

February/March 2009

South Africa

evoke

movement created • change inspired

Business:

*brands of
the future*

Green Living:

life, soil and organics

Tradition:

*interesting african
customs*

making a difference:

*Surgikids miracle
workers are
saving lives*

NGO of the month

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itshepeng

trust yourselves

A celebration

On the twelfth day of Christmas...Santa came to town. There are times that words are not necessary, and on the 12th December 2008 was one such time. Itshepeng celebrated the birth of Christ. A special occasion for all involved. Whether we celebrate Christmas or not we cannot help but be aware that the season is upon us. For the children of those that do not live hand to mouth it is an exciting time, a time of expectation, a time of great excitement.

As a child I always wrote a letter to Santa, explaining in detail that I had been a good girl this year and so expected to receive the gifts listed in my letter. I went on to describe these gifts in great detail, even drawing a picture so that he could not get it wrong. My parents always went to great lengths to make this day a day of great celebration. The memories of unwrapping my gifts under the Christmas tree surrounded by my precious family will always remain with me.

I in turn passed these traditions on to my sons, getting joy out of seeing their faces light up as they ripped christmas wrapping off presents. The noise and laughter of Christmas cheer filling the home, of my Ouma handing out mince pies and sausage rolls. A time of family, a time of sharing, a time of remembering the baby that was born in a manger, that came to give me a hope and a future. How we take for granted that we all celebrate Christmas in the same way. That all children know Santa and all children are fortunate enough to have those letters answered.

Having worked with Iris and Itshepeng has opened my eyes and given me a gift far greater than anything Santa ever brought me. The gift of knowing that not all about this season is great, there are children that



never get to know that Santa. Children that never have the joy of waking up to unwrap Christmas presents under a Christmas tree. Children that are fortunate to get one meal to eat on that Christmas day, that meal we take for granted.

Looking out over a sea of expectant faces, little bodies moving in time to the music playing over the loud speakers, I knew the true meaning of Christmas. My thoughts went to Christ and what he did and stood for when he walked this earth. The sacrifice he made for others, the love he felt for others.

This day was truly about a hand full of people and companies giving purely because they had been touched by the story of Itshepeng. Sharing and giving so that these children could also have memories of Santa coming to town. Memories of getting a "new" toy wrapped in Christmas paper. Memories of hearing about the baby Jesus and how we should all love each other as we love ourselves.

Over 1000 children benefited from this day and for those of us that have never been without, it was even more special to see what can be done by so few for so many. We at African Divas and Itshepeng would like to thank all that contributed to this special occasion. To Caxton Printers for donating all the money for the food and for sponsoring our feeding scheme, we say thank you. The need in our communities are huge and this money helps feed so many desperate people.

To the friends of Itshepeng, Elaine and family, Mandy and family and the many more – may God bless you because you blessed others with so many gifts. Itshepeng appreciates all help given to its community projects and wishes the readers of Evoke all the best for 2009.

If anyone would like to know more about Itshepeng and its projects please contact Iris at the Coronationville Community Centre on 011 477-0851. [e](#)
Author: Deborah Atkins



business sense

business tips and advice

Brands of the future; equity vs. value

Being in the marketing 'space' I am extremely passionate about brands.

So what exactly is a brand?

Well if you're reading this article and thinking it's a name and logo then be grateful that we haven't met. If one has to consult Wikipedia, a brand is a series of associations and experiences linked to an organisation. Call me naive or somewhat biased but I believe brand is, or rather should be, the basis for an organisations offering.

Brands move people to purchase which results in what accountants typically call 'top line revenue'. Clever accountants then convert top line revenue into what's known as "the bottom line" through GAAP; generally accomplished accounting practice. Well actually it's generally accepted accounting practice but I would prefer to term it accomplished. Brands therefore are an essential basis for a business.

So whilst I am passionate about brands I do have some ethical considerations surrounding many of today's domineering brands. Such brands frequently command astronomical fortunes on the basis of "Brand Equity" in the sale of either their products or the business itself.

Brand equity is determined largely by how well a brand is recognised and subsequently favoured over its competitors. (I have to say I feel sorry for the poor bean counters whose job it is to try and calculate a figure for this seemingly intangible "asset".)

