



A Celebration of the 30th Anniversary of Jamaican Independence

Freedom Plaza • Pennsylvania Ave., NW • July 31, August 1&2, 1992

August 11, 1992

Mr. Roy McPherson
2348 Old Trail Drive
Reston, Virginia 22091

Dear Roy,

"Jam Fest 30" has been a success, due for the most part to the team which stuck together through five months of planning in seemingly endless committee meetings, right through to three days of exhausting execution. Your methodical preparations and calmness under fire were invaluable components of this teamwork, in addition you displayed an exemplary patience allowing others to air and develop their ideas. I deeply appreciate your work as Exhibitors Committee chairperson especially since "Jam Fest 30" has sparked a new mood in the community both at a business and emotional level.

"Jam Fest 30" proved to be successful beyond even our wildest hopes. Over the three day period nearly 50 thousand people visited Freedom Plaza. They bought much art and craft and other specialty products, ate large quantities of Jamaican delicacies until food stalls ran out, and generally participated in the entertainment program with obvious enjoyment. The mood was overall one of peace and love, of cultural and business networking and curiosity about Jamaica and Jamaican products.

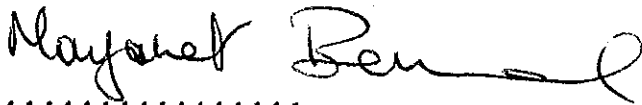
At a business level "Jam Fest 30" was a unqualified success. I have been very gratified with reports from our vendors who sold off the majority of their products, or made business contacts for future sales. A clear indicator of our success at the business level has been a barrage of requests from participants, both in the food court and in the art and craft sections to commit to next years' participation and to pay their deposit money now. There is now tangible evidence of how well our products can hold up to international scrutiny at every level whether trade-fair or market place. The business networks developed represent perhaps our most important success. Additionally many companies such as the specialty foods and Grace reported to me that they were able, through "Jam Fest 30", to achieve a long desired objective of getting their products directly into households here - thereby creating consumer demand for the same.

"Jam Fest 30" has continued to receive strong praise from civic officials for its' organizational structure and the high standards apparent in presentation, products and program. The congenial tone of the event and wide cross section of participants who visited over the three day period, have also come in for commendation.

If "Jam Fest 30" was a success it was because a hardworking team of committed and creative volunteers stayed with its planning and execution from the very beginning, despite numerous problems. I must thank you most sincerely for the part you played in making this all happen. Your ongoing commitment despite the difficult times, has brought us all closer together and sparked a new spirit of volunteerism within the community.

I have been deeply touched by how thirsty Jamaicans abroad have been for an occasion that instills pride in our heritage and dispels the myth of the negative contributions of Jamaicans. Over the next weeks we must continue to talk about how to keep this spirit alive, how to recruit new members to work for Jamaica and how, by mixing business with pleasure, we can forge new economic opportunities for Jamaicans at home and abroad. Thank you most sincerely for your steady commitment to Jamaica and the continued personal support which you gave me through the birth and implementation of "Jam Fest 30". It was indeed for all of us a labor of love.

Yours sincerely,



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Margaret Bernal (Mrs)
Wife of the Ambassador of Jamaica
"Jam Fest 30" Chairperson