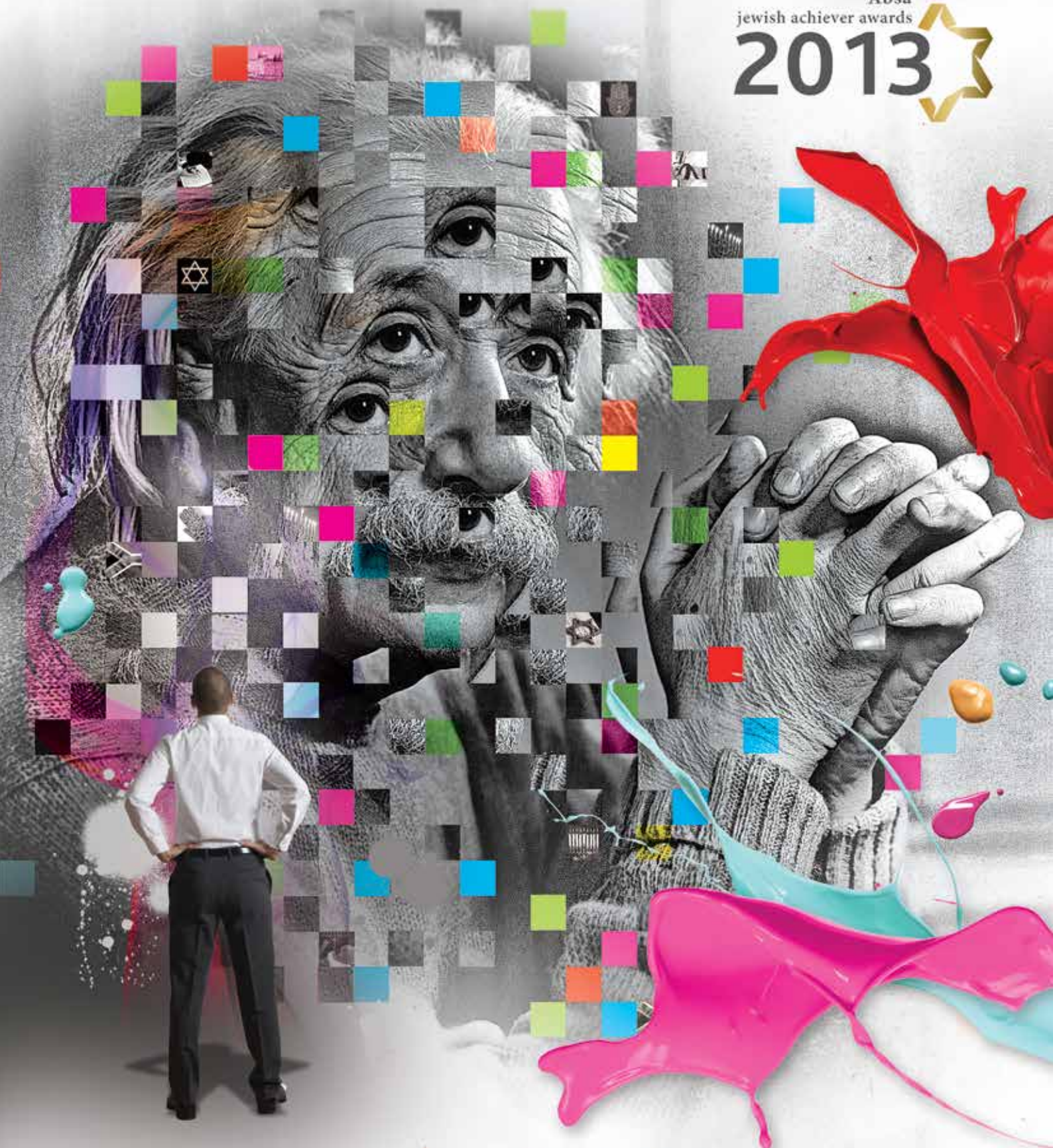


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Jewish Achiever Awards 2013:
PAINTING A BRIGHTER FUTURE

Movers & Shakers

The 2013 Jewish Achievers magazine is dotted throughout with words of wisdom from Jewish Movers & Shakers



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LET THOSE HONoured INSPIRE US ALL TO GREATNESS



By: HOWARD SACKSTEIN
Chairman: Jewish Achiever Awards

There was a time, not so long ago, when every Jewish kid coming out of school wanted to be a doctor or a lawyer. Those days are long gone. Almost every Jewish child leaves high school with a

start-up plan under their arm and a burning entrepreneurial spirit to succeed. And, in reality, who is better placed to succeed in the worlds of Big Data and the Knowledge Economy than a group of people who have studied Talmud and have analysed data and cryptic writings for millennia?

As a symbol of the Jewish Achiever Awards 2013, we chose the image of Albert Einstein, Time Magazine's "Person of the Century." Whether its Einstein or Freud, Marx or Wiesel, Spielberg or Ballmer or Dell or Zuckerberg, Brin or Page, Ellison or Arieli, or even Woody Allen - Jews have thrived all over the globe in the era of liberal democracies where people are judged on the quality of their skill rather than on their race or religion.

It is timeous and appropriate that we as a community pay tribute the remarkable contribution of Nelson Mandela in liberating us all and creating the foundations for a free and democratic society in South Africa. Madiba took us from a doomed society teetering on the brink of civil war and lead us from wilderness to liberation. A few years back, Madiba was the recipient of the one of the Jewish Achiever Special Awards in recognition of his singular contribution to the people of South Africa and for the spark of Madiba Magic that lives within each of us.

"Achievement cannot be an end in itself. Achievement only reaches greatness when it serves as a means to inspire others."

If you need some inspiration, look no further than the approximate 250 people nominated for this year's Jewish Achiever Awards or look at the

remarkable list of past winners. Tonight we recognise an astounding array of people who have each contributed so profoundly to the development of South Africa.

Our deep appreciation goes to all those who participate in the nomination and judging process as well as to everyone who attends this remarkable gala event, advertises in this publication and sponsors the night.

The South African Jewish Community is certainly not short of inspirational leaders. As a community we have contributed enormously to the development of South Africa. Whether it is in politics, art, sport, culture, science, music, philanthropy or business. Our community has been at the forefront of the development of this nation. (I may have lied a little about the sport bit).

It is this proud record of our achievements that we need to celebrate, and to ensure continues to thrive.

While these Awards are about recognition, we cannot get away from the fact that this is a fundraising event and that all money raised goes to support the free publication and distribution of the SA Jewish Report newspaper. Being in the publication business is no business at all, especially when the publication is free and where every reader is an editor.

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

To my fellow Board members and especially to the very dapper Herby Rosenberg, I cherish your wisdom, advice and constant support. To our remarkable sponsors at Absa, Cell C and Chivas and especially to Karina Voogt, Tinyiko Shilenge, Abeeda Henry and Bobby Malabie, these Awards would be impossible without you. To the team at the SA Jewish Report to Geoff, Ant, Karen and Britt - no one will ever understand what I put you through. And by now Ant, I presume you realise you were insane to accept my offer to edit this publication.

When we appointed Danielle Rovetti as our graphic design and layout person we knew we had something spectacular in store. But, her campaign for the Jewish Achiever Awards, we believe, will in itself win awards. Wow!

To Sister Act, Sarit and especially Elanit, what an incredible job - I raise my hat to you and offer my utmost respect for an amazing job. I bet you can't wait to not have to take calls from me at midnight and mails at 3am.

May tonight inspire us all to be better, work harder and achieve more. Let the role-models honoured here inspire us all to greatness. May we live with a little bit of Madiba Magic in all of us.

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HOWARD FELDMAN

Non-Executive Chairman, SA Jewish Report



It's not as much fun as it looks. Newspapers are under pressure globally, cash is tight, our community is diverse and we have limited pages to showcase the wonders of South African Jewry.

And yet we do. Every week without fail, the soldiers at the Jewish Report offices don their helmets, steel themselves against the barrage of the inevitable onslaught just to make sure that adverts are sold, new ideas are created, articles are written, queries are responded to, editorial is as close to perfect as possible and that papers are delivered to various collection points.

It is thankless and it is tough and it is not as much fun as it looks.

And yet, the SA Jewish Report remains a treasure of our community. It is

many things to many people - but to me it is the musical score that accompanies the dialogue of South African Jewish life. It deals with almost every aspect of our community and does so with dignity and respect, always striving to ensure that standards are high, that in the limited space that we have we deliver the best news and information that we can and that most importantly we do so, without fail.

And for that I need to thank the dedicated and committed staff at the paper for their tireless and often under-appreciated commitment to the paper, to me and to us all.

I once again had the honour of convening the Judging of the final round of the Jewish Achievers Awards. It was unequivocally one of the most inspiring 13 hours that I have spent locked in room.

The calibre was superb and I was grateful at the end of the day that I didn't get a vote - because I really would have voted for most of the candidates we met. We have a lot to be proud of in our community and I thank Absa, Cell C, Chivas Regal and all other sponsors for allowing us to celebrate this achievement. I ask that we return the favour and support these institutions as they do us.

Once again, heartfelt thanks to Howard Sackstien, assisted by Herby Rosenberg and their ridiculously committed team for the amount of work they have put into this event. They too are an inspiration.

Thanks also to my Board of Directors for the constant worry, care and lively debate. We represent all segments of our community, in its magnificent diversity but we share the love for this wonderful institution that is the South African Jewish Report. Please join us and support the paper however you are able to, and let's ensure that that we not only endure but thrive.

JOSE DOS SANTOS

Cell C



Cell C is exceptionally proud to sign its name to the prestigious Jewish Achievers Lifetime Achievement award. This award has a rich history of honouring exceptional people and Cell C is pleased to be associated with an award that holds such high esteem in the Jewish community.

This award is in honour of one of South Africa's greatest heroines, Helen Suzman. As the daughter of Lithuanian Jewish immigrants, Suzman faced down South Africa's apartheid government, often standing as the only voice of dissent as a parliamentarian in the sixties. Her most memorable quote for most South Africans stems from when she was accused of embarrassing South Africa with her questions to parliamentarians - she replied: "It is not my questions that embarrass South Africa; it is your answers."

Taking from Suzman's extraordinary courage, intelligence and achieve-

ments, the Jewish Achievers Lifetime Achievement award has been given to South Africans that have embodied these qualities over time. As a business that strives for excellence both in what it provides to customers, and its work ethic inside the business, we believe the sponsorship of this award is a perfect fit for the company.

The high calibre of past winners only cemented Cell C's belief that this sponsorship is a valuable one.

There are many more synergies between this sponsorship and Cell C as a brand. The company is continuously pushing the bounds of innovation and development of products and services that have stirred the mobile market into competition for the first time in years.

Our innovative products have set us apart in the industry marking Cell C as a trailblazer in the mobile space. The gap created by products like 99c and 99c international, remains difficult for our competitors to close. We've done so because we understand just how important it is to remain relevant, ahead of the curve and competitive. The uniqueness in which we create our products and service is reflected in how we select our sponsorship beneficiaries. Our choice to honour the Lifetime Achievers is as unique and difficult to copy as the types of products we endeavour to deliver to our customer base.

We would like to congratulate this year's winner of the award, who joins the ranks of Brian Joffe, Raymond Ackerman, Judge Jules, Salma Browde and Professor Phillip Tobias, as an extraordinary contributor to the Jewish community.

CRAIG BOND

Chief Executive: Retail and Business Banking- Absa and Barclays Africa



Absa is again proud to be the key sponsor of the 2013 Jewish Achiever Awards. We acknowledge their significant contribution to community and society, as the Jewish Achiever Awards honour noteworthy achievement in the South Africa Jewish community.

The Jewish Achiever Awards are about accomplishment and leadership, which go hand in hand with our values of respect, integrity, service, excellence and stewardship. They acknowledge and reward innovation and initiative; they value business enterprise and expertise and they recognise and celebrate contribution to local communities.

Our support of these awards goes back several years. Our proud associa-

tion is testament to our intention to build and maintain lasting relationships within the communities in which we operate and provides us with an excellent platform to engage with our key stakeholders.

The nominations in the various categories are again of the highest calibre, showcasing the scope and distinction of Jewish talent. Absa takes pride in sponsoring recognition awards where exceptional business people are acknowledged for their achievements. We seek to build relationships with community leaders that make a tangible impact on our economic environment.

We salute this year's achievers and their contribution to innovation, job creation, technological advancement, education, advancing the cause of humanity and fostering prosperity in our country.

We applaud the achievements of the Jewish community in positively contributing to transformation in our society through these awards. On behalf of Absa, I would like to congratulate all the nominees and deserving winners of the 2013 Jewish Achiever Awards.

Absa, as a proud member of the Barclays Group, is a leading financial services group in Africa, offering a complete range of retail, business and wealth management banking products and services.

We hope that we are your first choice in banking as we strive to become the "Go-To" bank on the African continent by making our customers and communities lives much easier.

MAC MABIDILALA

Brand Manager: Chivas Regal



Chivas Regal: The iconic global scotch

It is once again a great honour for Chivas Regal, the iconic global scotch, to be the official whisky sponsor for the Absa Jewish Achievers Awards 2013.

At the core of our brand, its essence and what we stand for, is the optimistic spirit of generosity, brotherhood and luxury. There is no doubt in

our minds that the Jewish community in South Africa truly represents this ideal and it's this that has formed the basis for the longstanding support of the Jewish community by Chivas Regal. Chivas is very popular in the Jewish community and has become synonymous with Jewish celebrations.

We are a brand with substance, built from the heritage and craftsmanship that goes into making our special product and stand by a value system beyond the superficial, which separates us from our competitors. Our consumers are encouraged to succeed as a gentleman, which is our crusade, to succeed the right way, the Chivas way, with honour, integrity, style, charisma and sophistication.

To continually seek the best in others and uplift those around them, their communities as well as the country at large.

The Chivas Humanitarian award, which is awarded in honour of the late Rabbi Cyril Harris, a wonderfully colourful man and a proud Scotsman, will be presented to an individual who has demonstrated that real fulfilment comes from a balance between material wealth and the way we decide to live our lives, a noble character who is liberal in giving and sharing.

We celebrate and applaud all the winners at the awards this year and look forward to another great evening at the Absa Jewish Achievers banquet.

Yours in chivalry, Mac Mabidilala, Brand Manager: Chivas Regal

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NATHAN (NATIE) KIRSH



The Jewish Report Special and Extraordinary Lifetime Achievement Award goes to Natie Kirsh – whose incredible story spans 80 years from humble beginnings in Potchefstroom to the building of two business empires – the first he lost when the South African economy crashed in 1986, and the second, much larger, is still being built.

It is also the story of the creation of a legacy of philanthropy that will carry the name of Natie Kirsh and his family into posterity.

25 years ago the Financial Mail famously ran a cover story titled "The Man who Fell to Earth" depicting Kirsh as Icarus, falling out of the sky. At the time he had just lost control of one of the leading conglomerates in South Africa, including such companies as Checkers, Russells, Joshua Doore, Dions and Metro Cash & Carry, to Sanlam.

Fast-forward to 2013 and Natie Kirsh's second empire is bigger than his first. Much bigger. According to the Bloomberg Billionaire Index 2013 he has a net worth of at least US\$5.1-billion. The Financial Mail calls him "SA's wealthiest entrepreneur," while Mervyn King says Kirsh is "one of the world's brightest entrepreneurs."

Natie is a private person by nature and after losing all his listed assets to Sanlam in 1986, he disappeared off the public radar. Although out of the public eye, however, Natie has been a serial dealmaker, in the intervening years, building a global empire and simultaneously quietly devoting a lot of time, energy and money towards philanthropic projects.

Natie Kirsh's first ventures...

This is a story about a man whose father died when he was 16 and who inherited £1,200 when he turned 21. He did his first deal at the age of 26 and, in a few years, built one of the biggest business empires in SA - only to lose it through one big mistake.

Natie's story started in Potchefstroom where, at 20, he helped his mother run the family malt factory. His big break came in 1958 when he wanted to use an insurance payout to build a sorghum brewery in Swaziland. "Instead," says Kirsh, "the Swazi colonial government asked me to manage its

maize industry."

So Natie, wife Frances with their two young daughters, Wendy and Linda, upped sticks from Potchefstroom and moved into a two-bedroom flat above the offices at the maize mill he had built in the Swazi capital Manzini.

They had arrived in a country with one tarred road and very little other infrastructure. It was a huge leap of faith. Young Natie was required to buy all the maize the farmers wanted to sell at prices fixed by the British colonial administration and build storage facilities and a mill. He needed £45,000 to set it up. To raise this capital required some deft footwork. Natie had his £1,200 inheritance, as did his younger brother Issie who threw in his lot with Natie.

The Standard Bank Potchefstroom manager stretched the limit of his discretionary lending powers and this still left Natie's mother to pitch in a loan of £15,000 to make up the shortfall.

A further £30,000 was needed and was raised from private investors who were friends. They were asked to put in £1 of loan capital for every £1 of equity, giving the Kirsh brothers a controlling equity interest. Natie then persuaded Standard Bank to provide the £100,000 working capital that was needed.

And so it was that, in 1959, Natie started the Swaziland Milling Company. Despite major challenges, including a bumper first harvest that stretched his financial and storage resources, the company netted a £1,400 profit in its first year and £10,000 in the second.

This became the base for Natie's expansion into every sector of the Swazi economy. Soon the young man, still in his early 30s, became the Kingdom's most influential entrepreneur, establishing efficient and competitive businesses which he still has to this day.

At the same time, Natie used his growing influence in the Kingdom to bring about positive change in Swazi society. This was especially important in those early sixties, with the winds of change blowing through Africa and Swaziland on the brink of independence. As President of the whites-only Manzini Club, for example, Natie effected an amendment to the constitu-

NATHAN (NATIE) KIRSH

tion to allow black members.

He was the founding Chairman of the Swaziland Electricity Board, a position he held, without pay, for 20 years. He helped lay the foundation for the electrification of the country, building power stations, transmission networks and establishing efficient practices that are still in force today. In the lead up to independence, he became an influential adviser to both King Sobhuza II and to the white community, smoothing the waters to allow the peaceful transition to Swazi rule after 69 years of colonial mastery.

Natie's contribution to the country has been recognised by him being the first recipient of Swaziland's post-independence premier award: Chief Councillor of the Order of King Sobhuza II; and having an Honorary Doctorate in Law from the University of Swaziland conferred upon him.

Meanwhile, back in South Africa, as their Swazi businesses grew, the Kirsh brothers bought their father's original malt business from their mother. Issie managed the malt business and transformed it from producing a generic product into one of SA's top market brands, King Korn, arguably second only to Coca-Cola in brand recognition in the then-black market

Issie also took the helm of Swazi Radio, and converted the business into the successful Radio 702 network with what was at the time a unique talk-radio format.

In pre-World War II South Africa, most goods were imported and wholesalers dominated the distribution network. The war provided South Africa with a need to create a manufacturing base to replace imported goods. These new industries created their own distribution networks and opportunities for the Kirsh brothers.

Suddenly, the large wholesalers who had dominated imports and the distribution of goods, found themselves in a shrinking market. This provided a big opportunity for the Kirsh brothers as the wholesalers were well capitalised but in a new world of diminishing profits.

Natie's first fortune made...

Natie had invited one of South Africa's major wholesalers, Moshal Gevisser, to be his partner in a Swaziland wholesale business and this brought the opportunity to acquire Moshal Gevisser, which Natie duly did in 1970.

Moshal Gevisser had a pilot cash-and-carry project in Newcastle, called Trademark, which supplied the small black traders that were emerging as a result of the apartheid government's race legislation, which evicted white and Asian traders from operating in black townships.

The township traders had small premises that could not be adequately served through existing supply-chains. Natie saw the opportunity to supply these traders and very quickly expanded the cash and carry model across South Africa, quickly expanding Trademark to 17 branches. These he then merged these with the eight Metro Cash & Carry branches that had been started by Lionel Katz.

After the merger, Natie owned 30 percent of listed Metro. He subsequently acquired additional shares which he financed by creating a pyramid structure. This gave Natie and Issie control of Metro.

A new entity, Kimet (Kirsh and Metro), was formed and listed in 1978. Kimet quickly took over Checkers, Dion, Union Wine and Russells. By the early eighties, it was one of the top JSE companies, handling about 12 percent of all consumer goods sold in SA.

Natie Kirsh had become South Africa's takeover king. But trouble was in the making: Natie had recruited a senior executive to run Checkers. This executive sought rapid expansion by using Kirsh's guarantees to initiate the development of 22 shopping centres.

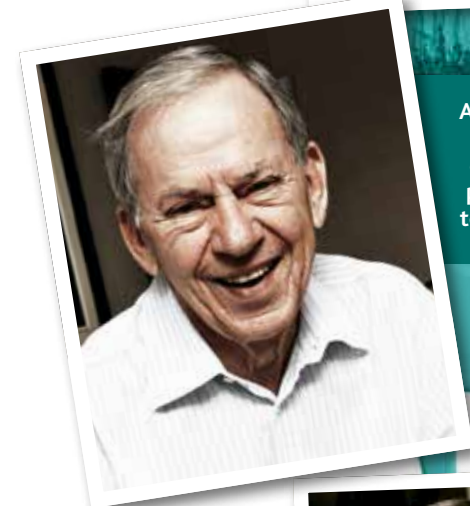
Then came 1985. President PW Botha's infamous Rubicon speech led to investors abandoning the country. The rand collapsed and the country was in a crisis. Interest rates rose rapidly from 15 percent to 27 percent. Business came to a standstill and it was almost impossible to let many of the new



By 1979 Natie & Issie controlled Metro, Checkers, Russells et al - handling 12% of all SA consumer goods. An Afrikaans friend warned Natie that Sanlam would take any opportunity to squeeze him out. He was right. In 1986 Sanlam took over all Natie's listed assets for a song.



At 81, Natie is having far too much fun making deals and attending to philanthropic activities to even consider retiring



It was a cruel blow for Kirsh. "I lost my fortune and the stature that came with controlling the country's largest trading operation, employing more than 40,000 people." But Natie has built a much bigger fortune the second time around and has ensured that he is in control of his own destiny.



NATHAN (NATIE) KIRSH

stores in the shopping centres under construction.

This put Natie's empire under strain at a time when the townships were being made ungovernable and international sanctions were eating away at South Africa's shaky economy.

Natie's first fortune lost...

Two years earlier, Natie had wanted to reduce his corporate debt and was looking for a financial partner. At a lunch he found himself next to Sanlam chairman Fred du Plessis and asked him to become a partner. They formed an unlisted holding company, called Sanki in which Kirsh had 51 percent and Sanlam 49 percent.

A few weeks later, one of South Africa's leading Afrikaans businessmen had dinner at Kirsh's home and warned: "Natie, you chose the wrong partner." The businessman predicted that Sanlam would take any opportunity to squeeze him out, which is how things later turned out.

The Sanlam deal indeed proved to be a big mistake. A clause in the agreement could be interpreted as giving Sanlam a veto over capital increases and when Natie wanted to raise further finance for the struggling shopping centres.

Sanlam refused to agree and said they would provide the funds to Sanki. This would give them control of the whole group.

Natie had to make a choice - fight Sanlam through the courts, which would put the entire group in jeopardy, or sell his Sanki shares to Sanlam at a giveaway price. He decided to sell. The decision was largely coloured by the prevailing feeling that South Africa's future was looking pretty bleak, says Natie.

Sanki was Natie's major asset controlling Kimet (Checkers, Greatermans, Dion and Metro) and what he received was a pittance. It was a cruel blow for Kirsh. "I lost most of my fortune and the stature that came with controlling the country's largest trading operation, employing more than 40,000 people."

As part of the deal to sell Sanki, Natie carved out Kimet's 33 percent holding in Jetro, a modest cash and carry operation that he had started in New York in 1976. He also still had his Swaziland and Israeli assets and other overseas interests, but his major asset was gone and he decided to leave South Africa.

Natie's second start...

And so it was that Natie moved to New York and began to rebuild an empire by taking direct involvement in Jetro's management.

Fast forward to 2013, by which time Jetro had become one of the largest private companies in the US. Jetro, originally modeled on SA's Metro Cash & Carry, today dominates the distribution of food and dry goods to small stores in big cities in the US.

Jetro also developed a second format, called Restaurant Depot, targeting the restaurant trade. Restaurant Depot has become a vibrant national chain and is highly successful.

But Natie did not confine himself to Jetro. He has diversified and built an international conglomerate over the years. But Jetro, managed by ex-Dions MD Stanley Fleishman, remains his dominant and most profitable operation.

Natie and philanthropy...

Natie made his first fortune in Swaziland in the sixties and the Kingdom is still dear to his and his family's hearts. He is a Swazi citizen and has for many years found ways to promote a number of philanthropic enterprises in the country.

He is most of all proud of the success of his micro-lending scheme, the Inhlanyelo Fund, which provides seed money for start-up micro-entrepreneurs. This fits well with Natie's philosophy that "it is better to provide a fishing rod, than to hand out a fish." He knows firsthand from his own startup in Swaziland, the importance of having access to seed capital and how difficult it is for a person to get money to start a small business. The Fund's client could be a young man or a

grandmother needing to earn cash to send her grandkids to school.

The loan range is between R3,000 and R20,000, enough to buy seedlings, or a sewing machine, or a hair dryer for a bush salon. The success rate is around 76 percent. These totally unsecured loans have created over 7,600 successful businesses, benefitting around 10 percent of the Swazi population.

Natie has also established a similar seed fund, The Natan Fund, in Israel. It has provided startup funds to 600 businesses, albeit more sophisticated businesses, requiring a higher level of funding. The Natan Fund enjoys a success rate of over 80 percent.

Apart from micro-lending, Natie's philanthropy in Swaziland extends to Aids orphan feeding schemes, the computerisation of all Swazi high schools (the first country in Africa to achieve this), Aids clinics and orphanages, entrepreneurship training in high schools, Olympic athlete support, and dozens of other projects that help Swazis gain the tools to help themselves.

Natie's contributions include support to the activities of the IUA-UCF in SA and Israel, Hatzolah and Rabbi David Masinter's Miracle Drive. Further afield, the Kirsh Family Foundation donates substantial amounts to philanthropic causes in the USA, UK, Israel and Australia.

Kirsh has a range of other business interests, including: Magal, a Nasdaq-listed security company whose products protect the borders of Israel and the perimeter of Buckingham Palace; a Brazilian/Italian leather company; an Indian pipe manufacturer; a chain of health and fitness clubs across Europe and Israel; a UK/Swiss asset management company; and Chefworks, a fast-growing manufacturer of clothing for the catering industry. But it doesn't end there. Property acquisition has become a major focus of Natie's. He has a large property portfolio in Australia, where he is the largest shareholder in a listed REIT, Abacus and a major investor in Jandakot Airport, Perth besides, acquiring London's Tower 42.

He spends four months of summer in Swaziland and SA and the rest of the time in London, New York, and the south of France. From these locales he monitors his global empire, built for a second time and from a low point in his life.

"We are private, we are profitable and we have fun," Natie told a US website in an interview at his office in North London last October. "We just don't scream about what we do."

And, at the age of 81, there are no signs of Natie slowing down. He wants to expand his food wholesaling business to new markets and add to his property portfolio.

He built his companies largely with his own money and he's very private and wants to stay that way. The acquisition of Tower 42 in London catapulted him into the financial media who have since continued to publicize his extensive interests.

Not even the beginning of the end....

Kirsh seems to be having too much fun to consider retirement. But the question remains: What will happen to his empire? Although his children are not directly involved in the businesses, the assets are ultimately owned by the Trusts in which the Kirsh children are involved.

What is clear is that it has been one amazing ride. From those small beginnings in Swaziland, 55 years ago, Natie Kirsh says he can look back on a life of huge personal business success, and the certainty that his desire to give back has changed the lives of tens of thousands of men and women around the globe who benefited from his philanthropy.

Today's SA Jewish Achievers' Award might appear to come towards the end of the awardee's life. But, make no mistake, Natie Kirsh still has the energy and eye for a deal that he had in his early days in Swaziland.

During a recent meeting with the Governor of one of China's largest provinces to discuss a possible partnership in food distribution, Natie was asked if there was anything the Governor could do for him.

"Just give me 20 more years to live; I've got so many plans but I may be running out of time," was Natie Kirsh's reply."



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JANE RAPHAELY

Publishing supremo Jane Raphaely was chosen from an eminent group of nominees for the recipient of the "Cell C Lifetime Achievement Award in honour of Helen Suzman" for 2013.

Jane Raphaely graduated from the London School of Economics in 1958 with a BSc in Sociology and Economics. She then won a Rotary Foundation fellowship to further her studies at Columbia University in New York.

Jane (born Mullins) moved to South Africa in 1960, the auspicious year of the Sharpeville massacre and British Prime Minister Harold Macmillan's 'Wind of Change' speech to the South African parliament. After a stint in the advertising and PR world, Jane Raphaely was invited to join Naspers as founding editor of the first English women's magazine in the company, Fair Lady, in 1965.

She set up Jane Raphaely and Associates in 1983, with her husband, Michael Raphaely, and business partner, Volker Kühnel, to launch COSMOPOLITAN magazine in 1984.

The wholly-owned House and Leisure and several other international titles followed, including the only edition of "O" The Oprah Magazine outside the USA, which was hailed as the publishing coup of the decade in 2002. Jane played a pivotal role in magazine publishing and female empowerment in South Africa - see Highlights and Awards in side-bar.

Raphaely has seven grandchildren who all live in Cape Town.



In 2012 Jane's autobiography, Jane Raphaely: Unedited, became a best-seller. She takes the reader from a tough but happy childhood of a girl, conceived on a rubbish dump, the love child of a clever, kind Jewish woman and a bigamist alcoholic Irishman and born two years before the start of World War 2.



