



MC Experience Newsletter

2016/04/06

BUSINESS, COMMUNICATION, MARKETING AND SUPPLY CHAIN MANAGEMENT

ENTREPRENEURSHIP

A WORD FROM THE CHAIRPERSON

*You've made it!
You've wrestled
through the first
quarter and kudos
to you if you came
back after recess!*

Dear MCtarians,

Can you believe that the first quarter is behind us, am I the only one who feels time is flying by too quickly? What lies between you and the blissful long June vacation now - is the mid-year exam. And I know it looms in the distance like a sleeping monster, but don't wake it only a week or so before you write your first subject – it will swallow you whole and no, it

does not care about which year of study you are in!

Think of the second quarter as a fresh start – a chance to make right some of the things you might've slipped up on in the first quarter. Remember to never look back on your mistakes and keep reliving them. They are in the past and the best way to go forward is to be present in what you are supposed to do now. Take time to get your mojo back, reflect on your vision and revise your action plan.

You've heard everywhere that if you fail to plan, you plan to fail. And it is especially true with exams coming up. Start beforehand – cliché but it works and your June vacation-self will thank you for it! Put it all in for this semester and deliver your best work, not only to get through the upcoming exam, but also building on future years

of study and ultimately entering the world of work.

As a little consolation prize remember that winter is upon us and the weatherman is forecasting it to be a nice and cold one! That means you have permission to study in your pajamas and drink hot chocolate instead of water... Maybe not entirely but remember to reward yourself where reward is due and take the next to-do item effectively!

I leave you only with this thought, may it help you stay motivated and prepared: remember why you started!

Until we speak again

Sohané Kruger

*MC Experience
Chairperson
2016*





It is such a joy and privilege to be writing to our MCTarians as the vice chairperson of MC Experience. My name is Nicola Wilson; I am 19 years old, currently in my second year of studying BCom Marketing Management.

I have had the pleasure of watching MC Experience grow stronger as a sub-house, team and family. It has united to form a cohesive group of talented and hard-working individuals to achieve well in all spheres. These include outreach projects, bridging the gap between the students and the external business environment, as well as bringing countless opportunities forward for students to grow and broaden their knowledge on the business world they will one day enter. My vision for 2017 is to maintain and encourage this development, not only vertically towards companies, but horizontally across different societies and houses.

My goal is to work together with different societies, within the University of Pretoria, as well as various Universities across the province, and one day expand out across the country. This way we form opportunities in an expansive environment to learn from other teams and students, and work towards creating a network for students to connect with one another.

One day us students will be working together in and across organisations, thus it is essential for us to make these connections and build relationships as soon as possible and to continuously work on them, so that we may enter the business environment with not only a knowledgeable and experienced background, but with many connections across numerous businesses.

With our strong foundation, I feel that MC Experience has the potential to grow to such strengths, to provide incredible

opportunities for the students in their future endeavours.

Nicola Wilson
*MC Experience Vice Chairperson 2016
 Sponsorship and Fundraising*

HOW TO CONTACT US

 MC EXPERIENCE

 @MCExperience288

 @mceexperience2.88

 mceexperience2.88@gmail.com

WHERE TO FIND US



- Our office is inside the Commercii Office.
- The Commercii Office is in EMSB 2-88.
- That is building no 68 on the official UP Map.
- If you walk from the Piazza, go on until you find entrance 2 of the EMS building.
- This is the entrance opposite the Open Labs. (Not the IT Building).
- Go to the entrance but do not enter.
- At the end of the corridor, to the left, you will find the Commercii Office.

Entrepreneurship Guest Speaker Event - 9 March 2016

On the 9th of March, MC Experience hosted its very first event for 2016. And what an experience it was!

The event was open by our very own guardian, Mr. Dawie Bornman. MC Experience was privileged to have two very successful and inspirational entrepreneurs as speakers.

Being the founder of Brand Boosters, is just one of the many things on Mickey Roothman's impressive list. Mickey shared quite a lot of advice, but one thing stood out: You need purpose in life.

Ruald Strydom is the founder of CEO Golf and an inspiration for every young adult. It is clear that Ruald's humble character has brought him far in life.

The event was concluded by our chairperson, Sohané Kruger, and there was a great buzz after the event.

We, the MC Team, would like to thank every member that attended the event. We hope

Did you miss the event?

Are you curious about what was said?

Do not despair!

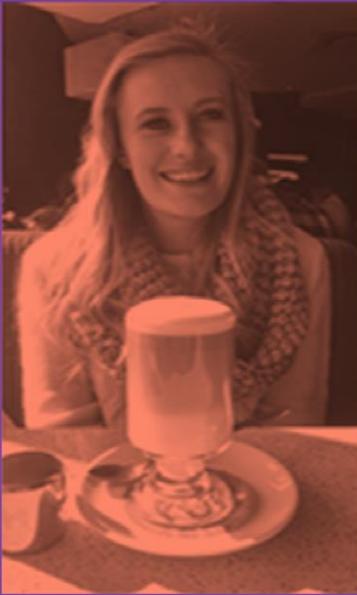
Look up our Twitter feed page for a recap of the event.

