1.308126****	1.25%	5.61%					
12.1010	11.4992	Fidelity Prime Income Fund	12.1010****	1.40%	5.72%					
100.00	100.00	CFAL Global Bond Fund	100.00**							
100.00	100.00	CFAL Global Equity Fund	100.00**							
1.00	1.00	CFAL High Grade Bond	1.00**							
10.50	9.6346	Fidelity International Investment Fund	9.6346*	-8.24%	-8.24%					
<b>Market Terms</b>										
BISX ALL SHARE INDEX - 19 Dec 02 = 1,000.00						<b>NAV KEY</b>				
52wk-Hi - HIGHEST CLOSING PRICE IN LAST 52 WEEKS						YIELD - LAST 12 MONTH DIVIDENDS DIVIDED BY CLOSING PRICE				
52wk-Low - LOWEST CLOSING PRICE IN LAST 52 WEEKS						Bid \$ - BUYING PRICE OF COLINA AND FIDELITY				
PREVIOUS CLOSE - PREVIOUS DAY'S WEIGHTED PRICE FOR DAILY VOLUME						Ask \$ - SELLING PRICE OF COLINA AND FIDELITY				
TODAY'S CLOSE - CURRENT DAY'S WEIGHTED PRICE FOR DAILY VOLUME						LAST PRICE - LAST TRADED OVER-THE-COUNTER PRICE				
CHANGE - CHANGE IN CLOSING PRICE FROM DAY TO DAY						WEEKLY VOL. - TRADING VOLUME OF THE PRIOR WEEK				
DAILY VOL. - NUMBER OF TOTAL SHARES TRADED TODAY						EPS \$ - A COMPANY'S REPORTED EARNINGS PER SHARE FOR THE LAST 12 MONTHS				
DIV \$ - DIVIDENDS PER SHARE PAID IN THE LAST 12 MONTHS						NAV - NET ASSET VALUE				
P/E - CLOSING PRICE DIVIDED BY THE LAST 12 MONTH EARNINGS						N/M - NOT MEANINGFUL				
(S) - 4-FOR-1 STOCK SPLIT - EFFECTIVE DATE 8/8/2007						FINDEX - THE FIDELITY BAHAMAS STOCK INDEX, JANUARY 1, 1994 = 100				
						(S1) - 3-FOR-1 STOCK SPLIT - EFFECTIVE DATE 7/11/2007				
TO TRADE CALL: CFAL 242-502-7010   FIDELITY 242-356-7764   FG CAPITAL MARKETS 242-396-4000										