

gbook

the silent speaker

GUIDANCE BOOK AUTUMN 2013
SOUTH AFRICA'S **BEST YOUTH** MAGAZINE
ISSUE #4 (R0.00 - FREE)
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THEME
SOCIO-ECONOMIC DEVELOPMENT

Learn business trends in the 21st CENTURY

MOVIES
MOST ANTICIPATED MOVIES OF 2013
THOR 2// IRON MAN 3 & MORE..

FEATURING
Jay-Z (Money Maker)
Gigi Lamayne
Original Dynasty
+Celebrity Scoop

THE GOLDEN AGE

MASTER THE LAW OF ATTRACTION WITH VIBRATIONAL THOUGHTS

Get high without **DRUGS**
Only Sound
~~~~~  
Don't do drugs, do **iDoser**

**COFFEE FOR MISS LORRAINE**  
(SHORT STORY)



COVER PHOTO BY EL REY PHOTOGRAPHY

**g FASHION** // TRENDING STORES • 2013 EXHALE MUST HAVE ACCESSORIES • MEN'S FASHION TREND • AND MORE...





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SO CHOOSE  
WISELY


FUTURE  
IN


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**WE'RE GONNA WIN THIS  
THING. HUMANKIND IS TOO  
GOOD! WE'RE NOT A BUNCH  
OF UNDERACHIEVERS!** WE'RE  
GONNA STAND UP AND WE'RE GONNA BE  
HUMAN BEINGS! WE'RE GONNA GET FIRED  
UP ABOUT THE REAL THINGS, THE THINGS  
THAT MATTER: **CREATIVITY AND THE  
DYNAMIC HUMAN SPIRIT THAT  
REFUSE TO SUBMIT! WELL THAT'S  
IT! THAT'S ALL I GOT TO SAY! IT'S  
IN YOUR COURT.** -ALEX JONES  @mixartform

PHOTOGRAPHY & ART DIRECTOR : MIXARTFORM





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Joshua Grey:  
Black Excellence



# GBOOK

AUTUMN 2013

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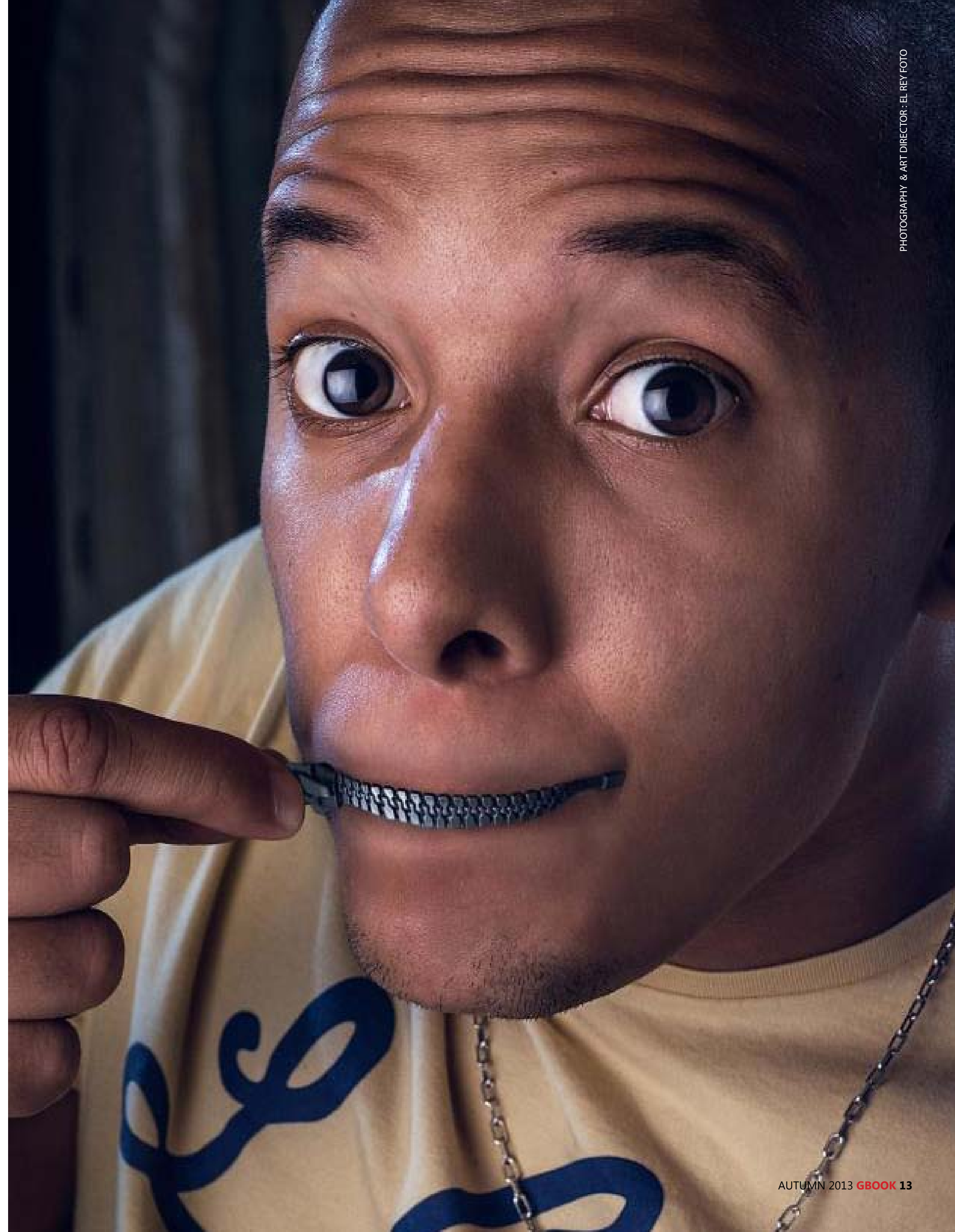
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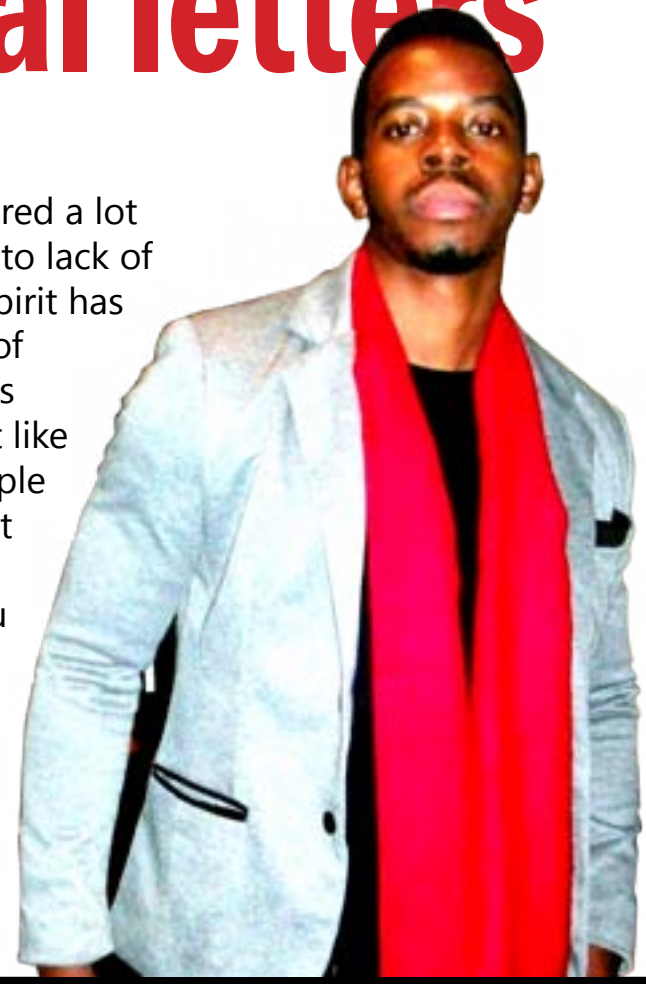


# GBOOK's editorial letters

## Yezreel Shirinda

Editor

The human race has endured a lot of pain and suffering due to lack of knowledge. The Human spirit has now entered a new state of existence which represents Love, Unity and truth. Just like the Hippy era, young people are seeking more than just the norm. This season will inspire change in how you see the world, the golden age will subconsciously invoke a need to participate with life, and that my friend will be the beginning, of the beginning of your life.



