



Antigua

PROGRESS

THROUGH

Development

SUCCESS

THROUGH

Unity



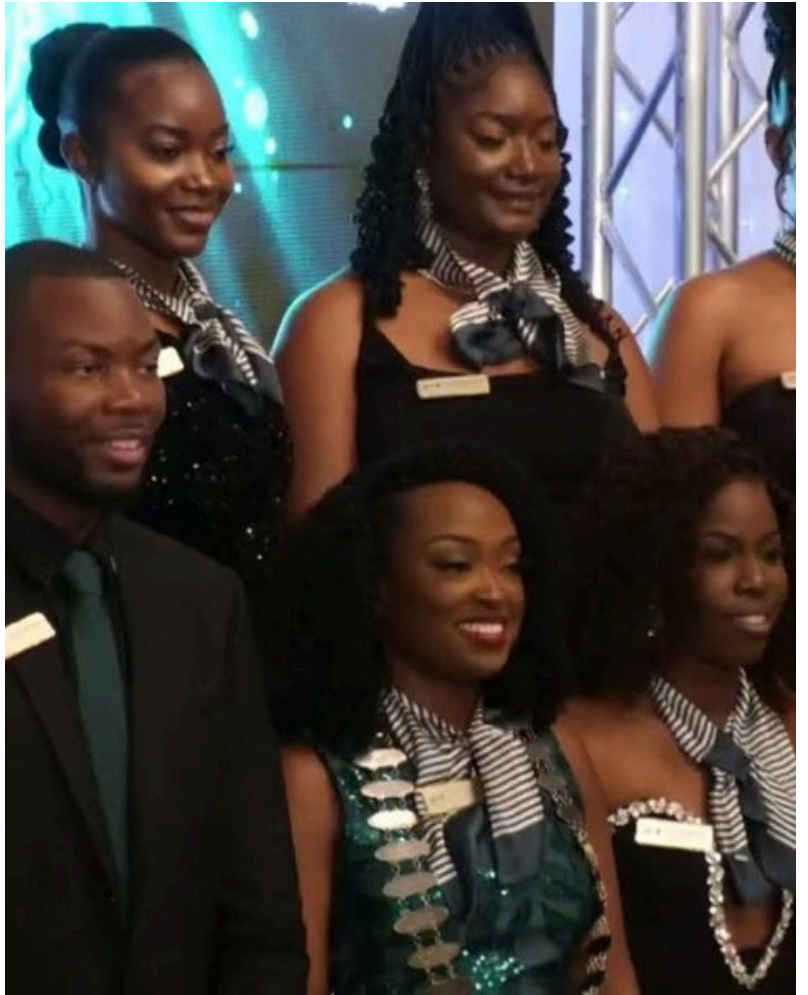
OLSON D. BROWNE

— **FOR** —

2027 PRESIDENT

JCI ANTIGUA

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A Letter From The Presidential Candidate



Dear Fellow Jaycees,

I am honoured to offer myself to serve as President of JCI Antigua for 2027 under the theme “*Progress Through Development, Success Through Unity.*”

My vision is to create more opportunities for members to learn, contribute and lead. Through JADI, the Skills Bank, 100 Acts of Impact and the proposed return of the Jaycees Queen Show, we can strengthen our membership and extend our impact.

I am committed to listening, encouraging participation and following through responsibly. Every member has something valuable to offer, and I want us to make room for those contributions.

I ask for your support and invite you to help shape a year of meaningful development and shared success.

Yours in service,

Olson D. Browne

2027 Presidential Candidate

JCI CAREER OVERVIEW

“PROGRESS THROUGH
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CHAIRPERSON – JCI RISE (2021)

In my first year of leadership, I had the privilege of serving as Chairperson for JCI RISE, an initiative newly introduced at the international level to focus on rebuilding, investing, sustaining, and evolving communities in the wake of the COVID-19 pandemic.

During this period, I worked closely with my co-chair to conceptualize and implement “Elevate: The Entrepreneur Expo,” which was later rebranded as “Spotlight.” This project has since become a signature event within the organisation, continuing to inspire and empower local entrepreneurs. Additionally, I collaborated with members to develop programmes that supported small businesses, encouraged community partnerships, and promoted economic recovery and resilience.

It was a deeply rewarding experience that reinforced my belief in JCI’s power to be a catalyst for meaningful and sustainable change.