Whilst brand equity is all well and good, surely as businesses begin to face the real challenges of the future, we need to be asking greater questions of brands?

"Never mind brand equity, but what of brand value?"

Short supply of human capital, dwindling natural resources and tougher economic climates are just a few of the challenges facing businesses of the 21st century.

Over and above that, consumers are demanding, more than ever before, that brands deliver greater real value than merely additional dividends to shareholders. I fear that those brands not delivering real value will have no REAL presence in future markets.

Brands of the future will have to deliver fundamental value not only to their customers and shareholders but also to their employees, service providers and to the greater community. Well if that is the case then many well known brands i.e. those holding massive brand equity, are failing to deliver. Well certainly from a sustainability point of view but this isn't necessarily a bad thing. It just means having to undergo a process of realigning and innovating.

Brands will not only need to relook at their promise but they will need to look at the processes that support the promise. For example let's take a notorious example such as MacD's. Is "I'm lovin' it" really a promise? Well I know for a fact my thighs aren't lovin' it – neither are my arteries. I also don't think that Mother Nature is particularly lovin' the additional polystyrene, plastic or cardboard.

So regardless of the fact that the brand is valued in billions of dollars, is there a place for MacD's in the future? Well I have to say that I do feel slightly sorry for Ronald McDonald and his crowd considering the

bad publicity they receive on a daily basis but perhaps they could possibly use it as a catalyst for change. Ultimately it is for their executive team to decide not for me to say but I don't feel that "I'm lovin' it" is particularly delivering on any real promise.

So as I look to developing new brand strategies for my organisation and my clients in 2009, I'll be thinking of the value exchange and in greater terms than Rands and Cents. It could mean the difference between being around in 2010 or not.

Just a thought

Happy Marketing. **e**

Author: *Lisa Steingold*

“ Brands of the future will have to deliver fundamental value not only to their customers and shareholders but also to their employees, service providers and to the greater community. ”



making a difference

one at a time



Surgikids

Johannesburg General Hospital is known for 3 things: its size, the difficult working conditions and its highly qualified staff that at times perform miracles with limited resources.

Our interest in JHB General was tweaked when I was told about an initiative the hospital was implementing that involved providing much needed operations for lower income children. Of the amount of patients coming to JHB General for emergency procedures the overflow of children in need of general operations who had already paid for their procedures resulted in a huge backlog.

It was at this point that a handful of doctors came together and formed SURGIKIDS to address the problem. 2 weeks of the year dedicated to performing these operations on children who had been pushed down on the priority list.

In the 1st week from the launch of the initiative on the 24th November 2008, 80 successful operations were performed changing the lives of these kids instantly. With the help of sponsors such as TP Productions, RCA, the Smile Foundation and the time donated by private practice surgeons, enough consumables like scrubs, masks and anesthetic materials have been provided to perform these operations.

The SURGIKIDS Fund – YEZABANTWANA has been formed for poorer income children to have the same opportunities for general procedures they need to have done.^e

Author: Candice Langford



BLOCK 3 THEATRES

- CHANGE ROOM
- PAEDIATRICS GENERAL E12
- ORTHOPAEDICS E10
- PLASTICS E11
- OPHTHALMICS F15
- F16
- RECOVERY

BLOCK 2 THEATRES

- UROLOGY D9
- A1 A2 A3
- GYNAECOLOGY D8
- C7
- OUTPATIENTS C6
- ENT B5
- MAX FACIAL M37
- M38
- DENTAL B4



DATE	NAME	PATIENT	N/O
		COMBINATION TIME	
		ANÆSTHETIC	
		SWABS	LARGE ABDOMINAL
			LARGE ABDOMINAL
			SMALL ABDOMINAL
			SMALL DISSECTING
			LARGE TONSIL
			SMALL TONSIL
			PLUGGING
			PATTIES
			NEEDLES
			TOURNQUET ON



The Mid-Life Crisis - How to survive it

Her story

Your husband keeps telling you that you are just full of it, preoccupied and always too tired for sex.

He says he feels all left out. He comes home, reads a paper, sort of mumbles over dinner, and then talks about a game of golf with men who do not interest you at all.

