

Absa  
jewish achiever awards  
**2014**



ARTS

ENTREPRENEUR

COMMUNITY

BUSINESS

SPORT

# WHERE GREAT MINDS *Meet*

South Africa's  
**Jewish Report**



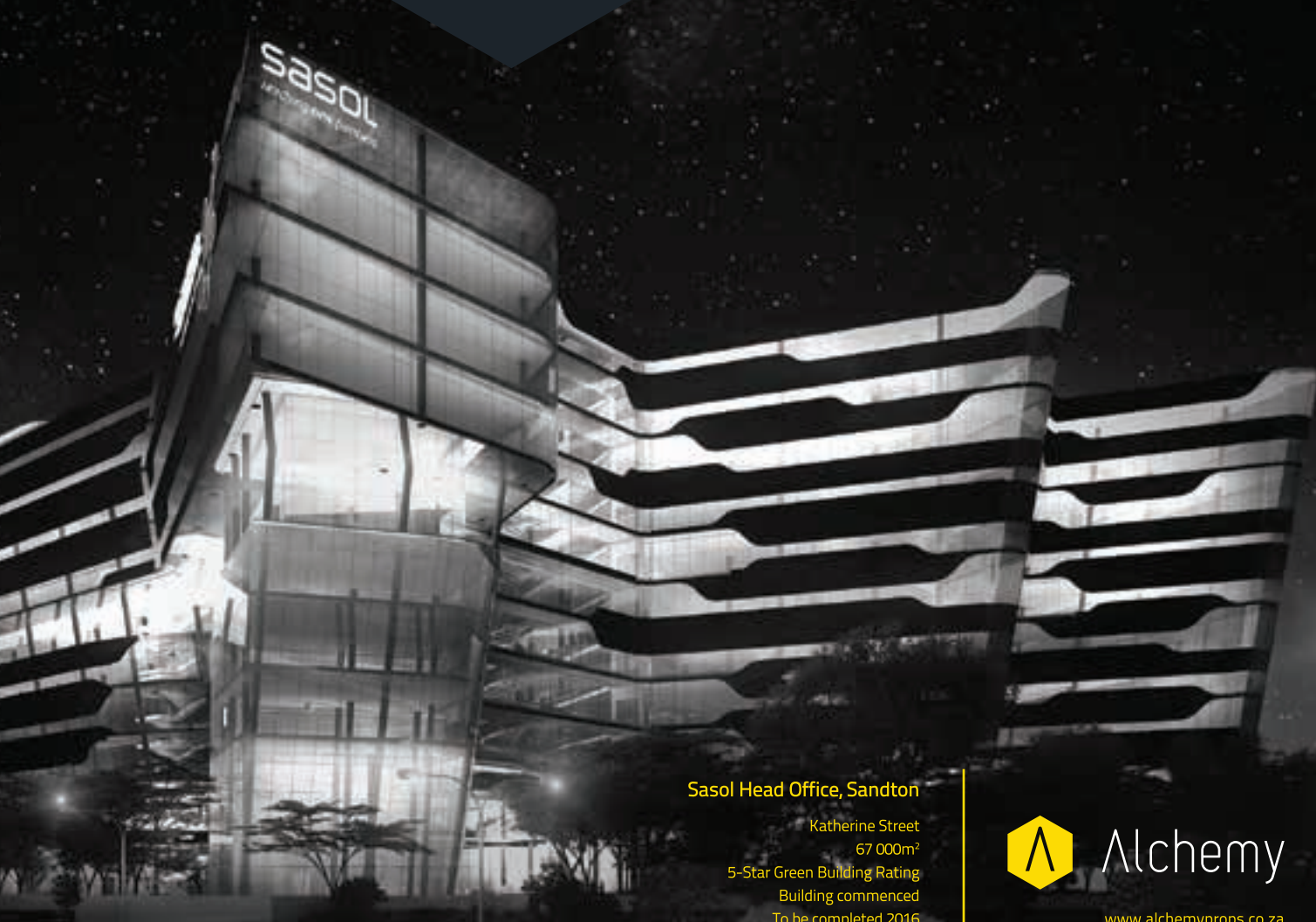
CHIVAS  
LIVE WITH CHIVAS

KIA  
The Power to Surprise



# Some write vision statements. We build them.

In 2007 Alchemy, a Johannesburg-based property investment and development company, was formed. Our mission was to forge a portfolio of quality investment properties by pushing the boundaries of what had gone before. It's a vision we've made real. A focused investment approach, innovative design and enduring relationships with our tenants have put Alchemy on the map. We're the largest property owners in Parktown's commercial node and we own one of Sandton's largest land assemblies, along Katherine Street, with Sasol as the anchor tenant. **So consider us when you want to make a statement.**



## Sasol Head Office, Sandton

Katherine Street

67 000m<sup>2</sup>

5-Star Green Building Rating

Building commenced

To be completed 2016



# Alchemy

[www.alchemyprops.co.za](http://www.alchemyprops.co.za)



# contents

## contents

### 02 messages

JEWISH ACHIEVER AWARDS CHAIRMAN'S MESSAGE: Howard Sackstein

### 04 NON-EXECUTIVE CHAIRMAN, SA JEWISH REPORT: Howard Feldman

SPONSORS' MESSAGES: Absa, Chivas, Kia and Creative Counsel

### awards

### 08 LIFETIME ACHIEVEMENT AWARD IN HONOUR OF HELEN SUZMAN: Meyer Kahn

### 10 CHIVAS HUMANITARIAN AWARD IN HONOUR OF CHIEF RABBI CYRIL HARRIS: Professor Jonathan Jansen

### 12 KIA COMMUNITY SERVICE AWARD: Rabbi Dovid Hazdan

### 14 JEWISH REPORT ART, SPORT, SCIENCE & CULTURE AWARD: Professor Valerie Mizrahi

### 22 ABSA ENTREPRENEUR AWARD FINALISTS: Ian Fuhr, Gil Sperling, Daniel Levy, Ryan Silberman, Shelley Geffen, Leon Rubenstein, Arthur Goldstuck, Adam Levy, Nadav Ossendryver, Jacqueline Clingman, Paul Berman, Lawrence Diamond, Mark Samowitz, Barry Spitz, Shalya Hirshson.

### 44 ABSA BUSINESS ACHIEVER AWARD (UNLISTED COMPANIES) FINALISTS: Ivor Ichikowitz, Michael Rudnicki, Cliff Garrun, Colin Lazarus, Gillian Ezra, Laurie Davidoff, Dawn Nathan-Jones, Anthony Orelowitz.

### 58 ABSA BUSINESS ACHIEVER AWARD (LISTED COMPANIES) FINALISTS: Mark Shwartz, Steven Braudo, Ronny Katz, Mark Kaplan, Philip Smith.

### 68 THE CREATIVE COUNSEL YOUNG JEWISH ENTREPRENEURS AWARD: Greg Blend, Grant Fieldman, David Lorge, Danny Nochumsohn, Ryan Canin, Nadav Ossendryver, Matt Sigler, Paul Ballen, Tom Raviv, Dan Stillerman, Ryan Peimer.

### stories

### 16 THE CREATIVE COUNSEL - "We always back the jockey, not the horse."

### 18 DAVOS - where great business, political & social minds meet.

### 41 NADINE GORDIMER - Farewell to a literary icon

### 42 DESIGN INDABA - where creative & business minds meet

### 56 Did Jews originate Psychology?

### 66 The Jews of Silicon Valley

### 72 The lay of the land in SA

PUBLISHER: SA JEWISH REPORT • Tel : (011) 274-1400

General Manager: Karen Knowles

Advertising: Britt Landsman, Marlene Bilewitz

PRINTERS: Kadimah Print

www.kadimah.com

DESIGN AND LAYOUT: Danielle Rovetti

EDITOR: Ant Katz

FLIGHTS SPONSORED BY COMAIR



# KosherWorld



TRULY KOSHER

*Mazaltov to the Winners & all Nominees*  
**From Kosherworld**  
**The only Truly Kosher Supermarket is on your doorstep**

1 LONG AVENUE CNR RIDGE & SUMMERWAY GLENHAZEL | 011 440 9517 | info@kosherworld.co.za | ORDER ONLINE: www.kosherworld.co.za  
MON-THURS 7AM-10PM | FRI: 7AM-4PM | SAT: 1/2 HOUR AFTER SHABBOS -10PM | SUN: 8AM - 10PM

## HOWARD SACKSTEIN

### Chairman: Jewish Achiever Awards



As I sit down to write this message, it feels like the entire world is being ripped apart at the seams. Ebola is rampaging through West Africa, Boko Haram have condemned hundreds of young Nigerian school girls to bondage, the Ukraine is being rendered asunder, airplanes are being shot from the sky, Israelis and Palestinians are fighting each other with increasing ferocity and social media has allowed rabid anti-Semitic racism to rear its putrid head within South Africa.

In these harrowing times, the role of media and accurate reporting in our society is crucial. The Jewish Achiever Awards were conceived 16 years ago as a charity fundraiser, to support the free publication and distribution of the SA Jewish Report Newspaper and the [www.sajr.co.za](http://www.sajr.co.za) website. Tonight, I am delighted that with your help and support, we will contribute a substantial amount of money to ensure the sustainability of the only national newspaper and website of the Jewish community in South Africa.

But how does one talk about achievement in the midst of all of this chaos?

In truth, the world is improved, not by governments but by people. Individual people, who decide that they themselves, can change the world for better.

Tonight at the Jewish Achiever Awards, we honour a group of remarkable South Africans who have contributed so enormously to the development of South Africa. Whether it's in business, entrepreneurship, the arts, humanitarian work or community service, the South African Jewish community can take enormous pride, not only in our achievements, but also in our part as role-models for the rest of South Africa. Our community has been at the forefront of the development of this nation, but achievement only reaches greatness when it serves as a means to inspire others.

This year we are delighted that two new sponsors have joined our long term partners Absa and Chivas as sponsors of tonight's event.

KIA Motors and The Creative Counsel, through Ran Neu-Ner and Gil Oved, have joined us to make possible this glittering evening of celebration, music, comedy and nachas. We trust our community will reward our new sponsors with as much business and enthusiasm as they have rewarded Absa Bank and Chivas.

This year we selected the theme, "Where Great Minds Meet". Whether it's Davos or Design Indaba or the Jewish Achiever Awards, when great minds meet and share ideas - magic happens.

This year we received over 270 public nominations, an all-time record. Our deep and sincere appreciation goes to all of you who participated in the nomination and judging process as well as to everyone who attended this remarkable event, advertised in this publication and sponsored the night.

These Awards do not happen without an enormous amount of work and effort. To our judges, conveners and auditors, Banie, Mike, Len, Steven, Geoff, Howard, Ran, Gil, Gidon, Adrienne, Lael and Garron, I am enormously indebted to you for your time and perseverance. To Grant Thornton we are especially grateful for your oversight to ensure that the judging process is free and fair.

To the remarkable and unique Herby Rosenberg, my fellow Board member of the SA Jewish Report, I am in awe of your energy, wisdom and sage advice. To our remarkable sponsors at Absa, KIA, The Creative Counsel and Chivas, these Awards would be impossible without you. To Anthony Katz and Danielle Rovetti who put this publication together and to Karen Knowles and Britt Landsman who sold advertising and ensured that its logistics were perfect, my sincere gratitude. To Sabrina, our even tempered event coordinator, you deserve a holiday when all of this is over.

May tonight sow the seeds of creativity, learning and collaboration and may we leave here tonight thinking – that is Where Great Minds Meet.



Understanding that everybody has a unique journey in life is how our Private Bankers help you **prosper**



Private Banking from Absa does not only offer you financial solutions that best suit your needs, we give you a dedicated financial partner who truly understands your unique path in life. Knowing we're with you every step of the way, you can go ahead and live a little... or a lot.

For more, visit [absa.co.za/prosper](https://absa.co.za/prosper) or call Private Assist on 0860 553 553  
Private Banking



# sponsors

**HOWARD FELDMAN**

**Non-Executive Chairman, SA Jewish Report**



It would not be unreasonable to think that we are heading into the perfect storm. At home in South Africa we are witnessing unacceptably slow economic growth, we are struggling to find the balance between the right to strike and to the damage to industry, anti-Semitism is at a level never seen before in this country and our power flickers with unpredictable consistency as Eskom battles to keep the lights on.

It feels that we are on the brink. And that is why the need for Jewish Media is so critical. The South African Jewish Report has a long history of editorial integrity, of passionate honest reporting and a deep commitment to South Africa, to its Jewish - as well as the broader - community and to Israel. At a time when the world is raising its voice against us, we play a vital role in communicating with each other and in setting the record straight. As times change, so have we. The past year saw the launch of our new on-line platform [www.sajr.co.za](http://www.sajr.co.za) and a much more aggressive approach to social media. This has been remarkable and our visitor rate is something that we are proud of.

I am proud of the commitment of our staff, what they produce

and their ongoing hard work despite the difficult environment. We recognise that it is not possible to make everyone happy all of the time and this is many fold more so in this environment. But it is a dynamic and we function with one eye on the future as we evaluate and re-evaluate the role of Jewish media and indeed the printed form on a constant basis.

But we cannot do this alone. We rely heavily on the support of the community to allow us to succeed. This support that might be in the form of loyalty to our product, active engagement on the multitude of issues that we debate, and of course financial support. We appeal to our readers and advertisers to keep us in mind and to help us to help our community.

We have incredible support from ABSA Capital, from Chivas Regal, from Kia and from the Creative Counsel – loyal supporters of our cause. We have incredible support from Grant Thornton and from our fantastic judges Geoff Rothschild, Steven Blend and Len Konar who give of their time and their knowledge year after year after year. And we have a Board who show passion and love and that is truly outstanding. Howard Sackstein, Chairman of the Achievers event is unparalleled in his commitment along with Herby Rosenberg whose guidance and wisdom around the boardroom table and away from it is something to be treasured.

The South African Jewish Report is a treasure. It is the stable voice of our community when the chaotic winds of discontent and of hatred swirl around us. It is a guide through the storm – help us to keep it steady and to keep it focused.

**CRAIG BOND**

**Chief Executive: Retail and Business Banking, Barclays Africa**



ABSA and Barclays Africa are proud to be the key sponsor of the 2014 Jewish Achiever Awards. I would like to congratulate all the nominees and winners of this year's Jewish Achiever Awards.

The Jewish Achiever Awards honour members of the South African Jewish community who have excelled in business, entrepreneurship, lifetime achievement, arts, science, sports and culture as well as humanities.

These Awards are not simply about accomplishment, but also about leadership, which align with our corporate values of respect, integrity, service, excellence and stewardship. These awards acknowledge and reward innovation. They value business enterprise and expertise. They recognise and celebrate that we are bound by our common humanity for the common good. They play a pivotal role in creating positive change within our communities.

ABSA's support of these awards goes back over a decade. Our

proud association is testament to our intention to build and maintain lasting relationships within the communities in which we operate. It also provides us with an excellent opportunity to interact with our valued clients, colleagues and members of the Jewish community.

We salute all this year's nominees and winners and their significant contributions to innovation, job creation, technological advancement, education, advancing the cause of humanity and fostering prosperity in our country, and to their contributions to society at large, and their noteworthy achievements. The nominations in the various categories are again of the highest caliber, showcasing the scope and distinction of Jewish talent, drive and hard work.

Barclays Africa is one of Africa's largest financial services groups. We offer personal and business banking, credit cards, corporate and investment banking, wealth and investment management, as well as Bancassurance. We are uniquely positioned as a fully global, fully regional and fully local bank, with majority stakes in banks in Botswana, Ghana, Kenya, Mauritius, Mozambique, Seychelles, South Africa, Tanzania, Uganda and Zambia and representative offices in Namibia and Nigeria. We combine our global product knowledge with regional expertise and our extensive and well-established local presence in Africa to serve our clients even better.



# sponsors

**MANDLA HOLOMISA**  
**Brand Manager: Chivas Regal**



Chivas Regal is proud to be a sponsor of the Absa Jewish Achievers Award 2014, a prestigious award dedicated to excellence and opportunity for the South African Jewish community.

Chivas Regal's support for this award is motivated by the importance of driving and cultivating excellence in our markets. We have a proud heritage of luxury and unity - ideals we share with the Jewish community.

Chivas Regal, created by the brothers, John and James Chivas, is the world's first luxury whisky mastered through the delicate art of blending fine ingredients, passion, luxury and enjoyment. It is in this spirit that we are proud to present honours to the Chivas Humanitarian Award that celebrates an individual who maintains a fine balance between material wealth and spiritual fulfilment.

We would like to congratulate all the winners of the Absa Jewish Achievers Award 2014 and we look forward to the celebrations – the Chivas Regal way.

In our quest for excellence, we are also thrilled to announce a pioneering campaign that will unearth and pave the way for more local achievers. From September, Win the right Way will call on social entrepreneurs to show how their business plan aims to solve a community issue that will change people's lives and we look forward to sharing this with people who understand what it means to achieve excellence.

# THINK

(before your next print job).

For a complete print solution, look no further than **Kadimah Print**. Based on values of honesty, integrity and fairness, our family-run business provides customers with an assurance to deliver print perfection, quality service, and competitive pricing. Food for thought.

To find out more visit [www.kadimah.com](http://www.kadimah.com), email [sales@kadimah.com](mailto:sales@kadimah.com) or call us on **086 125 8883**.



# sponsors

## RAY LEVIN KIA

Kia Motors South Africa takes great pride in announcing its sponsorship of the Kia Community Service Award, which will be presented in 24 August 2014 at the gala banquet of the ABSA Jewish Achiever Awards.

Ray Levin, CEO of Kia Motors South Africa (KMSA), was the recipient of the Jewish Achiever Award for Unlisted Company of the Year in 2013, which he shared with Ran Neu-Ner and Gil Oved from The Creative Counsel.

"It remains an achievement to merely have been nominated as a finalist, and being selected as the overall winner remains an honour," says Levin. "I feel truly blessed and in awe of being recognized in the same space as the award's notable previous winners, and I am truly humbled by the recognition."

"The support of the Kia brand from within the Jewish community remains fantastic, and we believe that this sponsorship is but one way in which to show our gratitude and give something back to the community," he adds.

Over and above his role as CEO of KMSA, Levin supports a variety of non-profit charities in his personal capacity and through KMSA's CSI initiatives. Some of these programmes include Shout SA, the Smile Foundation, CANSA and KMSA's own CSI initiative, Kia Street Soccer, which focuses on youth development through life skills coaching, nutritional education and the development of sporting talent.

"South Africa has its own challenges in the socio-economic

sphere, and Kia Motors South Africa will continue to support these organisations," Levin adds. "As a South African and a businessman, it gives me great pleasure to be able to support and assist community projects that focus on the upliftment of people, increased access to education and the eradication of poverty."

As a proud member of the Imperial Group, KMSA also supports Imperial i-Pledge, which endeavours to promote safe and responsible road usage amongst its 35 000 employees in order to encourage greater awareness of road safety and the cultivation of safer, more considerate driving habits among all South African road users.

"We encourage all members of the public to follow our example, to take the pledge and to become the change on the roads that we all wish to see," says Levin. To take the pledge, visit [www.ipledge.co.za](http://www.ipledge.co.za).

Over the past 15 years, Kia's dealership footprint has expanded to more than 68 operations, with coverage for the brand into Namibia and Zimbabwe. These are spread nationwide, across all major metropolitan areas. The overwhelmingly positive changes in public perception about the brand continues to challenge the existing, traditional players with an exciting alternative across a variety of vehicle segments.

"We want to thank South Africa for its continued support of the Kia brand and its products, without which we would not have been able to show the continued market growth that we've been fortunate to experience," says Levin.

## RAN NEU-NER AND GIL OVED The Creative Counsel



The latest labour force survey from Statistics SA states that 25.5% of South Africans are without a job while according to the World

Economic Forum Global Risk 2014 report; the country has the third highest unemployment rate in the world for people between the ages of 15 to 24.

The report estimates that more than half of young South Africans between 15 and 24 are unemployed. This presents a massive challenge for both the government and its stakeholders to create jobs to curb this crisis which has a severe knock-on effect which includes increase in crime and poverty.

We have a passion for fostering and developing entrepreneurial talent and believe it remains key to solving the country's escalating unemployment rate. Having ourselves traveled the bumpy road to self-employment and now find ourselves in a position to create jobs for thousands of people, we have witnessed first-hand the difference entrepreneurs can make.

The Creative Counsel is proud to be sponsoring the Young Jewish Entrepreneur Award. The experience and tenacity built over the years has equipped us to be able to offer mentorship to many aspiring young business people and we will be able to offer the same to the winner of this category.

Congratulations to all the winners of the ABSA Jewish Awards and we hope you will continue your bit in creating jobs and pursuing business excellence.





*cutting through complexity*

## Celebrating our local stars

### Mazel Tov to the nominees and winners of the Jewish Achievers Awards of 2014

KPMG unlocks the opportunity of doing business, to ultimately inspire confidence and empower change in today's dynamic and ever-expanding markets.

**Contact us:**

Michael Rudnicki

T: 083 377 6492

E: [michael.rudnicki@kpmg.co.za](mailto:michael.rudnicki@kpmg.co.za)

Robyn Berger

T: 083 273 7390

E: [robyn.berger@kpmg.co.za](mailto:robyn.berger@kpmg.co.za)

[kpmg.co.za](http://kpmg.co.za)



## Lifetime Achievement Award in honour of Helen Suzman

### MEYER KAHN

#### MEYER KAHN THE PHILANTHROPIST

Kahn is a famously humble man who has always kept his philanthropic activities and community involvement very much to himself. But he has “an absolute care for people, all people,” says Rabbi David Masinter. “You always walk away from him feeling better than when you walked in,” says R. Masinter, adding that Kahn is a “giant of man who is exceptionally humble.”

His three most well documented philanthropic contributions to have been: Chabad’s Miracle Drive; his passionate contribution to SA society; and his unrelenting support for Israel.

**MIRACLE DRIVE:** In 1988, says Rabbi Masinter, Chabad had financial difficulty and was fighting for its survival. Masinter, who had never met Kahn before, called him to help. Kahn immediately rose to the challenge. While Kahn was not a Chabadnik himself (he remains a member of West Street Shul to this day), R. Masinter says Kahn “saw a Jewish institution in deep trouble, it wasn’t about philosophy, it was simply about a Jewish organisation, or people, in trouble,” he says.

Chabad’s Miracle Drive was born – with Kahn as its chair. “He’d get involved to fix the machine and give direction, he said he would put his name to it, here was the CEO of one of the biggest corporations in SA,” says Masinter, “his name gave it status.” From the inception of the first Miracle Drive in 1989, Kahn was its Honorary Chairman, until 1997 when he took his sabbatical as SAPS CEO. Thereafter he returned as President, a position he still holds.

**SOUTH AFRICA:** Kahn’s sabbatical as CEO of SAPS -0 putting his name on the line for the police - is detailed above. “That’s how he is,” says Masinter. “He supports all South African causes in this way. He can’t say no.”

Apart from his personal philanthropy to SA causes directly, says R. Masinter, Meyer Kahn’s contribution to Miracle Drive also reached the community at large. “It services the entire Jewish community and extends beyond into the wider South African society,” he says.

**ISRAEL:** While Kahn’s unrelenting personal support for Israel is the stuff of legend, financially, nobody knows, says Masinter. That’s the sort of Kahn is, he says: “Generosity of spirit, not a boastful person, being able to save a life, save a world, that is what matters to him.

“He is just the ordinary boy from Brits, he cares deeply about people, a humble man who is observant and deeply traditional,” says Rabbi Masinter of his mentor.

Read more about Meyer Kahn on [sajr.co.za/Achievers](http://sajr.co.za/Achievers)

Meyer Kahn may be best known to the world at large as the CEO and later Chairman of SABMiller Plc. But to his community, he was so very much more.

Jacob Meyer Kahn, BA (Law), MBA (UP), DCom (hc), SOE, served as Group MD of SABMiller PLC (formerly SA Breweries) from 1981 to 2012 and as Executive Chairman from 1990 to 2012.

Kahn joined the SAB group in 1966 and occupied executive positions in a number of their retail interests. In 1977, he was CEO of the OK Group. Among his notable business awards are: one of SA’s five Top Businessmen (1983); Marketing Man of the Year (1987); Business Manager of the Year (1990); Wits Award for Business Excellence (1991); Professor Extraordinaire, Pretoria University (1989); The SA Police Star for Outstanding Service (SOE) (2000); and MBA (honorary doctorate in Commerce), Wits, (1990).

At the pinnacle of his career, and at the behest of then-President Nelson Mandela, Meyer Kahn commenced a two-year sabbatical secondment to the SA Police Service as its CEO in 1997.

In April 2012, SABMiller Plc announced with regret that after 46 years of service Kahn would retire as Chairman, effective from the year’s AGM in July, and would be succeeded by then-CEO Graham Mackay.

John Manser, who was Senior Independent Non-Executive Director and Chairman of the Audit Committee at the time (and who subsequently added Deputy Chairman of the board to his duties), said at the time that “The senior management team at SABMiller has been one of the most stable and consistent in the FTSE 100, with the Chairman and Chief Executive being amongst the longest serving in their respective posts. Under Meyer Kahn’s extraordinary leadership, both as group managing director and latterly as Chairman, the Group has grown from its South African roots to become one of the world’s largest and most respected brewers. The Group and its shareholders owe a huge debt to Meyer and to the executives whom he has developed and who have worked so closely with him over his years at the helm.”





# Mazel tov to the achievers of 2014

We salute your effort, courage and determination. May you grow from strength to strength, from all of us at Pick n Pay.

# humanitarian



## Chivas Humanitarian Award In honour of Chief Rabbi Cyril Harris, Z"tl

### PROFESSOR JONATHAN JANSEN

Few people have had the positive societal impact in recent South African history as Professor Jonathan David Jansen. He is an internationally renowned education academic and a leading intellectual expert. He has a solid academic grounding, is a captivating speaker, a best-selling author and a master story teller. His insightful and forthright comments on education and societal issues as a speaker and columnist are the stuff of legends. Jansen, in short, calls it as he sees it – and he sees through the eyes of a free thinker. He is, indeed, a most worthy Chivas Humanitarian Award winner.

In his more recent leadership roles at Universities, his true wisdom and leadership colours have shone through “with compassion, humility and deep understanding,” as one pundit put it.

**“There is a fascinating revolution underway with respect to language usage in everyday life on a university campus like the UFS: there is no discernible tension, anymore, about using English only in meetings of residences and other public meetings where all students (and staff) are in one place.”**

Today, as Rector and Vice-Chancellor of the University of the Free State, Jansen has overseen the transformation of the once whites-only Afrikaans institution with aplomb. To a lesser or greater extent, Jansen has led through his example, the transformation of education as a whole in SA.

