



September 2011

AFTERALL Newsletter

What is the Chamber worth to me?



Beatitudes of Leadership

Gregory P. Smith

James O'Toole, a leadership expert said, "Ninety-five percent of American managers today say the right thing. Five percent actually do it." Today's complex and changing business environment requires a special style of leadership. Like yesterday's newspaper, traditional leadership styles are outdated...no longer effective. Everyone today, no matter what job they hold must improve their leadership skills. Whether you are a meeting planner, an association executive or the CEO of a large corporation, leadership is the key ingredient to organizational success.

The most critical ingredient needed in all organizations today is action-oriented leadership based on a whole new set of attitudes. Uniquely equipped for this task is the innovative leader who possesses the Beatitudes of Leadership.

BE BOLD AND CHALLENGE STATUS QUO

Conformity and status quo are the first steps down the staircase of business ineffectiveness. People become comfortable doing the same things the same way, copying everyone else. The innovative leader is always looking for ways to improve what is being done, never satisfied with just being good. In today's chaotic business environment, good is no longer good enough.

BE A RISK TAKER

The innovative leader understands progress depends on change and change is risky. The leader creates an environment allowing people freedom to experiment and take risks without fear of reprisal. The innovative leader provides support and encouragement to his or her people even if a person fails in trying to do something new.

BE AUTHENTIC AND APPROACHABLE

Creating an open and supportive environment is important if you want your people to become innovative. One way to make yourself approachable is to talk openly about your own mistakes and your limitations. Once viewed as taboo and poor leadership, but now is more acceptable and no longer thought of as a sign of weakness. In fact, many people find it a sign of strength and authenticity, a way to gain respect and trust from your people. After all, who doesn't make mistakes-it's only human.

BE A ROLE MODEL

The old saying goes, "Actions speak louder than words." This saying is more true today than ever before. Change begins at the front office, the top floor, the corporate boardroom. Workers are not fooled by posters, slogans, and speeches such as, "People are our most important asset" or "Quality comes first." Management's actions show the people in the organization what is truly important. You must walk the talk.

BE OUT AND ABOUT

In this high-tech, non-stop world, meetings and conferences become vampires slowly draining the life out of the business. Change occurs so rapidly that by the time a problem is brought to a staff meeting, it's too late. Both solutions to problems and innovative ideas are found on the front line with the workers. Leaders must get out of the office and spend time talking to workers and customers in and about the business.

BE INSPIRATIONAL

Horst Shultze, the CEO of Ritz-Carlton Hotels delivered one of the most inspiring and motivating talks ever heard. The vision for his company unfolded like an artist painting a canvas. He spoke of his dream of creating, not just good hotels, but the best hotel chain in the world. He recounted how his workers told him what the hotel industry needed, what was important, and how to do it. The audience seated in the auditorium became part of the transformation process. They felt the workers' pride and enthusiasm. They could see the difference this leader brought to his organization.

Jou Besigheid se Webwerf

n Webwerf speel n belangrike rol in n besigheid se bemarkings strategie en kan n kragtige bemarkingskanaal wees. Dit is belangrik dat n besigheid se webwerf ten alle tye op datum is, daarom as jou telefoon nommer of besigheid se adres verander het, maak seker die inligting op jou webwerf word ook verander.

As jy nog nie'n webwerf het nie, of dit oorweeg om jou webwerf te laat herontwerp, hier is n paar dinge om in gedagte te hou.

Doen deeglike navorsing voor jy besluit op n maatskappy om jou webwerf te ontwerp. Maak seker dat die webwerf jou eiendom raak sodra dit klaar ontwerp is en vra ook die maatskappy hoe goed hulle soek enjins verstaan dit kan n groot rol speel in die sigbaarheid van jou webwerf op soek enjins se resultaat bladsye.

Vind uit of jy self die inhoud (teks, fotos, ensovoorts) op die webwerf sal kan verander soos dit nodig is en of jy die maatskappy n fooi sal moet betaal om dit te doen.

Maak seker dat die maatskappy analitiese kode (soos Google Analytics) op die webwerf insluit.