Now he wants you to get all candle-lit and cosy, You don't think so! You deserve to be shown some appreciation. What has made him forget that? Your personal trainer is quite interested and flatters you. His body is so yummy and so is his smile.

You wonder if you would be caught. Do you even care?

His story

Your receptionist looks good. She's a lot more fun than your wife is. She laughs at your jokes and has that cute little smile, and a firm body to boot. You know she likes you. Your wife seems so old. She's always tired and grumbles about the children. She niggles about the next holiday or talks about the darn hairdresser who has turned spiritual and moved to Cape Town. Your receptionist is interested. Would anyone know? What difference would it make? Maybe a Harley will do it for you and some therapy for your wife.

Is this the Mid-Life Crisis that only men have? No, it belongs to both sexes. We all go through a "Mid Life Crisis" astrologically. It has been blamed for so many ills, but what is it really? Welcome to your Pluto Square - the first of the mid life crisis phases. It is often the most disruptive. It happens when you are in your late 30's. It comes to help you see the wood from the trees. It is there to help you settle what you have accomplished and what you thought life would be. It may not be what you want, but there is no way to avoid it.

Work may seem dull and frustrating. Stocks have taken a tumble and it is somehow your fault. Driving children around and cooking endless dinners seem pointless.

This is a time to have a good look at what you have done with your life. It is house cleaning time for everyone. Men and women heading towards 40 all ask the same questions.

- Is this as good as it gets in my relationships?
- Will my career get any better?
- Why do things feel so difficult?

It is time to accept yourself for who you have become, and not who you expected to be.

Your husband or wife is still much the same as he or she always was. Your career is still on track. It is just all of the unnecessary clutter that leaves you disgruntled. If you look at what is important to you, you will see that there is so much that takes your time and offers little in return. The television won't kiss you good night and the trainer won't mow the grass.

Try to rekindle the flames with a weekend away.

Make love in the kitchen or on the dinner table - as you did in the beginning.

This (Pluto) time has come for you to discover the lover you had hoped for all along. You should both be over yourselves and have experimented as much as you wanted. You now know what feels nice for you. Claim the love and sex you deserve by clearing the cobwebs.

It is time to take stock of your accomplishments and let go of the failures. Embrace all you have become. Look at yourself with new eyes. Set new goals that meet with your desires. Use the power of this phase to weed out all that has held you back. Retirement could happen right now if you wanted it. The new house is not worth sleepless nights.

If you haven't done it yet, this is the time to tell your mother that you're a husband and not just her son, to tell your father that you're still his little girl, but more importantly, you're married to a wonderful man.

Tell your spouse that you truly love him or her, and that he or she remains your heart's desire. It is the time to tell the children they are nearly grown up and responsibility will soon be theirs. Tell them that you were a couple long before they existed.

It's the time to allow yourselves the love you deserve, and remind your husband that he remains your Knight, and your wife that she remains your delight. Remember that you are best friends. It's time to have sex like teenagers all over again.

The lesson to learn is to let go of the things that don't serve you. If you want to hold on prepare for a fight. You'll find that the things that don't serve you will be taken from you anyway. And now,

Her Story

Your husband is still the man you first met and quite a nice guy. You like him much more and are proud of who he has become. He is a husband, father and a lover. You greet him when he comes home with a kiss. You listen to his stories, as dull as they may seem. Humour the little boy that's never quite left, the same little boy who charmed his way into your heart.

When he wants to romance you, embrace the moment. You may remember when your heart skipped a beat at his smile and you blushed at his touch. The trainer may look yummy and flatter you, but after all of these years you do actually care.

His Story

Your receptionist is still cute. But when you talk about Saturday Night Fever, she thinks it's an illness, that The Bee Gees is a dance and that heavy metal is a car. Her body may be firm and she may like you but your wife has been there all along. Your history together can't be traded for what you can buy. Your wife knows your failings and she has supported you nonetheless. She's still young when you really look. She's not just tired. You know she does a lot. You should take more notice and show her some appreciation for all she does. A romantic dinner and a gift that considers who the little girl inside her really is, works wonders. The hairdresser doesn't matter to you – how's she's raised your children does.

Maybe the Harley should be for both of us. Who knows? It may be fun.[e](#)

Author: Anton Behr and Amanda Patterson,
From the Moon and Other Lovers.

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