## Khutso Mataboge

Art Director

The spirit of Ubuntu has passed from generation to generation, it is of no surprise that the golden age will have it as well, however the youth nowadays will not only unite because of heartache, they aren't forced to unite by anything other than their massive potential to become exceptional and learn from each other. Love will manifest itself in its purest form.



## Barileng Ratsela

Creative Fashion Director



I would like to welcome you to our first issue for 2013 and I thank you for staying with gbook magazine, and to our new readers we trust that you enjoy every issue and I personally promise to keep you intrigued. This year has started with huge improvements I must say...in terms of young people progressing and taking charge of their lives and careers. I took time off and I decided to monitor any business that was run by a young chap and booming with curiosity to see what we lack and why are some business better than the other, why do many small businesses come and go specially those that are in the fashion industry. I monitored Dirty lolli clothing for three months, which is a clothing brand. The brand is managed by a 22 young chap and the brand is blossoming day by day and excluding the obvious reasons such as the clothing quality, customer service persistence and creativity can sometimes be the only way of solving problems.

## Lerato Maleswena

Deputy Editor



In all the issues I have been a part of, I have never been so emotionally and mentally challenged like I am with this issue. I learned that there is no way one can grow by being stagnant. There is no way you can bring out a better atmosphere if you are not willing to influentially act. For change to come about, you must decide to act. We all want to see a better world for ourselves and our peers, yet we are still stuck on "Level: Complain and Do Nothing" and still expect things to magically get better. But that's not how it goes. Life is to some extent, influenced by our train of thoughts, but some brilliance stays hanging in the air because we refuse to act on them. Whether it is dreams, ideas, talents or cures, all these need the flow of continuous change to come to fruition, but we never ask ourselves how willing we are to level up? How badly do we want to bring about change in our world? They say if we don't change, we don't grow. And if we are not growing, we are not really living. My question is...are you alive? Don't coast through life without a passion. Live unashamed and unafraid! It all starts with YOU!

## Jennifer Notoane

Managing Editor



Let me start by echoing the words of the deceased singer Whitney Houston who said 'I believe the children are the future, teach them well and let them lead the way, give them all the beauty they possess inside, give them a sense of pride', it's sad to see that those very same words were sung in vain. The children are indeed the future of everything and the see of the nation, but we live in a country where education has become a luxury instead of a basic need. People have become so used to their standard of living and settling that it has become second nature to most. What if the government were to nationalize Education and Health, instead of making it a monopoly of trade changing it into a basic necessity which is free to access by every child. What if the government used Education to rebuild anation that was once broken? Since our elders were not afforded that luxury of higher education, is it fair that the cycle repeats itself in a manner of mental barricading? But then again how do we make Education and Health a basic need free for all, when our own leader doesn't see those things as needs but rather as artefacts once collects!



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PHOTOGRAPHY & ART DIRECTOR: BIRTHED MEDIA



# NOTICE

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## INTRODUCTION

gbook is an online magazine made for the young and talented individuals of this country. It was established through the need of developing a platform for artist and designers of all sectors, mainly young people. The mission is to help others excel in their art or form of talent, by exposing their God given talent to the rest of the youth and potential investors around the country or even the world. We also have a creative and talented team behind the buildup of every issue, making sure that the final piece offers good valuable information that enriches young minds. With the growth in world entertainment mainly in first world countries that invade our TV screens and radios, as gbook we are seek to establish our own entertainment industry which does not brain wash young people but instead assists them to be strong minded individuals by exposing brain washing agendas. Positivity is our motive behind every issue, encouraging young people to work together and not against each other.

