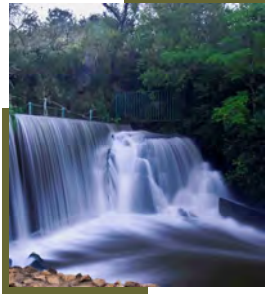
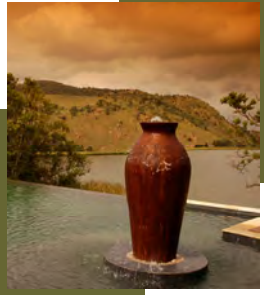


MONTHLY REVIEW

LINKING BUSINESS AND TOURISM



Offering valuable information to assist you in creating unforgettable memories

ROCCI Tourism in association with Cresco Tours, have put a number of tours together to showcase local business in the Region, and on the West Rand.

Whether you are planning a business tour for foreign delegates, a wedding or a conference, or considering investing in the area, ROCCI's tailored tours serve to offer valuable information to assist you in creating unforgettable memories. The following tours have been developed in conjunction with Cresco Tours:

History and Education Tour

Enjoy what the area has to offer in terms of tertiary education and be enlightened about the West Rand's magnificent history.

Bridal Tours

Wedding planning is made easy once you've experienced the wedding planning tour where you can view venues, bridal boutiques, gift ideas, etc. Remember that this tour is also useful for any type of event planning.

Manufacturing & Business Showcase Tours

A learning experience for anyone thinking about operating a business in the area. Two tour options are available depending on your interests. A must-do tour for starting a new business, or if just interested in what is happening in our area. Our Green extra showcases a "green" building.

Business Event and Conference Planning Tours

Planning a business event – Why not hop onto this tour and find out first hand what our amazing conference venues have to offer. This tour could also be used for those who are looking for more options with regards to wedding venues and planning.

Leisure Tours

There are a couple Leisure Tour options, but why not rather leave all the planning to us for a great leisure experience? Whether you're into casinos and breweries or bird-parks and heritage sites, there's fun to be had for everyone on these tours.

If you would like to propose including your business into one of our tours, please contact Lucille at Cresco Tours Tel. 011 472 2442. We look forward to hearing from you.

Tour information available on www.crescotours.co.za or contact
Lucille at Cresco Tours at Tel. 011 472 2442



Information sessions and workshops offered to assist ROCCI Members

13 July - Maximum You

How to get the best out of yourself as an individual and as an entrepreneur
FREE Workshop presented by Dr Elize Ellis, Inspirit Design



15 July - Are you a Networker or a Notworker ?

"Tricks" that can transform your 'notworking' experience into a very rewarding and profitable networking investment.
FREE session presented by Peter Bolgann, Minuteman Press Krugersdorp & Think Aspects



20 July - The Money Tree

Money means choice - a new perspective on money and wealth creation.
FREE Workshop presented by Dr Elize Ellis, Inspirit Design.



27 July - Renovate your life

Discover the inhibitors to your personal and business growth, and how overcoming these barriers will help you achieve outstanding success.
Workshop presented by Alan Harvey, includes "Renovate Your Life" practical workbook.



29 July - Inspire the fire within

Valued added inspiration to boost your personal life and your business.
FREE Workshop presented by Dr Elize Ellis, Inspirit Design.



12 August - Protected Disclosures Act

The whistle blowing policy is about good management and sound corporate governance.
Sponsored legal training presented by Open Democracy Advice Centre

ROCCI EVENTS

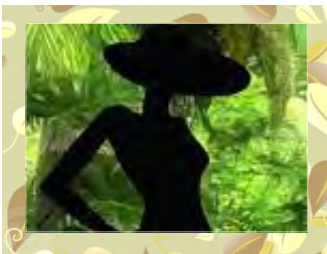


ANNUAL GOLF DAY : 22 July 2010

At Roodepoort Country Club
Four Ball Alliance

By participating in ROCCI's Annual golf day, your business enjoys excellent marketing and promotional opportunities.
Exhibitors at various holes
Prize Giving dinner.

Contact ROCCI Tel. 086 111 3304 / rocci@rocci.org



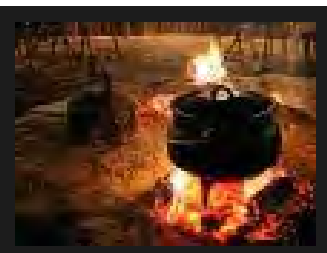
LADY ROCCI : 6 August 2010

At Garden World with Child Welfare SA
Celebrating National Woman's Day

Fashion, inspiration, entertainment, goodie bags; networking
Win a free makeover by Jeauval Hair Salon

Booking essential - Limited seating

Contact ROCCI Tel. 086 111 3304 / ladyrocci@rocci.org



ANNUAL POTJIEKOS COMPETITION : 20 August 2010

At Misty Hills Country Hotel

Theme your team and show what you've got.

