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Developing women leaders: five essentials

Women at the top of their game

ICONIC WOMAN
FOCUS: Charlene Wittstock- Princess of Monaco

“Whatever you do, be different – that was the advice my mother gave me, and I can’t think of better advice for an entrepreneur. If you’re different, you will stand out.”

- Anita Roddick



With International Women’s Day there is a need for various countries around the world to celebrate the achievements of women.

Gugu Mjadu, spokesperson of the 2015 Sanlam/Business Partners Entrepreneur of the Year competition, says that this year’s global International Women’s Day theme, ‘Make It Happen’, is very fitting for the role that South African female entre-

Local female entrepreneurs making it happen across SA’s sectors

preneurs play in the local economy. She says that the entrepreneurial competition has witnessed a definite increase in the number of female entrants, as well as in quality and entrepreneurial talent over the past few years.

“The female winners have taken their future into their own hands, and have successfully carved out a niche for themselves in their industries, and made a significant impact on their local communities,” she says.

Now in its 27th year, the history of the Sanlam/Business Partners Entrepreneur of the Year competi-

tion showcases the rise of female entrepreneurs in the country. Since 1988, the competition has produced 51 winners across various categories, of which over 30% (16) were female winners.

Mjadu adds that it is interesting to notice the shift in sectors that South African female entrepreneurs are now operating in. “We are increasingly seeing a shift from ‘traditional’ markets, such as hospitality and retail, to female entrants operating within the medical and transport industry sectors which may have been traditionally male dominated in the past,” she says.

Past female winners

Mjadu points to some examples of the past female winners that followed their dreams to start a business and develop it into the successful operation it is today.

- Theresa J Cupido, CEO and owner of ATN Group (Pty) Ltd was awarded the 2014 Job Creator of the Year. The business, established in August 2006, operates in the road marking and Civil engineering field, and today employs between 250 and 300 individuals after growing the business’ employment rate by 100% in the last year.
- Overall 2014 Entrepreneur of the Year winner, Adri Kruger, is the owner of Tzaneen Country Lodge, a country style hotel situated just outside Tzaneen in the Limpopo Province. Starting with an old and dilapidated farmstead in 2000, Kruger managed to successfully develop what was intended to be a four-bedroomed guest house into a full service 60 bedroom hotel, and conference and event venue that accommodates up to 500 delegates.

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Local female entrepreneurs making it happen across SA's sectors



- 2014 Medium Business Entrepreneur of the Year, Marthie Jansen Van Rensburg, founder of Ekurhuleni Artisans and Skills Training Centre (Pty) Ltd, established her business after noticing the need for an alternative method to the traditional schooling system. Today, the center employs 40 fulltime staff and has been recognised with numerous industry and commercial accolades due to its success and focus on social development.
- Pharmacist, Mariaan du Plessis, co-founder and owner of Medical Nutritional Institute (Pty) Ltd with Dr. Conrad Smith, was awarded the 2013 Innovator of the Year title due to their innovative product range for a South African company, and the fact that they are able to compete

internationally among other successful global products.

- Margaret Hirsch, COO of national appliance store, Hirsch's, was awarded the Lifetime Achiever Award in 2013. Established in 1979, Margaret and her husband, Allan, started Hirsch's from a tiny showroom in Durban with just R900 that they had saved. At the end of 2012 the business successfully reached R1 billion in turnover.
- 2012 Job Creator of the Year winner, Madelé Ferreira of Mooihoek Boerdery, was awarded the title after growing her farm, from a few hundred plants in 1998, to a multi-million rand enterprise which supplies spinach, leeks and strawberries to leading national chain store groups.
- Tabisa Nomnganga of Bravo Promotions, 2012 Emerging Entrepreneur of the Year title winner, started her business after recognising an opportunity to implement branded entertainment communication strategies and campaigns, and today runs a profitable and thriving business.

Further findings

The 2014 Gender Global Entrepreneurship and Development Index (GEDI) reported that the African region is characterised by a high level of female entrepreneurial drive, with an average of 69% of the female population identifying opportunities to start a business. Mjadu says that while the rising number of female winners in the competition is encouraging, much more needs to be done to promote female entrepreneurship in the country.