Highlights from Jane Raphaely's career:

- 1958 BSc Sociology and Economics London School of Economics
- 1958 Rotary Foundation Fellow Cheshire UK
- 1958 Columbia University/ Rotary Fellow US/ Wins \$12,000 on Name That Tune
- 1959 Returns to the UK/Bolton Evening News
- 1960 Move to South Africa/ Sharpeville
- 1960 Van Zyl and Robinson copywriter/ Columnist Cape Times
- 1961 Bernstein Wilson copywriter, account executive
- 1962 Opens PR division Bernstein Wilson
- 1965 Launches Fair Lady
- 1984 Launches Cosmopolitan
- 1988 Revamps Femina and takes it over from Republican
- 1989 Cosmopolitan Fashion Directory launched
- 1993 House and Leisure launched
- 1998 Brides and Homes launched
- 2000 Baby and Me launched
- 2002 "O" The Oprah Magazine SA launched
- 2003 Marie Claire moves to Associated Magazines
- 2011 Good Housekeeping/Goeie Huishouding launched

Among the Awards Jane has received:

- 1986 Business Woman of the Year
- 1986 Media Innovator of the Year
- 1986 Star Woman of Our Time
- 2000 Print Media SA Fellow
- 2001 Rapport Prestige Women's Award
- 2008 Naspers Order of Tafelberg
- 2008 Vodacom Journalist of the Year – Lifetime Achievement
- 2008 Advantage Admag Awards – Lifetime Achiever Award
- 2013 SA Jewish Achievers Cell C Lifetime Achievement Award

Jane is currently Chairman of Associated Media Publishing. Associated Media Publishing now publishes Cosmopolitan, Marie Claire, House and Leisure, Good Housekeeping/Goeie Huishouding and O, The Oprah Magazine.

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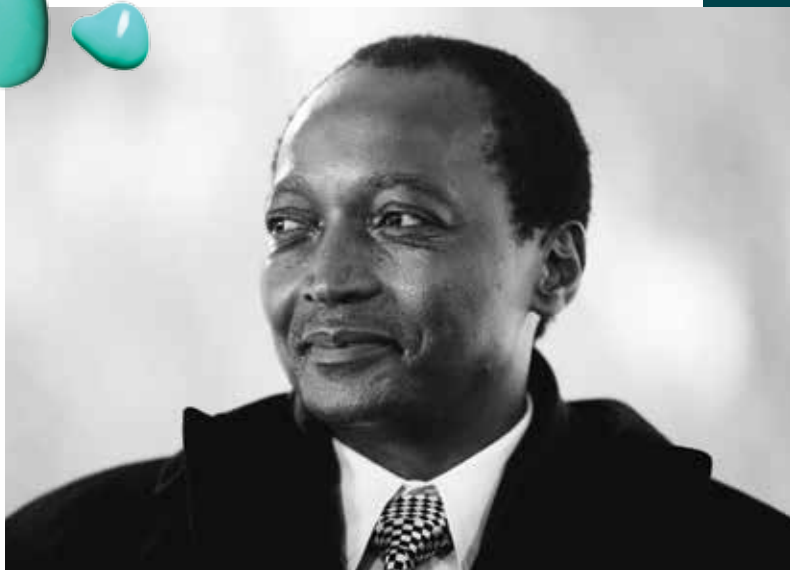
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PATRICE MOTSEPE



the broader community's wellbeing and development.

Patrice Motsepe was born on 28 January 1962 in Soweto and is the founder and executive chairman of African Rainbow Minerals, which has interests in gold, ferrous metals, base metals, and platinum. He also sits on several company boards including being the non-executive chairman of Harmony Gold and is the deputy chairman of Sanlam. He also owns football club Mamelodi Sundowns.

In 2011 and 2012 Motsepe was named SA's richest man on the Sunday Times' annual Rich List with an estimated fortune of R20.07 billion (this only covers listed assets).

He is married to Dr Precious Moloi-Motsepe, a paediatrician and a director of African Fashion International. They have three children. Motsepe's sister Bridgette, who is also in mining, is married to Justice Minister Jeff Radebe. His other sister, Tshepo, is married to Shanduka Group chairman and ANC Deputy President Cyril Ramaphosa.

Earlier this year Chief Rabbi Dr Warren Goldstein accepted R300,000 from the mining magnate in the name of SA Jewry. This money originated from Motsepe's economic empowerment trust and not his new Foundation. "He wanted to include the Jewish community in this initiative," explained Rabbi Goldstein, "to recognise the important role we play in South Africa, both communally and on personal levels."

"It was a wonderful thing to hear how the Motsepes really, as part of their moral conviction as a family, believe in giving back. I want to congratulate them!" So said the richest man on the planet, Bill Gates, on South Africa's wealthiest man Patrice Motsepe and his wife, Dr Precious Motsepe following in the suit of Gates and Warren Buffett by giving away half of the income generated by his assets.

Billionaire Motsepe has become the first African to join the Giving Pledge, a campaign spearheaded by Bill Gates and Warren Buffett to encourage the wealthiest people in the world to make a commitment to give at least half of their wealth to philanthropic causes.

"Precious and I will contribute at least half of the funds generated by our family assets to the Motsepe Foundation to be used during our lifetime - and beyond - to improve the lifestyles and living conditions of the poor, disabled, unemployed, women, youth, workers and marginalised South Africans, Africans and people around the world," said Motsepe on announcing his Foundation.

"We will contribute at least half of the funds generated by our family assets to the Motsepe Foundation to be used to improve living conditions of people around the world"

From the Jewish community's point of view, the Chief Rabbi told the SA Jewish Report at the time, it was "less about the sum of money and more about the fact that we are recognised by broader society in this way. Significantly," added Rabbi Goldstein, it symbolises that we are part of everything that is happening in this country. The same sum of money donated to our community was given to the Catholic, Anglican as well as the Muslim communities,"

Motsepe was a partner in law firm Bowman Gilfillan, where he specialised in mining law, before becoming a mining magnate. He ascribes his grasp of basic business principles to his father, ABC Motsepe, and his mother, Key, who ran a supermarket in Soshanguve. ABC named his son Patrice after Patrice Lumumba, an African independence leader and the first Prime Minister of the DR Congo.

Motsepe has invested much of his time serving the SA business community and served two terms as president of the National African Federated Chamber of Commerce and Industry. He has been appointed chairman of the newly-formed Brics Business Council.

Not too bad for a man who, in 1994, founded Future Mining using his cell phone and car boot as his office!

The true value of the announcement last year by the Motsepes goes far beyond the money.

It affirms that the ever-widening widening chasm between (old- and new-moneyed) rich and poor South Africans can be bridged. It gives hope and promise of real opportunity to all South Africans. It is a gracious act and it is setting an example for others to follow.

South African Jewry is famously philanthropic - and usually does not disclose its giving. But by their public actions, the Motsepes have placed the issue of philanthropy squarely in the SA public discourse, somewhere it truly belongs. The country's many emerging millionaires and billionaires view Motsepe as an icon - and hopefully they will also view him as a philanthropic role model.

The Motsepes did not grow up in the best part of town or attend the swankiest schools. But they have enough to share. As children of Africa they know that we are dependent on one another for our own, as well as



ORT & ORT JET

ORT SA

ORT SA is one of 65 ORT non-profit developmental organisations around the world which believes in the philosophy of "Educating for Life" and is locally and internationally recognised by governments and large corporations.

Every year thousands in South Africa benefit by learning new skills, being placed in jobs or receiving cutting edge training and support in the areas of math, science, technology and computers. For ORT SA, education is more than basic schooling, it's about empowerment, support and eradicating poverty through education.

The Educator Empowerment department was designed in response to a nationwide need for a change in the education system. ORT SA is committed to training and supporting teachers and members of primary school management teams.

Their focus areas are math, science and technology. The highly successful model offers face-to-face support for teachers to attain UNISA accredited Advanced Certificates. Their latest innovative approach provides teachers with laptops and computer training aimed at narrowing the 'digital divide.'

ORT SA's Skills Department (High School Services) has also proven extremely successful. IT training has recently been added to the curriculum.

Jointly with the Services SETA, ORT SA has started the Geared for Life programme to change the model of waiting until a learner has completed matric to start work skills training. The programme is the first of its kind in that it targets learners who are in still in school. At the start of Grade 10 selected learners undertake a Further Education and Training (FET) Certificate. These are ordinarily achieved over one year, but have been broken down into three-year courses so participants complete them by the end of their matric year. So far over 400 learners have been empowered by immediate post-matric entry into the job market.

ORT SA has also recently opened an IT Training Centre where courses are offered for beginners and advanced levels for those wanting to expand their competency in Microsoft Operating Systems. This training is also open to the public at NGO rates.

ORT SA is also expanding the ORT JET concept into the broader community. Called Business Enterprise Training (BET) it gives non-Jewish small businesses the opportunity to obtain fundamental business training.

ORT SA CAPE

The Western Cape office is run by Dr Lydia Abel, who has been working in education for the last 30 years. Lydia is a foremost expert on math and science education and child literacy, familiar with best practice and theoretical models throughout the world. She has consulted to the Department of Education, in this area, for many years. In 2011 Lydia took over as Director of ORT SA CAPE where she is championing the rollout of the following programmes:

- "CASPER" (Constructive After-School Programme for EnRichment) was launched in July 2012 in 10 schools in disadvantaged areas of Cape Winelands.
- "Robotics" aims to improve visual memory, concentration, number sense and develop problem-solving skills with young students.
- ORT SA CAPE was recently awarded as part of the NUMLIT project of the Education Department – the monitoring and evaluation tender of 255 primary schools.

"The work we are doing aims to give teachers and children the tools to be more productive, be more inspired, and in so doing, create an education system that will produce capable and resilient scholars, for the future," says Lydia.

ORT JET

ORT JET has been in existence since 2005. Their 'Jewish Entrepreneurial Training' model uses the available resources, skills-base, knowledge and expertise within the Jewish community to assist in establishing the self-sufficiency and sustainability of all SA Jewish-owned businesses which require guidance, assistance and skills-building.

CEO Paul Bacher says that: "Admitting one needs help with one's business can be a difficult and humbling situation. We celebrate those business owners who (have taken) that brave step and used the ORT JET programme to empower themselves."

ORT JET's primary aim is to help debt-ridden families return from a position of near financial disaster to one of stability, as well as creating a platform for start-up businesses, by providing the following services (at no cost to the participants):

- Trained and encouraged over 150 vulnerable women with various skills and support tools in the Women's Empowerment Division;
- 18 women climbed Kilimanjaro in order to highlight the plight of vulnerable women in our community and raise funds;
- Developed an online SME market space portal, allowing potential investors and businesses needing funding to meet and transact;
- Launched the "Future CEO" project at high schools teaching business and financial acumen;
- Launched a new "Forum" programme allowing businesses to create their own support networks and cross pollinate skills and experience;
- Launched a professional "mentor" induction programme, utilising the skills of one of the country's top leadership and motivational speakers; and
- Launched an ORT JET Business Library resource – to offer a lending library of top business videos and books to our community.

In 2013 ORT JET staged their third annual Business Plan Competition aptly branded Eureka.

"A competition of this nature is the best way to encourage business entrepreneurship, something so topical in SA where more than 70 percent of businesses are classified as small business," said ORT JET founder and CEO Paul Bacher.



TOP LEFT: Yehuda Kay (ORT SA)

TOP RIGHT: Paul Bacher (ORT JET)

LEFT: Dr Lydia Abel – ORT SA CAPE



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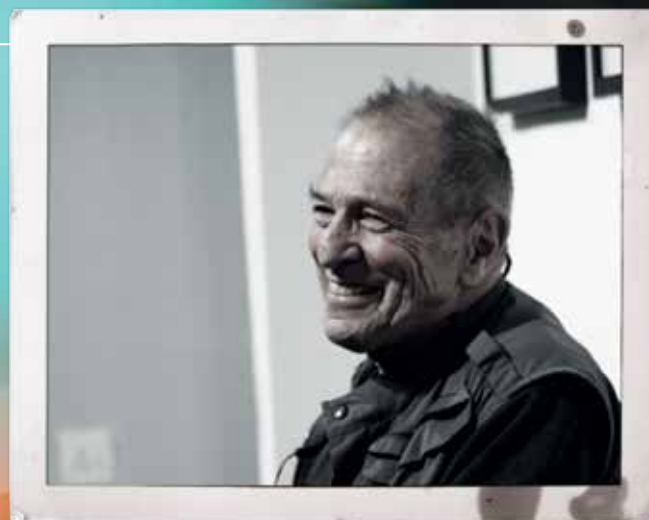
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DAVID GOLDBLATT



Born in Randfontein in 1930, David Goldblatt was the third son of Eli and Olga Goldblatt who had come to SA as children.

After matriculating he worked at his father's clothing store in Randfontein while doing his B Comm at Wits and developing his interest in photography.

When David's father died in 1962, he sold the business and followed his dream of becoming a photographer. "Gradually I built up a professional practice, specialising in work outside the studio, photographing for magazines, corporations, advertising agencies and institutions. In my personal work I have, for the most part, photographed and published essays on various aspects of SA society."

He says he regards himself "as an unlicensed, self-appointed observer and critic of SA society which I continue to explore with the camera." Recognising the need for a facility to teach visual literacy and photographic skills particularly to people disadvantaged by apartheid, David founded the Market Photo Workshop in 1989 and continues to serve as a member of its Advisory Committee.

Despite having been so highly recognised both locally and internationally for his work, David says that he has "never sought to win awards, they don't mean a great deal to me." He says that recognition is "balm to the ego, but it doesn't figure high in my constellation."

However, on hearing that he was the recipient of the Jewish Achievers Award, says David, he found that "very pleasant. It is pleasing to be acknowledged in one's own community," he said. David also recently received a Lifetime Achievement Award from the International Centre for Photography in New York and he is an Honorary Fellow of the Royal Photographic Society.

He acknowledges that "In my field I have been given major recognition for work I have done," but, personally, he says "there are things I feel I could have done better, there is always room for improvement."

He insists that he is "not trying to minimise what I have done," but feels that within the context of South Africa, "as an observer and critic of this society, I believe I could have done better."

Goldblatt says that he was exposed to anti-Semitism in his youth and growing up, but that this is not something he personally encounters now. But, he says, he realises that Jews - by virtue of our history - are required to be more observant of the nuances of anti-Semitism.

David lives in Joburg with his wife, Lily, has three children and two grandsons.

David is currently working on two projects. The one he has dubbed "Post-apartheid Public Art and Structures" which, he says represents expressions of our ethos. Now well into his eighties, Goldblatt says that while in the historical context "it might be a little too early," for this project, "considering my age I might as well get on with it!"

The other project David has been working on for some time is photographing ex-offenders at the scene of their crimes. "Who are the people doing crime? How and why do they come to do it?" he asks. "I am curious to know, it is a conversation between me and myself," which, he says, is something he does a lot of.

"I choose not to meet them while they are prisoners", he says, but rather as "ordinary citizens when they are free or on parole. I meet and tell them that I am curious about their life and what they have done."

He pays the ex-offenders for agreeing to collaborate and does a portrait at the scene of crime and records an interview. "I do this because I am curious. I have undertaken not to make money out of this work. After paying gallery commissions the balance of any sales is given to organisations dealing with the training and rehabilitation of offenders."

David has now done 35 people in SA and some in the UK. He has exhibited some of the work but hasn't published it yet. When does he plan to publish it? He says he will know when the time is right.

Selected Prizes and Awards:

- Camera Austria Prize 1995
- Honorary Doctorate of Fine Arts, University of Cape Town 2001
- Hasselblad Foundation International Award in Photography 2006
- Honorary Doctorate of Literature, University of the Witwatersrand 2008
- Henri Cartier-Bresson Award 2009
- Lifetime Achievement Award, Arts and Culture Trust, 2009
- Lucie Lifetime Achievement Award, 2010
- Kraszna-Krausz Photography Book Award (with Ivan Vladislavic) 2011
- Infinity Lifetime Achievement Award from the International Center for Photography, New York, 2013
- Jewish Report Art, Sport, Science & Culture Award, 2013

Work Housed in Public Collections in:

- South African National Gallery, Cape Town
- Johannesburg Art Gallery
- University of the Witwatersrand
- University of Cape Town
- Museum Kunst Palast, Düsseldorf
- Bibliotheque Nationale, Paris
- Museum of Modern Art, New York
- Victoria and Albert Museum, London
- The French National Art Collection
- Huis Marseille, Amsterdam

Selected publications:

- On The Mines with Nadine Gordimer, Struik, Cape Town, 1973
- Some Afrikaners Photographed, Murray Crawford Johannesburg, 1975
- In Boksburg, Gallery Press, Cape Town, 1982
- The Transported of KwaNdebele with Brenda Goldblatt and Phillip van Niekerk, Aperture and Duke University, New York, 1989.
- South Africa: the Structure of Things Then, Oxford University Press, Cape Town, and Monacelli Press, New York, 1998
- Particulars, Goodman Gallery Editions, Johannesburg, 2003 [Awarded Arles Book Prize 2004]
- Intersections Intersected, Museum Serralves, Porto, 2008
- Kith, Kin and Khaya, Goodman Gallery, Johannesburg, 2010
- TJ with Double Negative by Ivan Vladislavic, Contrasto, Rome, 2010
- On The Mines, with Nadine Gordimer, new edition, Steidl, Göttingen, 2012

Selected Solo Exhibitions:

- Museum of Modern Art, New York, 1998
- Modern Art, Oxford, 2003
- Johannesburg Art Gallery 2005
- Arles Rencontres, 2006
- Serralves Museum, Porto, Portugal 2008
- New Museum, New York, 2009
- Jewish Museum, New York, 2010
- Jewish Museum, Cape Town, 2010
- Amherst Art Museum, Massachusetts, 2010
- San Francisco Museum of Modern Art 2012

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KPMG wishes all the Jewish Achiever nominees Mazel Tov!

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For more information, contact Michael Rudnicki on michael.rudnicki@kpmg.co.za.

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BUSINESS ENTERPRISE - A FORCE FOR GOOD

Judaism provides a formula for how business can be writes CHIEF RABBI DR WARREN GOLDSTEIN



Business enterprise can be a powerful vehicle for creating a better world. Judaism provides a three-dimensional formula for how business can be a real force for the good. Firstly it must ethical. After death, says the Talmud, one of the first questions a person is asked to account for in the heavenly court is,

"Did you deal faithfully in business?"

The Code of Jewish Law has a sophisticated, detailed and comprehensive system of ethics and laws, based on the Talmud, for every aspect of business, including contract, damages and competition.

Secondly, Judaism teaches that business enterprise must be combined with compassion

and generosity. Tzedakah, according to the Talmud, drives economic prosperity because G-d promises that generosity will be rewarded with blessings of even greater prosperity.

Some words cannot be properly translated. The word 'Tzedakah' is often translated as 'charity', a term which denotes the discretionary and kindly act of giving money to a needy cause. 'Tzedakah' encompasses much more than that. The word 'tzedakah' echoes the Hebrew root 'tzedek', which means justice. And so, giving to the poor is not merely

charitable but is the fulfilment of the requirement of basic justice. Justice demands that those who have inadequate resources are properly assisted.

Moreover, the amount to be given is not discretionary. The Halacha requires one to give between 10 and 20 percent of disposable income as tzedakah. There are many nuanced rules on how this is to be calculated, taking careful account of the unique circumstances of every individual. Generosity is not something that can be based on gut instinct. Judaism teaches that less than ten percent is miserly. And even ten percent is considered merely average. Giving a fifth of one's income is regarded as real generosity. Very wealthy people are allowed to give more than that, because doing so doesn't risk impoverishing them.

There is much instructive detail in the commentary of various authorities on how to

calculate the ten percent. For example, it is generally held that the ten percent is calculated after tax, and not on pre-tax income. The problem is also addressed of someone who cannot even afford to give ten percent. The mitzvah of tzedakah needs to be carefully thought out using detailed halachic guidelines and not be merely left to chance. Judaism is the science of morality and, consequently, it demands precision. A competent halachic expert needs to be consulted on these issues.

Tzedakah can have a powerful impact on the world. The Vilna Gaon made the bold claim that if everyone would give their particular required amount, it would be possible to alleviate all poverty and need in society. We express its spiritual power at this time of year at the climax of the "Unetane Tokef" prayer: "Repentance and Prayer and Tzedaka remove the evil decree."

Thirdly, Judaism teaches that business can be a force for societal development and upliftment; especially in a country like South Africa. Business enterprise has the potential to make the world into a better place by providing jobs and economic opportunity, goods and services, and by building and strengthening all aspects of human civilisation. Proactive and creative entrepreneurs are the life blood of any successful society. Business people should approach their work with these mitzvot in mind, so that together we can build a great and prosperous country, by harnessing the incredible creative talents of our community, the stars of which are deservedly being honoured by the Jewish Report at the Achievers' Award Dinner tonight.



WRITER:
WENDY KAHN

Wendy Kahn

"Everyone has their 'aha' moment. Mine was during my son's 3rd birthday party. I'd prepared a fabulous party at the Zoo Lake and just as we'd unpacked the delicious spread of eats and prepared for the hordes of three-year-olds to arrive, the heavens opened and we packed everything back into the car and miserably returned home to a houseful of muddy little three-year-olds destroying my home.

I was feeling so sorry for myself and the really sad little party that this had become, when we heard the breaking news the planes had hit the World Trade Centre. In that split second I learned perspective.

While 11 years later my son has grown into a wonderful 14-year-old and the ice cream has been cleaned out of the carpets, the families that lost loved ones on that tragic day will never be the same. This is my variation of "don't sweat the small stuff."

LET'S BRAG A BIT ABOUT SA JEWRY

We Jews can now comfortably write about our own history writes DAVID SAKS



Speaking at the launch of his acclaimed new history *Community and Conscience: The Jews in Apartheid South Africa* (2004), the renowned historian Gideon Shimoni commented, "No longer do we continually feel the need to write about 'The Jewish contribution to....' Now, Jews can feel comfortable writing about their own history."

Shimoni was taking a swipe at the form of community historical writing sometimes referred to as 'Contributionism.' Essentially, these are histories that emphasise a particular community's accomplishments and success stories without recording its inevitable failures and problems. Up until fairly recently, such uncritical, sanitised accounts were typical of Jewish historical writing in South Africa.

While it is important to stress that the story of the Jews in South Africa is not, obviously, one of unbroken, across-the-board success, the remainder of this article will nonetheless be unabashedly 'Contributionist.' At the end of the day, even a thorough 'warts and all' treatment of the subject would inevitably conclude that the extent of the Jewish contribution to the development of South Africa relative to the community's small numbers is indeed extraordinary.

Those interested in Jewish participation in, for example, the pimping and bootlegging trade in early Johannesburg, or in local Ponzi schemes are advised to look elsewhere. Let the bragging begin...

From the very beginning of Jewish settlement, the disproportionate influence of the community has been apparent. Only a few dozen Jews were in the country in the decades following the arrival of the 1820 Settlers, yet they included such significant names as the brothers Benjamin and Joshua Davis Norden, prominent

business leaders and members of the first Grahamstown municipal council, the explorer, trader and writer Nathaniel Isaacs and the renowned Parliamentarian Saul Solomon.

After 1850, Jonas Bergtheil and Isaac Baumann emerged as important pioneers of Natal and the Orange Free State respectively while the Mosenthal brothers, Julius, Adolph and James, were particularly influential in developing the economy of the north-eastern Cape.

It was after the discovery of diamonds in the mid-1860s and the ensuing influx of new immigrants that the Jewish impact on South Africa really began to take off. Here, the name of the legendary Barney Barnato comes to mind; with Alfred Beit, he made his fortune on the diamond fields and subsequently was prominently involved in the early history of Johannesburg after the discovery of the Witwatersrand gold fields. During those years, a host of highly successful business leaders emerged – the so-called Randlords.

Their ranks included, amongst others, such Jews as Lionel Philips, Solly Joel, George Albu and Jules Porges. The name of Sammy Marks – the "Uncrowned King of the Transvaal" according to his biographer Richard Mendelssohn, also looms large amongst those who built the young nation. It should be stressed that in addition to their business empires, all of the above they were generous philanthropists, funding the establishment of a range of public institutions such as the Johannesburg Art Gallery.

Most of these early magnates were of English or German origin. From the 1880s, however, the Jewish community was transformed by the inflow of tens of thousands of immigrants from Eastern Europe, mainly Lithuania. Listing all of those whose achievements in the new country, along with their descendants, deserve at least a mention - is naturally beyond the scope of this short overview.

SA Jewry has shown the Diaspora that one can be contributing citizens while being fully involved, committed Jews

Suffice it to say that henceforth one would be hard-put to find any area of activity in which Jews were not prominently to the fore. Jews could be found at the forefront of the farm-

ing industry (such as the "Potato King" Jankel B Lurie and the "Mielie King" Esreal Lazarus), in the arts (particularly in the theatre realm), in the legal field and in politics, especially at the local level where Jewish mayors and town councillors abounded throughout the country. Johannesburg alone had 22 Jewish mayors between 1886 and 1993, even if for racial reasons there may well never be another one.

South Africa's Nobel Laureates include three Jews – Aaron Klug, Sidney Brenner and Nadine Gordimer, and the world-renowned scientist Philip Tobias came close on several occasions. Jewish judges were ever more disproportionately represented on the bench, despite a number being excluded for political reasons. Even in sport, an area where Jews have (to put it kindly) historically never excelled, South African Jews have, at least until fairly recently, made their mark.

Ali Bacher, as a player and administrator, obviously comes readily to mind, while any short-list would include the rugby Springboks Okey Geffin, Louis Babrow, Sid Nomis and Joel Stransky, tennis heavy-weight Abe Segal, surfing world champion Shaun Tomson and World Formula One world champion Jodi Schechter.

In light of South Africa's turbulent history of racial conflict and repression, the astounding proportion of white anti-apartheid activists who were Jews has long been marvelled at. Amongst the iconic figures of Jewish origin who emerged over the decades were Lionel Bernstein, Joe Slovo, Albie Sachs, Ruth First and Arthur Goldreich, parliamentarians Helen Suzman, Harry Schwarz and Sam Kahn, lawyers Arthur Chaskalson, Isie Maisels, Joel Joffe and Sydney Kentridge and trade unionists Ray Alexander, Solly Sachs and Leon Levy.

No other ethnic or faith community even begins to match up to this amazing record, even if Jews are the ones who continually beat themselves up for not having "done more."

Perhaps inevitably, this overview has morphed into something of a barmitzvah thank you speech, without doing much more than scratching the surface.

The point will at least have been made that the Jews of South Africa, today just 0.2 percent of the population, have been strikingly successful at all levels. Just as important to stress, they have achieved this whilst maintaining an extremely vibrant Jewish community, with a particularly fine record of support for Israel and Zionism in general and, in recent decades, in the growth of religious learning and practice.

South African Jews have demonstrated to the Diaspora at large that it is possible to be both identifying, contributing citizens while being fully involved, committed Jews.

That might, in the final analysis, be South African Jewry's finest achievement.



And the winner of the prestigious award is...

We applaud all the nominees of the Absa Jewish Achiever Awards. Absa is proudly associated with such determined and committed business leaders. As a bank that strives to support you on the road

to success, we commend your entrepreneurial spirit and business savvy. We look forward to helping you attain even greater heights in the year ahead. Yasher koach.

For more information, visit www.absa.co.za





RICHARD PEARCE TOTALLY KOSHER

The ever-positive Richard Pearce is certainly a deserving finalist in the ABSA Jewish Entrepreneur category for his Totally Kosher business. But that is not all this enterprising 37-year-old is involved in.

Richard always had his eye on the ball. After his high schooling at King David Linksfield and Eden College in Gresswold, he went directly into studying catering and obtained a diploma in Professional Cookery.

He carved a niche for himself as the premiere manufacturer of kosher meals to hotels and lodges, corporates and caterers, airlines and the private hospital sector. Totally Kosher, which employs a full-time staff of 48, is developing an outside catering division and sees an opportunity for future growth into the retail market.

His Bramley, Johannesburg-based business is a popular supplier of kosher food to the hospitality industry in Cape Town and the rest of South Africa. They also have customers throughout Africa and even export internationally.

Richard is also involved in other food businesses like Amaanah Quality Foods, Ricepaper and Totally Mobile.

He is a member of the South African Chefs Association (SACA), the Namibian Chefs Association (NCA), the World Association of Cooks Societies (WACS) and the National Ice Carvers Association (NICA).

"Our service and reputation for quality," are the most unique features of his business, says Richard, whose personal business philosophy includes never taking negative feedback as a failure, "only a means to a solution."

When he falls, says Richard, he "falls forwards." He advises fellow-entrepreneurs to be "aware of what your competition has to offer, and always be one step ahead." He believes that "leaders learn from others!"

Richard's previous awards include being selected for the JP Morgan and Raizcorp Entrepreneur Fast Forward Programme.

He is particularly proud of the new facilities Totally Kosher have established in Bramley View and of the fact that the first of his companies' "many in-service trainee chefs is qualifying this year, and is currently the top of his class."

Richard says his only regret in business is that he didn't start Totally Kosher earlier.

His future plans include expanding into the global market and educating and training to develop what he says is the raw talent that is on our doorstep.

"With our entry into outside catering and focus on Jewish lifestyle functions the growth of this division is surely going to flourish," says Richard confidently.

He has developed and built a management team with people that already

have experience in the hospitality industry and "that are the best in their fields of expertise." He seeks out passionate people who share the same goals. By not being afraid of having stronger people than themselves in their team gives them the ability to share the workload and build a stronger foundation enabling them to support one-another.

Richard sees the next year as being a challenging one for South Africa. But his positivism is astounding – he plans to use this opportunity to their advantage by taking further steps in gaining international exposure as the market will be favourable for South African entrepreneurs.

He believes that business can help the country in the areas of job creation, education and skills development: "At the forefront of any chef is the imparting of knowledge and skills to our staff and the general public. By increasing the skills development and the education of our staff we able to create more jobs," says Richard. "This, in turn, increases their knowledge and personal income which increases their spending - and the circle increases."

He finds it a struggle to balance his work and social life. "I find it very difficult to switch off," he says. When he's not working, Richard is a volunteer paramedic to the City of Joburg and he is a keen skate-boarder. But, for the most part, this serial-foodie lists his recreational interests as "culinary judging of local and international competitions, mentoring young chefs and dabbling in modernist cuisine."

He is grateful for Shabbos "as this is the one day a week when we are forced to switch off," he says. "I take this opportunity to be with my family and friends."