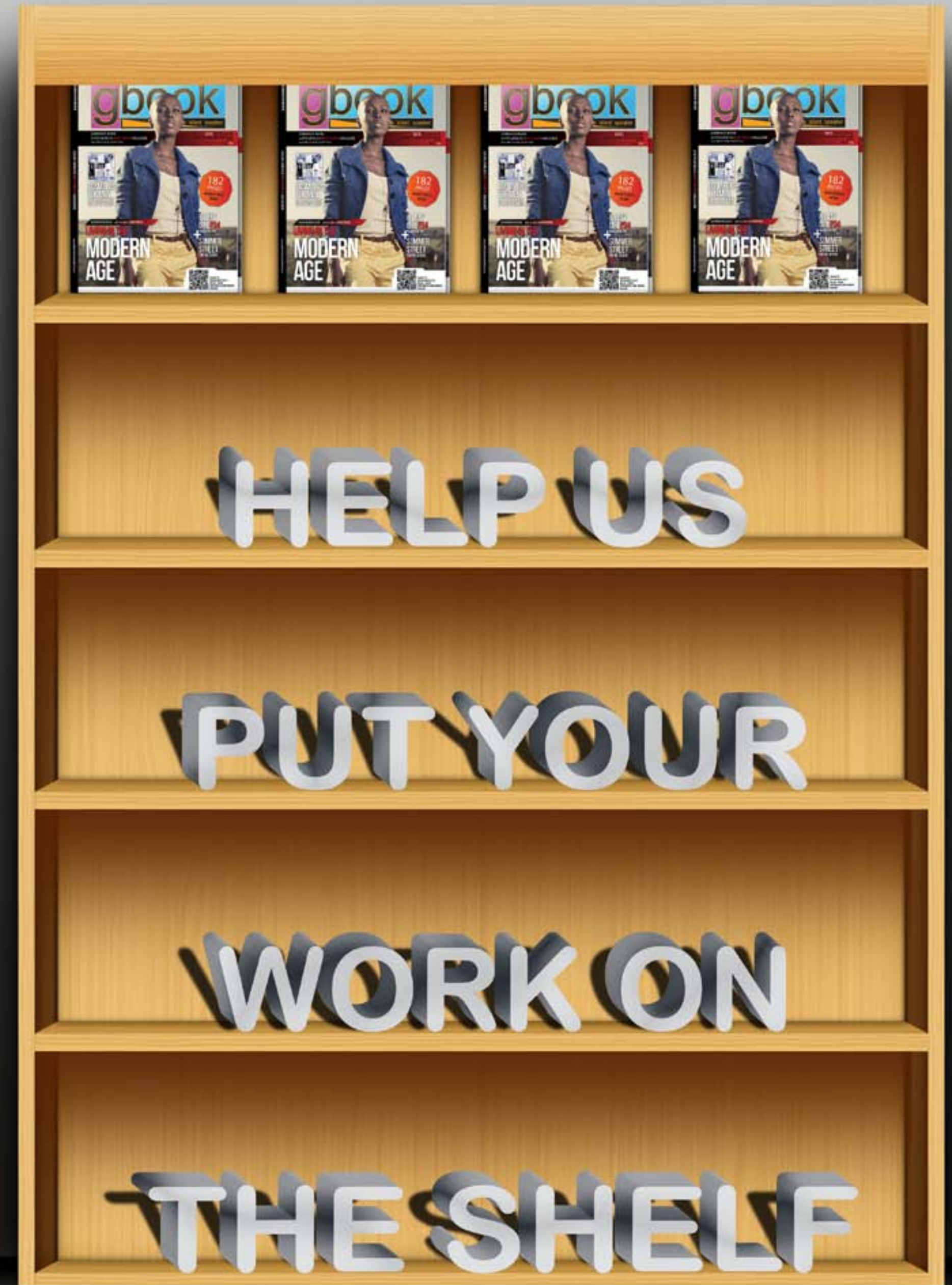
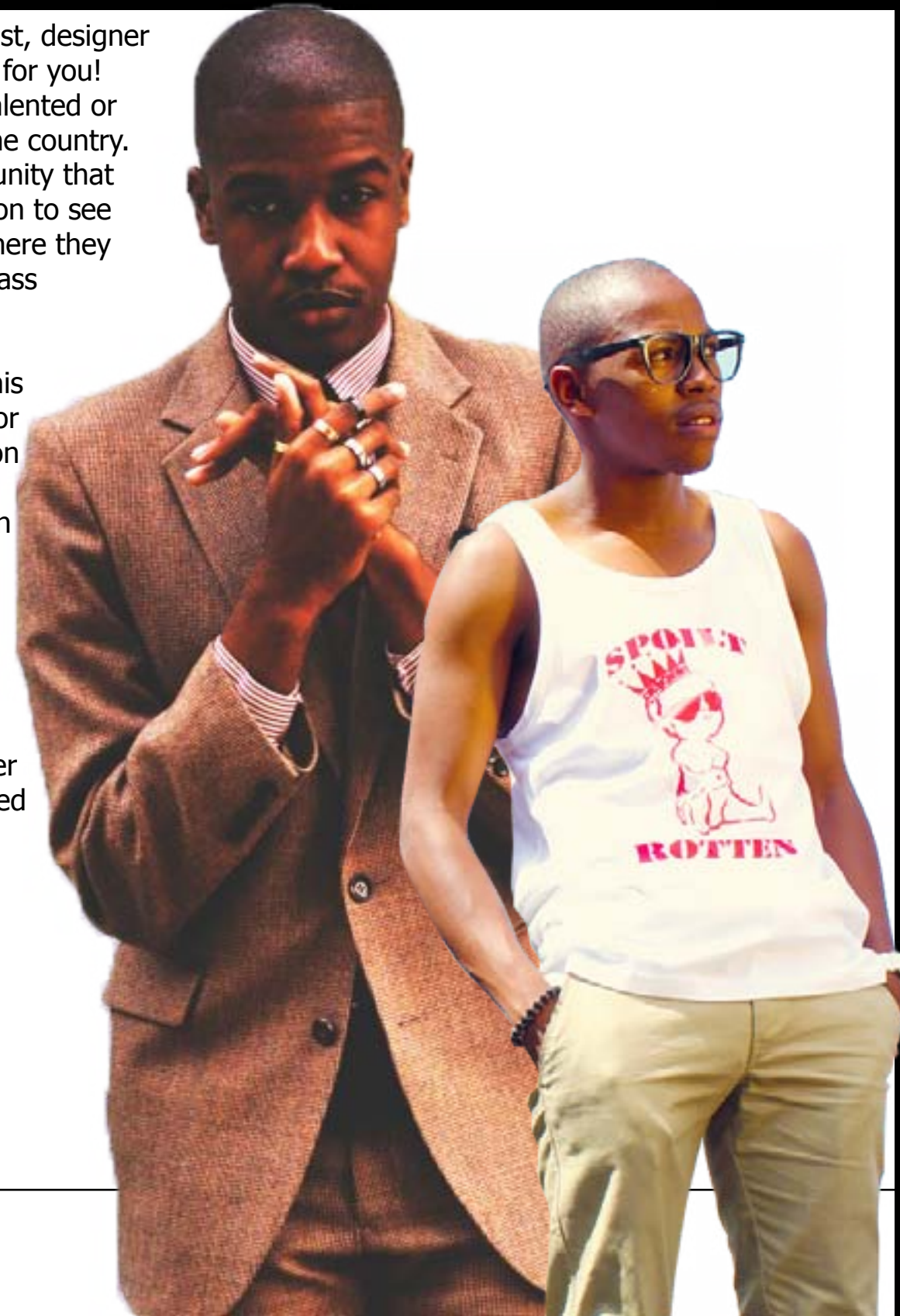
## CALLING OUT!!!

Are you an aspiring writer, photographer, journalist, designer or even an artist? **Gbook Magazine** is looking for you! This document is seeking a collective of young talented or skilful people that seek exposure to the rest of the country. Our aim is to create a youth based media community that strives to bring young people together in a mission to see them establish their own media conglomerate where they will be able to control what they read to avoid mass propaganda by brainwashing media companies.

If you feel that you have something to offer to this generation, whether it is through music, writing or even design, we call out to you to join our mission in spreading your word to the world! if you know of any young person that deserves to be between these pages, please inform them know about **Gbook Magazine**.

We would also encourage you to send this document to as many young people as possible!! You have the permission to copy and distribute. Printing of this document is also allowed, however all contents of this document should not be altered in anyway neither should it be sold as it is a free documentation.

From the **Gbook** team with love - enjoy!!





The focus of many young people is around getting an education and for many this means completing primary, secondary and tertiary successfully. Regardless of who is pushing/motivating us to study, education is a necessary foundation and if someone is willing to pay your school fees, be grateful. On the other hand, there is little to no talk about what to do after it all and if there is, options are limited/ restricted and lack of open-mindedness. Some may have their futures all planned out and others, well, they just want to get their degree/ diploma/certificate and sit on it. But what about the future of this generation and that which is to come? How many students/young people actually sit and think: 'What am I going to do AFTER this degree/diploma?' 'What can I do while studying? Or 'How can I get involved?'

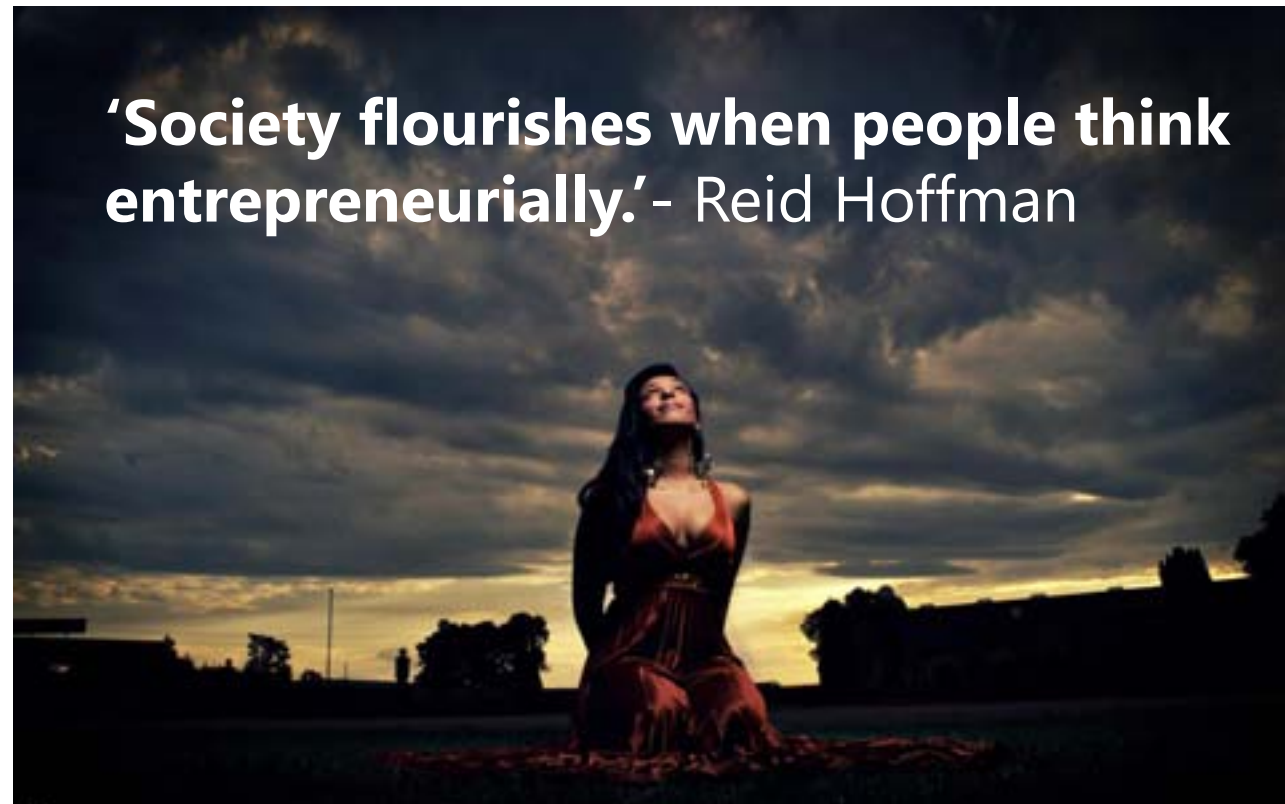
How many young people sit and plan what to buy for the next latest greatest party or spend time wasting money- No need for statistics. There are many reasons as to why this is so but there are even more solutions/suggestions that can promote a different kind of mind set amongst the youth in many society(A youth that is able to think outside the box) cause let's face it, the cost of living (wastefully or successfully) is high. We will not remain young forever and it is time to start thinking ahead-envisioning practical solutions/ideas that will challenge us and make us aware in terms of our economy as a growing society. The point, in many cases, is collaboration/ collective thinking because the youth have mind blowing ideas to contribute.

Like Milton Berle said, 'If opportunity doesn't knock, build a door'. So what can be done to make the youth aware? Entrepreneurship doesn't necessarily involve starting something on your own (sometimes it does but this notion grows and matures). No man is an island after all. Eventually, one has to bring people on board. The aim is to create an environment whereby people can sit and generate ideas that will not only benefit the individuals involved but the society as a whole especially the immediate

## 'OPPORTUNITIES ARE EVERYWHERE'

Words By  
Gloria Ndisha Mbogoma

- a statement that is debatable because when you don't have a clue where to find these opportunities, that statement is like a maze with no end. We all know that opportunities are there but they don't automatically land on your doorstep (maybe they do but very seldom). The truth is that opportunities are created. Every opportunity was created by an ambitiously curious individual who probably started off with a simple idea which he/she shared and overtime, it expanded.



