

USB presents Alumni Awards

Dr Trevor Manuel became the first recipient of the University of Stellenbosch Business School (USB) Students' Inspirational Leadership Award at a gala evening held in Cape Town earlier this year. The USB also announced its Alumnus of the Year at this function and raised money for its Future Fund.

In his acceptance speech, Dr Manuel said: "Our generation has a responsibility to create a better life for the next generation. That is why we need authentic leaders and why we have to build an inclusive society. We must have a vision of the future to which our followers have a moral right." Dr Manuel also made a plea for rationality and for serving the country with humility and dignity.

The second recipient of the USB Students' Inspirational Leadership Award was Louisa Mojela, CEO of the women's empowerment company Wiphold and chairperson of USB Executive Development Ltd.

"Success is about more than money and power. For Wiphold, success is about mobilising large numbers of women to become economically active in the mainstream economy in order to become economically independent," Mojela said in her acceptance speech and added that one of the challenges in building a skilled next generation was to help women to become actuaries and chartered accountants.

The USB's Alumnus of the Year Award went to Laetitia van Dyk, then HR director of UK Banking with the Barclays Group in London. Throughout her career, Laetitia has combined academic education with real-world experience to become one of South African's foremost people management specialists. The gala evening was also used to generate funds for the USB Future Fund by selling tables to corporates and individuals and by auctioning sports memorabilia and wine. Several bursaries and financial support for MBA studies at the USB were also pledged during the evening. Through its Future Fund, the USB provides bursaries to gifted students and financial assistance to NPO managers attending the USB's Management Programme for Non-profit Organisations. The Future Fund also helps two students each year to join the MBA International Study Tour, and donates money to local charities in the vicinity of the Business School.



Dr Trevor Manuel, minister of Finance, receives an award for inspirational leadership from Prof Eon Smit, director of the University of Stellenbosch Business School.



USB's Alumnus of the Year, Ms Laetitia van Dyk and the Rector, Prof Chris Brink. At the time of the award Ms Van Dyk was HR Director of UK Banking with the Barclays Group in London.

Nuwe adjunk-direkteur vir USB

Die bestuurder van die Universiteit van Stellenbosch Bestuurskool (USB) se afdeling Bemaking en Kommunikasie, Me Marietjie Wepener, is vroeër vanjaar aangestel as adjunk-direkteur by die USB. Sy sal steeds verantwoordelik wees vir die Skool se oorkoepelende bemakings- en kommunikasie-funksie en is ook lid van die USB se Uitvoerende Bestuur. Sy vorm saam met prof Eon Smit (Direkteur), prof Wim Gevers (Mededirekteur: Akademies), Hennie Oliver (Adjunk-Registrateur) en Frik Landman (Uitvoerende Hoof van USB-BO) die Bestuur van die USB. "Ek beskou my aanstelling as 'n erkenning van die rol wat bemaking en kommunikasie in die besonder en ondersteuningsdienste in die algemeen in die volhoubare groei



Me Marietjie Wepener

van die Bestuurskool speel," sê me Wepener.

Me Wepener, wat 'n meestersgraad in Kommunikasiewetenskap aan die Universiteit van die Vrystaat behaal het, het in 1997 by die USB aangesluit. Sy is tans besig met haar doktorsgraad in korporatiewe reputasiebestuur.

Lecturer publishes in Harvard Business Review

The chairperson of the Department of Business Management, Prof Nic Terblanche (*photo*), has mastered what many others have struggled to do – he has published an article in the prestigious *Harvard Business Review* (HBR).

The article, "How Not to Extend Your Luxury Brand", was co-authored by Mr Mergen Reddy of Deloitte Consulting and deals with research on the extension of luxury brands. The article appeared in the December 2005 edition of the HBR after it was accepted for publication early in 2005.

The HBR editorial team however decided that the research contribution of the article warranted the publication of the major findings in the December 2005 Forethought section as well.



Photo: Anton Jordaan, SSFD