She points to the 2014 Global Entrepreneurship Monitor, which revealed that Total female early-stage Entrepreneurial Activity (TEA) in South Africa – those in the process of starting a venture and or have been running a new business for less than 3.5 years – is only 6.29% of the total local female population, down from 9% the previous year (2013).

Mjadu says that it is imperative that the country continues to promote and recognise female entrepreneurial leaders in South Africa and profile them as role models. "South Africa is home to many successful female entrepreneurs, and in order to continue encouraging entrepreneurship, it is vital for the country to regularly recognise, celebrate and reward the women making a difference," concludes Mjadu.



Developing women leaders: five essentials

We need to make sure we are investing time and energy to developing future generations of women for leadership. There are five universal factors that make a real difference in encouraging young women to reach success.

We need to make sure we are investing time and energy to developing future generations of women for leadership. As Warren Buffett notes, harnessing the talent of women is key for building strong economies. There are five universal factors that, no matter where people are, where they are from, or what sector they are in, make a real difference in encouraging young women to reach success. *Continued on the next page >>*

Though successful women are often prone to credit luck for their success, it is mostly hard work and perseverance that brings women to the top of their field, be they artists, scientists, entrepreneurs or academics. These are the women who never settle for the mediocre, are perpetually restless and striving, and who know that real success can only be found by crossing time zones, cultures, and cruising through stop signs.

The most successful women in the world have grabbed every opportunity afforded to them, and have created opportunities for themselves, harnessing their fears and doubts as rocket fuel instead of rocks in their pockets.

The factors that contribute to the development of the next generation of women leaders can be gleaned from their experiences.

Some of the characteristics of successful people, such as motivation, natural curiosity, courage, self-management, enjoying being stretched and rising to a challenge, personal will and fortitude, drive, and flexibility may be innate, but there is no doubt that these characteristics also need to be nurtured and encouraged.

Five factors stand out that help to support developing women leaders. Not particularly costly or



Developing women leaders: five essentials

demanding, they have proven to be very effective.

1 Basic skills

There are certain basic skills that everyone should be given access to beyond the standard education. We need to ensure that young women have access to building these skills that help them move to success early in their careers. These include public speaking, writing, negotiation, and effective networking.

People might have natural skills in some of these areas, but if not, then seeking out courses and opportunities to practice these skills is worthwhile. Also, some

employers will give women access to courses in these areas through career development opportunities, but that can often be in their mid-career, and it is actually more valuable and impactful if it started earlier on. If these are not forthcoming from work, they are worth seeking out independently.

2 International exposure

Travel brings an invaluable exposure to other cultures and ways of thinking. It is essential for advancement in any profession, even in those that seem local, cloistered, or sheltered. This is particularly the case as the world becomes increasingly globally interdependent and actions that occur

in a place that seems far away, inevitably affect, directly or indirectly, everyone. International experiences challenge thinking and certainty in a way that can be very healthy.

The skills that come from living and working in unfamiliar settings are valuable in themselves, and so are the experiences that can be gleaned from seeing how other cultures deal with issues. It forces people to think outside the box and challenges them to find, and apply, solutions beyond their comfort zones.

3 Mentoring

Mentoring plays a big role in developing any career. It is important, though, to distinguish what kinds of efforts are most useful at different stages of career development. At different points in a person's career, they need different types of mentoring. The needs for mentoring change from student years, to the first years out of school, to mid-career, to the most senior career positions.

- Student Years- During student years, meeting, shadowing, personal exposure to senior figures in the field all help to inspire young women to aspire to something greater. It helps to be able to see what success looks like in any given field, and to get a sense of accessibility. Seeing the fruits

of hard work and hearing the stories of career paths – more often than not, anything but linear ones – can help inspire young women. Access to as many people as possible, in as many fields as possible, helps to open up the vast horizons of opportunity that are available. It can spark the imagination of young people about where their paths can take them. University alumnae networks are useful – and alumnae returning to speak openly about their experiences can make a real difference by making success accessible.

- First-Third Jobs- The early period in a person's career is a time of exploration, of further learning, and of discovering career options, preferences, and interests. During this period, it is most useful to have exposure to a wide array of people in a chosen profession and perhaps to create a group of "go-to" people where a young woman can seek advice and ideas and begin to hone her ideas on her true career path. These mentors can be found in many places – speakers who inspire, professionals who are admired, colleagues and managers who they know well. People are often receptive and flattered by emails – it never hurts to try.