'Society flourishes when people think entrepreneurially.' - Reid Hoffman

society because there are needs/things that ought to be brought to the surface within the societies we live in. Imagine a youth that is able to be self-employed on the one hand and on the other, understands the importance of incorporating one another for the greater good of their societies. Some may call it wishful or euphoric thinking but such things are possible.

At times working together seems like an impossible task.

The reality is that life isn't a walk in the park and neither is entrepreneurship no matter how well-planned it is. If it's not spending a lot of money, it's losing almost everything or worse, a greedy partner that decides to disappear with the fruits of your hard work. That is the beginning of the manifestation of corruption and poverty, a concept that is can be traced worldwide, one that is destructive but has an end. It may take a very long time to reach that end but it is not impossible. When looking at those who govern us and the corruption that is ever present and evident, it tends to reflect and not only affect the masses but also discourages the youth leaving us with numerous questions and doubts.

Entrepreneurship may not be a way out but it is a way into the realm of innovation and development of a society that is able to take the first step, being inspired by the efforts and mistakes made by previous generations and being the stimulus for generations ahead.

WHAT  
EVER  
THE MIND OF MAN CAN  
CONCEIVE AND BRING  
ITSELF TO BELIEVE,  
IT CAN ACHIEVE

- NAPOLEON HILL





## HOW TO WRITE A

# PERFECT BUSINESS PLAN

Compiled By **Yezreel Shirinda**

**A** global study showed that only 42% of small business owners actually took the time to develop a formal business plan, but of those who did, more than 69% said it contributed greatly to their success. The Business plan must reflect substance and at all times remain realistic about the prospects of the business, including the risks. This shows depth in the thinking of the entrepreneur and reflects their capabilities. Assumptions must be properly motivated, contracts and leads must be secured in writing, and the financial projections must reflect this.

### What to consider when drawing up a plan:

■ If you are presenting your business plans to third parties, check all spelling and grammatical errors. It is good to give to someone with strong language skills to edit. Spelling mistakes make a bad impression.

■ There are many people who to write business plans on your behalf. This is not the best route to take as the process of putting the plan together will help you identify the feasibility of the idea. It will you know your business inside out, which is vitally essential especially if you presenting your plan to potential investors.

■ If you do not have any financial background find someone who has the experience to help you draw up a financial plan or projections that make sense.

■ One of the most common mistakes people make is creating unrealistic and over optimistic projections. You must spend enough time collecting relevant and realistic figures for your financials. As a rule of thumb, experts recommend that start-ups halve their revenue projects and double their expenses.

## AN OUTLINE OF WHAT A BUSINESS PLAN SHOULD LOOK LIKE

**Table of Content** – This features the main headings of the plan and their page numbers for easy reference. Finalise this section last to ensure that the numbers are all correct.

**3 General company description** – This is where you give the overview of the company and the business. It should include the company's name, mission statement, goals and objectives and strengths.

**2 Executive Summary** – This is a two-page summary of your full plan. It should describe the company, details about management, objectives and why it will be successful, and if the business needs funding, how much is needed, and how it will be repaid.



**YOU**  
**BECOME WHAT YOU**  
**THINK ABOUT MOST**  
**OF THE TIME**

- EARL NIGHTENGALE



**4 Industry and Market**  
 – based on your research, discuss the opportunity you have identified, the “gap” in the market, why this gap exists, and how you intend to fill it. Barriers to enter:

- How difficult or easy it is for the future competitors to enter the same market;
- Who are your customers and what influence they have over prices;
- Who are your suppliers and what influence they have over prices;
- Who the competitors are and how strong their products or services are, and;
- The total size of the market, what percentage of the market share you will have.



**5 Business Model** – information on what your company offers in terms of product services, what makes your offering unique, who you sell them to, and how you make your money. Source of revenue, the major costs incurred in the generating revenue, the profitability of the business, the investment required to get the business up and running, and the critical success factors for the model to work.

**6 Strategy** – Your strategy, what is unique about your business and what value is there for customers. You must also include your plan for how you intend to enter the market and grow your market share.



**7 Team**  
 – A breakdown of people in the business. Include a list of founders. Including their qualifications and experiences, a description of who will manage the business and an organizational chart if you have more than 10 employees.

**8 Marketing Plan**  
 –This should provide details of your marketing strategy based on your market research.

**9 Operational Plan**  
 –An explanation of the day-to-day operation of your business.

**10 Business Model** – Start-up expenses and capitalization, a 12-month cash flow projection, a projected balance sheet at start-up and the end of years one and three, and a breakdown calculation.

**11 Appendix** – This section contains any supporting documentation you think the reader would want to refer to an could include brochures and the advertising, industry studies, blueprints and plans, maps and photos of the location, articles, list of equipment, contracts, letters of support from future customers, market research studies and detailed financial calculations and projections.

**GET ASSISTANCE -**

**THE NATIONAL YOUTH DEVELOPMENT AGENCY (NYDA)**

**WHAT DOES THE ORGANISATION DO?** - The organisation was established to facilitate and promote the creation of jobs and skills development for South African youth through the implementation of three programmes focusing on providing information and counselling, skills development and entrepreneurship support.

The NYDA is implementing a Business Development Services Voucher Programme as part of its Youth Entrepreneurship Programme activities. The Voucher Programme is aimed at assisting young entrepreneurs to acquire business support services through the use of a voucher that can help them start or improve their enterprises. The Voucher Programme is implemented through Allocating Agencies. The Allocating Agencies assess the business support needs of young people, market the programme and monitor the services provided by service providers.

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**YOUTH LINE** - 08600 YOUTH (96884)

**YOU**

**ARE WHERE YOU ARE,  
 YOU ARE WHAT YOU ARE,  
 BECAUSE OF WHAT  
 GOES INTO YOUR  
 MIND**

**- ZIG ZIGLAR**





## THE FORCE OF SMALL BUSINESS

More about what the National Small Business Chamber has to offer small-to-medium business owners in South Africa

As one of the fastest-growing organisations of its kind in the world, the National Small Business Chamber (NSBC) promises to help small-and medium- business (SME) owners grow, learn, network, connect, be inspired, succeed and have fun. The NSBC also embraces another key principle, and that is to keep moving! The chamber also prides itself on constantly researching, conceiving and developing unique and meaningful success mechanism for small-to-medium businesses. As a result of its innovative and value-driven offering, the NSBC has grown a membership base of 47 000 in 42 months, with an annual retention rate 98.8%.

The NSBC is also frequently engaging with big business and the government on the challenges and needs facing SMEs, which include discussions on the prompt payment, vendor registration, bank charges, tax concessions and access to finance. The NSBC has become a major force and voice in South Africa, and will do whatever it takes to make a positive difference to the everyday life of the South African SME Entrepreneur and the business owner.

### THE NSBC'S PORTFOLIO OF EVENTS, INITIATIVES AND THE PUBLICATIONS INCLUDE:

- Buzz party – [www.buzzparty.co.za](http://www.buzzparty.co.za)
- Business Start Up Expo – [www.mybizexpo.co.za](http://www.mybizexpo.co.za)
- National Build a Business roadshow – [www.Buildabusiness.co.za](http://www.Buildabusiness.co.za)
- Small business Champion Awards – [www.nsb.org.za](http://www.nsb.org.za)
- Small business Friday – [www.smallbusinessfriday.co.za](http://www.smallbusinessfriday.co.za)
- My business Mag – [www.nsb.org.za](http://www.nsb.org.za)

## Financial Crisis

### Common reasons for declining finance requests

According to Standard Bank, There are five Main reasons business may struggle to qualify for loans.

1. **A lack of own contribution (equality or capital injection) into the business.** By offering collateral, you stand a better chance of securing finance as it is a form of security for the financial institution. This shows commitment and willingness by you, the business owner, to share the risk. They will also consider whether you reinvest your profits into the business as it shows commitment to making the business work.
2. **A lack of financial controls and the unavailability of up-to-date financial records.** The bank looks at whether you really understand the business and the cash flow likely to be associated with it.
