

MAART ■ APRIL 2018

KWARTAALNUUS ■ UITGawe 4

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New look

for Hinterland staff!

Thursday 1 March 2018 was the first day on which the company employees wore their new uniforms, and by all reactions on the day, staff seemed to be well pleased with the new attire. The project to upgrade the company's corporate image began in January 2017, when a committee was convened, consisting of branch and head office personnel. Several suppliers were

approached, and after many meetings and presentations it was decided on the material and design on the shirts as seen in the photos. Staff will also be issued with a Hinterland golf shirt to wear on Saturdays, show days and farmers' days. The new shirts will be worn by all staff across all business units.



Boodskap van die BD

Mede-Hinterlander,

Tye van verandering.

Dit is met 'n goeie rede dat daar algemeen gesê word dat verandering 'n konstante gebeurtenis is. Wie sou 'n tyd terug met sekerheid kon sê dat ons land 'n nuwe president sou hê, dat die wisselkoers sou wees wat dit nou is en daar hoop is vir 'n verandering in die politieke bestel in ons land? Verandering, hetsy gedwonge of uit eie wil, is 'n realiteit. 'n Werklikheid wat ons as mens nie kan vermy of voorkom nie. Verandering gaan dikwels gepaard met onsekerheid, wantroue en twyfel. Dit lei daartoe dat verandering liefs vermy word, selfs teengestaan word en nie maklik aanvaar word nie.

Uit 'n besigheidsperspektief is die vraag; waarom die veranderinge in Hinterland? Verandering is nodig om verskeie redes: om aan te pas by veranderde omstandighede, om te verbeter, te vernuwe, relevant te bly vir ons klante, waarde toe te voeg tot ons aandeelhouers en laaste maar nie die minste nie, om werksecuriteit vir almal werksaam by Hinterland te verseker. Geen groei kan plaasvind sonder verandering nie. In die besigheidswêreld is daar talle voorbeeld van besighede wat nie aangepas het by veranderde omstandighede nie en gevvolglik vandag nie meer bestaan nie!

Hinterland is tans in so 'n fase van verandering. Die uitkoms van dié verandering sal bepaal word deur die gesindheid waarmee elkeen van ons dié verandering gaan benader en hoe ons daarop gaan reageer. Ek glo dat dié verandering presies die redes vir verandering soos reeds genoem, aanspreek en vertrou dat onselfsugtige besluite deur elke rolspeler geneem sal word in belang van ons besigheid en tot voordeel van elkeen werksaam by Hinterland. Alhoewel ek besef dat die verandering sonder twyfel nie maklik gaan wees nie, versoek ek egter dat die verandering deur u elkeen ondersteun sal word, dat u die verandering met 'n positiewe gesindheid sal benader sodat u ook deel kan wees van Hinterland se uiteindelike verhaal.

Sterkte en voorspoed met u taak en die nuwe uitdagings.

Hinterland groete.

Daan



Soutkarrels

met Johan Schoeman



*Geloof,
Hoop
en
Liefde*

Matt 5:13

Paulus sluit die bekende **1 Korintiërs 13** af met: "..... geloof, hoop en liefde bly, hierdie drie. En die grootste hiervan is die liefde!"

As ons om ons kyk, wonder ons hoeveel mense leef werklik met hierdie geloof? Leef 'n onwrikbare geloof wat gevvestig is in hoop in God as die bron van hul geloof, want ons sien weinig van hierdie hoop of liefde in hul lewens. Ons sien veral nie liefde vir mekaar wat maak dat ons mekaar met menswaardigheid en weder sydse respekte hanteer en ruimte laat vir mekaar nie.

Die lewe het 'n wrede wedloop geword. 'n Wedloop waarin elkeen veg vir sy eie belang, sy eie voortstaan en selfverryking, meestal ten koste van ander! As jy nie iets vir my kan beteken nie, moet jy liewers uit my pad bly! Tekens van dié geloof waarin ons beweer ons glo; 'n onwrikbare geloof waar ons 'n leë hand met vertroue na God uitsteek en in Hom die lig van hoop en liefde vind waarmee ons die eise van die lewe oorkom, is daar weinig sprake! Van wat nog daarvan om hierdie hoop en liefde wat ons in Hom vind, met die wêrelde te deel!