Jansen is also the Honorary Professor of Education at Wits and visiting Fellow at the National Research Foundation. He also serves as an Independent Non-Executive Director for Advtech Limited and is the Chairman at the School Evaluation and Teacher Appraisal.

Amongst his current positions are:

- Bloemfontein Administrator - Durban University of Technology since 2006
- Chairman - School Evaluation and Teacher Appraisal
- Non-Executive Director - ADVTECH Ltd
- Vice-President - Academy of Science of South Africa
- Chairman - Ministerial Committees on Further Education and Training
- Rector and Vice-Chancellor - University of the Free State

Professor Jansen's Degrees include:

- Honorary Doctor of Education - The University of Edinburgh
- Honorary Doctorate - Higher Education Administration - Cleveland State University

Jansen is the author of two widely read books: 'Knowledge in the Blood: How white students remember and enact the past' (2009)

and 'We Need to Talk' (2011).

Jonathan Jansen has risen above the challenges of being classified as a Coloured under the Apartheid era, and as part of his own growth, is helping South Africa rise above the barriers of racism.

#### RACIAL INTEGRATION, RE-SEGREGATION, AND CONTROVERSY

Jansen was born on 29 September 1956 in the picturesque town of Montagu in the Western Cape. He grew up there, in a township on the Cape Flats. His youthful outlook was shaped by upheavals, including the loss of family land and property due to forced removals.

He graduated with a BSc from the University of the Western Cape, completed his teaching qualifications through UNISA, and went on to obtain his masters from Cornell University in the US and his doctorate from Stanford University and is internationally regarded as one of the top researchers in the field of education.

UFS only admitted its first black students in the early 1990s, as apartheid began to collapse. Students of all races at first supported racial integration of housing, and for several years UFS was seen as a model integration project. However, in the late 1990s, blacks began to form a larger percentage of the student body and, after a 1996 riot, the UFS student residences became de facto re-segregated.

In addition, as classes became offered in English as well as Afrikaans, so they became segregated as whites favoured Afrikaans-language classes and blacks favoured English-language classes.

#### “NOTHING SHORT OF A MIRACLE”

UFS also faced controversy in 2008 following a video made by four white students of the Reitz residence which was referred to as being a protest against racial integration on the campus. The council of the university closed the Reitz hostel over the incident and the incident triggered a broader investigation into racism in education by the Department of Education.

It was into this toxic environment that Jonathan Jansen - a strong proponent of intellectual freedom – was thrown as Vice-Chancellor. He has subsequently initiated a process for campus-wide racial integration among students which included inviting the four students to continue with their studies at the university. In 2010 The university was awarded the World Universities Forum Award for Best Practice in Higher Education which praised amongst other the racial integration and harmonisation of the student community.

On receiving her honorary doctorate in education from the university in 2011, Oprah Winfrey called the transformation of the university “nothing short of a miracle.”



# EVERY TASTE A NEW EXPERIENCE

With 85 flavour notes in every drop, each sip is a new discovery.



 CHIVAS 18

 /CHIVASREGALSA

**Drink Responsibly. Not for Sale to Persons Under the Age of 18.**



## Kia Community Service Award

### RABBI DOVID HAZDAN

Any of the thousands of people whose lives have been touched by Rabbi Dovid Hazdan, know that he is a humble man – with boundless wisdom, an insatiable drive and passion for what he wants to contribute to the Jewish community and beyond. And of the successes he has achieved.

Born in Warmbaths, Hazdan spent most of his early years in Joburg. He was schooled mostly as a pioneering student at Yeshiva College and matriculating at Torat Emet.

“I wanted to pursue my studies – but I didn’t know if I would want to be a Rabbi,” he says. But he believed that his “most important mission would be investing in a community, somewhere in the world, as a shaliach of the Lubavitcher Rebbe.”

At the tender age of 16, he went to study for three years at Yeshiva Kfar Chabad in Israel, three more at a Chabad Yeshiva in Connecticut and, finally, two years at Central Yeshiva 770 at Chabad headquarters in Brooklyn, where he received his Smicha in 1981.

In 1982 Rabbi Hazdan married Feige, a Canadian/American. He was looking at various offers, he says, “when the Rebbe directed us to come to South Africa. He clearly believed in a positive future for South African Jewry”. He was brought back to SA by the Lubavitch Foundation to become Principal of Torah Academy Boys High (TA) in 1983. The school had just 15 students. “TA became a precious jewel in my life,” he says. Today he is Dean and the school has 550 students. “I feel privileged to be involved with children and helping give them the seeds of their life.” He had found his calling.

Rabbi Hazdan’s CycAlive project has been a wildly successful project. “CycAlive was born from an idea of the Torah Academy Grade-11 students in 1998,” he says, who came up with a suggestion for a fundraiser with a difference – to cycle to Durban! The first CycAlive in 1998 was a six-day relay cycle event involving 20 kids, adults and support vehicles. The bulk of the funds raised went to building computer rooms for the Soweto schools. CycAlive was embraced by the Nelson Mandela Foundation and is highlighted on their website as a major Mandela Day event.

By 2013, the event had 35 students from the three schools and six from Israel. The 2014 event will be even bigger. The biggest significance of CycAlive, says Hazdan, is the interaction between

the participants. At first, Soweto students may find it strange to see TA students riding with tsitsis flying in the wind. But, he says, what resonates is the ability to be able to be proud of your individuality and realising that it does not threaten our diversity. R. Hazdan has personally participated in every event, although he admits that today he spends less time in the saddle.

Rabbi Hazdan’s Great Park Synagogue chapter started in 1989 when he was approached to assist as Rabbi. For five years this entailed a 5km walk from Observatory, where he lived. “The community in the area had an illustrious past, but a very precarious future,” he explains. “Everyone thought I was mad becoming involved with an old aged home.” Most Shuls in Yeoville and Berea were closing down. But at Great Park in Joubert Park a corps of die-hard members, led by Cyril Goldstein, were determined to “replant the community and create a future for it.”

Great Park closed in 1994 and R. Hazdan began a small 120-seat Shtiebl shul at his new Oaklands home. On big Yomim Tovim they hired the TAC. It took five years of approvals and fundraising but in 2000 they opened the magnificent new Great Park campus – despite huge opposition as to the relevance for a new Shul, says Hazdan. There was. And today they have 750 members as well as one of the, if not the most, active Shul campuses in the country.

“In the first five years of my association with The Great Synagogue I had a magnificent building without a significant community; for the next five years we had a rejuvenated community without a proper building,” he says, and suddenly they had the marriage of both. Hazdan gives much of the credit to Great Park chair Clive Blechman, “who has contributed so much to our new Shul.”

The walls of the new Shul, styled on the old Great Park, include the foundation stone of the first Shul built in Joburg in 1888, Shar Hashamayim. Pieces of many other Shuls are built in too. The walls contain portraits of the earliest leaders of 19th Century SA Jewry.

Great Park’s Lag Ba’omer SHMOOZA event today attracts over 3,500 people from 50 organisations and communities and results in donations of thousands of blankets and winter jackets through Afrika Tikkun.

Last year GPS opened a magnificent Spa-like Milkva which presently services over 80 families and has become a preferred venue for brides and is used as an educational resource.

Dovid and Feige Hazdan have four children, three girls and a boy, and four grandchildren, three boys and a girl.

Read much more about Rabbi Hazdan on [sajr.co.za/achievers](http://sajr.co.za/achievers).





**Sometimes what you need  
is also what you want.**

The KIA Sportage 2014 Facelift.

The KIA Sportage 2014 Facelift makes looking good easy and feeling good about your decision even easier. The only difficult thing will be choosing the colour you want. Test drive one at your nearest KIA Dealership.



The Power to Surprise

## Jewish Report Art, Sport, Science & Culture Award

### PROFESSOR VALERIE MIZRAHI



Professor Valerie Mizrahi beat an eminent list of nominees to take the Jewish Report Art, Sport, Science & Culture Award.

Born and raised in Harare, Valerie was the second daughter of Morris and Etty Mizrahi. After finishing school in Zimbabwe, she moved to UCT, where she did a BSc degree in Chemistry and Maths before obtaining her PhD in Chemistry in 1983.

She worked in the US for several years before returning to South Africa in 1989 to establish a research unit at the South African Institute for Medical Research and Wits University, where she remained until 2010. During her 20 years at Wits and the National Health Laboratory Service in Joburg, she built a world-class programme in TB research.

"I am extremely close to my family and very proud of my Sephardi heritage, from both sides of the family," says Valerie, who belongs to the Cape Town Sephardi Shul. Her parents have just celebrated their 60th anniversary. "My kids are everything to me, and my parents and sister who all live in Johannesburg."

"It is a great honour to be recognised by my own community," Valerie says of her Award, "and I think that it's great that Science is included." Prof Mizrahi says that, especially "in the in SA context, and partly as a woman, if it could in some way encourage young people to look at science as a career and say 'that's pretty cool' it would be nice."

"I am being paid to do what I love," says Valerie, who hopes her award will inspire others to look at science as a career.

In 2011 Valerie moved to UCT as director of the Institute of Infectious Disease and Molecular Medicine, a major postgraduate research institute where world-class scientists work together to tackle the major diseases in Africa. She also directs an extramural research unit of the South African Medical Research Council and leads the UCT node of the DST/NRF Centre of Excellence for Biomedical TB Research, a major, multi-institutional research centre, which she co-founded in 2004.

Valerie's research is aimed at understanding the biology of the TB bacterium with a view to contributing to the development of new tools to control TB - a devastating disease that claims 1.4 million lives a year across the world and is the leading cause of death in SA.

In 2009, Valerie was awarded an "A" rating from the National Research Foundation of South Africa, having been recognised by her peers as a world leader in her field. She has published more than 110 papers and book chapters. She is a very active participant in the global TB research community and is a passionate advocate for TB research. She has organised major international conferences in this field.

In 2007, Valerie received the Order of the Mapungubwe (Silver) from the SA State President in recognition of her contributions to biochemistry, molecular biology and tuberculosis research in this country. Her other major awards include the 2000 Unesco-L'Oréal For Women in Science Award (Africa and Middle East Region), the Department of Science and Technology Distinguished Woman Scientist Award and the Gold and Silver Medals of the South African Society for Biochemistry and Molecular Biology.

In 2013 Valerie was awarded the prestigious Christophe Mérieux Prize from the Mérieux Foundation and Institut de France in Paris in recognition of her contributions to TB research and training in Africa.

Valerie is an Associate Fellow of the Academy of Sciences of the Developing World, a Fellow of the Royal Society of South Africa, a Member of the Academy of Science of South Africa, and a Fellow of the American Academy of Microbiology. She has served on the Board of Directors of the KZN Research Institute for TB and HIV, and the Council of Scientific Advisors of the International Centre for Genetic Engineering and Biotechnology in Italy.

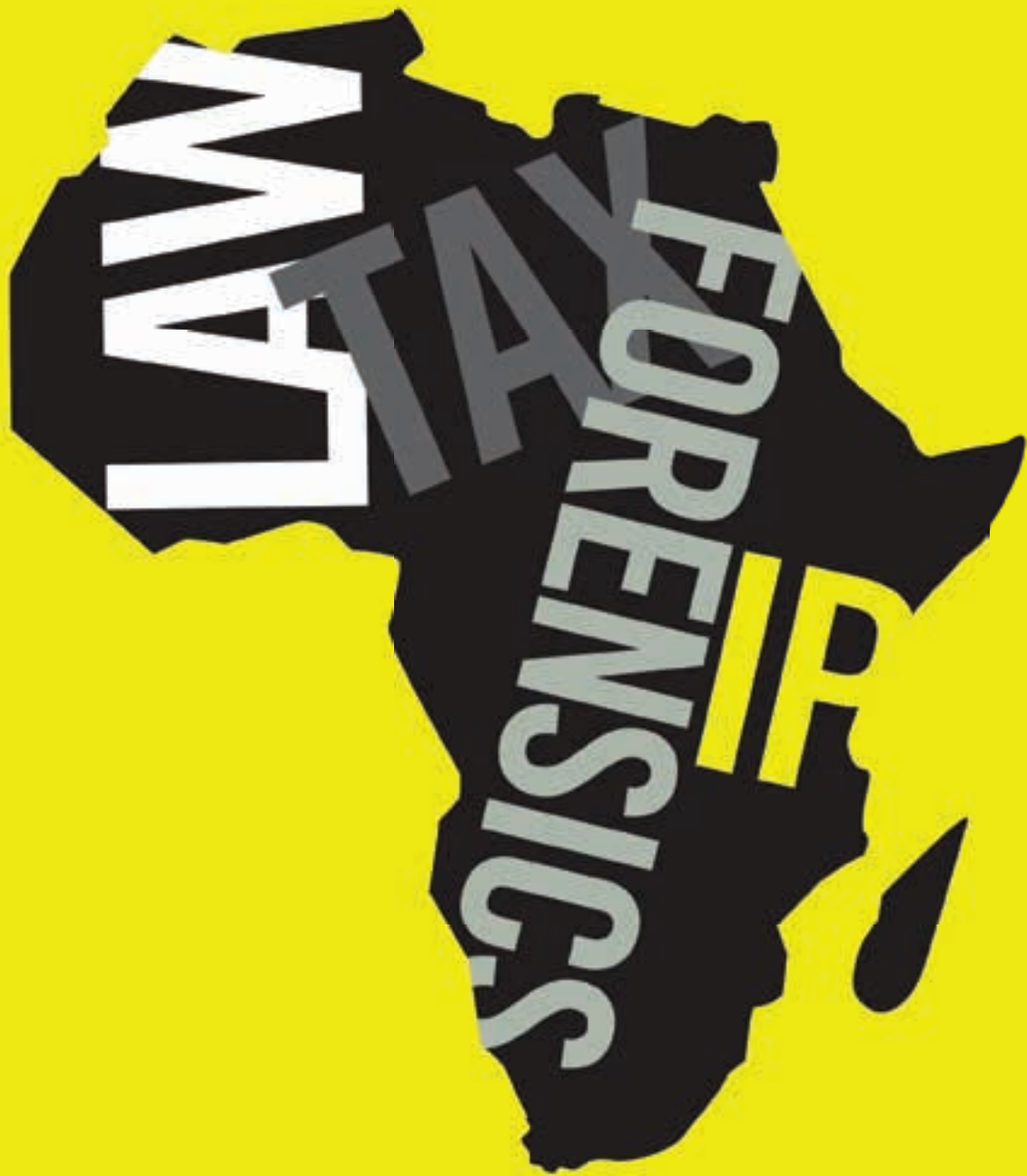
Prof Mizrahi currently serves on the Scientific Advisory Boards of K-RITH, the Global Alliance for TB Drug Development (New York), and Innovative New Medicines for Tuberculosis (Lausanne), and on the Discovery Expert Group of the Bill and Melinda Gates Foundation (Seattle).

During her career, Valerie has trained more than 40 postgraduate students. The majority of her trainees have remained involved in biomedical research and some have moved into leadership positions at institutions in South Africa and abroad.

When she's not on an aeroplane, Valerie lives in Cape Town with her two daughters, Dani and Natalie Sher - who are both studying at UCT.

One of Valerie's most significant accolades is that she was an International Research Scholar of the Howard Hughes Medical Institute from 2000 to 2010 and was subsequently selected as a Senior International Research Scholar of the HHMI from 2012 to 2017.





**ENSafrica** | Africa's largest law firm

[ENSafrica.com](https://ensafrika.com)

*ens* AFRICA



By Ant Katz

## “We always back the jockey, not the horse.”



Ran Neu-Ner and Gil Oved, Co-CEOs of The Creative Counsel, were co-winners of the Absa Business Achiever Award in 2013 in the Unlisted Companies category.

The 38-year-olds’ advertising agency is the largest in the country in terms of billings and employs over 600 full-time and thousands of part-time staff.

This year, Gil and Ran, together with The Jewish Achiever Awards, decided to create “The Creative Counsel Young Jewish Entrepreneur Award” for young entrepreneurs under 28. Their sponsorship of this new award will run for at least three years – (see more on pages ?? and/to ??)

But they didn’t start out ‘living the dream,’ despite the incredible success they have attained today. And that’s why this dynamic duo have set out to invest back into young Jewish entrepreneurs by creating this new award.

Ran says that “the reason we were both inspired to create this award is because we are both born entrepreneurs. But we banged our heads a few times before we made it,” he says. “We started a business together at 22, which failed,” adds Gil, “so we know how hard it is.”

“Then we started this business at 25,” that’s Ran again. “Now we are in our fourteenth year and everyone thinks it was an overnight sensation.” Adds Gil, “Overnight success takes a decade!”

These guys are good friends, partners and know each other so well that they finish off each-other’s sentences. It’s hard to attribute who said what as they speak as a pair. “We know what it takes for a young entrepreneur – how much the lack of credibility and experience affects them, that’s the gap we want to fill with this award,” they say. “We’re looking for people who have that sechel – but just need mentorship.”

Ran says that they now have the experience and wisdom and want to be able to offer their mentorship to the right candidate each year.

When they attended the interviews for the 2013 awards, says Ran, they never considered they had a shot at winning in the face of the incredible standard of the other finalists. “Even on the evening itself, we went to the gala as spectators, we hadn’t thought for a second that we stood a chance of winning.” Gil comments, “There was no way we were going to win it – we didn’t even prepare speeches.”

“It was like at the Oscars when winners say ‘we never prepared a speech’ – when we were walking up we looked at each other and wondered what we were going to say,” says Ran. “Gil said, ‘let me talk first’ which gave me a feeling of relief. But it backfired in my face,” he says. By the time Gil had finished speaking, he had said everything Ran had thought to say!

So, what exactly do Gil and Ran do – and do so successfully?

“Our business is quite broad,” explains Gil. “We provide marketing services and solutions – from creative and strategic all the way through to execution and fulfilment.” “We help brand-owners market their products to their consumers,” adds Ran.

Isn’t that what all ad agencies do?

Not like they do it. The Creative Counsel Group consists of itself, and seven separate but related companies, all on the same premises, each with its own business unit head. Sometimes they compete against each other, at other times they complement each other and work together. Ran and Gil don’t prescribe in this process.

“The Creative Counsel is an activation entity in its own right – and uses all the companies to deliver a solution that meets the clients’ needs,” says Gil. If it is best for the client, they will outsource certain services. But, through acquisition and start-ups, they have tried to ensure that their agency has the in-house skills to “keep it within the micro-economy that we have created as a group,” says Gil.

However, he says, everything is at arm’s length. “Everyone has to stand on their own two feet. We encourage them to work together but at times, when they need to compete, we encourage that too.”



## WINNING THE 2013 ACHIEVER AWARD

What did winning the Award mean to them?

"It is definitely nice to get the recognition of one's own community," says Ran. "We don't do this to earn accolades," says the multi-award winning Ran, but this one was different.

Says Gil, "We certainly raised our profile among the Jewish community!" Also, he says, unlike winning creative awards or awards from clients, this was different. "It gave us the opportunity to take a moment and to look back. To pat ourselves on the back a little bit. We never planned to win something like this!"

It was then, says Ran, that they realised what a great honour it was to be able to be associated with their own, wonderful community and that was when the penny dropped and they realised that they were in a position to be able to put something back into the community going forward.

Were their families proud of them?

"We both come from families of immigrant engineers who are conservative in nature," says Ran. Although their parents didn't know each other, they both come from stereotypical Jewish families. "Our parents had wanted us to go into the corporate world," says Ran, but at the same time they "encouraged us to follow our dreams. Even after we failed in our first business they both encouraged us to continue following our dreams," Ran says.

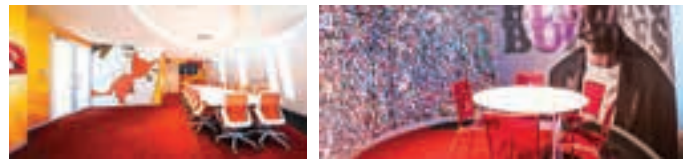
Gil finishes off the thought, "As much as they thought our ideas were wonky and crazy, they were prepared to support the fact that we had our own dreams."

"Now, after all these years, now they are very proud of us," Ran ends off.

When Ran and Gil decided that it was time for The Creative Counsel to build their own premises, they bought a high-profile property on Corlett Drive and decided to make a statement. They did so in spades! The most amazing thing about their building is that, as incredible as it is on the outside – seeming to defy gravity – inside is even more amazing. The work spaces are different – creative – open yet isolated into completely different themes.



They aim to either encourage creative thinking in shared spaces, or are task-orientated for the various business units. It seems that Gil and Ran couldn't do anything in a conventional way even if they tried!



So what's next for them?

Gil says they are planning to go global by expanding into other 'emerging markets' – an area they know best and are leaders in. They recently signed a deal with one of their bigger clients, Unilever, to open an office in West Africa and do the giant multinational's marketing there. They are opening an office in India, too. "We're taking our IP, which we have developed in SA, to new markets," says Gil.

Within SA, Ran and Gil plan to grow their services to existing and new clients. "This is an ever-evolving industry," says Gil. "We are pioneering in the industry and looking to grow both organically and acquisitively. We are looking for young talent to grow and nurture across the board.

Asked why the pair had decided to spell the name of their business Counsel, Gil says: "We felt that it was creative and that our clients needed counselling and guidance on a wide variety of marketing needs. It is a statement of intent. Everything we do is about creativity," he says.

Gil says they have always tried to grow members of their staff organically. "If we see a gap, and want to fill it, we see if we have the skillset." If they don't, they acquire a person or a business that shares their own flavour and innovation. "On top of that, we have identified people who we like – we have a philosophy in the business: "We always back the jockey and not the horse," says Gil.

"You may buy into a certain business and the environment may change," he says. "If you have the right leadership in place, you know that they will have the ability to adapt and capitalise on opportunities as the business environment changes."

"Everything we have done has been lessons we have learned from the skin of our own backs, from sheer trial and error." Ran and Gil expect their staff, managers and business unit heads to take calculated risks too.

"You have to inspire others to walk to the same beat – and to mentor and groom young talent. If people can't be an entrepreneur, they must be an intra-preneur," he says. "A lot of our guys are responsible for their own profit and loss statements – Ran and I are very competitive (with each other)" says Gil, and that has benefited their clients, left most of the competition in the dust and

# davos

## DAVOS, WHERE GREAT BUSINESS, POLITICAL AND SOCIAL MINDS MEET

By Dina Diamond

According to Wikipedia, "Davos is a municipality in the district of Prättigau in the canton of Graubünden, Switzerland." However, to the global elite, Davos is much more. It is truly where great minds meet.

Davos has become the common term used when referring to the annual meeting of the World Economic Forum. The World Economic Forum (WEF) is an international institution committed to improving the state of the world through public-private cooperation. Its members comprise CEOs of the biggest global corporations, world leaders, politicians, entertainers, actors, technology innovators, social entrepreneurs, philanthropists and generally the who's who of society.

Around January each year the Swiss Alpine resort is transformed into a hub of activity with the 2500 high profile delegates representing over 100 countries, along with entourages and security personnel, flying in from all over the globe to attend the most renowned gathering in the business and social calendar. In Davos there are no titles, everyone is called by first name, no matter who you are.

The WEF was originally founded as the European Management Forum in 1971 by a group of European business leaders headed by Klaus Schwab, then Professor of Business Policy at the University of Geneva, at a meeting which took place in Davos, Switzerland. The organisation was subsequently incorporated as a not-for-profit foundation. The change of name to the World Economic Forum occurred in 1987 to reflect its expanding scope, incorporating not just European but also global interests and challenges.

From the outset, the impact of the Forum was felt in improving political, economic and social awareness, acting as a catalyst for major bridge-building efforts. The Forum also played a role in highlighting the latest global trends and developments, promoting understanding between East and West after the fall of the Berlin Wall, encouraging peace and reconciliation in various parts of the world, and acting as a platform to introduce emerging economies such as India and China to the international arena.

The Conference starts on a Wednesday and for the next five days, there are 280 official sessions that delegates are able to attend, which cover anything from "De-risking Africa," to "The secrets of the universe." One has to reserve one's place for key sessions early as they get booked up fast. There is even an app for



Mandela, De Klerk and Schwab at Davos in 1991 watching a panel with Buthelezi (background on screen). Bertie Lubner was the driving force in facilitating this first attendance by the newly-freed ANC leaders. This was the first time that they were facing the Western world, and also vice versa, where for the first time, the West was discussing the South African economy with them.

that - for a whole gamut of devices including iPhone, iPad, Android, BlackBerry and Windows Phones. Then there is also the lure of dozens of private parties and networking events every day.

The cost for a business delegate, for the privilege of attending, comes in at around \$20,000. Depending on their role and status at the Conference, delegates are given different colour badges to wear. Where one stays is also of great importance. If you are a regular, you will most likely stay within walking distance of the Congress Centre. But for those who are not so lucky and due to the size of the town, some traveling might be required. The weather might also pose some challenges. At 1,540m above sea level, temperatures average - 6 degrees Celsius in January.

Some people come to Davos and don't attend a single session. Instead they have back-to-back meetings with up to 70 business partners or politicians because only here can they find them all in one place. But that's the exception, and applies exclusively to the highest-powered business leaders. Whether you call it networking or schmoozing, the rules are simple: talk, listen, learn; be open to surprises and be prepared to surprise others.

Some of the people who attend Davos include: former U.S. President, Bill Clinton; singer Bono; actress Angelina Jolie; Facebook's Mark Zuckerberg; Yahoo's Marissa Mayer; Queen of Jordan, Rania Al Abdullah; Former Secretary-General of the



United Nations, Kofi Annan; Director-General of the World Trade Organization, Roberto Azevedo; Secretary-General of the United Nations, Ban Ki-moon, and that is not even the tip of the iceberg.

## BERTIE IS SECOND HIGHEST ATTENDEE

Someone who has attended Davos 23 times, which is the second highest attendance at the event ever, is SA business leader and philanthropist Bertie Lubner, who spearheaded both taking Madiba to the event; and thereafter bringing the Forum to South Africa for the first time.

Bertie recalls attending in the early eighties when South Africa was not viewed favourably by the international community owing to anti-apartheid sentiment. He attended with the likes of Donald Gordon and Harry Oppenheimer. Bertie was in Davos in February 1990 when South Africa's former President, F W de Klerk, declared an end to apartheid. It was at that session that Bertie and Peter Wrighton, then-head of Premier Milling, conceived a plan to bring Mandela, De Klerk and Mangosuthu Buthelezi to the next meeting in 1991.

Owing to the close personal relationship with Klaus Schwab, Klaus agreed to allow for them to present but advised Bertie that this would need to be confirmed within six months owing to other global events such as the break-up of the Soviet Union.



Nelson Mandela at the World Economic Forum in Davos, Switzerland. Madiba told his audience that his first visit in 1991, facilitated by Bertie Lubner and Peter Wrighton, had changed his economic views.