Asked to whom he owes part of his success, Richard says: "My wife who listens and sees things from a different perspective and is not afraid to give her opinion when listening to the daily adventures. My grandfathers David Wuhl and Chappy Miller, passed on their business acumen and knowledge. The chefs and caterers who have taught me everything and whom I still look to for most of my solutions are Garth Shnier, Gary Lane, Ralph Jacobsberg and Rodney Salkinder."

But, says Richard, "most import are my hidden heroes, my parents Jen and Ken, the pillars and strength that have built the strong foundations the company is based on. Community, integrity and passion!"

Asked how he would improve South Africa if he could, Richard is quite clear in what he believes is lacking: "Respect. Be it to an elder or just another person. Taking pride in what we do. The only way to get respect is through discipline," he says. "This is done from the top all the way to the bottom, without this society collapses."



WRITER:
JEFF ZIDEL

It's all about people

"Success in business is all about people. Surround yourself with exceptional people and success comes to the whole team."

Jeff Zidel

STEPHEN RICH STEPHEN RICH INTERIORS



Stephen Rich Interiors' owner, 54-year-old Stephen Mark Rich matriculated at Parktown Boys in Joburg before studying Business Science at UCT in Cape Town.

Rich's main nomination is for Design Extraordinaire cc. T/A Stephen Rich Interiors, but he also manages Hentique (Pty) Ltd, Skyprops (Pty) Ltd and Karmellia (Pty) Ltd through which he develops properties.

Stephen employs 27 people directly in Design Extraordinaire and indirectly through manufacturing arms a further 250.

The business is Johannesburg-based but operates throughout the country, the continent and internationally.

They design and build and handle the execution of properties and interiors for corporate, residential, hospitality and retail sector of the market place.

The business is unique in its versatility in the marketplace, and in the ability to run corporate, commercial, residential and retail projects simultaneously, says Stephen – while ensuring that no project in any of the specific sectors ever looks the same.

They also have the "ability to work globally, over all continents, and being able to manufacture 'proudly South African' goods which in turn are sold into an international market and are comparable (and better in some instances) to goods manufactured in the original country."

Learn from all you interact with daily, all teach you something, all you need is to be able to listen"

Stephen is most proud of his success at running his business for 35 years. This is no easy task in what is, in essence, a creative industry, he says. And, of course, ensuring he has the financial ability to have grown it into the phenomenon it has become.

"As a company that was started with no capital and today still runs as a non-intensive capital-based company (Design Extraordinaire) is my greatest achievement on the basis that the company does in excess of R150-million a year in turnover," he says, "with an enormous margin."

He is most disappointed at having not been able to secure the contract for Design Extraordinaire of the Lost City at Sun City – even though this was at the inception of his company.

Stephen has already sold out his services to maximum capacity until the end of 2014 and are now only quoting to take on work for 2015 which, says Stephen confidently, "should in a short while be sold out as well."

His management team are all on incentivised schemes and therefore, he says, they become their own motivating force to themselves and to the company.

Stephen Rich's personal business philosophy is "To deliver excellence, be ahead of the game at all times and continually redefine the parameters of the design industry."

He says SA faces many challenges ahead of us: "But we are part of the Rainbow Nation which the rest of the world tends to embrace," says Stephen. As South Africa enters the post-Mandela stage of our democracy, he envisages the continued burgeoning of the middle class, and its concomitant growth in opportunities for an ever-increasing number of people.

Business should play a role in the areas of job creation, education and skills development, he says. This should be done by reinvesting back into communities and enabling the workforce to develop entrepreneurial skills and abilities, so as to become self-sufficient and grow from within.

On the work/life/community balance, says Stephen Rich, "one has to do sufficient of each without detriment to one or the other."

Stephen says to succeed one has to learn. Not from anyone specific, he says, "but all those that you interact with on a daily basis, all teach you something. All you need is to be able to listen."

What he would like to see for South Africans is "harmony amongst the people, upliftment, education, housing, food and basic medical care for the underprivileged."

Stephen is actively involved in charitable work in Aids Charitable Trust and Kumbulani Charitable Trust (through which group he helps uplift rural communities by giving them arts and crafts work for resale into the interior world). This has given employment to over 60,000 rural inhabitants in KZN.

For recreation, Stephen enjoys swimming, scuba diving, water and snow skiing, painting, tennis, reading and writing. One can only wonder where he finds the time...

WRITER:
MICHELLE LISSOOS

"My mentor/role-model was my late father Dr Irving Lissoos, who taught me to never stop learning. His love for acquiring knowledge was contagious. He also stressed that above all integrity, kindness, humour and generosity are key. And that you don't just demand respect based on title and position you have to keep earning respect."

Michelle Lissoos





WAYNE DIAMOND DIAMATRIX

Wayne Diamond has been nominated for the Absa Jewish Business Achiever in the Entrepreneur category for his DiaMatrix business – but his entrepreneurial flair extends to other business ventures as well.

Since matriculating in 1986, 42-year-old Wayne has added a Diploma in Marketing and Sales Management and a Bachelor's in Business Administration to his CV. He has also completed Certificate Courses in Business Computer Applications and Business Computer Graphics.

Wayne founded DiaMatrix in 2001. The company is a traditional ISP (Internet Service Provider) offering services that include connectivity, domain registration, website hosting, dedicated servers and bulk emailing solutions.

DiaMatrix has recently launched a number of new ventures, including: www.domains.co.za and SSL (Secure Socket Layer) certificates to its service offering and entering the e-commerce arena with its www.eShop.co.za.

More on Wayne and DiaMatrix to follow – but here's a brief look at his other ventures:

BooBop Media - last year Wayne founded BooBop as a new internet start-up that focuses on online directory services within various industries as well as advertising within the domain name space.

The Can Man – In 1992 Wayne started this venture as a small independent vending machine businesses. By 1996, The Can Man had grown and had become one of the largest independent vending companies in SA with over 35 staff replenishing machines 24/7. Products added were Nestle (first in SA), Coca-Cola (one of only three), Dairymaid (exclusive) and Nescafe branded coffee vending machines at companies. He had contracts with airports, Nedbank, Standard Bank, SAA, Netcare, Ster Kinekor and others.

With both Can Man and DiaMatrix growing in leaps and bounds, Wayne sold Can Man to Top Vending in 2003 to focus on his passion for the internet.

Wayne is a community minded individual who is involved with CAP and the CSO and in various sub-committees of the ISPA (Internet Service Providers Association). When he is not working, he enjoys playing sport and time at the gym, running and sport spectating (Formula 1 racing and numerous local sports).

"With the scalability of the internet," says Wayne, "we are not limited to a finite number of customers. We employ a staff complement necessary to ensure that we are able to deliver on our business philosophy of providing affordable, innovative and reliable hosting, connectivity, domain registration, website and ecommerce solutions."

While DiaMatrix focuses on the SME market, they also have the necessary

staff and skills to meet all the requirements of larger businesses. They specialise in two main areas, Internet Service Provision and tailor-made dedicated server solutions.

Their second area of focus is specifically aimed at the SME market "where we specialise in offering small business owners and entrepreneurs affordable, innovative online ecommerce solutions and tools to assist in the promotion of and selling of their business products or services online," says Wayne. Their feature-rich products are fully functional and also available for large businesses to benefit from.

In 2011 DiaMatrix became the first accredited Registrar in SA for .co.za domain names. UniForum which provides .co.za domains names in SA was using an old email based Legacy system before moving to the internationally recognised EPP (Extensible Provisioning Protocol) solution for management of domain names.

SME's have a major role to play as a catalyst for jobs in SA

In 2012 DiaMatrix launched the first Multi-Registrar white-labelled EPP domains system for both international and SA ISPs, enabling ISPs to become technically accredited Registrars for .co.za domains using the DiaMatrix platform. Today they manage more than 35 percent of all accredited SA Registrars on their EPP platform.

They are also the first ICANN (Internet Corporation for Assigned Names and Numbers) accredited SA Registrar to offer a pre-registration on their website for the soon to be released generic Top Level Domains such as .africa, .joburg, .capetown, .durban, etc.

Diamond sees a year of positive exponential growth ahead, based on the business new developments that have been launched over the past year, as well as the new products and developments that are currently in the pipeline.

"Finding the appropriate management team with individuals who believe in the same vision has been a challenge," Wayne admits. "The internet environment advances at a rapid rate and management need to stay abreast with the ever-evolving technologies.

SME's have a major role to play as a catalyst for job in SA, says Wayne. DiaMatrix, as a technological enabler, allows small business owners to operate online by providing the tools for them to be seen by a greater marketplace, and to sell their products or services to the rest of the world. "The knock-on effect of this increased sales growth will extend to suppliers as well," he says, which in turn will increase employment and assist in contributing towards the general upliftment of businesses and society as a whole.

"There is immense opportunity in SA if you are bold enough to reach for it. By monitoring international trends and refining those trends to suit the SA environment, I believe that one can push boundaries which will cultivate abundant rewards for all parties involved," says Diamond.

WRITER:
DANNY K

"Pursue education with all you have, never stop learning and remember to pay it forward."



Danny K

GARY CHALMERS IPULSE SYSTEMS



Gary Chalmers is the owner and CEO of iPulse Systems (Pty) Ltd and is everything that this award stands for. For many years Chalmers has shown enormous entrepreneurial flair and business innovation and created a huge number of jobs through both his current and previous

business enterprises.

iPulse Systems was a small company run by engineers who had developed a robust fingerprint reader. Gary was brought into the company in 2007 to save the sinking ship and to ensure that the failing company had structure and systems by the then owners.

He stabilised the floundering company and went on to develop more biometric products and significantly grow the business. In 2009 Chalmers spearheaded a management buyout from Richmark Holdings and took the company from a R500,000 per month loss-maker to having a positive cash flow within just 14 months.

In 2007 iPulse Systems had only one product to sell, it now boasts a stable of hardware and software products which proudly compete most successfully against international rivals and has claimed significant market share. They supply both business and the public sector in SA - and a growing export market stretching throughout Africa, South America and Europe.

Gary Chalmers is the "ideas" man behind the design and technology of these products, which are all manufactured in South Africa. He wound down the previous production which had been based in China and only the sensor is imported from the US, but even that complex item will soon be made in SA if Gary, working with the CSIR, has his way.

He gives of his time and money, earned through innovation, to ensure mentorship and jobs

What differentiates Gary Chalmers from the crowd, say his employees who nominated him for the award, it is that he innovates – rather than copies existing technologies.

Chalmers has the knack of coming up with innovative solutions to security problems that competitors are not even aware exist, say his staff – quoting

the example of his flair for development of security software. "His concepts around visitor-management and secure identity are currently taking the business world by storm and giving corporate South Africa a glimpse into what the future holds," say his proud employees.

Sales of Gary's unique security software solutions are growing at a meteoric 500 percent per quarter!

Chalmers is a motivator who generates fierce loyalty amongst his team, his suppliers and his customers, and who is sought-after by many for his valuable insight and advice. He has won awards in the Technology Top 100 programme of the Department of Science & Technology and earned praise from Naledi Pandor and Derek Hanekom for his tenacity and passionate belief in people.

Chalmers, like so many other finalists in the 2013 Absa Jewish Business Achiever Awards, stimulates jobs and entrepreneurship among the next generation of innovators and technology developers with his charisma and enthusiasm.

He always finds the time to assist and advise other businesses – particularly through ORT JET whose activities he passionately supports – giving freely of both financial assistance and his time to mentor others.

Gary is a born and bred Joburg boykie who is a product of Yeshiva College and King David. He is married and has three sons.

After matriculating he did his Diploma in Performing Arts before going to the UK study Management. He is in the process of doing a Masters in Technology.

Despite his drive to develop, innovate and trade, Gary Chalmers is passionate about creating skills and jobs. He founded TORQUE IT in 1999 which became Africa's largest technical training company and an official partner to Cisco, Microsoft, Novell, SUN, amongst others.

His efforts in training led to world-wide recognition and an accolade from then-Vice President Phumzile Mlambo-Ngcuka. Gary also sold franchise branches of Torque IT into Ethiopia, Nigeria, Kenya and Angola and won the Best Cisco Africa Learning Partner award for five consecutive years and Microsoft Learning Partner of the Year award three times.

Gary spent 1998 and 1999 at IT industry association CompTIA in Chicago and founded the A+ certification - now the world-wide baseline for IT certification programmes.

Gary's determination to see SA manufacturing competitively meet the needs of his IT innovations could in itself lead to a spinoff of substantial up-skilling and job creation in years to come.

WRITER:
STEVEN BRAUDO

Steven Braudo

"I appreciate that one of the most precious commodities in life is time - there is life outside of work. Values and passions are critical success factors, both in business and in life. I always execute as opposed to merely plan, and take my work, family and studies seriously, but never do I take myself too seriously. I try, daily, to do something kind and make someone laugh. I am passionate about giving back to my community, and this only serves to fulfil me more. I constantly stay abreast of changes in the tech world so that I can still compete with the youngsters! And, finally, I read constantly and network extensively."



SISTER JENNY JEN-TIL TOUCH CC



Sister Jenny, who trades under the name of "Sister Jenny's JEN-TIL Cream" is a finalist in the Entrepreneur category of the 2013 Absa Jewish Business Achievers awards.

After completing her high schooling at Carmel, Jenny became a registered Nurse,

and went on to study Therapeutic Aromatherapy, Therapeutic Reflexology, Therapeutic Massage, Shiatsu Therapy and Empreteco.

Jenny has seven full-time staffers employed in the manufacturing sales and marketing of Sister Jenny's JEN-TIL CREAMS. She has developed a trade-secret breakthrough in the technology she uses in the method of preparing her range of Sister Jenny's JEN-TIL Healing Creams.

The major product is Sister Jenny's Multi-Purpose Cream which is "a unique innovation that softens the skin literally within a minute, improving the elasticity and rapid hydration of the skin to such a degree that it has both cosmetic and therapeutic properties," says Jenny.

"This cream possesses accelerated power to repair and regenerate skin, so that even severe cases of sunburn and burns have healed so dramatically that with many patients hospitalization and/or skin grafts have, been deemed unnecessary and many wounds and burns have had minimal scarring, she explains. Even the healing of serious bedsores has been enhanced.

Sister Jenny's JEN-TIL Creams have won multiple product awards as has her business. Last year she won the coveted South African SMME Awards and was first runner up in the all-Africa title.

She has developed a trade-secret breakthrough in the technology she uses in the method of preparing her range of Healing Creams

Another of Sister Jenny's unique formulations is her Joint and Muscle Cream – a unique formulation that relieves pain and stiffness thereby improving mobility of joints and muscles. Jenny's products are available from some major pharmaceutical retailers.

Her creams are endorsed by various organisations, one of which is the

QuadPara Association of South Africa (QASA), whose CEO Ari Seirlis says: "Sister Jenny has developed some amazing creams which invigorate and ease muscle pain and this has proven popular and essential for persons with spinal cord injuries."

Another of her products, Sister Jenny's Baby Cream, helps deal with infant skin disorders and has also been to makes a noticeable difference to the appearance of wrinkles and stretch-marks.

Sister Jenny is particularly proud of having been recognition in Parliament from Deputy Minister Elizabeth Thabethe in her budget vote speech – referring to her "skin repair products for burns and wounds."

But, says Jenny, nothing beats the satisfaction she receives daily from the customers who express their gratitude and tell her their real stories of the relief or complete healing experienced after using her JEN-TIL Healing creams.

"I will be doing more motivational speaking to encourage young entrepreneurs to grow businesses. Increasing my staff quota. Working with the innovation hub to strategise the growth to the next level. Increase in marketing sales and distribution. Rebranding and re launch of new packaging. I want to create new and unusual products. I have been nominated for more awards and hope to win them."

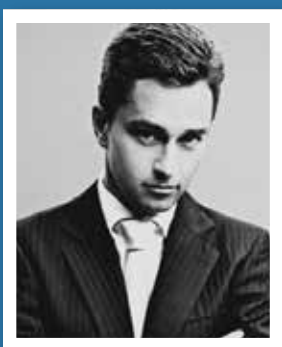
Jenny is receiving assistance from the innovation hub eGoli Bio (her business incubator) and is in the process of growing her management team - especially in the field of sales and marketing – and setting up her own manufacturing facilities.

Sister Jenny says that her personal business philosophy is that one should create one's own success by dreaming, planning and then taking action. And, she adds, "leaving no stone unturned until you succeed. Never, never, never give up!"

Sister Jenny is also making her own unique contribution to help alleviate SA's problems of skills development and job creation. Sister Jenny's "BE JEN-TIL Heal the Nation" campaign focuses on teaching massage, educating people how to be caring and compassionate.

Together with Sister Jenny's JEN-TIL CREAM, the programme aims to help develop the emotional and physical wellbeing of people. She says the programme will soon be implemented in schools and, once fully implemented, Sister Jenny's campaign aims to create 4,500 jobs.

She says she finds it difficult to juggle work, life and community as she does a lot of external community work, but 54-year-old Jenny is an outdoors person and her favourite recreational activity is spending time with her family camping and hiking.



WRITER:
JAMEY LIPSCHITZ

"I believe the main trait of a good (successful) business person is one who perseveres with their chosen field. A reasonable level of intelligence and suitable qualifications are the necessary entry and then those who gain the years of experience (read Malcolm Gladwell's Outliers) are ultimately successful. While the media often highlights once off business achievements, I strongly believe if one accesses the prominent trait of successful business people it will be their dedication to an area of expertise."

BRAD FISHER ADREACH



46-year-old Bradley John Fisher matriculated at Greenside High before doing a BSc (Hons) and founding B&B Markets and, in 1998, the hugely successful ADreach Group which pioneered, and still specialises in, street-pole advertising in South Africa.

His first venture, Rosebank Rooftop Market, is about to become Norwood Rooftop Market

Brad set up B&B Markets "with an initial investment of R8,000 - 20 years ago," he says. B&B in turn, "was used to fund ADreach which boasts a turnover of over R1-million a year, hence an exceptional ROI," says Brad. Exceptional indeed – ADreach became the third largest outdoor advertising business in South Africa in its first ten years.

Brad's original venture after varsity was the Rosebank Rooftop Market – and it has certainly kept him in the news in 2013 as an ongoing legal battle between B&B and Rosebank Mall owner Hyprop Investments, threatened to leave about 400 traders without a livelihood. Hyprop is using the space to build a store for Woolworths at a cost of R920-million and offered B&B

their rooftop parking.

The market has been closed since March but, despite ongoing legal action between the B&B and Hyprop, Brad announced two weeks ago that the popular Sunday market was moving to Norwood Mall. B&B Markets also manages markets in Hillfox, Roodepoort and Hatfield, Pretoria.

ADreach is widely regarded as South Africa's most innovative company in the outdoor advertising industry. Its entrepreneurial vision is underpinned by a commitment to genuine empowerment and skills-transfer, as well as grass roots socio-economic development initiatives. It boasts over 40,000 advertising sites across SA.

The group has solid black economic empowerment credentials, with highly regarded businessmen such as Cyril Ramaphosa and Pasty Malefo among their shareholders.

Brad has built his management by assisting staff in their personal development – as they further their education, he says, it furthers their careers in his organisation. He says he "takes a bold approach to internal promotions," even at the risk of lack of experience.

Brad believes that "integrity is the fundamental ingredient in building any business." He also believes that business has an obligation to the country. "The role of business in South Africa is to drive socio economic development," he says.

Brad Fisher is committed to the "resourceful but responsible development of innovative initiatives for ongoing upliftment," he says. Brad is a director of business-associate Cyril Ramaphosa's Adopt-a-School Foundation.

Among ADreach's socially responsible initiatives is SCARC (Soweto Canoe and Recreation Club), which gives children and adults of Soweto the opportunity to be introduced to water sports and activities.

SCARC was established at Orlando Dam in 2003 by ADreach CEO, Brad Fisher, and has grown into an exceptional programme that imparts career guidance, tutoring, scholarships and career opportunities within ADreach. In 2007 SCARC was a finalist in the Jack Cheetham Memorial Award and its mentor, Mike Mbanjwa, was the first ever black Dusi winner.

Brad is also on-board with Danny K's SHOUT SA. "The SHOUT team realised very quickly that ADreach was a company that shared the same ethics as us; a company committed to SA and the betterment of our country."

ADreach's slogan: "Leading Africa into the 21st Century with world-class streetscapes" speaks to Brad Fisher's continued innovative and community-based style of doing things.



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GREGORY SACKS ALCHEMY PROPERTIES

41-year-old Greg (Gregory Evan) Sacks matriculated from Herzlia in 1989 and attained his Bachelor of Business Science (Hon) in 1993 and his Bachelor of

Laws in 1995 – both from UCT. Clearly a quality student, Greg was named on the Dean's Merit List three times.

Today, Greg is the CEO of privately owned property investment and development company Alchemy, which he co-founded in 2007. Alchemy has developed a portfolio of commercial office buildings and office parks which cover over 80,000 square metres and are let to blue-chip tenants.

Alchemy scored a coup in the market with its recent securing of the development and ownership of Sasol's new corporate offices in Sandton, a deal rumoured to be worth some R2-bil.

SA economic outlook seems very tough but it is a country that continues to offer amazing opportunities and rewards

After leaving varsity Greg practiced as a candidate attorney at Webber Wentzel and a commercial attorney at Brink Cohen LeRoux before becoming a "house-husband and SuperSport watcher" for a while.

He resumed his professional career as Executive Manager at Worldwide Capital Limited between 2001 and 2004 before taking over as their head of property for two years. In January 2007 he co-founded Alchemy Properties and has been the CEO since.

Greg is married to Belinda (nee Saacks) and the couple have three children, Rachel 9; Adam 6; and Lily 1.

Alchemy owns buildings throughout SA and abroad. It is a privately owned commercial property investment and development business which, in under seven years, has grown its portfolio from a base of zero to in excess of R1-bil. Its aim is to develop and own a portfolio of A-grade buildings with A-grade tenants in A-grade areas.

The business is unique, says Greg, in that it "relies on the various skills and competencies of its management and seeks to integrate them instead of separating disciplines." Alchemy regards property as being "a local industry and thus focuses on very specific nodes which it believes offer value and also which are in close proximity to its management team so that Alchemy can understand the area as well as be able to service their buildings quickly and efficiently," he says.

Going forward, Greg looks forward to continuing with their large develop-

ment project for Sasol. "We also hope to launch a new office precinct in the heart of Sandton that will attract other great tenants for us to partner with," he says.

He says he has built Alchemy's management team "slowly and purposefully. We seek young, independently-minded people who are comfortable working in an unstructured but focused environment."

Every member of Alchemy's management is a marketer and ambassador for the company and what it represents, says Greg Sacks.

Greg says the SA economic outlook "seems very tough." There is always uncertainty in SA, he says but Alchemy believes "that if we stay focussed on our goals and strategy we will continue to find exciting opportunities. It is a country that continues to offer amazing opportunities and rewards."

His personal business philosophy is to be focused in his approach while at the same time being open-minded. "Act with honesty and integrity," he says, and always "be positive."

Greg also finds time to participate in cycling, running and triathlon events. He has represented, among others, the Gauteng Triathlon team ('02 and '09) and the SA Triathlon at Maccabi Games ('05). He also completed the London and Comrades Marathons in 2011, the Otter Trail Run in 2012 and the African X 3-day 90km trail run this year.

Greg says he is a great believer in the power of free markets to create growth and employment. "Business does need to see itself as being responsible for these key issues and take responsibility for them," he says. "If we don't then it feeds into the narrative of business being obsessed with profit above all else - which is neither true nor sustainable."

He feels that enterprises like Alchemy "employ hundreds if not thousands of people across the skills spectrum. Buildings and the construction industry are dynamic and new fields such as green building design, energy efficiency, occupancy comfort, workplace optimisation are all areas of growth and employment potential and which we increasingly focus on in our developments."

He believes that South Africans need to change our mindset to being more positive about the country. "Thankfully, I see this coming through in our younger generation," he says. He also believes the country must urgently address the more serious structural issues such as poverty and poor education. "We need leaders in all facets of life – politics, religion, culture that inspire us and that puts the needs of the country and its people first."

Greg tries to keep a balance between work, family and friends. And his training and participation in endurance sport through which he has made many friends.

He says he gets constant mentoring and support from his partners, Dave Frankel, Steffen Schneier and Anthony Orelowitz. "Steffen and David as investors have so much wisdom and experience," he says while "Anthony is a creative genius."



WRITER:
JONATHAN GOLDBERG

"The most important thing I would like to pass on to my children and grandchildren is to ensure that they build, not burn, bridges with people at all different levels. As an entrepreneur, even the person who serves you a drink or the porter who takes your bag at the hotel is someone who one should attempt to connect with. It is amazing how much energy one creates by simply taking the time to communicate. Entrepreneurship is about building connectivity at all different levels."

Jonathan Goldberg



SHAUN LAFFER MAIN STREET HOLDINGS

Shaun Laffer, has been nominated as an Absa Business Achiever in the entrepreneur category, for his Main Street Holdings (Pty) Ltd - incorporating Sunpac (Pty) Ltd, New

Wecshlers (Pty) Ltd, New Just Fun Group (Pty) Ltd, and Main Street Asia.

39-year-old Shaun matriculated at King David Linksfield and went on to do his Bachelor of Business Science, and Post Graduate Diploma in Accounting CA (SA). He employs 320 staff in his Joburg HQ and regional offices in Cape Town, Durban and Hong Kong.

Laffer's core business, Main Street Holdings, distributes branded and non-branded general merchandise and personal grooming consumer goods throughout SA and sub-Saharan Africa. "Our expertise lies in managing the supply and marketing of a wide range of products for the ever demanding and growing needs of retailers and consumers," he says.

"Through our focused interactions in the marketplace and with our retail partners, we have come to understand the pressures that manifest in the retail environment, the challenges facing consumers and the need to ensure that products and brands are relevant and correctly priced and placed."

Product categories they supply are focused around toys, baby goods, house-ware, gifting, personal care and oral care products. They supply a combination of branded and private label products. Shaun says that, while there is no shortage of wholesalers or consumer good distribution businesses, "our attitude towards evolution and investment allow us to offer the full suite of services required to manage brands and service retailers for today and, more importantly, for tomorrow."

By using their own people and warehouses (owning as much of the supply-chain as possible) has proven to be a differentiator, he says.

Shaun's vision is to see his group fully integrated and to achieving their goal of a large diversified sustainable consumer goods business. "My greatest achievement to date is being part of, and building, teams that are able to create well above average growth on a sustainable basis and well in excess of our competitors," says Laffer.

Shaun says that SA as a country has a lot of work to do going forward. He is "concerned by the amber economic indicators: including continued slowing demand with consumers under pressure and trading down; a volatile currency effecting inflation and trading margins; volatile labour issues and resulting uncertainty; increasing concern over government's delivery capabilities; and continuing global and investor scepticism over the SA story leading to a continued wait and see approach effecting investment in the country.

But business can help the country, says Shaun. "Through sustained growth and competitiveness, job creation and skills development can be furthered. The majority of businesses are profit-oriented with a view to maximising shareholder returns. Business can assist in creation, education and skills development but I cynically believe this will be as a consequence of the pursuit of sustainable growth," he says, "and not a separate, primary agenda."

"If you look after Main Street, Wall Street will take care of itself!"

Overall, he says, he is not hugely positive about SA for the remainder of this year. "But things aren't always as gloomy as they might appear. With time and some more clarity on fundamental labour and economic issues, and a greater sense of predictability, I expect the medium term will hold some good growth for the country, especially in the consumer space," he says.

Sean Laffer's business philosophy is to "keep your finger on the pulse and in the detail. No ivory towers! In fact our brand and name emerge from a saying I once heard and believe in whole-heartedly: 'If you look after Main Street, Wall Street will take care of itself!'"

The management is hands-on in all the businesses. They jointly grow and problem-solve. "Our decision making is collaborative. A tangible sense of team-work and collaboration exists. I believe in absolute honesty and delivery of promises undertaken to instil trust and confidence. People need to know and be told you believe in them!"

WRITER:

GIDON NOVICK



"I believe and hope that we are seeing an irreversible trend towards growing involvement of women in leadership roles in the world. In my experience, women bring a unique leadership and decision-making style to businesses and organisations. Their intuition and emotional intelligence are superior not to mention growing evidence of an IQ advantage. Many developed countries are now producing more female than male graduates.

"Marissa Meyer (Yahoo) and Sheryl Sandberg (Facebook) are making their mark in the online world and raising their young families at the same time. Sandberg grew up in a traditional Jewish family in New York and in her book 'Lean In' argues that while attitudes towards women in business still need to change, women need to be much bolder to gain their rightful place in the business world.

"Let's hope to see many more women Jewish Achievers years to come."

Gidon Novick

ANTHONY GOODMAN AG CELLULAR



Another astonishing innovator among the 2013 Absa Jewish Entrepreneur finalists is 38-year-old Anthony Goodman, whose company, AG Cellular, manufactures and distributes branded cell phones.

Who would have thought it possible to compete with the big-brands in handsets? Well, Anthony (a product of Greenside High and Eden who went on to get his a BComm) has done so. He employs 195 staff in SA and the rest of Africa and he is a manufacturer and distributor of AG Cellular branded cell phones.

Anthony, who is boxing or at the gym or with friends when not working, says he is "the only company to have an own-brand of cell phone in South Africa and supplier to major retailers and cell networks."

He has managed to get every chain store in South Africa to stock AG Cellular's cell phones "in high volumes from a brand that has strong traction in a market that is dominated by the biggest international brands," he says.

His personal business philosophy: "Impossible is nothing!"

What has frustrated Anthony most, he says, has been his consistent struggle with "having an entrepreneurial spirit" but still having to try and get through the doors.

But he seems to have succeeded. In the last quarter of his 2013 financial year, says Anthony, he has seen sales growth "of around 500 percent." The large focus, he says, is on low-end handsets that are better priced and have more features than the leading branded handsets.

This, together with his distribution network, should lead to his taking an increasing market share, he says. Anthony sees much of his sales growth going forward at coming from sales to retailers in Africa.

Between his local retailers and "independent distribution in Africa already lined up," he says, he is looking forward to a promising year.