@MCExperience288

Did you take awesome selfies with Mickey Roothman and Ruald Strydom?

Share it on our Facebook Page please!





Dear MCTarians

As a very late addition to the EC team, I have a lot of catching up to do! Never the less I have my dreams and aspirations for MC Experience.

I truly delight in seeing people enjoying an event or an outing. It brings me great pleasure to have been chosen to hold the Events and Outreach portfolio, and I will do my absolute all to perform to the best of my ability when tackling my tasks.

MC Experience is a bridge between the corporate world and its big scary firms and our students, our goal is to make you feel comfortable with the fact that you're going into that environment and to help you thrive within it.

My job as Events and Outreach is to get you to that point through various forms of meets, excursions and guest speakers etc. My job is to help you see that going into the working world isn't all that scary.



I see MC Experience growing into a formidable force that takes students to new heights in both the educational and corporate environments.

I have big plans for MC Experience and its MCTarians for 2016, I'm looking to bring new ideas to the table and give MC Experience the spark of life it needs to become the unbreakable force it's capable of being.

Working hand in hand with the MC Experience EC and with you, our members, I hope that MC Experience will lead you into making the right career choices and giving you the best opportunities we possibly can for you, and your future.

I see MC Experience laying the road for its members in their final year of study and growing its members in their first.

It may already be April, but bring on 2016!

Kay-Leigh Moore

Events and Outreach



Study while others are sleeping.

Work while others are loafing.

Prepare while others are playing and dream while others are wishing.

- *William Arthur Ward*

Meet the
latest
addition
to our
team

Interview Time - Mickey Roothman



You have your own company called Brand Boosters. Brand Boosters is your brain child that you have founded in 2011. But what did you do before that? Where did you start as a fresh face just out of school?

As most kids at the age of 18, I was very unsure about what I wanted to do. So believe it or not, I went and studied Health and Beauty. But I very quickly realized this wasn't for me. I did a few odd jobs where I was exposed to marketing and working with people, and very quickly realized I had a knack and a passion for it. My branding career started when I got a position at British American Tobacco working on the Dunhill Brand as a brand amplifier. The company had many great internal courses and this is where I learned about branding, innovative marketing and coming up with new ways to communicate a brand to the public. From there I worked at Fashion TV South Africa as the brand, marketing and events manager which further taught me how to position, grow and maintain a brand and its identity in the market, and of course how to build strong connections and how to negotiate. I worked for a few more big companies after this as a brand

and marketing manager, and eventually decided to start my own business, and I haven't looked back since.

According to your LinkedIn profile, you worked for British American Tobacco, Fashion TV South Africa, Media in Africa, and Maranatha Records. How did your experiences at these companies prepared you for founding Brand Boosters?

My positions at these companies taught me that all brands are different, and that branding and marketing is not a formula or a one size fits all kind of thing. The basic principles remain the same, but the approaches, messages and platforms for each brand varies vastly. The connections I made at each of these companies obviously assisted me in growing my network of contacts which I brought as an asset to each respective company, and most definitely has put me in a position today where I pretty much have contacts for anything and everything as I've built strong relationships with each of the connections I made over the years. It's all about adding value at all times.

At the event you gave us 10 reasons why entrepreneurs fail.

Which of them you had to learn the hard way not to do?

Trying to do everything myself. This was a hard one for me because I am very particular about attention to detail and about over delivering and under promising. Overcoming fear was probably also one of the ones I struggled with. It is daunting to start your own business from scratch when you have bills to pay every month. But I think that's what gave me the edge, because besides living my passion and purpose everyday, I knew that I had to work hard to make sure it brings in income at the end of the day as well.

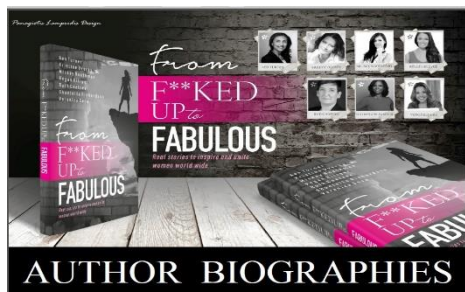
You also gave us 10 tips on how to succeed. Is this your own or advice or did you look at other sources too?

These are all from my own experience over the years, but most definitely a lot of them are things that most successful entrepreneurs like Richard Branson also live by, and of course my coaches also teach most of these as what you need to do if you want to be successful. If I had received business coaching from the beginning, or learned from other successful people from the start, I wouldn't have had to learn them through my own experience.

You are a co-author of From



Fked Up to Fabulous. Why did you decide to take part of the**



project?

I have a passion for empowering people to grow and to realize they are more than their circumstances or obstacles, especially women. When I first met my co-authors and realized we shared the same passion and vision, I knew we had to partner together to reach even more people with our message of overcoming.

