



BOARD**brief**

...keeping the board on board

A MONTHLY BRIEF FROM THE DESK OF THE CEO TO THE BOARD OF DIRECTORS

Vol 1; No. 02, September/October 2009

Foreword

The months of September and October 2009 have been particularly significant for JCCC. A major highlight is the JCCC attempt to tackle the ignorance and lack of care that is all too common in Nigeria when it comes to the matter of burial, interment and or memorialization. To this end we have launched the CARES campaign, with one of its lofty objectives as changing mindsets concerning the after-life care industry and alerting all on the need to preserve our Historical Legacies. On the front of our work as builders and operators of Memorial Parks, discussions with the Lagos State government for our land grant are at an advanced stage and we have opened discussions with other states. There are several other activities that we have taken part in. We hope you enjoy reading the September/October JCCC Board Brief.

HIGHLIGHTS

- JCCC CARES CAMPAIGN
- First of October Commemoration Exercise
- Proposed Church and LG visits
- The Lagos State Land Grants
- BENCH MARKING in our Industry
- Capacity Building
- Architects' Briefing Sessions
- JCCC Website
- New Additions
- Next Board Meeting

USEFUL PHILOSOPHY

*"Before you speak, listen. - Before you write, think.
- Before you spend, earn. - Before you invest, investigate.
- Before you criticize, wait. - Before you pray, forgive.
- Before you quit, try. - Before you retire, save.
- Before you die, give."*

By William Arthur Ward.



CHANGING MINDSETS...

The JCCC CARES campaign has been approved by management as a way to truly redefine the final real estate through advocacy. Based on the fact that final resting places in Nigeria are in a deplorable state, there is certainly need for change, especially of mindsets and attitudes.

At JCCC, being a nonprofit organization focused on building and maintaining memorial parks, we have realized a pressing need to educate the general public on matters concerning after-life care services. Herein lies the roots of the JCCC CARES campaign. The campaign is an exercise in advocacy, which without a doubt is vital if JCCC is to achieve its mission and vision. For a full load down on the CARES campaign, please visit www.jcccmemorialparks.org/cares

CARES CAMPAIGN OBJECTIVES

- Sensitize people on the issues of interment and memorials
- Build new relationships
- Collect data to enable informed decisions
- Solicit for support in a subtle fashion particularly from our main stakeholders (in Churches and in Government)

What does CARES stand for?

The word CARES is used interchangeably as an acronym and as a word. The JCCC CARES campaign is an effort to put a positive face to the word "cemetery". All articles and faces in this campaign will be used to change the mindsets of those we interact with. We want members of the public to associate cemeteries with happy faces, interesting, hopeful and positive thoughts. From the colors used in the campaign, to the images, words ushered by those empowered to speak for the JCCC CARES Campaign, all would speak life.



Other CARES acronyms that were considered:

- Creating Astonishing Resting Environments
- Changing Attitudes Regarding Eternal Sleep, inter alia.

Scope of the CARES campaign

The CARES campaign is expected to run for an initial six months. During which, Churches and Local Government offices will be visited across Lagos. The campaign is targeted primarily at Lagos State, and after the six (6) month period, the achievement of the campaign objectives will be evaluated and amended as appropriate for the next phase.

Proposed Church and Local Government visits

As an integral part of the JCCC CARES Campaign, a team of JCCC staff are to visit Anglican and Methodist Churches across Lagos, every Sunday, beginning from January 2010. The team will be in the Churches to communicate an important message regarding the intervention of JCCC and the need for more care to be taken. The Church visits are also to allow for the gathering of important data/information regarding the after-life care industry using the Church as a microcosm. In the same vein, we are visiting Local Government offices in an attempt to bring to the fore, the problems in the after-life care industry with those who are empowered by the Nigerian Constitution to oversee burials. The visits are also a great opportunity to establish new relationships.

OCTOBER FIRST COMMEMORATION EXERCISE

This year's First of October commemoration was highly significant as it also marked the launch of the JCCC CARES CAMPAIGN. The exercise was also the first major public outing of JCCC as a nonprofit and non governmental organization. At the end of the exercise, thousands of people were asking, "Who is JCCC?" "What is JCCC?" "What are memorial parks?" This is evident from the marked increases in online traffic and physical enquiries.

Through the CARES campaign and our activities online, we are providing the answers. JCCC would be found in Churches, Local Governments and Online, advocating for a change of the status quo in the after-life care services industry, we would be found all over Lagos and beyond, *redefining the final Real Estate.*

With an eye to keeping costs to the barest minimum and having maximum impact at the Lagos State Government 2009 National Independence Day Celebration to which JCCC Ltd/Gte was cordially invited, thousands of souvenirs were handed out to school children to encourage a culture of memorializing our past heroes.



Cross section of JCCC Staff and some District Supervisors of the Lagos State Ministry of Education at the CARES campaign 2009 commemoration of Nigeria's Independence Day.

Close to 20 Schools were present at the event along with several other Lagos State Ministries and parastatals and other organisations. The event was an opportunity for the staff of JCCC to interact with members of the general public.

LAGOS STATE LAND GRANT

On the issue of the grant of land from the Lagos State Government and the Committee set up, progress has been made, even if somewhat marginal. Certain key members of the committee were on leave of absence but have now resumed. The search for 25 hectares in an ideal location continues.

