

**FREE**

A MONTHLY CULTURAL NEWSMAG BY WATZZ PUBLISHING

# CULTURAL XPRESSION

**APRIL 2017**

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**EXPRESSED BY LATOYA**

EXPRESSION OF SPOKEN WORD POETRY IS  
INFLUENCED BY MANY THINGS, ESPECIALLY  
LIFE'S EXPERIENCES !



MADE IN ST. MAARTEN | 2016 | 11 | 02 | 209 | 159  
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# MAJOR FIGURES IN AFRO- *Caribbean History*

REMEMBERING JUAN ALMEIDA BOSQUE ( CUBAN REVOLUTIONARY AND POLITICIAN )

Created BY:

*Denicio Wyattte*

Editors & Photography

Wattzz Publishing  
Denicio Wyattte  
Latoya Ruan  
The Public at Large

Contributors

UNESCO SXM  
UNDP  
Viva Signs  
721 News  
Prince Bernhard  
Cultuur Fonds  
SZV

facebook

Cultural Xpression  
News Magazine  
King Ashandi Music  
Iland Vibez  
Spaceless Gardens  
St Maarten Agriculture  
375Q Miles The  
Affiliates Sint Maarten  
Wattzz Publishing SXM  
Expressed By Latoya

Websites:

wattzzpublishing.com  
ilandvibez.com  
stmaartenagriculture.com  
madeinstmaarten.com

EMAIL  
wattzzpublishing@gmail.com

**JUAN ALMEIDA BOSQUE** (February 17, 1927 – September 11, 2009) was a Cuban politician and one of the original commanders of the insurgent forces in the Cuban Revolution. After the rebels took power in 1959, he was a prominent figure in the Communist Party of Cuba. At the time of his death, he was a Vice-President of the Cuban Council of State and was its third ranking member. He received several decorations, and national and international awards, including the title of "Hero of the Republic of Cuba" and the Order of Máximo Gómez.

**Early life and revolution**

Almeida was born in Havana. He left school at the age of eleven and became a brick-layer. Whilst studying law at the University of Havana in 1952, he became close friends with the revolutionary Fidel Castro and in March of that year joined the anti-Batista movement. In 1953 he joined Fidel and his brother Raúl Castro in the assault on the Moncada Barracks in Santiago. He was arrested and imprisoned with the Castro brothers in the Isle of Pines Prison. During the amnesty of May 15, 1955, he was released and transferred to Mexico.

Almeida returned to Cuba with the Castro brothers, Che Guevara and 78 other revolutionaries on the Granma expedition and was one of just 12 who survived the initial landing. Almeida is often credited with shouting "No one here gives up!" (al-



ternatively "here, nobody surrenders") to Guevara, which would become a slogan of the Cuban revolution, although the words were actually spoken by Camilo Cienfuegos. Almeida was also reputed to be a good marksman. Following the landing, Almeida continued to fight Fulgencio Batista's government forces in the guerilla war in the Sierra Maestra mountain range. In 1958, he was promoted to Commander and head of the Santiago Column of the Revolutionary Army. During the revolution, as a black man in a prominent position, he served as a symbol for Afro-Cubans of the rebellion's break with

Cuba's discriminatory past.

**Post-revolution**

After the success of the Cuban revolution in January 1959, Almeida commanded large parts of the Revolutionary Armed Forces of Cuba. As a major during the Bay of Pigs Invasion in April 1961, he headed of the Central Army with headquarters in Santa Clara, Cuba. Later he was promoted to general, chosen as a member of the central committee and political bureau, and held a number of other government positions.

He was honoured with the title of Commander of the Revolution and at the time of

his death was one of just three living holders of that title, the others being Guillermo García and Ramiro Valdés.

In 1998, Fidel Castro named Almeida a "Hero of the Republic of Cuba". Almeida also headed the National Association of Veterans and Combatants of the Revolution. He authored several books, including the popular trilogy Military prison, Exile and Disembarkation. He was also a songwriter and one of his songs, "Dame un traguito" (English: "Give me a Sip"), was popular in Cuba for several years.

**Death**

Almeida died of a

heart attack on September 11, 2009. On September 13, a memorial ceremony was held in the Plaza de la Revolución in Havana and several others were held across Cuba. A national day of mourning was declared, with flags flown at half mast. The memorial service was attended by tens of thousands, who queued across the Plaza to view a large photograph of him. President Raúl Castro opened the service by placing a pink rose in front of the photograph. Fidel Castro, who had not been seen in public since resigning as president in 2008, did not attend, but released a statement praising Almeida's "exemplary conduct during more than half a century of heroic and victorious resistance". He sent a wreath that was placed alongside one from Raúl Castro. Other senior government and Communist Party members also attended.

Internationally, there were several tributes. The President of Vietnam, Nguyễn Minh Triết, sent a message describing Almeida as a great friend of the Vietnamese people who contributed to the ties of solidarity between the two nations. The Secretary of the Colombian Communist Party expressed his condolences. In Moscow, a musical homage was staged and a collection of Almeida's songs entitled "El Bolero Cubano" (Cuban Ballads) was scheduled for release for the first time in Russian.

**CONTINUED ON PAGE 3**

# UNSEEN CARNIVAL 2017 PHOTOS



Soca Rumble winner 2017 - King Vers



Ghost preparing for Reggae Night 2017



Jouvert Morning 2017



Culture Night

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**NOTICIAS Y MAS**  
W/ MAXIMO CASTRO  
WEEKDAYS 6M-6:30PM

**LA MAQUINA DEL TIEMPO**  
W/ EL MUÑECO  
SATURDAYS & SUNDAYS 10AM-2PM

**MIX ANTIANO SHOW**  
W/ J.C. ANTONIA  
SATURDAYS & SUNDAYS 6PM-9PM

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## MAJOR FIGURES IN AFRO

### REMEMBERING JUAN ALMEIDA BOSQUE CONTINUED FROM PAGE 2

Almeida did not want his body to lie in state. He was given a military funeral at a mausoleum in the mountains near Santiago de Cuba, an area in which he had fought during the revolution.