Goodman says he has built his management team "with pride and passion."

Talking on the SA situation, Anthony says he is "a patriot and will remain one." He says he spends a lot of time in Cape Town and Joburg has noted "a big variance in the way that cities are run." I feel confident in many ways that there is a lot of potential for the country, and each person needs to put the little bit of effort to try and understand how we can improve together.

He is hoping that "the exchange rate will come back a bit, and the rand will strengthen over the coming year," he says. "As an importer this is fundamental, however, as we know, we have no control over macro elements."

Goodman's personal business philosophy: "Impossible is nothing!"

Business can play a big part in helping SA in the areas of job creation, education and skills development, he says. "We employ people in a call centre environment, we help develop and up-skill them and provide an opportunity within the business for further growth."

He says AG Cellular continually motivates and incentivises their staff to improve, both professionally and personally. "We have 120 call centre staff selling cellular contracts, store promoters selling the AG brand, all of whom have been given sales skills, training and development, and an opportunity for them in our environment," he says.

AG Cellular's administrative staffers are all long-standing members, he says. They find themselves being developed "in a consistently-improving and ever-changing dynamic environment," he says.

Anthony says that balancing work and life is very important to him. "I have been blessed to be able to balance things pretty well."

He prefers not to have a specific mentor or role-model to learn from: "I take lessons from all people I meet and interact with, good and bad, and take the positives out of all of them," he says.

If he could suggest an improvement to SA, says Anthony emphatically, it would be: "Definitely education!" In the meantime, it seems that this entrepreneur is doing his bit towards educating a nation himself.

WRITER:

RONNIE APTEKER

"The secret to business, and to life, is simple: Just keep your promises. Say what you mean, and mean what you say. Don't waste people's time. Listen and be interested. Be tough minded but never hard hearted.

"As my Rabbi reminds me, don't say it in a mean way. To be a good business person you must be a good person. And that means you should be a professional at all times. Treat everyone with respect, no matter who they are."



Ronnie Apteker

CRAIG SHAPIRO LIQUIDCHEFS MOBILE & FANCY AFFAIRS



Don't be fooled by Craig Shapiro's youthful age of 29 – this Entrepreneur finalist certainly deserves to be among the movers and shakers of SA Jewish business successes.

Craig Shapiro is managing director of LiquidChefs Mobile and managing member of

Fancy Affairs. "I started my first business at the age of 19 following a gap year abroad," says Craig, who has built LiquidChefs into South Africa's leading premium mobile bar service.

LiquidChefs became an umbrella company to various other subsidiaries that Craig acquired and has sold off, including an online liquor store, furniture hiring and well as retail outlets which he operated as pop-up bars.

In October 2010 Craig bought 100 percent of the LiquidChefs mobile bar business and remains the sole shareholder of the business. In May 2012 he bought 50 percent of a specialist hiring company called Fancy Affairs - and he continues to operate both business.

Shapiro, an alumni of King David Linksfield, enjoys golf, reading, running, gym "and anything to do with spending time with my family and friends."

He employs 30 permanent staff and 100 part-timers as event managers, bartenders and support staff. They operate nationally through their Joburg

offices and have a UK franchise based in London.

LiquidChefs is a mobile bar service that specialises in comprehensive beverage solutions for the events and beverage industry as well as the corporate and private market.

Fancy Affairs is a specialty hiring company, focusing on sourcing new and exciting products for the rental market. Fancy Affairs provides an elegant range of cutlery, crockery, glassware, tables and chairs in both middle and upmarket ranges, he says.

LiquidChefs Mobile is a movement that has kick-started a mobile service revolution, says Shapiro. "A movement known for service that is personalised, attentive and detail-orientated focused on quality, innovation and above all – our clients' event," he says. "We are dedicated to producing high-profile, talked-about and photographed events."

He is especially proud of his success in creating the LiquidChefs brand and business.

The LiquidChefs concept emerged from humble beginnings 10 years ago where his first operations were conducted out of a garage with a capital base of R25,000. "With relentless commitment, passion and dedication towards the business, we have managed to overcome the vast number of obstacles and challenges that a start-up business faces and along the way we have built the LiquidChefs brand and business into what it is today," says Craig.

Going forward, says Craig, will be exciting times for both LiquidChefs and Fancy Affairs. Both businesses have been through a 12-month "consolidation period with the focus being injecting the businesses with innovation." He intends to deliver a more premium look and feel, with enhanced efficiencies to both businesses from both a product and service offering.

Craig says he believes "in building an organisation with a healthy culture based on strong core values. It is essential to create conditions in which your people want to excel!"

Building and growing a management team requires time and patience says the 29-year-old entrepreneur, "but most importantly the right leadership. It's all about the right proportion of the right people in the right positions."

He believes that it is vital that the management team truly understands the goals and objectives of the business - and share the vision of the company. The key is to ensure that the top and bottom structures are aligned, he says.

Craig believes success is defined by the manner in which one maintains and nurtures relationships, the morals and values one lives by and the respect one has for oneself and those around him. Making the right decisions at the right time is paramount to success. It is key to have an organisation that is able to adapt quickly in changing and challenging times.

SA has created a culture of impunity which needs to be tackled at its core

Shapiro's favourite quotes are: "Winning is not everything, but wanting to win is" by Vince Lombardi; and "A black belt is a white belt who never quits" by Renzo Gracie.

He believes SA needs to place more focus on basic education and social services. "If the government is able to show signs of consistent improvements in these areas, it will create the platform of positivity which is needed in order to restore faith and hope in the country's future."

SA has created a culture of impunity, he says, which needs to be tackled at its core in order for this country to move forward.

TOMATO



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JACQUES VAN EMBDEN PRIME POINT PROPERTIES

Jacques van Embden of the Prime Point Properties Group Company is a finalist in the 2013 ABSA Entrepreneur Awards. The 29-year-old Capetonian matriculated at Herzlia and

went on to become a Master of Architecture.

The group of companies known as "Prime Point Properties" was started in January 2010 in order to take advantage of opportunistic distressed residential opportunities. The property fund focuses on urban areas close to places of work, education and retail.

The acquisitions arm of the business focuses on four types of redevelopment:

- Acquiring distressed freehold properties and converting them into modernised interiors and taking the units to the rental market to create rental yields;
- Acquiring and recovering distressed residential developments through repairs, on site management and creating safe, smart urban accommodation for the middle market rentals segment;
- Opportunistically acquiring distressed or damaged building stock with the potential for residential re-development, bringing in their internal construction and architectural teams and creating value through densification, construction and upliftment; and
- Acquiring distressed high-value homes in affluent areas and converting the old or damaged stock into modern, high-value and state-of-the-art homes for trading purposes.

In the three years of its existence, the fund has built up an owned and managed inventory of 592 residential units with an assessed market valuation of R513-million and continues to unlock value through its internal expertise in market valuations, dynamic acquisitions strategies and varied expertise in the management team.

The company employs 22 full time staff directly based in Joburg and Cape Town (their head office) and has created in excess of 50 jobs indirectly through their construction and security contractors.

Their target is to grow the existing fund size by the end of 2014 to an assessed market valuation of R1.2-billion with best of breed asset management systems which they believe will act as the launching platform for multiple other business opportunities. If this sounds ambitious, just look at what they have done in the past few years.

The fund also owns and operates Prime Letting Services, a company created to service the residential letting requirements of the company-owned properties.

"Communication and openness is at our core," says Jacques, "we believe that there is great opportunity to exceed people's expectations in every encounter. This is apparent in everything we do, from brand communications to infrastructure, systems and processes."

When Jacques isn't frenetically busy looking, buying, building and letting, he enjoys cycling, dogs, family and whiskey, he says.

The business is unique in that no other listed purely residential property fund exists. He is very proud of having started Prime Point Properties and continuing to double the business size, in terms of owned assets, in each of the years since its inception.

Van Embden has built a management team that is heavily integrated throughout the business, he says, "as everyone needs to understand, integrate and value each department's contribution. As such, the management team is encouraged to add value throughout the business and be agents of change within all of the departments, ensuring we respond quickly and dynamically to our management's suggestions have allowed us to handle the accelerated business growth."

From nothing to R1.2b is their lofty goal – and they are on track to achieve it!

Jacques says he is concerned with the middle market economy in SA in terms of their short and medium term lending liabilities as these will have an impact on Prime Point's rental book. "However a distressed economy is the birth-place of our business," he says, "and we are tailored for growth during periods of financial distress."

"I fundamentally believe in people's ability to over achieve beyond their own expectations and as such continue to push people on every level in our business beyond their existing skills sets." This message, says Jacques, and the ongoing backing of his team, "empowers us to grow continually and respond to the opportunistic nature of our business."

He believes that as a business Prime Point plays a significant role in the life of its staff and they focus heavily on professional coaching, ongoing education and skills development as well as assisting in the financial education of our staff on every level. "We believe this will empower our staff in their existing jobs as well as for their future," he says.

Jacques credits Prime Point's original shareholders, Samuel Seeff and his father, Marco van Embden, played a significant role in his business development. "Both have acted as mentors throughout the past three years. Without their personal and focused attention on the business and on myself, we would not have achieved the significant growth we have achieved to date and I look forward to working with them together into the future."



WRITER:

BERTIE LUBNER

"True success can only be defined when two events take place. The first and most important is to make a success of one's own life in the interests of family and self. Part two is having made your own success, to then take those experiences and impart in adding value to the lives of so many other people, which in turn, can make their lives the success they require. Only then are you able to celebrate true success."

Bertie Lubner

ROANNE BRAININ & YONIT BLUMENTHAL RYB ART



Roanne Brainin and Yonit Blumenthal are co-finalists for the Absa Jewish Achiever - Entrepreneur award for 2013 for their business, Ryb Art.

Yonit Blumenthal completed school at Pardes Chana Agricultural High and went on to do a diploma course in early education. Roanne Brainin matriculated at Waverly Girls before doing a HDEd (Senior Primary teacher, 4-year study at Johannesburg College of Education).

Together, this enterprising duo creates "unique, original artworks using a variety of media, expanding the limits of two dimensional paintings into three dimensional sculptured pieces, celebrating shape, colour and texture," they say, "that complement and enhance the décor of the modern home."

Ryb Art also commissions art from all over Africa to their client's specifications.

They have established their areas of speciality in the business.

The art pieces are all hand-made and originals. They have a distinct look creating Ryb Art's very own signature look. The service they give their clients includes a consultation at the home of the client and installation.

Among their career highlights, they list: the commissioning of artworks for Kupferquella, an upscale resort in Namibia; Tlotlo Hotel in Botswana; Sandton Sun Hotel Boardrooms; Nedbank; Standard Bank; and Trackers head offices.

They are the only art supplier for Fielli shops, an upmarket furniture and décor shop which has expanded nationally and which they believe will continue to grow.

Their goal for the year ahead is to keep growing and continue to create innovative and exciting art pieces which adapt and change with the times.

"We have started this year successfully and we are certain 2013 will be a terrific, profitable year filled with exciting new projects," they say. The sky is the limit. "All we have to do is work hard, give exceptional service, build good relationships with our clients and we know that we can only grow from strength to strength."

They incentivise their staff with bonuses on big consignments and a profit-share to encourage the feeling of having a vested interest in the business.

Encouragement and praise are key factors to building a high self-esteem in any person as well as acknowledging their hard work, say the ladies.

Yonit Blumenthal and Roanne Brainin say they feel a positive energy for SA in the coming year and feel the country will expand and grow.

They have a shared business philosophy – to be passionate about their work. Dedication, creativity, good work ethic and motivation are key factors, they say. "Take risks, if you fail at something learn from it and grow from this experience."

They always give expert service, personalised to each and every client. Professionalism comes first and foremost from Ryb Art.

"Believe in your product, move with the times and continue to expand your product range," is their advice for entrepreneurs. "Run with every opportunity that comes your way, create and nourish your dreams."

The bigger they grow, the more people they can employ, say Roanne and Yonit, who are passionate about creating jobs and expanding the home decorating industry. "We work with a few selected interiors decorating consultant and exclusive shops, in an enriching relationship creating more opportunities and supporting other businesses."

A noble philosophy indeed – and one that works for them.

Roanne Brainin's approach to dealing with a busy work schedule, a family life and community – is that her family has always come first and foremost, she says. "At times this has been difficult and challenging as the bigger we have grown the greater the demands have become," she acknowledges.

Yonit Blumenthal says that she is "very privileged to have my studio at my home." This helps her find the balance when she needs to work long hours.

"As our business has grown over the past few years we have learned to delegate our responsibilities differently; after working together for so many years we know each other's strengths and we encourage each other to excel in our area of expertise, and thus giving our business the edge," says Yonit.

Roanne says that at times they get so busy, especially during their three big shows annually (Homemakers Expo in February, Grand Design in May and Decorex in August). She has managed to keep her balance by observing Shabbat. "This has allowed me to break away from a work routine and spend quality time, going to Shul with my family as well as community," she says. "I always feel after Shabbos I am rejuvenated and ready to face the week ahead with a positive energy."

Yonit says that they have been able to establish their areas of speciality in the business. "I concentrate on the creative side, painting, creating new designs and keeping up with orders." She explains, while "Roanne is phenomenal with sales and dealing with clients on a one-on-one basis."

They have similarly delegated the administrative side of the businesses between themselves. They also choose three causes to support charitably each year. They donate pieces of their art works for prizes. Some of the recent beneficiaries of theirs have been Women of the World, Lawyers against Abuse and Hatzolah.



WRITER:
ALLON RAIZ

"The main lesson any entrepreneur must learn is that entrepreneurship is a journey, where for every three steps forward, you sometimes have to take two steps back. When you see entrepreneurship as a journey, you learn that you have never succeeded; instead, you will always be in the process of succeeding."

Allon Raiz

ANDREW ROTHSCHILD, PAUL ROTHSCHILD & STEVE URIA

S.W.E.A.T 1000



Brothers Andrew and Paul Rothschild and Steve Uria have added a new meaning to the word "sweat" in South Africa with their S.W.E.A.T.1000 fitness programme in 2010 - now they are all over and sitting on over 400 franchise requests from as far afield as Australia to the US.

41-year-old Andrew (centre in pic) matriculated at King David Linksfield and went on to do a BComm Economics and Industrial Psychology and then his Honours in Economics. 40-year-old Andrew (left in pic) also matriculated at King David Linksfield, did a BComm (Economics & Industrial Psychology) while 44-year-old Andrew (right in pic) matriculated at Damelin and went through the AAA School of Advertising. All three men went on to become serial-students in personal fitness and training.

The Rothschilds formed a company called Bodies Under Construction (BUC) in 1995 while they were also involved in the take-over and restructuring of the Townhouse Fitness Facility in Cape Town. As if that wasn't enough of a challenge, the brothers also co-founded the BUC Clothing range that went on to become household name and they sub-licensed the BUC clothing brand in 1998.

In 1997 they launched Bodies Under Construction (BUC) Fitness Club in Sea Point, which is still going strong today. It has expanded to become one of the leading Boutique Gyms in the country, as voted for in Men's Health Magazine.

The Rothschilds launched and sold other fitness establishments, including Fluidity Wellness, which forms an integral part to the S.W.E.A.T.1000 fitness concept, having secured the exclusive distribution rights to the unique treadmills which are the basis of the S.W.E.A.T.1000 programme.

The Rothschild brothers and long-time friend Steve Uria started S.W.E.A.T.1000 in 2010. S.W.E.A.T stands for Specialized Weight Endurance and Aerobic Training with the 1000 representing the amount of calories that can be burnt in a single, ground breaking one-hour workout.

S.W.E.A.T.1000 is an hour long, fun and dynamic workout that blends a combination of interval style training incorporating specialised treadmills which incline to 30 degrees together with core, functional and resistance floor work. Every workout challenges you no matter what your fitness level.

This cutting edge boutique group-training workout caters to all fitness levels. The concept has evolved incredibly since its inception and now includes live DJ's, specially mixed S.W.E.A.T.1000 re-mixes by local and international DJ's, Laser and Disco Lighting and the continual implementation of the latest functional equipment.

Every workout is unique and taught by highly trained fitness professionals. Constantly evolving to utilise the latest fitness accessories such as Boxing, Resistance Bands, BOSU, Kettlebells, trampolines and suspension training are all incorporated into the most cutting edge and results oriented workout ever.

"By constantly conducting product R&D, which actively tests the latest advances within the world of health and fitness, we're able to maintain our high innovative standards while tailoring the various programmes to ensure that the S.W.E.A.T.1000 concept remains the market leader. Being able to source and supply the latest cutting edge products and training techniques ensures a high level of clients are never bored and continually achieve results that they never thought possible."

The team's incredible passion and belief in the concept has placed S.W.E.A.T.1000 in a class of its own and there is no doubt that the S.W.E.A.T.1000 brand will continue to explode on both the local and international markets.

The first S.W.E.A.T.1000 studio was launched leading into the Cape Town winter season in April 2010 during the Soccer World Cup. S.W.E.A.T.1000 quickly found itself selling out classes and demand for more studios started to pour in from every part of the globe. Clients include well-known TV stars, EFC Fighters, Springbok Rugby Players, International Football Players, Victoria's Secret Models, Sports Illustrated Models as well as individuals just looking to transform their bodies and improve their way of life.

S.W.E.A.T.1000 has grown from strength to strength by igniting the fitness market in South Africa while redefining fitness training landscape at every level. The incredible consumer support ensured that S.W.E.A.T.1000 has already achieved almost cult-like status through the use of social networking, with the likes of Facebook and twitter, in addition to having being featured on numerous TV shows and in virtually every national publication.

The trio have launched S.W.E.A.T.1000 Education and, last year, a S.W.E.A.T.1000 Fashion and Nutrition line.

The Cape Town Studio has done over 84,000 sessions since it opened and it continues to grow. The flagship Joburg studio opened in Morningside in May 2012 and did over 36,000 sessions in its first year.

The first independently-operated S.W.E.A.T.1000 franchise opened at Nicolway June 2012 and has been a phenomenal success. The same franchisee opened in Brooklyn Pretoria in June 2013. A new Cape Town S.W.E.A.T.1000 HQ will open in April 2014 in Sea Point.

This enterprising trio is currently sifting through over 400 franchise requests from all over the world. Their Umhlanga branch opened in July 2013; Newlands, Cape Town, opens in October and London in December.

Advanced stage negotiations for both New York and Australian studios are about to be concluded.



WRITER:
MARTIN LEVICK

"Our challenge is to find ways to ensure that no child is left behind when it comes to education. To participate in the blame game will not rectify the situation. We have the collective know-how to help solve the education crisis and we will do it."

Martin Levick



JASON LURIE MOYO



Jason Lurie's motto in life is: "We are successful because we are African and not in spite of being African." He founded – and is CEO of - moyo moyo

moyo in 1998 - the name being a loose translation from the Swahili word for soul. The company does a lot more than operate their famous chain of restaurants.

Born in 1968, Lurie matriculated at KES in Joburg before studying music at Pretoria Tech followed by a BA Economics at UCT (and Honours in Economics at UNISA). He then lectured at Midrand University for five years.

His brand has been lauded in the UK, Paris and LA, as well as by Time Magazine

Always the entrepreneur, Jason founded Tequila Records while lecturing, producing local African music. In 1997 he started an import/export retail operation called Soul Trading that specialised in hand-crafted home-ware.

He is a dedicated father to an eight-year-old son and enjoys playing classical guitar and training in jiu-jitsu.

From the age of 15 Jason has been passionate about all things African, starting with an active involvement in music by playing in an African band called Rappula and Magic Cactus in and around Southern Africa.

Today his moyo moyo moyo is a brand that has been lauded in the UK, Paris and Los Angeles, as well as by Time Magazine; and its offerings include restaurants, African products that include food, furniture and design

– all benefited in Africa.

Jason's vision for moyo moyo moyo is to be the ambassador and portal for Africa through bringing these offerings to the world.

moyo moyo moyo employs over 1,000 in its various African hospitality, brand, restaurant, entertainment, food, retail, franchising and training enterprises. It is a uniquely dedicated African company. He has been disappointed, says Jason, in the slow development in the global understanding of the benefits of investing in African beneficiation – although it has never stopped him.

He is positive about moyo moyo moyo's year ahead, says Jason, and plans to grow existing business while creating further brand extensions and franchising throughout Africa and the world. Jason has built his management team using an inclusive process of involvement in creative problem-solving.

He sees SA further entrenching itself as "a leading light in the on-going growth of the African continent," in future.

Business can help SA in the vital areas of skills development and job creation through the creation of structures to promote secondary and tertiary beneficiation, as opposed to reliance on primary product export, he says.

Lurie says that in the area of balancing work/life/community he doesn't cope as well as he would like to. He hopes to improve this, and have more balance, in the future.

Asked who he considers as his role model and mentor, Jason answers without hesitation: "My father!" he says emphatically.

He believes that the fastest route to success of South and Southern Africa would be the creation of a United States of Southern Africa.

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MAKING OF THE JEWISH AWARDS

It takes expertise and devotion to produce an event of this magnitude writes ANT KATZ

It is difficult to imagine, when attending an awards-event such as the annual Jewish Achiever Awards, how much work and expertise is involved in making such an enterprise (and it is an enterprise) happen (because it doesn't just happen).

The theme of the 2013 event is "Painting a Brighter Future" and everyone involved has tried to bring that through in their work.

A team of individuals, all with day-jobs, give of their time, effort and energy as a community service to make what has become the highlight of the annual Jewish business calendar, happen – and it just gets bigger and better every year.

This year there were more than 225 nominations, an overwhelming public response. We have whittled our nominations down to a few and these nominees were all interviewed by our Judges on Sunday 14 July 2013.

The annual Jewish Achievers Event is as old as the Jewish Report itself and has been an essential fundraiser – ensuring that SA Jewry get a weekly free newspaper since its inception in the late nineties.

By all accounts, the event has always been a sell-out success – but it took a dramatic step-up after the appointment as Jewish Achievers chairman Howard Sackstein (who is also an SA Jewish Report director) in 2011.



CHAIRMAN: Howard Sackstein

Under Sackstein's stewardship the event has upped its game. He works with a band of volunteers supported by a top-notch professional team and representatives from the elite sponsors.

For the 2013 event, the topmost-notchers were appointed to ensure that every one of the many steps along the way would come together perfectly on the night. Both the Jewish Report and the event's long-standing major sponsor, Absa, pulled out all the stops to make 2013's Awards and gala dinner the best ever!

Foremost among the professional staff were well-known event planner Elanit Levin and designer Danielle Rovetti. And, of course, the writer Ant Katz who was commissioned to edit this magazine.



ORGANISERS: Sisters Act's Elanit (left), and Sarit Levin

The first planning meeting for the 2013 Event was held back in January and, as the weeks and months were peeled back from the calendar, the tempo of activity – and the number of people involved – literally exploded.

The main focus of attention for Howard and his fellow-organisers include gathering in nominations, selecting finalists and adjudicating the winners; arranging yet another spectacular gala dinner; and the publication of this Jewish Achievers magazine.

This all sounds easy enough – but it most certainly isn't. The logistics are overwhelming. Literally thousands of documents are circulated, scores of meetings are held and millions of rand is in play.

Jewish Report editor Geoff Sifrin, manager Karen Knowles and sales staffer Britt Landsman give of their time and effort to form the backbone of the newspaper's contribution to the event.

Nominations and Judging

The Jewish Achiever Awards are, after all, a recognition and celebration of achievement. The process of appointing judges and auditors, calling for and processing multiple nominations for hundreds of individual nominees all has to be conducted with the utmost of integrity.

There are two main categories of awards. The four non-business and special awards are adjudicated by the directors of the SA Jewish Report.

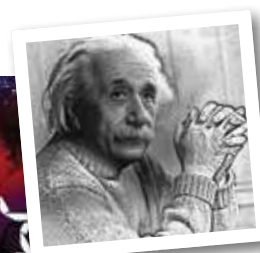
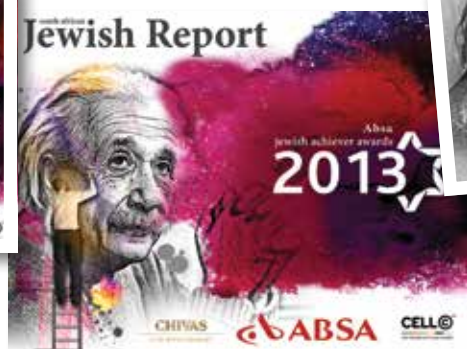
The three Absa Business Awards are adjudicated by a panel of eminent judges after interviewing each finalist – in person or by skype call – and the process is audited every step of the way.

But the complex process starts with every nominee having to be approached beforehand to establish whether they will accept the nomination, confirm they will be available to meet the judging panel on the day, and undertake that, should they win, they will be available to attend the Gala Dinner and accept the Award in person.

Interviewing the Absa Business Award nominees took place by scheduled appointment on Sunday 14 July and the marathon 14-hour-long process included breakfast, lunch and supper for the panel as well as scheduled tea breaks.

Despite the exhausting task, the eminent judges come back year after year to carry out their gratuitous duty. One, Steven Blend, a passionate cyclist, gave up a four-hour ride and four-hours of Tour de France viewing to meet his obligation this year.

The panel is convened by SA Jewish Report non-executive chairman (and executive chairman of Metalmin) Howard Feldman and audited by Garron Chaitowitz, head of private sector assurance at Grant Thornton. Neither has a vote.



MAKING OF THE JEWISH AWARDS

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The four judges are:

- Steven Blend – a Johannesburg-based international entrepreneur and director of Alpha Holdings (Pty) Ltd which has tentacles globally. Steven is a keen cyclist and never misses his annual ride in Israel. He says he gave up a four-hour-long ride and four hours of Tour de France viewing to judge the 2013 Jewish Achievers – but insists it was a no-brainer. He is passionate about his annual role in this Event.
- Banie Claasen – who as Absa's "head of retail sector, franchise and new business" is the sponsor's representative on the panel. Claasen says he is always "astounded" at the quality of the nominees – and that this year was no exception. He says the biggest problem for the judges in 2013 is going to be how to choose the best finalists. Banie also says he looks forward to his annual involvement on the judging panel.
- Dr Len Konar BCom, PG dip in Acc, CA (SA), MAS, Cert in Tax Law, dCom, is a serial businessman but only admits to be chairman of Exxaro Resources Ltd, Mustek Ltd and Steinhoff Investment Holdings Limited – and that he sat on the King Committee on Corporate Governance. A look at Bloomberg's BusinessWeek, however, lists his know boardroom affiliations to 26 other companies and institutions.
- The final judge (mentioned last only due to the alphabetising of the list) is Geoff Rothschild, head of Government and International Affairs at the JSE. Geoff is also a director of the Nepad Business Foundation, a member of the National Advisory Council on Innovation, an honorary Industrial Fellow at Da Vinci Institute of Technology, a director of the Football Foundation of SA and patron of Education Africa and Nelson Mandela Children's Hospital. (Geoff recused himself from the entire "Entrepreneur" category as two of his sons were nominated for this award.)

This is arguably the most heavy-weight judging panel of any business award in SA.

Both of the Business and Community Achiever

judging processes require copious amounts of information to be collated into 'judging packs' – those for the Absa Business Awards overflowing a full-size lever arch file.



JUDGES: from left, Dr Len Konar, auditor Garron Chaitowitz, Steven Blend, finalist Basil Kransdorff, Geoff Rothschild and Banie Claasen

Among the logistic issues for the judging of the Absa Business Awards are: inviting and ensuring the attendance of the judges, convener and auditor; setting up appointments for each nominee interview; arranging the venue and communications links for Skype interviews; food, drinks, waiters, crockery, cutlery, glassware, etc.; pictures of finalists and filming of the interviewing and judging to be shown at the gala dinner; judges' gifts; staff to direct nominees from parking lot to interview boardroom; and sending a letter to each nominee to tell them what to expect at the judges' interview.

The winners may well be selected by the end of the day – but there is still much to be done by the organising team before the awards process is concluded. Individual certificates must be printed for each finalist and must be signed by representatives of the SA Jewish Report and Absa CEO Maria Ramos.

Trophies must be made and engraved. Speakers must be arranged to introduce each Award-winner on the night of the gala dinner and dignitaries must be asked to present each Award.

The gala dinner

This elite R2,500-a-plate event is a highlight of both the community's social and business calendars. And the 2013 event is no exception. The effort that goes into organising this culmination of activities around the annual Jewish Achievers is as mind-boggling as is the Awards process.

Months before the gala dinner, event planner Elanit Levin and designer Danielle Rovetti, together with event chairman Howard Sackstein and the rest of the organising committee were liaising with the venue, selecting table settings, arranging function room décor and design, organising hotel rooms and dealing with the catering.

The committee also had to get the caterers, Stan & Pete, together with the Sandton Sun to work out plating details for the mammoth task of ensuring over 600 guests and the many staff working on the night are all served with hot food.

The logistics of coordinating multiple security teams, from the CSO and venue security to private security for some VIPs and Absa's security team required careful attention to detail. The organisers also had to ensure special Fire Department approval, design the layout of the hall and print table numbers and seating diagrams to ensure guests find their seats easily.

With many of the corporate tables making changes to their guest-lists as late as the day of the event, the setting up of the registration table includes having a printer on hand to ease any last-minute changes so that by the time even last-minute notification guests arrive, they are expected at the registration tables.

Then, of course, the delicate selection of the master of ceremonies (for 2013 popular comedian and everyone's cousin Barry Hilton) has to be made and the MC has to be briefed, a timeline script put together

All of this has to dovetail with what is always a large media presence which wants to capture before, during, and after-event pictures, video,





MAKING OF THE JEWISH AWARDS

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interviews and stories. For this, a red carpet and media wall area has to be available outside the entrance before the event, during the function and prize-giving itself and for post-event interviews.

The professionals

Event chairman Howard Sackstein is able to rely on the long-term relationship the event has with Mark Klein Productions. Mark is an award-winning top-end technical organiser of corporate functions and events. "I provide all the audio visuals for the event," says Mark, including filming the interviews. He then handles all the technical staging, sound, lights and so forth for the gala dinner.