After returning from Davos, a meeting was arranged with F.W. de Klerk where he agreed to attend as long as Mandela and Buthelezi also attended. Buthelezi agreed to attend. A meeting was also secured with Mandela, owing to their positioning as part of the Creative Business Movement – a movement of top South African businessmen that understood that apartheid was not in the best interest of South Africa and South Africans and actively sought to make improvements. At the meeting with Mandela, Mandela stated that he did not know much about Davos but was agreeable to attending and speaking as long as he was able to speak as an individual. Therefore Bertie and Peter had to try and re-orchestrate it so that Mandela and de Klerk would have individual speaking roles and then Buthelezi would speak as part of a panel which included homeland leaders, business community members, and trade unionists. It was proposed that de Klerk would speak first and talk about South Africa's past and his views of the future in terms of the Freedom Charter. Mandela would then speak about South Africa's future. Buthelezi would speak after that as part of a panel. It was also decided to add various other parties to the trip which included Trevor Manuel, Sam Shilowa, and Tito Mboweni.

Bertie and Peter flew to Switzerland on the same plane as Mandela and Ebrahim Patel (later Minister of Economic Development). On the plane trip, Bertie and Peter were able to review Mandela's speech to which Tito Mboweni and Aziz Pahad (later Deputy Foreign Minister) had contributed. The speech was based on the Freedom Charter and ideas of nationalisation. Bertie and Peter knew that this would not bode well with the international community and immediately started working on revisions. It took some convincing, but Mandela and his entourage eventually agreed to drop the nationalisation wording and substitute it with softer language and a philosophy that Government would play a bigger role in the economy. De Klerk spoke and got a rousing welcome. When Mandela got up to speak so too did the entire audience to give him a standing ovation. (cont. pg 23)

# Comprehensive insurance cover for...

## DOMESTIC

Car and Home | General Liability | Asset All Risk

## AGRICULTURE

Crop | Assets | Vine | Weather

## COMMERCIAL

Marine | Body Corporate | Aviation | Sectional Title  
Contract Works | Long Term | Professional Indemnity

## SPECIALISED

Specialised Liability | Travel | ProCycle Insurance  
Film Producers Indemnity & Weather Day

# National Strength. Local Signature.

### HEAD OFFICE

33 Central Street, Houghton, 2198. PO Box 92337, Norwood, 2117  
T 011 694 5000 F 011 694 5111 E info@garrun-group.co.za

### KWA-ZULU NATAL

HTI Insurance Brokers - hamish@hti.co.za | Cooke Fuller Garrun - info@cookefuller.co.za  
EGIB Garrun Underberg - guyg@egibgarrun.co.za | EGIB Garrun Kokstad - rex@egibgarrun.co.za  
SW Garrun Brokers - willem@swbrokers.co.za | Curnow Garrun - mervin@curnowgarrun.co.za  
Status Garrun - rob@curnowgarrun.co.za | Hulley Van Wyk & Garrun - hulley@venturenet.co.za  
Curnow Garrun Incorporating John Riley - deanne@johnriley.co.za

### SOUTHERN CAPE

Cronje Outeniqua Garrun - andrew@cronjegarrun.co.za

### GAUTENG

Manny Garrun & Sons - info@garrun-group.co.za | Garrun Pretoria - office@garrunpta.co.za  
Seabelo Garrun - freddy@seabelo-garrun.co.za | Garrun Group Employee Benefits - mark@garruneb.co.za

### LIMPOPO

Smit Garrun Brokers - info@smitgarrun.co.za | Garrun Boere Makelaars (Louis Trichardt) - louis@smitgarrun.co.za | Garrun Boere Makelaars (Mokopane) - potties1@garrun.co.za  
Garrun Boere Makelaars (Tzaneen) - hendrik@smitgarrun.co.za

### WESTERN CAPE

Versma Management Services - johann@versma.com | Marcus Garrun - jmp@primak.co.za  
Primak - primak@primak.co.za



**GARRUN  
GROUP**  
Insurance Brokers

[www.garrun-group.co.za](http://www.garrun-group.co.za)

An Authorised Financial  
Services Provider



# Count on us - with confidence.

While enabling our clients' ambitions, we were recognised as Best Investment Bank and Best M&A House in Africa.



Each of our stories begins with our clients' vision. When we partner with them, we are able to structure deals that make a real difference. In so doing, we were awarded both Euromoney's Best Investment Bank in Africa and Best M&A House in Africa – true testament that when ambitions change lives, we all **prosper**.

For more information, visit [absa.co.za/cib](http://absa.co.za/cib)  
Corporate and Investment Banking





Owing to the fact that this was one of Mandela's first opportunities to speak in front of such an esteemed international audience, he was admittedly nervous and landed up going over his allocated time and had some confused messages. However, Mandela was extremely well received by all at the Forum. Meetings were arranged for him with various heads of state from emerging economies such as China, India and Indonesia, all of whom had gone through communism and moved to Western ideology. It is believed that it was these meetings at Davos that played a crucial role in transforming Mandela's thoughts on communism and nationalisation, and defined the direction that his government took when he became president.

Mandela attended more WEF sessions in Davos and was always one of the most sought-after speakers. It is at Davos that Mandela met U.S. President Bill Clinton for the first time. When Thabo Mbeki became president he too was well received.

Arnold Basserabie, another South African businessman, also tells of his highlights and memories of Davos dating back to the late eighties when only about five South Africans attended. He recalls when, at the beginning of the Conference, there was a review of the world from the previous year, Africa was not even mentioned. Now Africa and South Africa have become a lot more prominent and are discussed frequently. Arnold tells of meetings and discussions with personalities such as members of the Rockefeller family, Warren Beatty, Shimon Perez, Bill Gates and many others.

Maria Ramos, Chief Executive of Barclays Africa Group and Chief Executive of Absa, is no stranger to Davos, having pretty much attended for the past one-and-a-half decades. She noted in an interview on Davos 2014 that she has also seen a shift on how Africa is viewed, which has gone from talking more about challenges to now talking more about opportunities, with an



Absa's Maria Ramos at the World Economic Forum annual meeting in Davos, 2010

enormous amount of interest and enthusiasm for what's going on across the many countries on the continent.

From South Africans that have and still do attend Davos, what stands out is the mention of the camaraderie and togetherness of South Africans, whilst they go as individuals; they nevertheless get together as a group, so as to speak with one voice. There is also a country dinner hosted by South Africa which is very popular. In addition to the lectures, another must in Davos is apparently to ski.

What cannot be left in doubt though, is that where great minds meet, great opportunities and innovative solutions to complex problems are found, and the world becomes a better place.

The Forum has contributed to noteworthy global initiatives, such as the Global Compact (developed jointly with the UN); the GAVI Alliance (initially the Global Alliance for Vaccines and Immunization); the Global Fund to Fight AIDS, Tuberculosis and Malaria; the expansion of the OECD; and the development of the G20 concept.

\* Read the full text of Mandela's 1992 speech on [sajr.co.za/Achievers](http://sajr.co.za/Achievers)



# LAZARUS

## MOTOR COMPANY



### NOW OFFERING OUR COMMUNITY EVEN BETTER SERVICE!



**Lazarus Motor Company**  
400 West Street, Centurion, Gauteng  
012 678-0000  
[www.laz.co.za](http://www.laz.co.za)

**Contact us today for the best deal in town!**

# entrepreneur

## Absa Entrepreneur Award



### IAN FUHR sorbet

Ian Fuhr has been nominated for Sorbet, a national chain of beauty salons, nails bars and drybars (express hair salons). There are currently 104 Sorbet stores nationally which employ approximately 1,000 staffers. 96 of the stores are franchised.

Sorbet is the largest chain of beauty salons in the history of the South African beauty industry. Ian describes himself as a "serial entrepreneur."

His business is unique in the beauty industry in various aspects, including: Branding and marketing; The service culture of the organisation; Its focus on people before profits; Its loyalty programme which has over 150,000 members; and Its strong relationship with the Clicks group.

Ian's recreational activities include gym, watching sport, writing and spending time in the bush. He also has a business interest in The Lion Park.

61-Year-old Ian matriculated at King David Victory Park. He is divorced and engaged to tie the knot once again in December.

Fuhr believes his greatest business achievement "lies in the creation of various brands and making a difference in the lives of the people who have been employed by these businesses and the customers who have been served by them."

On the other hand, his greatest disappointment in business was his being personally sequestered in 1986 "through the failure of a business with which I had been involved and for which I had signed a personal surety," says Ian.

#### HIS BUSINESS BOOK PUBLISHED THIS MONTH

He has also written a book entitled "Get that feeling" which will be released through Penguin Publishers in August 2014. The book, says Ian, tells the story of his entrepreneurial journey and focuses on his business philosophy of "people before profits and service before reward."

Going forward, Ian Fuhr says that "Sorbet has been growing its annual system-wide turnover at an average rate of 55 percent per

annum over the last five years," he says. In 2013 Sorbet opened 32 new stores. In 2014 they have opened 16 stores to date, "and we expect to open at least a further ten by year end," he says.

Despite the difficult economic climate, he says, "we expect to continue to take a larger share of the beauty salon market which, in its entirety, has been fairly static." He anticipates a growth of 45-50 percent in Sorbet's financial year ending in February 2015. He projects system-wide sales of R375-mil for the year.

As if that wasn't enough to keep him on the go, Sorbet is launching an extension of the brand into a men's grooming salon called "Sorbet Man" in August. A serial entrepreneur indeed!

**Ian Fuhr's personal business philosophy: "I believe in building a strong organisational culture that is focused on service - and putting people before profit."**

And he isn't stopping there either! Sorbet is going international with the opening of their first Sorbet salon in London later this year.

Through their relationship with Clicks, who formulate and manufacture Sorbet branded products for exclusive sale in Clicks and Sorbet stores, they expect continued strong growth of this range throughout the year. Ian and Clicks are also excited about the pending launch of the Sorbet skincare range in November.

"Clicks has committed to building the Sorbet brand into one of their dominant beauty brands over the next five to ten years," he says.

As the CEO, Ian is no longer involved in the day-to-day operations of the company. He has passed on the role of MD to Rudi Rudolph. But Sorbet remains a predominantly family business.

He personally oversees all the induction training for every new franchisee and staff member throughout the country at which he explains the Sorbet philosophy and emphasises the importance of service before self-interest.





the workforce group®

Your **endpoint** for all **human resources** management solutions

## EXPERIENCE our **EXPERTISE** THE WORKFORCE SOLUTION™

For more on our service offerings, call **011 532 0134**



■ Staffing and Recruitment ■ Training and Consulting ■ Financial and Lifestyle Products ■ Employee Health Management ■ Process Outsourcing





### GIL SPERLING, DANIEL LEVY AND RYAN SILBERMAN

**popimedia**

Popimedia is a leading Social Media and Adtech Company in SA, providing social media services and technology platforms to many blue chip multinationals as well as companies in Africa, the Middle East and Europe.

The company's three partners have managed to elevate themselves above their competitors in the crowded digital marketing space by focussing on the product development side that social media platforms have opened up. They dominate the social media space due to their core pillars, focusing on media, digital and product development as well as constant innovation.

While understanding that social media campaigns must be strategic, Popimedia believes that they must also be precisely measurable in terms of the conversations a brand has with its consumers and, specifically, how those conversations convert into bankable sales for clients.

This led to the in-house development of the acclaimed proprietary tool, meedee8, which has piqued the interest of social media's largest players, including Facebook itself.

2014 has seen Popimedia sign strategic deals with major media agencies and multi-nationals, including L'Oréal, Clover, Energizer and Unilever.

Following the success of meedee8's global launch this year, Popimedia has set themselves the lofty goal of dominating Facebook and Twitter media-spend in emerging markets.

Not satisfied with their incredible success to date, Daniel Levy, Ryan Silberman and Gil Sperling now want it all.

Gil Sperling, 30, is a product of Kind David Linksfield, after which he did a B.Sc. in Electrical Engineering (Information). He relaxes in the gym or on his cycle.

Ryan Silberman, 34, also hails from King Linksfield. His B.Sc., though, is in Industrial Engineering and, as if he didn't get enough tech at the office, he relaxes by studying innovation and says he is a "tech enthusiast."

Daniel Levy, at 36, is the 'old guy' around Popimedia. He hails from King David Victory Park and went on to do a BA LLB. He is a member of Entrepreneur Organization (EO) and lists his recreational interests as gym, cycling and classic cars.

Joburg-based Popimedia employs 35 people and operates in Africa, the Middle East and Europe. They are one of 260 Preferred Marketing Developers (PMD\*) in the world and the only one in Africa.

The make-up of their business is unique relative to competitors in that there are three distinct silos: (i) They are a digital agency; (ii) They are a media buying agency; and (iii) They do their own product development internally.

Daniel Levy says of his greatest achievement in business: "Starting from zero with two engineers and myself, a lawyer, taking on the IT and media industry and doing it extremely well."

Gil Sperling: "I started Popimedia when I was 23 and have grown it into Africa's leading social media and AdTech company."

Ryan Silberman: "Creating the biggest social media agency in the country while growing a family of five."

On their own personal business philosophies?

Gil: "Work smart and hard. Be the best. Rather make the wrong decision than no decision at all. 80/20 rule with everything – better done than perfect."

Ryan: "I have two: i) Opportunity is everywhere, choose wisely; and 2) Commit to solving a problem and then figure it out. Iterate often. If you try to figure everything out before you commit, nothing will get done."

Daniel: "Wash, rinse, repeat with uncompromised competence and perpetual innovation."

On how each sees the business in the year ahead?

Ryan: "I see significant growth in the continent and award winning campaigns for clients."

Gil: "Another year of at least 100 percent year-on-year growth, more penetration into other emerging market regions, evolution of our technology to encompass all social channels and above the line media."

Daniel: "We see significant growth; aligning with global partners and more prolific penetration into Africa." Clearly these guys share common strategic goals.





### SHELLEY GEFFEN Shelley Geffen

Shelley Geffen employs a staff of 26. "Our offices and kitchen are in Johannesburg and that's where we do most of our work," she says. "We also cater for national and international clients who require our services such as Safaris at Singita Lodge and conferences in Mauritius."

But the main activity of her business is "top quality kosher catering for a full range of needs from private functions for any occasion, Jewish festivals, shul affairs, corporate clients and our growing retail product line," she says.

We are equipped to provide glamorous, gourmet luxury cuisine and also home-style, simply delicious foods - to suit the broad spectrum of budgets and needs of our clients.

What makes Shelley Geffen's catering stand out from the rest is the diversity of services that they offer - from catering for the Yom Tovim to out-of-town and country catering services, as well as Friday night brochas, lunches, shabbatonim, brissim, weddings and bar and bat mitzvahs.

"We are unique in offering each of our clients a personalised menu to suit every taste, style and budget," says Shelley. "Every call we receive is treated with personal attention and details to match!"

#### STARTED WITH A STOVE, A BAKER AND R5,000

Shelley started her business with a loan of R5,000, one stove, her baker Paulina and herself. Today, she runs a successful catering company employing and empowering many people.

She says she feels blessed that she has also managed, "together with my soul-mate, life partner and endless support, David," to raise a beautiful family at the same time as building and running her business.

And, she adds, she paid back the loan!

Her only regret is that she "didn't start my business many years earlier, when I was a little younger," says Shelley.

She plans to increase her retail product range to make more of

Shelley Geffen's Specialties accessible to the consumer on a regular basis. "In this difficult economic time, our focus is (on) trying to streamline our expenses, striving to be sensitive to needs of the community in giving value for money - whilst not compromising on quality and style," she says.

Shelley sees her management team as being like a family. "We work very closely with each other and look out for each other - I am blessed to have employees who are fully devoted and loyal," she comments. "People are empowered by my acknowledging their strengths and trusting them, and I strive to pass on these messages."

Shelley exudes confidence about the year ahead for SA. "We are a strong, unified Jewish community with excellent leadership from our Chief Rabbi, Dr Warren Goldstein, and his team," she says. With initiatives such as Sinai Indaba and the Shabbos Project gaining strength and momentum, says Geffen, SA Jewry is headed for an exciting and inspiring time ahead.

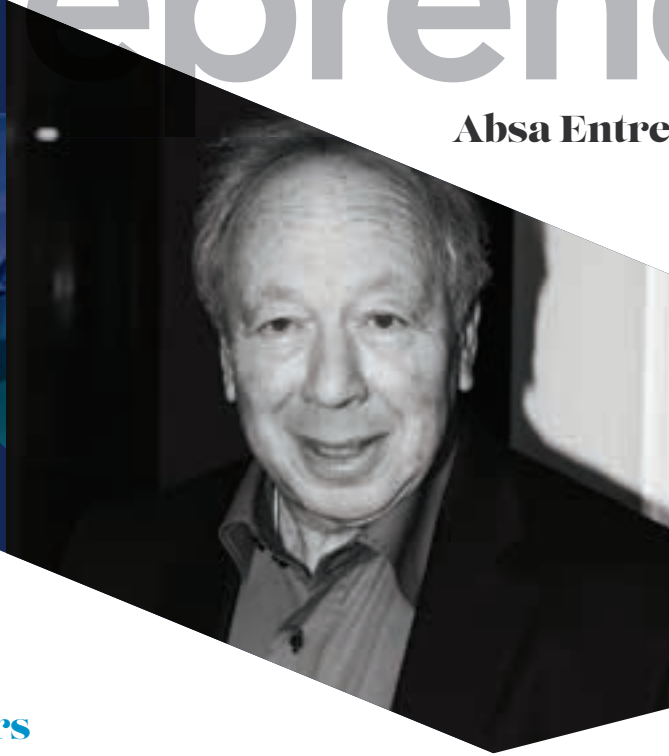
"Our country has many challenges," she acknowledges, "but by maintaining our strength in our community, and serving as examples of success and integrity to those around us, we can impact the country for the better."

62-year-old Shelly is a product of Hyde Park High School and has a National diploma in graphic design from the Johannesburg College of Art (now known as Joburg Technicon). She also has a Post grad diploma in art and technology textile design, from the Sir John Cass school of art and technology in London.

Shelley doesn't have time for hobbies, she says, "all of my free time is designated to my family in SA and Israel."

Shelley's business philosophy: "Being positive, trying to understand things from the customers' perspective, giving good, honest service and striving for excellence." It boils down to hard work and not cutting corners, she says. "My motto keeps me from getting complacent: 'You are only as good as your last function!'" she says.

"And, mostly - when the going gets tough, don't forget that everything is from Hashem, and He gives the strength to achieve anything!" she says.



### LEON RUBINSTEIN rubinstein's jewellers

Leon Rubinstein has a simple business philosophy that has always stood him in good stead: "To provide my clients with value for money and also to provide personalised quality service of the highest standard."

Leon matriculated at Florida Park High School before completing the second year of his B Comm Accounting degree. Unfortunately, or fortunately as it turned out, due to Leon's late father's illness, he had to take over the family Jewellery business.

At the ripe age of 70, Leon Rubinstein still operates Rubinstein's Jewellers in Florida, Roodepoort. He employs three full-time and two part-time staffers.

Leon's retail jewellery business has a secret weapon – he established a jewellery boutique on the world famous Blue Train. "No other top luxury train in the world has such a facility," he says proudly.

Leon is a service specialist in everything he does. He once kept a piece of jewellery for a client, he says for six years after repairing it in the early eighties. Leon still remembers the client's name, Mrs Pat Smith.

"I went to immense trouble to trace her because she had not collected her necklace and eventually determined that she was at Groote Schuur Hospital in Cape Town in 1985. Two years later, in 1987, she collected her necklace and presented me with a gift in appreciation for keeping it for so long," he says. She had been in a serious motorcar accident and had suffered severe brain damage resulting in memory loss.

"To this day," says Leon, "her gratitude and appreciation strengthens my strong belief in human kindness realising that money is not everything."

Getting Transnet to agree to his Blue Train idea, says Leon, wasn't easy. In fact it was very frustrating for him. "I pursued the idea of establishing the unique jewellery boutique on the Blue Train over a period of some five years before Transnet accepted and we implemented the idea," he says.

During this period Transnet's formal written rejection in December 1993, stated that the idea was not viable and would fail. After all

the enthusiasm and work he had put into the project, says Leon, this was his most disappointing experience in his long business career.

"I persisted none the less," he says, "and Transnet finally accepted the idea. We have now conducted the boutique with great success during the past 15 years." The idea has reaped substantial profits for both Transnet and himself.

"Now," says Leon, "at the age of 70 I have decided to stay with what I know, the concept of what I achieved on the Blue Train - selling jewellery in a secure and relaxed environment by appointment only, where I can provide personalised quality service." He has extended this business model he so successfully pioneered on the Blue Train, and it "is now already established in my present business premises."

**SA's trying economic times can be overcome by less regulation, particularly related to rigid labour laws, and allowing business to grow.**

The management of the business has always vested in Leon and his wife. "We were both the management," he says, "and we are still happily married. We built our relationship through the tried process of give-and-take and ongoing compromise."

For recreation, Leon likes to walk with his wife and their two German Shepherds, he enjoys watching DVDs of André Rieu's concerts all over the world, and watching sport – particularly soccer, rugby and cricket.

Sharing his years of wisdom, Leon says that SA's "trying economic times can be overcome by less regulation, particularly related to rigid labour laws, and allowing business to grow." "The positives such as our tourist industry should be promoted, such as the world renowned Table Mountain, luxury Game Lodges and the Garden Route," he says.





### ARTHUR GOLDSTUCK

world wide worx

---

Arthur Goldstuck heads the World Wide Worx research organisation. He presents his insights to audiences across the globe. World Wide Worx produces the most widely accepted statistics for Internet use in SA. Most major local media outlets – across print, radio, television and online – rely on their data for commentary on technology trends reshaping the business world.

Goldstuck founded World Wide Worx in 2000 with a vision for a small, nimble research house that could leverage emerging technology in order to provide a clear, objective understanding of the trends reshaping business in SA and Africa. He has since built it into SA's leading independent technology research company whose findings have a greater impact on public debate than work produced by companies many times larger.

**“Treat everyone with equal respect, whether the most high-powered decision-maker or the humblest individual in the most menial of roles.”**

In his research projects, he has been partnered by some of the biggest technology and financial services companies in the world, including Google, Microsoft, HP, MasterCard, and Amadeus. Many of SA's biggest companies, including FNB, Standard Bank, Absa and Nedbank, have also been partners in World Wide Worx' research projects.

For his work in unravelling and demystifying technology and the trends around it, the Institute of IT Professionals SA named Goldstuck as their recipient of the 2013 Distinguished Service in ICT Award, and made him an Honorary Fellow of the Institute.

This year, the Minister of Communications appointed Goldstuck to the National Broadband Advisory Council, a body that has been mandated by Cabinet to guide the Government on its broadband policy.

Goldstuck is also an award-winning writer, analyst and commentator on Internet, mobile and business and consumer technologies. As a journalist, he was news editor of the Weekly Mail (now the Mail & Guardian), South African correspondent for Billboard, and a freelance feature writer for the Times of London,

among others. He publishes the online consumer technology magazine called Gadget.co.za, and is author of 19 books. His weekly gadgets column is the most widely syndicated technology column in South Africa. He also writes a weekly technology trends column for Business Times in the Sunday Times.

The 55-year-old Goldstuck attended Brebner High School in Bloemfontein before doing his BA at Wits.

He is on the management committee of the SA Board of Jewish Education and enjoys writing, gym, watching theatre and soccer, listening to music, collecting comics and travelling.

World Wide Worx employs six full-time and six part-time staffers and 50 more on contract. They are based in Johannesburg but conduct market research in technology use by businesses and consumers throughout Africa. They also provide input into the public debate on technology and telecommunications issues and policy; and provide media commentary on technology trends and statistics.

“We are a small business with a bigger profile than most other market research organisations in the country – some of which are many times our size,” says Goldstuck. We are a virtual organisation, able to expand on an ad hoc basis to any size “by utilising the Internet.” At times we have had more than 100 people working on a single project.”

WWW have been able to conduct research comprising some 6,000 interviews for one survey – among the largest market research projects conducted by a private company in South Africa, he says.

He is most proud of having been invited by Google, MasterCard and Microsoft, among other international corporations, to partner in research projects. “Our research findings have been acknowledged and used by the International Telecommunications Union, the British Commonwealth Secretariat, and the US Department of State, among others,” he says.

Goldstuck is focussed on the strategy for World Wide Worx going forward: “We are: consolidating relationships with some of South Africa's leading corporations; expanding our research in cloud computing; and further expanding our area of coverage and our strategic partnerships across Africa.”



### ADAM LEVY play lifestyle design

Adam Levy has been nominated in the Absa Entrepreneur category for his main business, which is "Play Lifestyle Design (Pty) Ltd t/a Play Braamfontein." However, as will become clear, his involvement in the Arts and Braamfontein go very much deeper than that.

The 37-year-old Levy matriculated at King David Victory Park and went on to do get a Bcom; LLB degree.

Among the many other businesses Adam Levy is involved in, are: The Neighbourgoods Market; The Alexander Theatre; Anti Est.; The And Club; Craft Cocktails; Craft at the Market; and The Beach.

Among Adam's civic involvement are the following organisations:

- Vice-chair of the Braamfontein Improvement District;
- Ambassador to the National School of Arts; and
- Benefactor of the Kalashnikov Art Gallery.

Play Lifestyle employs eleven full-time staffers and operates out of offices in Braamfontein – between Wits and the Johannesburg CBD.

The main activity of the business is Play Braamfontein, which Levy describes as "ostensibly a property development company dedicated to making a positive impact on the urban landscape of Johannesburg."

But, he adds, the business is "also responsible for the cultural curation of Braamfontein."

"Play has almost single-handedly been responsible for the revitalisation of this once depilated area," he says, and strives to maximise the potential of each building with the utmost attention to detail and design.

"The tenants in our spaces become a vital part of the community and share our vision to revive Braamfontein into the creative networking hub of Johannesburg," says Adam Levy.

He points out that, considering the public's resistance to uplifting the area several years ago, "the sceptical views and perceptions are being transformed into enlightened opinions as 'the new city-goer' is discovering this growing mecca of aspiration and inspiration through the offerings of Play."

Adam feels that his greatest achievement in business has been "recognising the opportunity to redevelop the city when no-one believed it was possible."

He has earned himself a steadfast reputation of getting things done, with a steely resilience and unwavering integrity.

"I'm pleased to say that to some degree I've been able to communicate with such varying groups of people that a platform for modifying status quo in our city now has a solid foundation to grow from," says Adam. "Johannesburg is no longer the pariah and the world seems to be intrigued about how our differences are our bond."

However, it seems that the powers that be don't share Adam's passion for urban renewal. He says that his greatest disappointment in business has been his "continual and seemingly perpetual disappointment with those responsible for the governance of the City of Johannesburg who have done little to promote and assist with the process of upliftment and integration."

Adam Levy relaxes by mountaineering, traveling, running and enjoying arts and culture of all types.

