

# Business Monday

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34 years of publishing for Cayman | **50 CENTS**

**Entrepreneur OF THE WEEK**



Edward Clinton Miller

"WHATEVER else you may think the job of customs broking is all about, it is primarily about customer service and knowing the ins and outs of the shipping and customs world," said Clinton Miller, a 35-year veteran in the field, and now Managing Director and owner of the customs broking firm, Miller's Representative.

"Once customers have ordered goods from overseas, they are eager to get them and, having to deal with shipping company, customs and port authority matters in relation to receiving the goods, is time-consuming and sometimes overwhelming for customers who have other businesses to which to attend and may not fully understand these areas," Mr Miller explained.

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**Road to Restoration**

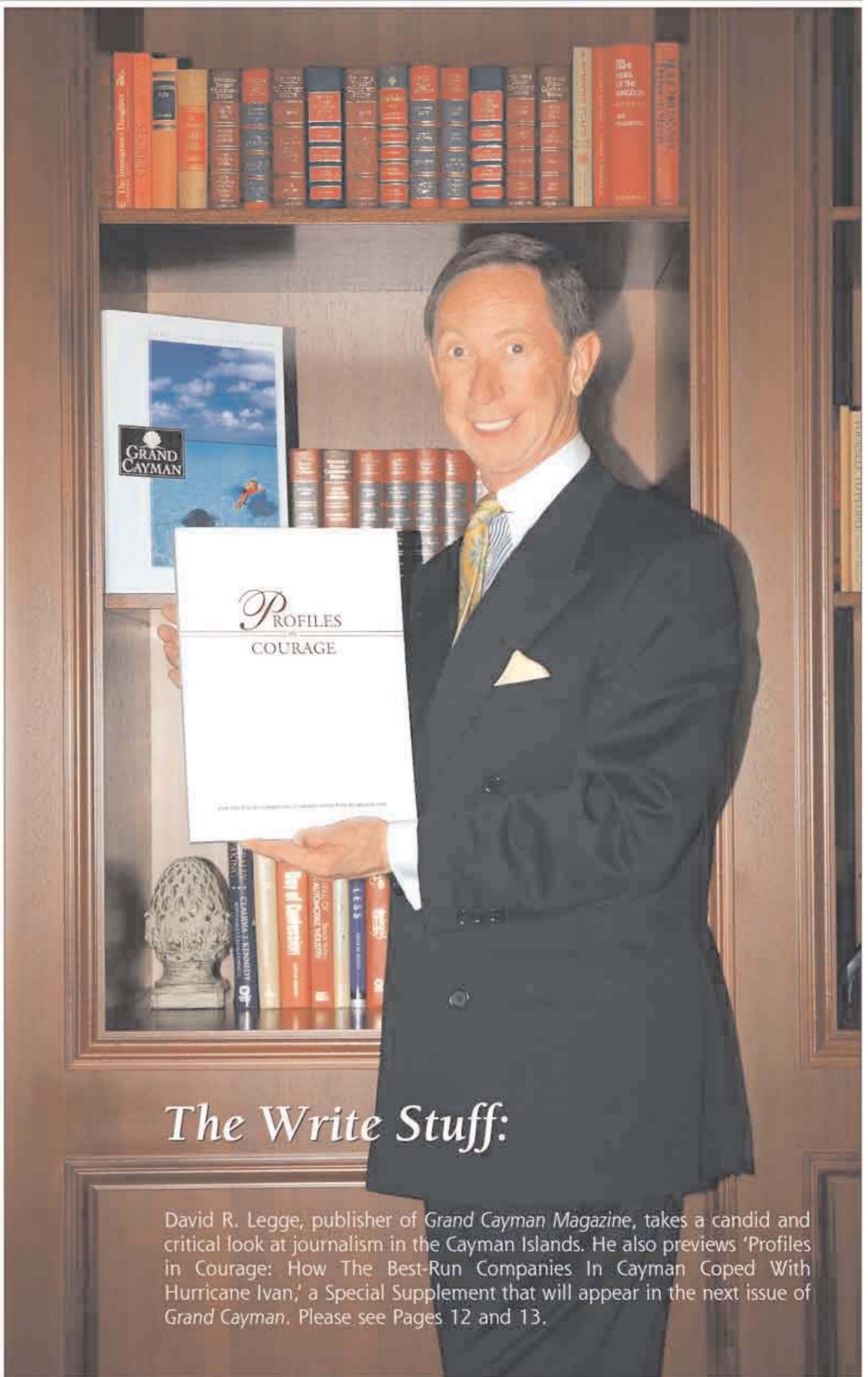
THE Planning Department Director Kenneth Ebanks and his team will be addressing critical restoration issues at the Cayman Islands Chamber of Commerce Luncheon on Thursday, 24 February.