PRODUCER: Mark Klein

This allows the organisers to have one person coordinating the various technical crews so that the staging of the event becomes a single, flawless experience. Mark, too, is passionate about the Achievers event.

Despite working for high-profile clients, including royalty, government and captains of industry, Mark makes no bones about the fact that the Jewish Achievers is the one event he looks forward to doing every year. "This is a highlight of my year," he says. "It never loses its lustre – I get totally engrossed in the fascinating variety of businesses."

He says the event has changed considerably from the early days. "There is a huge improvement each year in the quality of the nominees and the professionalism of the organisation."

Between filming the judging and editing his work, Mark has a massive week-long City of Joburg international municipal conference to attend to – including providing all of the technical equipment and support at multiple

venues and providing all of the entertainment. Mark has an enormous portfolio of over 500 personalities, entertainers and speakers on his books.

Mark describes himself as an architect in entertainment and he has won numerous awards himself, from various national television association awards, a Loerie Award, an American Film Festival award and a Golden Camera Award in Hollywood in 2008.

While operating with a base of just 12 full-time staff, MKP was able to call on a cast of 2,000 and a technical crew of 160 when he produced the World Aids Congress in 2001.

Then there is "Sisters Act Event Management" – a well-established business with a client-list to die for and run by incredibly organised sisters Elanit and Sarit Levin. Elanit has been the key partner handling the Jewish Achievers.

This is the first time that the Joburg and Cape Town-based sisters have worked on the Jewish Achievers event. How it came about was that a recently-appointed Absa executive, who knew Sisters Act having used them regularly for her previous employer in Cape Town, passed their details on to Howard.

"We were invited to pitch for the management of the event," says Elanit. The sisters didn't particularly feel that their pitch was their best effort, and were "surprised when Howard called us up two weeks later to say we had the job," says Elanit.

Howard Sackstein says that it has been a pleasure to work with Elanit. "She has been a consummate professional, hard, tough and demanding – which is exactly how we love it," he says.

The girls and their seven full time staffers specialise in corporate events, conferences, roadshows, product launches, and the like for some of South Africa's top companies.

Having originated in Cape Town, it is little wonder that they have many Cape-based clients. Sisters Act list among their regular clients, the likes of JC Le Roux, British American Tobacco, Sanlam, Virgin Active, BP, Nedeburg, Old Mutual, Distell, The Platinum Group, Jane Raphaely, Allan Grey, BMW, Sotheby's, SA Breweries, and a long list of advertising agencies.

The fact that everything has happened when it should and as it should is testimony to the incredible organisational capabilities of Sisters Act's capabilities.

Designer extraordinaire Danielle Rovetti was also recruited for the first time for the 2013 Achievers event. Danielle has been a freelance designer for 15 years, specialising in concept, branding and advertising material for print. She is well-known in the design industry and sought-after for her fresh ideas and uniquely creative concepts.



DESIGNER: Danielle Rovetti's amazing designs can be seen below these pages

The evolution of the campaign that Danielle produced for this year's event runs below these pages for the Painting a Brighter Future-themed event bears testament to her brilliant creativity.

Danielle's client-list reads like a who's who, and includes: Peermont; Emperors Palace; no!no!; Backjoy; DG Capital; Standard Bank; First Rand; T3 Plastic Packaging; Z-Squared; Khanyisa; Donna Mia; Legacy; DaVinci Spa; Paramount; D'Italia; Cafe Mechanics; SA Tourism; Mama She's; Absa; Oracle Airtime; Kevin Bates and Albert Carpets Flooring; Bean Bar; Southern Sun; Sun International; Amabubesi; Izinto; Ener-gi; Tarrific; and, now, the SA Jewish Achievers!

Danielle has done everything from the advertising to the invitations and the production of this magazine. A cursory look at other examples of Danielle's work on her website illustrates not only why she was chosen to do the design work for the 2013 Jewish Achievers, but why one can anticipate that won't be long before she, too, is an Achievers nominee.

All-in-all, the expertise and devoted attention to detail, the quality of the almost 250 nominations and the integrity of the judging has all come together perfectly to make the 2013 Jewish Achievers the memorable event it has been.



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WHERE ARE ALL THE JEWISH WOMEN IN BUSINESS?

There are plenty of them out there if you know where to look writes JOAN JOFFE



In fact there are many Jewish women in business. Some are "tall poppies" while the majority are below the radar, running or playing an important role in both large and small business entities. The ones who are recognised and acknowledged stand out because they have achieved major success in their business but also, importantly, because they have allowed themselves to be visible.

The majority, however, seem to prefer to be low key, not wanting or welcoming the spotlight. Many prefer privacy, modesty and discretion, qualities that are valued in our community, and more so in South Africa at this time.

Family values are so important in our Jewish community, and many women choose to stay at home and raise and care for a family rather than seek the stresses and time demands of being in business.

In the orthodox community, where families are often large, mothers sometimes cannot easily take up roles outside of the home - although some do manage to run big families and still be involved in outside endeavours. Women don't necessarily stay at home just to be with children. Many look for jobs which allow flexibility - such as part time or work from home - as they seek a balanced life rather than a career-focused one.

With the rise of on-line businesses, we can expect major changes as it is possible to run an on-line enterprise from home.

That is not to say that Jewish women are not extremely active and successful in endeavours that are not categorised as "business." Jewish women stand out in professions such as law, medicine, research, academia, teaching, and social services. Certainly they play a disproportional role in community service entities and NGOs, doing outstanding work in charitable organisations caring for both South African and Israeli causes.

Perhaps these areas are chosen because they allow for more flexibility and better life-balance than business. Certainly matters of raising and caring for a family have an influence on the route Jewish women choose, and that is why business is not always the preferred career path.

We also need to take demographics and BEE considerations into account. Given that there are only about 70,000 Jews left in SA, and that the population is aging, the number of Jewish women in business may actually be disproportionately high. And a large number of women who might have been business leaders have emigrated, and this country has lost their contribution. King David School alumni reunions around the world are far better-attended than those in South Africa.

What about the glass ceiling? This cannot be taken as a limiting factor. The focus in SA today is on gender equality, and this takes precedence even over colour and race. Women of any race qualify for BEE points in companies, although certainly previously disadvantaged women generally take precedence.

Perhaps there should be a Jewish Businesswomen's Association (JBWA) or at least events at which we can get together and discuss common issues and provide support and inspiration to one another.



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RAYMOND LEVIN - KIA MOTORS SOUTH AFRICA



Raymond Levin has been cooking up a storm in the SA motor industry for decades – and over the past 16 years as CEO has grown the presence of KIA in the country over five-fold!

Having studied hotel management and to be a chef, Ray should know better than anyone that cream always rises to the top. And that's what this entrepreneur has done in the SA motor industry.

Over the past 16 years, Ray has expanded KIA's SA footprint from 12 dealerships to over 68, and established export markets in African countries.

Prior to joining KIA Motors SA, Ray had been CEO of Infiniti Motors for two years – and before that he was MD of McCarthy Auto (Ford and Mazda) where he had served for 11 years.

But, despite the success he has achieved in the cut-and-thrust world of motor sales, Ray has always kept his bearings on what's important in life: "My first priority is my family and then work," says the 58-year-old who has been married to Carol for 35 years.

"I would rather have my family than my business.

"With a happy family environment, it is so much easier to run your business and other community projects," he says firmly.

Since retiring as a police reservist, Ray has been able to engage more in his leisure passions, which include reading, networking, current affairs, travelling and socialising with family and friends – and he has also kept himself busy by playing golf and "watching Manchester United at Old Trafford," which could mean watching all their home games on telly, or attending them in person.

Ray Levin has no pretensions. "Nothing is unique about my business," he says, "save to say that keeping it lean and not building empires has allowed us to generate substantial profits."

Ray is especially proud of having built a brand that had hardly been heard of in SA and, at the same time, "building a team of people who would travel the journey with me."

In the coming year Ray sees the business will continue to grow. "I believe my team and I will continue to achieve our objectives, with a few bumps along the way. It will be more challenging than it has been given the phenomenal growth we have achieved. The biggest area of concern for our business is the volatility of our currency."

Ray builds his management team by looking for people "who challenge my thinking process and are innovative. I surround myself with confident

self-starters," he says.

He believes South Africa has "a very interesting dynamic political landscape developing. The election in 2014 will bring its usual bout of uncertainty." It will also be a challenge for business in many ways, he says, dealing with labour unrest, currency fluctuation, tightening of loans and a slow period of growth.

"The biggest area of concern for our business is the volatility of our currency"

"Government's resolve will be tested in how they can deliver at local level and if they are serious about corruption," says Ray. He believes it will take brave leadership to stamp out violent strikes. And, he adds: "If SA is to engage with the outside world then a more positive tone from our government is needed."

Ray's business mantra: "Never say it can't be done. Serve as you would like to be treated."

Levin believes one of the biggest challenges for the motor industry and the country as a whole is shortage of skilled people. "Unfortunately the labour policies make it very restrictive for us to grow and teach people. A relaxation in labour policies will benefit us to train more people.

"I would ban all labour brokerages and insist that companies employ people with full benefits," he says.

But that's not all he has to offer on the subject. Ray Levin has some clear ideas of what it will take to grow the South African economy.

Like creating more incentives for manufacturing in all sectors, he says. And enhancing our railway network to ensure that all parts of SA are easily accessible.

"Small and medium-sized business needs to be given a chance to survive. (We need to) create less draconian laws and better tax incentives to help them out," says Ray.

Ray has a simple method of self-improvement as a business leader. He likes to read autobiographies of "lots of different people and from all walks of life." This is where he takes his lessons from, he learns from the best.

Ray Levin has evolved a strategic mind-set and the ability to apply solid business acumen to the task of executive management and strategic directing of retail and wholesale sales of motor vehicles.

Ray also feels a strong sense of social responsibility and, in his capacity as CEO of KIA Motors South Africa, he is currently "actively and passionately involved" in supporting three campaigns: Shout SA; Smile Foundation; and Little Eden Children's Home.

WRITER: ASHER BOHBOT

"My advice to business leaders:

1. Work hard - there are no shortcuts.
2. Be humble - arrogance and big ego weigh heavily on you.
3. Hire people better than you - they will make you look good.
4. Give your people space - they will deliver, grow themselves and grow the business.
5. Develop ability to judge people - those who are good for you and the others...
6. Know your financials - the yardstick for business is the numbers.
7. See your business as a calling - your people will respond better to a cause than making money for you.
8. Manage your business with good value system - you need it as a compass.
9. Put yourself in the other guy's shoes - the world looks very different from there...
10. Lead with conviction - be very consistent, have a clear vision and be certain of the way forward."



MARTIN LEVICK - GENESIS CAPITAL



MARTIN WAS ALSO NOMINATED IN THE ABSA ENTREPRENEUR CATEGORY

Martin Levick is the CEO of financial services providers Genesis Capital Group. But, says he: "We're so much more than just a company offering a suite of financial services. Rather, we're the embodiment of ... trustworthy connections, stable relationships and unyielding loyalty."

The Genesis Capital "link" logo, says Martin, symbolises "the holistic nature of our business that inspires us to continually grow through our

professional service, sustainable relationships and creative diversification."

After completing his legal degree, Martin served his articles at Cuzen and Woods Attorneys where he focused on commercial law and insurance.

Then, in partnership with his father Selwyn, Martin founded the Genesis group in 1995.

As the Group's CEO Martin has been successful in building the business into a leading niche financial services provider that employs over 150 people and that incorporates the leading independent financial planning group in South Africa.

Succeeding in today's competitive marketplace has never been more challenging, which makes the success of Genesis Capital that much more exceptional. Once faced with the challenge of attracting new business, says Martin, "our biggest challenge now is how to sustain our prime position as one of South Africa's leading financial services companies. We have no doubt, however, that with the professionalism, expertise and sheer passion that guide and nourish our business, we will continue to thrive."

Martin's father Selwyn, Genesis Capital's chairman, built the business based on the pillars of product and service differentiation. Today, Genesis Capital has seized inspiration from the founders' steadfast dedication and determination to become a successful and esteemed financial services company.

"Through our professional affiliations with some of the most respected investment centres around the world, we consistently pledge financial well-being for each of our clients," says Martin.

Martin's personal business philosophy, he says, "is to set aside what is personal to me and to accommodate all the different forms of thinking and opinions that contribute toward the success of the company."

He believes that everyone has a viewpoint, and "the leader's role is to listen and act."

Discovery's Adrian Gore pays the following accolade to Martin Levick: "Discovery and I have known and worked with Martin for over a decade. In an industry of financial advisors which has traditionally been characterised by an owner-operator self-employed approach, Martin sought to build a business of scale and quality. Today, Genesis is Discovery's largest product distributor in South Africa and partner in the UK as well. Martin's passion, energy, positive attitude and integrity have always made him stand out - the growth of Genesis bears testimony to the success of his leadership."

Martin believes business "is not only about creating value in terms of returns to stakeholders, it's about creating an environment that maximizes opportunities, encourages and recognises excellence and extraordinary effort."

Martin's passion, energy, positive attitude and integrity have always made him stand out - the growth of Genesis bears testimony to the success of his leadership - Adrian Gore

He emphasises that: "It's about WE, not ME - and we can only grow and prosper through the combined acumen, wisdom and energy of all of us."

On the future of South Africa, Levick says that business has to be proactive and "step forward and take the lead in all areas that undermine the opportunity for our country to grow." He says that to be "impervious and callous to the plight of the unemployed is unpatriotic and we need to be amongst the first to help with cultivating new entrepreneurs, the transfer of skills, the awarding of bursaries to those less fortunate in society."

Genesis ensures that it remains prudent in its decision-making and continually implements a conservative approach in the current volatile economic climate. This means only dealing with stable and secure institutions that they are confident about.

Passion and creativity leads to the innovation which distinguishes Genesis from their competitors. Clients' needs are individually assessed and services are specifically and uniquely tailored to meet those needs.

"Empowerment is how we inspire our staff to make informed choices ... we believe in developing trust at all levels of the business, working together to develop a common vision, and cultivating a strategic leadership team that recognises and nurtures our employees' talents and strengths," says Martin.



WRITER: JUSTIN BLEND

"Every day is a battle, almost like a war - it is crucial that you are involved and fight the constant small battles on a daily basis. However one must also always look at things from a macro perspective as well (in order to focus on what the greater goal is) and what has been accomplished to date (in order to stay positive). And most importantly "Obsession leads to Greatness."

Justin Blend

DENESE ZASLANSKY - FIRZT REALTY COMPANY



Denese Zaslansky is the Chief Executive and founder of Firzt Realty Company. But she is by no means a regular property CEO – she has built a business on the success of multiple service innovations in an industry that is all about service, and ensuring that all who work for her follow her tried-and-tested principles.

Denese has been actively involved in real estate for 27 years. Prior to entering the real estate industry in 1986, she had been involved in both sales and management.

Her knowledge, drive and determination have been the foundation on which the company's success has been built. A leader and teacher, Denese constantly injects her enthusiasm, integrity and work ethic into Firzt Realty Company and those around her.

Denese Zaslansky describes herself as "loyal, strong willed, determined, ambitious, impatient, empathetic and nurturing."

She started working at 18 and says she is still enthusiastic 42 years later. Denese became an Estate Agent 27 years ago "out of necessity of having to contribute to the monthly income and having to have flexibility in terms of spending time with my children."

She cut her teeth at Basil Elk Estates, Katzeff Real Estate and Impact Real Estate and, in 1991, became the branch manager of Eskel Jawitz JHI. During her seven-year tenure there she opened three new branches. In 1998 Denese became a franchisee/principal of Realty Executives.

In 2002 Denese started Firzt Realty Company where she remains Chief Executive Officer.

The following year she started Snailssnow Properties 25 (Pty) Ltd, a property development company and in 2004 this self-styled "lateral thinker and opportunist" began franchising operations of her already highly successful Firzt Realty Company.

Denese's personal mission statement is: "To be a respected member of the real estate industry, working towards giving more people the opportunity to enter the industry, empowering and training realtors, as well as instituting training to first time home owners on the benefits of home ownership. Maintain the ethical standards and respected brand that Firzt Realty Company is synonymous with."

Firzt Realty Company's high profile Head Office is situated at 44 Glenhove Road and she has a workforce of 73 employees and an annual turnover is in excess of R900-million.

Denese says that some people say 'It's not how you start, it's how you finish' – "but I believe that my success today is attributable to upholding ethical standards and forging solid relationships," she says. "This has resulted in attracting and maintaining staff of the highest calibre and building a solid reputation."

Innovation is the name of the game to this dynamic businesswoman. Her Firzt Realty Company has pushed traditional real estate industry boundaries by being innovative and dynamic, and they are a formidable force offering excellent service from a truly professional team with a drive to achieve.

The Company offers a comprehensive package of property related services for all clients – from residential to commercial and in the development market. "We approach our profession with enthusiasm, passion and an unconditional commitment to go that extra mile, she says. "We represent a group generated by reliability, superior service and a passion for selling."

Denese is loyal, strong willed, determined, ambitious, impatient, empathetic and nurturing

Firzt says they provide the homeowner with professional customer service by not only making the home-selling process easier, but by being a one-stop property approach. "We believe that someone should be able to sell in Constantia today and buy in Bryanston tomorrow; with the added benefits of mortgage origination, bridging finance, professional movers and security companies on hand!"

Denese bases her philosophy on the age-old saying that the "Customer is King." Firzt, she says, strives to "make the customer feel that they are royalty as a result of their dealings with us."

"Our goal is to focus on our clients' expectations with empathy, dynamism and professionalism, and therefore 'Personal Touch Professional Approach' is our motto for how we treat our clients – before, during and after the sales process."

Zaslansky has established an efficient referral network – the key to any property business – because, she says, "we share skills and resources in order to optimise the performance of our realtors. This ensures that we achieve our greatest mission – to genuinely care for and satisfy the needs of our many clients."

Another of her innovations is her "Firzt Buyers System" which the company believes is one of the most advanced in the country. Realtors are able to access specific requirements of buyers on-line and in real time.

Denese ensures that all who sell under her banner follow her principles, including: we care; we are dynamic and forward thinking; our clients reap the benefit of our market presence; we continuously train our realtors; our in-house marketing and advertising department works together with the Firzt realtor to ensure that clients' properties enjoy maximum and correct exposure; Firzt has the most dynamic "click & easy" website; Firzt makes use of a comprehensive and up-to-date databases; we match buyers individual requirements to specific properties; and we aim to provide you with remarkable service!

Denese ensures consistent quality of service by maintaining these principles.

WRITER: MARC STERNBERG



"What gets me up in the morning is... my three-year-old wanting to play pre-sunrise; Stormers rugby; and the privilege of spending another day in the ATM and payments industry creating value and solving complex challenges ensures every day is different and exciting."

Marc Sternberg

SHAUN ZAGNOEV - ETHOS PRIVATE EQUITY LIMITED



Shaun is a natural born leader. He was head prefect at Yeshiva College, was head of a Bnei Akiva camp (with responsibility for 600 children on a three-week camp), was youth director at his shul and, in his adult years, has spent many years on the NEC and the Gauteng Council of the SA Jewish Board of Deputies.

He has a BSc, MSc (Elec Eng) and an MBA (cum laudum) and first worked for Gemini Consulting where he consulted on providing strategic guidance and operational improvement initiatives to various listed companies for two years.

In 1994 Shaun joined Ethos Private Equity Limited and he has never looked back. He is today considered a key deal originator at Ethos and a partner in the firm – where he has been involved in 21 private equity deals (11 in a lead capacity), has led five public-to-private transactions and the sale of 13 businesses.

He recently raised Ethos' sixth private equity fund from local and international investors of \$800 million and has invested in over 100 businesses. The funds under Ethos' active management are: Fund V (R5.5-billion) and Fund VI (R7-billion).

He is also a sought-after speaker at private equity forums and conferences and a regular guest lecturer at the Wits Business School MBA programme on the subject of private equity.

In his down-time, 46-year-old Shaun spends time with his wife and six children; enjoys voice training and singing; pursues various sporting activities and running; and he enjoys reading, with a focus on Jewish literature.

Businesses that have been acquired by Ethos include Defy, Dunlop, Cobra, Sportsman's Warehouse and Tiger Wheel & Tyre.

Ethos raises local and international funds which they invest in large businesses, typically valued at R1-billion-plus. They like to control these businesses and assist the management teams to improve the value - with the ultimate objective of selling the businesses over five to seven years and delivering superior returns to investors.

"Ethos is currently investing its 6th private equity fund which has commitments from investors of \$800-million," says Shaun. The company "has acquired 102 companies, of which 89 have subsequently been sold. In all transactions we facilitate the management team of the company acquiring equity in the business on a subsidised basis and achieving significant wealth creation."

"In a significant number of transactions, we facilitate the introduction of BEE shareholders," he says.

Ethos facilitates billions of Rand of foreign direct investment into South Africa and, says Shaun, "by applying our value add philosophy we assist

management teams in making the businesses they manage into better quality businesses."

What is key to Ethos' success, he says, "is our ability to structure transactions to enable management teams to become significant shareholders. We (also) facilitate the introduction of BEE shareholders into our investment companies – 45 percent of businesses acquired post-1992 have a BEE shareholding."

Their business model differs significantly from that of a listed company model, Shaun explains, as it is based on shareholders being very close to the businesses they invest in. "We adopt a long term investment horizon and are comfortable to sacrifice short term financial performance in the interests of long term value creation."

Among what Shaun sees as his greatest achievements in business includes the delisting of four companies from the JSE. "I have also been part of team that has helped establish private equity as a recognised asset class in South Africa and attracted significant levels of foreign investment."

But deal-making comes with its downside. Shaun also laments his failure on two occasions "to conclude complex transactions after many months of concerted effort due to circumstances beyond my control," which he says "resulted in disappointment for many parties."

Excellence needs to be the standard for everything, no matter how trivial it seems

Shaun looks forward to Ethos' year ahead with optimism. "Notwithstanding a difficult local and global economic environment, we are seeing an increasing number of investment opportunities arising from global companies selling their local investments; conglomerates selling non-core assets to focus on their core business; and regulatory changes forcing the banks to dispose of their private equity interests," he says.

While recognising that there are "external headwinds," Shaun says that "the management of our investments continue to find ways to increase revenue and profitability and are cautiously optimistic about medium term prospects."

As far as South Africa's year ahead, says Shaun, "the convergence of an unstable labour environment, pressure in the unsecured lending sector, reducing commodity prices, preparations for national elections and a volatile exchange rate is likely to result in reduced economic growth and increased social instability."

But, he adds, as these issues resolve themselves "I anticipate confidence levels improving over the medium term."

Shaun's says his personal business philosophy is to build strong relationships of trust. "Excellence needs to be the standard for everything, no matter how trivial it seems. Dedicated focus is key to success. The interests of all stakeholders need to be top of mind."

WRITER:

CLIVE BUTKOW

"I am a firm believer that one of the primary roles of a leader is to create internal successors. I am grateful to have succeeded at this many times, thereby having instilled the 'multiplier effect' within Accenture and within the broader South African business community."

Clive Butkow



ALLAN ZULBERG - EDEN SCHOOLS



Allan Hilton Zulberg, 65, is a product of Germiston High after which he completed his BSc and a Doctorate in Hebrew Letters. Today, he sits at the helm of Eden College High School, Eden Prep, Eden SCIP and Eden Durban.

Zulberg stays fit at the gym and playing squash, and sees to his spiritual wellbeing at the Sunny Road Shul and the Ohrsom Centre. He employs 200 people in his educational business, where he seeks to provide superior service at a lower cost to parents.

Allan's recipe for success is that there is no one-shoe-fits-all approach that one can take towards education. Rather, he provides special attention to achievers while at the same time providing a special small class unit for children with learning difficulties.

This has the added advantage of ensuring that average pupils are neither left behind nor held up. He also provides a full remedial unit with trained therapists and a holistic education including sport and cultural activities. They also offer optional Jewish studies courses.

Zulberg sees his greatest business achievements as, firstly, the role he played in the listing of Educor Ltd and its initial growth. Secondly, Allan was instrumental in the opening of the Eden CORE remedial school in 2013 which, he says, "has changed the lives of so many kids and their families."

He also feels particularly gratified by his turnaround of King David Schools.

Among his disappointments in his storied business career in education, was his "inability to influence Educor in the period just before and after I resigned," he says. The huge growth of Educor had diluted his shareholding and resulted in the education experts losing control of major decisions. "That impacted heavily on the future of the company," he explains.

He is very excited about his business in the year ahead: "We are embarking on our biggest venture to date. In 2015 we will open in Johannesburg North in a new housing estate which will be the largest closed estate in South Africa with over 8000 homes. Plans for the new school are almost ready. The design of the school meets the highest standards in the world."

And he, above all others, should know that.

The biggest challenge facing the project, says Allan, is the tight economic environment "which has given rise to an increased bad debt."

Allan Zulberg's vast experience in the field has allowed him to develop the perfect recipe for building his management team. "We actively look for young dynamic professionals. We have an ongoing programme for recognising our goals and trying to achieve them," he explains.

"We continually self-evaluate and change to continue meeting our goals.

We encourage ongoing training and incentivise achievement."

Looking at South Africa in the coming year, Allan says he anticipates difficult trading conditions for business with the economy weakening. "Power and crime remain significant problems," he says, and "government schools are challenged in quality and class size."

While this provides great opportunities for private educators such as himself, he says, "there is a caveat that the general population is finding it difficult to afford private schooling."

Zulberg's personal business philosophy is that, while business must generate profit for survival, he believes that in education "one has to be careful to monitor this" and not overburden parents. "I have therefore managed to provide equivalent or better service than competitors, but keep our fee structure significantly lower. Our biggest joy is to see the growth of our students," he says proudly.

Allan says that businesses in SA should try and give business to small firms and individuals, "to encourage self-employment which is essential if we are going to reduce the horrific unemployment."

His enterprise has successfully granted bursaries to promising young pupils with financial need. "This way we change their lives by giving them the opportunity to grow and after school apply for further financial assistance for further studies," he says. His business is currently giving about R6-million a year in financial assistance to their pupils.

"Corruption is a disaster and affirmative action must go"

Allan Zulberg has always tried to find a balance to his work, life, community obligations. He looks for quality time, rather than quantity of time, he says. He plays sport and does gym every day. He is also actively involved in many community structures.

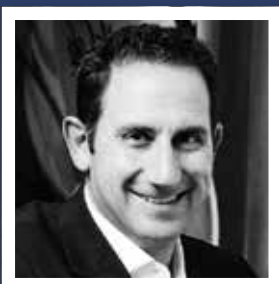
"I have been blessed with a large family and do not compromise in providing quality time for the family," he says. "I try and work as efficiently as possible, and believe in delegating to the people I work with and trust."

Allan believes that Warren Buffett probably makes the most sense as a businessman to emulate. "But, in general, I have tried to learn from all people what I believe are their strong points, and to learn not to emulate what I believe are negative characteristics," he says. "Most people have strengths and weaknesses. I believe to look at a glass as 80 percent full and not 20 percent empty."

In terms of what ails South Africa, he believes that corruption is a huge challenge. "We need to implement a system of safeguards to make it difficult to get away with corruption in tenders," he says. "Regrettably there appears to be no fear of the law."

He says that affirmative action "is a disaster in this regard, and needs to be scrapped. The new generation of South Africans grew up in a society devoid of apartheid. Many were disadvantaged, but we need to provide equal opportunities for real effort."

WRITER: GREG SOLOMON



"There have been many lessons that stuck out in my life. Many small lessons from a variety of family, friends and business people have steered me on my journey to who I am today. Like a puzzle, pieced together, I have adopted the 'good' and avoided the 'bad.'"

Greg Solomon

BASIL KRANSDORFF - ECONOCOM FOODS – E'PAP TECHNOLOGIES



Basil Kransdorff is the CEO and co-owner of Econocom Foods. For the past 13 years, this social entrepreneur has pioneered and developed the concept of e'Pap Technologies – which he says “redress the micro nutrient deficiencies in populations in Southern Africa through fortified foods that are affordable, tasty and respectful of people.”

The main activity of the company is the formulation, manufacture and distribution of nutrient-dense foods that are formulated to help make malnourished people nutrient-replete.

They lobby and educate mainstream decision-makers and politicians to understand their approach and prioritise effective nutrition in health, education and sustainable development programs.

66-year-old Basil Kransdorff was schooled in Bulawayo and holds a BSc degree with majors in Chemistry and Geology from the University of Natal where he also completed a BSc Honours in Industrial Chemistry in 1969. He was granted a post graduate bursary to study Polymer Science in Israel.

Basil worked as a research chemist in Israel for two years and in the UK for five years before moving into the commercial world of chemicals. This saw him working in Malta, Europe and the US for the following six years before he returned to SA to take up the position of GM at Protea Chemical Developments for the next eight years. Kransdorff continued his chemical and pharmaceutical management career in SA.

“Over 3.5-million orphans now live in our communities, many living in child-headed households”

He increasingly became aware that Africa's poor were eating foods with a “reduction of nutrient content (of) up to 75 percent and more,” he says. “The problem is referred to as the ‘hidden hunger’ or micro nutrient deficiencies,” he explains, and, 13 years ago, Basil decided to do something about it.

The social entrepreneur pioneered and developed the concept of e'Pap Technologies – which address micronutrient deficiencies through formulating nutrient-dense bio-available foods. “We manufacture and distribute fortified foods with a focus on affordability,” says Basil. “We research, lobby and co-operate with projects that are interested in redressing the micronutrient status.”

e'Pap was recently chosen by the International Marketing Council of SA as a brand champion. It now sells into over 15 countries across Africa and up to 2-million food portions a month are consumed.

Today, says Basil, “We offer a suite of products (e'Pap porridge, e'Spread Peanut Butter, e'Drink and e'Soup) that help make people nutrient-replete.”

On 18 July 2013, e'Pap Mandela Day - 67 Minutes held at Benmore Gardens marked the start of Basil's International e'Pap Challenge campaign to feed 1-million e'Pap meal portions and making everyday a Mandela day. Within a day they had covered 150,000 meal portions.