#### AFFORD CAPABLE PEOPLE THE SPACE THEY REQUIRE

Going forward, says Adam, he intends to continue to innovate. "My business has always had a reputation of being pioneering in the field of design and entertainment," he says. "We will endeavour to continue to bring new ideas to a broader range of people in the coming years."

He believes he has reached a "critical mass of believers in the sustained improvement of our city and consequently our culture and we will continue to create new forums for young South Africans to be inspired."

To build a management team, says Adam, one has to lead by example. "You always have a willingness to do the things you expect of others and, accordingly, afford capable people the space they require to want to emulate only the good that you do."

"When I see the thousands of people coming through to Braamfontein every week - of every colour, creed, age and nationality - I can safely say that my business often feels like a periscope into a utopian future - where our diversity is our strength," he says. "I live in perpetual hope - that tomorrow will always be better than today... it's the domain of dreamers."



---

➔ Knowledge.

When knowledge rolls up its sleeves,  
it can answer even the hardest of questions.  
It's how we took the question ordinary people  
asked us 40 years ago and turned it into  
the richest square mile in Africa.

When those people asked us:  
Do you know how to make what little I have,  
enough for the day I no longer work,  
or for the day I'm no longer around?  
We answered by taking a piece of farmland  
and building Sandton City, the cornerstone  
of the richest square mile in Africa.

Because when you are asked  
to grow people's money to change their reality,  
you cannot answer with theory or opinion.  
You answer with action.  
You answer with your sleeves rolled up.  
You take your knowledge and you get stuck in.  
You put it to work, for people.

And that's the advantage we offer, *every day...*

*The Advantage of Knowing.*

---



### NADAV OSSENDRYVER

#### latest sightings

Latest Sightings (Pty) Ltd is a unique, social media driven platform aimed at promoting tourism in South Africa and supporting conservation projects while educating followers about the correct way to behave in the bush.

It currently has 100, 000 members and, at this stage, primarily focuses on visitors currently in the Kruger National Park, be they rangers or tourists. The idea is to get people in the Park to report in real-time on animals and events that they see. They report their location, time and sighting to Latest Sightings, which in turn broadcasts these "tings" (a reported sighting) over the various social media (Facebook, Twitter, WhatsApp, BBM and smartphones).

Despite their incredible success, they are currently developing an improved App that will "cache sightings when visitors are not within signal area, and then report the sightings when they reach signal, place sightings on map according to geolocations, and automatically update sightings across the media," says Nadav.

Latest Sightings has five staffers, is based in Johannesburg, but operates in the Kruger National Park and Pilanesberg. They plan on expanding to game reserves throughout the country and worldwide.

Nadav Ossendryver is just 18-years-old and is currently doing his matric at King David High School in Linksfield. He is a typical (except for his enthusiasm and entrepreneurial skills) teenager and enjoys drumming and playing tennis.

He is involved in a host of conservation and wildlife projects such as Virtual Honorary Rangers, the Endangered Wildlife Trust (EWT) and their various projects - such as KNP Wild Dogs, Ground Hornbill Project, etc.

Latest Sightings' project meets many needs not previously possible:

1. Enhancing safari experiences by enabling visitors to go directly to interesting sightings;
2. Contributing to research projects like the Wild Dog Project, the Ground Hornbill project, the Leopard Identification project, Pangolin and Bat projects. Nadav also contributes to EWT special projects like road kill awareness.
3. Contributing to wildlife conservation: "When I receive a report

of a snared animal or suspicious activity, I report it immediately to the authorities," he says. To date, Latest Sightings has saved rhinos (which they don't report sightings of due to poaching), hyenas, wild dogs and lions which have been injured by poachers.

4. Educating their followers about the correct behaviour acceptable in the bush. Each morning, the first posts on all the media are about "bush etiquette" and how to report poaching and suspicious behaviour. "I have also lectured to youth, trying to inspire them to love wildlife and conservation," says Nadav.
5. Communicating with wildlife enthusiasts who have become addicted followers of the sightings. Nadav says many ex-pat South Africans report how they are living in Kruger virtually - by following Sightings!
6. Promotes tourism to South Africa!

#### NU, BUT IS IT A BUSINESS?

The success of the business model is built around this passion for wildlife and three revenue streams: the most profitable of which is the YouTube channel. The other revenue comes from online bookings and advertising. Nadav's YouTube channel is the fifth most viewed SA channel, with over 64 million views.

Latest Sightings is unique in that it is based on crowd-sourcing and a strong, passionate, dedicated community worldwide. Wildlife enthusiasts contribute their sightings, called a 'ting,' in real time. Nearby followers of the free App get alerts and join the excitement.

Nadav is especially proud of the fact that Latest Sightings has become an integral part of wildlife research - teaming up with mega players. "I have been involved in saving wildlife such as rhinos, hyenas and wild dogs from poaching," says Nadav.

His work has not gone unnoticed and he has been an "Eco Ambassador" for the Endangered Wildlife Trust, the youngest "Virtual Honorary Ranger" appointed by SANParks and the first Lead SA Youth Hero for his work in wildlife and conservation; got the EW Radio Nelson Mandela Day Youth Community Leadership award; and attended a Youth Meeting with President Obama during his visit to SA in 2013.





### JACQUELINE CLINGMAN **pinnacle digital solutions**

Jacqui Clingman's Pinnacle Digital Solutions (Pty) Ltd. (PDS) specialises in doing large format dye sublimation printing of banners, gazebos, flags and the like. "We also do large format Digital printing of PVC banners, billboards, pennants etc.," she says. The business's third division manufactures aluminium flagpoles to order as well as steel banner poles. "We also offer installation of these items," she says.

PDS, says Jacqui, offers a unique service level and quality of product across the range of what they do. "We are also very innovative in that we strive to be the first in our industry to get the latest technology and keep abreast of what is going on in the market," she says.

To remain at the cutting edge of international innovation in her industry, says Jacqui, she needs to constantly travel worldwide, to markets such as Asia.

Clingman, who matriculated at Eden College, is based in Johannesburg and employs 34 people. She is particularly proud of having built a business from scratch. She started with four staff members and R50,000 in capital.

**Jacqui feels that the economic situation in the country is questionable. "It depends on which way the government goes," she says.**

Today, she says, PDS is one of the biggest digital printing companies in South Africa and building ever-stronger relationships with both its suppliers and customers.

Jacqui always has her mission statement top-of-mind: "Quality, quality, quality! Quality of people, quality of product and quality of customer service," she says. Jacqui is constantly disappointed at the lack of morality in competitive businesses.

She is also irked by the crumbling infrastructure in South Africa. "As far as electricity and the internet are concerned," she says, "they are making business growth very difficult."

But she remains up-beat as far as her own business is concerned. "I see PDS growing even more with continued customer care and keeping abreast with the latest technology. I have just returned from the States and will be going to Hong Kong in October to look for new ideas and products," she says.

Jacqui Clingman is passionate about animals and active in Beauty Without Cruelty and various other animal rights organisations. And for relaxation?: "With the little time I have available, reading and watching television," she says.

She believes in growing her employees by investing her time in education and motivation. "I do a lot of in-house training and spend time with management discussing strategy," she says. "I also have an 'open' door policy."

She insists that everyone at PDS is treated with respect. "Giving people an opportunity to express their ideas," she says, "leads to creative thinking."

Jacqui feels that the economic situation in the country is questionable. "It depends on which way the government goes," she says.

At a personal level, says Clingman, "I have a very positive outlook from a business point of view as long as the infrastructure is improved and more assistance is given to small and growing businesses." She feels that it is imperative that job creation is made a priority along with education and health care.

"But jobs, jobs, jobs!" she stresses. "This country has so much to offer and enormous potential but only with the will of government and, to a smaller degree, big businesses, can we really look forward to a positive future." Right now, she says, the country faces challenges unless the capital expenditure needed to support growing businesses is made available.

"My philosophy is to always be ethical in business," she says. "I am still of the adage that one's word is sacrosanct. My business and personal outlook are the same." She believes that if one treats people with the respect and dignity they deserve, and does everything within one's power for their upliftment, the rewards will be reaped.



### PAUL BERMAN

#### Berman Bros Property Holdings

Paul Berman has been nominated in his capacity as CEO of Berman Bros Property Holdings (Pty) Ltd.

48-year-old Paul is a product of the renowned Cape Town Herzlia Schools after which he did his BA LLB. He is married and has various other business interests including various other body corporates.

Berman Bros employ over 150 staff and operate predominantly in the Western Cape. Historically, residential and commercial construction has been one of the core competencies of Berman Bros, says Paul. And, over the years, they have built up a formidable reputation for their exemplary attention to detail.

Today, they only build for themselves and only engage in large developments.

"In recent years," says Paul, Berman Bros has built up a significant residential and commercial portfolio, teamed up with strategic partners and embarked on significantly sized residential and commercial developments, as well as mixed use residential and commercial property developments."

With ample internal experience, their organisation is in an excellent position to coordinate both large and small-scale projects, he explains, "either as property developers, business partners, or as project managers."

"We also focus on the acquisition of commercial and retail properties in prime locations for development and investment."

#### THEIR UNIQUENESS LIES IN THEIR CUTTING EDGE

Berman Bros is a cutting edge development company which has created, and strongly maintains, a hard-earned reputation for reliability, financial jurisprudence, ethics and creativity.

When Paul and his brother Saul joined forces and launched Berman Bros, they used an extremely bold slogan: "Berman Bros is building – on time as usual!" It meant making big promises, says Paul, and then beating all expectations. "This is what we believe makes Berman Bros unique."

Paul is a community man of note. The list of both civic and Jewish organisations he represents seems daunting:

- Deputy chair: Sea Point City Improvement District;
- Chair: Bantry Bay Fresnaye Security Precinct;
- Africa Chair: Young Presidents Organisation;
- Chair: Jewish Community Services, Cape (since 1998);
- Chair: Jewish Sick Relief;
- Chair: Board of Guardians;
- Executive member: Welfare Council (since 1998)
- Executive member: Priorities Board;
- Chair: Cape Town Friends of the Hebrew University of Jerusalem (since 2000); and
- Governor of the Hebrew University of Jerusalem (since 2000).

Despite all of these extra-curricular duties, Paul still manages to find time to enjoy water-sports and gym.

Paul believes that his greatest achievements in business have been his decision to take the risk of leaving practicing law and creating a new and successful business in property development.

Paul believes that while the economy remains "pressing and very challenging," it is at times like these that hard working companies that have earned their reputations come to the fore. There is no good reason not to believe that we will continue being successful and fulfilling the trust that people put in us to deliver quality products on time.

As an employer, Paul is driven by "giving people opportunities to grow and flourish in an innovative and creative environment."

Building a management team, he says, is about ethics; only employing people who share one's values and ethical approach and who are prepared to work hard and be rewarded for it. He likes to surround himself with people who can teach him something too. "We pride ourselves on the fact that more than 60% of our current staff members have been with us from the very beginning," says Paul.

"Development from within is essential to the success of Berman Bros. In addition to an on-the-job programme for trainees, we've initiated a number of staff training projects, such as a programme on industrial relations, to improve supervisory skills and an interactive participation and communication scheme.



# WHAT HAS WORKED FOR ME IN LIFE & BUSINESS

*by Leon Rubinsten*

## 7 LIFE RULES

Believe in G-d and Trust Him

Every day, Pray, Read 7 Psalms, and Do One Act of Kindness

At Every Opportunity , Put a Smile On Someone's Face

Give to Charity

Treat Your Neighbours the Way You Would Want Them to Treat You

A Promise You Make, is a Promise You Keep

Keep Shabbos



## 7 GOLDEN RULES FOR SUCCESS IN BUSINESS

Treat your Customers Like Kings

Be Honest and Respect Others

Focus on What Gets Results (The 20% : 80% principle)

Trust but Verify

Do Your Homework - Don't Assume Anything

When in Doubt Out

Be a Mensch



For my full set of rules for "*Success in Life and Business*"

do e-mail me at [rubinstein@worldonline.co.za](mailto:rubinstein@worldonline.co.za)

**RUBINSTEIN'S**  
JEWELLERS

*We Care for People who Care*

For the finest jewellery at reasonable prices, with personalised service,  
by appointment only, contact Leon Rubinstein at 082 650 6318



### LAWRENCE DIAMOND the workforce group

44-year-old Lawrence Diamond is the CEO of The Workforce Group. He is a product of Highlands North High School, has a BA in Industrial Psychology, as well as a PDM and Honours both in Business Admin.

Lawrence is also a director of Jet Talent, an initiative he started in 2013 to assist in placing members of the Jewish community. He is further a director of the CAP security organisation.

Lawrence is nominated in the Entrepreneur Award category for the Workforce Group. The group provides labour services to a broad range of industries, has an extensive footprint comprising of 150 branches, and spans the country's provinces, and neighbouring Mozambique.

The Workforce Group specialises in the provision of staffing, recruitment and human resources services, including training, health management, financial and allied services. It offers "an end-to-end holistic solution for a client's human resources requirements," he says, all enabled by integrated technology solutions.

The Workforce Group consists of a large number of diversified companies, each offering a range of human resources management solutions.

Their operating structure is made up of five segments:

- Staffing and recruitment;
- Financial and lifestyle products;
- Training and consulting;
- Employee health management; and
- Process outsourcing.

Within each segment, the group's services are delivered through multiple brands in the market place, each of which targets a specific market/industry.

Integrating the services of each of the closely aligned specialist business units and the application of cutting edge information technology skills and architecture, allows Workforce to ensure their integrated business processes can integrate data and automate various administrative processes to improve their administrative capability, eliminate fraud and reduce risk.

The group plays an important role in skills development of youth and job creation. Nowhere is this more evident than at grass-roots

level, where first-time job seekers use temporary assignments as an entry into the job market and improve their employability as a result of on-the-job training and skills development provided. Workforce is expecting to grow within SA as well as opening up new markets in Africa in the next twelve months.

The company was established in 1992 by Ronny Katz. In 1997 they acquired Fempower to expand into permanent recruitment. In 1999, private equity group, Cycad, acquired a 20 percent interest, the company consolidated its various trading names under "Workforce" and the group turnover exceeded R100-mil. By 2002 the turnover was R276 million and they had 50 branches.

In 2005 Workforce did a 20 percent BEE ownership deal when Vunani Capital replaced Cycad. The following year they successfully listed on the ALTx. By now they had grown to 68 branches.

When Lawrence Diamond was appointed as CEO of The Workforce Group in 2009, their branch network had grown to 80. Lawrence and the team promptly set about expanding the business. In 2010 they established Dreams Direct; Workforce Healthcare broke into the Government employee wellness market; they entered into the process outsourcing market with the establishment of Programmed Construction; Accotech Interim Outsourcing was established to target the financial and IT recruitment industries; Workforce Infotech acquired the SMME Superdata and rebranded itself Workforce Superdata; and a special projects division was established.

In 2011 Workforce Group turnover exceeded the R1-bil mark; the business was restructured into five focussed areas to facilitate diversification of products and services; Interchange Business Consulting was established; and Process outsourcing division grew with the establishment of Programmed Process Outsourcing and Debtworx.

With no intention of resting on his laurels, CEO Lawrence Diamond ensured that 2012, the Group's 40th birthday, was another year of massive growth. They established a branch in Mozambique; established Allmed under Albrecht Nursing Agency to widen the scope of their healthcare professional recruitment offering; grew turnover by 50 percent to R1.5-bil; had 24,000 contractors in the field operating out of 125 branches; had 850 permanent management and support staff; and attained their B-BBEE level 3 status.



# HONOURING SID FORMAN

Sid Forman is a world renowned master designer, craftsman and manufacturer of exquisite, fine jewellery.

He is also an internationally acclaimed sculptor.

Sid Forman, a South African, is the only 3 times winner of the prestigious DeBeer's International Diamond Jewelry Design Competition - against entries from over 70 countries.

## RESPONSE

*"Leon, thank for your kind words. You have always been "Number 1" in successfully representing, and enthusiastically supporting, the jewelry that I create. Your success comes from your genuine respect for everyone, and being a mensch!" - Sid Forman.*

One of Sid Forman's masterpieces is this elegant 18 Carat, White Gold, Diamond Pendant Necklace - with 115 Diamonds, weighing in total 5.72 Carats.

This necklace is available at the genuine wholesale price of R155,000, including VAT.

Call Leon Rubinstein at 082 650 6318



## RUBINSTEIN'S JEWELLERS

*83 years of quality service*

*We Care for People who Care*

For the finest jewellery at reasonable prices, with personalised service, by appointment only, contact Leon Rubinstein at 082 650 6318



### MARK SAMOWITZ **accounting made easy**

Mark Samowitz' Accounting Made Easy™ does just that – it makes accounting "easy" by offering a one-day course which teaches accounting and financial literacy using a visual, colour-coded approach. "We deliver training to students, small business owners, corporate clients and government," says Mark.

Accounting Made Easy's™ accounting and financial literacy course is unique in many ways – among the most significant being:

- It is visual and uses an interactive, colour-coded approach;
- The entire course takes just one day;
- It is facilitated by chartered accountants with a flair for entertainment;
- It is customisable for corporate clients; and
- It is based on the principles of "discovery learning" rather than traditional lecture-based learning.

The 36-year-old's business employs 15 staff and they work throughout South Africa.

Mark Samowitz matriculated at King David Victory Park and went on to qualify as a BCom; BAcc; CA(SA). He is involved in ORT JET and the Victory Park Hebrew Congregation.

He is by no means the archetypal accountant and lists his recreational activities as: singing, composing and table tennis.

Mark was featured on the cover of the July 2014 edition of "Accountancy SA" for creating, developing and taking to market a product which is empowering financial literacy in South Africa and which has been embraced by more than 50 JSE-listed companies.

But not everything has gone his way. The young entrepreneur was very disappointed to have lost a big contract he had worked on for a couple of months on. But, he points out, it was "due to factors beyond my control."

Samowitz believes that the prospects for his business in the next year "are extremely exciting. We expect major growth as we are moving into new markets – taking colour-coded accounting further into schools, universities, government and to online learners!"

He says that Accounting Made Easy™ has also developed new courses: "Financial Analysis Made Easy" and "Personal Finance Made

Easy" which they have just launched to the public.

Mark employs people who share his vision for accounting literacy in South Africa. "People with high integrity who are passionate about the business, and growing it," he says. Each one of his management team has been with him since the inception of the business.

I have always believed that the key to improving South Africa is education – improving both the access to and quality of education. It is very encouraging that the lion's share of this year's budget was allocated to education.

**Mark Samowitz was featured on the cover of the July 2014 edition of the authoritative "Accountancy SA" magazine - for creating, developing and taking to market a product which is empowering financial literacy in South Africa and which has been embraced by more than 50 JSE-listed companies.**

There is a commitment to building 433 new schools over the next three years and, in the current year, R21-billion was set aside for university subsidies. "Within the next few years," he says, "I am hopeful that we will start to reap the benefits of these initiatives."

Mark has his business philosophy all laid out:

1. I believe in building long-term relationships with both suppliers and customers. Loyalty, transparency and consistency are paramount;
2. I believe that people buy people – the customer is happy to spend on a product if it provides the required solution and the people behind the product are likeable, upstanding and honest;
3. I believe that 'No!' just means try harder or find another way to make it happen; and
4. I believe that if you don't try, you'll never know.



# HONOURING THE TANZANITE COMPANY

18ct White Gold Necklace  
7.85ct Tanzanite  
Total diamond weight: .41ct  
**R140,000**  
WHOLESALE PRICE

18ct Tanzanite Ring  
3.07ct Tanzanite  
Total diamond weight: .42ct  
**R51,500**  
WHOLESALE PRICE

18ct White Gold Pendant  
4.17ct Tanzanite  
Total diamond weight: .10ct  
**R54,500**  
WHOLESALE PRICE

18ct Tanzanite Ring  
2.58ct Tanzanite  
Total diamond weight: .62ct  
**R68,000**  
WHOLESALE PRICE



*All prices are wholesale and include VAT*

## RUBINSTEIN'S JEWELLERS

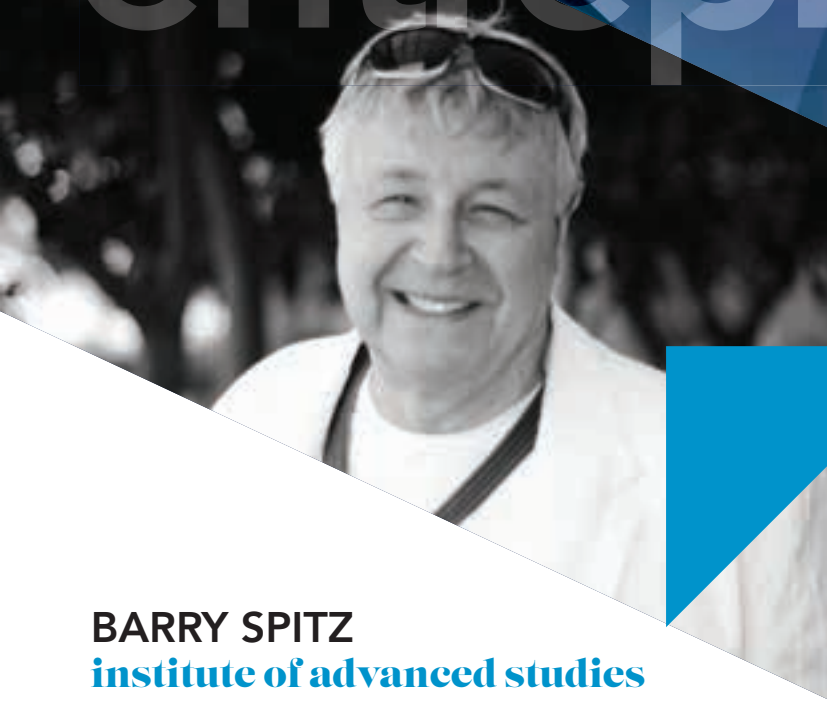
*We Care for People who Care*

For the finest jewellery at reasonable prices,  
with personalised service, by appointment only,  
contact Leon Rubinstein at 082 650 6318

18 ct White Gold  
*Trilogy Ring*  
Total diamond weight: 1.00ct  
**R24,995**

18 ct White Gold  
*Tennis Bracelet*  
Total diamond weight: 5.40ct  
**R59,995**

18 ct White Gold  
*Dress Necklace*  
Total diamond weight: 11.40ct  
**R295,000**



### **BARRY SPITZ** **institute of advanced studies**

Barry Spitz describes himself as an “advisor to, and negotiator on behalf of, governments and international organisations worldwide.” Barry’s main business interest, for which he is an Entrepreneur finalist, is the Institute of Advanced Studies.

Barry’s CV, in short, reads: “Former Advisor to SARS, SA Department of Foreign Affairs and the NPA (Pretoria), IRS and the US Congress (Washington), The Hague Academy of International Law; Ministries of Finance: Jamaica, Lesotho, Burundi, Namibia, Malaysia, Malta, Singapore, Swaziland; Ministries of Shipping of Saudi Arabia; Kuwait; Iraq; UAE; Bahrain; and Qatar,” Impressive indeed.

A sprightly 81, Barry still plays tennis – as a sparring partner and trainer of athletes to compete in world events.

He matriculated at KES (King Edward VII School) and went on to obtain his Doctorate at the University of Paris Law School (summa cum laude), his degree as a Diplomat of Comparative Law from Luxembourg University, and Diplomat of International Law at The Hague.

Barry says he has staff of 900 stationed at Telkom International, Gondwana, Telcoserve and Energy Giant. “My US associate law firm has over 1000 partners and many thousands of employees throughout the US,” comments Spitz.

He works globally and “we advise some 20 governments and international organisations and many hundreds of banks, financial institutions and multinational companies,” he says.

His company works in an advisory capacity to “governments and government agencies in SA, the US, Europe and Asia,” explains Barry, “and consults to multinationals.”

They handle negotiations; mergers and acquisitions; international arbitrations, mediation and conciliation; corporate and group structuring; international tax planning; assisting in resolving alternative energy needs; advising on telecommunications supply networks; teaching and training of thousands of post-graduates worldwide in the fields of deal-making, banking, tax planning, exchange control, and financial compliance.

“The uniqueness of our organisation,” says Spitz, “lies in the wide

range of professional resources that we can draw on worldwide and in our considerable success rate.”

He says they have “virtually no failures.”

Among his most memorable successes, says Spitz, are: “Enabling the SA Department of Foreign Affairs to resolve international problems; Assisting the introduction into SA of the laws governing VAT and taxation of foreign shareholdings; Resolving successfully the ownership rights of the Société Internationale des Télécommunications Aeronotiques; Assisting the US Government in dealing with corruption and criminal activities in the Caribbean, particularly the Cayman Islands; Assisting the US Congress in negotiations with the Netherlands and other countries; and Assisting the US Department of Shipping in its control over access of shipping coming from Arab countries.

His most challenging and successful achievement in business, he says, “lies in the role that I was called upon to play in sitting as President of the European Parliament in Luxembourg to resolve a dispute where incalculable financial interests were involved. It is impossible to even try to quantify the trillions of dollars that were in issue.” The background to this harked back to the Cold War, says Barry. “We achieved the desired result.”

Barry says he looks forward to strong expansion in their existing activities. “The discovery of the largest fuel supplies in the world off the coast of East Africa is requiring major exercises in ADR (alternative dispute resolution). There are significant political forces affecting rights of access to the seabed,” he says.

“The UN has pronounced new regulations opening access to the sea for landlocked countries. New transportation links are opening up new opportunities. In the mining and related industries, this is leading to significant negotiations between Swaziland, Zimbabwe, and Botswana on the one hand and countries such as China and India on the other hand.”

He also sees opportunities in the fact that “the shortage of spectrum is requiring new arrangements to be made between the user countries and the developers of new technologies in the field of telecommunications.”





### SHALYA HIRSHSON the uvemvane project

Shalya Hirshson heads up The Uvemvane Project which has seven employees. The Joburg-based project provides psychotherapeutic support to children and adolescents who experience illness such as cancer and amputations and whose access to healthcare is limited due to a lack of funds.

This is done by enhancing the skills and experience of those working with children as well as to parents. The service provided is often limited due to lack of state resources, or where children live in remote areas where access to mental healthcare and emotional support is unavailable.

"I envisage that the project will move to other specialised wards in the two hospitals (other than the oncology wards)," says Shalya who has been approached to develop a psychology department for a new hospital in Joburg.

The use of creative expressive arts in therapy is a new field within South Africa. The Uvemvane Project is therefore a pioneering force in how therapy is provided for individuals and groups.

The Project is active at the Johannesburg General Hospital and Chris Hani Baragwanath. Students and community art counsellors are placed at these two hospitals as part of their practical training requirements for completing art therapy training courses and qualifications.

