



The Excelsior Alumni Association of Florida

Tenth

ANNUAL

50th

XMas Bash

and Celebrating
Jamaica's 50th Year of Independence

Saturday, December 8th, 2012

From 9pm - 4am

Caribbean Cultural Center

AKA THE WAREHOUSE

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Excelsior Alumni of South Florida

Message from the President Excelsior Alumni Association of Florida Althea Brown-Robinson



The board of the Excelsior Alumni Association of Florida extends a warm Florida greeting to our friends and family. We welcome you all to our 10th XMAS BASH which is fast becoming a holiday tradition not only in our South Florida community but globally. We continue to be grateful to our many sponsors, our volunteers and the dedicated and committed patrons that attend our event always bringing positive vibes, lots of fun and laughter while contributing to a worthy cause – the development of the students and infrastructure at Excelsior.

Our chapter is pleased to have collaborated with the school to complete our 80th Anniversary project - the Dance Studio renovations. It was certainly a pleasure to attend the re-opening and witness the joy of dance teacher Patsy Ricketts working with students in the improved environment. We are approaching our 2nd year of a 3 year commitment to the DASH organization and take pleasure in confidently handing over the funds to this group. The DASH program of integrating sports and education is attractive and we are encouraged by the continued improvement in the performance of the Track

team.

Congratulations to our active chapters that continue to find ways to raise funds and contribute to the development of our alma mater. I especially applaud the chapter in Canada for their sustained revival. Their vibrancy was on display at the chapter's 4th "Laaf & Nyam" Brunch that I recently attended and was encouraged by the attendance of more than 300 patrons! As we look to 2013, the leadership of the Chapters will continue to seek ways to collaborate on select projects, pool finances when feasible and guide such projects to completion with the proper planning and oversight.

This year our service award goes to Rula Brown, a multi-faceted individual who has not forgotten his roots and has charted a course of philanthropy inspired by his childhood Caregivers and a desire to quell some of the ills of society by supporting our youth that fall prey to unfortunate situations. Rula is the founder of PALAS, an organization that provides scholarships and educational equipment to the youth across Jamaica. We commend and congratulate Rula on his work.

All those that volunteer understand the sacrifice that must be made to ensure the organizations they support lives up to its mission. Most times, the official board members are visible and get acknowledged. However, there are individuals that provide a lot of support to organizations and never get noticed or choose to remain silent. I must unveil and thank our chapter's silent partner – Duane Coombs. Duane's name is synonymous with Excelsior as he has been a force behind the Excelsior community in the Diaspora and a face for Excelsior Globally for more than 3 decades. Even though he is no longer affiliated with any chapter, he continues to give back to his alma mater by lending his expertise and experience behind the scenes especially in Public Relations and Communications to the Florida Chapter and other organizations. He leverages his relationships to open doors and garners support that has helped tremendously in exposing our activities. We thank him for his unwavering contributions and support.

As we mingle, rekindle friendships, sway to the music, enjoy the food and celebrate the festive season, let's think about those less fortunate than us...let's think posterity and plant the seeds for the enriched legacy we want to leave for our youth. We cannot do it alone but if we work together and "do it with our might" we will reach "Yet Higher".

Age Animo!





Message from the Principal of Excelsior High School Denroy Bromfield



Greetings

I am happy to be extending greetings to you, the Florida Chapter of the Excelsior Alumni Association, on this the tenth anniversary of the Xmas Bash. These greetings, of course represent the sentiments and warm wishes of the students and staff of Excelsior High School. We especially pray that this festive season will be a blessed one for you who give so much of your resources.

We have felt and in fact have said quite often that words cannot adequately express our appreciation for a group of persons who give so much of their time, effort, money and other resources to plan, execute and support initiatives and activities aimed to further develop this school. You have been an inspiration to us, and so the administrators, staff and students of Excelsior High School can do nothing else than work to the very best of our abilities to continue on a path of improvement and development.

We anticipate that this year's Xmas Bash will be successful. No doubt it will afford past students, their families and friends an opportunity to experience a fun filled and memorable event. We hope that the rest of the Christmas season will be as enjoyable and that as a group as well as individually the new year will bring continued growth and prosperity.

Age Animo.