Die data van hierdie analitiese kode kan geanaliseer word om te sien waar die webwerf kan verbeter word. Die sal ook n goeie idee gee van hoe besoekers jou webwerf vind op die Internet en wat hulle interaksie met die webwerf is.

Kyk na die maatskappy se portefeulje en bespreek die webwerf uitleg en funksionaliteit wat jy ingedagte het deeglik om enige teleurstellings te voorkom.



Lets be subtle about this, we want to do business with them in the future.



"Lucky thing you took that negotiation course!"

NEGOTIATION

No matter what your role, negotiation is a key part of business. These buzzwords provide a quick overview of negotiating tactics and strategy. Whatever you're negotiating, don't forget to stay patient, open-minded and keep the desired outcome in mind throughout.

Top five negotiation tactics and strategy buzzwords:

1. **Boulwarism** - an offer or counter-offer that is not meant to be negotiated.
2. **Bundling** - is a practice of marketing two or more products or services with one price, in a single package.
3. **Reciprocity** - is a mutual or cooperative exchange of favours or privileges.
4. **Tipping Point** - is the critical point in an evolving situation that leads to a new and irreversible development.
5. **Winner's curse** - is an offer that is immediately accepted by the other party during negotiations. The term implies that although the offer was accepted, the person making the offer failed to get as good a deal as possible.



Excerpt from the Management Meeting held 25 August 2011

ECONOMIC DEVELOPMENT

-CBD Development- upgrade and new developments

The upgrade of the CBD is of crucial importance and needs to be implemented. The Municipality must be contacted in order to determine who deals with this issue from their side.

-Airport project – committee for development reinstatement

Feedback was given regarding the hangars that had been built as well as the taxi-way that would be constructed. The secondary runway would be opened to be utilised as an emergency landing strip. The new aviation company was discussed as well as the problems experienced at the airport such as the fact that no power had as yet been installed by the Municipality. This was to be taken up with the Municipality and Petri van Zyl would keep the chamber informed of the progress made.

-Burgersentrum upgrade

-Analysis of all sources of funding available

The agency that would be formed which would provide funding was discussed.

The availability of information regarding bank loans and enterprise development was mentioned.

-Water analysis of the area for future development

Schalk le Roux endeavoured to determine the quality of Oudtshoorn's water and would report back on this at the next meeting.

-Golf Estate

André van Greunen reported that new negotiations were underway for this development.

-Sites available – Industrial, business and housing

It was reported that no suitable industrial sites were available.

-Dysselsdorp rural development

-Car guards / Parking

The success of this project has yet to be determined. More parking is available now that certain areas are being serviced by the current parking attendants.

-Tourism – marketing & development

Niel Els discussed De Rust and the recent award as Town of the Year. He said that the rock falls on the N12 had created a major problem for tourism.

MUNICIPALITY

The meeting that the Executive Committee of the chamber had conducted with Llewellyn Coetzee and Gordon April was discussed. The Special Investigation Unit has not completed the investigation as yet due to the ongoing investigation currently taking place.

COMMUNITY

-South Cape College Bursaries

Jacobus Maloney said that R200 000.00 was still outstanding for the bursaries and that he would meet with Frans Kamffer to discuss this and possible options.

NETWORK EVENINGS

The next network evening is being planned for the 29 September 2011.

BUSINESS LEADER

The 31 August 2011 was the deadline for nominations for the Business Leader.

*Letting go doesn't mean giving up...
But rather accepting that there are
things that cannot be*

In en om Oudtshoorn...