CHAIRPERSON – RETENTION (2022)

In 2022, I took on the role of Retention Chair, where I focused on strengthening member engagement and chapter unity. One of my proudest achievements was the reintroduction of the House System, which fostered camaraderie, healthy competition, and deeper connections among members. Seeing members bond through shared goals reminded me that the heart of JCI lies in its people.

JCI CAREER OVERVIEW -CONT.

“PROGRESS THROUGH
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Public Relations Officer (2023)

In 2023, I had the honour of serving as Public Relations Officer for JCI Antigua — a role that allowed me to strengthen the Chapter’s image, communication strategy, and connection with the wider community. My focus was on elevating how we told our story — making our messaging more vibrant, professional, and engaging so that our impact was seen, felt, and understood.

Throughout the year, I led several initiatives that enhanced our communications and public engagement. These included:

- Revamping our social media communication strategy to ensure consistent and impactful messaging.
- Standardizing branding and communication templates for all Chapter announcements and campaigns.
- Increasing visibility of member achievements and Chapter initiatives through structured media outreach and storytelling.

A major highlight of my tenure was my involvement in the marketing and promotional coordination for the 2023 Jaycees Queen Show. In this role, I liaised closely with the external marketing and design agency to ensure that the creative materials accurately represented JCI Antigua’s standards and vision. This collaboration resulted in the production of high-quality graphics and promotional content that significantly boosted public engagement and excitement surrounding the event.

Through these efforts, I was proud to help position JCI Antigua as a forward-thinking and community-focused organization, one that communicates with clarity, creativity, and purpose.

JCI CAREER OVERVIEW -CONT.

“PROGRESS THROUGH
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Break in Service (2024)

In 2024, I stepped away from Chapter leadership to serve as Chairman of The UWI Global Campus Guild of Students (**Antigua Chapter**). This role allowed me to expand my leadership scope beyond the local level and strengthen the very skills that JCI has instilled in me, which are service, collaboration, and impact.

During my tenure, I also served as Regional Guild President, where I had the responsibility of overseeing 28 Guild Chapters across the Caribbean. Much like JCI West Indies, the UWI Guild structure mirrors a multi-chapter organization, with each national chapter functioning autonomously but unified by a shared mission and constitution. Managing this regional body required strategic coordination, diplomacy, and effective communication — skills that align closely with the responsibilities of JCI leadership at the regional level.

As Regional President, I worked with campus guild leaders to:

- Strengthen inter-campus collaboration through regional meetings and strategic planning sessions.
- Standardize operational processes to ensure consistency in governance, communication, and member engagement across all chapters.
- Advocate for student development and welfare, collaborating with University Administration to address key concerns affecting the student population.
- Introduce training initiatives focused on leadership, advocacy, and organizational management to better equip Guild Councils in each country.

Through these efforts, I was able to foster stronger unity across the region, amplify the student voice at the University's decision-making level, and create sustainable systems of leadership succession.

This experience mirrored many of the principles and structures found within JCI West Indies, reinforcing my ability to lead across diverse teams, navigate complex organizational networks, and deliver results that inspire collaboration and progress.

JCI CAREER OVERVIEW -CONT.

“PROGRESS THROUGH
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Chairperson – Aspire to Inspire (2025)

I returned to JCI leadership in 2025 as Chairperson of the Aspire to Inspire Committee, an initiative that is deeply personal to me, as it focuses on youth empowerment and mentorship. Under my leadership, the committee connected young professionals with mentors who guided them in their personal and professional growth. It was truly rewarding to witness these individuals gain confidence, direction, and purpose — a genuine reflection of JCI’s mission to empower young leaders.

During my tenure, the Aspire to Inspire Project underwent a strategic revamp. I redefined the competency areas used to evaluate prospective members and implemented a restructuring of the committee to enhance efficiency. Drawing from my background as an HR Professional, I envisioned the Aspire Committee as the recruitment hub of the organization. In previous years, the committee operated with a broader, general membership approach, which often diluted focus. By refining the process and working with a smaller, more targeted recruitment team, we were able to streamline operations and strengthen outcomes.

This renewed focus paid off significantly — by the end of the term, the organization welcomed 28 new members, each one aligned with JCI’s values and ready to contribute to our shared mission of creating positive change.



JCI CAREER OVERVIEW -CONT.

“PROGRESS THROUGH
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Executive Vice President (2026)

Serving as Executive Vice President of JCI Antigua in 2026 has given me valuable experience in supporting members, coordinating projects and working closely with the Board. Under my theme, “Leadership that Listens, Action that Counts,” I supervised the three Vice Presidents, providing guidance across their portfolios and helping them coordinate their teams and responsibilities.