A book published in 2005 alleged that the Kennedy administration had selected Almeida for a key role in a plot run called AMWORLD or C-Day to remove Castro and set to launch on Decem-

ber 1, 1963. It contended the plot was managed by Robert Kennedy and aborted by John F. Kennedy's assassination in November 1963.

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# CX BOOTH 67 UNSEEN CARNIVAL 2017 PHOTOS



Carnival 2017 - CX Booth 67



Carnival 2017 - CX Booth 67

## 100 THINGS THAT YOU DID NOT KNOW ABOUT AFRICA



Visitors embracing the experience of buying their fresh produce during Carnival 2017 at CX Booth 67



Ostrich race outshoorn south africa

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**1.** The human race is of African origin. The oldest known skeletal remains of anatomically modern humans (or homo sapiens sapiens) were excavated at sites in East Africa. Human remains were discovered at Omo in Ethiopia that were dated at 195,000 years old, the oldest known in the world.

**2.** Skeletons of pre-humans have been found in Africa that date back between 4 and 5 million years. The oldest known ancestral type of humanity is thought to have been the australopithecus ramidus, who lived at least 4.4 million years ago.

**3.** Africans were the first to organise fishing expeditions 90,000 years ago. At Katanda, a region in northeastern Zaïre (now Congo), was recovered a finely wrought series of harpoon points, all elaborately polished and barbed. Also uncovered was a tool, equally well crafted, believed to be a dagger. The discoveries suggested the existence of an early aquatic or fishing based culture.

**4.** Africans were the first to engage in mining 43,000 years ago. In 1964 a hematite mine was found in Swaziland at Bomvu Ridge in the Ngwenya mountain range. Ultimately 300,000 artefacts were recovered including thousands of stone-made mining tools. Adrian Boshier, one of the archaeologists on the site, dated the mine to a staggering 43,200 years old.

**5.** Africans pioneered basic arithmetic 25,000 years ago. The Ishango bone is a tool handle with notches carved into it found in the Ishango region of Zaïre (now called Congo) near Lake Edward. The bone tool was originally thought to have been over 8,000 years old, but a more sensitive recent dating has given dates of 25,000 years old. On the tool are 3 rows of notches. Row 1 shows three notches carved next to six, four carved next to eight, ten carved next to two fives and finally a seven. The 3 and 6, 4 and 8, and 10 and 5, represent the process of doubling. Row 2 shows eleven notches carved next to twenty-one notches, and nineteen notches carved next to nine notches. This represents  $10 + 1$ ,  $20 + 1$ ,  $20 - 1$  and  $10 - 1$ . Finally, Row 3 shows eleven notches, thirteen notches, seventeen notches and nineteen notches. 11, 13, 17 and 19 are the prime numbers between 10 and 20.

**MORE ON THIS TOPIC IN MAY 2017 EDITION**

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## SZV SUPPORTS ST PETERS COMMUNITY GARDEN WITH CONTRIBUTION TOWARDS WATER RESERVOIR



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Ready to sustain backyard gardening



Grow boxes on hillside used for growing carrots

**SEPT 2016 TO MARCH 2017** was an amazing time frame for the St Peters Community Garden as it underwent its development stage process.

Over the pass 7 months it has been a very productive time period for participating members that

were all involved in the development of the Community Garden Research and Development Center. During the time frame members involved all got a chance to share their experience, learn from each other and embrace what nature truly has to offer. The pilot program was

originally organized to help stimulate the unemployment, waste management, poverty alleviation, food security and increase human / social interaction amongst surrounding community members..

The project was a great success as it harvested the great

potential each individual brought to the table. In seven months members constructed a Green house, harvest and preparation area, restroom, installed irrigation system, grow boxes, harvested over 120 kilos of food and executed an Agricultural Festival. The team also conducted a number of surveys on waste management and community oriented data which will be shared with the general public shortly.

The Community garden will be a place where members of the surrounding communities can come to get vital information Agriculture, Backyard gardening and much

more that will help to stimulate the importance of bringing agriculture alive again on St Maarten ..

The research and development Center will soon open its door to the general public as it awaits the confirmation from the Minister of VROMI on when he will be able to finalize the documentation to that the community garden may received a sustainable power supply.

In the mean time supportive organizations such as SVZ have shown great interest in supporting the community garden with assistance on the implementation of a water reservoir that may hold

the capacity of about 2000-3000 gallons of water. By having a reservoir will help to capture and reserve the water capacity the farm may need to sustain its crops. SZV also offers its voluntary assistance of staff members to lend a helping hand in the maintenance process of the community garden and collaboration on upcoming community ventures planned by the research and development center.

We would like to thank SZV for its continuous support towards the community garden as look forward on opening our doors to the general public shortly....

*We executed - Lounge area*

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## BLACK SEED EXTRACT 'CURES' HIV PATIENT NATURALLY

### CONCERNED FRIEND SEEKS ANSWERS TO ALTERNATIVE HIV HEALING

Dear CX, I have a friend that suffers from HIV and is at a critical stage, we are not sure what steps to help her take to help her recover. Is it possible to get rid of this virus from the body? Is there a natural approach to suppress the process of the virus becoming more advance. Doing some research we see that having this virus can cause other health

issues and immuneno compromise complications, Kidney Failure ect.

We would like to help her recover if possible, can you please give some advice on the matter.

Hope to read your response..

Thank you,  
Concerned Friend

**THERE ARE** words they tend not to use in medicine today, such as "cure." But a remarkable case study in an HIV positive patient treated with black seed extract resulted in a sustained remission, indicating a safe, accessible and affordable alternative to highly toxic antiretroviral HIV drugs may already exist.

Nigella Sativa, also known as 'black seed,' has been studied for a wide range of health benefits, but not until recently was it discovered to hold promise as a curative agent against potentially lethal viral infections, including Hepatitis C[i] and now HIV.

A remarkable case study published in August of this year in the African Journal of Traditional, Complementary, and Alternative Medicine described an HIV patient who after undergoing treatment with a black seed extract experienced a complete recovery, with no detectable HIV virus or antibodies against HIV in their blood serum, both during and long

after the therapy ended.