Ware gelowiges het huis vanweë hul geloof in God nog hoop, ongeag! Hoop in God is soos die son; as jy in Sy rigting kyk, gooi Hy die skadu's van jou probleme agter jou! Jou hoop in Hom gee 'n lig wat wys; Hy is groter as enige probleem of uitdaging wat jou in die gesig staar. Gelowiges kan huis vanweë hul geloof in God, die opdraandes van die lewe oorwin, want in ons geloof vind ons trappe wat gebou is op God se liefde. As ons daarop klim sien ons 'n toekoms wat ander nie sien nie, want ons vind 'n venster waardeur ons verby ons probleme kan kyk en God raaksien. Dan verstaan ons; liefde wat ons in Hom vind is **nie** blind soos die spreekwoord sê nie, liefde sien ook nie minder nie, néé; huis omdat liefde méér sien, help dit ons om ons hoop in God gevvestig te hou!

Die Bybel noem die drie-enige God wat ons as gelowiges aanbid, die bron van lewe, van hoop, van vrede en van krag, blydskap, vreugde, standvastigheid, bemoediging, ewige saligheid en van lewende water!

Het jy enigiets méér as God nodig?



Retail tales

4 Tips To Help You Sell More in Retail, Backed By Science and Bob the Builder

AS RETAIL CHAIN, YOU PROBABLY SPEND A LOT OF RESOURCES GETTING PEOPLE TO WALK THROUGH YOUR DOORS. BUT, WHAT DO YOU DO ONCE THEY'RE IN? CHANCES ARE, MORE OFTEN THAN NOT, YOU LEAVE IT UP TO CHANCE, LUCK, OR GOOD FORTUNE TO DETERMINE WHETHER THAT PROSPECTIVE CUSTOMER WILL BUY SOMETHING OR NOT..

Or perhaps you've got a way with words, or have hired someone who you can't help but admire when it comes to their ability to make a sale, perhaps calling it an art, or an innate talent they were probably born with.

Let's look at four key areas of focus with lots of tips and insights inbetween that are sure to help you sell more and build greater customer loyalty resulting in a more solid customer base and repeat sales.

Let's dive in.

1 You Don't Get a Second Chance to Make a First Impression

How do you get onto the right foot when engaging a customer who just walked in? You might have heard that it takes one-tenth of a second to form a first impression of someone, but let's look at what's actually taking place inside a person's mind when they make that judgement.

Social scientist Amy Cuddy explains that when we first form a first impression, we actually form two. Firstly, we're determining how warm and trustworthy the person is, and secondly, we're trying to answer the questions, "what are this person's intentions towards me?" and "how strong and competent is this person?"

According to Cuddy, these two dimensions make up 80 to 90 percent of an overall first impression which holds true across cultures. We've all walked into stores and been approached by sales associates who made us feel suspicious, uncomfortable, and on our guard. And we've had the opposite experience of feeling helped, comforted and relaxed. So, what accounts for the difference.

Cuddy has quite a few suggestions which would help you make your customers feel more at ease, some of them are:

Let the other person speak first. You can do this by simply asking a question. Our typical thinking is taking charge of the conversation and attempting to be in control, but that doesn't pan out so well when trying to understand your customer's needs and how your business and products fulfil them.

Collect information about the other person's interest. Getting the other person to talk about themselves or what we like to call "making small talk" goes a long way. Research proves that just five minutes of "small talk" before a negotiation increases the amount of value created in the negotiation.

Next, let's look at study that attempted to increase room service tips for waiters in hotels. Researchers discovered that there was a quick, easy, and simple way to increase their tips. Can you guess what it might be?

Starting the interaction with a positive comment. Obvious right?

The researchers discovered that as hotel guests opened the door, waiters simply said "good morning" and gave a positive weather forecast. Just a single positive comment increased tips by 27 percent. To be continued in the next issue of Hinterlander. **Source: Shopify Inc.**

SPEAK OUT

against unethical behaviour!

Introducing....your Ethics Mascot

Hello everyone... It gives me great pleasure to introduce to you our new ethics mascot, affectionately called Sakkie. Thank you to everyone who contributed to the process of naming Sakkie.

