

INNOVATIVE CHAIRMAN

The Hon. Selwyn Carlton Alexander is Chairman of the Board and Chief Executive Officer of Grace Kennedy and Company Ltd. its subsidiaries and associated companies. Born in Montego Bay, St. James, he attended Orange Hill School, St. John's College and later Jamaica College on a Government scholarship. The promise of an outstanding scholastic career, however, was cut short by the premature death of his father, which forced the young Alexander to leave school and assume responsibilities for his family of eight brothers and sisters at the age of sixteen. His career with Grace Kennedy began in 1933 when he joined the firm as a stock clerk. Within six months he was promoted to billing clerk and continued his rapid rise through the organisation, surmounting the difficulties of the great depression, World War II, two destructive hurricanes and other disas-

ters. For Carlton Alexander however, each succeeding disaster was a challenge, and a renewed opportunity for hard work and the chance of success.

A believer in the system of private enterprise, he has been working assiduously to promote this form of economic organisation over the years. He was President of the Jamaica Chamber of Commerce in 1968 and he holds directorships in several companies including the National Commercial Bank, Caribbean Atlantic Life Insurance Company and Bata Shoe Company.

His contribution to Jamaican exports over the years has been significant and his contribution to social welfare and civic work is well known. He has been a long standing Chairman of the Board of Jamaica College, is Chairman of the Jamaica National Export Corporation, the Council of Voluntary Social Services, friend and benefactor of the 4-H Movement, the Jaycees and other service organisations. He has invested his time, money and efforts in many projects to help the young people of this country.

His commitment to education is very strong and in 1980 he established the Grace, Kennedy Scholarship to the University of the West Indies valued at \$5,000 annually. Mr. Alexander believes that the family is of utmost importance and along with that if one serves one's school, one's company and one's country, one will achieve a full life.