

# MEET ALL OUR

# INCREDIBLE WOMEN

Over the past year we've introduced you to 12 entrepreneurs with an edge. Now's your chance to vote for your favourite

**VOTE & WIN R20 000 PLUS** nominate a friend's business and win R10 000 each



**1. DOREEN SOUTHWOOD, 31**  
She's an award-winning artist, a fashion designer and the owner of Mememe boutique - Doreen's ability to blend her love of fashion with running a business made her our first finalist.  
**In her own words** 'I love fashion. It's like lots of mini experiments. I can think about and work for months on an art project, but with clothing it's instant gratification.'



**4. JENNY MILLER, 47**  
Currently the CEO of Miglio Jewellery, Jenny began her venture as a student and 25 years later she's still adding plenty of extra sparkle to South African women's lives.  
**In her own words** 'My business grew out of a good old-fashioned work ethic. Meaning hard work. I do whatever it takes, never give up, continuously strive to be better, and always have fun.'



**2. ELANA AFRIKA, 25**  
A TV and 5FM radio presenter, Elana is also the owner of Eaworks. Our second finalist turned her fascination with the entertainment industry into a lucrative business venture.  
**In her own words** 'I don't believe in putting all my eggs in one basket so I set up my own production company, Eaworks. It gives me the opportunity to work behind the scenes too.'



**5. SHELENE SHAER, 39**  
A hairdresser and the co-owner of Tanaz Hair, Body and Nails, Shelene grabbed her opportunity when it presented itself and has ended up with the business of her dreams.  
**In her own words** 'I left school at 16 and began working in hairdressing. I soon realised that I loved working with hair and people and making them feel good about themselves. Creativity came first; business came later.'



**3. IRENE IVY-SCHUERMANS, 41**  
As the owner of The Cape Herb and Spice Company, Irene's been profitably spicing up South African dishes for the past 15 years.  
**In her own words** 'The best way of educating yourself is having a passion for a subject. When I started Cape Herb and Spice, I didn't have any food training. But I'm passionate about spices and have learnt all about them.'



**6. SALLY WILLIAMS, 63**  
The founder of Sally Williams Fine Honey Nougat, Sally was smart enough to spot a gap in the market and become SA's sweetest lady.  
**In her own words** 'When I started it was all trial and error but I believed that I could make better nougat than those available in South Africa. We started in my kitchen; then when that got too small we moved to the garage. It was hectic.'

WORDS EULOGI RHEEDER



**7. COLLEEN O'CARROLL, 48**  
When Colleen started Hands Down Distribution, a beauty-imports company of which she's the director, she believed in her dream and worked hard to make it a success.  
**In her own words** 'I grew up poor and I didn't have material power, but I had honesty, integrity and knowledge. That is the power that makes me a good businesswoman, wife and mother.'



**10. ALGRIA FERREIRA-WATLINGIS, 40-SOMETHING**  
Our 10th finalist turned her love of 'painting women beautiful' as a make-up artist into a business and transforming South Africa one face at a time.  
**In her own words** 'I used to be an art teacher, but always had a passion for "painting" faces. I believe I can make a difference in the world, even if it is only with a make-up brush.'



**8. NATALIE BECKER, 33**  
The owner of fashion label and boutique Frock, Natalie followed her creative destiny when she first started her small but very successful business.  
**In her own words** 'Creativity and design flow through my veins. Both of my parents were involved in the fashion industry and starting my own business was a natural progression for me.'



**11. CONFIDENCE NKOSI-MAJAH, 42**  
Confidence seized her opportunity to start her own business - the beauty-salon chain Romeo and Juliet - and now she gives other women the chance to do likewise.  
**In her own words** 'I believe in educating more people about beauty and giving them the skills they need to start their own businesses. I have started a beauty school to give women the skills to become entrepreneurs.'



**9. MUMSI MAKHOKOLO, 35**  
The owner of Kalsoso Business Enterprises and the clothing label Glori, Mumsi left the comfort zone of a secure job to follow her passion for clothing design and became an entrepreneur in 2003.  
**In her own words** 'I think I'm the luckiest person alive. I get up every morning to do what I love doing - designing clothes.'



**12. PUMLA NGXEKANA, 30**  
A fashion designer and the owner of fashion label Soul Spice, our last finalist is passionate about our country and believes that one South African hand should always help another.  
**In her own words** 'I'm proudly South African. I run a community upliftment programme in Umtata using their skills in my garments. I want to give them a platform where their skills and talent can be recognised.'

**HOW TO VOTE**  
You've met our 12 finalists, now pick your winner. Your votes will help determine the winner of the Marie Claire/Standard Bank Incredible Woman of the Year and, by voting, you'll also stand a chance of winning R20 000 cash! To vote, send an SMS to 33818 by 30 June. Don't use any punctuation and begin your SMS with MC 36 Standard Bank Name of Your Chosen Woman, followed by your own name, surname and postal address. **PLUS** In addition, you have the chance to participate and win by nominating a friend's business. All you have to do is write 50 words about why you think their business (existing or planned) is a winner. You could be attending the star-studded awards ceremony with them and you could each win R10 000! E-mail your nomination to [standardbank@assocmags.co.za](mailto:standardbank@assocmags.co.za). See page 110 for competition rules.