

DESTINY

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OUT & ABOUT



True Blood's
Nondumiso
Tembe on her
life in LA



• **Iyanla Vanzant**
on dealing with
personal pain and
moving beyond it

• **WIN!**
Gym memberships
and designer jeans
worth R73 000!

Thuli MADONSELA

Public Protector

**On integrity,
whistle-blowing
and the price
she's paid for her
courageous crusade**

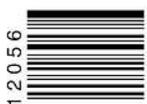
Brain Training
Harnessing mind
power for maximum
productivity

INVESTIGATION

Winners and
window-dressers
Why are women still
so underrepresented in
SA's boardrooms?

Finding the silver lining

**Meet four women who've found
happiness after adversity**



R27,95 (VAT INCL) SOUTH AFRICA NSZ7,95 NAMIBIA
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FAST-FORWARDING FOODIE

A self-styled entrepreneur who's dabbled in jewellery, Kirsten Jooste is CEO of La Marina Foods

Jooste says she gravitated to the food industry, having run a restaurant before buying a stake in what was once a small seafood company supplying restaurants and hotels with a limited range of oysters and smoked salmon trout. With her zeal and determination, she started as a sales rep in 1998 and as her clientele grew, so did the company's offering. To date, it has a staff complement of 64 and over 5 000 food products sourced locally and globally. These include cheeses from France, teas from America and vegan stock from Australia.

She credits the company's success to great-quality products, good service and a positive attitude. "We supply hotels, caterers and lodges, as well as exporting some products, and we make it a win-win partnership with our clients," she explains.

Until recently, Jooste was in partnership with her sister, but is now running La Marina Foods with a capable team which includes a General Manager, a Financial Manager and a Stock Controller who run essential departments.

She cites weather conditions, natural disasters and exchange rates as her primary business challenges, as these can result in product price increases and supply delays.

Despite La Marina Foods' growth, Jooste still insists on a personal touch and remains her company's biggest sales rep. She says this is one of the cornerstones of the business, as her clients and suppliers prefer to interact directly with her. "People come in and ask to see me. Because there are so many products, I advise them on how to use them. Some might not know how to cook with dried mushrooms, for example, so I help them enjoy food. The deli's become a hidden treasure – located in a business park – and once people discover it, they refer their friends to come for lunch and enjoy a glass of champagne with oysters or sushi," says Jooste. For further information, visit: www.lamarinafoods.co.za

WORTHY WINNERS

The three finalists in the Emerging Entrepreneur category of the Businesswomen's Association's (BWA) Regional Business Achievers Awards in Durban impressed us with their dynamism.

Mitasha Sewpersad scooped the award for her cleverly conceived designer brand clearance outlet store, Designer Depot. Located in Ballito on KwaZulu-Natal's North Coast, it provides genuine branded clothing and accessories at up to 75% off regular retail store prices, ensuring a passionate clientele of fashionistas.

The achievements of Sewpersad's runners-up weren't far behind. Nokuthula Dladla's Megaphase Road Marking and Traffic Signs has grown from a team of one to 39 people in three years, while Roxanne Krause's Footstamp Promotions has established a national footprint in under two years. Well done, ladies! **D**



Farzanah Mall, Chairperson of the BWA in Durban, with Mitasha Sewpersad

PHOTOGRAPHER: VANESSA BREWER @ AVO PHOTOGRAPHY. HAIR & MAKE-UP: MERLENE WILLIAMS