Deanroy Bromfield





Message from the President Of The Excelsior Alumni Association of New York

Season's greetings from the executive committee and members of the New York Chapter of the Excelsior Alumni Association. This year Jamaica and Excelsior are proud to celebrate a number of milestones. Jamaica's 50th anniversary of independence, your 10th Annual Xmas Bash, Excelsior High School 81st anniversary and let us not forget Jamaica's victory at the 2012 Olympics.



We as Excelsorians and Jamaicans, cannot help but be proud of what our 'little island' has produced in terms of art, music, culture, scholarship, sports and innovation -- all of which are promoted by its people who are well travelled and amply placed around the world.

Tonight we applaud your Association for it's continued support and commitment to the development of Excelsior and it's students. Your undying efforts to engage fellow Excelsorians, family and friends are once again evident through the reinvigoration of Excelsior's dance studio. We wish you continued success in all your Association's mission and endeavors.

To your executive committee, Alumni members, their family, friends and supporters, we would like to wish you a Merry Christmas and a happy, healthy and prosperous New Year.

Age Animo!

Donald Chinshue

President

Excelsior Alumni Association – New York



Message from the President Of The Excelsior Alumni Association of Canada



Greetings from members of the Canadian chapter of the Excelsior School Alumni Association, on the occasion of your 10th Annual Xmas Bash.

We applaud the great initiatives taken by your Association to improve the learning outcomes and life prospects of students graduating from Excelsior. An example of that was the much-needed refurbishment of the dance studio at the School. More clear-eyed projects like these will certainly help to prepare Excelsior grads to play prominent roles in whatever community they choose to build their lives.

We are inspired, also, by the way that your Association continues to engage members of the Excelsior family in South Florida and beyond. The Toronto Association will try to emulate your playbook to connect more effectively with the Canadian branch of the Excelsior family.

Congratulations on your significant ongoing contribution to secondary education in Jamaica and best wishes for another memorable Xmas Bash fundraising event this year.

Age animo

Hurb Jackson Kumaasi
President, Excelsior School Alumni Association (Ontario)





CONSULATE GENERAL OF JAMAICA - MIAMI

MESSAGE FROM THE CONSUL GENERAL

It is my pleasure to extend warm greetings to the members and friends of the Excelsior Alumni Association of Florida, Inc., on the occasion of the 10th Annual XMAS Bash, which both celebrates the Christmas Season, and raises funds for the continued support of your alma mater – Excelsior High School. This has been a special Golden Jubilee commemorative year for Jamaica and among the many facets of our progress that we celebrate we mark especially the many gains in education.

It is commendable that through efforts such as these the Excelsior Alumni Association contributes to the growth and development of new generations of students and expanded school infrastructure. For, it is in the conscious exercise of the will to assist that you and other members of the alumni fraternity here in Florida continue to equip your foundation institutions to carry out their special mandate. Thus, the positive traditions of socialization, education and training that in previous eras prepared many of us to seize opportunities and take our place as contributing citizens of Jamaica and the wider world, can be sustained.

The Excelsior Alumni's singular commitment to cause demonstrates a true appreciation of the benefits of an Excelsior education and with it the inculcation of abiding mores and principles, built on work of Founder and teachers alike, over many decades. In expressing appreciation to you, it is worth underscoring that all who join in this seasonal celebration of goodwill, also contribute to the worthy goals of academic excellence, community building and individual progress. I salute your advancement of the well-being of our young people, and by extension you also advance the complex of national development of "Jamaica, Land We Love".

Sandra Grant Griffiths, JP
Consul General of Jamaica to Florida and the Southern United States,
Commonwealth of the Bahamas, Cayman Islands



Message from the Coalition of Jamaican Alumni Associations of Florida



It is with great pleasure that we offer our congratulations to the Excelsior Alumni Association of Florida as its members seeks to increase their financial support to their alma mater by holding their annual "Christmas Bash". This is a great accomplishment having held nine previous similar events. If the past is any predictor of the future, this 10th event will be as successful as your previous events.



Like your founder, the Honorable Wesley Powell, OJ, you the members of Excelsior Alumni Association of Florida, must be commended for your vision, conscientiousness, and protestant work ethics, without which your association would not have been successful. Like the early days of your alma mater, you have also given an important lesson to this community and to groups that will follow in your path: you have shown that by working together, no task is insurmountable as in a relatively short time you have created a vibrant, cohesive organization from a small group of individuals.