Shalya completed Grade 11 at King David High School Linksfield and matriculated at Eden College. She went on to do a BA Psychology and English (UNISA), Honours Clinical Psychology (UNISA), M.Ed Educational Psychology (Wits) and a PhD (D.Ed Educational Psychology) (UJ) for which she is awaiting results.

Shalya participates in a host of recreational activities, including: writing; studying, spending time with her family, reading, dancing, traveling, and facilitating training and development seminars.

"My greatest achievement in business has been seeing the Uvemvane Project transition from a gesture in honouring the generosity of one person and one organisation, to a project which continues to grow and develop. Our target was to bring in R10,000 each, as an entrepreneurial project. I managed to raise R75,000. I decided then to commit myself to expanding and sustaining the project on a long-term basis," she says. To date, she alone has

raised over R150,000 for the Uvemvane Project and continues to lead the fundraising for the provision of much needed services for children and their families.

But, despite the dire need for funding for children and vulnerable population groups, she says, potential funders are restricted in terms of their target recipients and the criteria set out in their corporate social responsibility policies and guidelines.

The name 'Uvemvane' is derived from the Zulu word for butterfly. Born out of the caterpillar in the chrysalis, butterflies have come to symbolise rebirth, regeneration, change and even happiness.

"As mentioned previously, I have been approached to develop a psychology department for a new Hospital to be established in Gauteng, which provides specialised treatment for children," she says.

Physical and emotional well-being, growth and development remain the primary focus of everyone involved in the Project. "The potential for expansion and growth of the project is immense. The team comprises enthusiastic, driven individuals some of whom provide services on a voluntary basis (i.e. without remuneration)."

She says she believes a realistic time frame in which meaningful change can take place within SA - meaningful and sustainable change on intrapersonal, interpersonal, community, social, economic and financial levels - occurs within a process which seldom happens within a short space of time.

However, she explains, there seems to be a movement towards acknowledging and highlighting some of the major problems in social, educational and healthcare settings and encouraging businesses and companies to become active participants in the change process. This means that companies and organisations with financial means are encouraged to support initiatives which better the lives of individuals and communities in the arenas of HIV/AIDS, education and sustainability, for example.

"People are seeing the merit in becoming personally involved in 'making a difference' and contributing time, money, knowledge and care to empowering families, communities and the South African community at large."

# entrepreneur

## winner

### Absa Entrepreneur Award

**GIL SPERLING, DANIEL LEVY  
AND RYAN SILBERMAN**  
popimedia



Gil Sperling, 30, Ryan Silberman, 34, and Daniel Levy, 36, are the brains behind Popimedia - a South African Social Media and Adtech Company who provide cutting edge social media services and technology platforms to blue chip multinationals as well as companies in Africa, the Middle East and Europe.

Popimedia Innovations is a social media and technology company that builds and sells social media solutions.

"We live, breathe and eat Social Media. A culture of Innovation and idea generation are at the core of the company, always keeping us ahead of the pack," say the team.

"In 2007 we began to develop various products we would later licence to agencies and the like. This approach allowed us to gain significant traction within the realms of Social Media both locally and abroad.

"After assisting many reputable agencies both ABL and Digital to fulfil their clients' social media needs, we moved to client direct," they say.

In late 2011 they sold a stake of the company to The Creative Counsel, South Africa's biggest below the line-marketing agency. Why? Because The Creative Counsel's "footprint in the industry is formidable, with arguably 65 percent of all FMCG brands on their books."

The Creative Counsel's owners, Ran Neu-Ner and Gil Oved, were themselves winners of an Absa Jewish Achiever Award in 2013 and have sponsored a new prize for Young Jewish Entrepreneurs from 2014.

A dynamic relationship ensued between Popimedia and The Creative Counsel and, today, Popimedia is at the forefront of activations incorporating social media strategy down to execution.

As a result of Gil, Ryan and Daniel's efforts, Popimedia is Africa's

only Facebook PMD (Preferred Marketing Developer). The PMD program is an exclusive community of best-in-class developers focused on making social marketing easier and more effective. PMD's are the social experts at the forefront of helping marketers and advertisers establish and grow lasting connections with customers. PMD's build apps on Facebook, optimize social plugins, manage ad campaigns, measure performance and develop effective marketing strategies for Facebook. Popimedia is also listed on Facebook's global agency directory.

"Our competencies encompass; amongst others; holistic strategy; media buying (direct); community management; application and platform development. We have proprietary systems designed to deliver ROI from social networks or mobile devices to point of sale," say the guys.

And who can argue with that. The three have managed to elevate themselves to the highest position of recognition above their competitors in the crowded digital marketing space.

Not only that, but they beat out some very strong competition to win the 2014 Absa Jewish Achiever Entrepreneur Award - some very strong competition indeed!

Popimedia is all about ensuring that social media campaigns, while strategic, "must also be precisely measurable in terms of the conversations a brand has with its consumers and, specifically, how those conversations convert into bankable sales for clients," they believe.

This led to the in-house development of the acclaimed proprietary tool, meedee8, which has piqued the interest of social media's largest players, including Facebook itself.

2014 has seen Popimedia sign strategic deals with major media agencies and multi-nationals, including L'Oreal, Clover, Energizer and Unilever.



# gordimer

## Nadine Gordimer: Farewell to a literary icon

BY: GWEN PODBREY

Nadine Gordimer, the first South African to win a Nobel Prize for Literature (1991), died in her Johannesburg home on Sunday, July 14, at the age of 90.

The younger daughter of immigrants Isidore Gordimer (a Latvian watchmaker who opened a successful jewellery store in South Africa) and British-born Nan (née Myers), she was born in Springs on November 20 1923.

The Gordimers' home was apolitical and almost completely devoid of Jewish tradition or education. However, while Jewishness was never a conscious point of reference in their daughter's work, she displayed a curious ambivalence towards Israel and its policies, exhorting American writer Susan Sontag not to accept the illustrious Jerusalem Prize for literature in 2001 and becoming a signatory to the "Not in My Name" campaign, but ultimately refusing to equate Zionism with apartheid or endorse the delegitimisation of the state.

Gordimer penned her first story at the age of nine. Removed from school at the age of 11 due to suspected cardiac problems, she spent the next five years at home, in relative isolation. At the age of 13, she had a story published in the weekly Sunday Express and two years later, her first adult story was published in Forum.

During a one-year stint at Wits University, Gordimer encountered black writers and artists, notably through Drum magazine, which played a formative role in her political awakening.

In 1951, the New Yorker published her story 'A Watcher of the Dead', beginning her exposure to an international readership. In 1953 her first novel, 'The Lying Days', was published, an essentially idealistic work anticipating a multiracial future for the country.

Later novels, however, would be marked by cynicism. A member of the ANC and admirer of radical African visionaries such as Kwame Nkrumah, she had three of her works banned by the National Party government.

Her marriage to dentist Gerald Gavron in 1949 produced a daughter, Oriane, but the marriage ended in divorce after three years. In 1954 she married art dealer Reinhold Cassirer (who died in 2001), and a son, Hugo (today a New York-based filmmaker), was born the following year.

Gordimer's involvement in politics resulted in close friendships with, among others, attorneys Bram Fischer and George Bizos, as well as Nelson Mandela, whom the two defended in his 1962 trial.

She hid fugitive ANC leaders in her own home and testified at the 1986 Delmas Treason Trial on behalf of 22 activists - an experience she described as "the proudest day of my life".

When Mandela was released from prison in 1990, she was one of the first people he wanted to see. In his autobiography, 'Long Walk to Freedom', he recalled: "I tried to read books about South Africa or by South African writers. I read all the unbanned novels of Nadine Gordimer and learnt a great deal about the white sensibility."

More recently, she was an outspoken critic of former President Thabo Mbeki's disastrous handling of the HIV/Aids epidemic and a staunch supporter of the Treatment Action Campaign.

Novels such as 'A World of Strangers' (1958), 'July's People' (1981), 'Burger's Daughter' (1979, based on the life of Bram Fischer, a work widely regarded as her opus magnum) and 'The Conservationist' (1974) entrenched her status as a writer with a keen and fearless gaze and a masterful exponent of societies and individuals under political and moral stress. However, her dense, intimated style is not easily accessible, with many preferring her shorter fiction.

Ronald Suresh Roberts' 2006 book - 'No Cold Kitchen' - which began as an authorised biography of Gordimer, ended acrimoniously, with her disowning the work and accusing him of betraying her trust.

An intensely private person, Gordimer produced 14 novels and more than 200 short stories, with her work translated into 31 languages. Her many accolades included the CNA Prize for Literature (three times), the WH Smith Commonwealth Literary Award, the James Tait Black Memorial Prize, the prestigious Booker Prize and the Grand Aigle d'Or.

She was also a founding member of the Congress of South African Writers, held 15 honorary doctorates and was a Fellow of the Royal Society of Literature. Her massive achievements did much to earn South African literature - and the core of intrepid crusaders like herself, who exposed the human cost of its darkest historical chapter - global respect.



## GRANDPARENT OR PARENT FROM BRITAIN, IRELAND OR EX BRITISH TERRITORY?

We specialise in claims to British citizenship through UK ancestry, legal anomalies or family links with a former British territory, e.g. Rhodesia & Nyasaland, Swaziland, Kenya. We also find ways to transmit UK citizenship to children. More possibilities exist before age 18 years.

We also advise on UK immigration and visas, including visas for workers, investors, entrepreneurs and spouses/family of British and EU citizens. Alexander Finch MA (Cambridge), LLB personally handles all cases.

Rates competitive. Testimonials available. See link below.

SA phone: 010 500 9812 UK phone: +44 20 7993 8975

Email: [info@passportia.org](mailto:info@passportia.org) Web: [www.passportia.org/sa](http://www.passportia.org/sa)





## DESIGN INDABA - WHERE CREATIVE & BUSINESS MINDS MEET

By Dina Diamond

Often great thought is seen to be limited to the business world and academia. Design Indaba, a multi-faceted platform and tribute to the creative spirit, brings together the most prolific creative minds and dispels such a notion, demonstrating how creativity can fuel economic revolution.

Design Indaba was conceived in 1995 with the upsurge of confidence in South Africa's post-1994 future and desire to solve societal issues linked to insufficient investment in human capital. By looking at our own competencies and nurturing South African industries through creativity and design, it was thought that these problems could be addressed and South Africa could flourish. Design Indaba's primary aim therefore is to advance the cause of design as a communication fundamental, a business imperative and a powerful tool in industry and commerce, awakening and driving a demand for investment in intellectual capital.

The Design Indaba Conference brings the finest international thought leadership to South Africa and has grown to become one of the world's leading design events hosting more than 40 speakers and 2,500 delegates at the International Conference Centre in Cape Town in February each year.

Linked to the three day conference is the Design Indaba Expo which provides a commercial platform for South African designers to showcase local goods and services to the global market through influential international buyers.



By attracting the world's brightest talent, Design Indaba has become a respected institution on the creative landscape and one of the few multi-sectoral events that celebrates all the creative sectors – including graphic design, advertising, film, music, fashion design, industrial design, architecture, craft, visual art, new media, publishing, broadcasting and performing arts.

Whether you are listening to the Global Head of Marketing for Coca-Cola or the unknown founder of a start-up, you can be assured that you will be spellbound and riveted to your seat. Some of the best speakers are those that you have never even heard of. However Ravi Naidoo, the founder of Design Indaba, goes to great depths to ensure that every single one of the 40 international and local speakers is of the highest standard and has something enthralling to share with audience.

David Goldblatt, previous recipient of a Jewish Achiever Award, has been a speaker at Design Indaba. David is a South African photographer and the first South African to be given a solo exhibition at the Museum of Modern Art in New York.

Jane Raphaely, the chairperson of Associated Media Publishing, has also been a speaker at Design Indaba and has also been a recipient of a Jewish Achiever Award. Jane was responsible for bringing Cosmopolitan Magazine to South Africa as well as O, The Oprah Magazine, the only edition outside the USA.

Sponsors too play a massive role in facilitating an environment conducive to creative thought and activity. Absa, as a main sponsor is challenged every year to come up with something cleverer and more enticing than the year before. This year, the tagline, Make think become DID, encompassed the idea that great design ideas make for a thriving economy, but ideas can't grow into something tangible if they remain in their originator's head. Through a smartphone application delegates could tweet and share original design ideas. The best idea won a real-life prototype of their idea along with the schematic drawing and a trademark for that design.

This highlights the key output that it is essential for great minds to meet and creativity is priceless, but thought needs to be nurtured, developed and implemented to become something tangible and ultimately life-changing.





**Reason says:  
look for more  
diversity in senior  
management.**

**Instinct says:  
business growth  
will follow.**



**Grant Thornton**  

---

**An instinct for growth™**

On Women's Day, the business issue of gender diversity at board and senior management level becomes a focus. With only 26% of senior management positions occupied by women in South Africa, how do businesses improve parity and yield the growth benefits associated with it? Contact us to help unlock your potential for growth.

**[www.gt.co.za](http://www.gt.co.za)**





**IVOR ICHIKOWITZ**  
paramount group

Ivor Ichikowitz' Paramount Group has become a leading Global Aerospace and Defence business. The multi-faceted organisation has over 15 subsidiaries involved in the design, development and manufacture of technologies, systems and equipment to support governments around the world in the development of defence and security institutions.

Paramount Group works with more than 30 countries around the world supplying peacekeeping operations, air forces, navies, armies, police forces and Internal Security Institutions.

48-year-old Ivor hails from Springs where he matriculated before attending Wits where he did his BA. Ivor is also chair of TransAfrica Capital – a leading African private equity group and the founder and chair of the Ichikowitz Family Foundation.

His business employs some 2,000 people at 13 facilities in South Africa, Latin America, the Middel East, Asia and Europe.

Paramount's facilities include a shipyard which manufactures high-speed naval vessels; an aerospace company which is a Tier-1 sole-source supplier to Boeing and Airbus; a land-force business which produces the most advanced armoured vehicles in the world; a military aerospace business which is one of the few such businesses in the world with supersonic fighter jet upgrade and support capability; an optronics business which manufactures some of the most advanced military optronics in the world and a communications and electronic systems business.

**One of SA's great achievements since 1994, he says, is that all races and religions have learnt to do business and politics together. "But they have never learnt to do leisure time together,"**

Paramount, says Ivor, is a "proudly African Company which works globally." His mission has always been to project Africa's skills and expertise to the rest of the world.

He founded the business in 1994 with a very small team in a time of great adversity. This team built the group into the global operation it is today. "From our humble beginnings, Paramount Group is today recognised as a very important player in the Global Aerospace and Defence Industry," says Ivor.

"It is also recognised as THE player on the African continent," he adds, which is why Boeing Defence Systems had selected Paramount Group as its Primary Partner in Africa.

Paramount celebrates its 20th Anniversary this year and has proven in that short time that "Africa is able to produce world-class products capable of competing with the main defence technologies in the world," he says.

### PARAMOUNT IS A MAJOR HI-TECH EMPLOYER

The Group employs over 600 engineers and technicians who are considered to be amongst the top experts in their respective fields. Paramount Group believes, says Ichikowitz, "that our ability to innovate comes from the fact that we have a unique set of skills in South Africa, which resulted from our country's rich and diverse history."

This, he says, has given South Africans a "Can Do" mentality in which failure is not an option.

Paramount has developed appropriate technologies, cost-effectively, with applications in global markets.

Although Paramount's personnel are almost all South African-based, the group only recently started to do business inside the country – the business was built without any dependence on the domestic market.

To relax, when he has the time, Ivor Ichikowitz devotes time to his foundation and his family. His hobbies are flying and photography.

Ivor lists his greatest business disappointment as the failure to acquire the Lions Rugby Team. One of SA's great achievements since 1994, he says, is that all races and religions have learnt to do business and politics together. "But they have never learnt to do leisure time together," he says.

He had hoped that, through the Lions acquisition, "we would be able to transform the sport of rugby in South Africa and make it a multi-leisure sport." In the time he was involved, they brought thousands of Black spectators to Ellis Park.

Going forward, says Ivor, The Aerospace and Defence Industry is one of the most important drivers of innovation in any economy – and feeds hordes of sub-suppliers, sub-contractors and services providers.

"The current geo-political climate in the world dictates that there will be a significant growth in this industry over the next few years," he says, and Paramount's objective is to use this reality as an opportunity to grow significantly and to attract young talent into the Industry in order to ensure that the "Can Do" mentality is passed on to future generations.



**MICHAEL RUDNICKI**  
**KPMG**

If you want to cover your back in corporate South Africa, KPMG's Michael Rudnicki is the go-to guy.

After matriculating at Herzlia in 1987, Michael proceeded to build an impressive list of degrees – starting with a Rhodes University BCom which he completed in 1990. This was followed by a Hons, BCompt, in 1992 from UNISA, then from UCT a BCom, Hons Taxation, in 1995 and then a stint at UJ where he earned his MCom Taxation, in 2001.

Along the way he also collected an Academy Financial Markets: Higher certificate and Higher Diploma in 2000, and his CA(SA) in 1993.

What Michael refers to as his “work journey” is just as impressive: He did his articles at Zeller Karro from 1991 to 1993 and joined Alan Huth & Associates from 1994 to 1996 when he joined Price Waterhouse – now known as PWC until 2000.

His last move was to Arthur Andersen/KPMG in 2001 where his star has risen so far and so fast that he hasn't needed to look anywhere but forward.

In the field of M&A and private equity, Michael is: Head of M&A/Private Equity, Tax and Legal; a member of National M&A/PE Executive Group; a member International M&A/PE Group; and a member SAVCA Legal and Regulatory Council.

In this capacity (yes, there are more capacities to come), his major clients include: ABSA Private Equity, including portfolio companies such as Enviroserv, Safripol, Bravo; Kagiso; Medu Capital, Nedbank Private Equity, Theko Capital, Actis; RMB Corvest, Harith, Safika, Sanlam Private Equity, Investec Private Equity, Vantage Capital, International Housing Solutions, and Rockwood private equity.

Michael's main type of work in the M&A and Private Equity includes: Fund set up with coordination from accounting, legal, and governance; Purchasing and vendor due diligence; Tax structuring of portfolio companies; Post due diligence implementation work, globally South Africa commenced with this service line within KPMG; and Presale exit strategies and clean ups.

In the field of financial services, Michael is: Head of Financial Services, Tax and Legal, with a fee budget of R60m; a member of National Financial Services Executive Group; and a member of Global Financial Services Tax Group.

Here, his major clients include: ABSA/Barclays Africa (largest KPMG Tax and Legal client), Standard Bank, JPMorgan, UBS, Macquarie (lead partner for firm nationally, member of global Client Service team), HSBC, Deutsche Bank, and Sasfin.

Michael's main type of work in Financial Services includes: Derivative structuring and reviews; General consulting to most banks in the Financial Services Sector; Client and public lectures on tax and accounting implications on derivative instruments; Structured product and finance reviews; and Bond buy backs and FEC valuation reviews.

Michael's Other interests and responsibilities include: Head of knowledge management for Tax and Legal; Responsible for KPMG internal Tax affairs; a member of SAVCA tax committee; and a member of SASF tax committee.

**“In the year ahead, our primary goals are to maintain a premier advantage, attract entrepreneurial talent and retain quality staff.”**

As if that wasn't impressive enough, other major clients who pick Michael's brain include: Microsoft, Siemens, Macsteel, Gijima AST, Eskom, Sinosteel, Fidelity, and Mitsubishi.

Now you can understand why Corporate South Africa wants Michael Rudnicki behind them.

Michael lists his greatest achievement as: “Working with a diverse and energised team and being part of what is regarded as the premier Corporate Tax team in the country (Financial Services, Mining and Mergers & Acquisitions sectors).”

And his greatest disappointment? “Not always being able to retain talented individuals.” He says.

On the subject of how he deals with a work/life/community balance, Michael says that although KPMG is a proponent of this balanced philosophy, he finds it is difficult to maintain. “The harsh truth is that fees won't be generated if client relationships aren't nurtured,” he says. “Regular exercise and quality family interaction are very important to me.”

KPMG, he says “focuses on employing graduates as opposed to focussing on only recruiting qualified professionals.” This strategy allows the company to mould individuals according to their business philosophy. “I like to provide insight into what the ‘real world’ is by speaking at schools, community halls, universities and the like,” he says. “Academics is a small part of being a successful tax practitioner, being street-wise is often grossly under-played.”



**CLIFF GARRUN**  
garrun group

58-year-old Cliff Garrun had the stereotypical Johannesburg upbringing. HA Jack Primary School, Highlands North High from where matriculated in 1973 as Head Prefect and with the Governing Body Award.

Then it was off to Wits where he earned his B.Com in 1979, his L.L.B in 1982, and his Higher Diploma in Tax law in 1984. He was admitted as an Advocate in 1985.

Cliff's life, from high school to date, speaks to his civic-mindedness.

He was a member of the Law Students Council in 1982, an Associate of the Insurance Institute of SA and an Associate of the Chartered Institute of Insurance (UK).

The Garrun Group is a short term insurance intermediary (broker) and consults regarding employee benefits. They employ 307 staff nationally.

What is unique about his business, says Cliff, is that they offer a "National strength/Local signature" relationship-based business model with well-developed and efficient centralised functions."

He is especially proud of having "grown an organisation into one that is respected within the industry and has a recognisable and self-sustaining brand," says Cliff.

### **Cliff Garrun is an achiever at everything he puts his mind to and a serial civic contributor and sportsman**

Cliff says the business "will continue on our path of acceptable growth and improving structure and efficiencies" in the future. His senior staff and management have, by and large been with the company for many years. He tries to give staff "an opportunity (with responsibility) to the emerging generation."

"One's business serves the individual," is how he sees business, "be they the owners or the employees."

Cliff is also involved in the property management business.

In 1988 Cliff was elected to the Joburg City Council for the Ward of Pullingerkop. He served on the Planning & Environment Committee and was Chair of the Democratic Party Caucus Sub-Committee dealing with Group Areas and related matters.

In 1990 he became Chief Whip of the Democratic Party Caucus and initiated the formation of a Task Group on urbanisation and Inner

City Working Group.

In 1992 Cliff was elected to the Executive Committee Central JHB Partnership (CJP) and also elected as Alternative Delegate to the Central Witwatersrand Metropolitan Chamber. He initiated City Council decisions on differential rating for mixed use inner city buildings which applied to both rates and services.

In 1994, on the formation of the Transitional Metropolitan Council, Cliff Garrun ended his term of service of the Joburg City Council.

Cliff is married to Robyn (Gishen). They have two children: Kim, 20, and Matthew, 23.

A serial civic contributor, Cliff plays a major role in community organisations:

- In 2008/09 South African International Games Committee for the SA Delegation to the 18th Maccabiah, In 2010 Cliff was elected Chair of SA Maccabi. From 2011 to 2014 he was the Head of the Africa Confederation of Maccabi World Union (MWU) and Vice-Chair of the MWU. In 2013 he was Deputy Head of Delegation for SA the 19th Maccabi Games and in 2014 he was appointed to the International Sports Committee of the MWU.
- From 2002 to 2009 he Chaired the School Governing Body of Highlands North
- From 2010 to 2014 he Chaired the Highlands Boys Foundation NPO

Cliff is a sportsman as well as an administrator. Today, his masters swimming, golf, general fitness, and hiking keeps him on his toes. But as a younger man, he participated at top levels:

- From 1971 to 1973 he represented the Junior Springboks, SA Schools and Transvaal at swimming
- He earned his School Colours in Swimming, Rugby, Cricket and Athletics
- In 1973 he Represented SA at the Maccabi Games and came home with 2 Bronze and 1 Silver
- From 1978 to 1980 he was Treasurer of the Wits Rugby club
- In 1979 and 1980 he was Vice-Chair of the Wits All Sports Council and was awarded University Colours in swimming, water polo and rugby

The list goes on and on – and then some, culminating in his winning a silver and bronze medal for SA at the 19th Maccabiah Games last year.





**Afrika Tikkun**  
Developing Communities  
in South Africa

## FROM CRADLE TO CAREER

To partner with Afrika Tikkun or find out more about our valuable work please contact:

**Herby Rosenberg**

Email: [herbyr@afrikatikkun.org](mailto:herbyr@afrikatikkun.org)

**Onyi Nwaneri**

Email: [onyin@afrikatikkun.org](mailto:onyin@afrikatikkun.org)

Tel: 011 325 5914

Facebook: **Afrika Tikkun**

Twitter: **@AfrikaTikkun**

Website: [www.afrikatikkun.org](http://www.afrikatikkun.org)



**Nelson Mandela**

Patron-in-Chief in Memoriam



## AFRIKA TIKKUN – FROM A SMALL ACORN DOES AN OAK TREE GROW

**Ann Harris reflects on twenty years of development: 1994 – 2014**

In the exciting days of 1993-4 when the New South Africa burst onto the world scene, Dr Bertie Lubner and the late Chief Rabbi Cyril Harris found themselves to be of one mind. If the vibrant South African Jewish Community was to find its place in the new democracy and contribute in a meaningful manner to the upliftment of many disadvantaged citizens, it must find a way to share its talent for organisation and its many communal and personal skills.

Nobody should ever think that in the sad days before 1990, the idea of assistance to those who were suffering was unknown. There are many folk of that era who must always be remembered for their personal, corporate and communal help to the poor in that difficult time. But there was no coordinated communal body which showed what the Jewish Community had to offer .... And so Tikkun, now Afrika Tikkun, was born.

These two indefatigable and ever optimistic founders were soon joined by Herby Rosenberg, Arnold Forman and me in Johannesburg plus Jack Tworetsky and the late Benny Reich in Cape Town, together with a small band of a dozen workers.

But where to begin? The numbers were colossal and the needs manifold.

If truth be told, our first years were simply spent reacting to disaster – collecting basic necessities for victims of flood and fire, poverty and disease. While we tried to look ahead to more ambitious goals, we did not have the experience and expertise to make a meaningful impact. But as the century waned, we began to make strong ties with Community Based Organisations in the townships and working relationships with local, provincial and national government departments. We learned to listen to what was needed and by the turn of the millennium, we knew that our work was to be in the field of holistic family care. What else has given Jewish families strength throughout the ages?

Our beneficiaries recognised and admired that and were happy to work with us.

Today, our six country-wide Centres of Excellence provide family support “from Cradle to Career” – not only feeding and clothing, healthcare and sport, but educational support at all school levels and necessary social intervention for every age group. Our ultimate intervention lies in the training and development of young people, with a view to achieving career readiness, deployment into job opportunities; culminating in financial independence.

The goal of our professional staff is to strengthen communities through strong and caring families. We try to give the same standard of care in the Afrika Tikkun centres as our own community.

So may it be for the next twenty years!