This was a remarkable and unexpected observation, described by the researchers as follows:

"Nigella sativa had been documented to possess many therapeutic functions in medicine but the least expected is sero-reversion in HIV infection which is very rare despite extensive therapy with highly active anti-retroviral therapy (HAART)."

Despite its commonplace use as the standard of care for HIV treatment globally, anti-retroviral therapy remains highly controversial, in part because the adverse health effects of the drug class may outstrip those associated with the HIV infection itself. This is especially true in cases where the infection was treated 'early,' having been discovered through routine blood work in asymptomatic and otherwise still healthy patients. Drug therapy can also produce selective pressure on the HIV virus to mutate and gain resistance, with the net effect

that a stronger, more drug-resistant form of HIV is produced in the body at the same time that the drugs have done severe and even irreversible damage to the patient's immune system. Sadly, however, the decline and ultimate death of the patient is rarely if ever attributed to the treatment (and its many iatrogenic effects) but rather to the "disease" itself - a well-known problem in our failed 'war against cancer' where the victim (patient) and the 'the cancer' gets blamed for the incessant failure and even disease-promoting properties of chemotherapy, radiation and surgery.

This is all the more reason why the possibility that an ancient healing food like black seed -- which the research shows is generally safe, affordable and accessible -- can cure HIV is so exciting.

#### The 'Miraculous' Recovery

At the outset of the study, the patient presented with classical symptoms of symptomatic HIV infection, "with [a]

history of chronic fever, diarrhoea, weight loss and multiple papular pruritic lesions of 3 months duration." Examination identified moderate weight loss, with laboratory confirmed tests showing 'sero-positivity' to HIV infection with a "pre-treatment viral (HIV-RNA) load and CD4 count of 27,000 copies/ml and CD4 count of 250 cells/mm<sup>3</sup> respectively."

CD4 cells are essential for the adaptive immune response in the body against a wide range of opportunistic infections and is the primary target of HIV infection. CD4 cell count and status therefore represent a primary diagnostic marker for the severity of HIV infection and the patient's prognosis.

The patient was administered a black seed concoction of 10 mls twice daily for 6 months, resulting in a rapid improvement in symptoms, and significant reductions in viral load:

"Fever, diarrhoea and multiple pruritic lesions disappeared on 5th, 7th and 20th day respectively on



Nigella sativa therapy. The CD4 count decreased to 160 cells/mm<sup>3</sup> despite significant reduction in viral load ( $\leq 1000$  copies/ml) on 30th day on N. sativa."

By the 187th day on black seed therapy, testing indicating the blood was entirely cleared of signs of infection, a so-called 'sero-negative status'. The post-therapy CD4 counts increased from baseline to a normalized 650 cells/mm<sup>3</sup> with an undetectable viral (HIV-RNA) load.

Follow up tests revealed that even after 24 months without herbal therapy the patient's HIV tests remained normal, without

any indication of infection or associated immune suppression.

#### They concluded:

"This case report reflects the fact that there are possible therapeutic agents in Nigella sativa that may effectively control HIV infection."

Black seed is only one plant ally in the vast array of natural compounds with experimentally confirmed anti-HIV properties. GreenMedInfo.com's database contains research on natural substances capable of reducing antiretroviral drug toxicity, as well as that directly inhibit the replication of the HIV virus.

## EDIBLE NASTUTIUMS FLOWERS AVAILABLE AT COMMUNITY GARDEN

**MANY PEOPLE** do not realize the vast number of health benefits and uses of nasturtiums in today's society.

Nasturtium leaves have a high concentration of Vitamin C and are also a natural antibiotic. Eating a couple of the peppery leaves at the onset of a cold can stop it dead in its tracks. The gentle antibiotic reaction makes it ideal for treating minor colds and flu. Eat one to two leaves three times a day for full benefits.

On a personal note, my brother will never eat nasturtium leaves again - when he was a child, he developed a fever and my mom gave him a couple of leaves - the next day he came out in chicken pox and still, to this day, insists that the chickenpox was caused by the nasturtium leaves. (This is, of course, silly - the fever he had was the first symptom of the chicken pox.)

Whilst it was used in ancient times as a treatment for renal disease, you do still need to exercise care using this if you suffer from kidney disease. Like all herbal remedies, it is better to err on the side of caution - You should not use continuously for an extended period of time. You may take the remedy daily for no longer than a week at a time, giving it a break



for at least a week before continuing again.

I have found that it is better to use nasturtiums over short periods when you need an antibiotic boost. Other than that, include a few of the leaves or flowers in a salad.

In the warmer parts of the world, they can be perennial plants but usually they are annuals. They tend to self-seed and, if conditions are right, they can pretty much take over. They form a small leafy bush that creeps along the ground and provides great ground cover.

Visit the community garden to take a tour and see how you can get your edible flowers or more information on how to get your backyard garden started.



## Going on vacation abroad? Leaving the island temporarily?

We strongly advise our customers to purchase medical travel insurance.

Your SZV insurance card is only valid on Sint Maarten. Purchase medical travel insurance locally at one of the many insurance companies on island or via your travel agent.