My role included monitoring project progress, following up on timelines, encouraging collaboration and helping to address challenges affecting delivery. I also supported planning, member engagement and the preparation of award submissions, while encouraging members to take ownership of their work.

This experience has reinforced the importance of clear communication, accountability and consistent support. It has also helped me better understand the needs of our members and the practical demands of leading JCI Antigua. These lessons will guide my approach as I offer myself to serve as President in 2027.



JCI Antigua Development Institute (JADI)

JADI would become the structured development arm of JCI Antigua, providing members with practical knowledge and skills that can benefit them within JCI, their careers, businesses and communities. The Institute will be designed around 12 development modules, allowing members to strengthen their knowledge, leadership abilities and practical skills while progressing through a defined learning pathway. The aim is to move member development beyond individual training sessions and establish a system where learning is structured, accessible, measurable and recognized.

Moodle Learning Environment

JADI will utilize Moodle as its central learning platform, creating a structured digital environment where members can access training materials, complete modules, submit assignments, participate in assessments and monitor their development throughout the year.

Each participating member will be provided with an individual learner profile. The profile will serve as the member's development record within JADI and may capture completed modules, assessment results, certificates earned, areas of interest, competencies developed and overall programme progress.

Every member enrolled in JADI will be assigned an individual Moodle learner profile. The learner profile will provide members with their own learning space and allow the Institute to maintain an organized record of participation within the online learning environment.

This will also allow members to complete selected learning requirements at their own pace where appropriate, while still participating in scheduled JADI training and development activities.



Modules would include:

- Leadership & Emotional Intelligence
- Public Speaking
- Project Management
- Financial Literacy
- Governance & Parliamentary Procedure
- Conflict Resolution
- Human Resource Management
- Digital Branding
- Entrepreneurship
- Strategic Planning
- Media & Communication
- Community Leadership

JCI Antigua Development Institute (JADI) - Cont.



Member Development Passport

Rather than using Moodle as the main tracking system, the Passport will provide a broader record of the member's development journey across JADI and JCI Antigua. Members can receive validation, stamps, points or sign-offs as they complete identified development activities.

Every member receives a development tracker documenting their participation in:

- Training
- Committee service
- Project leadership
- Speaking opportunities
- Community service
- International participation

100 ACTS OF IMPACT

Success Through Unity means creating opportunities for every member to contribute. In 2027, I will introduce 100 Acts of Impact, a year-long initiative designed to engage our entire membership in meaningful action. With a membership of over 100, every member will be challenged to make a difference not just by attending meetings, but by developing themselves, helping others and serving our community.

Throughout the year, members will complete one Impact Assignment each quarter, with each quarter focusing on a different dimension of leadership and service:

Q1 – Impact Self: Develop through learning, training and personal growth.

Q2 – Impact Others: Use your skills, knowledge and time to empower someone else.

Q3 – Impact Community: Participate in meaningful community service and development.

Q4 – Impact Together: Unite as one organisation for a major collective JCI Antigua initiative.



First Quarter: January – March “Before we lead others, we must develop ourselves.”

The first quarter connects directly with JADI. Every member completes one personal development assignment. Members can choose from a list of approved activities.

Examples:

- Complete a JADI training session.
- Attend a public-speaking workshop.
- Create/update a professional CV.
- Develop or update a LinkedIn profile.
- Attend a financial literacy session.
- Read a leadership book and submit a short reflection.
- Complete a professional certification/course.
- Participate in a public-speaking opportunity.
- Establish a personal development goal for 2027.
- Attend a JCI training session.

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Second Quarter: April – June

“Leadership begins when we use what we have learned to help someone else.”

The second quarter moves the member from personal development into service through their skills and knowledge. Each member completes one activity that directly benefits another person.

Examples:

- Mentor a young person.
- Help someone prepare a CV.
- Conduct a career talk.
- Tutor or assist a student.
- Teach someone a professional skill.
- Mentor an aspiring entrepreneur.
- Help a small business with social media.
- Conduct a financial literacy conversation.
- Volunteer with a youth organisation.



Third Quarter: July – September

“Impact begins when we take action where it matters most.”

During the third quarter, JCI Antigua members will move beyond personal development and individual service to make a meaningful contribution to the wider community. Each member will participate in at least one community-focused activity, using their time, skills or resources to address a community need.

Members may support initiatives in areas such as youth development, the environment, health and wellness, education, vulnerable communities or community development.