I wanted to share with you why Sakkie is so important to me and what he represents to the Hinterland family. Good ethical values are vital to the sustainability of any company and we have to practice our ethical values daily.

A reminder of our values ● RESPECT ● RELIABLE ● PROUD ● SUCCESS ● HONEST

The thinking behind Sakkie might appear obvious because, well, he is a bag, and we are an agri-retail company. However, other elements of Sakkie which compliment our ethics values is that Sakkie is transparent, so you can see what's in the bag. And, as with each one of us, the good in us, is inside and not always apparent from the outside. We all know that when you walk out of a Hinterland store, your Sakkie is filled with the good stuff.

So my fellow Hinterlanders, please take Sakkie to your hearts, share our ethical values with each other and let's practice what we preach every day. Remember to make use of the ethics hotline to report any unethical behaviour, your anonymity is guaranteed.

I also want to invite you to contact me directly to report any bad behaviour or bad business practices, should you be concerned about victimisation.

Daan Bronkhorst

etiese
notas



new RECRUITS

The Hinterland family grew

by over

30 new recruits in the last month. Various newbees have been appointed across the company in positions based at head office and the branches. Please remember to upload your photo onto the intranet as soon as possible. The featured newbees are: David Sibusiso Zimba, forecourt attendant, Lydenburg. Sello Pantenne, cashier at Marquard store. Angelique van Tonder, teller Hoopstad.



Angelique van Tonder

Sello Pantenne



COMPARISON OF CASES REPORTED, DISMISSALS AND LOSSES

January and February 2018

Department	Cases reported	Dismissals	Loss
Shop	5	1	228 175
Fuel	1	0	0
Warehouse	4	0	0
Total:	10	1	228 175

January and February 2017

Department	Cases reported	Dismissals	Loss
Shop	4	0	0
Fuel	2	0	0
Warehouse	4	0	0
Total:	10	0	0



Travel Tales

Carla de Bruyn tames the American Midwest

The Hinterlander is excited to announce the start of a Travel Tales section where we invite all staff to forward their travel experiences to the editor for consideration to publish. We kick off with the tale of a South African country girl who took on the American Midwest. Carla de Bruyn is a buyer at head office and joined the team in 2016

- as the OK Grocer branch manager in Jan Kempdorp, before taking
- up the position of buyer at Head Office in April 2017. In 2006 Carla found herself cooking and serving pub meals in a quaint English countryside pub in Capel, Surrey... here's her travel tale, in her own words:
- How the whole story started ... I just came back home (Bloemhof) from England where I worked for a year. Upon my return my brothers were heading out to America. My mother made a joke with

the agent they used and asked whether they didn't want a girl since her daughter loves travelling. She never told me as she just made a joke. One morning at 6am, I received a call from America. The farmer was on the line and asked if I knew how to drive a tractor.

A week later I was on my way. The farmer paid all my expenses and I was off to do the admin for the crew and to prepare the daily meals.

Two of the boys who were supposed to arrive pulled out at the last minute and they were short of two crew members. Next thing I knew I had to get my CDL learning license. The farmer took me and taught me how to drive his semi-automatic 18-wheeler truck. No more admin! Next I was given the tractor and grain cart to drive. I did this for about a month and then asked to drive the combine.

He refused and said that a girl would not run his combines. One day he was out on business and I saw my chance. I told the foreman that I couldn't drive the tractor that day since my back hurt. We were short-staffed, so had to make a plan. He asked if I knew how to drive a combine. I assured him that I could. I climbed in and as he climbed down from the combine I asked: "So where do you start this puppy?" He immediately told me to get out, but I refused and

HINTERLAND BRANDSTOF WOEL

OUR WORKFORCE

Hinterland se brandstofafdeling is aan die woel met heelwat vernuwing en strategieë wat nou begin intree. Die personeelstruktuur is laat in 2017 uitgeberei en sluit nou in twee operasionele bestuurders in die veld, naamlik **Polla Westcott** afkomstig van Engen, wat kyk na ons vulstasies in die weste en ook **Thomas Johnson**, 'n bekende Hinterlander wat nou 'n nuwe rol vervul aan die oostekant van ons streek.

