

## Odle Proves Ability

Willing hands have been the backbone of Barbados Labour Party success since it was formed 62 years ago. It was the hallmark of the pioneers, those who followed immediately afterwards, and it now distinguishes persons such as Senator Jessica C. Odle.

Some will say this is natural for a daughter of the late Jack Odle who represented St. George North in the House of Assembly. In other words, it might be thought that Jessica has the political pedigree. But she shows her mettle perhaps more assertively than any of her lineage.

This is all to the good, for the BLP's future must rest with an energetic new generation.

A product of Girls' Foundation School, Miss Odle gained her professional qualifications at the London College of Fashion where she received a Diploma in Cosmetology. She also received a Certificate in Interpersonal Relations in Business from the University of the West Indies' School of Continuing Studies.

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In addition, she improved her communications skills through private tutoring in Portuguese and received certification in Basic Computer for Small Business from the Barbados Institute of Management and Productivity.

As if anticipating her enhanced role in the Barbados Labour Party, Jessica travelled to that great melting pot of politics, the United States, where she attended Yale University's Women's Campaign School to sharpen her electioneering skills.

Those who observed her on the campaign trail in Barbados leading up to General Elections on January 20, 1999 may think she had all that was necessary to help ensure victory for the Barbados Labour Party. If her stint in the US has added anything to her competence, the Party should benefit immeasurably from it.

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Meanwhile, Jessica is continuing to make her mark in the keenly competitive area of cosmetology.

She has been owner-manager of Crimpers Hairdressing since 1976. As technical consultant to world-famous Soft Sheen Products, she administers a company whose success is based on performance artistry, training and motivation of staff, superior products and optimum care of clients.

Miss Odle's skills have been engaged in raising the international profile of Soft Sheen in the Caribbean, Nigeria and Brazil.

She helped to develop a programme to train students in the specifics of black hair care at polytechnics in Rio de Janeiro, Bahia and Sao Paulo.

A part-time tutor at Erdiston College for students in the Certificate of Education Programme, Miss Odle has also been a Government Senator since 1994. She serves on the Library

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Committee, the Committee of Privileges, and the Joint Select Committee on Crime.

Extensively travelled, this legislator was a member of Commonwealth observer groups for general elections in Ghana and South Africa, and led the Barbados delegation to Trinidad for the Seminar on Gender Issues in the Health Sector.

One of Miss Odle's most important challenges came when she was appointed chairman of Barbados Conference Services Limited in 1998. Since then there has been significant acceleration in the financial turnaround of its main property, Sherbourne Conference Centre, after years of uncertainty and insufficient revenue to offset the cost of its construction and maintenance.

To her many functions, Miss Odle adds vice-presidency of the National Organisation of Women and hosting television talk-shows, including the

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Caribbean Broadcasting Union's "Talk Caribbean", which is telecast in 13 countries.

Enjoying a well-earned reputation for co-operation and assistance with various professional, social and governmental projects, Jessica Odle is truly an asset to Barbados and the governing BLP.