Opportunity to promote your business

Prizes, gifts, networking and team building

Exhibit with SA Breweries; Virgin Active; ABI; etc

Book your team now to participate!

Contact ROCCI Tel. 086 111 3304

Booking is Essential



The Elevator Pitch That Will Land You The Deal

Peter Bolgann, Minuteman Press Tel.0860 105 451



An elevator pitch is a brief 30 – 60 second presentation that clearly tells your prospect what you do and how you can add value to them and their organisation. The objective of an elevator pitch is not to sell anything, but to impress your prospect and secure an appointment to discuss your value offering.

You have only one chance to make a first expression, so make sure it delivers. Your elevator pitch must be brief but so compelling that your prospect would want to know more.

Here is an example of an elevator pitch:

"Hi, my name is Peter and I am the owner of Minuteman Press Krugersdorp. Minuteman Press is the largest and most successful design, print and copy franchise group in the world.

We find that most companies are dissatisfied with their marketing results, because old techniques just don't work anymore.

So instead of just designing and printing business cards, flyers and other advertising material the way it has always been done, we have adopted a different approach. We first spend some time analysing what makes our client different to his competitors. We then have a look at our client's target market and get an understanding of how our client's product or service can add value to them. It is only when we know these critical things that we can use our marketing experience to design an effective marketing tool that speaks directly to the prospect.

*For the past 7 years we have assisted over 2000 small and medium sized businesses on the West Rand get better value from the money they spend on advertising. I am sure that we could do something similar for you. Why don't we get together and see how we can improve **your** marketing results?"*

As you will see from the above example, there are a number of elements in an elevator pitch.

Who are you?

Introduce yourself and your company in such a way that it is clear to the listener who you represent and who you are in the company. This makes your presentation personal and makes the listener feel more at ease.

What does your company do?

It may be obvious to you what your company does, but don't assume that it is equally obvious to your listener. You work with your products and services on a daily basis and probably have an expert's insight into your field and your business. Your listener may not be that familiar with your world, and if he doesn't understand the basic service you offer, you may never get any further with your presentation.

Create credibility

You need to convince your listener that you know what you are talking about and that he can trust you. You do this by referring to your backup team, your years of experience, your accreditations or your proven track record. The more specific, the better. Vague or misleading statements will not impress anyone and may actually backfire on you.

State a problem

Present a typical problem you solve for your clients. If your prospect is a typical member of your target market, and if you have correctly identified the issues you can solve for your target market, then it is highly likely that your listener faces the same problem. The more your prospect identifies with the problem, the better your chance for success.

Explain your value

Describe to your prospect how you provide a solution to the problem and what is unique about your service product or approach. You want to show your prospect how you will be able to add value to him and make it worth his while to listen to you. This needs to be appealing and convincing. Just stating that you print attractive business cards isn't enough. Isn't that what all printers will say? You need to be unique and explain to your prospect how you manage this, as in my example above.

Call to action

Lastly in your elevator pitch you will want to make it perfectly clear to the prospect what must happen next. You must remain in control of the presentation at all times, so take the initiative and make it perfectly clear to your prospect. Ask for an appointment or whatever action it is that you want to happen.

Not all situations are the same, and not all prospects will react in the same way to your elevator pitch. Your level of success depends largely on how well you have prepared and how confident you are in your delivery. The value you offer is also a compelling reason for a prospect to allow you the opportunity to meet. So, develop your elevator pitch, practise it and try it out a few times. Then make adjustments until you get to a version that delivers the results.

The last step for you is to make sure that everybody in your company knows the elevator pitch. Practise with them until you are all comfortable. Then use your elevator pitch every time you have an opportunity and watch the appointments come in...



SMME TRAINING SCHEDULE : July 2010 - FREE Training



ROCCI's SMME (Small, medium and micro enterprise) Training Programme empowers aspirant emerging entrepreneurs with the necessary skills, knowledge and exposure to start or grow their businesses.

This is done through continuous business skills training and development courses and workshops, mentorship programmes, networking & conferencing.

BAT South Africa's major investment in SMME Development contributes to creating jobs and growing South Africa's economy, and the Chamber has experienced unsurpassed growth in the development of SMME's.

The training subjects include everything from developing a persuasive business plan, through to accessing finance and marketing for small businesses.

July Training Schedule:

- 7 July : Human Resource Presented by COFESA
- 14 July : Taxation Presented by SARS
- 21 July : Small Business Guide to Marketing by ZA Group Pty Ltd
- 28 July : Import & Export Presented by FNB

BOOKINGS:

Contact ROCCI SMME Help desk
Tel. 086 111 3304 or Email smme@rocci.org

We congratulate the following training partners for their commitment to the SMME Training Programme, and for their continued support:

FNB; ZA Group Pty Ltd; COFESA; Business Partners Ltd; Standard Bank; SARS; Konitek Training & Development CC; and Joburg Region C.