Die nuutste lid van ons span is **Elizma Pelser**, wat aangestel is in die rol van voorraad- en prysadministrasie in die Klerksdorp kantoor. Hierdie span verseker dat ons vulstasies begin voldoen aan die nodige klantediensbehoeftes, huishoudingstandarde, opleiding vir personeel, SHEQ-vereistes en ook dat daar te alle tye voorraad is. Hulle sal ook verseker dat die marges en volumes fyn dopgehou en bestuur word.

Verder kan ons spog met 'n splinternuwe handelsmerk op die vulstasies se afdakke. Die afdakke, "pylons" en pompe sal weldra nuwe handelsmerke vertoon en ons

is ook baie opgewonde om te sien hoe ons pompjoggies gaan lyk vanaf **1 Feb** – hou die volgende uitgawe dop vir meer nuus daaroor. Hinterland Fuels sal in die toekoms as 'n aparte entiteit funksioneer om te verseker dat dit aan die wetlike vereistes van die bedryf voldoen en sodoeende ook ons beplanning om die netwerk uit te brei, tot uitvoering bring.

Verder het Hinterland ook nou 'n dieseltenkwa wat eersdaags in die Harrismith omgewing in gebruik geneem sal word om diesel vir boere af te lewer. Die doel van die tenkwa is om 'n toegewyde diens te lewer en vinnig te reageer op bestellings vir boere, maar ook in die "af" seisoen brandstof vir ons eie takke af te lewer en sodoeende koste te bespaar en marges te verhoog.

Die eerste "nuwe" **geriewinkel** is in die pyplyn vir Wesselsbron en ons sal daaroor ook uitberei in die volgende uitgawe – **Derik Wolmarans: Bestuurder, Hinterland Fuels.**



Polla Westcott



Thomas Johnson



Elizma Pelser



Die nuwe dieseltenkwa

Nuus VAN ONS TAKKE

told him to show me...and the rest as they say in the classics, was history.

We started out in Texas and then moved from state to state as we were a harvesting crew and moved every time the particular job was done. I harvested grain, flaxseed, soya beans, canola and maize. I had to service my own combine and do the maintenance work as well. There was no special treatment for girls.

The states we lived in were Texas, Oklahoma, Kansas, Nebraska, Montana, South Colorado and North and South Dakota which is at the Canadian border. We lived in campers in the caravan park like gypsies and just moved from state to state. Some days we clocked 22 hours a day. Nobody complained since we were paid by the hour in dollars. It was very, very, very hard at the beginning as I didn't even know how to drive a tractor, let alone an 18 wheeler truck or combine. I came back with muscles and talents I never even knew I had.

Wow, what an experience, share your travel story with us by sending it to marlene.momberg@hinterland.co.za



Rediscover what matters

Fanie Seretse

- wenner van Hinterland kompetisie

Die geluk was aan Bethlehem skaap- en beesboer, Fanie Seretse, se kant toe hy op 27 November by die Bethlehem tak ingestap het. Hy koop gewoonlik sy plaasvoorraad by Hinterland en op dié dag het hy gestop om olie vir sy motor te koop, toe iemand hom vertel van die kompetisie. "Ek het sommer net vir die pret ingeskryf, alhoewel ek dit nie normaalweg doen nie." Hy gebruik die prys wat hy gewen het, 'n hommeltuig, om sy plaas uit die lug te bekyk en het onlangs selfs begin lugfoto's neem van die plaas. Baie geluk van almal by Hinterland..



Gesinspretdag

'n Groot sukses in Nigel

"**Ongeag die reën in Februarie, was Nigel tak se Gesinspretdag 'n reuse sukses,**" sê Sonet du Plessis. Ons was baie besig en baie nuwe voete het die winkel besoek. Die kinders het die inkleurkompetisie en ander aktiwiteite baie geniet.



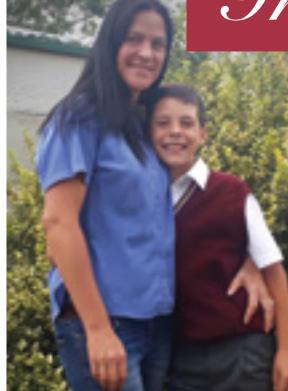
NAAN, jou Yster!