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- **Mid-Career-** It is helpful to have networks as a means of meeting people in their field and getting to know like-minded and like-skilled people. Equally, if not more important for individual development, is having one or two people who know the individual well and can help to counsel them directly and specifically about options, choices and direction and concrete ways of achieving goals. This can be a vitally effective means of creating clear paths for career development.
- **Career Success-** The years when women are at the top of their careers are a time of consolidation, solidification and fulfilment. It is a time when women can stretch themselves or get greater depth in areas of interest – for example, in business that can be directorships, in politics it can be senior policy making or influencing positions. Mentoring one another via peer relationships and networks can be very effective and satisfying. Having a close group of trusted friends and peers who can be frank, generous, and root for each other's success can be the thing that helps bring the goals

that seem distant even at this point much more achievable.

4 Role models

Role models are an extraordinarily fruitful way to inspire women to aspire to great things. Role models can be found close to home or in the people around them, as well as in those at a distance- seen only through the news, even in faraway places.

There are two kinds of role models: First, those who help us to think about the kind of people we want to be through examples of kindness, fortitude, courage, bravery, integrity, and other admirable characteristics, displayed equally by women and men, in their everyday lives and in the way they conduct themselves in the workplace.

Second, there are those who help us to aspire to roles that perhaps we've not thought of before or not encountered personally, particularly for young women – heads of state, heads of multinational corporations, leaders in political, cultural, or social movements. Seeing women in particular, anywhere in the world, succeeding in an ever widening array of roles helps inspire young women to broaden



their expectation for their own possibilities.

It is vital to openly and publicly acknowledge and celebrate the work that women leaders do around the world. It is important to recognize the critical roles that women have played in developing societies and economies. By highlighting this work, it begins to help countries, societies, and companies realize that this is not unusual, and that it should be the norm. It also helps to bring to light the ways in which these women have made the journey to their positions and makes that journey more accessible. Most importantly, it ensures that young women have the freedom to make different choices if they want to.

5 Starting early

We need to start early to make sure girls know they are capable of reaching great

heights. It starts in the youngest years of their schooling with words of encouragement and aspiration.

Equally important is ensuring that boys and young men absorb these messages both openly and through example. Even the most closed societies and cultures have the ability to make shifts over the generations and if we begin to change the mindsets of girls and boys alike.

Rising to leadership

Creating an environment where women can succeed is vital. Public policy that encourages women to be successful, workplaces that reward those encouraging and advancing women, and education systems that educate women to the highest standards are just some of the things that are needed to help create an environment in which women are prepared and encouraged to rise to leadership.

Never settling, always being driven, and always seeking new experiences – these are the hallmarks of the most successful senior women, and indeed men, in the world. We must all play a part in helping young women succeed, as our countries, economies, and futures depend on their success.

Article source:

Lucy P. Marcus
CEO, Non-Exec Board Director,
columnist Project Syndicate & BBC



Our deepest fear is not that we are inadequate.
Our deepest fear is that we are powerful beyond measure.
It is our light, not our darkness, that most frightens us.

We ask ourselves, who am I to be brilliant, gorgeous, talented, fabulous?
Actually, who are you not to be?

You are a child of God. Your playing small does not serve the world.
There is nothing enlightened about shrinking so that other people won't feel insecure around you.

We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us.
It's not just in some of us; it is in everyone.

And as we let our own light shine, we unconsciously give other people permission to do the same.
As we are liberated from our own fear, our presence automatically liberates others.

~ Marianne Williamson
from "A Return To Love"



Women at the top of their game

A career in insurance

Warren Buffett, business magnate once said, “harnessing the talent of women is key for building strong economies. We need to make sure we are investing time and energy to develop future generations of women for leadership.”

Today, more women are in leadership positions than ever before, but we still have a long way to go. Women should use examples and experiences and identify roles models in which they can aspire to.

Gay-Lynn Rheeders, owner of *Rhed Oliv Insurance Brokers* and founder and director of *My Career in Insurance* (a career awareness nonprofit company promoting the opportunities that exist in the short-term insurance industry in South Africa), is one of these ladies who is at the top of her game, hard at work and persevering to achieve the unthinkable. She is an entrepreneur who has her heart set on grabbing every opportunity in the industry to help young individuals to grow, learn and succeed.