3. **Inability to prove repayment ability.** The bank must be satisfied that the small or medium enterprise will be able to repay the loan as the bank does not want to finance a project that cannot be repaid as this could lead to the ultimate failure to the business.
4. **Lack of business management.** There may be a concern around the business management skills required to run a business. You need to make sure that you have the business acumen, or partner with someone who does.
5. **A poor credit record.** Try to maintain good account management and conduct on your business bank account (no excesses, dishonours, late payments and so on) as this will position your business in a good light.

“You may be running a small business, but there is nothing small about the impact small businesses have on our country’s economy. Two thirds of all South African works are employed by small businesses and small businesses contribute more than half of our country’s gross domestic product.” – Mike Anderson, NSBC Founder

**IF YOU  
CONTINUE  
TO THINK LIKE  
YOU ALWAYS  
THOUGHT, YOU  
WILL CONTINUE  
TO GET WHAT YOU  
ALWAYS GOT**

- KEVIN TRUDEAU





# FUELLING YOUTH PURPOSE

Motivation - Assistance - Bursary – Internship - Entrepreneurship

**F**IND YO FAYAH (FYF) is a motivational campaign that seeks to assist young South Africans to find their strength, purpose and passion by improving their self-worth, thereby helping them to unlock their potential for effective socio-economic participation.

Targeted at South Africa's 18 to 35-year-olds from the employed to the unemployed, students to young professionals in the urban and rural areas, FIND YO FAYAH seeks to become a conduit and a resource for accelerated youth development. The campaign comprises a multi-media programme and national road-show that will be supported by an aggressive outreach drive including a variety of inter-linked products aimed at creating a more

dynamic youth society.

FYF is built on the Private Public Partnership (PPP) model where the Private and Public Sectors, youth organizations and the community all work together towards a common goal. Through this collaborative effort, they hope to motivate the youth to pursue their dreams and find their purpose, thereby increasing their chances of employment or untapping their entrepreneurial ability.

FYF wants to facilitate meaningful networking, collaboration and support of youth-serving organisations to ensure their sustainability. This interdependent partnership will play a pivotal role in supporting youth programmes and expanding the capacity of these projects to reach and impact a broad spectrum of the youth population.

## PROGRAMMES

**Provincial Roadshows:** There are many successful young people from different professions who have found their Fayah in life. FYF will be hosting mobile motivational talks, featuring some of these successful young people locally and nationally, to inspire the youth and help awaken their passion. The talks will involve participants sharing their life stories, how they got to where they are, the challenges faced and ultimately how they overcame those situations. Attendees will have a chance to ask questions and interact with the speakers.

The roadshows will showcase private sector companies, the public sector and youth agencies to enable access to information on other programmes and resources.

**Youth Portal:** The FYF website is set to become the biggest youth portal in South Africa where young people can access information and resources that will empower them to attain their goals. From advice on money matters, how to start a business to grooming issues, live chats and book clubs, the website offers a holistic source of information.

FYF aims to provide both private and public organisations with information on data and trends as well as opportunities for young people who want to work and contribute meaningfully to the economy of South Africa.

**Mentorship:** FYF understands that the internet has become part of daily activities and offers online mentorship via live chats. Through its Fayah brands, FYF wants to encourage and motivate young entrepreneurs on a monthly basis. Members would be encouraged to submit questions on their businesses and FYF would obtain different opinions from a panel of experts on the matter.

**Bursaries/Scholarships:** Through the support of the private sector and tertiary institutions, FYF will identify candidates for scholarships. FYF will also assist companies to identify talented interns for apprenticeships.

**Annual Awards:** FYF celebrates youth excellence across all fields, from business to sport, the arts and sciences. The public will be encouraged to nominate their top achievers in selected categories and the finalists will be chosen by a panel of established industry captains.

**Annual Publication:** Profiling a broad spectrum of youth successes ranging from the arts, sciences, business, engineering, aviation, finance etc. This annual book will set the benchmark for youth excellence.

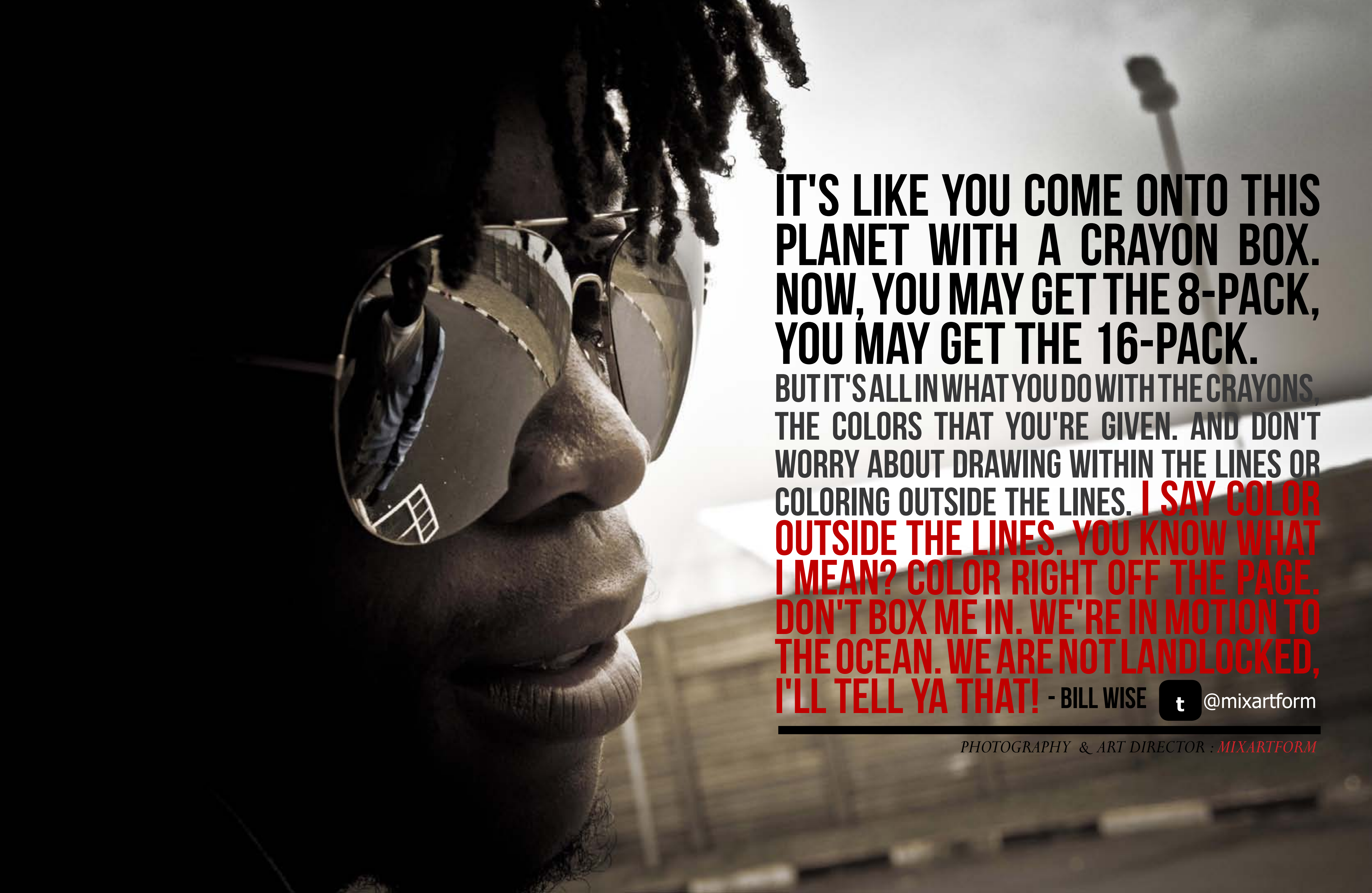
### Call to Action

- Take charge of your life today
- Start working towards your goals everyday of your life
- Define your own success



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**IT'S LIKE YOU COME ONTO THIS  
PLANET WITH A CRAYON BOX.  
NOW, YOU MAY GET THE 8-PACK,  
YOU MAY GET THE 16-PACK.**

**BUT IT'S ALL IN WHAT YOU DO WITH THE CRAYONS,  
THE COLORS THAT YOU'RE GIVEN. AND DON'T  
WORRY ABOUT DRAWING WITHIN THE LINES OR  
COLORING OUTSIDE THE LINES. I SAY COLOR  
OUTSIDE THE LINES. YOU KNOW WHAT  
I MEAN? COLOR RIGHT OFF THE PAGE.  