Trainee Branch Manager at Bothaville, Naan Jooste is an Yster! And it's official since he was awarded the Yster van die Jaar award at the Harbeesfontein Rugby Club at the end of last year. Naan has been the club's loosehead prop for the last seven years. The club competes in the Neser A league together with Lichtenburg, Vryburg, Potch, Lonmin and Fochville.

Well done Naan!



That's my boy!



Standerton Assistant Branch Manager Lidia Kinnear could not be more proud of her son RJ who is an avid golfer. RJ walked off with the first place prize in the C-section of the Witbank Junior Open, which took place on 21 January 2018. He was the defending champion. RJ plays foundation golf, associated with the Mpumalanga Golf Union. **Well done RJ**



Hinterland al 25 jaar deel van Ottosdal se Draf en Trap



Die Ottosdal Draf en Trap is al sedert 1994 deel van Noordwes waar tale atlete en fietsryers, wat Hinterlanders insluit, deelneem. En vanjaar het Hinterland die 25ste bestaansjaar saam met Ottosdallers gevier. Vanjaar was daar meer as 4 000 deelnemers met 2 800 atlete en 1 200 fietsryers onderskeidelik. Die voorstander Jaco Bamberger vertel dat nagenoeg 11 000 mense na die gebied stroom wanneer die geleentheid gewoonlik aan die einde van Januarie aangebied word. Hinterland is trots om ook al vir 25 jaar deel van Ottosdal se uitvoerproduk te wees, as borg en met die behartiging van 'n waterpunt. Sekretaresse en organiserder, Willa Naudé, sê dat borge kardinaal is en bedank ieder en elke borg. Takbestuurder Riaan van Eeden sê die sukses van die wedloop is as gevolg van "die gemeenskap wat saamstaan."

Be my Valentine

As usual Hinterlanders did not have to be asked twice to share the love on Valentine's Day. This year, however, head office staff were treated to a surprise visit by former Blue Bulls and Springbok captain Victor Matfield. Victor was so impressed with the welcome he got, he posted the pic on his Instagram feed.



is Open for Business

Hinterlanders can now make use of our online inhouse store, Plaas Japie, to buy high quality stylish corporate gifts for functions and clients. Call or email Marlene Momberg now for more details.



Phillip Havenga Reaches for the Sky

Bothaville Relationship Manager, Philip Havenga reached for the sky in November last year when he completed the SkyRun65. The SkyRun 65 is unique in that it is a truly self-supported and self-navigational races, where athletes tackle the remote terrain of the Witteberg Mountain range with a map a compass or GPS unit and a back pack containing all their food, water and compulsory equipment which will enable them to survive in this harsh environment, while operating at an average height of between 2 200-2 500 metres above sea level.



STORK DELIVERY to HINTERLAND



"Child, you'll outgrow my lap, but never my heart." – Unknown.

This quote can be echoed by Este King, Zoey Koopman and Charica Hayes who are welcoming babies this year. Este, yummy mummy of a 6-year old boy, hasn't named her new bundle of joy because she is still looking for the perfect name, 'it doesn't matter whether or not he is named before arrival', she says. She hopes that her baby will know that his parents love him and that they will always be there for him. Zoey's first child will hopefully "be brave enough to be himself, have an inquisitive mind and have a gentle heart". Baby Cyrus isn't shy; his parents knew right away that he would be a boy. Caley who is a baby girl, already has her baby room waiting for her. Her mom wants her to be healthy and successful! The Hinterland new babies are scheduled to enter the world on 27 March (Charica), 20 June (Este) and 1 August (Zoey) 2018. Good luck from all your fellow Hinterlanders.

Klerksdorp Takbestuurder publiseer op Amazon



Soos die meeste van julle weet, is Earl Smiles, Klerksdorp Takbestuurder, nie skaam om sy sê te sê nie.

Hy is 'n ervare motiveringsspreker en deel graag lewensadvies. Hy het sowat drie jaar gelede sy ondervindinge begin blog op sosiale media en dit is nou in kindle-formaat boeke. "Ek het baie stories uit my kindertyd en lesse wat ek uit my ondervindinge geleer het op sosiale media gedeel. Jy kan dit nou jou eie maak deur 'n kopie van my boeke op amazon.com te koop teen 'n prys van tussen R42 en R53 (afhangend van die R/\$ wisselkoers).