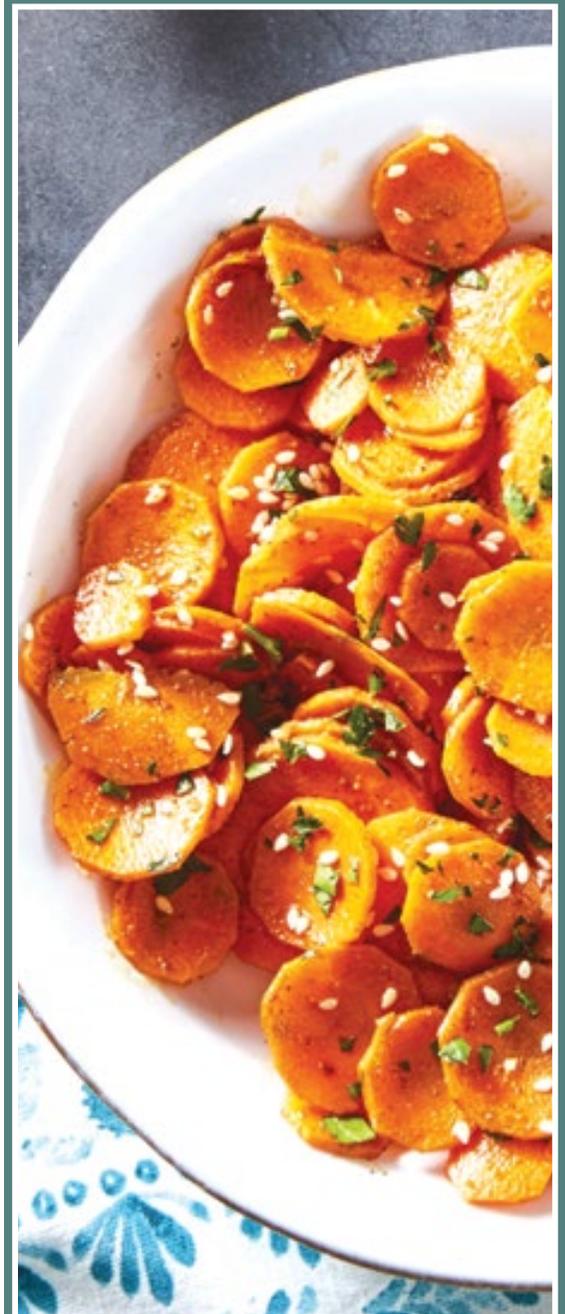
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## VEGATERIAN AND VEGAN RECIPES

### Moroccan Carrots



#### INGREDIENTS

- 3 large carrots, very thinly sliced
- 1/2 tsp. ground cumin
- 1/2 tsp. sweet paprika
- Pinch ground cinnamon
- Pinch cayenne (ground red) pepper
- 2 tbsp. extra virgin olive oil
- 1 tbsp. lemon juice
- 1 small clove garlic, crushed with press
- 1/2 c. packed parsley leaves, coarsely chopped
- 2 tsp. sesame seeds
- 1 to 3 tbsp. harissa pepper paste (optional)

#### DIRECTIONS

Place carrots in medium heatproof bowl. In small skillet, toast cumin, paprika, cinnamon and cayenne on medium-low 1 minute or until fragrant, stirring. Stir in oil, then lemon juice. Heat to simmering. Add garlic; cook 15 to 20 seconds or until mixture is very hot. Pour hot dressing over carrots; toss until evenly coated. Add parsley, sesame seeds, 1/4 teaspoon each salt and pepper, and harissa, if using; toss until combined. Serve at room temperature.  
*by goodhousekeeping.com*



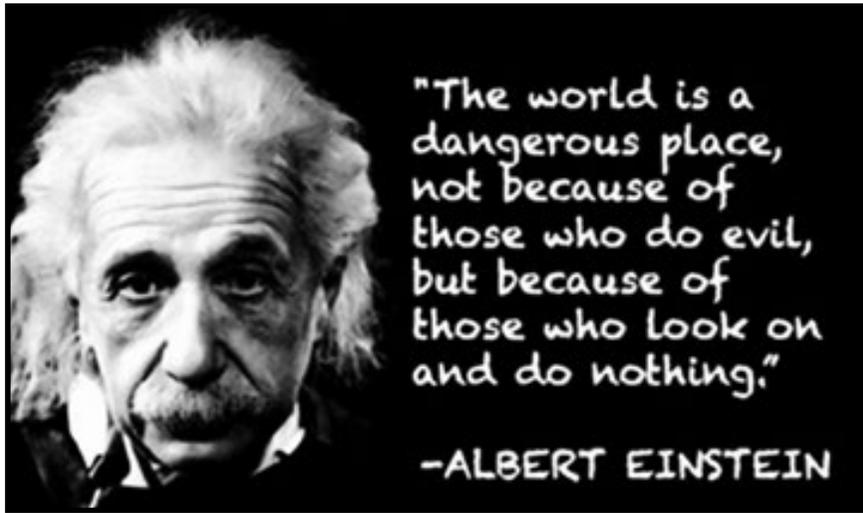
**"Time waits for no man.  
Embrace the moment"**

## CAN CHILD MOLESTERS EVER BE REHABILITATED? P3

**MANY** therapists use group therapy as a type of treatment for people with pedophilic tendencies. Groups can provide a safe environment to discuss inappropriate and harmful urges, and the support of a group of individuals facing

similar challenges may give some people the strength to avoid offending or reoffending.

However, when someone is involuntarily enrolled into group therapy and has no particular desire to stop offending,



**Fake Porn**  
Psychologists have still not reached an agreement about whether pedophilia is a sexual orientation or a mental illness. Those who believe it is a sexual orientation may advocate the use of fake porn, depicting animated or CGI children, as a way for those with pedophilic tendencies to achieve sexual release. Some therapists have reported that this method has been successfully used to reduce an individual's desire to molest a child.

However, other therapists point to studies demonstrating the effect pornography can have on sexual desire and express concern that such pornography may actually create or increase a desire to sexually abuse children. Many also question the ethics of making such pornography, even when it does not involve actual children.

### WHA YA SAY TELL DI TRUTH !

## Two hand gone !

RAS ITAL



CHA - Mi really caant say wa a really gwaan innadi heads of some man and some empress them. Youth born fi love yes, but not in that bloodclaat way. Mi feel any man or empress dat try feel up pon a little youth fi get dem 2 hand tek off. Mi caant even try fi imagine, what it would feel like to take di innosense from such a peaceful soul.. Fyah fi dat !!

Man and empress have fi start searching inna them selves fi find redemption of dem thoughts and try fi free dem souls from di negative intentions. After all, creation mek man fi empress not man fi child or empress fi child, So get unno bloodclaat act straigh and know the tru power of life is through man and woman, not man and man or empress and empress.. Every action have reaction and dis one go mek ya two hand come off..

a support group can become a different environment. Other members may, knowingly or unknowingly, support a high-risk offender's further attempts at molestation. But because mandated group therapy may be of benefit to some convicted offenders or those who are at risk for offending, group leaders may not wish to withhold a potentially helpful treatment from anyone. They may, however,

choose to carefully screen participants prior to program entry and during treatment.

