

Alico honours

WEDNESDAY, JULY 24, 1991

Howard Cooke

AMERICAN Life Insurance Company (ALICO) held a function at the Wyndham Hotel,

Rose Hall, Montego Bay on Friday, July 19, 1991, to pay tribute to the Hon. Howard Cooke for

the role he played in the development of the Company's Montego Bay Branch of which he has been Agency Manager since 1982.

The function was also arranged to wish him well on his new appointment as Governor General of Jamaica which will become effective on August 1.

Tributes were paid to Mr. Cooke by several members of the life insurance industry, members of ALICO and members of the Montego Bay community.

Lee Adler, President of ALICO's Caribbean and Americas Region, who travelled from the Regional Head Office in Puerto Rico specially to attend the function described Mr. Cooke as a man of integrity, commitment and also as someone who possesses strong leadership qualities.

Reflecting on how the branch has been raised from a complement of four persons to a present strength of over 25, Mr. Adler said, "The impact of Mr. Cooke has been felt not only in ALICO's Jamaica operations but also throughout the entire region."

Describing Mr. Cooke as a man whose contribution to Jamaica and the Western Region in particular was worthy of emulation was Rip-ton McPherson, Attorney-at-law who paid tribute on behalf of the Montego Bay Chamber of Commerce.

Norman Bingham, President of the Life Insurance Companies Association traced his long association with Howard Cooke, both having served as teachers. Mr. Bingham emphasised the fact that Mr. Cooke is well known for his belief in the maxim "Honesty is the best policy." To loud applause by the distinguished gathering, Mr. Bingham said, "I feel sure Howard will never allow his policy of honesty to lapse."

Relationship

"He is a gentleman in the classical sense of the word" is how Mrs. Marjorie Stephenson, General Man-



Senator Howard Cooke,
Governor General-designate

ager and Chief Executive Officer of ALICO Jamaica described Mr. Cooke. "I have no doubt," she said, "that the nation will feel the impact of his sound judgement and wisdom when he assumes the highest office of the land."

Headley Palmer, Unit Manager of ALICO's Montego Bay Branch presented a painting to Mr. Cooke and his wife on behalf of the agents and staff of the Branch while Mrs. Stephenson presented one on behalf of the Company. George Durcan, an insurance executive from the area spoke on behalf of the life insurance practitioners in the Western Region.

In his reply, Mr. Cooke said that he was delighted that ALICO found it possible to honour him in this fashion. He said that he enjoyed his relationship with ALICO over the past years and that he considered life insurance to be an instrument that plays a vital role for a family, especially when the bread winner dies.

Mr. Cooke said that while he is thrilled with his forthcoming appointment, indelibly written on his mind are some past experiences which have enabled him to understand fully all sections of the Jamaican society and these will always linger with him and guide his judgement.

Prayers were said by Rev. C.S. Reid while Mr. Tommy James, Agency Director of ALICO served as Chairman of the function.