**Late Chief Rabbi Cyril Harris**  
Co-Founder



**Bertie Lubner**  
Co-Founder & Chairman



**Herby Rosenberg**  
Executive Deputy Chairman



**Marc Lubner**  
CEO



**Arnold Forman**  
Financial Director



**COLIN LAZARUS**  
lazarus motor company

Colin Lazarus' unlisted Lazarus Motor Company (Pty) Ltd is a multi-franchise dealership which is located in Centurion, on the Joburg side of Pretoria. The company consists of five retail automotive dealerships, namely Ford, Mazda, Jaguar, Land Rover and Kia - with its core activities being sales of new and used vehicles, workshops, parts sales and a fitment centre.

But growing a small family-owned country tractor dealership into the state-of-the-art six-brand facility, the first successful multi franchise dealership in the country, required Colin Lazarus to take a number of huge risks along the way. They paid off, and today Lazarus employs a staff of 292!

The business's humble beginning was as a tractor retailer in the small rural town of Bronkhorstspuit. 67-year-old Colin grew up as a dinkum boere-Jood, attending Laerskool Du Preez van Wyk and Hoerskool Erasmus in Bronkhorstspuit, before switching to Carmel High School Pretoria for grades 9 to 12. He was Head Boy of Carmel, won the Good-fellowship Award and captained the first cricket, rugby and tennis teams.

After matriculating, Colin did a Ford Management Development Programme before joining the family's tractor business in 1980. This solid country grounding taught Colin what he calls "the paramount importance of customer service and to never take a customer for granted."

He carried these through when, ten years later, Colin made the bold decision to move the dealership to the big city. This decision, says Colin, would prove to be one of the biggest risks that he would take in his professional career. "At the time," he says, "there were no reserves in the business and so there was no other option but to make this calculated risk work.

Fortunately everything went according to plan and, ten years later, after acquiring various other dealerships within the Pretoria area, Colin made another bold decision to move all the dealerships to a central prime location under a single roof and formed what is now known as Lazarus Motor Company.

In 1985 Colin married Jenny (nee Kahn) and the couple had three sons in rapid succession: Ross in '86, Dean in '88 and Jed in '91. Today, Ross is a CA (SA) and joined Lazarus Motor Company in 2012, after completing his articles at one of the big four audit firms. This makes him the fourth generation Lazarus to be actively involved in the business. Dean is also involved (elsewhere) in the motor industry while Jed is a fifth year Medical student at the University of Pretoria.

The succession plan to carry the company forward is in keeping

with Colin's firm belief that "the key to the success of the business is that it is run with solid family values while always maintaining a strong corporate governance culture."

Colin Lazarus is a serial entrepreneur and is also involved in various property developments. He is also the "Captain of Industry for Pretoria" for the Reach for a Dream project.

He is a keen golfer and the vice-President of the Wingate Park Country Club.

Colin's key attributes, which have made him so successful and respected within the motor industry, are his passion for the motor industry, his interpersonal skills, high standards and expectations that he sets for both himself and his organisation, his sheer determination to succeed and, most notably, his active involvement in his community.

The Lazarus Motor Company sponsors Pretoria's three big sports teams, namely: The Titans, The Blue Bulls and SuperSport United – all of whom use the company's vehicles to go out into the surrounding areas and engage previously disadvantaged communities in sports development and various initiatives with local schools.

**"Lazarus Motor Company prides itself on being a family business run on strong corporate governance principles - while being committed to its customers and their communities," says Colin.**

Among the company's many accolades within the Motor Industry, include: Ford dealer of the year for the past 10 years; Being invited to be part of the Ford's International Presidents circle; Kia Dealer of the Year 2013; Mazda Dealer of the Year 2013; and Land Rover Dealer of the Year 2003.

Colin's greatest joy comes from being part of an individual's journey through the company, from young apprentice to maturity and work their way up through the company and become a strong leader.

Colin never had the opportunity to work with his father, Gerry. After receiving his diploma from Ford Management Development Programme, Colin joined the family business on 29 March 1980. His father passed away from a heart attack the very next day!



### GILLIAN EZRA simfy africa and exactmobile

Gillian Ezra is a finalist for the Absa Unlisted Award for her involvement in two music businesses: she is COO of simfy Africa [Pty] Ltd, a music streaming business; and a director of Exactmobile, a music download company.

For the uninitiated, the difference is access versus ownership – downloads one pays for and owns, while streaming one pays a monthly subscription fee for access to, and loses access if the user stops paying. Both offer access to 23-million licensed tracks across the continent and the world.

"We are a digital music business," explains Gillian. "We license and format the music so that people can stream it via our applications."

simfy Africa, says Gillian, is the first ever music streaming business in South Africa and, indeed, in Africa. It is fully licensed by all the majors and independent labels, she says, making it a "huge achievement both in licensing and technology." The businesses employ a staff of 20 and are based in the business-hub of Johannesburg.

Gillian Ezra matriculated at Greenside before qualifying for her BA [Industrial Psych]. LLB, LLM: "But I've always worked in music – what I do now is music licensing," she says. She's the one who makes sure everyone in the value chain earns their due. The music industry is clearly where her passion lies. Little wonder that she relaxes by doing ballet.

MTN South Africa became the first mobile operator in the country to launch a streaming music service in May 2014 following an exclusive partnership which Gillian had concluded. The service became available to the public from 4 June. Now, for R49/month, MTN customers are able to listen to all of their favourite music via streaming or in an offline mode.

Customers can access an endless supply of music across multiple devices including their computer, tablet and smartphone. All customers will have the opportunity to try the full service, and enjoy all of its features during a two week free trial period.

Gillian says that she is confident that the ground-breaking deal with MTN will push their subscriber numbers up in the coming year and that their businesses and brand will become more well-known. But, she adds, dealing with a multinational conglomerate like MTN means that decisions and actions happen more slowly than she is used to. She is frustrated as they have yet to start advertising the service.

They had hoped to have a larger subscriber base by now at simfy Africa. However, says Gillian, the high cost of data is holding them

back. She says the company looks for talented, committed people with the specific skills when recruiting.

Gillian is not too up-beat about SA in the coming year. She gives her view in a single word: "Troublesome." The country needs to end strikes "and focus on building the economy and make businesses feel welcome to trade," she says.

**"So much to learn!" says Gillian Ezra about the cutting edge tech that her industry is involved in. The high cost of data in SA is holding back iBusinesses.**

Her personal business philosophy is her belief in hard work "and grabbing every opportunity that presents itself. Life and business are about taking risks – you never know which will be the one that launches your career," she says.

She draws inspiration from all of the people that she meets in her work. "So many people are inspiring to me for different reasons – charitable work, innovation, entrepreneurship. I don't have any particular role model," she says. However she does enjoy reading books about the leaders of various technology companies. "So much to learn!" she says.

Gillian is also involved as a volunteer and fundraiser for "Stand With Stan" – an NGO which helps fund amputees who can't afford prosthetics.

Gillian is all about music, and has worked in many aspects of the music industry, from EMI to artist management, before she uncovered her passion for digital music. She heads up the music team at simfy Africa, as well as keeping an eye on the complex legal and operational issues involved with bringing digital music to life. She has recently earned her LLM degree, specialising in digital intellectual property.

Gillian's personal music playlist is topped by "Safe As House" by aKING; followed by Last Kiss by Pearl Jam; Sabotage (2009 Digital Remaster) by Beastie Boys; Dance Me to the End of Love by Leonard Cohen; State Of Emergency by Simphiwe Dana; A Rainy Night in Soho; She Always Gets What She Wants; Suddenly I See; Never Let Me Go; El Manana; Only This Moment; Hurt; Mr. Brightside; When You Come Back 2010; The Weeping Song; Killing Me Softly with His Love; Sibongile; Kings And Queens; Turn Me To Stone; Creep; and I'll Be Missing You.





**LAURIE DAVIDOFF**  
the heaven group

Laurie Davidoff has been nominated in the Absa Unlisted Achiever category in his capacity as Managing Director of the Heaven Group (Pty) Ltd. The Heaven Group retails as Sweets From Heaven.

Laurie matriculated at Athlone Boys and went on to do a B Comm degree at Wits. The Heaven Group today employs around 500 staff and has stores throughout SA and in the UK.

The Heaven Group currently consists of a retail division, with over 100 outlets, operating under the brands Sweets From Heaven, Cosmic Candy, Brittans and Heaven Express. There are in excess of 55 company owned stores and 40 franchised outlets.

"The sweet life seems to be the sweet spot when it comes to resilience and investing" says Laurie Davidoff. Nedbank Capital Private Equity used to hold a significant minority interest in The Heaven Group, which Laurie bought back in mid-2012.

Laurie, who has guided The Heaven Group from its infancy, says that it has taken a lot of persistence, patience and self-belief, through an initial successful public listing on the JSE in 1996, a delisting in late 2002. Thereafter, Laurie and Greg Ginsberg, (CA SA) who joined the group in 2000 as Financial Director set about consolidating, re-energizing and growing the business.

Davodoff's son, Brent, who acquired a B Comm Ind Psych (UJ), joined the group in January 2014 in an Executive capacity. He brings with him his unique style of people skills.

### Laurie Davidoff has always guided the business with an over-riding CSI philosophy.

"Sweets from Heaven pursues its mission wherein people dare to dream and passion fuels our vision," says Laurie, adding that it is a workplace "where fun replaces fear, integrity is our cornerstone and innovation our foundation." He believes primarily in leading by listening.

The company empowers through franchising and constantly strives to acknowledge the inherent worth of their employees, franchisees and customers alike. "It is from within this core that we draw our inspiration and measure of success," says Laurie.

The Heaven Group is committed to the cornerstone of the South African government policy, says Laurie, which is to enhance previously disadvantaged citizens through its BEE Policy. "The Heaven Group complies with all the BEE codes of practice as stipulated by Legislation," he says.

Laurie relaxes by helping others. When he gets the chance, he also enjoys a game of golf (he is a member of Houghton Golf Club) and other sport.

Always positive, Davidoff uses business disappointments as a learning process - to strengthen and focus the business going forward. He foresees the coming year as "exciting and challenging" for his group - and the SA economy remaining "much the same" as it currently stands.

In line with Laurie's strong beliefs in BEE and CSI, he tends to build his management team largely from within The Heaven Group. His motto has been: "Making your day a sweeter one!" since the inception of the business in 1988.

South Africa has "come a long way in 20 years," he says, "and we need to all follow Nelson Mandela's dream of an integrated and hard-working society."

Laurie Davidoff has always guided the business with an over-riding CSI philosophy.

The Heaven Group's CSI initiatives include providing a supportive network and skills development for the staff body and by investing in the upliftment of less-fortunate South Africans.

The Heaven Group also undertakes initiatives which often involve partnerships with grass-root NGO's where they provide support ranging from financial to facilitating donations and supplying exclusive confectionary products free of charge. Their largest partnerships of this kind are Childline and Harambee.

In August 2013 Heaven Group became a participating employer of the Harambee Youth Employment Accelerator. By supporting Harambee, says Laurie, he aims to meaningfully assist in addressing the extensive problem of youth unemployment in SA. Harambee sources, assesses, trains and then places young underprivileged and inexperienced South Africans into good, entry-level positions in the formal economy.

"Harambee is Swahili for 'all pull together' says Laurie, and that is exactly what SA must do to solve what has been called the 'ticking time-bomb' of youth unemployment.



Popimedia is a leading Social Media and Adtech Company in South Africa, providing social media services and technology platforms to many blue chip multinationals as well as companies in Africa, the Middle East and Europe.

Popimedia is the only Facebook PMD (Preferred Marketing Developer) in Africa, one of 260+ members in 35+ countries, PMDs are the social experts at the forefront of helping marketers and advertisers establish and grow lasting connections with customers. PMDs build apps on Facebook, optimize social plugins, manage ad campaigns, measure performance and develop effective marketing strategies.



**DAWN NATHAN-JONES**  
CEO europcar south africa

Dawn Nathan-Jones is a finalist in the Absa Unlisted Company category in her capacity as the CEO of Imperial Car Rental Division, a division of Imperial Holdings Limited, and has brands such as Europcar, Europcar Van Rental, Europcar Chauffeur Service, Tempest Car Hire and Gage Car Hire in her portfolio.

54-year-old Dawn matriculated at Durban Girls High School and later attained her MAP (1991) and EDP (2003) from the Wits Graduate School of Business. She is also a director on the "Imperial Vehicle Retail, Rental and After Market Parts Division" Board and the Head of Imperial Group's Brand Council.

Her business unit employs 1,311 staffers and operates in SA, Namibia, Botswana, Lesotho and Swaziland. In terms of International Operations, Dawn is a member of the Europcar Global Network Advisory Committee for over 150 countries.

The Imperial Car Rental Division is a vertically integrated business within the greater Imperial Group. There are five business units within the operational component of the Car Rental Division which manage areas of fleet procurement, rental and disposal of automotive assets. The largest structures are Europcar (a franchise brand) and Tempest Car Hire.

**"Any business in the 21st century which is not adapting to the rapidly changing customer behaviours from a technological perspective will find it difficult to keep up."**

Europcar, the larger of the two, runs a fleet peaking at 20,000 vehicles with an asset base of R2-bil.

Despite the business having grown from operating five vehicles out of a small garage in 1979 to a fleet peaking at 20,000 vehicles across five countries, "we have managed to retain our constant focus on customer service," says Dawn. "We place a lot of emphasis on recruiting like-minded individuals who complement this ethos."

Over the past three decades the business has gone through enormous change - focusing on the implementation of various fiduciary, financial and governance enhancements. "The simple philosophy of customer centricity, however, remains at the heart of all structures within the business," says Dawn.

They have invested heavily in technology over the past few years,

she says, "as we would like to see our business set a new benchmark in the global space."

Some of the key milestones in Dawn's career:

- 1984 – Securing the first rights to operate at State airports
- 1986 – Becoming a Director of Imperial Car Rental
- 1987 – Acquiring the Hertz South Africa business
- 1990 – Becoming the largest car rental company in South Africa after 11 years in the market
- 1992 – Acquiring Tempest Car Hire
- 1995 – Acquiring the Europcar franchise
- 1999 – Taking over from Carol Scott as the head of the business
- 2004 – Beginning the process of consolidating, rebranding and launching more modern aspects of the business
- 2007 – Successful merger of two car rental brands (Imperial & Europcar)
- 2009 – Successful transformation of a well-known local brand (Imperial) to a relatively unknown international brand (Europcar) without losing one customer
- 2010 – Becoming the largest franchise in the global Europcar network (a position that Imperial continues to hold)
- 2014 – The implementation of a class leading, best practise technology platform considered the best in the world in our market

Dawn, who has spent her entire working career at Imperial Car Rental, is also involved in the Business Woman's Association, the International Women's Foundation South Africa, the Boss of the Year Club and various industry associations.

To relax, she enjoys pilates and spinning, walking, reading, traveling and spending time with her family, especially her 8-year-old son, Daniel.

Dawn is up-beat about the currently "exciting period" in the business. "Although market conditions are not favourable, we are transforming the way we do business," she says.

With new technology platforms and the re-invention of key business processes, "I anticipate we will surpass many industry qualms by increasing our capacity and capabilities for the benefit of the customer experience. I believe any business in the 21st century which is not adapting to the rapidly changing customer behaviours from a technological perspective will find it difficult to keep up."

She believes that mobile solutions and digital technology have a major part to play in the future.





**ANTHONY ORELOWITZ**  
paragon group

Anthony Orelowitz' Paragon Group: Architects and Interior Architects is no ordinary professional enterprise. The company has a staff of 82, is Johannesburg-based and has projects running all over Africa.

Architecture, says Anthony, is a "constantly evolving practice. Always pushing the boundaries of design, innovation through new materials and driving our buildings within rigorous cost and performance constraints."

Paragon is benchmarking global best practice not only in design but through its management systems (ERP Systems), he says, and it is implementing these throughout its business units. They have set their sights high: their vision is "of to be the best practice in Africa."

Anthony, 49, matriculated at King David Linksfield before doing his BArch and MBA.

Apart from Paragon, Anthony is also involved in property development. He is also a member of both the Wits and UJ Architectural Design Review Panel SAPOA, and a SAPOA Awards Judge. His recreation involves biking, water skiing, playing guitar and reading.

**We are always driving best design and innovation through new materials, investing in the education and skills of our staff, driving excellence through cutting edge software and striving for global best practice.**

Paragon has played a significant role in changing the perception of Corporate/ Commercial Architecture in the SA market, says Anthony. "It has raised not only the idea that commercial buildings can be beautiful or enhance an organisations brand, but more significantly enhance how organisations function. Our buildings facilitate and enhance corporate culture, helping businesses become more productive and efficient in terms of their bottom line and function," he says.

Anthony is the competitive type and what he doesn't like, is when Paragon loses an architectural competition. He is also an optimist and says that Paragon is constantly evolving and learning as a business. "By year end we will be working on two of the largest corporate head offices in Africa," he says. "We will have increased our staff complement to over 90.

"We are currently expanding the typologies of our work. By the end

of 2014 we will be building retail malls, schools, inner city housing, hotels and industrial warehouses. We are currently expanding our work locally to Durban and the Cape, and are in the process of starting buildings in Mozambique, Gabon, Angola and Ghana."

Paragon has built a very strong HR, marketing and financial capability by employing highly competent professionals. "In terms of growing and managing our business," says Orelowitz. "We have selected three associates and given them different portfolios to manage. The one is driving our ERP implementation, the second helping with evolving the design culture of our practice and the third in driving typologies and the technical aspects of our production. They have large stakes in our profit share and shares in our globalisation structure."

In terms of general staffing, he says, Paragon try to employ only students and staff with excellent academic results and great working experience.

He believes that the commercial property market is going to come under pressure in the next year. "There is a lot of vacant space coming onto the market," he says. "This, coupled with high building costs, few competent contractors and sub-contractors and sluggish rentals has the makings of a 'perfect storm,'" says Anthony.

"We are never complacent. We are constantly modifying, adapting and rebuilding our business in the name of excellence." Orelowitz believes that bringing direct foreign investment into SA through our skills and offerings will help the country in the areas of job creation, education and skills development.

"Through our work, our developers are able to employ thousands of people on site. We need to help at a university level by being concerned about the next generation of practitioners in our country and we need to identify and nurture the talented from previously disadvantaged communities through bursaries and employment in our organisations. At Paragon we do all of these things," he says.

Orelowitz also works hard on keeping the balance between his work and family where it should be. "My working life is very consuming," he says. And so, to cope with his family life, he gets up very early – at five on weekdays. This allows him to get to work early (and, no doubt, miss a lot of the traffic) so that he can get home before 6:30 in the evening.

"On weekends I try work in the early mornings while my family is sleeping, say from 7 to 10," he says. "This allows me to spend quality time with my family for the balance of the time. I generally ride and ski with my family on the weekends."

# unlisted

## Absa Business Achiever Award (Unlisted Companies)

# winner

### IVOR ICHIKOWITZ | paramount group



Ivor Ichikowitz is an industrialist and philanthropist. Over the last 20 years Ivor has built successful businesses across oil and gas, defence and aerospace manufacturing, property, retail, tourism, mining, agriculture and sustainable development across Africa.

Ivor is the Executive Chairman of the Paramount Group, which he founded in 1994. Under his leadership the business has grown into Africa's largest privately-owned defence and aerospace business.

As Executive Chairman of private equity group TransAfrica Capital (Pty) Limited, Ivor directs investments in scientific research and development projects, producing innovative solutions for industry and commerce.

On the philanthropic front, Ivor founded the Ichikowitz Family Foundation which supports educational and developmental programmes that empower Africa's young people to seize the new century's opportunities.

Growing up in South Africa, Ivor experienced first-hand the challenges facing a country in transition. It is this background that drives his passion for democracy and his desire to help developing nations reach the stability needed to grow and prosper.

Ivor is a life-long proponent of Africa and its people and his interests stretch from local community initiatives to international trade and development. He believes that the continent has the potential to become an important global economic power. Over the last two decades he has been an active investor, employer and entrepreneur building numerous successful businesses across the continent.

In 2011 Ivor Ichikowitz' Umoja Foundation subsidised the publication for posterity of the magnificent "Jewish Memories of Mandela" coffee-table book and a revealing and inspiring account of the history of the South African Jewish community. "The book is a crucial addition to the world's records of anti-apartheid activism from within the white community, of which Jews formed a part," said Ivor at its launch.

Jewish Memories of Mandela offers a unique take on the story of Nelson Mandela and the anti-apartheid struggle, as seen through the lives and recollections of Jewish South Africans who were a part of it. The book was a collaborative effort between the South African Jewish Board of Deputies and the Ichikowitz' Umoja Foundation.

Many of the colour and black-and-white photographs included throughout the book are being published for the first time.

Since the early 90s, Ivor has supported initiatives that promote transformation and nation building in South Africa. He was active in the anti-apartheid struggle and is a strong supporter of the ANC.

Ivor Ichikowitz carries forward a long family tradition of innovation, entrepreneurship and commitment to Africa. It is against this background that he founded the Ichikowitz Family Foundation

which is the main vehicle of his family's charitable work. The Foundation initiates and supports educational and developmental programmes that empower Africa's young people to seize the new century's opportunities.

Ivor Ichikowitz was born in 1966 in the mining town of Springs in South Africa where he experienced first-hand the many challenges of the country's transition.

Ichikowitz's father, Louis, began importing Suzuki motorcycles, setting the foundation on which Ivor would later build his own company – Paramount Group.

Ichikowitz studied drama at Wits - where he became involved with protest theatre before traveling in Africa and studying African literature.

He is a keen photographer and wildlife enthusiast. He is married with two children.

His Paramount Group, for which he won the business award, is a world leader in defence and security innovation with an exceptional reputation for developing and delivering integrated solutions for defence, internal security and peacekeeping forces across the world.

The largest privately-owned defence and aerospace business in Africa, it has unique capabilities in land systems, aerospace, naval systems, advanced technologies and electronic systems.

The Paramount Group has established itself as a global innovator with the development of one of the world's most advanced families of armoured combat vehicles, and a revolutionary reconnaissance and surveillance aircraft, the first aerial platform of its kind.

It also has one of the strongest aerospace offerings in Africa comprising supersonic fighter aircraft solutions, air force establishment, systems integration, avionics, UAVs, sighting and mission sensors. Integrating advanced systems that extend the mission performance and lifespan of fixed wing aircraft, helicopters and unmanned airborne vehicles is a key competence.

No lightweight, Paramount Group also manufactures, maintains and refurbishes naval vessels including light strike craft, rapid intervention and off shore patrol vessels at its own facilities.

In July 2014, Boeing and Paramount Group met to Collaborate on Defence and Security Opportunities. The agreement, signed during the Farnborough Air Show, will allow Boeing and Paramount to apply their complementary strengths in providing aircraft and land systems solutions for customers in Africa and other major markets that face a range of security challenges. Paramount Group is Africa's only partner of Boeing at this level in Africa and a trusted partner of sovereign governments around the world.



# With the new Payment Pebble™ you get paid wherever you do business



With the Payment Pebble™ you can turn your supported smartphone or tablet into a card machine. This gives you the most cost-effective way of receiving card payments for your services, anywhere, anytime. Thanks to its unique security features such as wheel pin-entry technology, it's also one of the most secure devices on the market.

**Payment Pebble™**, from the bank that's here for you to [prosper](#).

**To apply for your Payment Pebble™ today, visit [absa.co.za/paymentpebble](https://absa.co.za/paymentpebble)**



Member of  
 **BARCLAYS**

 **ABSA**

Absa Bank Limited Reg No 1986/004794/06. Authorised Financial Services Provider. Registered Credit Provider. Reg No NCRCP7

\*Terms and conditions apply.





# Did Jews originate Psychology?

BY: ANT KATZ

## JEWES HAVE BEEN PRACTICING PSYCHOLOGY FOR EONS

Before minds can become great, they have to meet collectively and collusively. It seems that Jewish traditional, religious, societal and cultural development was all in perfect sync; that Jews had been practicing psychology for eons without giving it a name. And so, when it came to defining and understanding the discipline of psychoanalysis, Jews already knew all about it!

Jessica Kraft, writing on myjewishlearning.com, suggests that, "The fundaments of several psychological movements can be traced directly to Jewish values, ideas, and practices, and Jews in the 20th century were at the forefront of research about the psyche and the varieties of human behaviour."

It is quite commonly recognised that Jewish psychologists founded several branches of psychological inquiry. All of the major theorists of the Gestalt school, except Wolfgang Kohler, were Jews. *Max Wertheimer*, *Kurt Koffka*, *Kurt Lewin*, and *Kurt Goldstein* defied the conventional wisdom of their day and proposed theories of perception and understanding based on holistic understanding.

Psychoanalysis was founded by *Sigmund Freud* and, with the notable exception of *Carl Jung*, most of its early proponents were also Jews.

### Why the Jews?

Some intellectual historians speculate that it has to do with Jewish religious practices, referring to teachings such as Maimonides on "the study of character strengths and virtues." Others posit that the Jewish personality and cultural traits were what led Jews to lead the field in its early days.

In a social psychology study of Jewish families, researchers *FM Herz* and *EJ Rosen* found that in contrast to some other ethnic groups, Jews on the whole tend to choose verbal expression as a way of expressing emotions, particularly negative or painful experiences. Historical circumstances of oppression, segregation, and confined living conditions often resulted in close-knit communities of Jews who felt their pain deeply and expressed it to one another plainly.

According to studies conducted by anthropologist *Mark Zborowski*, Jews respond more quickly to physical discomfort than non-Jews. Jewish families often discuss issues and problems in great detail, and suffering individuals are encouraged to "let out" their feelings.

Says researcher *Peter Langman*, "Jews differ from many cultural groups in that they place less value on self-reliance and are less suspicious of taking their problems to professionals." So, the long-standing role of rabbi/rebetzen involves extensive counselling of their flock.

The gabai (rabbi's assistant) met with people before they met with the rabbi, and then, "After interviewing the suppliant about his family, his background and his troubles, the gabai delivers the kvitl [written description of the presenting problem] and an oral report to the rabbi," wrote *Zborowski* and *Herzog* in 1995.

*Josef Breuer*, an assimilated Jewish doctor living in Berlin, applied

this "talking cure" with a Jewish patient, *Bertha Pappenheim*, which ignited the practice of psychoanalysis. These two understood that when they talked about her symptoms, and particularly their origin and emotional side effects, she would feel better. Pappenheim was also well-known to Freud.

*Sigmund Freud's* father's background was as a Hasidic while his mother was raised traditionally Jewish. Freud acknowledged how influenced he was by Jewish thought, and particularly the mystical tradition. Freud's "The Interpretation of Dreams" was based on interpretive methods used to understand dreams in the Talmud. This perhaps seemed shocking to the gentile public, but were already part of Jewish text: symbolism, word play, enactment of taboos, and numerology.