**Aversion Therapy**  
Aversion therapy pairs an unpleasant stimulus such as an electric shock, pinch, or flick along with a pleasant stimulus. Sex offenders may use aversion therapy to attempt to eliminate their attractions to children. While this therapy can be effective, it often poses

ethical problems, as therapists cannot shock their patients. It can also be difficult to maintain consistency with this type of treatment. Further, when aversion therapy does work, it is unlikely to do more than eliminate the attraction to children. It likely will not help people develop an attraction to age-appropriate adults if they do not already experience such an attraction.

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# CARNIVAL ON MY ISLAND

**APRIL** was Carnival time again, And I can still hear the beating of the steel pans and rhythm of the drums . It was carnival on my island bacchanal time in the sun. You don't have to be from here to join along with the fun. Because Carnival on my island is truly for everyone.

It was Carnival time again, Oh from near and far they come, to celebrate and part take in playing mass. Our culture is so diverse with energy and touched with our uniquely island past. That our leaders from before has set ahead and we all are be able to see, carnival on my island an amazing place to be.

It was Carnival time again and the people came together to celebrate our festive carnival time, from the colors of our costumes and the swaying of hips to our local soca whine. It doesn't have to be perfect when celebrating our carnival time, It's simply expressing yourself and en-

joying the good island vibes.

It was Carnival time again. Our soca genre is growing and the lyrics do touch your sou, when we sing about bacchanal from morning and jam till our feet are sore. The fettin energy never goes down until the jouvert Morning takes

place, from fore-day morning we jamming and truly mass' n up the place.

It was Carnival time again, your fete'ed until your drenched and soaking wet, You're experiencing a cultural expression on st maarten, I can say it's known as the best. No bigger than 37

square miles and friendly we are known to be, carnival here with us is sure to set you free. To express yourself with whining and bacchanal under our island sun, Carnival on my island nonstop fete'n for everyone.

**Written By Latoya Ruan 27 April 2017**

## HELPING STUDENTS UNDERSTAND HOW TO LOOK AT ART

**THE FOLLOWING** is a guideline containing four basic components or stages of looking at art as suggested by art educator Edmund B. Feldman. The questions can



be used to provoke curiosity and inquiry and encourage active student participation ... and to help students better understand and share their feelings on a work or works of art.

### DESCRIPTION

Describe what you see.  
Describe the artist's use of color. How many colors have been used?  
How has the artist applied the paint?  
Describe the texture.  
Describe the lines in the work.  
What kinds of shapes do you see?

### ANALYSIS

Is your eye drawn to any particular area of the painting?  
Is there an element that stands out in the composition?  
Is the composition balanced?  
Does the work make you think of movement? How does the artist show movement?  
Does the painting look flat or does it give a feeling of depth or space?  
Where might the artist have stood while painting this picture?

### INTERPRETATION

What kind of mood or feeling do you get from the paint-

ing?  
If you could imagine yourself within the painting, how would you feel?  
What sounds would you hear?  
Why do you think the artist choose this particular subject to paint?  
What part of the landscape, building, person, animal etc. most interested the artist? Why do you think so?  
JUDGEMENT

Find an interesting painting. Why is it interesting to you?  
What do you like or dislike about the work?  
The more you look ... the more you will see.

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**CARNIVAL 2017** was an amazing experience, the energy, the ambiance, the people and the diverse cultures all make St Maarten Carnival an experience of a lifetime and what it is today... While out enjoying the beautiful parades, music and colors, have you ever seem to wonder who does the beautiful work of art on the faces of somber our beautiful women men and children that all make our carnival experience one worth coming out and enjoying every year...

In this month's edition of Cultural Xpression news magazine we got a chance to catch up with a young lady that truly has a touch for art and color. Ms Ashlee Hodge-Florvil born in Maimi Florida but raised on the beautiful island of St Maarten has been behind lots of the outstanding make up artistry on the revelers pass carnival season. Compassion, grounded and knows her direction are just a few words that describe the promising young artist that's headed straight to the top with doing what she loves most.

**Please tell us a little about yourself and where are you from ?**

My name is Ashlee Hodge-Florvil and I was originally born in Miami, Florida, but I grew up in St. Maarten.

**Where did you attend school?**

I came to St. Maarten when I was 8 years old and did elementary through high school on the island. At 18 years of age I left to Florida to further my education at Johnson and Wales University and received my bachelors degree in Business management with a concentration in human resource management.

**Do you have a job or are you self-employed?**

I'm currently self-employed; I do multiple freelance jobs for individuals and companies.

**What is your passion and goals in life?**

I love all things beauty. Makeup artistry is one of the most phenomenal art forms to women and men. Along with enhancing already beautiful features, the boost of confidence that it gives is astonishing. I'm beyond honored to witness someone experience such happiness. One of my hidden talents that I'm really passionate about is teaching, I tutored all through college and it gave me such an insight on the different ways each individual learns. My goals in life include: working as a key artist for New York fashion week, working as a celebrity makeup artist, furthering my education, and later on being a mentor/educator younger generation.

**How long have you been a make up artist?**

I have been practicing makeup since 2012, but I've professionally been doing it since 2014. During my time in school, Mac Cosmetics hired me as a freelance artist and I learned so much about products, application, and sanitation.

**What inspired you to make this career choice?**

Truly, growing up art was my happy place; I escaped from reality and made my paintings my own reality. Then I realized this same happiness could be shared amongst everyday women; therefore, my canvas transitioned from paint and paper to beautiful faces.

**Have you ever traveled to do make up or cosmetic work out of St Maarten, If so name a few places?**

Yes, I signed with an agency in the 2015 and did several fashion shows and shoots in the US.

**Have you ever worked with and celebrities or know artist or public figures?**

Yes I have.

**What are your most challenging moment as a make up artist?**

Some of my most challenging moments would definitely be dealing with indecisive clients.