Rheeders says, “my career is a combination of insurance and

education. Although I have a number of tertiary qualifications, I am not a textbook academic. I never thought I would enjoy insurance, but when I realised the versatility of the industry through workplace experience, I realised that there is something for everyone, and they have to identify what it is that they enjoy and go in search of it, within the industry – it’s not about the concept of insurance.”

Rheeders believes that experiential learning, in combination with academic detail, is a very valuable and practical approach that will benefit people who learn in a various ways, as well as the industry that employs them. She says that the most rewarding part is getting learners into tertiary studies, with bursaries and getting graduates into internships. The next rewarding part is getting these learners and graduates into permanent jobs.

Developing future generations

One of the benefits of being in the insurance industry is the opportunity for professional growth, and through constant learning and honing of skills an individual can

expand his or her knowledge. By investing in the growth and development of individuals, the insurance industry can grow and sustainability can be reached to supplement the quality of scarce and critical skills with the insurance industry. Structured industry training programmes are likely to help individuals gain more knowledge, skills and expertise.

According to Rheeders, understanding the study track details and the funding mechanisms, is essential to the success of getting people qualified and employed, which is the ultimate goal.

Growing the skills pool

Rheeders mentioned that ongoing projects have been initiated with the assistance and participation of a number of industry companies. Through this collaborative effort the insurance industry skills pool can grow sustainably.

“The school career events have turned into a research component of our projects, as we have become more and more aware over

According to Lucy P. Marcus, author of ‘developing women leaders: five essentials’, though successful women are often prone to credit luck for their success, it is mostly hard work and perseverance that brings women to the top of their field, be they artists, scientists, entrepreneurs or academics. These are the women who never settle for the mediocre, are perpetually restless and striving, and who know that real success can only be found by crossing time zones, cultures, and cruising through stop signs.

Marcus continued to say that the most successful women in the

world have grabbed every opportunity afforded to them, and have created opportunities for themselves, harnessing their fears and doubts as rocket fuel instead of rocks in their pockets.

“The factors that contribute to the development of the next generation of women leaders can be gleaned from their experiences. Never settling, always being driven, and always seeking new experiences – these are the hallmarks of the most successful senior women, and indeed men, in the world. We must all play a part in helping young women succeed, as our countries, economies, and futures depend on their success,” she said.

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Women at the top of their game

time, of the type of experiences and information that learners and students need, to contribute to their data base of knowledge, with respect to the opportunities that exist, in terms of the types of jobs, tertiary studies and bursary assistance, in the short-term insurance industry in South Africa," she said.

Rheeders, from direct interaction with the learners and students, creates and develops concepts for the various projects and partnerships, with the assistance and support of her team, and through interactions with industry organisations and partnering companies.

For learners who have approached Rheeders for an opportunity to gain a career in insurance, internships and bursary funding for employees who are completing a degree and a diploma have and continue to be arranged, which is part of the goal.

Rheeder's brokerage, *Rhed Oliv Insurance Brokers*, hosts learners and students during the school holidays, which has allowed the team to be directly be involved with the learners and students in the broker work place.

Continuous learning

The *2015 School Holiday Work Experience* campaign is the main focus for the organisation this year. The campaign has been initiated to invite learners and students to spend two days in a working environment with real work experiences and situations. "We are encouraging companies across South Africa to participate as Sponsor Hosts in order for learners and students across the country to have various opportunities available to them to experience working in real company environments," she said.

"The campaign will be driven through social media, where learners and students will be directed to our website, which is currently being developed. Participating companies' details will be displayed on our social media platforms and our website, according to our structured plans. This is a 2015 project that will go above and beyond, and with the June/July holidays coming up, this would be the perfect starting point for companies wanting to get involved," she continued.

Companies who would like to participate as Sponsor Hosts can e-mail Rheeders on info@mycareerinsurance.co.za.

ICONIC WOMAN FOCUS continued.....
'The way you carry yourself'



Charlene Wittstock: Princess of Monaco

As Rene Wade, Founder of The Feminine Woman said, "a genuine and high quality woman holds herself and thinks of herself highly regardless of what life circumstances may be present, and despite what other people may think."