Basil says their company operate in an environment “characterised by mono agriculture, food processing, urbanisation, extreme poverty and health challenges like malaria, TB and HIV which present major challenges to communities across the world,” he says. “The traditional health and development models are unable to address and eradicate these challenges.” These deficiencies result in unaffordable health costs and economic models that are not able to create the sustainable development needed to address poverty, he says.

“Our vision is to make poverty history – our focus is to create nutrient-replete populations so that everybody can find their own solutions to their health and poverty challenges. It will only be with physiological functional participants that economies will become self-sustaining.”

Among the things Basil is most proud of, is their recent acknowledgment by Credit Suisse who have made them their philanthropic project of the year. Credit Suisse, in turn, proposed Econocom Foods to the Schwab Foundation for the Schwab Outstanding Social Entrepreneur award.

The coming year will be a busy one for the company, says Basil, as their international recognition has resulted in discussions to do “large-scale clinical and corporate evaluations in several countries including India, the USA, the UK, Nigeria and Zimbabwe.”

Successful outcomes will require local e'Pap plants to be built world-wide. “We are now in discussion with large international NGOs such as the Red Cross and UNICEF which could require large-scale expansion of our present facilities,” says Basil.

He foresees major expansion as a result of clinical data from research currently underway which will result in policy-makers better understanding the enormous benefit ‘nutrient repleteness.’

To join Basil's management team one has to be innovative and share his passion – and be prepared to go the extra mile.

Basil believes SA's socio-economic challenges are exacerbated by health issues. “We now have an enormous TB crisis that is evolving into ‘drug resistant’ TB,” he says. “Over 3.5-million orphans now live in our communities, many living in child-headed households. These large numbers are going to create a social dysfunctional society unless we can bring the TB pandemic under control and help make our growing army of orphans into responsible participating citizens,” he says.

Kransdorff says their business philosophy is built around Tikkun Olam. “We see our business and ourselves as guardians of important technologies to help address many challenges in our world community. Building a successful well-resourced business helps us better able to participate with communities in which we live.”

WRITER:

CHARLENE LEA



“What gets me up in the morning are my sons, my family – and of course the dogs. What gives me a spring in my step through the day - often starting before sunrise and until beyond sunset, is the knowledge that our work is for the betterment of other people's lives.”

Charlene Lea

JEREMY DROYMAN - DON'T WASTE SERVICES



42-year-old Durbanite Jeremy Droyman of Don't Waste Services attended Carmel College before going on to study management. Today, he employs around 2,000 staffers throughout the SADEC region and Mauritius by targeting "the new green economy."

His business services include on-site waste management, source separation equipment, environmental training, site recycling and waste removal.

Don't Waste Services' ERP system, says Jeremy, "controls all aspects of

our service delivery and monitors that we provide service excellence at our clients." For example, he says, "we upload 4,500 photos a day and manage 13,500 loads per month, through our software."

They have now extended their ERP system onto smart phones for their staff. "We currently have 200 in the field on trial," he says. They have written their own apps for access to their ERP system, which provides web-based reporting tools and environmental reports for their clients.

Their extensive national customer list includes the likes of: retailers and shopping centres owned by propriety groups including Liberty, Old Mutual, Hyprop, Atterbury; and management companies like JHI and Broll. This includes sites like Sandton City, Menlyn, Gateway & Canal Walk in their customer-base.

The company also service office complexes and campuses like Voda-world, Ernest and Young, Hollard and Dimension Data. Their industrial clients abound, too, and include: Nampak, Tiger Brands, Hulletts and Illovo. Among Don't Waste Services' hotel and hospital group clients are Southern Sun, Netcare and Life Health.

This is a business that, by its very nature and success, "creates jobs and reduces our impact on the environment for future generations. The better we do the greater the benefit for all - so we are perfectly aligned with all our stakeholders," says Jeremy.

He says that he views his greatest achievement in business as surviving the first 18 years and watching our business mature from being one of survival to one that is investing in R&D. "This ensures that we remain in the lead and develop a new company that will be very different from the company that even existed 12 months ago. I am continually reminded of this as we start to see more and more of our competitors implementing similar strategies," he says.

He takes great comfort in having the degree of foresight that allows his business to continuously stay so far ahead of our clients' needs, that "invariably we are innovating around concepts that our clients haven't seen the need for yet."

An example of this, he says, is their implementation this year of self-service and source separation programmes and school competitions.

Jeremy sees the coming year as exciting for Don't Waste Services. "Our strategy of geographic expansion supported with our system-based approach continues to allow us to move into new markets and find new opportunities whilst maintaining our service levels nationally and internationally."

He says he has built his management team through a careful selection process "to ensure we get the right people on board. Some gut feel is involved here as I have walked these roads before and have an intimate knowledge of what we need."

He sees his role as one of mentoring his senior management team. His strategy is to work himself out of a job. "This leads to complete empowerment of each team member," says Jeremy.

Jeremy says that South African labour and business need to understand that they are both on the same team, "our relationship is symbiotic," he says and laments that it will always be tough until this is realised by both sides.

His personal business philosophy is to lead by example, treat all staff with the same respect (tea lady to directors) and find the right people. "Empower and give responsibility," he suggests, and your people won't disappoint you.

His strategy is to work himself out a job.

Jeremy is a community-orientated person and serves as an executive member of the Council of KZN Jewry and a member of non-profit group Zero Waste Foundation.

His Don't Waste Services have established a SETA-accredited training School running 300 learnerships. They fund and set up small recyclers. Their Omo Schools Recycling competition involves over 500 schools across SA. They were the guys who started up public recycling initiatives at airports and shopping centres ahead of the Soccer World Cup.

Jeremy has what sounds like a perfect structured recipe for the work/life/community balance: He allocates Monday mornings to community work; always takes his holidays; exercise three times a week and follows a strict diet.

"I never stay overnight when travelling in SA," he says. They use video conferencing to allow them to travel less and, of course, reduce the company's carbon footprint. "I don't break my routines no matter how tempting," he says. When he has recreational time to spend, Jeremy enjoys water skiing, snow skiing, pilates, gym and running.

He tries to stick to his father's advice, he says, which is normally: "Don't do what I did..."; "Read the newspaper"; and "Keep your eyes open."

WRITER:

ROLAND SASSOON



"In order for your enterprise to grow, you have to constantly learn and grow as an individual. If you had success, remember how lucky you were, and if not, analyse and acknowledge where you went wrong. Don't fall into the trap of being either arrogant or its flip side, a victim, neither of whom can grow from their experiences.

The arrogant think they know it all and the victim, who always blames others, will never learn from his mistakes."

Roland Sassoon

RAN NEU-NER & GIL OVED - THE CREATIVE COUNSEL



Ran Neu-Ner and Gil Oved, both 37-years-old, are partners in The Creative Counsel – an advertising agency offering holistic sales and marketing solutions for large consumer companies. They say they are “the largest brand activation company in South Africa. We work with more brands than any other agency in the country.”

The Creative Counsel is also the second largest advertising agency by billings in the country and has 600 full-time staff and thousands of part-timers.

Ran did his high schooling at King David and Crawford and went on to do a BComm Fin and Chartered Financial Analyst (CFA).

Gil Oved was high-schooled at Yeshiva College, King David Linksfield and Crawford College, followed by a BComm (Cum Laude) and Chartered Financial Analyst (CFA) qualification.

Both are members of the Young Presidents Organisation (YPO).

Gil says his pastimes include travelling and fine dining, adding that he is “an avid foodie, but then again, most Jews are!” Ran, on the other hand, relaxes more actively – he says he enjoys: “helicopters, speedboats, jet skis, boxing, football and shopping.”

They say their business’ uniqueness lies in their creating employment opportunities for tens of thousands of unemployed and “unemployable” people. “We source, up-skill, train, place and manage thousands of South Africans, living in peri-urban and rural areas,” they say.

SA could be greatly improved if today's leaders could be inspired by someone like Madiba

These then “become proud Brand Ambassadors who promote products in their company and in so doing not only add value to our clients’ brands but also sustain their families through the income they generate.”

Despite their incredible success, Ran and Gil lament that it has taken them 12 years to get to where they are today. “Unfortunately, with more thought and experience, it would have taken us half the time and a quarter of the pain. The mistakes we made in terms of allocation of resources, lack of investment in systems and processes, not getting the absolute best staff for the job has meant much pain and wastefulness,” they say.

Their plans for the year ahead are clear: “This is the year of fundamentals. We are focusing on better synergies amongst the group. This is always a challenge. Upgrading our systems and improving our cost-base and margins. We are also investing a lot of energy on new business development,

both with new and existing clients.”

They have built their management team with a shared vision, they say, making use of open and regular communication, transparency, consistency, accountability and empowerment. They encourage “healthy heated debate, no holy cows.”

They see fundamental challenges in South Africa in the year ahead, in terms of political will to make changes and step-change the economic state. “We are concerned about the decline of the Rand, it will mean less spend and further economic decline. We don’t believe that the currency will strengthen in the long run,” they say.

Their business philosophy is “passion fuelled optimism led by integrity.”

The Creative Counsel is one of South Africa’s largest first time employers and Gil and Ran believe that business can help the country in the areas of job creation, education and skills development.

“Many of South Africa’s youth experience employment for the first time through their experience with us,” they say. They focus on entrenching “basic work ethics, hygiene factors, the importance of training and applying oneself are basic tenets taught as part of our induction of the people that work for us as brand ambassadors and promoters of our clients’ product and services.”

They have also been instrumental in employing thousands of unemployed and previously unemployable people outside of the urban areas in South Africa. “We are proud to have pioneered a model whereby we source and up-skill brand ambassadors from all over the country,” they say.

Once trained, these ambassadors are placed and managed by The Creative Counsel. “Not only do they add huge value to our clients by promoting their products and adding value to the community by educating and sampling a wide range of FMCG (fast moving consumer goods), cellular and financial products, but most importantly they are often the sole bread-winners in their extended households,” say the partners.

In this way, they have created tens of thousands of these jobs and has had a hand in developing skills in sales, marketing, promotions and training to these thousands of first-time workers “who walk away with invaluable skills, confidence and income.”

With regard to dealing with the balance between work, life and community, Ran says: “I am generally a very regimented almost obsessive person. I set objectives in each sphere and then allocate time and ensure I stick to it!” For Gil, it isn’t so easy: “It’s a difficult balance to achieve, I probably get it wrong more often than I get it right,” he says.

Asked to suggest an improvement to SA, Gil says: “Being a passionate South African I have a long list of proposed improvements. The single most important would be true inspired leadership. Any of history’s milestones, both good and bad, could always be connected to leaders who have roused people to follow their vision.” Gil says that Madiba embodied this, “SA could be greatly improved if today’s leaders could be inspired by someone like him,” he says.

Answering the same question, Ran offers just two words: “The Rand!” he states emphatically.



MARK SACK - SALLY WILLIAMS FINE FOODS



43-year-old Mark Sack is the Chief Executive Officer of Sally Williams Fine Foods – a company with products so yummy that it is responsible for those extra few grams most of us carry around – worldwide!

Mark matriculated at Durban's Carmel College and went on to Wits to do his BComm and BComm (Hons).

Sally Williams employs about 100 staff employed in two completely "different aspects" of the enterprise, says the CEO. "Firstly, we are in the business of manufacturing

confectionery," Mark says, and secondly they are engaged in "building our Sally Williams Brand."

Mark Sack says his business has two aspects: manufacturing locally and brand-building globally

The business is unique in that all of its products are locally produced in South Africa, most of them are kosher, and a huge amount of their production is exported and sold internationally where their brand enjoys a high degree of recognition.

Mark believes that his greatest achievement in business has been to "surround myself with people whom I can grow from, and who I can grow and develop within our business." He builds his management team by ensuring they all have "an aligned vision."

Mark Sack relaxes by reading, listening to music and exercising.

He believes that the coming year will "be very challenging," for the country and for Sally Williams. But, he says, the business is "extremely strong."

Mark has a simple philosophy for business success: "Making money with a conscience, and helping my team and other people along the way," he says.

His views on how business can help South Africa develop are similar. "By ethically generating a profit," he says, "we can re-invest into the company and help others."

If he was South Africa's leader, says Mark Sack, he would focus on initiating "a repair to the social fabric of our society." That is where this businessman and Absa Unlisted Achiever finalist believes things are breaking down in the country.

WRITER:

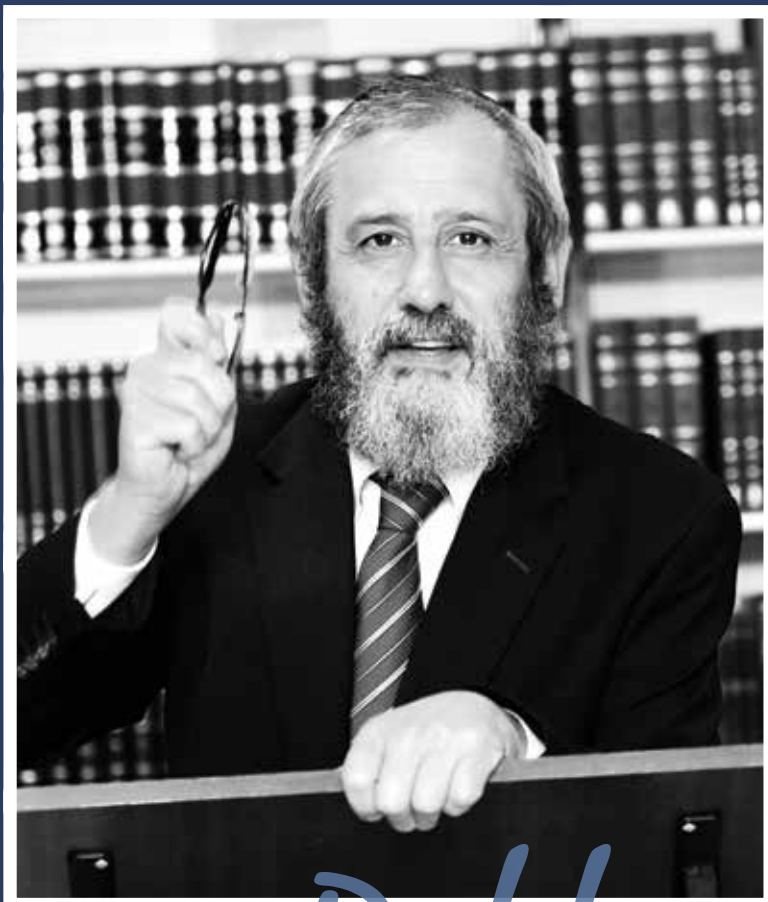
RABBI DAVID MASINTER

South Africa is a Land of Opportunity

"The greatest opportunities are found in the most unexpected of places. This certainly rings true for South Africa as there are 50-million people in this country living in absolute squalor – many without food, electricity, running water or proper education. Many are waiting for the smallest opportunity, ready to become the successful entrepreneurs of tomorrow.

"In the words of the Lubavitcher Rebbe: "If you see what needs to be repaired and how to repair it, then you have found a piece of the world that G-d has left for you to complete. But if you only see what is wrong, then it is yourself that needs repair."

"So what are we waiting for, let's make our country happen!"



Rabbi Masinter



Afrika Tikkun
Developing Communities
in South Africa

www.afrikatikkun.org



To partner with Afrika Tikkun
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Afrika Tikkun

How it all began...



Ann Harris reflects on the beginnings of Afrika Tikkun and the organisation it has become today

In the exciting days of 1993/4, when our new country was born, the late Chief Rabbi Cyril Harris and Dr Bertie Lubner resolved that the Jewish Community would be a part of the vital rebuilding of the South African nation by providing assistance to their many under privileged fellow citizens.

They were soon joined by Herby Rosenberg, Ann Harris and Arnold Forman in Johannesburg and Jack Tworetsky and the late Benny Reich in Cape Town. Marc Lubner was appointed Chief Executive Officer in 2006.

TIKKUN - meaning "putting the world to rights" was the buzz word of the day!

When the early projects were visited by the newly elected President Nelson Mandela he was so delighted with what he saw that he readily agreed to become the organisation's Patron in Chief - a position he still holds.

The first years were filled with reaction - basic assistance from the Community for victims of floods, fires, hunger and disease. The next phase was the provision of basic adult skills training - literacy, numeracy and dressmaking.

By the turn of the century, Afrika Tikkun was mature enough to embark on proactive projects. In partnership with many local Community Based Organisations (CBO), the foundations of the six country wide centres were laid and the principles of holistic family care established. Today Afrika Tikkun's five core programmes focus on the provision of food security and nutrition support, education and skills development, social and health services and the preservation of the family unit. This support strengthens families and develops children from "**cradle to career**".



Nelson Mandela
Patron-in-Chief



Bertie Lubner
Afrika Tikkun Chairman



Herby Rosenberg
Executive Deputy Chairman



Marc Lubner
CEO



Arnold Forman
Financial Director

“HEALING THE WORLD”

The expectation on Jews to assist all people – is taken seriously by AFRIKA TIKKUN

Afrika Tikkun represents a unique and effective way of getting the youth from impoverished societies into the economic world of entrepreneurialism and job prospects. The organisation, which expands nationally across six townships, catering for the development needs of almost 20,000 beneficiaries, employs over 600 staff that operate in the heart of these township communities.

The organisation was started 17 years ago, as a result of the late Chief Rabbi, Cyril Harris and Bertie Lubner's desire to change the circumstances of conditions facing the youth of townships following the demise of apartheid.

They were joined shortly thereafter by Herby Rosenberg and Mrs Ann Harris. What began as an outreach programme to assist specific community groups in need, has today become a business that specialises in the field of child and youth development.

The organisation employs a model which recognises that development is a program involving a number of inputs, required over a span of many years, as a child grows from infancy into adulthood. Afrika Tikkun's Holistic Model of Care recognises that the act of development requires it to be practiced by local community members, who have a vested stake in the future of their children.

The organisation, therefore, employs local community members and invests in the managerial skills of these communities.

Afrika Tikkun operates four fundamental foundations in creating a development platform.

In the first instance, they recognise that a child lives within a home and that the stability of that home is critical - and they begin their involvement by delivering home based care in the form of Food Support Services and Primary Health Care. This includes medical support, access to clinics, Hospice Care and assisting with applications for grants, budgeting, family use of grants and a relief plan for families in crises.

Their second phase of development is to provide Early Childhood Development schools, where around 1,250 children receive pre-school preparation in numeracy, literacy and life skills. Importantly, children are taught values at an early age.

As children age and move into formal schooling, Afrika Tikkun provides an after-school programme for children through their Youth Development programmes. Here they master the use of internet access and have access to libraries as a form of homework and research support. They also enjoy sports and recreational activities in a highly structured and disciplined environment.

Finally, older kids are given the opportunity to develop their future careers as Africa Tikkun introduces them to career-path planning and an understanding of tertiary education oppor-

tunities. Afrika Tikkun Services (Pty) Ltd is an Enterprise Development organisation, within their Group, that provides job readiness training and entry level jobs sponsored by participating corporations.

Afrika Tikkun today is indeed a Group capable of being an ideal BBBEE partner. We have the ability to procure equity in organisations looking for an effective BEE partner, who is able to assist with implementation of corporate social investment statistics as well as to develop and train prospective employees whilst adding to their BEE scorecard. Most importantly however, the participation by corporates and individuals with us at Afrika Tikkun is a true partnership in changing the realities faced by township kids.

Tikkun olam (in Hebrew script: תיקון עולם) is a Hebrew phrase that means “repairing the world” or “healing the world” - which suggests humanity's shared responsibility to heal, repair and transform

the world. Jewish South Africans take this very seriously and always endeavour to assist both their own community and the community at large.

By taking children from infancy and investing in their development whilst providing them with jobs once they are ready, we can reduce unemployment and ensure that there is an alternative to a life of crime. We are not only creating hope but turning this hope into tangible results and in doing so, we are making certain that the Jewish community can proudly point to its contribution to the creation of a future in South Africa, in much the same way as our community has contributed to our path. The value of tzedakah merged with ubuntu to ensure that Hashem's will is done.

Afrika Tikkun appeals to the spirit of humankind that exists in every man and woman to link arms and together deal with the pain of poverty. Leviticus Rabbah 34:10: The blessing of tzedakah is greater for the person who gives than for the person who receives.



Afrika Tikkun
Developing Communities
in South Africa



The true value of what we accomplish
lies in what we leave behind

No one is ever certain what tomorrow brings. Our advisors will help you start protecting your future today. Wise about wealth.

www.absawealth.com

STEVEN BRAUDO - LIBERTY RETAIL SA

As the CEO of Liberty Retail SA, Steven Braudo heads the largest business unit within Liberty Holdings and is involved in various Liberty Holdings subsidiaries. And he has revitalised the sagging business and made the brand sexy again – for clients and shareholders alike.

41-year-old Steven did his matric at King David Linksfield before going on to attain his BEconSc and BSc (Hons) at Wits. He is a Fellow of the Institute of Actuaries (UK); CFA Charterholder (USA) and AMP (Harvard). He is also involved in the Actuarial Society of South Africa and the Young Presidents Organisation (African Gateway Chapter).

Steven Braudo is married to Leanne and they have four children: Jenna (11), David (10), Justin (6) and Carrie (4). He relaxes by spending time with his family, reading, exercising, travelling and enjoys "all investment related matters such as stock markets and economic analysis," even during his down-time.

Liberty Retail South Africa has 55 offices throughout the country, has 2,785 employees and 2,300 sales agents. They have more than 2.1-million individual policyholders.

"Our role is to develop, market, distribute, service and administer a wide range of risk and investment products to individuals throughout South Africa," says Steven. "Liberty Retail SA's business goal is to help protect its customers and their families against temporary or permanent financial difficulty as well as provide them with wealth-creating investment opportunities."

Braudo believes that "great businesses do more than make great products or services – they change people's lives. 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 & manage risk in order to deliver on our customer promises," he says.

He sees his greatest achievement in business as building and leading a team that turned around Liberty. He oversaw the company's regaining, as well as continuing to grow, their market share.

"The task has been huge 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," says Steven Braudo.

"This has been an intense task as I 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."

Sustainability is the key. It is not what you know that matters, but what you do with what you know.

The results that this young dynamo has delivered have been nothing short of spectacular – introducing world-first products, implementing new approaches to partnerships, and making customers are once again fans of their brand and creating real value for all their stakeholders.

"To take a giant that has been through tough times, to revitalise it and then to take it to the next level has been enormously exciting," says Steven. He says he is a naturally positive optimistic and sees any disappointment as an opportunity

Liberty Retail SA has recently launched a range of market-first products, he says, "which position us strongly in our marketplace for the year ahead. Product innovation and 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."

Steven Braudo has built his management team by working with extremely smart people and "trusting them fully to deliver on their commitments. I ensure that our team understands the connection between what they do, the impact they make and our strategy. I believe in operating in a collaborative and cooperative approach where we are all partners accountable to each other," he says.

"Character is vital – we all hold ourselves to high standards of delivery and behaviour. We meet regularly, discuss our business in detail and focus on our people."

Business can offer learnerships, bursaries and funding to create opportunities within existing businesses as well as support new business opportunities.

Steven's personal business philosophy is quite simple: "Each day I aim to make a positive difference to all those around me. I listen, learn, show gratitude and follow up."

Business needs to take the lead in job creation, education and skills development in South Africa, says Steven Braudo. "Government alone cannot create sufficient jobs." He says business needs to play a leading role and invest in the communities where they operate.

"Education is vital – corporates have a duty to educate existing employees and as we have wide reach into the communities where we operate," he says. Employers must use this leverage to provide support to youth and unemployed people via training initiatives that really can make a difference.

Steven feels fortunate to have worked with some amazing business people, and each one has played a role in his learning and development. He sees himself as having been fortunate to have worked in both start-up and established businesses. This has given him exposure to entrepreneurs as well as to seasoned leaders. "I have a number of role models whom I look up to from a professional perspective as well as from a behavioural perspective too," says Steven Braudo.



CLIVE BUTKOW - ACCENTURE

Clive Butkow joined Accenture directly from university in 1985 and, 28 years later, retired as the COO in December 2012. He has had only one employer his entire working life. "I was promoted to partner (at that time of Anderson Consulting) in 1997 after 12 years in the firm - the shortest tenure to making partner. I was also the youngest partner in the firm," he says with well-deserved pride.

Delivering transformation day in and day out is only possible when you operate at an extraordinarily high capacity. To drive high performance, Accenture consultants and professionals need to be focused, passionate and believe in the potential for success.

We commit to being there for our clients for the long haul

Recently-retired Chief Operating Officer Clive Butkow says truly great organisations are continually transforming. That way they can identify and respond to market trends and new technology, rather than rely on past success. "Don't wait till you hit rock bottom to improve your game," he says.

"From our experience, many organisations fail to see the next wave of technology and the effect it will have on their respective businesses. As a result, they don't respond appropriately, crippling their ability to remain competitive."

This is precisely what Accenture specialises in - something Butkow describes as "helping clients to see around corners." Accenture is an organisation focused entirely on identifying new trends and technologies and helping its clients to take advantage of them. It helps provide capability for organisations to drive high performance by mapping out a strategy for growth, envisioning, designing, building and running their transformed business processes, applications and technology infrastructure.

"Our objective is to fundamentally take them from where they are to an increased level of business performance and enhanced ability to compete more effectively and respond to market changes more rapidly," he says. "We commit to being there for our clients for the long haul."

Though many organisations strive for transformation, the corporate landscape is littered with failed attempts at driving change. What, then, are the ingredients necessary for success?

"Number one is client sponsorship," says Butkow. Transformation requires a champion - from the board to the client's CEO, or a leader endorsed by the CEO, with the power to make things happen.

Clients need to commit their own resources, including their best people, to the project. "Give us the people no-one wants and that's a recipe for disaster," he says. An organisation that is truly committed to change will make its best people available, he says, even if short term business performance goes through some turbulence as a result.

Butkow says it's time local organisations outsourced a range of functions to accelerate their growth and address short-term needs such as cost savings, capital avoidance and improved cash flow. He says the recent economic downturn has motivated firms to examine all aspects of their strategy to address near term requirements and establish a longer-term competitive foundation.

Demand for outsourcing has grown significantly in the past few years, he says, as organisations look for ways to drive significant business value and do the right things even better.

The nature of outsourcing has itself changed over the years. Previously, clients wanted to outsource the mess for less. Now, it's far more than just a cost play, it's more about creating a partnership and providing companies with access to specialised skills and flexibility to scale the service up or down, depending on their business conditions.

"Clients also want to partner companies that are committed to outcomes and will put 'skin in the game' and be remunerated on the value they deliver," Butkow says. It's become increasingly common for firms like Accenture to put a portion of their fees at risk and work on a contingency basis. In one example, the firm handles procurement and supply for a global mining company. Instead of taking a set fee, Accenture takes a slice of the savings it delivers. He says Accenture welcomes this trend. The firm wants to be measured on its performance and held accountable for the results.

Technology may deliver part of the solution, but it is people who make it work. And delivering transformation and driving high performance is not possible without buy-in from all levels of the client firm. "Success for us is not about getting the technology to run," he says. "That's just a milestone in the overall journey."

Success is when you have added value to the company, in terms of enhanced revenues and profit margins, where real value is best measured. That's how we define a successful transformation. The real value is delivered after the day the new systems and processes go live."

The people factor is critical to Accenture's own success. Its employees and the intellectual property they produce are its major competitive advantages. Its culture is one of "high performance, high delivery and excellence in everything we do", he says, describing it as paying "obsessive attention to detail" to produce "seriously exceptional work."

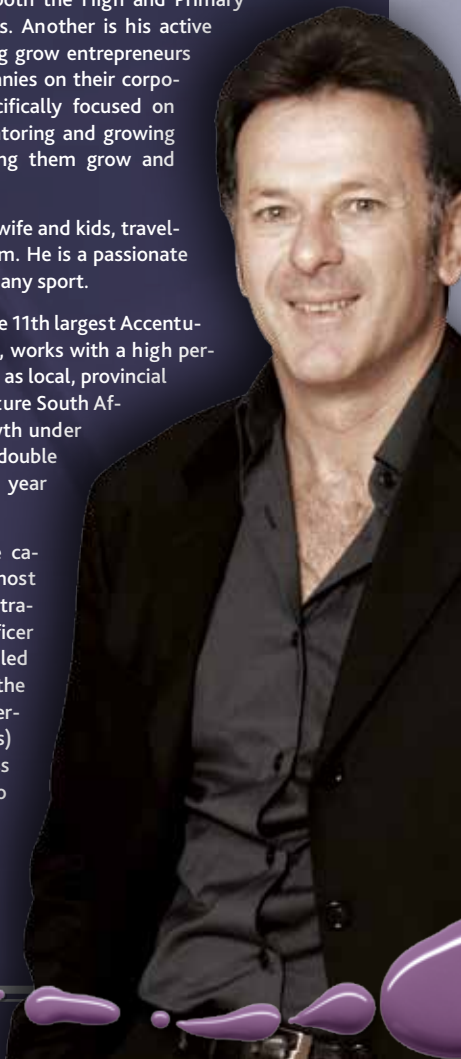
Since retiring in December 2012, Clive has focused a large amount of his time on leveraging his skills and giving back to the community. He is involved in various initiatives in leadership training, mentoring and coaching and the growth and development of entrepreneurs across a wide spectrum of businesses in South Africa.

One such initiative is leadership training at King David Victory Park where he coaches teachers of both the High and Primary schools and the matric students. Another is his active involvement in initiatives helping grow entrepreneurs and working with various companies on their corporate social responsibilities, specifically focused on enterprise development by mentoring and growing young entrepreneurs and helping them grow and sustain their business ventures.

He loves spending time with his wife and kids, travelling, and his daily hour in the gym. He is a passionate reader and keen sport spectator. any sport.

He grew the SA operation into the 11th largest Accenture business (out of 120) globally, works with a high percentage of top JSE clients as well as local, provincial and national government. Accenture South Africa has enjoyed significant growth under Clive's tenure and is on track to double its business twice over a seven year period.

"On a personal level my entire career at Accenture has been most rewarding. Both from my rapid trajectory to Chief Operating Officer (COO) within the company coupled with the depth and breadth of the experience I have gained (leadership, entrepreneurial, operations) working in South Africa and across the globe and being exposed to many of the global leaders in the fields of technology and many other areas relevant business disciplines," says Butkow.