**What inspires your creativity when meeting a clients exception?**

Prior to starting any client I ask them an array

**CONTINUED ON PAGE 12**

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Locally Hype will be a section of the Newsmagazine that will highlight all upcoming Audio and Video releases from Wattzz Publishing.

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# EXCLUSIVE INTERVIEW ASHLEE...

of questions, which help me determine their style and personality. These questions may be about their skin type, outfit, and favorite style of eye look, which may be Smokey, colorful, dramatic, or natural. When I receive their responses I decide what look to do.

**What or who inspires you as a person and artist?**

Renny Vasquez is by far my greatest inspiration as a makeup artist. His work is incredible and he's such a humble individual.

**What made you realize you wanted to pursue a career as a make up artist?**

I grew up knowing I always wanted to work doing something I love and makeup consist of two things I love colors and being/ making people happy. So I realized if I can actually do something so fun everyday and make money doing it,

it's surely my calling.

**How has your experience been as a make up artist in the Caribbean?**

So far I really can't complain, I enjoy doing carnival makeup a lot that's my favorite part about artistry in the Caribbean. It gives me the opportunity to go all out vibrant colors, glitter, and rhinestones.

**As a young entrepreneur and artist, how do you define success in your field?**

As an entrepreneur I would definitely say you're successful, when you are financially secure and you have a strong and loyal clientele.

**How was your participation in carnival 2017 as a make up artist and was it a difficult task ?**

I must say



Make up artist Ashlee HF

2017 was very successful and it went

pretty smooth. My parade revelers were beautiful and I did makeup for every show. I was a bit tired but it was worth every moment and as soon as I pick up a brush for some reason my mind just forgot how tired I was. I also played mass after I finished all those faces, I don't know where the energy comes from but I always find it to have fun and celebrate after having such a good day.

half the person I am if I didn't wake up and realize how important and privileged I am to have been given such amazing opportunities.

**Where would you like to see yourself in 5 years?**

That's a great question I was recently collecting images to create a vision board and two things I know for sure is having my own home and a successful career.

**What is your advice for other young women who would also like to become make up artist?**

I would tell them nothing happens over night practice as much as possible. When I started I didn't have a kit near the size it is today so I'd say focus on perfecting skill and then invest in great products.

**What is one thing you would change about the world of you had a chance?**

If I could I would give every child the opportunity to receive public education. As cliché as it may sound knowledge is power and I wouldn't be

**and Community development. What are your thoughts and views of the importance of Agriculture for St Maarten?**

Agriculture is extremely important; it's the main source of livelihood. When I heard about the idea, I was excited to see it and hear the outcome. There are so many benefits in growing our own food. Of course, it provides an array of goods such as: produce and cotton for fabric. It can also serve as a role in sustaining economy being that importing and exporting food is such a successful marketplace.

**What do you think can bring more community members together to focus on positive development issues for their surrounding communities?**

Hosting community parties, which gives members the opportunity to share their concerns and help to others is always good.

**Where can people find more information about you , follow you or make an appointment to visit you?**

They can find me on instagram @Ashlee-Angelic\_, facebook @ Ashlee Angelic, and my website www. ashleeangelicmakeup.com

**As we come to an end of our interview, would you like to give a shout out and some inspiring words to other youngsters out there that look forward to positive change in their lives?**

Yes I would like to thank everyone who has supported me so far and continue to show me love on all my endeavors. I'd tell the younger generation believe in yourself if you're good at something invest in it, and if you are being doubted don't give up success is the best response to naysayers.

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**As you know our cultural paper is focus on a number of community awareness building topics, most importantly Agriculture**

# DEVELOPING URBAN ECOTOURISM IN KENYAN CITIES: A SUSTAINABLE APPROACH

By Roselyne N. Okech

**TOURISM** is not only a powerful social and economic force but also a factor in the physical environment as well. It has the power to improve the environment, provide funds for conservation, preserve culture and history, to set sustainable use limits and to protect natural attractions. Ecotourism potentially provides a sustainable approach to development. A frequently cited definition of ecotourism originated with The International Ecotourism Society (TIES) which states "ecotourism is responsible travel to natural

areas which conserve the environment and sustains the well-being of local people."

The conceptualization of urban ecotourism therefore, can be seen through the position of cities as tourism destinations and is further described through that take into account supply/ facility and demand/ user. This paper discusses the various benefits of ecotourism operations based in urban environments in Kenya and indeed the three cities, Nairobi, Mombasa and Kisumu and their sustainability.

**INTRODUCTION**

Applying the practices of ecotourism to



an urban environment is a relatively new concept that merits development in multiple cities including Nairobi, Mombasa and Kisumu in Kenya. The concept of urban green tourism (urban

ecotourism), as pioneered by Toronto's Green Tourism Association, is a working example that demonstrates how a city can promote itself, individual businesses and attractions to provide

a unique tourism experience and generate demand for sustainability. Although the existence of urban tourism has been subject to much criticism and questioning. Subsequent discus-

sion, especially in the 1990s, by various authors managed to establish urban tourism, in the early 2000's, as a distinctive knowledge area within both the urban development and tourism disciplines (Dodds and Joppe, 2001). Therefore, the conceptualization of urban ecotourism should be seen through the position of cities as tourism destinations and should further be described through approaches that take into account supply/ facility and demand/ user.

**MORE ON THIS TOPIC IN MAY 2017 EDITION**

## WHY ECOTOURISM IS IMPORTANT ? P3



CX Agricultural Festival Feb 2017 showed potential of allowing tourist to interact with community members. New Date July 23 2017..

By bigtravelweb.com

**I'VE NEVER** truly understood the mindset of someone who would

choose to stay at a Hilton hotel or similar chain. For starters, they're almost always tasteless and have

no local cultural input whatsoever. And why would anyone want to give their money to Paris Hilton? Surely she has enough already? Why not book a locally owned hotel? Here's some tips for more responsible travel:

1. Do ecotourism - get off the beaten track. Be adventurous.
2. Book locally owned hotels, not chain hotels.
3. Respect the local

culture you're visiting. 4. Fly with local airlines rather than your own national carrier. Flying to Brazil? Book the flight with Varig, or Tam rather than British Airways / American Airlines etc... You're contributing to the local economy by doing so.

