

# Finalists for 2018 Fairlady Santam Women of the Future Awards announced

This year's panel of judges included chief patron of the Thuli Madonsela Foundation, Professor Thuli Madonsela; Santam head HR Business Partners Annette La Grange; media entrepreneur and international speaker Jo-Ann Strauss; entrepreneur Dawn Nathan-Jones and *Fairlady* editor Suzy Brokensha.

The winners in each of the three categories of the Fairlady Santam Women of The Future Awards 2018 will be honoured at a prestigious awards ceremony in Johannesburg on 17 August 2018.

"It's a treat to judge this competition," says *Fairlady* editor Suzy Brokensha. "I'm always inspired - not only by the gaps these women see in the market, but by their courage, resilience and determination. They make me proud to be a South African woman."

Through an independent survey, Santam found that the first 1000 days of a business are the hardest. If you're still in business by day 1001, they've found, you're likely to succeed long-term.

The 2018 finalists are:

## Woman of the Future



**WOMAN OF THE FUTURE**



TEBOGO ANNA MASHEGO

KIRSTY BISSET

PATRICIA SCHRODER

The women in line for this award are over 30 and have been in business for longer than 1000 days.

- Kirsty Bisset (STIR) – provides a holistic, full-service digital offering to leading brands in SA, the US and UAE.
- Patricia Schroder (Reclite SA) – collects, transports and recycles lighting, batteries and electronics.
- Tebogo Anna Mashego (Ditsogo Projects) – specialises in metal fabrication of underground materials, steel engineering and welding maintenance.

## Rising Star



### **RISING STAR**



MAPITSO THAISI



JESS KIPLING



VERE SHABA

These young go-getters are aged 30 and under and have been in business between six months and 1,000 days.

- Jess Kipling (Southern Suburbs Staffing and Co) – provides young professional waiters, bartenders and hosts to assist at events.
- Mapitso Thaisi (Shweshwekini Active Wear) – produces swimwear and activewear inspired by the Basotho shweshwe patterns.
- Vere Shaba (Shaba and Ramplin Green Building Solutions) – an engineering consulting firm specialising in green building certifications, engineering solutions, energy solutions and strategic partnerships across the African continent.

## **Social Entrepreneur**



### **SOCIAL ENTREPRENEUR**



RIANETTE LEIBOWITZ



LINDIWE MATLALI



ROBERTA DONOVAN

The women in line for this award are over 30, have been in business for longer than 1,000 days and are making a real difference in their community.

- Lindiwe Matlali (Africa Teen Geeks) – teaches disadvantaged school children how to code for free.
- Rianette Leibowitz (SaveTNet Cyber Safety NPC) – creating awareness among young people of how to engage responsibly on digital platforms and helping victims of cybercrimes.

- Roberta Donovan (Better SA) – offers a service that makes volunteering easy by allowing volunteers to book a spot in a vehicle to get them where they want to go. Better SA's mission is 'To make it as easy and rewarding as possible for South Africans to volunteer their time and skill.'

Mokaedi Dilotsotlhe, chief marketing officer at Santam says, "Each of these women is deserving of the recognition. They have shown that hard work, focus and determination – are key traits in building a successful business. Their commitment and passion towards making a difference in our nation and the lives of others serve as an inspiration to all."

Each winner will receive an invaluable mentorship session with one of the judges, an Issey Miyake fragrance hamper worth R6,990, an IMM Graduate School short course worth R15,000, a Michel Herbelin watch worth R10,500, a Samsonite Karissa Biz Bailhandle and Spinner suitcase worth

R7,298, a Madrid ladies handbag and purse from Jekyll and Hide valued at R4,799, a Cross pen worth R2,500 and one media training session, plus R50,000 in cash to the Woman of the Future and R20,000 in cash each to the Rising Star and Social Entrepreneur.

*For full details, and information on how to purchase tickets for the event, get the latest issue of Fairlady magazine, like Fairlady on [Facebook](#), follow @FairladyMag on Twitter, and @Fairlady\_Magazine on Instagram.*

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