LAURENCE RAPP - VUKILE PROPERTY FUND

Laurence Rapp is living proof that a good time manager can be the CEO of a listed company, enjoy a great family life, devote time to studying Torah daily and still be active in a multitude of community organisations.

The 42-year-old CEO of Vukile Property Fund Limited, like several of the other Absa Business Achiever finalists, is an alumni of Highlands North High and has a BComm and BComm (Hons)(cum laude) Wharton EDP.

Vukile, says Rapp, is a property company which owns over 80 properties that are spread throughout South Africa and Namibia. "We run a diversified fund with exposure to retail, industrial and commercial assets," says Laurence. Vukile is "weighted more to retail assets where we tend to focus more on lower-income shopping centres such as Dobsonville, Daveyton, Phoenix, Hammarsdale, etc." The company also owns 50 percent of the East Rand Mall. "We are long term, active management investors looking to both grow the value of our assets over time whilst generating a growing income yield for our investor base," explains Rapp.

Getting back to the serious issue of this finalist's incredible time management skills: Laurence is married to Emma (Wunsh) and they have three children: Daniel 15, Alexa 13; and David 10. He says he tries to "devote time to Torah-learning and generally learn each day including the Daf Yomi programme."

Within the community, Laurence Rapp is a member of the Board of Governors of the Chevrah Kadisha; a member of the Board of Governors and Executive of Yeshiva College; vice-chairman and Gabbai of the West Street Shul; a director of Houghton CAP; and a committee member of SA Friends of Ben Gurion University.

As if that didn't occupy enough of his time, Laurence is also the initiator and co-organiser of the "Start Up Nation" business trips programme which is run under the auspices of the SA/Israel Forum. They essentially take non-Jewish business leaders to Israel to expose them to Israel's business success and also deepen their understanding of the region. "We have taken three trips thus far with around 25 delegates," says Laurence proudly.

What recreational time is available to Laurence is devoted to his family, Torah learning and shiurim. And, when he can, he is a passionate cricket spectator.

Laurence's thesis for his Honours (cum laude) in Finance was on the Corporate Use of Debt was published in the Eastern Finance Association and he received the Johannesburg Chamber of Commerce and Industry prize for Industrial Economics for his work.

His professional career began at Monitor Company as a junior management consultant before joining Fleming Martin as an equity analyst specialising in the retail sector. During his time at Flemings, Laurence was rated in the annual FM Analysts Survey as the top analyst across the JSE for innovative research as well as being rated second in his sector. During this time he was also very active in corporate finance transactions and raised over R1-billion in capital for various companies. He was appointed as Global Head of Research for the Retail sector for the Robert Fleming Group as well as being appointed as a Director of Fleming Martin SA.

In 1998 Laurence Rapp was approached to join one of his large clients, Gensec, "to run various aspects of their proprietary trading focusing on retail and industrial companies as well as getting involved in general deal making," he says.

"I work with a lot of energy and again try to develop that same intensity and drive in my team"

It seems everyone has always wanted a slice of Laurence Rapp – and it wasn't too long before he was again approached by Vestacor, whom he had been advising. "I joined Vestacor as a director to work for Gerald Rubenstein," says Rapp. Rubenstein, an Absa Jewish Achievers finalist in 2012, "had long been a mentor of mine," says Laurence. "We restructured Vestacor into a private equity fund focused on the retail value chain."

During his three years at Vestacor, Rapp was involved in making new acquisitions as well as running certain investments and general corporate finance. Deals included Look & Listen, the acquisition of a stake in Renaissance Retail and the subsequent disposal to the Relyant Group. Rapp was a director of Renaissance which was listed in the Retail Sector. Vestacor was also very active in the Property Sector although Laurence Rapp's involvement there was more limited.

Late in 2001 Rapp decided to leave Vestacor as, he says, he felt his career options were limited, and he subsequently joined Standard Bank as Director; Strategic Investments. During his time at Standard, says Rapp, "I made numerous investments for the Bank and built a business unit focusing on equity investments into financial companies. These include SA Home Loans, Retail Credit Solutions, EduLoan and MTN Banking. In all cases I was the lead bank director on the Board and in most cases sat on the audit committee and/or remuneration committee."

Rapp also concluded a number of joint ventures for the bank including the Edcon Card JV, Barclaycard JV and Moneygram. "The business unit has grown from a start-up to generating approximately R200-million in net profit - aside from the growth in Return on Equity invested," he says.

Laurence Rapp also had responsibility for, and sat on the board of, Melville Douglas - Standard Bank's Private Client Wealth Management business that has approximately R12-billion of assets under management. He was also a member of the Global Personal and Business Banking Executive and the International EXCO. His responsibility included looking for international acquisitions for the group, an activity that led to his gaining valuable experience in markets such as Russia, Brazil and Turkey.

In 2006 Rapp was appointed to the PBB Credit Risk Management Committee and in 2009 he took up a new role as Head of the Wealth Division. Laurence Rapp's division made around R1.4-billion in profit before tax during 2010, had some 2,000 staffers and accounted for approximately 20 percent of the retail bank's profit "but in excess of 35 percent of the retail bank's economic profit," he says. During his time running the division, which spanned the global financial crisis, profits grew in excess of 20 percent and they returned in excess of R1-billion of capital back to the Bank.

But, as Standard bank was about to find out, everybody wants a slice of Laurence Rapp. After ten hugely successful years at Standard Bank, he was head-hunted for the role of CEO of Vukile Property Fund – which he took up in August 2011. Since becoming CEO of Vukile, Rapp has grown the asset base by a significant 55 percent (from R5.6-billion to R8.7-billion). A BEE deal expected to close in August will increase this to around R10-billion which represents a 79 percent growth!

This worthy finalist in the Absa Listed Business Achiever category is certainly no slacker. One can only look on in awe at how much this 42-year-old has achieved in his career – and how he manages his time on a day-to-day basis.



GREG JUDIN - STANDARD BANK

Greg Judin heads up the Market Risk business for Standard Bank Corporate and Investment Banking South Africa. This business is charged with the responsibility of measuring, analysing and reporting market risk exposures assumed by Standard Bank by virtue of trading in the financial markets (including equities, bonds, commodities, foreign exchange). Its role is therefore one of protecting the funds deposited by the bank's customers that are used for this purpose.

Who would expect a person who assumes such awesome responsibility to be just 35-years of age?

Greg matriculated at King David Victory Park before studying for his BComm (Hons) BAcc CA(SA) CFA. In 2002 Greg successfully completed the University of South Africa's Mathematical Modelling of Derivatives programme, and passed with distinction. He is also a CFA® Charterholder, a CA (SA) and an active member of both the CFA® Institute and the South African Institute of Chartered Accountants.

Judin says that he is "also a proud husband and father of two children," and he participates actively in cycling, running and triathlon.

The banking sector in South Africa is small and highly competitive, says Greg. Banking in general is a very difficult sector in which to operate. "There are significant barriers to entry and it is highly regulated. Additionally, the financial markets change, sometimes radically, from day-to-day," he points out, and "as such it is impossible to manage this business using a predefined or formulaic business model as is the case with most other established businesses.

"Each day presents a very new and real challenge. Risk management is arguably the most crucial function within the financial services sector at this point in time," says Greg.

Greg Judin sees his crowning achievement in business to date as his 2011 appointment to Head of Market Risk, and an Executive level staff member at Standard bank.

Like most of the Absa Business Achiever finalists, Greg doesn't believe in disappointments in the context of business. Rather, he says, he sees these events as lessons. "As long as I learn from each of them, and there have been many, I can smile in the comfort of knowing that I am growing in a personal and professional capacity."

Greg has been working in the financial markets for over ten years, having started his career at Deloitte as a trainee accountant in their Financial Services Team in 2001. Having successfully passed all required examinations, he qualified as a Chartered Accountant (SA) when his training contract with the firm was completed on 31 December 2003.

During his articles, Greg was recruited into the Capital Markets Group (CMG) of Deloitte, a specialist treasury consulting division, on a full time basis. In this division, Greg assumed operational responsibility for CMG's Quantitative Services line, while still retaining managerial responsibility of a portfolio of audit clients. Subsequently, his responsibilities grew to include the provision of derivative and other financial instrument accounting, valuation and risk analysis services, as well as consulting in the areas of technical accounting, risk management, treasury best practice and asset and liability management.

This was followed by a transfer to the Deloitte office in New York for four months, during which time he was afforded the opportunity to consult with mortgage and wholesale banking clients on risk management, derivative valuation and US GAAP accounting issues.

Greg returned to the Johannesburg office to resume his responsibilities as a manager in the Capital Markets Group (then renamed to FIST Advisory).

In July 2005, wanting to specialise and get closer to the financial markets, Greg Judin left Deloitte to join Standard Bank's Market Risk department within their Corporate and Investment Banking unit. In this role, Judin has been responsible for measuring and managing the risks taken on by the Bank's trading desks and for reviewing and approving new products entered into by the Bank, and providing specialist accounting support to the Fi-

nance division with respect to financial instruments. During his career with Standard Bank, Greg's area of responsibility has grown steadily, culminating in his appointment as Head of Market Risk for South Africa in 2011.

Greg has a strong passion for financial modelling and during his career he has developed a number of models that established themselves as the benchmark tools for the South African Deloitte firm. Both at Deloitte and Standard Bank, he has delivered several lectures to internal and external audiences on the risk, valuation and accounting implications of financial instruments.

Greg Judin says his business unit "will have to change radically in the year ahead, from technology used all the way to the manner in which it conducts its business." The reason for this, he says, "is the highly regulated and evolving nature of the financial markets."

When he was just 33 years of age, Standard Bank asked Greg Judin to assume an awesome responsibility

"I am mature enough to know that my strength as a leader is largely defined by the strength of the team around me," says Greg. "I therefore invest a lot of time attracting and retaining talent. I do so by placing priority on individuals' qualifications, level of motivation and ambition. "I believe in drawing huge strength from diversity by hiring people from a wide range of ethnic, religious, cultural and academic backgrounds," he says.

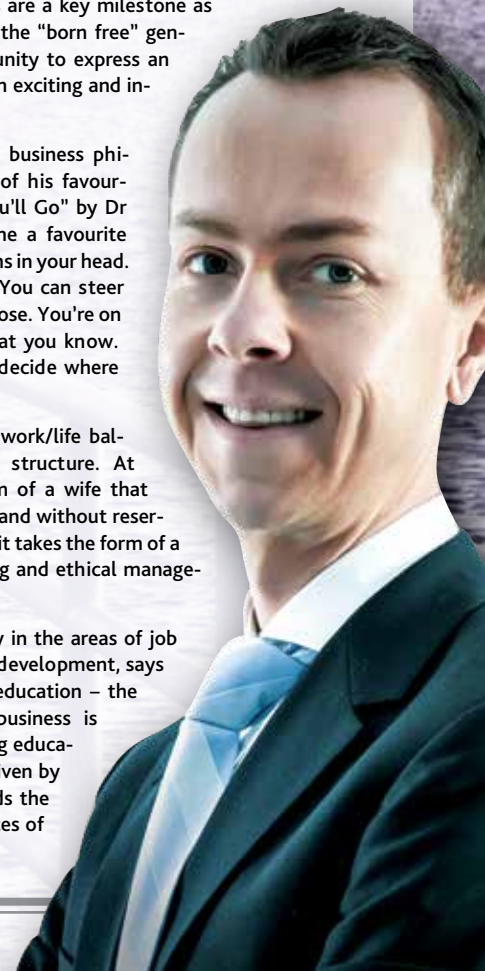
Judin says he expects a tough year ahead for South Africa, "in light of the negative international sentiment currently felt for South Africa by the international investment community." Having said that, however, Greg sees that South Africa "has proudly overcome much more difficult challenges in the past and I've no doubt we will continue that track record."

For him, next year's elections are a key milestone as they represent the first time the "born free" generation will "have its opportunity to express an opinion about our leaders – an exciting and interesting prospect."

Judin says one of his driving business philosophies is taken from one of his favourite books, "Oh The Places You'll Go" by Dr Seuss (which has also become a favourite with two kids): "You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. You're on your own. And you know what you know. And YOU are the one who'll decide where to go."

Greg says he deals with the work/life balance with a "solid support structure. At home, this exists in the form of a wife that supports me unquestioningly and without reservation or restriction. At work, it takes the form of a super-competent, hardworking and ethical management team.

Business can help the country in the areas of job creation, education and skills development, says Greg Judin, "by investing in education – the foundation of society. My business is actively involved in developing education in the country, largely driven by my belief that education holds the key to rectifying the imbalances of South Africa's past."



MARC WAINER – REDEFINE

64-year-old Marc Wainer is the CEO of Redefine Properties, a listed Property Loan Stock company which purchases and develops commercial properties and manages the portfolio and distributes the net income to its unit holders.

Marc started his working career after high school, in his parents' grocery and fishery business in Yeoville, Johannesburg. When Marc was 22 the business was sold.

He joined Summit Construction as the Shopping Centre Manager for South Africa's first shopping mall, Kempton City. This was the start of his legendary property career – one that would make him a giant in the field as he climbed a ladder with rungs consisting of creating opportunities out of adversity and a reputation for knowing a good deal when he saw one.

Marc was soon promoted to Summit head office, but within a year Summit was liquidated. This gave Marc and three colleagues the opportunity to negotiate the Property Management contract for the portfolio with the banks and gave birth to his first business, Citiplan Property Management.

Five years later Citiplan was sold to a competitor, I Kuper and Co, and Wainer and two of his partners started Incity which focused on Sectional Title conversions and syndications. When one of Marc's partners decided to emigrate, Incity was sold to Investec Bank. Marc joined the bank and was responsible for starting the Investec Property Group.

After six years at Investec, Marc left to start his own business again, Marc Wainer & Associates, and in 1998 Corpcapital Bank purchased the business and he joined Corpcapital to establish their property arm. In 2000 this led to the listing of Redefine and the acquisition of a one-third interest in the Hyprop Property Management contract - and shortly thereafter, the listing of ApexHi with its innovative A & B share structure.

With the demise of Corpcapital, Marc and Standard Bank purchased the property division and renamed it Madison. In 2006 Madison, which was responsible for the asset management of Redefine, ApexHi and Hyprop, was listed on the JSE. In 2009 Madison and ApexHi were merged with Redefine.

Redefine was listed in 2000 with a market cap of R450-million - today this is approximately R30-billion.

Marc has over the years established a reputation as being one of South Africa's most astute and best property dealmakers. He was responsible for the acquisition by Hyprop of Canal Walk and the Attfund portfolio, as well as numerous acquisitions and corporate actions on behalf of Redefine.

Don't tell his 275 staffers, business rivals or bankers who believe that this dealmaker has ice in his veins – but when Marc Wainer isn't wheeling and dealing in properties, he relaxes by cooking!

One of Redefine's most recent acquisitions, and arguably Marc's wildest business move of his career, involved the Management Company of Fountainhead Property Trust and the subsequent offer for the assets of the fund. Rival fund, Growthpoint, then made a higher counter proposal but controversially excluded any payment for the Management Company. This led to protracted delays and absent decisions from the relevant regulators, it appeared that the only resolution would be a lengthy and drawn out court battle.

Marc took the market and Growthpoint by surprise by withdrawing Redefine's offer and, simultaneously, acquiring a 46 percent shareholding in Fountainhead, effectively blocking any other bid.

Redefine now controls Fountainhead through the Management Company and will shortly revisit the acquisition of the assets.

Whilst this protracted negotiation was taking place, Marc also was successful in acquiring a 50 percent stake for Redefine in the East Rand Mall, and Redefine was also the successful tenderer for Webber Wentzel's new head office in Sandton.

"What sets Redefine apart from our competitors," says Marc, "is the fact that, despite its size, it is run like a family business so it is able to make quick decisions and is recognised as being the most entrepreneurial company in the sector."

Redefine has a staff of 275 at its operations in South Africa, Europe and Australia.

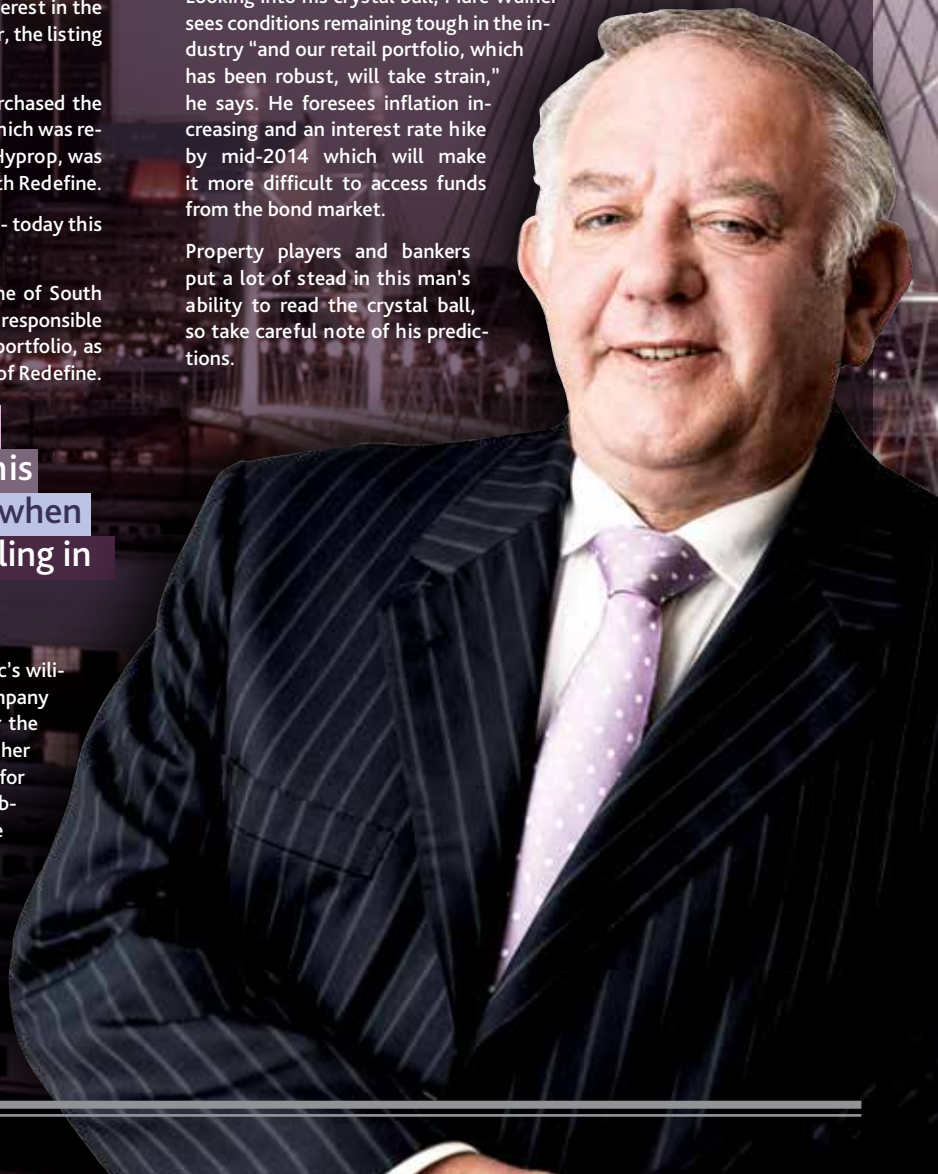
When Marc isn't wheeling and dealing in properties, he relaxes by reading, travelling and cooking. Marc says that his greatest disappointment in business was getting "caught up in the hype of the 2010 World Cup and agreeing, against my better judgement, to get involved in the development of a hotel in Cape Town." This little lapse of judgement, says Marc, cost Redefine R150-million.

Wainer has built a management team by forming an Executive Committee (EXCO) comprising his CFO, COO and four senior heads of departments. "This EXCO meets once a week formally and on an ad hoc basis if required," he says. "All issues, including acquisitions and disposals, are debated and discussed and consensus is required for all major decisions."

He also puts out a regular "Message from Marc" keeping all his staff informed of issues Redefine is facing and successes they have had.

Looking into his crystal ball, Marc Wainer sees conditions remaining tough in the industry "and our retail portfolio, which has been robust, will take strain," he says. He foresees inflation increasing and an interest rate hike by mid-2014 which will make it more difficult to access funds from the bond market.

Property players and bankers put a lot of stead in this man's ability to read the crystal ball, so take careful note of his predictions.



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CAPE BOARD'S INNOVATIVE ENTREPRENEURS' NETWORK

Li Boiskin says initiative is in response to a challenge by Kgalema Motlanthe writes TALI FEINBERG

"This is the face of the future," said Matsi Modise, national director of the SA Black Entrepreneurs Forum (SABEF) as she addressed a gathering of black and Jewish entrepreneurs earlier this year.

Modise was speaking at the launch of the new Black-Jewish Entrepreneurs Network, an initiative created in partnership between the Cape SA Jewish Board of Deputies and SABEF.

"There is so much we can learn from each other," said Modise. This initiative, said Cape Board chair Li Boiskin, aims to facilitate collaborations with other communities and arose in response to a challenge by Deputy President Kgalema Motlanthe who asked the Jewish community to help the country reduce high unemployment through the incubation of entrepreneurship.

existing ones," wrote Boiskin and Modise in a letter to the participants. The two leaders wanted the initiative to be about 'connecting and creating.'

"People relish investing in great ideas" Khaya Gobodo

Entrepreneurs at the event ranged from Sascha Berolsky, who has developed Royale Eatery, Neighbourhood, El Burro and The Assembly and creates craft beer; to Naushad Khan, who publishes the entertainment newspaper 'The Next 48 Hours.' Sandile Sibeko develops cor-

Sibeko said he had chosen to attend because beginning a business was challenging and he hoped to interact with like-minded people to share ideas and learn from them. "I would like to meet people who have travelled this path and can share insights into their experiences," he said.

Eric Marx, a member of the Cape Board committee that organised the event, said the Board hoped to "bring together communities."

Keynote speakers at the event were Khaya Gobodo, an entrepreneur and founding partner of Afena Capital; and Jodi Aufrichtig, entrepreneur extraordinaire and property developer. Aufrichtig, who founded numerous innovative businesses, presented his 'world of businesses' to the enthralled audience. Gobodo was equally inspiring, telling the group about his business journey and how he overcame enormous challenges. "Race still matters in business in SA today," he said, "but not always in the ways we might think."

Then four participants presented their products in powerful, punchy two-minute pitches. Thulani Ngwenya, for example, explained how he creates mobile apps for businesses; while social media tech guru Eric Edelstein said his new internet banking product was "like Facebook and PayPal on steroids!"

Participants made three 'appointments' to engage one-another in the exchange of ideas.

The second Black-Jewish Entrepreneurs Network gathering took place on 25 July, also at Investec Bank, and the intention is for the network to meet every quarter. For more information on becoming involved in the network, call Jodi Goldberg at 021 464 6724 or e-mail sajbd2@ctjc.co.za.



The gathering was a success thanks to a joint collaboration between the Cape SAJBD and SA Black Entrepreneurs Forum (SABEF). FLTR: Keynote speaker and entrepreneur Jody Aufrichtig, Cape SAJBD Head of Media & Public Affairs Dan Brotman, SABEF National Executive Director Matsi Modise, Cape SAJBD Chairman Li Boiskin and Executive Director David Jacobson, entrepreneur Vuyisa Qabaka and keynote speaker and entrepreneur Khaya Gobodo - PIC: LUKE JANSEN

Indeed, "given the enormous socio-economic challenges facing SA, it is clear that the country's economic success depends of the creation of new businesses and the expansion of

porate wellness programmes; and David Chait began Mr Delivery, Vida e Caffè and Rikki's Taxis.



WRITER:
PROFESSOR BARRY SCHOUB

"To self-motivate you need to visualise your goal and then to actualise a roadmap to reach it. But, never calculate the realism of your goal at night pessimism and night-time are constant companions of each other.

Daylight and daytime are for planning - there is a very good reason why pessimism is associated with darkness. Writing the plan down helps."

Next, you need to take the first steps without delay - don't procrastinate and don't contemplate how to begin the journey. Somehow the first steps become self-propelling and will carry you forward."



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JUBUNTU: SA JEWISH BOARD OF DEPUTIES CONTRIBUTE TO EDUCATION

Skills development & job creation highlights by SAJBD senior researcher STEVE GRUZD

Two years ago, in August 2011, Deputy President Kgalema Motlanthe delivered a keynote address at the opening of the South African Jewish Board of Deputies' biennial National Conference. He emphasised how the South African Jewish community has made considerable contributions to the building of a vibrant, democratic South Africa, and issued a call to action to the community to assist in together tackling some of the country's major challenges. The three that he highlighted in his speech were education, skills development and job creation.

The Deputy President's words struck a chord. Responding to his challenge, the Board embarked on a wide-ranging research effort to determine just what outreach work was being done in these fields by Jewish organisations and individuals. The project was dubbed "Jubuntu", as it looked at Jewish involvement in promoting "ubuntu", the African philosophy of humanity's interconnectedness and interdependence.

Developed profiles on endeavours of Jewish orgs & individuals & made public appeals in Joburg, C-Town & Dbn

Jubuntu developed profiles on the endeavours of active Jewish organisations and individuals, to promote networking and to provide information for those wanting to become more

involved. Public appeals were made through the media, including the SA Jewish Report. In-depth interviews were held in Johannesburg, Cape Town and Durban. A key objective was to learn, so each profile has a set of lessons to share.

(The Jubuntu project was managed by the author – ED.)

The Jubuntu book contains a wide array of varied profiles. There's the Mitzvah School, which has been providing matric tuition for residents of Alexandra township on the premises of Bet David in Sandton since 1987. From operating illegally at the height of civil unrest and the State of Emergency in the 1980s, this school continually turns out superb matric results for its pupils.

The book also profiles the Chevrah Kadisha's Second Innings Schools Project, where Jewish senior citizens give of their time every week to mentor primary school children to improve their literacy in over a dozen former Model C schools in Johannesburg. Strong bonds were formed between the mentors and the pupils,

demonstrating that it's never too late to give something back to the community.

Another long-standing project is the Oxford Synagogue Skills for Adults Centre (OSSAC), where classes are offered in English, sewing, cooking and computers on the shul's premises, utilising unused former Hebrew School classrooms. Hundreds of domestic workers and other members of the public have improved their skills at OSSAC since the late 1980s.

Also profiled is Reeducate, a non-governmental organisation that teaches reading skills, and has been involved in teaching literate prisoners how to teach illiterate inmates how to read.

Jubuntu demonstrates the Jewish community's solid track record in contributing meaningfully to broader South African society. Endeavours span the entire spectrum from early childhood development all the way up to programmes for senior citizens and almost everywhere in between. It offers valuable insights in helping South Africa to tackle the triple challenge of education, skills development and job creation.



Edna Freinkel of Reeducate teaches literacy to female prisoners



WRITER:
ADRIENNE HERSCH

"Motivation is one of the best gifts people possess in all aspects of their lives, but many of them do not even realise they have it or may not know how to use it. Motivation is a feeling that compels us to strive and succeed in all that we do or intend to do. Many people achieve success beyond their wildest dreams. Human beings have enormous powers within them and if they use it in a positive manner, nothing proves to be impossible.

"People who are unable to motivate themselves must be content with mediocrity, no matter how impressive their other talents" - Andrew Carnegie"

Adrienne Hersch



CREAM-OF-THE-CROP EXPERTS ADVISE ON HOW BEST TO INVEST YOUR HARD-EARNED MONEY



STEVEN LIPTZ: Steven is a CA and co-founder of 36ONE Asset Management - an independent asset management company renowned for its top-performing unit trusts and hedge funds. He was previously a portfolio manager at Investec Securities where he also served as Chief Operating Officer. Prior to that, Steven was a Director and portfolio manager at HSBC.

"Investment options would be influenced by factors such as the investor's age, future earning potential and risk tolerance"

IF I HAD R100K TO INVEST:

Unit trusts offer many advantages including: tax, daily pricing, liquidity and diversification. It is easy to add to unit trust investments, either on an ad-hoc basis or via a monthly debit order. I would invest the full R100k in one of the equity unit trusts which have been established for higher risk investors i.e. a fund with the potential for high performance.

IF I HAD R1M TO INVEST:

With this amount, I would look for a unit trust that includes some moderate growth equities and high dividend yielding stocks - such stocks provide an underpin on returns and downside protection. A fund that includes rand hedge stocks reduces currency risk. If I was not confident of my unit trust fund selection, I would split the investment between two different funds.

IF I HAD R10M TO INVEST:

I believe that equities are likely to continue to outperform other asset classes over time. Therefore, I would maintain a high equity exposure even with this larger amount. A fund that includes selected offshore shares increases diversification and provides a hedge against the local currency. Furthermore, I would use a portion of the annual investment allowance available to taxpayers with their tax affairs in order, to directly place some of my investment offshore. In order to smooth the returns, I would consider including a hedge fund in my investment portfolio. Although less liquid than unit trusts, hedge funds offer further diversification benefits as their returns may be less correlated to the performance of the stock market.

IF I HAD R100M TO INVEST:

With R100m to invest, I would maintain my exposure to unit trusts but I would look to add a few individually selected shares to my overall investment. Including more than one hedge fund would allow me to gain exposure to more than one of the various hedge strategies. As liquidity is less of a factor, consideration may be given to property and, if one has the appetite for it, investment in private companies. It would be prudent to continue to build the amount invested directly offshore. With R100m to invest, lifestyle assets could also be considered.



ADRIAN SAVILLE: is Chief Investment Officer and a director of Cannon Asset Managers. He has been involved in the investment management industry since 1994, when he formed an investment vehicle which was the forerunner to Cannon. Adrian has a BA (Hons) and an MComm (both cum laude). His PhD (Econ) saw him awarded the Economics Society of SA's Founders Medal. He is a UNESCO laureate and holds a Visiting Professorship in Economics and Finance at the Gordon Institute of Business Science.

"Investing is a very individual undertaking – by that I mean that people's income levels, balance sheets and investment profiles will play a role in determining their best investment options. In the absence of any such information, I am going to use my own profile of being an income earner, providing for a family and investing for the long term."