5. Offset your carbon emissions on your flights. Some people rant along the lines of travel being inherent-

ly bad for the environment, and all travel is as such.

True, flying isn't good for the environment, but once you arrive at your holiday destination, if you practice responsible travel, the damages you've done by arriving can be outweighed.

Travelling can and should ideally benefit the environment, it just needs to be done responsibly.

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## 15 CONTENT MARKETING PROMOTION IDEAS TO TRY IN 2017

As marketers, we often face tight time frames and demanding deadlines when it comes to publishing our newest content offering. From hitting publish on your next blog post to promoting your next e-book or webinar, let's all agree to make more time to focus on how to distribute our content wisely.

In 2017, we can buck the content marketing trend of focusing just on content creation and not enough on content promotion. Here are 17 ideas to maximize the ROI of our writing efforts:

**1. Landing Page** – Maximize the web visibility of your content with a dedicated landing page. Landing page basics include: 1) Does your page look great on a mobile device (where many of your visitors may come from)? 2) Is there a clear call-to-action (CTA), as in, do visitors know exactly how to access your new content offer? 3) Is there persuasive text? and 4) Can visitors SEE what they'll get for entering their email address? Show them a photo of your content offer—and bonus points if you explain it in a video with the author.

**2. Website** – In addition to a dedicated landing page, make sure your latest content offer is easy to find on your website through simple navigation or, better yet, on your homepage with a CTA button. This may seem a bit self-evident, but, in our experience, can be easily overlooked in the rush to start content promotion.

**3. Blog** – If you maintain a blog, craft a post (or two) that relates to your new content offer with a call-to-action button at the end inviting readers to your landing page. Expand on hot button issues, recap key statistics or trends, or continue the narrative with new facts or tips.

**4. Launch Email Campaign** – You are six times more likely to receive a click-through from an email campaign than you are from a tweet, according to Campaign Monitor. Email is vital to a content marketing campaign. So, on the day of launch, be ready with an email campaign that targets the potential customers for whom you have email addresses—encouraging them to check out your new content offer. As well, make sure you have marketing automation such as HubSpot, Marketo or Pardot set up to ensure your new leads receive prompt Thank You emails. One final tip: Be sure your emails are error-free by always proofing for typos and testing links.

**5. Marketing by the Author** – If there's a byline on your content, make sure the author serves as an advocate. Encourage them to share a link to the landing page on their social channels. Another common tactic is for the author to share an article about the content offering on his or her LinkedIn profile through LinkedIn Pulse.

**6. Customer Communication** – While your new content may be targeted to potential customers, consider whether your new expertise could also add value to your current customers. If so, you could share the gated content with them or, to make it easier (since you already have their contact information), share the actual PDF or Word document of content in advance of it being distributed to outsiders.



**7. Sales/Internal Champions** – Make sure your entire sales department and other internal champions of your content know when it launches. Send a dedicated email with encouragement for your employees to share it with relevant contacts, and on their social media channels. Insider Tip: If you have a large employee base interested in promoting your content, explore a social media service like GaggleAmp or PostBeyond that enables employees to share approved brand content with their personal social networks.

**8. Paid Social Media Ads** – Don't forget that boosting social media posts about

**CONTINUED ON PAGE 15**

# CHECKPOINT

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# 15 CONTENT MARKETING PROMOTION... FROM PAGE 14

your new content offering can help increase visibility with new audiences. We recommend that our clients advertise on at least one of their social channels to their target market. For business-to-business (B2B) campaigns, we almost always recommend LinkedIn and Twitter advertisements to reach business influencers and decision makers. For business-to-consumer (B2C) brands, Facebook and Instagram tend to be the most powerful channels.

**9. Facebook** - Depending on your social media strategy, consider how the new piece of content might resonate with your Facebook audience, which for some companies is more about workplace culture and boosting employee morale. Here's one way: Spotlight the in-house expert who authored your content piece.

**10. YouTube** - Marketers know that 2016 was the year of the on-

line video with, according to Venture Beat, Americans spending an aggregate of 8,061 years on YouTube each day. Create a short video to promote your next content offer with a clickable link in the YouTube description box that takes video viewers right to a download of the content described in the clip.

**11. Slideshare** - If you're not familiar with this document-hosting social site, read Maccabee Public Relations' blog post ("6 Business Benefits of Slideshare") and then create a company or author account to which you can post a distilled version of your content. For example, when our agency's content marketing campaign targeted at marketing and PR decision makers was slow to generate new leads, we reinvigorated it by turning our downloadable content (a LinkedIn marketing infographic) into a PowerPoint and posted it on Slideshare. It has since received



nearly 10,000 views and directed more traffic - and new leads - to Maccabee. Insider Tip: There is relatively new lead generation capability on Slideshare. It allows you to embed a contact form into a Slideshare file and, for a few dollars per contact form submission, you can gain email information of new leads.

**12. Twitter** - A few pointers for using Twitter to promote your content: 1) Don't be afraid to tweet about the content multiple times. 2) Make sure your tweets have enticing images featuring your content. 3) Leverage hashtags and tag the contributors who helped with your content to maximize visibility.

**13. LinkedIn** - LinkedIn is a powerhouse for B2B marketing. Did you know 80 percent of leads sourced through social media for B2B marketers come from LinkedIn? Be sure to post about your

new content piece as a company update on your LinkedIn page, and work with your internal experts to do the same on their personal LinkedIn pages and in relevant groups.

**14. Pinterest** - Pinterest can be a great way to drive inbound links to your new content, especially for B2C brands, whether that be a recipe, blog post or content landing page. Per the Online Marketing Institute, 80 percent of Pinterest activity comes from repins, so be sure your content can be found on the medium. Pin all your landing page URLs and blog posts to encourage sharing of them!

**15. Instagram** - Create an Instagram Story and full-color photo series about your content that encourages your followers to check it out and, better yet, share your content with their friends and followers.