Beproef Earl se storievertelvermoëns by Blogs of a Progressive Thinker, wat verhale insluit soos Dear White People, Black People and Coloured People, Why Paxton's win is so important to Coloureds, Bang! Bang! Bang! en baie ander.

Ander publikasies van Earl sluit in Aspire to Inspire, wat verhale insluit soos:

Gratitude, Home is where the heart is en Aspire to Inspire, en nog vele meer inspirerende kort-verhale. My Quest For Happiness vertel hoe hy in armoede grootgeword het, baie uitdagings moes hanteer en, desondanks, nooit tou opgegooi het nie.

"Ek kan jou verseker dat almal iets uit hierdie boeke sal leer. Vind uit wat vir my belangrik is en hopelik sal jy beter verstaan wie ek regtig is.

Kry al drie die boeke by Amazon in kindle-formaat vir minder as R250.



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Questions with...

Wimpie Rockstar (du Plooy)

1. What do you do at Hinterland and how long have you been doing it?

Operational accountant, started in 2015 when I decided to swap gold (Anglogold Ashanti) for "mielies".

2. What's the coolest thing about your job?

The people, I love to spend time with the guys and gals, to hear their stories, give advice, ask for advice and to share my own story. Especially the guys at branch level, they are pretty much the reason why I am here. I've also made some great friends at the office as well.

3. What's the suckiest thing about your job?

Budgets....no question.

4. If you could be MD for a day what new policy would you introduce?

No Budgets...let's just wing it Daan! ;) And 2 hour lunch breaks, half an hour tee breaks, a coke fountain in the lobby and maybe to get Wimpie Muller and Kevin Smit to work over time and answer the phones...all the phones....

5. Besides your job, what is your other passion?

Wow must be being a daddy and a hubby. But then music, its my soul language, it's who I am for sure. I'm blessed by The Lord to be able to play guitar and sing (a bit). I've been involved in a lot of bands over the years. It's a legacy.

6. Who are your top three musicians of all time?

Such an unfair question to ask a muso.... It's always more than 3.... Eddie Van Halen, Jon Bon Jovi, Dave Grohl (Foo Fighters), Joe Elliot (Def Leppard), The Boss (Bruce Springsteen), Jimmy Paige and Robert Plant (Led Zeppelin), Pete Townshend (The Who), Eric Clapton, Slash and our own Dan Patlansky... and Steff from my own band for sure.

7. Boxers, briefs or commando?

I'm a rocker.... Okay, boxers

8. If you could have dinner with any famous person dead or alive who would it be and why?

Jimmi Hendrix.... want to ask him how the heck to play guitar scales properly...

Seriously, I would have to say the late great Ayrton Senna (F1 Legend).

9. How would you like to be remembered?

As someone who cared, worked hard, loved people and stayed true to his roots.

10. What's your favourite food?

Ek eet basies enigets wat lank genoeg stil lê... but anything saucy, spicy, stewy (is there such a word?) and steak (medium to rare-rare)!

11. The way to win a woman's heart is...

Through her ears. They like to hear Bed of Roses...(ek sit die pot mis né? I'm a hopeless romantic...)

12. Movies or books?

Movies, no question.

13. If you were exiled to a deserted island, what three things would you take with you?

My guitar, an extra packet of strings and a Coke.

14. What's your favourite colour?

I'm colour-blind, but my wife says I like blue...

15. Who's your celebrity crush?

Another unfair question.... Karlien Van Jaarsveld and Megan Fox.

16. Your wife is better than her because... ?

She's beautiful, puts up with my drama and is a great mom for our little boy.

17. What's your favourite dessert?

Peppermint crisp tart and a lot of chocolates.

18. Beer, wine, whiskey or brannas and coke?

'n Vuil Coke (brannas and coke).

19. Who's your role model and why?

Mom and Dad. The way they raised me and how they faced adversity is something I'll always fall back on.

20. How old were you when you stopped wetting the bed?

That's it, this is breaching disclaimer policy...