"The Planning Department will be making a presentation on how they are coping," said Wil Peneau, CEO of the Chamber. "And what are the new procedures to deal with new applications for new development and redevelopment."

The lunch will address questions such as, what measures should be recommended to the political policy makers so that buildings and homes are safer?

Should building standards be increased so that buildings are constructed to withstand wind speeds up to 160 miles per hours and storm surges of up to ten feet?

**ELECTION 2005**  
Less than 4 months to go



## The Write Stuff:

David R. Legge, publisher of *Grand Cayman Magazine*, takes a candid and critical look at journalism in the Cayman Islands. He also previews 'Profiles in Courage: How The Best-Run Companies In Cayman Coped With Hurricane Ivan,' a Special Supplement that will appear in the next issue of *Grand Cayman*. Please see Pages 12 and 13.

# David and Vicki Legge: Bringing Quality to Publishing

David and Vicki Legge have lived in the Cayman Islands for 15 years. Together they publish *Grand Cayman Magazine* (formerly *Britannia*), a publication that compares favorably to the highest-quality magazines in the world.

David worked for many years as an editor and writer at *The Washington Post* before moving on to *Newsweek Magazine* (which *The Washington Post Company* owns) as Assistant to the Publisher. He is co-author of the best-selling book, *Self-Made in America*, and is currently writing a book with Nick Bollettieri, who is widely recognized as the top tennis coach in the world. The *Dallas Press Club* once called David “perhaps the best editorial writer in America.”

Vicki Legge, who serves as president of *Pinnacle Publishing and Marketing Ltd.*, the “parent company” of *Grand Cayman Magazine*, oversees operations, customer service, and quality control of all of *Pinnacle’s* projects. In addition to her business acumen, Vicki is an accomplished photographer and designer.

The advertisement ran as a full page in *Cayman Net News*. The accompanying photo was of *Pinnacle Publishing’s* offices, completely destroyed, at *Regency Court* (next to the *Lone Star*) on *West Bay Road*. The image illustrated the devastation—no roof, wide open swinging door, the *Grand Cayman Magazine* logo still visible on the windows.

The headline on the ad read: “*Grand Cayman Magazine* Is Wide Open for Business!”

“Frankly,” admits Vicki Legge, “we ran the ad before we even had a strategy how we would rebound from the storm. We knew we had created a high-quality publication which represented *Grand Cayman* well to an influential audience both on and off the island. However, we weren’t sure that our publication—which celebrates “the best of the good life” in the Cayman Islands—was relevant or even appropriate in the immediate aftermath of the storm. Certainly some time had to pass. We decided the New Year would be a good time for a new beginning.”

In the weeks following *Ivan*, David solicited the thoughts of many leaders in the community regarding the future of *Grand Cayman Magazine*. He sought counsel from, among others, Gov. Bruce Dinwiddy, the Hon. McKeeva Bush, Wil Pineau, of the Chamber of Commerce, and managing directors



David and Vicki Legge at the balloon-festooned “announcement party” for *Grand Cayman Magazine*.

of numerous banks, partners at law and accounting firms, real estate executives, retailers, restaurateurs, and even hotel managers who, frankly, had no hotels to manage.

Encouragement was universal. Many pledged their advertising support.

“Time and time again,” said David, “I was told the magazine represents *Grand Cayman* at its best and most beautiful to a global audience and that it was more important than ever to get our message out.”

In a book David wrote many years ago, he described *Houston, Texas*, as “a first-chance city, where people can start up—or a last-chance city where people can start over.” Those words, he says, apply even more to *Grand Cayman* today than

they did to *Houston* at that time.

Vicki reports that shortly after the storm, at the height of the “misery index” (no air-conditioning, no electricity, no cars, but plenty of flies and mosquitoes), “I looked out of our condominium window on *Seven Mile Beach*, and I spotted a rainbow. I called for David to come look, but he was already out the door with a camera. We thought the image was a perfect symbol for the comeback of the island and the perfect picture for our next cover.”

The upcoming issue of *Grand Cayman* will also include a special advertorial supplement, entitled “*Profiles in Courage: How The Best-Run Companies In Cayman Coped With Hurricane Ivan.*” The

supplement will be overprinted as a separate publication that companies can send out to their clients.

“As I talked to business leaders on the island,” said David, “I encountered astonishing stories of courage and even heroism. Some companies, such as *Ernst & Young*, had elaborate disaster management, evacuation, and security plans in place prior to the storm. They looked after every employee—and their families—and they have much to teach us about rebuilding our businesses, our infrastructure—and our lives.