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# PSYCHOLOGICAL AND SOCIAL BENEFITS OF SPORT FOR KIDS P2

**BY UQSPORT**

A good coach understands that negative emotional stress hurts performance. However, once this piece of wisdom is ingrained, your child will be better equipped to tackle a whole range of other life challenges.

**5. SELF-ESTEEM**

Many studies suggest that sport and other physical activities can contribute to the development of self-esteem in kids.

A pat on the back, a high-five from a friend, or a handshake with an opponent at the end of a match (even if they lost), is all character building for your child.

The difficulty however, is to not let their self-esteem be distinguished by winning or losing. But instead, to focus on their effort and enjoyment of the sport.

The supportive relationships of coaches and teammates, plus encouragement from parents, can all positively affect children's self-esteem.

So next time your child plays a game – of anything – ask “how it did it go?” versus “did you win?”

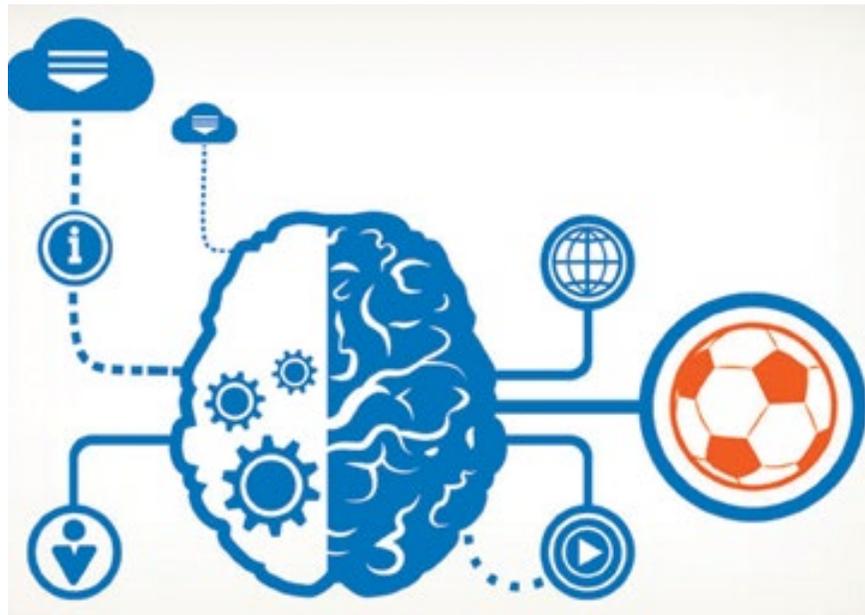
Or better still, “did you enjoy it?”

**6. PATIENCE**

**Swimming lessons**  
Unless your child is extremely athletically gifted, then practice will play a large role in whatever sport or activity they're involved in.

And if practice makes perfect, then perfect takes patience.

Of course, we shouldn't encourage our kids to aspire to 'perfect' but if the message is: “if you want to get better at something, it's going to take time.”



Then this is certainly a worthwhile lesson for kids to learn.

**7. DEDICATION**  
**Kids drawing**

Similar to patience, the discipline of training and the commitment it takes to pursue a sport is a trait transferrable to many

other aspects of life.

It's no coincidence that participation in sport is linked to higher academic achievement in school.

If your kids put time and effort into getting better at something, and see the results, maybe – just maybe – they'll put the same amount of dedication into their studies. No promises there though...

**8. WORKING TOGETHER**  
**Team huddle**

“There's no I in team.”

“Teamwork makes the dream work.”

Or whatever other clichéd phrase coaches may tell their team. It means nothing unless the team members buy in too.

A team can't succeed without working together. No matter how good the individual players.

Communication is key and learning to be part of a team is synonymous with learning to value the effectiveness of teamwork.

A useful lesson for kids to carry into adulthood and their future careers.

**9. LESS SELFISH**  
**KIDS SHARING**

Closely tied to teamwork, sports (particularly team sports) are a great platform to teach kids to be less selfish.

In sport, kids need to think about what's best for the team. Not themselves.

You see it so often in soccer.

Players have the opportunity to pass to a teammate, but instead choose to go for glory themselves. Shoot for goal, and then miss.

Egos are not good for team morale or performance.

Coaching kids to understand that they can achieve more by being less selfish, is one of team sports' great takeaways.

**10. RESILIENCE**  
**Kid giving a thumbs up**

The highs. The lows. The wins. And the losses.

Sport can be a bit of an emotional roller-coaster.

One study found that youngsters who are highly involved in sport are more 'psychologically resilient'.

This isn't surprising when sport teaches kids to pick themselves up after a hard tackle, or to hold their head high after losing badly, then get right back out there the next week. Sport is about bouncing back, and learning from mistakes. The earlier kids can learn these skills, the better.

Overall, the psychological and social benefits of playing sport can help kids become well-rounded, mature adults.

So whether it's a team sport or an individual sport like tennis, what your kids can learn goes beyond the physical.

But don't worry if your child isn't sporty or interested in a particular sport.

There are plenty of other activities, where kids can develop the above skills and attributes. All of which undoubtedly have a positive impact on the adult they become.

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**THE AM/PM WORKLOAD SHOW**  
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**THE POWER HOUR**  
W/ THE CUT CREATOR DJ OUTKAST | WEEKDAYS 2PM - 3PM

**SAGAN'S PLAYGROUND**  
W/ SAGAN | WEEKDAYS 3PM - 6PM

**SPECIALITY SHOWS**

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W/ CHUCKIE | FRIDAYS 10PM - 11PM

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W/ JOE WARRICK | SATURDAYS 3PM - 6PM

**DJ POWER MIX SHOW**  
W/ DJ POWER | SATURDAYS 9PM - 10PM

**A STATE OF TRANCE**  
W/ ARMIN VAN BUUREN | SATURDAYS 11PM - MIDNIGHT

**WADE-O RADIO SHOW**  
W/ DJ WADE-O | SUNDAYS 12PM - 2PM

**FEEL RADIO**  
W/ KP LONDON | SUNDAYS 3PM - 4PM

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