IF I HAD R100K TO INVEST:

With this sum, I would suggest investing in index tracker unit trusts. They provide effective diversification across the market and an advantage is they will give you the market performance through a diversified portfolio at a competitive cost. I would recommend some geographic diversification as well, with 80 percent of the assets invested in a domestic tracker fund and 20 percent invested in a global tracker fund.

IF I HAD R1M TO INVEST:

With R1 million, I would look for some active management in combination with the tracker funds. I would essentially scale up my index tracking and then allow for some individual flair to sweeten the performance. I would retain the 80:20 split for domestic and offshore diversity and within each of those I would put half in a tracker fund and half in an active equity fund. In choosing active funds, an investor should seek a manager whose approach and philosophy they understand, who will deliver better- than-market results without eroding performance through excessive costs, and with whom they can remain invested for the long haul. My choice of funds should not surprise you. I would place 40 percent in a domestic tracker fund, 40 percent in the Cannon Equity Fund, 10 percent in a global tracker fund and 10 percent in the Cannon Global Equity Fund.

IF I HAD R10M TO INVEST:

R10 million can be used to construct a very respectable segregated portfolio. This brings a number of advantages to an investor: being able to tailor it specifically to the investor's risk profile, to their investment needs, to possibly tilt the portfolio in favour of ideas that an investor has an appetite for. Not only that, there is also a high touch element with a segregated portfolio. A portfolio like this would house our preferred stocks, which for the past five years has included Sasfin Holdings. This domestic financial services group is an exceptionally attractive investment at R34 per share, on a p:e of 8 times. It has a solid balance sheet with an average return on shareholder funds of 24 percent a year over the last decade. An offshore share that would be in this portfolio is the specialist Kenyan bank, Equity Bank, which facilitates small and medium-sized business development as well as retail banking. Whilst the business is growing at a healthy clip, the bank is very well capitalised and offers value on an attractive p:e multiple of just 9 times.

IF I HAD R100M TO INVEST:

With R100m, I would scale everything up from the R10m portfolio, but now have the luxury of being able to allocate capital to help establish enterprises in South Africa. From a socio-economic perspective South Africa is hamstrung in at least two ways: we do not do enough to build businesses here, while job absorption is way below what the country needs. Given my convictions around these issues, I would use 30 percent of the capital to fund and promote new enterprises. An example of the sort of funding I would consider is Funda. Established in 2009, Funda needed just R200,000 from an angel investor to capitalise their business which uses software tools to help instructors, researchers and students create websites for collaboration and promote higher education in South Africa. Such initiatives are the backbone of vibrant economies and healthy societies.

THE ENDING OF AN ERA

Eric and Sheila Samson in an open and frank conversation with HOWARD SACKSTEIN

By ANT KATZ



ERIC & SHEILA SAMSON - Sheila couldn't be more of a polar opposite to the Biblical Samson's Delilah: "Thank goodness for her, I couldn't have done it otherwise," says Eric

I had the privilege to be a fly on the wall when Eric and Sheila Samson spent an hour telling Howard Sackstein about their roller-coaster ride from humble beginnings to Eric presiding over a private enterprise bigger than De Beers. Why a privilege – because Eric Samson is renowned for keeping out of the public arena and has refused to even speak to the Sunday Times, the Financial Mail and Business Day for recent stories they have written on him.

So secretive has Eric kept private life, that most among SA Jewry know of him only through three things: his massive philanthropic activities; his close friendship with Madiba and Graça Machel; and the business ventures he has generated (although, not being a listed business, the numbers are anyone's guess).

But let me not get ahead of myself, read this amazing account of an amazing conversation, with some added research from what little information exists to give flavour.

Where it all began...

Eric Samson showed signs he would make a great businessman while still at school. After a cake and candy sale at Parkview Junior, the principal announced that Samson had raised the largest amount of money ever from selling biscuits and sweets, a whopping £19, 9s & 6d. That was 65 years ago.

Eric's business career goes back to his late teens when he joined father, David, in business back in 1958. His father was in the agency business, says Eric, mainly selling wire and fencing

products. "I got my degrees from my dad," he says of the financial training he received. But he and his father didn't always see eye to eye.

When young Eric wanted to start holding stock and merchandising the products five years later, he says his dad was against it. "I wanted to be the master of my own destiny – we were agents for fencing wire and a little bit of steel product and I started merchandising in 1962."

Eric was now on his own in business – and that desire to be master of his own destiny has never abated – to this day he wants control of businesses he is involved in.

One of the young agent's major principles at the time was S Machanick of Cape Town. But the Machanick family only sold their products in the Cape – Eric and his father represented them in what were then the other three provinces in South Africa.

Taking charge...

"After a few years of shortages of allocations (of wire and steel) from the mills," explains Eric, business wasn't going too well for the Machanicks. "They approached me in 1965 and I entered into a joint venture with the Machanick family." While fencing material remained the main business of Machanick Fencing, in 1969 Eric led an expansion into the steel side of the business.

In 1974 Eric Samson bought out the Machanick family's interest and he now owned 84 percent of a business called Machanick Steel & Fencing, and his father held the remaining 16 percent. "I decided to make the name Macsteel," says Eric, laughing, "I knew I couldn't go wrong in a business with a Scottish name and a Jewish owner." By the end of the decade Eric had 100 percent.

Eric had learned by now that he needed to "think big and to work out a game plan – how one could grow in the market." Over the years, he says, he and his executive team grew the steel business to the extent that wire products today only represent five percent of Macsteel's business.

Eric had developed the innovative model of steel Service Centres – where people could order any amount of steel product cut to size. They started popping up all around the country and it wasn't long before Macsteel was moving a sizable percentage of the steel sold in SA.

"The local business always carried on and grew," says Eric, but his entrepreneurial spirit wasn't going to be satiated in the SA marketplace. In the late 1970s Macsteel started exporting to African states and, by 1980, he had started to export to markets in the Far East and South America.

Shooting for the stars...

By now the growth bug had bitten Eric, hard. Whatever he touched turned to steel, he was on a roll.

"In 1982 I took over Leo Raphaely & Sons who were then the biggest commodity exporting company in South Africa." Samson was mainly interested in their steel business, he says, but with it becoming tough for South African firms to trade internationally, the Raphaelys were happy to sell the company to Macsteel.

By then in his mid-forties, Eric Samson wasn't planning to stop for anything. Having ensured that he had a sound management team behind him, Eric largely trusted them to absorb each new business he acquired and assimilate it into the rapidly growing and globalising Macsteel group.

He had bigger fish to fry.

The following year, in 1983, Eric decided it was time to take his successful Service Centre model further afield. Not shy of anyone, he decided to start in the US, where he worked with the giant Associated Metals & Minerals buying their service centre business from them.

In 1985 "Associated Metals were in trouble and we took them over," says Eric nonchalantly. "They were global and that gave me the breakthrough of being able to distribute worldwide."

A builder, but not a gambler...

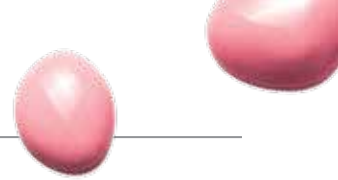
Today, Macsteel has over 50 offices in 26 countries and on every continent in the world. When Howard Sackstein asked Eric Samson if this rapid expansion into globalising his business hadn't been a gamble, Eric's retort was that "it wasn't a gamble, it was a well-calculated risk!"

Besides, said Eric, "I have always had the strong home base that allowed me to expand overseas."

Along the way Eric, who is and has always been passionate about Israel, established a service centre business there. Cleverly called 'Iskoor' it was originally a joint venture with Iscor and Israel's largest industrial and steel company Koor Metals. After a while, says Eric, "Iscor's MD came to me and said he was having trouble with trade unions in Israel. He offered me the opportunity to take over their interest as, he said, 'only a Jew could handle another Jew'."

Eric and Koor were left with fifty percent each, but he later bought one percent from Koor "as I always like to have management control," he says. Eventually, Eric held 100 percent of the company.

Eric was shipping steel from anywhere to



THE ENDING OF AN ERA

Eric and Sheila Samson in an open and frank conversation with HOWARD SACKSTEIN

everywhere and it didn't take him too long to see the opportunity that created. Macsteel International, a joint venture between global steel giant ArcelorMittal and Macsteel ("We have controlling interest," says Eric aside) added a large shipping business to the Macsteel empire.

The African steel service centre operation, known as MSCSA, is a subsidiary of Macsteel Holdings, which has never listed. The company as a whole had a turnover of about US\$9bn in 2011, according to Financial Mail, bigger than De Beers (which had sales of US\$7,1bn)! And it was the largest privately held company in South Africa. MSCSA alone employs over 5,000 people according to the Financial Mail.

Asked if he had ever been involved in manufacturing steel, Eric told Howard that Macsteel has never even considered manufacturing steel: "We purchase from the mills, we cut and sell steel, we have stuck to what we know best," he replied.

And now, aged nearly 75 and with none of his children interested in the business, Eric has started to sell up. He had promised his family he would retire at 55, says his devoted wife Sheila. But she has become resigned to the fact that he will probably never retire – she is happy that he regards himself as semi-retired.

"He has built a gigantic, world-class business without going public. No other SA businessman has done that. I can't think of a better businessman," says Cyril Ramaphosa, a member of Macsteel Holdings' board.

What makes Samson's story all the more remarkable is how he built his empire below the radar. He could avoid the public eye because Macsteel is an unlisted company.

The end of an era...

Eric began the process of scaling back two years ago when he sold his US operation, Macsteel Service Centres USA, to Germany's Klöckner and Company for an undisclosed but "record price," says Eric.

"Your timing was good," remarked Sackstein.

"I've always been known to sell high and buy low," responded Samson laughing.

Now the South African service centre business is up for sale. It is reportedly expected to fetch a price considerably higher than the US business sold for. Does that mean he is planning to retire? "My wife wishes I would retire – I had promised her I would retire at 55 and I will be 75 in October."

But Eric says he is not planning to sell Macsteel International and its shipping arm just yet, and that he will never sell his Israeli business.

Samson says that he has "been very fortunate" in not having had to take any hard knocks in

his charmed career. "The closest I came was some disappointments, at times, in the earlier days with Iscor - before I came right with getting export distribution rights after taking over Raphaelys." He says he has also found it "tough when going into overseas ventures." Business is about people, he says, and "when you take over companies you like to take over the management." But applying that principle meant not always having the best people in the job, he says.

Eric Samson the philosopher...

ON HUMBLE BEGINNINGS: "I come from very humble beginnings, which I have never forgotten," says Eric. His father had to work hard to provide. He recalls working with his father, David, in the early days, trying to sell fencing material to co-ops, merchants and government bodies. "They all called him Oom Dawid," he recalls.

ON SA POLITICS: "SA Politics is going through a very tough period – it's a wonderful country – they really have to get a handle on crime and corruption though. The government has got to try and ensure that the corruption within the party, deals with friends and things like that, it doesn't work – it leaves a very bad taste overseas – it's like a cancer in the government at the moment."

ON SA BUSINESS: "At present there are still good possibilities for business in South Africa. I feel that SA, due to its strategic position in Africa and its strength in mining and the minerals we have, I think we will overcome the problems as long as we have the right people in power."

Eric Samson the philanthropist...

Eric says his deep pocketed involvement with the SA Jewish community harks back to "my good friend Mendel," referring to the late Mendel Kaplan. "He was already deeply involved and I always gave accordingly," says Eric. In 1974 "Mendel came to me and he said we have to set an example."

Samson says that in those days he used to give about R20,000 a year. Samson was now earning more and Mendel said to him that the community's need was greater. "I gave Mendel R100,000, and afterwards he said he was only going to ask me for R50,000," says Eric laughing.

From that day on, Eric was hooked on philanthropy.

He recalls SA community fundraising supremo Fritz Frank (They called him the Boston Strangler, says Eric aside). "Fritz had 30 people in a

room and he said: 'Eric is at last giving what he should.'" Eric says he stood up and said: "Mr Chairman, I have always given, and now that I am more successful, I am giving more!"

Eric speaks very highly of his "great friend" the late Mendel Kaplan. "We represented them (Cape Gate) in the early days and, when they built a mill, we became their biggest customer." He says he and Mendel had "always worked together" on philanthropic projects.

"Giving to Israel has always been close to my heart," says Eric. He recalls his grandmother showing him pictures of their family in Europe in 1933. "Only two of them survived," he says, "which left an imprint in my young mind." That, says Eric, is why he feels so strongly about Israel.

Besides looking after the SA community, he says, he also supports Israeli projects. He has supported Beit Protea, a retirement home for expat South Africans in Israel.

Together with Mendel, Eric financed the Israel Tennis Centre in Jerusalem. He went on to build one alone in Beit Sheva too.

Eric's favourite Jewish philanthropic projects in South Africa include his donations to King David and Herzlia Schools, support for universities, and retirement facilities Highlands House in Cape Town and Sandringham Gardens in Joburg. "If you forget about the old, you forget about yourself," he says.

"Thank goodness I have been blessed and have learned the art of giving," says Eric. He has been charitable, he affirms, adding that "the more you give, the more you get."

He has always supported Jewish media in South Africa and said that the SA Maccabi 2013 team had gone to see him shortly before leaving saying they had a funding shortfall. "They were leaving the next week, so I had to give," he says.

Howard Sackstein reminds Eric about the time, in 1992, when he wanted to raise funds to take members of the then-ANC Youth League to Israel, and Samson sent him a cheque for R5,000. "You are known as someone who never says no to anyone," said Howard.

Eric gives enormously to non-Jewish South Africans – his favourites being the Mandela Children's Fund and is presently involved in the building of a new children's hospital.

Eric Samson the mentor...

Eric Samson offers up the following advice to young entrepreneurs:

- You have to be on top of it – you have to be focused – sleep, eat and talk business – it's tough on your family but it's what you have to do

THE ENDING OF AN ERA

Eric and Sheila Samson in an open and frank conversation with HOWARD SACKSTEIN

- You must have a game plan worked out:
 - o I made my plans and acted on them:
 - o I started my first service centre
 - o I moved into export
 - o I wanted to be overseas to spread my risk
 - o I became bigger overseas than in SA

We love our 10 grandchildren (aged between five and 23 – seven in Cape Town and three in California). Somehow, Sheila didn't quite sound convinced that he regards himself as semi-retired.

Their relationship started, says Eric, long before Madiba became President. One day, he recalls, "Harry Schwartz called me, he was still with SA Jewish Board of Deputies," explains Samson. "I come to you as a last resort, Harry said, they (the ANC) really need some help."

Eric explains the need: "Nelson wanted to bring exiles back to South Africa but they had nowhere to house them." So Eric agreed to meet Madiba. "He (Mandela) took me in his new Mercedes which had just been given to him as a gift from the Mercedes Benz SA," and off the two went to Soweto where Madiba showed Eric a number of houses which were on the market.

"I was surprised at the spacious homes, three and four bedrooms, swimming pools – and the prices were eventually not unreasonable," says Samson. "So Michael Katz formed a Trust for me and others and we bought the houses. Madiba never forgot that."

A nice anecdote Eric Samson tells about this incident: "I negotiated the prices for about one third of the asking prices. Nelson later told my son, Jeffrey, that he had learned from that and if he ever wanted to do a good deal, he would ask for my help."

After that the two men became friends, and so did their wives. "We used to see them twice or so a year," says Eric.

Another nice anecdote Eric tells is about a visit by Madiba to the Samson farm in Franschoek. "We were sitting in the manor house when Sheila asked if Madiba would like to have lunch inside or outside," says Eric. "Madiba said 'I've been inside too long' and so we had lunch under the oaks in the garden."

Over the years the duo became serial philanthropists. "I've done schools around the country with Mandela, to uplift the less fortunate," says Eric. "We have built clinics and hospitals too."

Another anecdote: "I went with him (he was President at time) to the Transkei as Macsteel sponsored his soccer team. He (Mandela) stopped the car on the way and we walked across the (sand) field. He spoke to all the children and I went and spoke to principal and offered to send her funds for a sports field," says Eric. "She said: 'we need classrooms as well' and Madiba and I laughed about it on the plane back to Cape Town."

Eric Samson says he supported Madiba in all of his ventures. He is particularly proud of the work of the Nelson Mandela Children's Fund, says Eric, who is a trustee and sits on the organisations' Mancom.

"Thank G-d for him, he was the saviour of the country," he says of his old friend.

Eric has written a book on his life "especially for his grandchildren" which should be out before the end of the year.

Eric Samson the family man...



The Samson family – from left - gathered for Eric And Sheila's 50th wedding anniversary in 2012: FLTR - BACK ROW: Elana, Leora, Jeffrey, David, Jessica, Eric and Sheila Samson, Gabbi and Jordy Sank, Franki and Steven Cohen, and Dorothy and Leonard Sank. FRONT ROW: Ari, Terry, Shanan and Chelsey Cohen and Lexi Sank

Eric says the issue of the balance between work and life has been difficult.

"It was tough on Sheila," he laments, "but she was behind me all the time. Thank goodness for her, I couldn't have done it otherwise. He says that Sheila has been such a devoted wife to him, that "whenever I went into hospital, she came in with me." Literally, she stayed in the hospital as well.

"They would refer to my ward as the honeymoon suite," says Eric.

Eric's son, Jeffrey, was originally in the business – involved in the service centres in the US. But, like his father before him, Jeffrey wanted to do his own thing.

Eric says his sons-in-law were also originally involved in the business. While they remain directors, they, too, wanted to make their own way.

Howard asked Eric: "Where is home for you now?"

"It used to be on a plane," said Eric. Now he spends most of his time in Israel and Cape Town. But he also spends time in California.

Howard asked Sheila: "Will he ever stop working?"

"Absolutely! I have been waiting for 20 years.

Eric Samson and Madiba...

Eric and Sheila have developed a strong bond of friendship with Madiba and Graça Machel over the years.

Mandela and Eric met more often, busily 'philanthropising' together – the former full of vision, the latter with his full wallet.



Eric and his philanthropic partner Madiba (with Bill Clinton)



WRITER: **SOLLY KROK**

"I have often been asked when I am going to retire (*).

Hashem has blessed me with good health, a youthful disposition, enthusiasm, a never-say-die attitude and a positive, positive, approach to life. Plus a great family and a wife-in-a-million - a true "eishes Chayil."

So what makes me tick? Nu! Let me tell you:

- RULE #1: Be a Mensch
- RULE #2: Help - what a pleasure putting a smile on someone else's face
- RULE #3: Give - you don't get poorer
- RULE #4: The most effective way to teach is by example, example, example
- RULE #5: Always strive for greater and better
- RULE #6: Create the mind-set that you are in a positive frame of mind
- RULE #7: Take life in your stride - the good, the bad, the ugly
- RULE #8: Don't drag out a matter by giving a "slow no"
- RULE #9: Visualize success and your dreams will come true
- RULE #10: Have a sense of urgency
- RULE #11: Don't be a "time stealer" - be punctual

- RULE #12: You are never too old to start a project
- RULE #13: Always remain humble
- RULE #14: The man makes the seat, the seat doesn't make the man
- RULE #15: Family - nip "farribels" in the bud before they blossom
- RULE #16: Respect all - especially the poor, needy and downtrodden
- RULE #17: Treat adversity as a challenge and an opportunity
- RULE #18: Have emunah - Hashem is on your team

(*) Answer: I have always been retired - doing what I love and loving what I do

PS: 18 points correspond to chai (life) - my points for life"

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SA JEWRY BRINGS IMMEASURABLE COMFORT AND OPPORTUNITY TO ALL SOUTH AFRICANS by ANT KATZ

Editing this magazine and sitting with the organising committee of the 2013 Jewish Achiever Awards has been a privilege, a learning experience and one of the most enlightening events of my career.

The Jewish Achiever Awards is actually two sets of awards. The one set is the three Absa Jewish Business Achiever Awards, divided into Listed Companies, Unlisted Companies and Entrepreneurs. The other set of awards by the SA Jewish Report and co-sponsors' are non-business awards for achievements over a lifetime.

Both sets of categories are nominated by the community – this year almost 250 members of the community (and a few outside it) were nominated. Each of the two sets has served to enlighten me with its own flavour – and both have left me with an overwhelming sense of pride... and, in the case of the non-business categories, awe.

The business achievers...

Researching and writing the biographies of the finalists for the three Absa Jewish Business Achiever categories left me quite literally blown away – more so for what they were not, they were nothing like I had expected them to be.

There are 28 finalist profiles in this magazine, 29 if one bears in mind that one made it as a finalist in two categories, and 34 if you count the fact that two finalist profiles are shared by two partners each - and one by three. Their profiles painted an indelible picture for me.

These finalists are, on average, considerably younger than I expected them to be. They are also almost all self-made businessfolk, new money made for the most part in new industries – or at the cutting edge of innovation in long-established industries like financial services.

When I read Achievers chairman Howard Sackstein's forward to this magazine, I realised how far the new generation of South African Jewry has come. Their grandparents toiled so that their parents could attain the sought-after degrees in medicine or law. Their parents – the doctors and lawyers - ensured that, for the most part, the class of the closing years of the 20th century would attend Jewish day schools and go on to university – but not to follow in their parents' mould.

Most of the generation that we are honouring in 2013 are third-generation South Africans. And they have set their sights on far loftier goals than those their grandparents had set as a safe-zone for their own parents.

The "Class of 2013" had the benefit of hindsight. They were able to look back at the giants of their parents' and grandparents' generations, the exceptions who had emerged as captains of industry and business - and this generation aspired to that new benchmark.

They were prepared to risk all to become the next Sam Cohen, Mendel Kaplan or Eric Samson. The finalists of 2013 set their sights on being the next Adrian Gore or Stephen Koseff or Brian Joffe, innovated new ways of doing things, and becoming super-rich by teaching them to the world.

While there may well be old money in the hands of their parents, these trailblazers have made their marks all by themselves. They could easily have chosen the safe passage of continuing in their parents' footsteps – but most elected not to.

Credit must be given to their parents, for understanding, encouraging and supporting this desire to succeed on their own.

They are innovative in their approaches to what they do. And they are respected and revered by their professional peers for this.

And, maybe most amazing of all, is that when one looks at what some of these Achievers have achieved at the tender ages of 35, 40 or 45, as they say in the movies, "we aint seen nothing yet!"



They have instilled in me even more pride than ever at being a Jewish South African. One among so few who have collectively produced so much.

The lifetime achievers...

The list of nominees for their life's achievements, on the other hand, left me in awe - as does the list of past winners and nominees for these awards.

The number of first- and second-generation Jewish South Africans who have put so much of themselves into their life's work is astounding. Some have become world-renowned in their fields. All are universally recognised within our community.

In every category the judges had to sweat as they had to choose one of a list of finalists in the knowledge that any of the nominees before them could have been – or, more correctly, should have been – chosen in recognition for their incredible work.

While there can only be one eventual winner each year, the depth of candidates was inspiring. To know how many others could have been awarded each of the trophies instilled in me an awe-inspiring recognition of how incredibly hard-working and passionate so many among this generation had been, and in most cases continue to be.

Another career-high for me was being able to learn about and speak to some of our famously media-shy previous generation of leaders – and to be able to write about them.

The movers and shakers...

Throughout the magazine readers will also find words of wisdom from movers and shakers in the Jewish community – from all generations of the community.

Their comments and advice just adds to the understanding of the wealth of knowledge that resides in the hearts and minds of South African Jewry.

But one singular trait comes through clearly in all those who are honoured in this publication, and that is, no matter how much of themselves they have put (or are still putting) into their successful professional lives, they all share an incredible passion for family and community.

These achievers strive for success. But few would do so at the expense of their families.

And, despite their having to find a balance between their family and professional lives, each of them still finds time and energy to put back into their communities.

Of course their Jewish communities and Israel feature highly to them. But each and every Jewish Achiever also feels a deep responsibility to meeting the needs of the broader South African community as well, Tikkun Olam.

And it is this commitment to the broader community, to the betterment of the lives of all South Africans, that has come through to me about every-one who is written about in this magazine.

They have the resources, but those would prove all-but useless if not well directed. I don't know where they find the time to be involved in so many community undertakings, but they all do

They recognise the need for charitable work, sure, but they seem more driven to the creation of sustainable opportunities for the needy, to train and up-skill those who don't have the ability to empower themselves, to level the playing fields.

Proverbially, teaching them to fish rather than giving them a fish – so that they, too, can be able to proudly get ahead in life – and aspire for more for their kids. The strong desire by Jewish Achievers to promote BEE in everything they do is but one example of this philosophy.

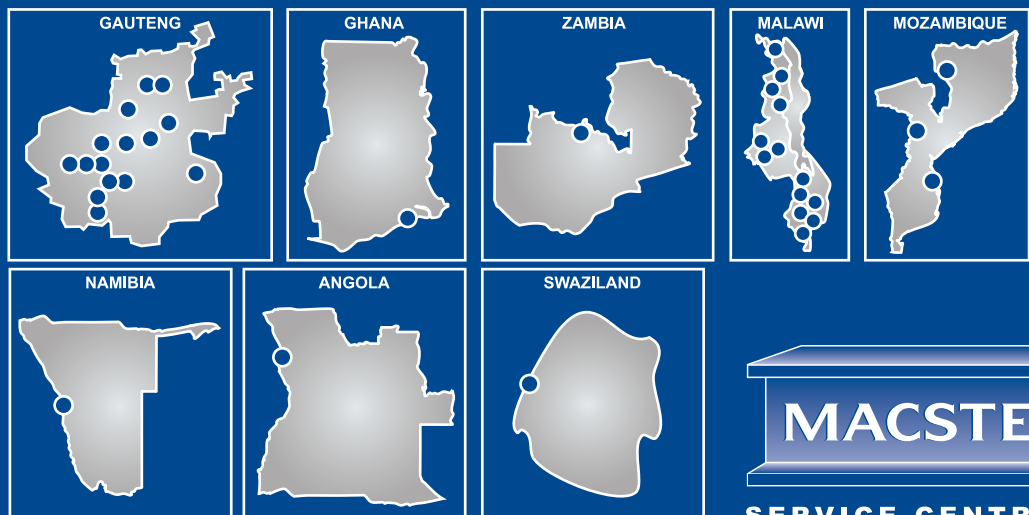
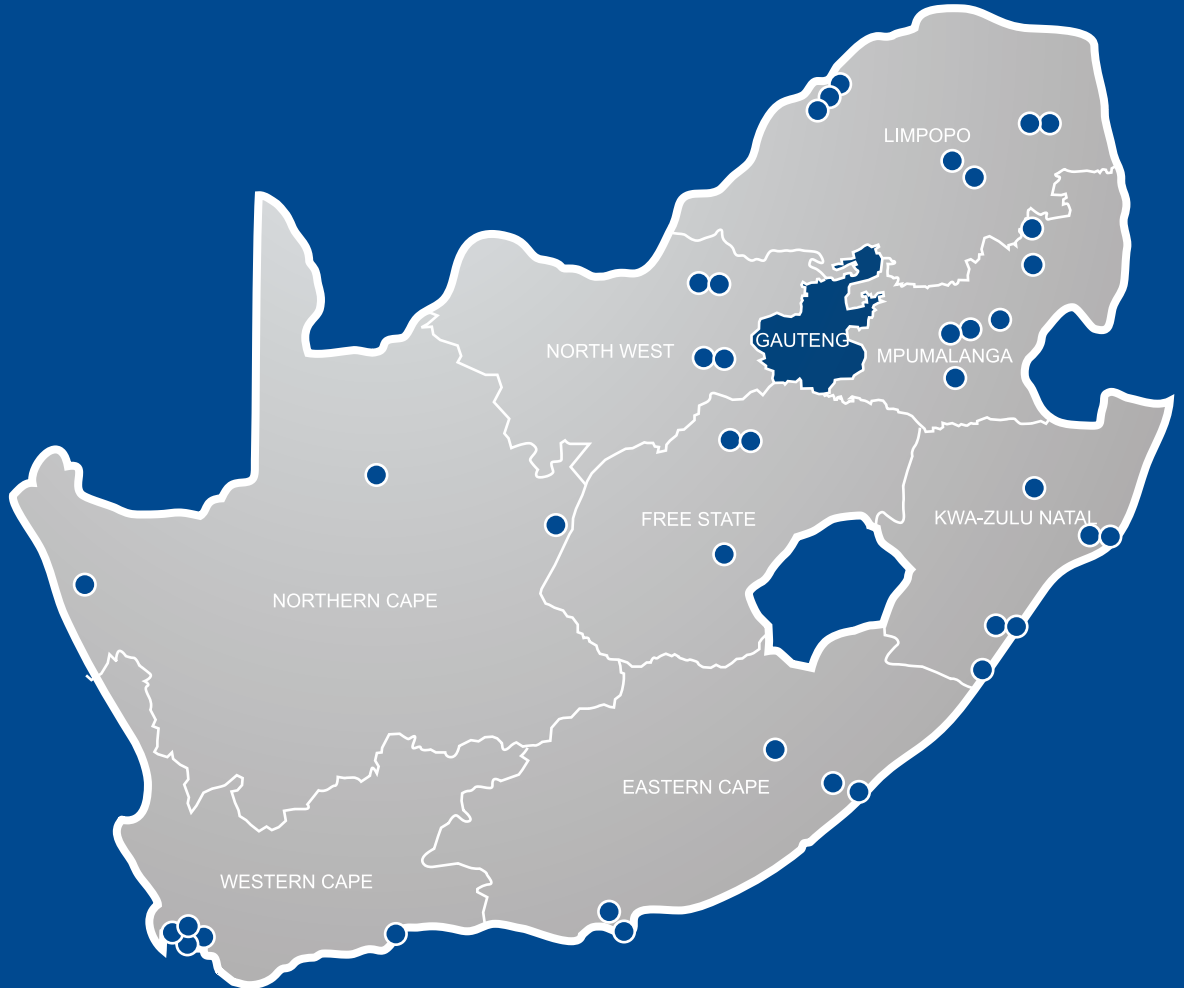
There can be no doubt that the impact of the very few among SA Jewry brings immeasurable comfort and opportunity to all communities of South Africans.

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