CALENDAR

SEPTEMBER / OCTOBER 2011

- 9 - 11 SEPT MTB Cycling – Honey Trail Plett & Mbay
- 17 SEPTEMBER Rd Bike Cycling – Oudtshoorn Tel: 073 194 2948
- 24 SEPTEMBER NG Kerk Odn Wes Bazaar Tel: 044 272 3414
- 25 SEPTEMBER MTB Cycling Karoo 2 Coast Tel: 082 851 3622
- 29 SEPTEMBER Uniondale Skou Tel: 083 272 858
- 29 SEPTEMBER SWD vs KZN Cricket – Odn Tel: 082 381 5486
- 29 SEPT – 2 OCT 40th Odn Scale RC Airshow – Odn Airport
Tel: Fanie Fourie - 082 897 8251
- 30 SEPT – 2 OCT MTB Marathon 2011 Tel: 084 279 1065
- 1 OCTOBER Rock Around The Clock – Super Carwash
Tel: Deon Bosman 044 279 3022
- 2 OCTOBER SWD vs KZN Cricket – Odn Tel: 082 381 5486
- 7 – 14 OCT Christus Fees Tel: 076 041 3452
- 8 OCTOBER Kei vs SWD Cricket (Fort Beaufort)
Tel: 082 381 5486
- 9 OCTOBER Gimnasium P/Pinchers Cycle Tour
Tel: 082 773 8914
- 14-16 OCT SWD vs Border Cricket (Odn) Tel: 082 381 5486
- 15 OCTOBER Marathon (De Rust) Tel: 044 241 2109
- 15 OCTOBER 7 Weekspoort MTB challenge
Tel: 082 379 1177

*Do you know of any event taking place that does
NOT appear on the above list?*

*Let Helen know at 044 272 6637 or
business@odnchamber.co.za*

Baie dankie aan Jurgens Meyer, bestuurslid van die Oudtshoorn Besigheidskamer, en Kevin Linford vir hulle wonderlike ondersteuning van ons gholfdag.

Pryse Geborg Deur

Winston Linford Motors

Besigheidskamer Gholfdag winners 8 September



**Eerste plek : WM Badenhorst en Ferdi Jonck
By hulle staan Jurgens Meyer (heel-links) en Kevin Linford**



**Tweede plek : Salie Oosthuizen en Louis Fourie
By hulle staan Kevin Linford**

NEW MEMBERS



Welcome to our New Members / Welkom aan ons Nuwe Lede

APROLASA
Hannes Barnard
Tel: 044 279 2158

AVIC International Flight Training Academy
Willie Marais
Tel: 044 272 5547

Liquor City Oudtshoorn
Poffer Ungerer
Tel: 044 272 7980

Rawson Oudtshoorn
Joan & Isidore Langenhoven
Tel: 084 595 6600

South Western Districts Cricket Board
Albertus Kennedy
Tel: 044 272 6604

Wimpy
Christiaan de Beer
Tel: 044 279 2172

Ondersteun lede van die Oudtshoorn Besigheidskamer. 'n Volledige ledelys is beskikbaar op ons webwerf by www.odnchamber.co.za



Members of the Oudtshoorn Business Chamber get a full advert for their businesses for R175 per year on the Oudtshoorn Info website.

Contact Greg: 044 272 0041



Pssst.... Besigheidskamer se volgende netwerkaand is op 29 September 2011... Geborg deur

MAKE THINGS HAPPEN

NEDBANK

BUSINESS BANKING

Hou hierdie datum oop...

Oudtshoorn's Twin City in the Netherlands - Alphen aan den Rijn
Visit their website at:
www.alphenaandenrijn.nl


Gemeente
Alphen aan den Rijn



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Nuwe Lede kry 'n eenmalige geleentheid om 'n gratis advertensie te plaas.
Vir die plasing van u gratis advertensie kontak: Helen – 044 272 6637

SURVAL
Boutique Olive Estate




Nianell, 23 September @ 18:30
Vingerete ingesluit R160pp
(Kontantkroeg)
50% van kortjare verkope gaan van liefdeligheid

Gezet 'n ste by Ba Casa Restaurant en staan 'n kans om 2 kaartjies na Nianell se optrede te wen.

GPS Coördinate: 33° 27' 14.13" S, 27° 14' 16.8" E

SURVAL
Boutique Olive Estate



• Breakfast: 08:00 - 11:00 Daily • Lunch: 11:00 - 16:00 Daily • High Tea: 16:00 - 19:00 (reservations essential) • Dinner: 18:00 - 21:30 (reservations essential)

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