A lady is the epitome of womanhood. She is grand and gorgeous, elegant and graceful. She grabs attention without secret glances, and demands respect without words. She is the kind of woman other women want to be and other men

want to be with. Let us look at another example of an iconic woman who carries herself gracefully.

Charlene Wittstock Princess of Monaco

Charlene Lynette Wittstock, born 25 January 1978 is a former South African Olympic swimmer who, after marrying Prince Albert II, became Princess of Monaco. Charlene is the daughter of Michael and Lynette Wittstock. She was born in Rhodesia (now Zimbabwe) to a family of German, Irish and English descent by way

of South Africa and Rhodesia. Her family relocated to Transvaal, South Africa, in 1989, after living in Zimbabwe for several years. She represented South Africa at the 2000 Sydney Olympics, with her team finishing fifth in the 4 x 100 metre medley relay. She retired from competitive swimming in 2007.

Charlene met Prince Albert at the Mare Nostrum swimming competition in Monte Carlo, Monaco in

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Charlene Wittstock: Princess of Monaco

2000. They were first seen together in 2006, and she has accompanied the prince on many of his official duties since then. They announced their engagement in June 2010, and were married on 1 July 2011. Princess Charlene's pregnancy was announced on 30 May 2014.

On 10 December 2014, Charlene gave birth to Princess Gabriella and Hereditary Prince Jacques. As Monaco's Princess Consort, Charlene attends the principality's national day celebrations, the Monaco Grand Prix, the Rose Ball (Bal de la Rose) held to raise funds for the Princess Grace Foundation, and the annual Red Cross Ball.

Princess Charlene is known for her elegant fashion style, patronising designers Akris and Armani. She wore an exclusive Giorgio Armani Privé wedding dress, and attended the Akris show at Paris Fashion Week in October 2011.

Charlene went to South Africa to attend the memorial service of Nelson Mandela on 12 December 2013. Her adviser is Princess Corinna zu Sayn-Wittgenstein. Since her marriage, Charlene has been styled as "Her Serene Highness The Princess of Monaco". The

previous holder was her mother-in-law, Grace Kelly, who died in 1982.

The royal wedding

Monaco's Prince Albert II and Princess Charlene promised each other love and fidelity in an extravagant religious wedding attended by international celebrities and royalty, bringing new allure to the tiny principality known for its luxurious casinos and as stomping ground for the rich and famous.

The last wedding of a ruling prince in Monaco was in 1956, when Hollywood star Grace Kelly married Prince Rainier III.

The Catholic service followed an intimate civil ceremony, which saw Charlene officially transformed from commoner into royalty. The marriage ended a three-decade wait for a new princess. The couple's civil wedding was held in the



palace's sumptuous throne room where Rainier and Grace married. The actress died in a car crash nearly 30 years ago, and Monaco had been without a princess ever since.

The ceremony was attended by guests including former James Bond actor Sir Roger Moore, French President Nicolas Sarkozy and bohemian designer Roberto Cavalli, of Italy. Thousands of

Monegasque citizens cheered the proceedings while watching on large screens set up outside the palace, where both ceremonies were held.

Charlene swept along the red carpet leading into the palace on her father's arm. In her sumptuous boat neck gown by Giorgio Armani Privé, her hair pulled back in a swirling French twist and with only the lightest touch of makeup, she

seemed to channel some of Grace's effortless elegance. Throughout the ceremony, which lasted an hour and a half, both bride and groom wore demure expressions, their eyes mostly downcast. Only as they took their vows and exchanged rings did the solemn facade crack: As they slipped on the 18 carat white gold Cartier rings onto each other's fingers, Albert – in a white military uniform – shot her a wink, and Charlene cracked a broad, sincere smile.

The "petites mains" or seamstresses of his haute couture atelier put more than 2,500 hours of work into the dress, a strong-lined, made-to-measure concoction of more than 130 meters (about 140 yards) of different silks, 40,000 Swarovski crystals and 20,000 mother of pearl beads.

The 5 meter- (6 yard-) long train – which dwarfed the demure little train at the summer's other royal wedding, that of Britain's Prince William and Kate Middleton – proved difficult to negotiate. At one point, Charlene got stuck and Albert had to tug at the long silk flourish to free her.