DON'T BOX ME IN. WE'RE IN MOTION TO  
THE OCEAN. WE ARE NOT LANDLOCKED,  
I'LL TELL YA THAT!** - BILL WISE



@mixartform

PHOTOGRAPHY & ART DIRECTOR : *MIXARTFORM*



# gPERSONAL

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## SELF RESPECT

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## ASTROLOGY

*YOUR LIFE IN THE STARS*

As they would say 'The best way to make your dreams come true is to wake up'...Surround yourself with people who will take you up rather than down. Life is already filled with people who want to bring you down. Be with the thinkers and believers, the dreamers and doers, but most of all surround yourself with people who believe and see potential in you. There's no gain without pain so always be ready for criticism because not everyone believes in you or your dream. Success means hard work, believing that you can, being eager to learn. It is not about how many times you've fallen but it's about how you stand up and work your way up. Let people look up to you, be ambitious, inspire the world, and raise the negative status of being teenagers out of the good. You are an architect of your own fortune.

**Believe you can and you will**

# WAKE UP

**#Be determined**  
**#Know your work**  
**#Aim high**  
**#Know what you want**  
**#Study smart**  
**#Hard work pays**  
**#Always be prepared**  
**#Go an extra mile**  
**#Believe in yourself**  
**#Trust God in everything**  
**#Stay focused...**

WORDS BY REGOMODITSWE TEKE





## YOU PACKAGE YOURSELF WRONGLY

In your attempt to look sexy, adorable and maybe appealing to guys, you have derailed from appealing to appalling. In fact you look more whorish than modest; more distractive than attractive, and more disgusting than adorable. Be a beautiful woman with dignity and self-respect. Don't sell yourself cheap just to be liked on social media, know your worth, love and respect your body. Self-love and self-respect comes within. If you think beauty is based on how many likes/comments you get while showing off your naked body rather show your beautiful face. Before posting nude pictures think about the repercussions, what this would do

**“rather  
show your  
beautiful  
face”**

to you, and whether it will benefit you or not. You degrade yourself when showing off your body. As a well-respected woman, you drag your own name into mud. Respect is earned not bought. You label yourself as a debauchery and moral-less woman. You destroy your family's dignity and you make men label us as 'hoes'. We all

admire our bodies in different ways but not to a point where you have to show yourself nude to everyone. It's very pitiful and shameful to see a young beautiful girl posting a nude picture for '15 likes' and getting very disturbing and nasty comments from people just to fill a faculty in her and feel loved. If people don't like you with your clothes on what makes you so sure that they'll like you nude? Self-respect goes a long way...

Ladies you are more beautiful with your clothes on!!



# 4 SIGNS YOU HAVE A PORN ADDICTION

While there are a lot of things much worse to find yourself addicted to than porn, porn addiction is real. Most guys would probably readily admit an addiction to porn—jokingly, of course. But apparently, porn can become a vice similar to alcohol or drug use. Wow. Who would've thought that a few thousand X-rated movies stored on your hard drive would be an indicator of a porn addiction? That stack of dirty magazines dating from the mid-1980s may be an indicator as well. All joking aside, here are four signs you have a legitimate porn addiction.

## Porn hoarding

Apparently that mountain of dirty magazines is a sign of a porn addiction. There is no real reason to have porn magazines in 2011. You can have all the porn you want if you have a laptop and an Internet connection. Hoarding can still occur in the virtual world, however. If you find yourself spending hours upon hours using search engines to download and store porn on your laptop, you may have a problem. Hoarding can also show itself in the form of subscription after subscription to porn for pay sites.

## Porn, porn everywhere

If you can't get away from porn, even just for a little while, you have a porn addiction. If you have porn on your laptop, porn on your smartphone and you still have the need to carry around magazines in your briefcase, seek help. Another sign is when porn begins to take up more and more of your day. Ask yourself this: What's your relationship with porn. If you spend time, only on the weekends, watching porn, you're probably OK. If, however, you've seen the time spent on porn increase over a period of time, you're addicted.

## Getting in the way

If you find yourself replacing your normal activities with porn, you have a problem. You used to hang out with friends, but now you're hanging with your laptop. Porn addiction is like any other addiction. You replace aspects of your previous life with this addiction and, gradually, there's nothing but the addiction left. Coming to work late because of porn, not being able to even start your day without porn or sneaking to watch porn on your smartphone in the bathroom are all signs of an addiction.

## Really serious

If, by chance, you lose something serious like a job or a relationship over porn and you continue to seek that porn for refuge, you're definitely addicted. Any other addict will do the same thing with their addiction. The very thing that has destroyed their lives is the very thing they continue to run back to. Replace your porn addiction with heroin, crack, alcohol and you'll see very similar results. Hopefully your addiction to porn never gets this severe. Ask yourself right now: As you read this, do you have two or three other windows open for porn viewing? Maybe you should cut back.





# GET LEAN! DITCHING THE HOLIDAY GUT

Well, the holidays are over. And if you're like most people, you gained a couple of pounds over the holidays. (Thanks, Mom's apple pie.) But it's all good—try these hard-and-fast tips and you'll be back to your active self very soon.

## 1 Work Below the Naval

People think to trim their waistline, they need to do lots of sit-ups. Not true. The best way to lose your gut is to work below the waist. That's where your body's three largest muscle groups—glutes, hamstrings, and quads—are, and hitting them spikes your testosterone, boosts muscle-building and raises your metabolism. The higher your metabolism gets, the smaller you'll get. Good exercises for those muscle groups include compound lifts such as squats, lunges and deadlifts as well as jumping jacks, plyometrics and running.

## 2 Ditch the Abs Class

Most people don't realize this, but your abdominal muscles are fast-twitch muscle fibers, meaning they don't use oxygen, and doing a thousand crunches does basically nothing. Instead, the best way to flatten your gut is to work your invisible abdominal muscles. Here's what you do: while standing, suck your belly in toward your spine and hold it for 10 seconds while breathing normally. Repeat five times. Another great exercise is planks. (Both regular and side.) Hold for 20 seconds, repeat five times.

## 3 Train with Your Woman

Ask your girlfriend or wife to hit the gym with you. Why? Studies show that nearly half of all men who work out alone quit their programs within a year. But two-thirds of men who exercise with their lady friend stick it out. And both genders benefit. Both men and women work out 12 to 15 percent harder when training with a loved one. Think about it: when your girlfriend is watching, you don't exactly want to look lazy.

## 4 Take Vitamin C

According to a recent study, people who consume 500 mg of Vitamin C per day burn 39 percent more fat during exercise than those who consume less than 100 mg per day. That's because low levels of Vitamin C impede your body's ability to use fat as energy. Fun fact: kiwis and peppers pack about twice as much Vitamin C as oranges. And if you're the one person on the planet who doesn't enjoy a good kiwi, you can also take a vitamin supplement.



“Nearly half of all men who work out alone quit their programs within a year. But two-thirds of men who exercise with a woman stick it out.”

## 5

### Reduce Your Calories

Exercising is great, but the truth is, 80 percent of weight control comes from nutrition. To drop pounds, you need to cut calories. Best way to figure out how many calories you really need: multiply your weight times 11. That number should be your total daily caloric intake. Keep track, aim for that number, and you'll keep your gut in check. (Note: that's the formula for the general public. It's not for pro athletes or body-builders. Theirs might be higher or lower depending on their sport. So if you're training for the UFC, yeah, you'll want more.)

## 6

### Eat with Your Left Hand

We'll talk more about limiting your calorie intake in the coming weeks, but here's a quick and effective way to reduce them. Switch from your dominant hand to your non-dominant hand when you eat. It will slow your rolls, so to speak. See, it only takes about 10 or 20 minutes for your brain to realize that your stomach is full. But if you're eating with your dominant hand, by the time you feel full, you might've finished two plates. With this new method, you're more likely to push back from the table after one. Go on, try it.



# 15-Minute Full-Body Exercise-Ball Workout

Tone up and slim down with these six easy moves.