The quarter will culminate in a JCI Impact Day, bringing our membership together for a coordinated day of service and action.



Fourth Quarter: October – December

“Leave a Mark. Build a Legacy.”

The final quarter will challenge members to turn the impact created throughout the year into a lasting contribution to JCI Antigua and the wider community.

Members will work together to identify one meaningful need and develop a collective response that creates value beyond the project itself.

Whether through community service, youth development, environmental action, education or support for a local cause, every member will have an opportunity to contribute their time, talent or resources.

The quarter will close with a Legacy Day, where members come together to complete the initiative and reflect on the difference we have made throughout the year.

JCI ANTIGUA SKILLS BANK

JCI Antigua is made up of individuals with diverse professional backgrounds, talents, experiences and skills. Yet, too often, the full potential of our membership is not fully known or utilised. The JCI Skills Bank will be established in 2027 to identify the skills within our membership, create opportunities for members to share their expertise, and ensure that the talents of our membership become a resource for the organisation and the wider community. This initiative directly supports the 2027 theme, “Progress Through Development, Success Through Unity,” by recognizing that our greatest strength is our people.

How It Will Work

At the beginning of the year, every member will be invited to complete a simple JCI Skills Profile, identifying their profession, qualifications, areas of expertise, personal talents, business interests, skills they can offer, and areas in which they would like to develop. The information will be compiled into a central Skills Bank that can be utilised by JCI committees and project teams when planning activities. Whether a member is a graphic designer, accountant, entrepreneur, HR professional, lawyer, photographer, IT specialist, event planner, public speaker, educator, engineer or possesses another specialised skill, there will be an opportunity to contribute.



The Skills Bank will also facilitate a JCI Skills Exchange, creating opportunities for members to learn from one another. Members will be encouraged to share their knowledge through short workshops, mentorship sessions, demonstrations and practical training.

This could see an accountant conducting a financial literacy session, a communications professional teaching digital branding, an entrepreneur sharing business experience, or an HR professional conducting a session on CV writing and interviews. In this way, members become not only participants in JCI development but also resources for the development of others.

The initiative will also support JCI Antigua's projects and community work by allowing committees to identify members with the appropriate skills to assist with specific activities.

JCI ANTIGUA SKILLS BANK - Cont.

Leadership and Coordination

The JCI Antigua Skills Bank will be led by a Skills Bank Coordinator, appointed by the 2027 President, with the support of a small Skills Bank Team. The Coordinator will work closely with an assigned Vice President and the PTRO to maintain the membership skills database, identify opportunities for member participation, coordinate skills-sharing sessions and ensure that members are connected to opportunities that match their abilities and interests.

Recognizing Our Members

Throughout the year, members who actively contribute their skills to JCI projects, development sessions and community initiatives will be recognised. Their contributions can also form part of their Member Development Passport, creating a direct connection between the Skills Bank and the wider member-development programme.

The JCI Skills Bank is ultimately about recognising the value that exists within our membership. A member does not have to lead an entire project to make a difference. Sometimes, their greatest contribution may be a skill, an idea, an hour of their time or the knowledge they can share with another member.



Return of the Jaycees Queen Show

The Jaycees Queen Show has a place in the history of JCI Antigua and Antigua Carnival. With 2027 marking Carnival's 70th anniversary, I will lead an early review of what it would take to bring the show back after its two-year hiatus.

We will consult past organizers and stakeholders, confirm the event concept, prepare a full budget, approach sponsors and assess whether we have the team and time needed to deliver it well. If the plan is feasible and approved, the renewed show will emphasise leadership, intelligence, culture, advocacy, community involvement and personal development alongside stage presentation.



Members will have opportunities to contribute to production, sponsorship, communications, participant support and event operations. The renewed Queen Show could incorporate a stronger emphasis on:

- Leadership
- Intelligence
- Culture
- Advocacy
- Community involvement
- Personal development

The goal would be to re-establish the Queen Show as a sustainable signature project of JCI Antigua while celebrating its historical contribution to Antigua and Barbuda.

National Conventions/Conferences Attended

National Convention Attended



- JCI West Indies National Convention – Virtual (2020)
- JCI West Indies National Convention – Virtual (2021)
- JCI West Indies National Convention – Antigua (2023)
- JCI West Indies National Convention – St. Vincent (2025)
- JCI West Indies National Convention - St. Lucia (2026)



Conference of Americas



- JCI Conference of America 2026 - West Indies, Antigua.



Contact/Social Media



QUICK LINKS

