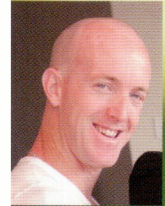


NEW
LOOK

DESTINY

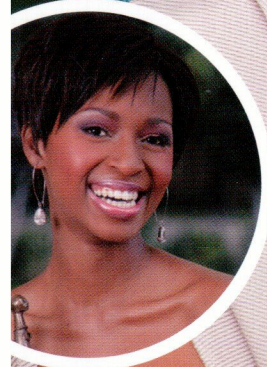
JUNE
2010
Nº 29

GUESTS



MATTHEW BOOTH
Bafana Bafana
footballer
ON DOING SA PROUD IN THE WORLD CUP

KIM McFARLAND
Investec
ON LEADING IN CRISIS



KATLEGO DANKE
Actress
ON THROWING A GREAT PARTY

On The Move

We celebrate four young women under 35 who're all doing exciting things in the business realm, from gardening to corporate gifting



CLAIRE REID (23),
DIRECTOR: REEL GARDENING

Noteworthy because: Reid was just 16 when she invented the product on which Reel Gardening is based – a pre-fertilised paper seed strip. All customers need to do to grow their own vegetables is plant it.

How old is your business? 18 months.

How many staff members did you have when you launched? Just one – myself!

What's your staff complement now? Six.

What's been your biggest work-related challenge? Understanding the financial side of a business.

How did you overcome this? I hired an accounting firm.

How did you raise your start-up capital? I secured a loan from Anglo Zimele.

What's been your costliest mistake?

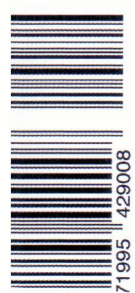
Buying a seeding machine from Italy. The parts were going to be used to manufacture the product, but I then realised that it would be better to employ women to make it using manual machines. The seeder's now sitting in a warehouse, having never been used.

What keeps you motivated?

Knowing that there are many people who have land on which to plant vegetables, but who lack the skills to do so. Nobody should go to bed hungry or suffer from malnutrition. My long-term ambition is to successfully tackle the issue of sustainable community living.

A Life of COURAGE

Banish your fears, free your spirit & claim your future



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