As of the 26th of October 2009, the committee observed that some ideal sites had been spotted across Lagos State and that the Surveyor General of the state was going to make physical inspections of the site before JCCC was allowed to see the sites. The Committee also noted that their target was to submit a recommendation to the Lagos State Governor by the end of October 2009.

CAPACITY BUILDING

On the 4th of October 2009 the JCCC Management had the privilege of welcoming the highly experienced and passionate Human Resource expert (amongst other things), Mr. George Abara, who made a presentation on the 7 Habits of Highly Effective People (by Stephen Covey).

Mr. Abara, who found time in his schedule to volunteer his time for JCCC and the fulfillment of our cause, gave a brief but elaborate presentation. His presentation brought Stephen Covey's 7 Habits Of Highly Effective People to relate clearly with working and living in Nigeria and more particularly JCCC. The importance of effective communication was stressed, as well as the need to apply the Pareto Principle of achieving more with less.

JCCC MEDIA STRATEGY SESSION

On the 29th of September 2009, the JCCC Office played host to a team of professionals with copious experience in the Mass Media. Notable among the volunteers for his vast experience in the Media was Mr. Eliashib Ime James, the The Head of Communications for Love World International. Others present were Mr. Tunji Sapara, Mr Ifeanyi Okoro, Mr. Steve Okwara, Ms Stellamari Ochogu and Mr. Aghogho Oboh.

The session was highly productive and many new insights were reached on ways the JCCC CARES Campaign would have maximum impact and the best path for JCCC to tread with the Mass Media.

BENCHMARKING IN OUR INDUSTRY

As part of our responsibilities as a nonprofit organization and as builders and operators of memorial parks, the management of JCCC approved a detailed evaluation of the state of all the major public cemeteries in Lagos State.

The JCCC team delegated to carry out this important task included the Cemetery Operations Manager, Mr. Olamide Fashipe and the Site Development Manager, Mr. Akinjide Ajewole. The evaluation involved checking the prices of grave plots, the state of security, and capacity of the cemetery amongst other things.

A detailed report is available on the JCCC website downloads page <http://www.jcccmemorialparks.org/blog>



A picture of Matori Cemetery; one of the over thirty cemeteries in Lagos State visited and evaluated.

UPCOMING INTERNATIONAL EVENTS



The Board Source Leadership Forum is to be held Nov. 20-21, 2009 in Hyatt Regency Grand Cypress, 1 Grand Cypress Boulevard, Orlando FL 32836, Grandcypress.hyatt.com.

Theme: Leading change in the Emerging Economy

Membership Registration: We are delighted to inform us that all board members have been registered for one year to the above mentioned body.



Next Annual Conference:

WANGO annual conference will be held in Manila Hotel, Philippines

from the 10 - 13 December, 2009.

Conference theme is "Enhancing Human Dignity: the Role of NGOs"

For more information please log on to: www.wango.org or contact our administration department on 01- 741 1364

Membership Registration: Registration to this body can only be acceptable after two years of a Non Governmental Association's existence. Attendance at events is, however, not restricted.

ARCHITECTS' BRIEFING SESSIONS

On the 25th and 27th of August 2009, the JCCC head office was host to groups of Architects who were considered for the chance to design the 25 hectare JCCC National Memorial Park in Lagos.

The design firms in attendance were:

- Interstate Architects Limited
- Design Union Consulting
- SAS Consulting Limited
- Archi-Hives
- COREBUILD
- Enptech
- YSF Projects
- Brick house Construction Limited
- Wattle and Daub Limited
- Pyramid PLC

The outcome of the brief so far has been positive as some of the architects invited have gone on to show passion for the JCCC cause.

ADDITIONS TO THE JCCC TEAM



Yemisi Akintunde has joined JCCC as the Head Office Operations Manager. She resumed duty on the 19th of October 2009. Yemisi is a Student Member of the Institute of Chartered Secretaries and Administrators and the Chartered Institute of Personnel Management of Nigeria. She was called to

the Nigeria Bar in October 2004 and was in active practice for a year before taking up administration in various organizations. Prior to joining JCCC, she was the Administrator of a fast growing church of 1,500 people in Lagos and before that she was the Administrative Manager in Tower Securities and Investment Company a Stock Broking company.

NEXT BOARD MEETING

The next board meeting holds on the 25th of November 2009 at the JCCC head office, 32B, Adebayo Doherty Street, Lekki Phase 1, at 10am. We look forward to welcoming you, our dear board members.

NEW BOARD MEMBER



The month of October has seen the addition of a new member to the JCCC Board. Chief (Mrs.) Ibironke Osiyemi joined the JCCC Board of Directors and is keenly being eyed to serve a critical role in ensuring the board delivers on its financial oversight of the organisational operations.

She is a stalwart member of the Methodist Church Nigeria. An Accountant with over three decades of experience, Chief (Mrs.) Ibironke Osiyemi was the former President of ICAN and she remains active on the council.

JCCC WEBSITE PROGRESS

<http://www.jcccmemorialparks.org>



The JCCC web log (blog) has been revamped in order for it to be more dynamic. The former content management engine (Joomla 1.0) has been upgraded so as to allow for comments to be made on topics began on the web log. The layout of the blog has also changed. Another new addition is the "From the Board" link available on the blog for registered users.

Members of the Board are most welcome to share their thoughts with the rest of the world on various issues.

On the Social Networking scene, JCCC is now on the multi million user social networking site, Twitter. To follow our activity please go to www.twitter.com/jcccltdgte. JCCC is also present on Facebook as JCCC Limited by Guarantee.