The tears flowed freely down the new princess' face after the ceremony, as she left her bouquet of lilies of the valley and other white

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Charlene Wittstock: Princess of Monaco

blossoms at the Sainte Devote church – a tradition in Monaco. After the ceremony, about 450 select guests tucked into a multi-course gala prepared by celebrated French-born chef Alain Ducasse.

From commoner to princess

The princess is making a good presence in the fashion world. International designers already admire the statuesque Princess of Monaco from American designers such as Ralph Lauren and Michael Kors to European designers such as Giorgio Armani, Albert Kreimler from the house of Akris, to Karl Lagerfeld.

Vogue gave her a fashionable spread in one of its editions praising her style, warm personality, and humor. When interviewing the princess, she said that she finally found what works for her when it comes to fashion, but she is ready to play with more bolder, fresher, and experimental looks. Currently, she is being guided by Karl Lagerfeld who has taken her to a whole new level when it comes to fashion.

The Princess's social calendar hasn't let up one iota, which means she's had plenty of chances to show off her on-point royal style.

She wowed in a mocha Akris gown for Princess Madeleine of Sweden's wedding to Chris O'Neill, she donned a striking white column at a gala to celebrate the Monaco Grand Prix, she chose a shimmering Akris number for a pre-wedding dinner for Princess Madeliene, and she wore an elegant pantsuit by Roberto Cavalli for a dinner celebrating the designer.

Charlene Wittstock has been Her Serene Highness The Princess of Monaco. For day-time, the demure beauty is often seen opting for tailored separates and suits. Like her famous mother-in-law Grace Kelly, Charlene is set to be the people's princess. True to form, down-to-earth Princess Charlene has understated sophistication. Charlene's natural beauty and elegance, show off her slender yet statuesque silhouette to perfection. Her often minimal make-up, consisting of nude pinks lips and shimmery eyes enhanced by a lick of mascara, only serve to accentuate her natural grace.

Like mother like daughter?

It might be every girl's dream to marry a real prince, but it cannot be easy to follow in the footsteps of Grace Kelly, one of the world's



most enduring icons. There are many similarities between these blonde beauties, although Princess Charlene is more athletic and statuesque than her late mother-in-law. Both Princess Charlene and Princess Grace experienced the overwhelming pressure of having all the world's eyes on them for their weddings, and both had to adjust to the responsibilities of becoming Princess of Monaco, married to the head of a small nation whose responsibilities of running a country means that he can't always be at her side to comfort and guide her. It took Princess Grace quite some time to become comfortable in her role, and as both Grace and Charlene are English speaking commoners, they both had to learn all the rules of protocol, adopt ancient customs and speak French.

It is clearly evident in the more casual photos of Princess Charlene with Prince Albert that they look at each other with adoration, just

as Grace and Rainier did when not having to present the formality of royal decorum during solemn occasions. Grace Kelly was used to performing as an actress in front of many people, and as an Olympian, Charlene would also have competed in front of a worldwide audience.

Charlene was an Olympic swimmer – although Grace's father and brother were both Olympic rowers, Grace was not athletic but she loved to swim. Princess Charlene is trying to save some of the thousands of people who die every year from drowning, by forming a charitable foundation to teach French and Monegasque children to swim.

Her foundation offers free swim lessons and water safety, which is very valuable in the seaside area of the French Riviera. This is a cause dear to her heart after her 5 year old cousin drowned in a neighbor's pool. Princess Grace also started a foundation to aid children and orphans, and created the first daycare center in Monaco to allow mothers to work.

Neither Princess Grace nor Princess Charlene wear much jewelry, other than their large diamond engagement rings, although they prefer tiaras that are versatile. Princess Grace had a tiara by Cartier which featured 3 ruby cabochons sur-

rounded by diamonds that could be detached as clips to be worn in a variety of ways. Because of Princess Charlene's love of the water, Prince Albert commissioned Van Cleef & Arpels to make a diamond and sapphire tiara called "Ocean" that can also be worn as a necklace.

Charlene's clothing is elegant and sophisticated, even in casual wear; like Princess Grace, her choice of hats is exquisite and she is often breathtaking in eveningwear. Also like Grace, Charlene is a stunning beauty who is equally lovely wearing little makeup – and both women seem to glow when they smile. They are both regal beauties who exude true Grace, no matter what the occasion is, and both deserve to be admired for taking on the very real job of being a princess under constant pressure of public scrutiny.

Source:

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