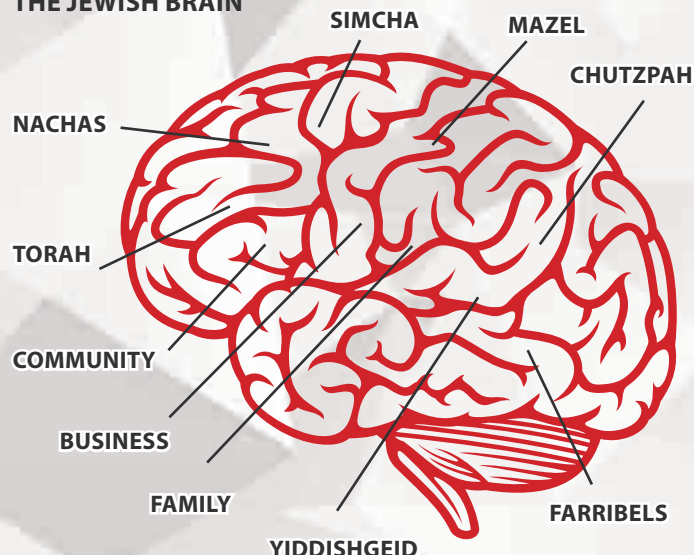
Psychoanalysis, as it then developed into a standardised practice, was dominated by Jewish men such as *Sandor Ferenczi*, *Karl Abraham*, *Max Eitingon*, and *Hans Sachs* were a few of the 17 initial members of the Psychoanalytic Society in Vienna. Later contributors to the practice continued to include a disproportionate number of Jews: *Alfred Adler*, *Erik Erikson*, *Erich Fromm*, *Otto Rank* and *Bruno Bettelheim*.

In fact, the practice had become so dominated by Jews that *Sigmund Freud* decided to hand over leadership of the movement to *Carl Jung*, in part because he was not Jewish – which would refute the growing perception that psychoanalysis was a Jewish conspiracy.

This backfired, however, after Jung became so interested in Kabbalah and continued to pursue this interest, ultimately linking kabbalistic beliefs with his understanding of the "collective unconscious."

Among the many other early Jewish pioneers were: *Erich Fromm*, *Joseph Jastrow*, *Hugo Munsterberg*, *Boris Sidis*, *Abraham Arden Brill*, *Isador Coriat*, *Alfred Adler* and *Walter Beran Wolfe*.

## THE JEWISH BRAIN







# Make the most of your business travel.

At Europcar, we do our best to get you on the road as quickly as possible. With our knowledgeable staff, a Ready Service that is actually ready and a rental experience that is both personal and efficient, it's our way of ensuring that you get the most out of your business trip.



# listed

## Absa Business Achiever Award (Listed Companies)

**MARK SCHWARTZ**  
**SABMiller**

Mark Schwartz began his career in banking in 1982 with Nedbank, moving into treasury in 1983 where he began his career in treasury risk management. He moved to First National Bank in 1987, where he spent 12 years as a trader, culminating in him becoming Chief Dealer Foreign Exchange, responsible for Africa and international sales.

Mark was then appointed to a role within the corporate treasury area, where he began managing several large corporate treasuries, before joining his present employer, SABMiller, in 2009.

His specialised knowledge in dealing in Africa-wide markets saw him appointed in 2012 to the role of treasury manager responsible for cash and foreign exchange risk management for SABMiller's Africa operations. His portfolio includes managing financial market risk for 18 countries and was the first to introduce centralised foreign exchange trading across multiple African operations and geographies.

### **Rob Wade of FNB and Tom King at Siemens remain Mark's greatest teachers. Meyer Kahn is his role-model**

52-year-old Mark is married and relaxes by practicing as a musician – he plays guitar and bass and, in his own words, is “a very average golfer.”

The global brewing giant employs approximately 70,000 people worldwide.

“SABMiller is in the beer and soft drinks business, bringing refreshment and sociability to millions of people all over the world who enjoy our drinks.” Mark adds, with obvious pride, “Through our local businesses we work in a way that improves livelihoods and builds communities.”

Mark says SABMiller is unique in that they are “local beer experts” wherever in the world local may be. They produce over 200 beer brands “that are freshly brewed from locally-grown ingredients and only sold in their country of origin,” he says.

The company also brews “internationally famous beers such as Peroni, Nastro Azzurro, Pilsner Urquell, Miller Genuine Draft and Grolsch.” And, of course, Castle Lager, Black label and their other South African brands that we all enjoy over a braai.

“We produce our own soft drinks as well as beer and are one of the

world's largest bottlers of Coca-Cola drinks,” says Schwartz.

Mark Schwartz feels particularly proud of the fact that in his own specialised field of treasury risk management, he has been able to successfully take the group's global “best-practices” and then introduce these SABMiller's operations across Africa.

“Seeing the value it has created and what the spreading of this expertise has done for our businesses has been particularly satisfying,” he says..

Schwartz's greatest disappointment has been that he “would have liked to have seen Africa's financial markets respond to their challenges with a more open and less-regulated environment.” He says. “It has been disappointing that these regulated environments remain in place, and prevent Africa from showing its unrealised potential and becoming fully integrated into the global financial community.”

Mark Schwartz matriculated at Greenside High School before attaining his “SA Institute of Financial Markets: Associate” qualification.

His personal business philosophy is simple and bold: “Don't be put off by doing what appears to be against conventional wisdom. If you believe it is possible, then be the first person to try it,” says Mark.

### **BUILDING HIS MANAGEMENT TEAM**

Mark Schwartz has built his management team – in other words those within his immediate and specialised environment, based on his desire to “try and surround myself with talented ‘can-do’ people who are prepared to challenge my thinking, as well as conventional wisdom.”

This fortifies Mark's approach of working outside the box – even in such a large corporate environment.

His management team “bring fresh ideas and always have the freedom to express contrarian views. I am most fortunate that this approach is deeply embedded within the ‘DNA’ of SABMiller as a group,” he says.

Schwartz sees South Africa in the coming year as remaining a challenging one “with significant economic headwinds, rising inflation, mixed with tepid economic growth is likely to remain with us until the end of the year,” he says.





# listed

## Absa Business Achiever Award (Listed Companies)

**STEVEN BRAUDO**  
deputy CEO of liberty holdings

Steven Braudo is the Deputy CEO of Liberty Holdings Ltd, a Pan-African Financial Services company that offers asset management, investment, insurance and health products. They have a presence in 16 African countries, provide services to over 2.5-mil clients and manage in excess of R600-bil for their customers.

Braudo says that Liberty is an organisation "that understands the value of knowledge and its power to change realities when set in action. Great businesses do more than make great products or services – they change people's lives." He says.

"We want every South African to have a financial plan so that they can protect their family, retire with dignity or reach a desired savings goal. Our uniqueness is a combination of how we work with our sales partners, design innovative products and price and manage risk in order to deliver on our customer promises."

Liberty Holdings has 5,850 employees and 2,300 sales agents situated throughout Africa.

Braudo's claim to fame is building and leading a team that turned around Liberty, regained its declining share of the market – and which is now continuing to grow their market share. "The task has been huge." He says, "because in addition to dealing with technical issues relating to products and processes, I had to drive a massive initiative to change an old established culture and an aura of negativity into an environment where everyone now feels part of a family, with a clear purpose and vision, wanting to get to work each day."

He says that this has been an intense task for him, as he "needed to bring new skills into the business, develop a completely new strategy, convince Boards as well as a huge workforce that the changes were necessary and introduce a culture of belief and innovation into the workplace."

He obviously did it right, because, as he says, "the results have been spectacular, with world-first products being developed and launched, new approaches to partnerships implemented, customers are once again fans of our brand and real value has been created for all our stakeholders."

Steven Braudo believes that the Liberty's innovative product range and revitalised customer service offerings, both of which are continually evolving, "position us strongly in our marketplace for the year ahead. Product innovation, a clear focus on the customer as well as service excellence are vital as we continue to grow our business, especially in tough economic times where customers are more discerning," says Braudo.

He has no trouble building his management team, he says: "I work with extremely smart people and trust them fully to deliver on their

commitments. Character is vital – we all hold ourselves to high standards of delivery and behaviour."

Braudo, 42, matriculated at King David Linksfield before moving up to Wits where he did his BEconSc and BSc (Hons). He is a Fellow of the Institute of Actuaries (UK); CFA Charterholder (USA); and AMP (Harvard).

He is married to Leanne, and they have four children: Jenna (12), David (11), Justin (7) and Carrie (6).

He is also involved in various Liberty Holdings subsidiaries, the Actuarial Society of South Africa (ASSA), the Young Presidents Organisation (African Gateway Chapter) and the CFA Institute (USA).



**EXCEPTIONAL  
QUALITY & SERVICE**















Tell: 011 440 3882 CELL: 082 443 6544  
Email: [functions@shelleygeffen.co.za](mailto:functions@shelleygeffen.co.za)





# listed

## Absa Business Achiever Award (Listed Companies)

**RONNY KATZ**  
– chairman: the workforce group

After completing his BCom and LLB, Ronny joined City Merchant Bank and worked in the investment division before completing an MBA degree in 1968 at the University of Cape Town. Then he purchased the legal practice of David Borkum. In 1972, Ronny started Workforce and has concentrated on its development ever since then. He was appointed Chairman in October 2006.

The Workforce Group is a large diversified group of companies offering an extensive range of integrated employer-centric, value-adding human resources management solutions.

“Our operating structure is made up of five segments, including staffing and recruitment; financial and lifestyle products; training and consulting; employee health management and process outsourcing” explains Ronny. Within each segment, the group’s services are delivered through multiple brands in the market place, each of which targets a specific market/industry.

Integrating the services of each of the closely aligned specialist business units enables the group to add value to all aspects of the human resources management matrix across a broad range of industries. The extensive range of solutions offered by the group’s specialist business units, enable their clients to focus on their core business without spending important management time on the onerous administrative and legislative compliance burdens.

### Put simply, Ronny Katz says he believes: “Success breeds success.” And he has sure proven his point!

“Through the application of cutting edge information technology skills and architecture,” says Katz, “our integrated business processes and systems have purposely been designed to integrate data and automate various administrative processes to improve our administrative capability, eliminate fraud and reduce risk.”

The group continues to play an important role in skills development of the youth and job creation, particularly at grass-roots level, where first-time job seekers use temporary assignments as an entry into the job market and improve their employability as a result of on-the-job training and skills development provided.

72-year-old Ronny Katz is a product of Parktown Boys High and went on to complete his BCom, LLB, and MBA degrees. He is married to Estelle and they have three children and one grandchild. Ronny is also involved in property and other investments.

Ronny gives up his personal time to assist ORT Jet, the Fly Fishing Organisation, the Johannesburg Youth Music Society, and the Wildlife Organisation in association with Madikwe Game Reserve.

In terms of his own personal recreation, Ronny enjoys fly fishing, running, swimming, gym, golf and music, arts and theatre.

The Workforce Group employs around 1,000 permanent staffers and a further 26,000 contract workers. They operate nationally with 150 branches spread throughout the length and breadth of South Africa.

Ronny is disappointed in the attitude of the SA Government with regard to “its policy towards temporary employment services and labour politics in general,” he says. “The various attempts to ban our industry for various political gains had created a bad name” for the labour broking industry, he says. “Especially when we are viewed upon as taking advantage of the disadvantaged,” says Ronny, which “is definitely not the case. However, despite this negative perception, the need for our industry by business will never go out of fashion and we therefore support and embrace the change coming from the impending labour amendments,” he says.

Katz believes that in the next year, “our country’s political and economic position will continue to face challenges; however I am optimistic that by mid-2015, we should see an upturn that will have a positive impact on growth and business.”

In terms of building his management team, says the chairman, “We have created an environment of entrepreneurial thinking to provide opportunities for people to think out the box and grow their leadership capabilities.” Not everyone can work in this environment, admits Ronny, “therefore we take the time to identify, attract and retain the right talent for our business.”

They invest time mentoring and guiding their talent through leadership and knowledge transference. “We also provide competitive reward structures to motivate and encourage performance excellence,” he says.

Ronny Katz’ business philosophy, he says, is having “a strong leaning towards capitalism. Profit motives drive and develop the economy and people. This should be supported by state interventions, but on a limited scale.

Put simply, he says he believes: “Success breeds success.” And Ronny Katz has sure proven his point!

He says his late parents laid the foundation for him and were his greatest mentors. “But I was also fortunate to have good friends who also fulfilled this role for me,” he adds, listing the late David Borkum and his “late great friend, Les Weil.”





# listed

## Absa Business Achiever Award (Listed Companies)

**MARK KAPLAN**  
**arrowhead properties limited**

Mark Kaplan has been the Chief Operating Officer of Arrowhead Properties Limited, which he co-founded in October 2011 after it was unbundled from Redefine Properties Limited.

Mark, a Durban boy, attended Carmel College (which had changed to Crawford College) by the time he matriculated, which he did in style with an A aggregate and two distinctions - in science and mathematics.

Mark then spent a gap-year of in depth religious studies in Israel at Yeshivat Shiloh before returning to Cape Town to do his Bachelor of Business Science (BBusSc), and Finance Honours at UCT – which he completed in December 2004.

34-year-old Kaplan is Married and for recreation he spends time with his family, at the gym, running, enjoying wildlife and taking holidays.

Arrowhead employs nine staffers and operates in Johannesburg. The business acquires retail, office, industrial and residential properties across South Africa.

Kaplan says that Arrowhead's acquisition policy focusses on "higher yielding properties. Arrowhead follows a niche strategy with less competition and as a result is able to purchase attractively priced properties," says Mark.

The company has a narrow niche and, stresses Mark Kaplan: "Arrowhead ONLY acquires yield-enhancing properties (acquisition yield higher than cost of funding)."

His greatest achievement in business, he says, was "listing on the JSE on 9 December 2011."

And his greatest business disappointment? Mark says it was the frustration after the "final credit committee at one of the banks turning down a sale of a business that we thought was a done deal."

Mark is very bullish about the year ahead. He sees Arrowhead becoming "bigger and better and significantly outperforming the property sector for a fourth year in a row," he says.

Kaplan is very specific with regard to how he goes about building a management team. "To build a management team it is important to get 'doers' - people who get the job done no matter what!" he says.

In the year ahead, says Kaplan, he believes that South Africa will continue to be volatile. He foresees "an unstable political and economic environment," he says, but "abundant with opportunities."

His personal business philosophy, like so much of his business approach, is well-defined and simple: "Ethical dealings, delivering on promises and exceeding expectations," says Mark.

Gerald Leissner, says Mark Kaplan, has been a mentor to him "in both life and business."

Mark's meteoric rise in business started in 2004 when he founded Sixteenth Personalized Corporate Solutions which dealt in corporate clothing and promotional gifts. His clients included Sobranie, the AA, SAB, Genesis Capital, United Fashion Outlet(UFO), and SLO-JO.

**"To build a management team it is important to get 'doers' - people who get the job done no matter what!"**

From 2005 to 2007 he was a partner in, and manager of, Mann Made Media which focussed on video and photography of weddings, functions and life stories.

In 2007 and 2008, Mark headed up the bond origination division of Aengus Lifestyle Properties (ALP) where he managed the process from the sale of sectional title units until registration in deeds office.

He obviously delivered the goods because in 2009 Mark Kaplan was appointed a director of ALP - which at that stage owned a portfolio in excess of R300-mil in affordable housing units and student accommodation. Aengus Property Holdings (APH) owned ALP and Aengus Property Manager (APM) which employed over 150 people.

By the time mark resigned from APH and ALP in April 2011 to start Arrowhead, he was the the MD of APH and a director of ALP.

In January this year Arrowhead Properties acquired eight buildings in the Maboneng Precinct just east of Marshalltown in the Johannesburg CBD for R180-mil from the developer, Propertyu.

The popular Maboneng Precinct is an urban neighbourhood development that comprises 40 buildings used for commercial, residential, industrial and retail purposes.

The precinct was once derelict and is part of a project to rejuvenate the inner city by bringing in more cultural and creative spaces.

The transaction provides for a guaranteed return to Arrowhead of 11 percent in the first year, with an eight percent escalation into year two.

Mark says the recent spend on properties is part of its strategy is to increase its portfolio to R10-bil over the next two years through selective acquisitions.





# Listed

## Absa Business Achiever Award (Listed Companies)

**PHILIP SMITH**  
super group

Philip Smith is an executive director at Super Group Ltd, the global logistics group with its head office in Johannesburg, and operations in Australia, New Zealand and the United Kingdom. The company has a strong footprint in Africa with operations in Mozambique, Zimbabwe, Botswana, Namibia, Malawi, Mauritius, Democratic Republic of Congo and Nigeria.

Founded in 1986, Super Group is a leading transport logistics and mobility group providing end-to-end supply chain solutions, fleet management and dealership services to a diversified global customer base, which is listed on the Johannesburg Securities Exchange. Philip qualified as a Chartered Accountant in January 1990. He joined Macsteel Proprietary Limited from 1991 to 1995, where he gained valuable managerial and corporate finance experience. Philip was appointed by Super Group in 1996 to perform due diligence on the Motolink Group. In 2002, Philip became the Managing Director of the Supply Chain Management Division. In 2008, Philip assumed responsibility for Fleet Solutions and the closure of the SGIP Division. Philip has been extensively involved in many of the corporate finance activities of Super Group.

The business is essentially a supply chain mobility company revolving around the optimisation of supply chain processes and vehicle fleets with a strong IT focus and technology underpin.

"Our business encompasses the planning and management of all activities across the supply chain from the sourcing, procurement, transport, warehousing and distribution of goods and services," says Philip.

"This is made possible through coordination and collaboration with our valued channel partners; be they suppliers, intermediaries, third-party service providers or customers. In essence, Super Group integrates supply and demand management within and across companies."

**"If someone offers you an amazing opportunity and you're not sure you can do it, say yes – then learn how to do it later" says Philip, quoting Richard Branson**

Philip famously brought the business back from the brink.

They turned Super Group around from a loss of R1.3-bil in 2009 to the 13th best-performing South African company over the last five

years according to the Financial Mail's Top Companies 2014.

This was achieved by successfully retaining all core senior management through the transitional period, and successfully exiting from loss making operations. "Once the turnaround was completed we were able to concentrate on rebuilding the core divisions along with a couple of strategic acquisitions," says Philip, who is the only Director from the original Executive team to stay with the Group throughout this transformational period.

The headline results of the turnaround strategy speak volumes:

- Converted Net Debt of R3.8-bil in 2009 to Net Cash of R429m in 2012;
- Increased Revenue from R7.1-bil in 2009 to R11.7-bil in 2013;
- Converted a loss of R1.3-bil in 2009 to a profit of R816-mil; and
- Increased the share price from a low of R2.40 in March 2009 to R30.27 on 25 July 2014, an incredible 1,161 percent increase!

49-year-old Philip was a Highlands North High boy who went on to get his BCom, BAcc, and CA(SA) qualifications.

He relaxes by playing golf, playing taxi driver to his three teenagers, reading, water sports and travel.

And the saving of Super Group nearly didn't happen. "As a result of a disagreement with the then MD as to the strategic direction of the Group," says Philip, "I resigned from the Listed Board by not offering myself up for re-election at the AGM in 2007. The decisions made at the time resulted in the near collapse of the Group in 2008."

Philip has worked with his core team from 2002 to date. "Some members of the team were in place when I joined Super Group, some joined through acquisition and some I recruited," he says.

"This high level of retention can be attributed to the following:

- I am a demanding taskmaster and set high goals for the team, challenging them to think beyond what they believe are their limitations, and then working with them to achieve these goals;
- I empower the team to make decisions and take accountability for their respective business units, while working together for the benefit of the group;
- I enjoy working with the team and mentoring them to achieve their own personal goals; and
- An example of this is one member of my team, the CEO of Fleet Africa, Kamogelo Mmutlana, being awarded The Top Black Businessman of the year at the Metropolitan Oliver Empowerment Awards in 2011."

# THE WAY IT'S **PUT TOGETHER** MIGHT SPOIL YOU FOR **EVERYTHING ELSE.**

Enjoy your presence on the road with the stylish design  
of the KIA Cerato Koup.

The turbo charged engine that effortlessly moves from  
0 to 100 km/h in just 7.7 seconds will keep you ahead  
of the game.

Ease into the luxury interior with built-in Bluetooth,  
a multi-function steering wheel and touch screen LCD display.

A word of advice: beware, it might spoil you  
for everything else.

Go to [www.kia.co.za](http://www.kia.co.za) or visit your nearest KIA dealership  
to see for yourself.



The Power to Surprise

## Absa Business Achiever Award (Listed Companies)

# winner

**STEVEN BRAUDO**  
deputy CEO of liberty holdings



Absa Listed Achiever Winner, Steven Braudo, has been somewhat of a wunderkind at Liberty over the past few years and, in no small way, responsible for turning the company around – which his promotions and Liberty's results over the past twelve months clearly indicate.

Steven's success has had nothing to do with luck. He was scooped up by Liberty when he was MD at Investment Solutions, where he had grown global assets under management to more than R160-bil.

Braudo is a BEcon Sc, BSc(Hons), FASSA, CFA, AMP (Harvard), and was appointed Deputy CEO of Liberty Holdings Ltd in March this year. He previously served as CEO of Retail SA at Liberty from 2008. He became an Executive Director of Liberty Holdings Ltd in November 2013 and serves as the Director-Africa of Alexander Forbes Ltd. He holds Advanced Management Program from Harvard Business School.

Steven Braudo was just the man Liberty were looking for in 2008.

Writing on leader.co.za in August 2009, Stephen Cranston, in "How to Lose a Billion" wrote on Liberty's poor performance, "One of SA's iconic businesses seems to have lost its way" and looked at how Liberty had got itself into the ditch and how it could climb out.

Fast-forward to February 2014 and Hanna Barry, writing on Moneyweb stated, "Liberty Results a Historical Best: Not buying business, but taking market share back at the right price."

Steven was one of Liberty's main weapons in that phenomenal turnaround which was recognised by the company and led to two promotions in four months.

Last November, Liberty announced the appointment of Stanlib CEO, Thabo Dloti, and Liberty Retail SA CEO, Steven Braudo, as executive directors to its board.

Asked about the appointments at the time, Liberty chairman Saki Macozoma said: "Thabo and Steven have been leading a long, intense and comprehensive renewal of their respective businesses. They have done an excellent job."

"These two individuals will, in the view of the board, contribute

greatly to the evolving strategic development and thrust of the Liberty Group as executive directors."

Both Dloti and Braudo had been credited by the group for turning around their divisions. Braudo had positioned Liberty Retail and arguably helped turn it into the most innovative insurer in the retail affluent market.

"Liberty has been leading the SA market place in terms of new product innovation," said Steven. "This has been supported by investment into a new ad campaign, which has been extremely well received by the marketplace and given rise to specific product queries."

On 26 February 2014 Steven Braudo was appointed Deputy CEO of Liberty Holdings.


Braudo attributed the success, in part, to smarter recruitment, retention and productivity of its sales force, which had resulted in record sales of a very high quality. "Liberty's financial adviser value proposition has delivered record retention levels of experienced advisers, who have joined due to our competitive offering," Steven said.

Steven emphasised that Liberty was not buying business, but "taking market share back at the right price." He said that new business volumes had grown at levels significantly in excess of inflation with positive experience variance, meaning that the actual result of the embedded value of Liberty's life business positively correlated with the upfront assumptions it made on factors such as lapses, surrenders and mortality rates.

"This has been achieved in a tough economic period, with high inflation and household disposable income under pressure," Braudo said.

42-year-old Steven is married and has four children. He is a product of King David High School Linksfield and Wits before starting his working career as an Actuarial Manager at Commercial Union Life from 1993 to 1997, when he moved to Investment Solutions. By the time he left IS for Liberty 11 years later, he had risen to the position of Managing Director.





“Not just having the dream but  
the plan to see it through”

Because we know what it means to you,  
we're here to help you **prosper.**

Some of us envisage magnificent futures. Futures filled with wealth and success where we not only uplift ourselves, but also those around us. Sometimes, all we need is someone to accompany us on this journey; someone who understands the way forward. At Absa Wealth and Investment Management, we're that someone.

We're an integrated wealth and investment management division and, as a member of Barclays, we continue to combine the best of local and global expertise to build tailor-made investment solutions. We ensure that our clients enjoy peace of mind as we manage and grow their investments with a long-term partnership view. Whatever your dreams may be, let's put a plan in place to see them through.

**For more information, please contact your Wealth Manager or Investment Adviser or visit [absa/wim.co.za](https://absa.co.za/wim)**

**Wealth and Investment Management**



# Silicon Valley

## The Jews of Silicon Valley

BY: ANT KATZ

MARK ZUCKERBERG



LARRY PAGE & SERGEY BRIN

"You know what's cool?" wrote USA Today in the last week of July, "Being richer than Larry Page."

Facebook's record close on Thursday 24 July added \$1.6-bil to the company's founder and CEO Mark Zuckerberg's wealth - in just one day! His net worth ballooned to \$33.3 billion, leapfrogging Google founders Sergey Brin and Larry Page on the Bloomberg Billionaires Index, said the article in USA Today.

WHAT'S EVEN COOLER, however, is that Zuckerberg, Page and Brin are all Jewish IT billionaires. And so is Michael Bloomberg, immediate past mayor of New York and whose company's index is referred to in the US national daily newspaper, himself an information technology billionaire.

Of course the youngsters are some way off the world's wealthiest Jew and America's fifth wealthiest person, the king of Silicon Valley himself Larry Ellison of Oracle ( net worth on 27 July: \$44.9-bil). Second in the US list of rich Jews is casino king Sheldon Adelson whose (\$34.6-bil) fortune puts him in tenth place in the US.

But Adelson is being nipped at his heels by three relatively new Jews on the Silicon Valley block - Facebook's Zuckerberg is at eleventh in the US with his \$33.4-bil, closely followed at twelfth and thirteenth the Google duo of Larry Page (\$32.9-bil) and Sergey Brin (\$32.6-bil) respectively.

Fuelled by mobile advertising sales, Facebook topped analyst estimates for second-quarter revenue in July sending its shares soaring. Just a year ago, Zuckerberg's fortune declined because of the company's unsuccessful IPO - leaving the Silicon Valley wunderkind with a net worth of just \$13.3-bil. But that was just a blip on the radar and the young trio are climbing the list fast.

By comparison, Microsoft chairman Bill Gates toggles between being the world's richest and second-richest person. Today he is at number one with an \$84.7-bil fortune.

### BUT THEY'RE BY NO MEANS THE ONLY ONES

In January 2014, ex-Google now-Facebook's Sheryl Sandberg saw her own fortune surpassed the \$1-bil mark for the first time.

The past or present founders and CEOs of Microsoft, Oracle, Google, Facebook, LinkedIn, and Yahoo are all Jewish.

Microsoft co-founder Paul Allen, who left the company early to fight and survive cancer, is the 26th wealthiest American, closely followed by a fellow-Jew Michael Dell of Dell Computer fame who comes in at number 27!