## The Routine

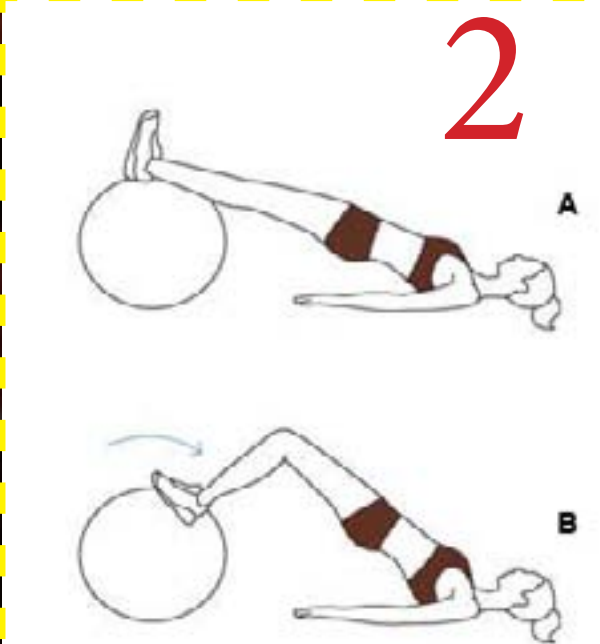
Go ahead—have an (inflatable) ball. When it comes to fitness equipment, there's little that works your whole body better. To stay on the ball—literally—you're forced to engage all your muscles, which builds strength and improves stability. This head-to-toe toning routine was to make exercising less time consuming and fun, in Los Angeles. Do it three times through, three times a week.



Sit on a workout bench (or a stable chair) with your hands placed on the edge, fingers pointing forward. Rest your calves and ankles on top of a firm ball. Straighten your arms to lift your hips off the bench. Bend your arms to lower your body, then straighten them to the starting position. Repeat 15 times.

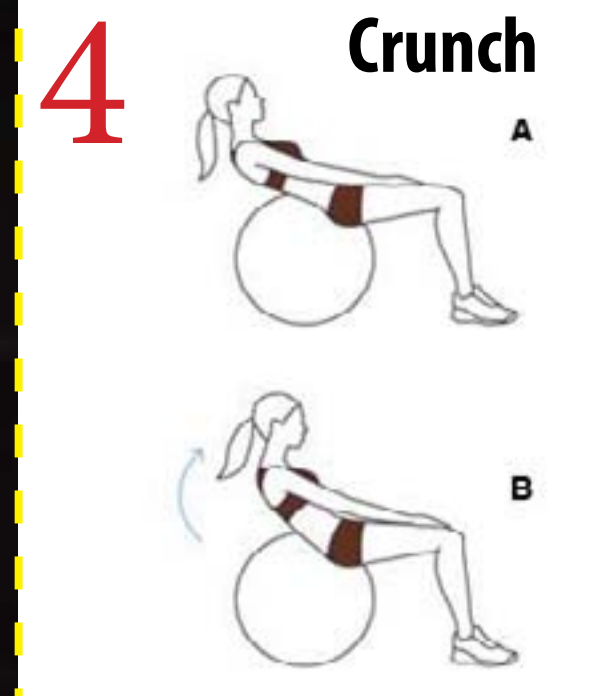


Assume the top of a push-up position but rest your forearms on the ball. Keep your abs strong and your neck in line with your spine. Hold the pose for 45 seconds.

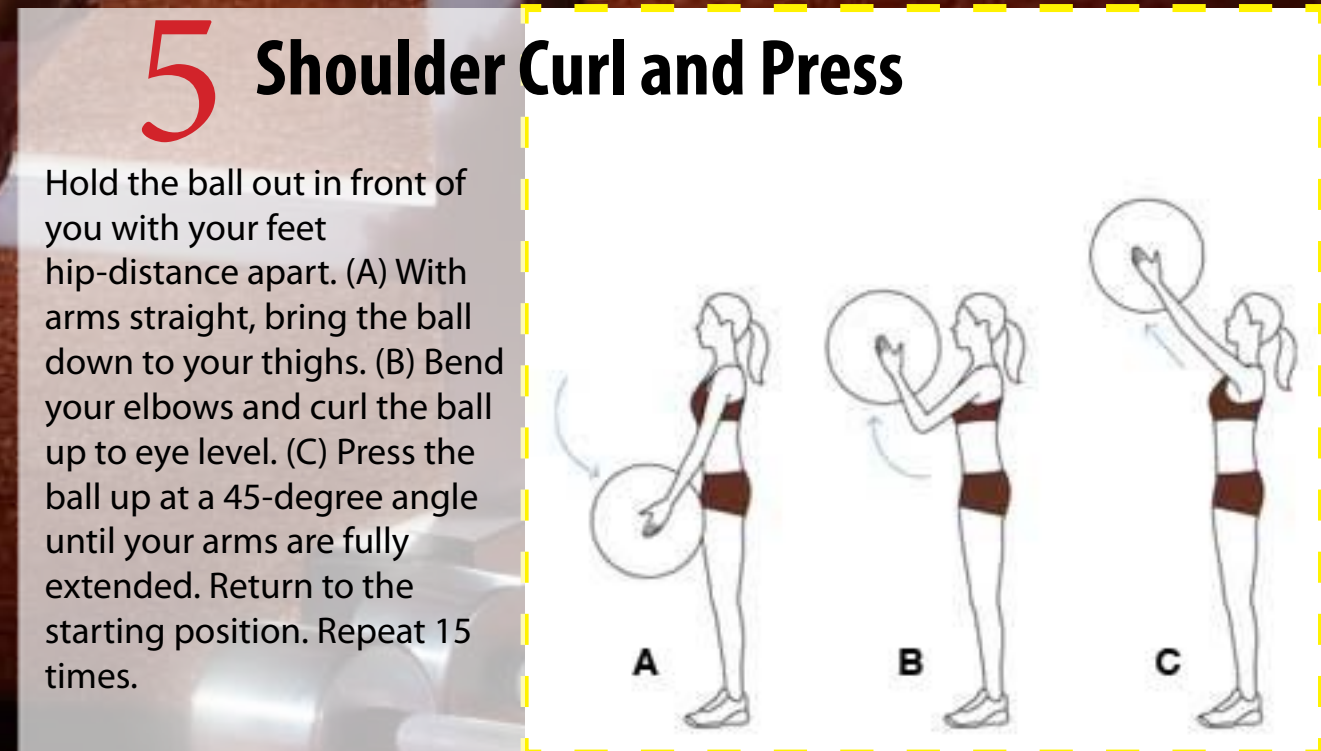


## 2 Lower-Ab Crunch

Lie on the floor with arms beside you and calves on the ball. (A) Lift your backside up without arching your back (keep your abdominals tight for support). (B) With hips still raised, bend your knees and roll the ball toward you with your feet until they're flat on top of the ball. Slowly return to the starting position. Repeat 15 times.



(A) Lie on the ball with your middle back resting on top, arms straight, and palms on your upper thighs. (B) Curl your upper body forward, one vertebra at a time, keeping your hands on your thighs. Lower to the starting position. Repeat 15 times



## 5 Shoulder Curl and Press

Hold the ball out in front of you with your feet hip-distance apart. (A) With arms straight, bring the ball down to your thighs. (B) Bend your elbows and curl the ball up to eye level. (C) Press the ball up at a 45-degree angle until your arms are fully extended. Return to the starting position. Repeat 15 times.





**SMOKING  
IS DANGEROUS**



# YOUR LIFE IN THE STARS

When Jesus was born, in the sky was a big bright star that led the 3 wise men to his birth place, Jesus later on lived to play an important role in humanity, with him being such a monument in our history, it proves that stars are able to tell a story about our lives. Some have had the ability to read and communicate with the messages in the stars. The universe was made for human beings to explore; most if not all things which happen in our lives is of our own making. Today the big "secret" of believe and what the universe can do for us was shared by those who call themselves elites. The universe keeps expanding and life keeps moving, with so much personalities in this world, spiritual connections have been decreasing throughout the world due to certain circumstances. Worry no more, this article gives you the chance to understand yourself, your friend, family or even partner.



**Aquarius** - an Air and Fixed sign.

**21 January** - 19 February

**Ruling Planet:** Uranus

**Day of the Week:** Saturday

**Colour:** Electric and deep-rich Blue

**Gemstone:** Turquoise

**Famous Aries:** Phil Collins, Mia Farrow.

### LIFE QUEST:

Aquarius people are quick to adopt labour-saving devices and often develop the technical expertise to design these.