“If there were true justice in the Cayman Islands, we would have to expand “*Heroes’ Park*” outside the *Legislative Assembly Building*. Think of the contributions of *Cable*

*'To squander the editorial franchise by publishing "soufflé editorials" (sweet, light, and full of hot air) is to avoid one's community responsibility.'*

& Wireless and its General Manager Tim Adam, who welcomed dozens of the hapless, the helpless, and the homeless seeking safe refuge at 'One Technology Square' on Eastern Avenue. The site, again at Tim's invitation, also became the makeshift 911 command center and even, I'm told, the temporary 'newsroom' for this newspaper.

"Or Tim Adam's brother, Mike, who as CEO of Cayman Airways, directed the evacuation of more than 10,000 people in the days leading up to the storm and immediately afterward. In those long hot days, Mike was 'everywhere'—spending endless hours in the beaten-up hangar, coordinating the various teams to set up the makeshift processing of passengers and luggage, all the while dealing calmly with countless phone calls, radio messages, and people in person pleading for help. A true hero.

"Or Peter Thomson, David Ritch, Richard Hew and the entire staff of CUC. Have you ever seen anyone work longer or harder than the people at CUC and those who came in from Canada and elsewhere to restore our power?"

"And let us never forget the selfless sacrifices made by the good people at Consolidated Water Company—Jeff Parker, Rick McTaggart, Brent Santha, Gregory McTaggart, Tracey Ebanks, and so many more.

"Sometimes the worst situations bring out the best in people, calling up reserves they didn't even know they possessed. These will be the inspirational stories we will share in 'Profiles in Courage.'"

At the moment, David is writing a book with famed tennis coach Nick Bollettieri, who will oversee the tennis facilities and program at the Ritz-Carlton, Grand Cayman. Bollettieri has coached nearly every "name" in tennis, including Andre Agassi (who lived in Nick's house for years,) Serena and Venus Williams, Monica Seles, Boris Becker, Anna Kournikova, and the current darling of the tennis world, Maria Sharapova, who recently won Wimbledon. At age 73, Nick is in perfect physical condition: He sleeps just four hours a night, does 1,000 sit-ups a day, spends six to eight hours on the courts, and has a young beautiful bride. The theme of the book, explains David, is how to stay vital and achieve peak performance for people 55 years of age or older.

As we rebuild Grand Cayman, David believes it is important "not to move forward looking through the rear view mirror"—especially in his field of publishing.

"In the last 20 years or so," he

said, "nearly every industry in Grand Cayman has remarkably remade itself, improving its standards, products, and services. Our financial and hospitality industries are the envy of every neighbor in the Caribbean—and many throughout the world—but not our publishing industry which is replete with superficial 'good news' and bad spelling.

"During my years at *The Washington Post*, which included the Watergate era, I developed an appreciation for the role that a free press plays in a free society. At the least, a good newspaper provides an agreed-upon set of facts, so all ensuing arguments and debates at least start out on the 'same page.' At its best, a good newspaper uses its 'voice,' the Editorial Page, to provide wisdom and leadership on the most important issues of the day. To squander this editorial franchise by publishing "soufflé editorials" (sweet, light, and full of hot air) is to avoid one's community responsibility.

"Because this article is being published in *Cayman Net News*, I'd like to say a few words about that publication. In the aftermath of the hurricane, the publisher, Desmond Seales, took a leadership position by providing, through his newspaper's website, an information lifeline to the world. It was an enormous service. Increasingly, *Cayman Net News* is publishing serious news and commentary about serious issues facing the country. I call Desmond frequently—either to give him praise or, occasionally, to 'give him hell' over some silly or inconsistent editorial position he has taken.

"But overall he's on the right track. No one has ever accused Desmond of coming up short in the testosterone department—and that should be a prerequisite for anyone calling himself an editor or publisher. If one doesn't have those qualities, he or she should go into public relations—not journalism.

"Indeed, no less a luminary than the Hon. McKeeva Bush has spoken out eloquently about the importance of a free and vigorous press. In 1983, in the *Compass*, Mr. Bush wrote:

*The liberty of the press is the safeguard of all the civil, political, and religious rights of the people. We owe it to our ancestors to preserve entirely those rights . . . Freedom of the press is a must if democracy is to continue in this country. Let it be so, both now and forever more, in our Beloved Isle Cayman!*

"Mr. Bush's words were true then—and they are worth recommitting ourselves to today."



David R. Legge and former President Ronald Reagan share a handshake after they shared a stage in Charlotte, North Carolina. David's opening remark to the more than 28,000 people in the audience: "There are nearly as many people in this coliseum tonight as there are in my entire country!"



In New York City following Nick Bollettieri's appearance on the "Charlie Rose Show" (during which he announced on national television his book collaboration with David R. Legge): Cindi Bollettieri, Nick, Vicki Legge and David.