



Historic Ceremony at the Puerto Rico Convention Center

Time Capsule Buried in Main Garden Area

Please refer to: Iris Edén Santiago 939-642-4442

San Juan, P.R. - - As part of their corporate strategies, directors of the Puerto Rico Convention Center (PRCC) buried a time capsule on Monday. The time capsule, which will be opened in the year 2015, will be used as a metric for their performance and goals as the organization faces their 10th anniversary.

“This is an innovative way of proving our capabilities as a team,” said Blarys Segarra, General Manager of the PRCC. “Our way of raising the bar, setting up goals and not only achieve them, but excel at every one of them.”

Presentations, objectives, working plans, agendas, photographs, memos and other documents are buried in the time capsule, “things that reflect our corporate identity, our dreams, our responsibilities and our island’s reality.”

Segarra said that in 2015, as they open the time capsule, her team expects to rediscover themselves as better human beings and professionals, but also as leaders in the competitive and often times difficult conventions industry.

“This is creative drill that will allow us to measure our personal and professional growth,” said PRCC Human Resources Director Gina Montalvo, who designed the project. “That is why we encouraged everyone to include things that represent them as professionals and also as parents, friends, sisters and brothers...”

The time capsule will also measure the global scenario in 2015: politics, economy, hotel industry, airlines, cruiseships, weather conditions, transportation, food and beverage trends and other key elements that impact the convention business, both directly and indirectly.



“Time flies - - the world as we know it changes drastically, by the minute,” Segarra said. “Out island destiny is a paradise that we must monitor constantly in order to bring home all the business opportunities that we are able to handle - - In five years we might encounter a transformed industry, a new way of doing business, a new way of coordinating events and training employees.”

Montalvo said the drill represents a unique opportunity to monitor departmental plans and group strategies as each team will be able to write and design short and long term goals and objectives. Some 85 employees participated in the time capsule project.

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