What would your ultimate advice for a university student be?

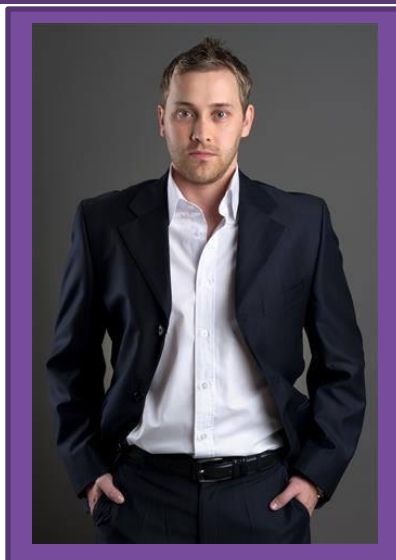
Never stop learning! There's always someone out there who knows more than you do, even if you've been in business for many years. Surround yourself with positive people, with mentors who are already successful and listen, learn from and mirror what they do.

-Interview done by Mea Rautenbach

From whom in your field of studies would you like to hear?

Let us know on our social media platforms.

We strive to close the gap between student and the industry.



You were a professional golf player before starting CEO GOLF. How did your experience on the golf course help you with your company?

Like any professional sport around the world it takes persistence, endurance and a lot of hard work to reach the top. When it comes to business it is not that different at all. You need to have a clear vision/dream on where you want to be in 10 to 20 years' time and run after that vision no matter what. The best decision I ever made was that I will never give up.

During your presentation at our Guest Speaker event you mentioned that you have studied CEOs. What characteristics of these CEOs were the most notable for you?

The first personal characteristic I've picked up from all successful CEOs around the world is that they are balanced individuals. When it comes to business characteristics every CEO has a clear vision for his company, willing to take calculated risks, he's honest, ethical and has a global business outlook.

Interview Time – Ruald Strydom

Of all the CEOs you have studied and met, who would you choose as your favourite CEO?

To choose a favourite CEO, Ambassador or President is quite difficult. Every CEO is unique in what they do and the way they do things. To highlight one gentleman I've met here in South Africa has to be Mr Arthur Lenk who is the Ambassador of Israel to South Africa. He is not only a great person to meet but someone who believes in the vision of his country and the greatest forward thinker I've ever met.

It is clear that you are a busy man. What is your secret to managing your time, especially with different time zones?

Let me quote the words of one of my friends; *"Time is the most precious commodity you have. Use it wisely to build your brand and know how to leverage your activities - Ziad K. Abdelnour, President and CEO of Blackhawk Partners, Inc."*

We are very blessed with technology in the day and age we live in. I can be in many countries at the same time. Develop effective strategies for managing your time to balance the conflicting demands of business, leisure and family.

Some of these strategies including setting clear goals, breaking your goals down into discreet steps, and reviewing your progress towards your goals.

Other strategies involved include;

1. Prioritising: Focusing on urgent and important tasks rather than those that are not important.

2. Organising: Organising your work schedule;

3. Keeping a to-do List: You should have a reminder system to tell you of when you need to do what. A daily list of tasks that need to be done is an essential part of managing your time. Refer to and update this every day.

Your company does not only deal with CEOs on a regular basis, but also with ambassadors and Heads of State. How do you approach them?

You have to keep in mind that they are just human but with extraordinary achievements. Build friendships and ask them for advice. That will be your most valuable asset in life.

You emphasis quite a lot on the sharing of knowledge. Your company's website, www.ceogolf.com, has a lot of articles that were written by big CEOs. What is your bit of knowledge to share with the members of MC Experience?

We have daily articles written by Global listed CEOs and till this date I still learn from every article published. We get four kinds of people. People who add and multiply to your life and people who divide and subtract from your life. Build your life around people who add and multiply so that you can grow in every area of your life.

You can't make financial success your only benchmark. Being an entrepreneur is what you do – not who you are. At the end of the day it will all come down to; Did you leave a legacy behind? Were you a successful spouse, parent or child?

The best piece of advice I got from my father when I was only 13 years

old. Never run after money for it will run away for you. Run after your vision and built your character under pressure and money will run after you.

What is your dream for South Africa?

If you have travelled around the world you will know that we live in a beautiful country with millions of opportunities on our doorstep. Making our country great is not only up to our politicians but up to us as new generation business entrepreneurs.

Follow your passion and becoming a "game changer" in your field of expertise.

-Interview done by Mea Rautenbach



Best of luck for the second part of the first semester. It will be over before you have finished reading this sentence.

Study tips (that you probably have read before somewhere randomly)

Quiz yourself on your work

Write down all your formulas at the beginning of the test

Times New Romans is the fastest font to read

Use different colored pens. Your brain will remember the work better

Study groups are always a winner

Study in a neat environment

Stay off the junk food

Water! Water! Water!

Get enough sleep

Search Pinterest for crazy study tips