This is a magnificent journey you are on, because you are seeking to help shape lives and the future of Jamaica. You are also impacting the lives of Floridian in a positive way. With your accomplishments you are proving that the sound education you obtained in your years at Excelsior High School, not only gave you the academic tools to survive in the world today, it has also helped you to build character and gave you a sense of purpose.

We encourage you to continue along the path that you have started. Continue to live by the lessons from your alma mater's crest and soar with the eagle on open wings with eyes towards your goals. As your motto "Age Animo" encourages, "do it with thy might" because your objectives are praiseworthy. Remember, success happens when you're bold, when you never stop dreaming, and when you trust in yourself to make your dreams come true.

The Coalition of Jamaican Alumni Associations expresses its sincere appreciation to the Excelsior Alumni Association of Florida for its support over the years, and salutes you on this special occasion, your 10th anniversary "Christmas Bash". Best wishes for the future as you follow your dream.

Rupert Rhodd PhD & Sandra Schrouder PhD (Co-Chairs)



Message To The Florida Chapter Excelsior High School



Warmest congratulations are extended on behalf of the Excelsior Past Students Association to the Florida chapter as you celebrate another year of commitment to our alma mater. Your continued efforts in ensuring that the Excelsior "fire" remains alive particularly in the Diaspora is to be commended. We encourage you to continue in your efforts in working collaboratively with all the stakeholders to keep the vision of our late Founder the Hon A. Wesley Powell alive. The substantial sacrifices you have made, the many hurdles you have crossed, your unique perspectives have not gone unnoticed but I can empathise with the felt sense of achievement you experience when our school excels and you add value to the Excelsior legacy.

Excelsior has been changing qualitatively, as the school operates in an environment faced with numerous challenges and opportunities. However it is for us as Past Students to help our alma mater to seize these opportunities where possible and address the challenges as they arise. Mentoring a student,

contribution towards scholarships, advocating for our school and staying in touch through various networking facilities are some of the simple ways we can help our school to achieve their objectives and advance the vision of our late Founder.

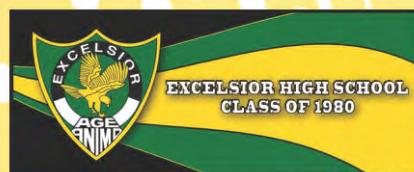
There are many plans for our school but we continue to remind all of the needed support for the Auditorium which is to be renamed the Wesley Powell Auditorium. We can do it but it will require the collaborative effort of all. Together we must.

We wish for you a most successful event and may you continue to be truly blessed in your efforts.

Age Animo

Winsome Halliman

President Past Students Association



expresses gratitude to

Hon. Dr. Wesley Powell (posthumous)

Mr. Lindo Wong | Mr. Mark Loague | Rev. Patrick Perrin | Ms. Pearl Morgan

Selbourne Goode, MD | Ms. Etta Whiteman | Mr. Kiywing Fong Kong

Mrs. Cynthia Marchand | Mr. Sydney Fenton | Mrs. Alison Smith-Peart

Mr. Errol LaGuerre | Mrs. Marie Cunningham | Mrs. Delsie Christie (posthumous)

Mrs. Muriel "Peanie" McLeod | Mr. Lloyd "Jordon" Plummer

These visionaries, educators and caregivers each played an exceptional role in our development.

We also extend kudos to DASH Athletics, PALAS, Adopt-A-Block Committee, Excelsior Alumni Association of Florida and Excelsior Alumni Association (USA), Inc. – benefactors, who continue to give back without reservation, and challenge future generations of alumni, namely, Nyoka

Clunis (Noel Brissett Scholarship Awardee), Monique Dawkins, Whitney Orgill and Akeem Reynolds, (Muriel McLeod Awardees), O'Neil Madden, Akeem Nash and Ryan Sweeney (college scholarship beneficiaries), to carry the legacy of Agé Animo pride and charity into perpetuity by becoming part of the Excelsior leadership of giving.

