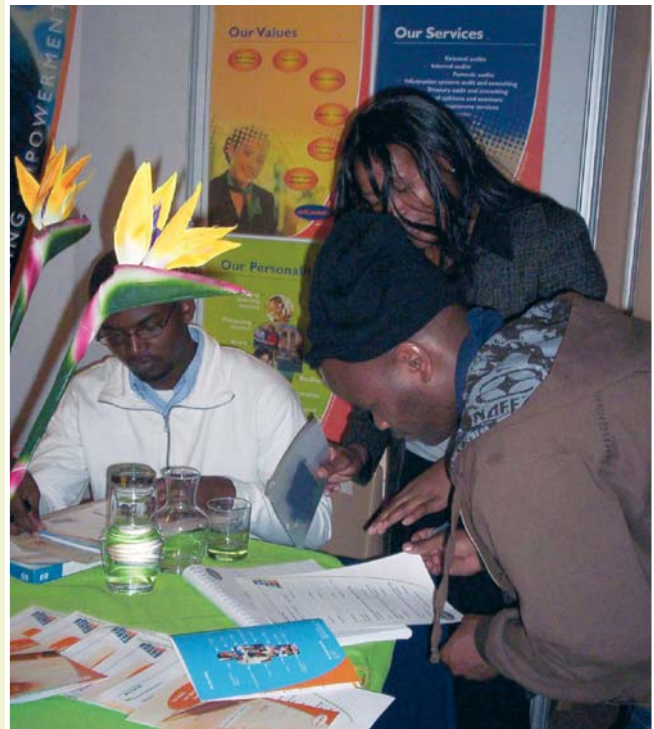


# nkonki talk

## Hearing it from the horse's mouth

This year our trainees took part in the career exhibitions and the students seemed to be quite taken up to hear from people who are actually training to be Chartered Accountants.



**Aleta Masipa explaining the application process to prospective trainees at Unisa.**

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**Sibusiso Ntsusha explaining the "academic must haves" to UNISA students**



**Siphiwe Sithole at the career expo at UNISA**



**nkonki**

## Editorial:



Last month during the career exhibition at UNISA I noticed that there were people who kept on coming to our stand and commenting about our attractive corporate colours and the friendly spirit that was created by these elements.

According to the Brand Glossary – “A brand is a mixture of attributes, tangible and intangible, symbolized in a trademark, which, if managed properly, creates value and influence.” Value has different interpretations: from a marketing or consumer perspective it is the promise and delivery of an experience; from a business perspective it is the security of future earnings; from a legal perspective it is a separable piece of intellectual property”.

Brands mean many things to many different people. However at all times brands should act as cement that holds everything together. Sometimes when I am selling our branded things people think I am simply selling for the fun of it. I am trying to get everyone to own our brand.

We ought to be proud of our brand and take its ownership or simply become ambassadors of our firm. The pride I am talking about should not be confused with being seen as displaying excessive self esteem, conceit or even arrogance. I mean we should feel

honoured to be part of the firm that we work for and take pride in our achievements. It is our responsibility to build up and nurture our brand.

In November we are planning to have a Nkonki Day of Giving and we all need to have track suits, golf shirts, all weather jackets, caps etc. It would be advisable to start purchasing your branded clothes now.

Best Regards

Lindi Dlamini  
PR & Marketing Manager

## Profile

# Maxwell Setati



Maxwell Setati is our Internal Auditor; he joined Nkonki beginning of July 2007.

Maxwell grew up in Petersburg and partly in Thembisa. After completing his BCom Accounting at the University of the North (Turfloop), he worked for Ekurhuleni Municipality as an auditor in the Finance Department. He completed his Honours Degree through UNISA in 2006.

Maxwell is married and has a seven months old daughter. Maxwell describes himself as a focused and hard working person who is inspired by positive people who are brave, courageous and not scared of taking risks. “I don’t like people who are negative in life” he says.

In order to succeed Maxwell says “It is important to maintain discipline if you want to move from point A to B in life”. Maxwell attributes his success to his family, wife and friends who were always there for him and kept on motivating him.

Maxwell unwinds through reading, listening to good music, and watching movies. He is currently reading his Bible, and Who Moved My Cheese by Spencer Johnson.

# What's on?

## Welcome

We would like to welcome the following new staff members:

Brian Mungofa –  
Audit Manager

Miriam Kapinka –  
Network Controller

## Resignations

### Audieut!

To the following staff members who have resigned, we wish them all the best in their future endeavours.

- Thuli Mashanda
- Bulelwa Mhlungulwana

## On the lighter side

"Your vision will become clear only when you look into your heart ...Who looks outside, dreams. Who looks inside, awakens."  
Carl Jung

"Ordinary people can spread good and bad information about brands faster than marketers."  
Ray Johnson

"Values are not trendy items that are casually traded in."  
Ellen Goodman

# ABASA 2007 FQE DINNER

The 2007 FQE dinner was held on 5 July at the Theatre on the Track in Kyalami. The dinner was organized by ABASA to congratulate candidates who have successfully completed their qualifying examinations to qualify as Chartered Accountants.



From left to right: Marinda Waddicor, Thuli Mashanda, Kholeka Nemato, Thandeka Fongoqa and Malungelo Jita.