Welcome New Members

Nedbank Corporate Business Banking Tel. 011 214 3600 www.nedbank.co.za



**NEDBANK
CORPORATE**

BUSINESS BANKING

Nedbank Business Banking, Western Gauteng Division, offers a full range of financial and advisory services to businesses with annual turnovers up to R400 million. The West Rand region stretches from Malibongwe Road up to Randfontein and Krugersdorp, and as far afield as Carletonville. It also includes Industria, Soweto, Lenasia and surrounding areas. Nedbank offers financial assistance to businesses across all industry sectors, specialising in the agricultural, franchising, tourism, printing and publishing, legal and accounting.

Business Banking's unique value proposition is centred on single-point accountability and the business manager acts as the primary point of contact for all banking needs, providing clients with specific solutions to lending, deposit-taking, transactional banking, debt-structuring, factoring, and vehicle and asset finance. Solutions are tailored according to a detailed understanding of the client's business and the local economy.

Fournos Bakery Little Falls Tel.011 475 7484 www.fournos.co.za



Little Falls

Fournos Bakery Little Falls was established in August 2008 and is the newest addition to the Fournos Bakery Family. We are conveniently located in the Life Style Crossing Shopping Centre, across the road from the Retail Crossing Shopping Centre located on Hendrik Potgieter & Cnr Nic Diederichs Blv.

We are a popular meeting place for business people, friends and family alike. Come and enjoy a superb light meal served by our friendly staff at affordable prices. Sample our famous freshly baked products or try some of our delicious selections of cold meats and cheeses at our deli. Another attraction is our ready-made take-home meals or our appetizing platters helping you to cater for any event. We pride ourselves on the basis of freshness and quality of product and value for money.

Fournos Little Falls is open from 7:00 every morning, so for the early risers come join us for a scrumptious breakfast.

Joburg Promusica Tel. 011 674 1357 www.promusica.co.za



Joburg Promusica is essentially a non-profit organization and we are a municipally owned entity. With that in mind, our success is based solely upon the amount of patrons that attend our productions. We have two theatres at Joburg Promusica, namely the Main Auditorium as well as the Basement Theatre. The Main Auditorium seats 317 people while our Basement Theatre is much more cozy and intimate and seats up to 80 people with a closer stage than that of the Main Auditorium. Both Theatre's are also available to be hired for various occasions and one should contact the Joburg Promusica for further details.

JMK Office Solutions Tel 076 776 2367/082 520 1444 www.jmksolutions.co.za



JMK Office Solutions is a premium supplier of office cleaning and hygiene services. Based in the Westrand of Gauteng, our services are readily available to small, medium and corporate companies throughout Gauteng along with our Autocare Services for all Commercial Automotive Dealerships. We understand the need and importance of a clean and hygienic working environment and have chosen to dedicate ourselves to giving our clients just that.

Up and above the Cleaning, Hygiene and Autocare Services, JMK Office Solutions is also a proud Distributor of a Wide Range of Chemicals.



Everything you need to make a Celebration Exclusive, Unique & Extra Special! Wedding & Event Stationery & Gifts - from invitations to the favors. Unique hospitality Gifts for hotels, lodges & guesthouses. Gift Hampers for all your gift requirements. Co-ordinate & supply stationery & décor for Bachelorette Parties & Baby Showers. Offers the Travellin' Nail Cab - in the comfort of your own home or office: acrylic, gel, silk & fibreglass applications plus manicures & pedicures. Visit our website for an exclusive internet shop page.

The Gift Cab - adding that personal touch

Acuitas Tax & Financial Consultants Tel. 011 794 5170



Acuitas is a business specialising in offering quality tax services.

Expertise : Chartered Accountant (SA); 5 years experience at auditing firms; 7 years experience at SARS; 2 years managing own tax practice.

Services : Corporate tax planning and compliance i.e. companies, close corporations, incorporated practices; PAYE returns, reconciliations and compliance; VAT returns and compliance; Individual tax planning and compliance i.e. sole proprietors, partnerships, salary earners, trusts; Statutory and financial services i.e. preparation of annual financial statements, accounting officer, accounting functions for smaller enterprises; Liaising with SARS in the event of an audit or dispute resolution.

NOMINATIONS ARE NOW OPEN FOR ROCCI/FNB's 2010 BUSINESS OF THE YEAR AWARDS
Go to www.rocci.org to nominate your top business

COMMUNITY PROJECTS NEED YOUR HELP

Assist our community projects, and make a difference.

Creating an Environment in which the business community and its people can flourish.

Roodepoort SPCA urgently need donations of blankets for their kennels.

The SPCA's second hand book store also appeal to anyone willing to donate books in good condition for resale.

Please contact Leanne Swan Tel. 011 672 0448 or 082 852 2605



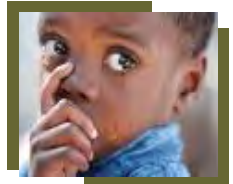
JAM South Africa

Your donation provides a child's daily nutritious meal.

R30 = food for a month

R365 = food for a year

Contact Rose Pollard Tel. 011 548 3900



Contact Information

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