Excelsior Alumni of South Florida



2011





Our 80th Anniversary Project - Renovated Dance Studio



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The **Community Service Award** recognizes Excelsior High School alumni-and others-who have given sterling service to their communities at the local, regional or national level through philanthropy or other humanitarian activities



Ruel "Rula" Brown, is this year's recipient of the Excelsior Alumni Association of Florida's Community Service Award. The award is being bestowed on Rula for his unstinting commitment to the cause of education to underserved youth in Jamaica. Mechanical engineer, singer, radio host, cricketer, philanthropist par excellence-and Excelsior alumnus- the term Renaissance Man could not capture the breadth of the diverse roles Rula plays in his daily life. In his own unassuming way , Rula's career can be characterized as one of service-to his local community, to his alma mater and to the people of Jamaica.

Ruel "Rula" Brown was educated at Excelsior High School in Kingston, Jamaica. After immigrating to the USA in 1975 he furthered his education at the Wentworth Institute of Technology (WIT) and New Jersey Institute of Technology (NJIT) respectively Wentworth Ins. He graduated high honors (Tau Alpha Pi) with a BSc. and MSc. in Mechanical Engineering . After college, he worked at Bell Labs/AT&T/Lucent Technologies as a computer hardware design engineer.

Despite a very demanding professional career, Rula could not resist the pull of community service and, starting in 1998 through 2004, he inaugurated the GRANNY-Icy Academic Scholarship to memorialize his late mother and grandmother. Dipping into his own pockets and using his own resources, Rula has awarded twenty-five (25) scholarships 1998 through 2004 on his own totaling US\$95,500.00 to students residing in the Long Mountain Community of East Kingston, Jamaica.

In 2010, Rula founded the Peace and Love Academic Scholarship, Inc (PALAS) program in Atlanta, Georgia. The PALAS program was established after the brutal killing in Portmore, Jamaica of young reggae artist, Vanessa Campbell. An initial scholarship program was created as the SSSJamz/Vanessa Campbell Academic Scholarship to assist high school students from her alma mater, Bridgeport High School.

The program evolved the following year to include University/College students in the Caribbean region. In 2012, PALAS awarded forty-two (42) scholarships including twenty-five (25) high school and seventeen (17) University students. Ten (10) students currently attend XLCR High School and three (3) University scholarship recipients are past students of XLCR. Six (6) of the students are on the DASH athletics team at XLCR which is directed by Desmond Shakespeare.

PALAS awarded forty-two (42) scholarships valuing US\$19,200.00 at a ceremony held at XLCR High School in Kingston, JA on August 25, 2012. Hon. Minister Phillip Paulwell and Attorney Patrick Campbell delivered the keynote addresses to scholarship recipients and a packed auditorium of 300 attendees at the ceremony. PALAS is working hard to "Preserving Young Minds for Posterity" by increasing scholarship awards by 323% and donations by 905% in 2012. A new goal is set for 2013 school year to award 100 scholarships and 100 computers with a "100 for HUNDRED" campaign.

PALAS has awarded fifty-five (55) scholarships valued at US\$21,500.00 over the past two years; the funds are raised via donations and fund raisings. For more information and donation, please visit the website www.PALAS1.org.

Rula is the Executive Director of PALAS, CEO of Qualitex Designs and Bee Cat Records. He is the host of the popular Internet radio show "Peace and Love Vibration Show" (PALVS) & Sultry Sunday Slow Jamz (SSSJAMZ) which is simulcast on seven (7) radio/TV internet networks and broadcasting four days per week on www.RulaBrownNetwork.com. Rula has recorded eight (8) CDs on Bee Cat Records over the past 28 years and produced several artists such as SHAGGY, RAYVON, COBRA, JACK RADICS, RED FOXX, PAPA SAN, MERCILESS, RICHIE STEVENS and much more.



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Dr Taylor and his staff congratulates Excelsior Alumni Association of Florida on their 10th annual Xmas Bash to benefit students of Excelsior High School. We are proud to lend our support.



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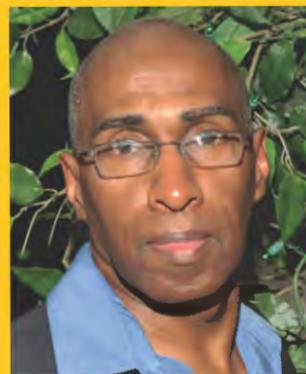




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