



APRIL  
1971

# Swing

## FACES PLACES

Our chapter always produces people who do a mountain of work for the benefit of the chapter. Those involved in the Chapter must have noticed the work being done by ALAN REES.

The V.P. Programmes for this year, Chairman of F.O.Y.M. and currently running the Pre Induction Course. Alan, 29 years old, a most eligible bachelor, employed in the property field is a real live wire. During his career in the chapter Alan ran a film society, was V.P. Operations and was a brilliant Chapter Secretary. In addition to these, Alan's flair is when he is organising a film premiere. Who will forget "Banana Beach" last year. Finally a big congratulations to Alan, who has now received his B.A. - something really worked for.

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Did you know our Chapter beat Vereeniging at the Management game held during the month. Very well run by N.P.D. L.D. Lionel Astill. Enjoyed by all. I hear that Geoff Kruger starred for our team.

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Did you know Geoff Kruger and his lovely wife Christianne have just had a bouncy baby boy. Mazeltov from all of us.

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An interesting portfolio is developing under Klaus Lege. The Bantu traders course under Alan Linger looks really worth while. Looking for something interesting contact Klaus.

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Our chapter was honoured to be able to host National President Brian Liggett at our March General Business Meeting. Brian, a tremendous worker, a Jaycee out of the top drawer, doing a fine job throughout the country.

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## FROM THE DESK OF THE L.P.D. ECONOMIC AFFAIRS.

1. I have taken over the portfolio for Economic Affairs in March, 1971. My predecessor was Keith Abrams, whom I want to thank very much for his great activity and the excellent state of affairs in which he handed over his portfolio.
2. At present there are two Committees running in the field of Economic Affairs:
  - a) Effective Retailing for Africans in Soweto (Chairman: Alan Linger)
  - b) Step by Step into Exporting (Chairman: Barrie Russell)
3. Further Committees are thanks to the activities of Alan Rees and Aaron Levin on the way to be established:
  - a) Top Shop Competition in Hillbrow,
  - b) Effective Business Hours,
  - c) Better Business Communications (Telephone-Directory).

The Top Shop-Committee will organise a competition between the shops in Hillbrow to find out through the general public which shop is according to the service, pricing, quality of goods etc. the best liked in Hillbrow.

The Effective Business Hours Committee will find out whether an extension of shopping hours has to be supported. That will be done with i) well founded questionnaires which have to be drawn by the Committee, ii) a representative sample of the population, who have to be approached to answer the questions.

The Committee which will mainly be dealing with the Jaycee Telephone-Handbook has the task to bring this handbook up to date according to the theory of modern business administration and office keeping experience.

4. In future there will be put more stress than before on activities which look into the economic problems of our community with the aid of questionnaires and other methods of research work. These activities will establish a pendant to the main field of former projects in form of training courses for a special group of our community.
5. The Chairman of the Effective Retailing for Africans-Committee reports:  
 "The aim of the project is to give a short course of four lectures/discussions to the African Traders in Soweto, together with a Metrication Brochure which will be presented to the traders. The Chapter was originally approached by the Johannesburg African Chamber of Commerce (J.A.C.C.) to see if we could assist with such a brochure, and it was decided to expand on this to include the lectures. These fall under four broad headings:  
 a) Stock and Cleanliness Control  
 b) Marketing  
 c) Administration  
 d) Merchandising and Metrication.

We are in regular contact with the J.A.C.C. and they have welcomed our suggestions. It is hoped to hold the lectures in Soweto, commencing at the beginning of May. The J.A.C.C. will attend to venue and notification of the traders on our behalf. It is intended to offset the cost of the brochure by obtaining sponsors with an interest in the Soweto market." Alan Linger.

6. The Chairman of the Step by Step into Exporting-Committee reports: "Step by Step into Exporting is a Seminar aimed at those in business particularly small business who want to learn how to set about exporting. The Committee decided that the best way to get the optimal result out of the Seminar would be to join forces with SAFTO.

The subjects range over

- a) The Decision to Export,
- b) Pricing and Costing,
- c) Research,
- d) Methods of Exporting,
- e) Physical Distribution of Exports,
- f) Finance and Payments,
- g) Sales Promotion for Exports.

The Course will consist of three evening sessions of May 4th, 6th and 11th." Barrie Russell.

7. The Retailing and the Export Committees are running very well.  
 A big thank you to the Committee members.

KLAUS LEGE

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