Other long-serving Silicon Valley and now retired Jewish billionaires include Microsoft's immediate past CEO Steve Balmer and the incredibly successful CEO of an Intel, Andy Grove.

But these are merely the cream of the crop. There are many, many more Jews who have made Silicon valley such a success and themselves mega-rich in the process.

Like Yahoo's CEO Marissa Mayer - previously a long-time executive and key spokesperson for Google. And Jan Koum, founder of WhatsApp which he sold to Facebook for \$19-bil in February who is also Jewish.

Other famous Silicon Jews include Noam Bardin of Waze and Jeff Weiner of LinkedIn. And, going across the pond, let's not forget Sir Michael Moritz of Sequoia.

These are the high-profile Jews of Silicon Valley - or at least at the heart of the US corporate IT industry.

But the Jewish involvement in the IT industry goes way beyond the industry's high-profile head honchos, and way beyond the US as well. Many of the unsung heroes of the IT industry, the start-ups who sold out, the second-tier managers and technicians who have made so much money by being there from the beginning and accepting share options in place of high salaries are Jewish too.

AT LISTING: R800<sup>M</sup>

Vacancy  
8%

AT LISTING: 18%

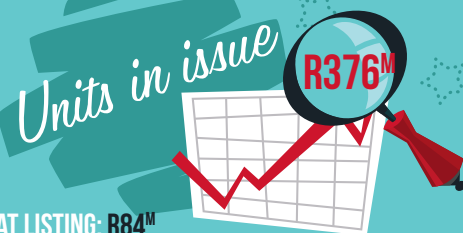


% OF PROPERTIES  
EX REDEFINE OF  
TOTAL PORTFOLIO

19%

AT LISTING: 100%

Asset  
VALUE

AT LISTING: R1,4<sup>B</sup>AT LISTING: 98,38<sup>C</sup>

ARROWHEAD VS SAPY DISTRIBUTION  
GROWTH IN YEAR 2 [±-] 12.4% VS 7.4%

ARROWHEAD VS SAPY DISTRIBUTION  
GROWTH EXPECTED IN YEAR 3 [±-] 16.8%  
VS 8%

Net Asset  
VALUE

12,58

AT LISTING: 9,38

VALUE OF 10 LARGEST PROPERTIES

R2,18<sup>B</sup>AT LISTING: R0,442<sup>B</sup>

AVERAGE PROPERTY VALUE  
(EXCLUDING RESIDENTIAL)

R40<sup>M</sup>AT LISTING: R17<sup>M</sup>

ARROWHEAD (COMBINED A&B UNITS)  
VS SAPY TOTAL RETURN YEAR 2011 - 2013

60% Combined  
Arrowhead Units

AT LISTING: 44% SAPY

Distribution  
per combined  
unit

132<sup>C</sup>

Number of  
properties

185

AT LISTING: 89

Residential  
UNITS

1222

AT LISTING: 0

R116<sup>M</sup>

Quarterly  
distributable income  
to shareholders

AT LISTING: R21<sup>M</sup>

R2,2<sup>B</sup> [33% LOAN TO VALUE]  
AT LISTING: R0,6<sup>B</sup>  
[46% LOAN TO VALUE]

Debt





## The Creative Counsel Young Jewish Entrepreneurs Award



### GREG BLEND, GRANT FRIEDMAN | [StandOut Properties](#)

StandOut Properties is a property holding company whose main business is the acquisition of commercial, industrial, retail and residential properties focused on income generation and capital growth. This is achieved through unlocking value in investments as well as building strong relationships with tenants and securing long term leases, whilst managing and reducing overheads. The day-to-day management of StandOut's property portfolio is managed internally to improve tenant relations and enhance the flow of accurate property management information at a reduced overall cost. StandOut Properties prides itself in only selecting properties that will provide long term value growth to its portfolio.

### DAVID LORGE | [The Cognitive Coach](#)

David Lorge is The Cognitive Coach, amalgamating Cognitive Behavioural Therapy and Life Coaching. David consults clients weekly in order to alter their mind-set and improve their resilience. Dealing with ages from 5 to 25, David empowers his clients with tools and techniques necessary for them to gain control over their thoughts and enables them to unleash their potential. Problems such as anxiety, depression, anger, ADHD and OCD are prevalent in youth today. The Cognitive Coach teaches his clients to shift their thinking patterns and solve their own problems by inspiring them to take control and be the masters of their own universe.



### DANNY NOCHUMSOHN | [Daily Homes](#)

Danny Nochumson's DailyHomes.co.za is a property portal exclusive to the affordable housing market in SA. Daily Homes lists properties on its website on behalf of Real Estate Agents, Property Developers, and Private Individuals, that are below R1-mil for sale as well as rentals below R7,000 per month. With over 8,000 properties currently listed, DailyHomes.co.za aims to bring choice to a consumer market which has previously been ignored in the online space. DailyHomes.co.za effectively bridges 2 markets: (1) Consumers seeking affordable property to buy or rent; and (2) Real Estate Agents, Property Developers, and Private Individuals looking to sell or rent their property.

### RYAN CANIN | [Gladi8](#)

Ryan Canin has developed Gladi8 - a web and mobile app allowing financial services companies to reward clients for more than credit card swipes. Gladi8 creates an engaging ecosystem taking loyalty to the next level; driving behaviour which benefits the client and the institution. They are able to reduce costs, increase revenue and deliver key insights into a client base. This is achieved through improving clients' financial health, driving compliance and helping institutions understand their risk.



### NADAV OSSENDRYVER | [Latest Sightings](#)

Nadav Ossendryver's Latest Sightings website reports live sightings from Kruger's National Park. He has created a community of over 100,000. A matric student at KDL and student representative, Nadav founded Latest Sightings in 2011 at age 15. He has Kruger followers on Facebook (51,486 likes), WhatsApp, Twitter, BBM group and participates actively on the SANParks Forum. Nadav has also created an app for the iPhone that has had over 30,000 downloads and has the fourth most watched Youtube channel in SA. He has changed the focus to www.latestsightings.com so that he can include all national parks and reserves in SA, and eventually Africa and worldwide.

### MATHEW CIGLER | [TAC Initiative](#)

Mathew Cigler's T.A.C. Initiative aims to remain a movement for the people, by the people and offers benefactors and beneficiaries alike the ability to communicate, share, reach out and monitor the environment of community related issues. The basic premise of the online society was to create a platform for people to reach their relevant audience should they need, or be in the fortunate position to give - not limiting the medium to any specific cause but rather allowing for topics and items to arise organically from people/organisations, as and when needed. Since its inception, however, a lot of developments have transpired.



### PAUL BALLEEN | [Paul's Homemade Ice Cream](#)

Paul Ballen started Paul's Homemade Ice Cream in 2009 with an ice cream machine he got as a 21st birthday gift. "With an American father," says Paul, "when visiting the States, I became aware of the very evident 'ice cream culture.'" After extensive experimentation in the kitchen, with different recipes, flavours and textures, he realised that what he was producing was something that wasn't accessible in Johannesburg. Paul's Homemade Ice Cream speaks for itself, and is recognised for its supreme quality ice cream, in both classic and exotic flavours. "I use only the best ingredients."

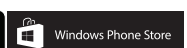
# SAVE R427 PER MONTH\* ON YOUR CAR INSURANCE.

Compare prices and benefits from a range of SA insurers.

- ✓ Up to 14 quotes instantly
- ✓ No commission charged
- ✓ Quick and easy

VISIT [hippo.co.za](http://hippo.co.za)

The Hippo App is now available for download.



[hippo.co.za](http://hippo.co.za)  
compare. buy. save.



# young entrepreneur

## The Creative Counsel Young Jewish Entrepreneurs Award



### TOM RAVIV | [Hiifi](#)

Tom Raviv's Hiifi allows customers to access a business's Wi-Fi by giving them exposure on the customer's social platforms. Our technology uses social push authentication to ensure that a social push has been made in favour of the business. Customers wanting to access a Hiifi hotspot must simply use their existing social network profiles to check-in, like, tweet or instagram about the business in order to get free access to the Wi-Fi. No more paying or nagging for passwords. Hiifi's revenue model is an installation cost plus monthly subscriptions. The system gathers customer's analytics, which are emailed to our clients regularly.

### DAN STILLERMAN | [Excel Academy](#)

Dan Stillerman's Excel Academy Trainers and Actuaries (Pty) Ltd, was founded in February 2014. It is a specialist training and consulting firm based in Sandton. Microsoft Excel is arguably the world's most widely used and most powerful business productivity tool. However, most people use less than 5% of its functionality. In addition, research shows that between 90% and 95% of financial models contain significant errors. Excel Academy's mission is to provide innovative, expert-driven Excel training and educational products to small businesses, companies and students.



### RYAN PEIMER | [Flash Forward Productions](#)

Ryan Peimer's "Flash Forward Productions" is a high end SAMA-award-winning film and television production company specialising in above and below the line projects. "We take pride in our ability to produce content of the highest quality for the general public as well as the corporate industry at large," he says. With over 13 years of production experience and an array of successful productions under their belt, Flash Forward is proving to be a serious player in the field of corporate, television and narrative production - and is the primary locally-based film production service provider for the well-acclaimed international fashion channel.

## The Creative Counsel Young Jewish Entrepreneurs Award winner

### NADAV OSSENDRYVER | [Latest Sightings](#)



The winner of The Creative Counsel Award is just 18 years old, still in Matric and has only last week got his drivers' license. Nadav Ossendryver is the founder and developer of [LatestSightings.com](#), a website that reports live sightings from Kruger, and which has created a community of over 100,000 members and growing... fast!

Ossendryver was also a finalist for the Absa Entrepreneur Award. On judging day, he came face-to-face with one of his biggest users, Steve Braudo of Liberty Holdings, who went on to win the Absa Business Listed Award, and Howard Sackstein, Chairman of the Jewish Achiever Awards. The three swapped stories about Latest Sightings as Nadav and Steve were waiting for their interviews. Howard told a story about his first meeting with Nadav, who had received word of a sighting of Sable Antelope and was so excited that he asked a perfect stranger, Sackstein, if he would drive him to the site.

"It was the only time either of us has ever seen a Sable," said Howard. "Steve pulled out his phone and showed Nadav that he had LatestSightings.com at his fingertips."

Nadav developed Latest Sightings in 2011 at the age 15. Overnight, his invention was in demand by captains of all industries. That, alone, bears testimony to this incredible young man's innovative mind, and his ability to follow through on his ideas.

Nadav has Kruger followers on Facebook (51,486 likes), WhatsApp, Twitter, BBM group and participates actively on the SANParks Forum. He also created an app for the iPhone that has had over

30,000 downloads and counting. Nadav's commercialisation of his product has largely come from being a YouTube partner - his channel is the fourth most watched in SA.

He has changed the focus to [www.latestsightings.com](#) so that he can include all national parks and reserves in SA, and, eventually, Africa and the world in the future.

He received the Nelson Mandela Youth Leadership Award in 2014, was chosen as the first Lead SA Youth Hero, and was invited to attend the Young African Youth Meeting with US President Obama in Soweto during the President's visit to South Africa.

He is an Eco Ambassador for the Endangered Wildlife Trust; has been made the youngest virtual honorary ranger by SANParks; and was chosen amongst "21 Super Kids that Will Save the World from Adults" by Treehugger.com, from kids around the world.

At a conference, Internet Matters with Google, Arthur Goldstuck of World Wide Worx, another finalist in this year's Achiever Awards, pointed out Nadav is an example of an entrepreneur. Nadav was awarded a trophy for his passion for the environment in Grade 4 and appeared in the June 2007 National Geographic Kids; he made the front page of CNN and he was filmed for National Geographic Channel, for the programme "Caught in The Act" for his film, "Baby Squirrel Saved From Death in Kruger".

Nadav is also active as a conservationist.

A worthy winner indeed - and one that SA Jewry can and should be proud of.



# NOW TRENDING

#guncontrol, #lovejozi, #violenceagainstwomen, #instagood, #lol, #all\_sorts, #love, #kickass2, #brand\_activation, #eskom, #amazeballs, #justsaying, #experientialmarketing, #fuelprice, #gil, #friendslikethese, #generations, #aintnobodygottimeforthat, #chiefs, #cannes, #loeries, #rofl, #infographics, #futurebrands, #brazil2014, #garethcliffssaid, #capetown, #epicfail, #influencers, #wordofmouth, #berelevant, #mashable, #campaign, #prezzie, #ran, #dynamic, **#thecreativecounsel**, #rio2016, #organic, #crowdsourcing, #3dprinting, #gmo, #productplacement, #afterearth, #proudlysouthafrican, #rhinohorn, #gautengetolls, #goldprice, #epicfail, #creativity, #throughtheline, #superrugby, #newdaftpunk, #braaiboy, #jozishores, #tweetup, #winning, #troll, #listenup, #thinkdifferently, #activatehere, #hipsters, #brandwithaview, #sky-highbranding, #innov8, #leadgeneration, #change, #chilledvibes, #oscarzero2hero, #yodashomeisontheM1, #wheredoideascomefrom, #makemecreative, #ebolavirus, #thatweirdbuildingontheM1, #earthquakeortremor, #strikeseason, #israelpalestine, #makelovenotwar, #peacetalks, #quarantine

## The lay of the land in SA

When considering the meeting of great minds, the tangible proof of that meeting is the outcome and what is created. Since the late 1800s South African Jews have played a pivotal role not just in business and social investment, but also in creating vital infrastructure that has helped shape the country.

The attraction to, and fascination by, South African Jews with infrastructure, property and building, can be seen as far back as some of the notable Randlords such as Alfred Beit, Barney Barnato and Sammy Marks, who played prominent roles in the development of the diamond and gold fields. Beit in particular made his first fortune in property speculation. Beit was friends with Cecil Rhodes and together they bought out diamond digging ventures. He imported mining engineers from the USA and was among the first to adopt deep-level mining.

Barnato founded the De Beers Consolidated Mines for mining diamond fields. Marks was also involved in diamond trading and mining and became an industrialist, developing the Transvaal, planting fruit farms and forests, manufacturing bricks, glass, steel and leather goods. He further established the South African Breweries and founded the town of Vereeniging.

Another renowned diamond and gold mining entrepreneur, Sir Ernest Oppenheimer, controlled De Beers and founded the Anglo American Corporation of South Africa. Anglo American built substantial offices in Main Street Johannesburg, which still remain there today.

As the Johannesburg Inner City started to attract more opportunity seekers, the requirement for property development and infrastructure grew.

One of the most iconic buildings, which still defines the Johannesburg skyline, Ponte City, was built in 1975. The 54-story building at 173m, is the tallest residential skyscraper in Africa. The principal designer of Ponte was Mannie Feldman, working with Manfred Hermer and Rodney Grosskopf. When built, Ponte was seen as an extremely desirable address due to its views over all of Johannesburg and its surroundings.

However, in the 1980s, many companies decentralised to the northern suburbs, including insurance companies and the stock exchange. The perception of the Inner City changed. Displacement diverted money away from rejuvenation efforts for the City and the tax base shrunk. Berea, Yeoville, Hillbrow and Braamfontein lost residential and commercial tenants. The retail, entertainment and business roles that the Inner City used to play were replaced by that of northern suburbs such as Sandton.

Sandton, which has been dubbed 'the richest square mile in Africa' in Liberty's new advertising campaign, has indeed earned its title. Today, it is truly the

heart of business and commercial interests in South Africa. Sandton is home to approximately 300,000 residents and 10,000 businesses, including investment banks, top businesses, financial consultants, the Johannesburg Stock Exchange and one of the biggest convention centres on the African continent. Rapp & Maister, later incorporated into Liberty Properties, pioneered the development of Sandton City, which opened its doors in 1973.

Liberty Properties, under Donald Gordon, was the first company to introduce the concept of mega shopping centres in South Africa. After Sandton, Eastgate was opened, which was far larger than Sandton. Norwood Pick 'n Pay Hypermarket was acquired, followed by the development of the Durban Pick 'n Pay Hypermarket. Concurrently, the group continued to build a large number of commercial properties, primarily on Braamfontein Ridge. The existing head office of SA Breweries (now SAB Miller) was acquired shortly thereafter, resulting in Liberty Life owning almost every property on the ridge. Today, Liberty is responsible for over 1,367,714m<sup>2</sup> of gross lettable areas across South Africa.

### IN THE FOOTSTEPS OF GIANTS PAST

With Sandton thriving, a renewed effort is being made by the Johannesburg Development Agency, City of Johannesburg, Blue IQ, Business Against Crime and others to regenerate the Johannesburg Inner City and make it a "World Class African City of the Future". This push was greatest just before South Africa hosted the World Cup in 2010. There are various individuals that have been instrumental in helping to further these goals: Gerald Olitzki is a property developer in the Johannesburg CBD and took it upon himself to galvanise fellow property owners, particularly around Ghandi Square and Fox Street Mall, providing additional security, cleaning and other services, to create a safe and inviting environment.

There are so many Jewish property developers that have played such a pivotal role in helping regenerate the Johannesburg Inner City and other parts of the South African landscape that it would be impossible to mention them all.

Some of them who have indeed been recipients of a Jewish Achiever Award would include but not be limited to: Alec Wapnick (City Property Administration); Gerald Leissner (Arrowhead Properties), Wayne and Renney Plit (AFHCO); Steven Herring (Heriot Properties); Marc Weiner (Redefine Properties) and Jeff Zidel (Resilient Properties).

Not only do the people mentioned above have great minds, but they have the passion, the creativity and the commitment to transform cities and the way we live, improve infrastructure and provide a future facing environment for us all.



MARC WAINER



ALEC WAPNICK

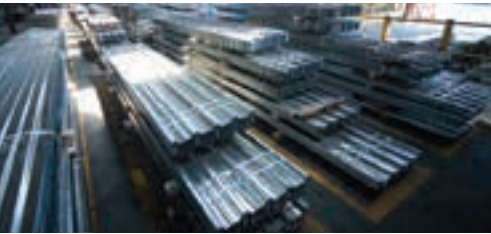


SIR ERNEST OPPENHEIMER



# MACSTEEL

Offering you the most comprehensive range of steel products and value added processing services in Africa



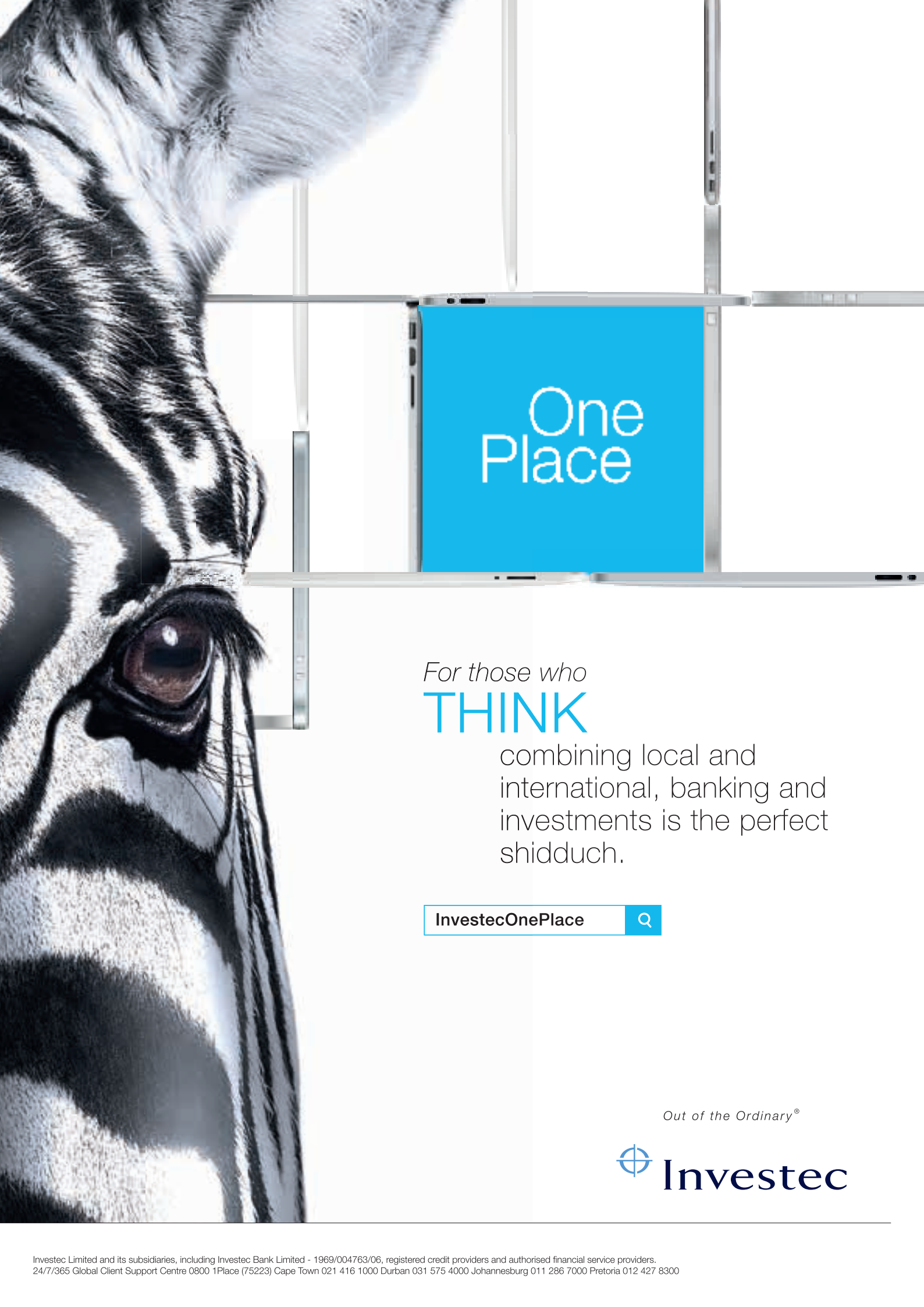
- Aluminium
- Blanking
- Bright Bar
- Castellated Beams
- Cellular Beams
- Cold Form Sections
- Cold Saw Cutting
- Conveyance Pipe
- Corrugated Roofing
- Drilling
- Expanded Metal
- Fencing Products
- Flame Cutting
- Flanges
- Fluid Control Systems
- Freestock
- Galvanized Sheets
- Galvanized Tubing
- Grating
- Guillotining
- Harveytiles
- Heat Treatment Services
- High Strength Steels
- Hollow Bar
- IBR Roofing
- Laboratory Services
- Laser Cutting
- Laser Cut Tubing
- Lipped Channels
- Open Sections
- Palisade Fencing
- Pipe Fittings
- Plasma Cutting
- Plates
- Plate Bending & Rolling
- Pre-coated Sheets
- Pressure Vessel Steels
- Profile Sections
- Purlins
- Rails
- Reinforcing
- Roofing Solutions
- Sheets
- Slitting
- Special Steels
- Stainless Steels
- Stretcher Leveling
- Structural Steels
- Technical Consultancy
- Tool Steels
- Tubing
- Valves & Actuators
- Wear Resistant Steels
- Zincalume Roof Sheets

**Best Quality, Service, Value!**



**SERVICE CENTRES SA**

**The Macsteel Group - Africa's leading steel supplier - [www.macsteel.co.za](http://www.macsteel.co.za)**



One  
Place

*For those who*  
**THINK**

combining local and  
international, banking and  
investments is the perfect  
shidduch.

InvestecOnePlace



*Out of the Ordinary®*

 **Investec**



# humanitarian

## Chivas Humanitarian Award In honour of Chief Rabbi Cyril Harris, Z"tl

The Chivas Humanitarian award is the only award in honour of the late Chief Rabbi Cyril Harris that may be given to a Jewish or non-Jewish recipient – who has contributed substantially to the betterment of the lives of the people of South Africa.

Past winners include the late Nelson Mandela (1999), Archbishop Emeritus Desmond Tutu (2000), Nkosi Haven founder Gail Johnson (2001), Ina Perlman of Operation Hunger (2002).



2011 co-winners Danny K and Kabelo of Shout; and Marc Lubner at Afrika Tikkun's Early Childhood Development Project in Alexandra township, enjoying a tea party with the little ones and the ECD's general manager, Patricia Ledwaba.

The joint winners in 2011 were singers Danny K and Kabelo for their Shout campaign and Marc Lubner (CEO of Afrika Tikkun). Popular pop singer songwriter, a multiple-South African Music Awards winner, the author of numerous number one top ten singles, Danny K (Koppel), 33; and kwaito musician, songwriter and actor Kabelo Mabalane, 34, formed a non-profit, anti-crime initiative, called Shout.

Designed to engage with the complex realities of violence in the broader community, its aim is to raise funds through music, to be invested in the fight against crime, and into rehabilitating offenders and victims. Shout is the winner of this year's Cyril Harris Humanitarian Award, sharing it with Marc Lubner.

"I feel very honoured to be getting this award," said Danny K, who is known not only for his musical talents but also for his philanthropic bent: he's a patron of Reach For A Dream, The Smile Foundation; a life champion for Life College of Africa; a friend of Unicef and in 2007 was "the face" of the Sixteen Days of Activism Against Women and Child Abuse.

"When Howard Sackstein phoned me with the news, I thought he was joking! I know how prestigious it is and how many have received this. I am kind of young; Shout is just a year old." Kabelo was also delighted with the acknowledgement. "These awards are becoming bigger and bigger by the year," he said. "And it is awesome to be a part of it."

The idea of Shout was born after the murder of South African music legend Lucky Dube in a hijack in Rosettenville, Johannesburg in 2007; the name grew out of lyrics from a Tears for Fears song, which is part of their marketing campaign. The organisation runs under a board of trustees of which both Danny K and Kabelo are members.

Marc Lubner, 55, was born into a family of philanthropists. He was raised on the values of the milk of human kindness. He was the CEO of Afrika Tikkun, a non-profit outreach organisation founded by his father, Bertie and the late Rabbi Cyril Harris in 1995, with former President Nelson Mandela as the patron-in-chief and is completely focused in his personal and collaborative capacities on making our country a better place.

In 2012 the Award went to John Moshal and family, part of a dynasty who have lived in KwaZulu-Natal for 120 years and are famed for their philanthropic activities. Moshal was delighted to join such an illustrious group, but was humbled to speak of his own prior awards, which include a Paul Harris Sapphire Award from Rotary for his charitable work.



Winner Patrice Motsepe receives his award from Anne Harris, widow of the late Chief Rabbi Cyril Harris

In 2013 the Award was given to Patrice Motsepe. He said that he and his wife (Dr Precious Motsepe) considered it "a huge, huge honour" to be recognised by the SA Jewish community – which they held in such high esteem. Motsepe said that both he and Precious had learned much from their engagement with SA Jewry, and Jewish people that they had met around the world. He has always said that there is much to be learned from engagement with the various cultures in SA.

"The very best young SA talent could work anywhere in the world," he said, "and the same was true for young Jews. He was pleased to see that young Jews were choosing to stay in SA and contribute."