Occasionally the electrical charge around them may be too much for the machines however and they may acquire a reputation for breaking computers etc. There is not one of the more emotional signs of the Zodiac and indeed, there are times when their detachment from emotional issues can lead them behaving insensitively or even cruelly. They tend to be political in their thinking and are driven by humanitarianism. They think quickly and abruptly change subject when they feel they have grasped all that they need to know.

They take delight in specialising in unusual subjects and their hobbies can be a source of fascination to others. They enjoy the concept of surprise but have a preference for surprising others rather than been surprised themselves.

### RELATIONSHIPS:

Those born under Aquarius enjoy the dialogue offered by Gemini and Libra and are amused by the antics of Sagittarius and Aries.

### USEFUL NOTES:

Aquarius is the last of the Air signs of the Zodiac. It is also the only one of these signs to belong to the Fixed group. Aquarians derive satisfaction from thinking differently to others. It is a complement to them to be described as eccentric and deviant - although they may deny this! They love to be contradictory. Idiosyncrasies may be developed as a way of stating that they are different. Yet Aquarians long for everyone to be treated as equal. They will do all that they can to preserve the rights of each individual. This can give rise to difficulties. In arriving at a consensus within a group it is easy to over-ride the wishes of one person. The Aquarian, of course, enjoys being the exception to any role but may be intolerant of others who behave this way. Aquarians think futuristically and can be defiant and rebellious in justifying a decision or course of action.

They have a tendency to inconsistency and others may find them disruptive. Yet they are excellent at absorbing information and quick to arrive at insight. Conclusions reached can be astounding and border on the genius. Aquarians need to feel appreciated for this uniqueness and may become bad-tempered and outspoken if ignored. They also, as one of the Fixed signs, need to know where they stand. They may advocate change but dislike change that is thrust upon them. At such times they become tense, defiant and difficult.



**Pisces** - a Water and Mutable sign

**19 February** - 20 March

**Ruling Planet:** Jupiter and Neptune

**Day of the Week:** Thursday

**Colour:** Sea Blue, Sea Green, Lavender and Silver

**Gemstone:** Moonstone

**Famous Aries:** Michael Caine, Liza Minnelli.

### LIFE QUEST:

Pisces belongs to both the Water and Mutable groups. Pisces people are driven by the desire to please and soothe others. Some have healing ability and most are intuitive. They are able to sense a texture, hear a sound or feel a mood. This amazing sensitivity can lead them to be described as psychic. They do not need to be physically near someone whom they are fond of to know what that person is thinking or feeling. It is as though they are radios tuned into several stations all at the same time. Of course this is confusing and it can result in them getting lost, turning up for appointments on the wrong day or at the wrong time, and forgetting what happened just a few hours earlier.

It is not easy to be a Pisces and many Pisces will try acting out their opposite sign of Virgo. They do this by developing super efficiency and demanding perfection from others.

This is a way of protecting themselves from the problem of trying to do too much for too many people. Pisces is the sign of the fish, and they can appear to swim in too many directions at once. In fact, Pisces people would probably be happy with any direction as long as it is chosen by someone else. They seek to bring magic into other people's lives. They will do almost anything for anyone and are particularly adept at helping those who are going through a period of emotional pain or illness.

### USEFUL NOTES:

Pisces people enjoy story-telling, myths and parables. They can also lose themselves through movement such as swimming or dance. They are creative with a great sense of colour. There is also a sense of the fragile about them. Care has to be taken that they are not manipulated or abused by others. In their anxiety to please, they can find themselves working for less than would be considered the norm.

### RELATIONSHIPS:

Pisceans are almost hopelessly romantic and are drawn to those of many different signs. Capricorns and Taureans anchor them. However they can fit in with almost any sign: chameleon-like they can be many things to many people.

**Aries** - a Fire and Cardinal sign

**20 March** - 20 April

**Ruling Planet:** Mars

**Day of the Week:** Tuesday

**Colour:** Red

**Gemstone:** Diamond

**Famous Aries:** Marlon Brando, Diana Ross.

### LIFE QUEST:

Aries is one of the Fire signs of the zodiac. People born under a Fire sign tend to be enthusiastic but, like fire itself, have enthusiasm levels that range from dying embers to forest fires. Inconsistent energy patterns are common features. Those born under Aries move from boredom or indifference to hyperactive enthusiasm. They have little interest in routine and become bored if there is not sufficient to interest and inspire them.

Aries is also a member of a group of signs known as the Cardinals. Cardinal people often take the initiative. They enjoy starting up projects. Many have leadership qualities. Aries people tend to be impatient and competitive. They enjoy being first and have a strongly independent streak. Of course to be independent, they have to have someone to be independent from. So Aries people are usually quick to form relationships. They are warm-hearted - as you would expect from fire sign - and make friends easily with people from all walks of life. Their passion, sense of fun and enjoyment of life



make them excellent companions.

### USEFUL NOTES:

Aries people are ruled by the planet Mars - sometimes known as the Red Planet. Mars is associated with assertiveness and strong will. Aries people are rather like Tarzan - they have courage and daring and enjoy physical activities. They may even be noted for their bravery and physical prowess. Some have highly developed muscle-tone that alerts the world to their strong physique. Still others show their bravery verbally. Aries people are generally unafraid to speak their mind. Some are quick-tempered and hot-headed: the Aries person does have to be sure that they

have all the necessary facts at their disposal before jumping to conclusions!

### RELATIONSHIPS:

As with each of the fire signs, Aries people respond well to those born under the air signs. Fire and Air work well together. Deep bonds of friendship between Aries people and those born under the signs of Gemini, Libra or Aquarius can exist. They relate easily to the other Fire signs too: Leo and Sagittarius. In business they can work exceptionally well with those born under another of the Cardinal signs, Cancer.



**Taurus** - a Earth and Fixed sign  
**21 April - 20 May**  
**Ruling Planet:** Venus  
**Day of the Week:** Friday  
**Colour:** Green  
**Gemstone:** Emerald  
**Famous Taurus:** Ella Fitzgerald, Liberace, Fred Astaire and Margot Fonteyn

**LIFE QUEST:**  
 Taurus is the first of the Earth signs of the zodiac. It also belongs to the group known as "Fixed". Taurus born people could best be described as professional appreciators. They enjoy anything natural and take pleasure from bringing natural items together to build and create objects of great beauty. Taurus people appreciate each season in turn and enjoying the routine of the unfolding year. Taurus is ruled by the planet Venus. As this planet journeys around the Sun, she describes a particular pattern that over the course of several cycles will yield a heart formation at its centre. It is perhaps from this that Taurus has become known as the great 'love' sign of the Zodiac. Taurus people set great store by anything that brings pleasure. Generally they have an ear for music, an eye for colour and a feel for texture. Taurus is the sign of the bull. Like the bull, Taurus people move slowly and deliberately. They are slow to anger but, when enraged, will charge just like the 'bull in the china shop', creating considerable damage not just to others, but to themselves also.

Few people forget the angry bull and some may not want to cross its path again. That said, those born under this sign are affectionate and display great loyalty. They choose their friends carefully and many of these friendships last for years. As one of the fixed signs of the Zodiac, Taurus people show a tendency to single-mindedness. Occasionally they are accused of being stubborn and territorial. The truth is more complex. Taurus people dislike change. They enjoy the security of knowing exactly where things are, what routine is being followed and what goal has been set.

**USEFUL NOTES**  
 Few signs have the persistence and determination of this sign. There are times when Taureans may be accused of indulgence. They enjoy good food and wine. And they are also enjoy the feeling of possession. Generally speaking Taurus people are good with money and when they have sufficient, may turn their attention to building collections of quality or valuable items.

**RELATIONSHIPS**  
 The signs complementing Taurus are the other earth signs, Virgo and Capricorn and also the Water signs of Cancer, Scorpio and Pisces.

**Gemini** - an Air and Mutable sign  
**21 May - 20 June**  
**Ruling Planet:** Mercury  
**Day of the Week:** Tuesday  
**Colour:** Colours: Yellow, Lilac, Green (colours of Spring)  
**Gemstone:** Moss Agate and Quicksilver  
**Famous Aries:** Bob Dylan, J. F. Kennedy .

**LIFE QUEST:**  
 Gemini is the first of the Air signs of the Zodiac and is a member of the Mutable group of signs. They thrive on mental stimulation and are driven by a need to gather and disseminate ideas and information. They love to think, talk and debate and have shown considerable versatility and adaptability.

Gemini people are interested in experiencing every possible perspective. They are sociable and find it easy to strike up conversation. Generally, the Gemini individual finds it hard to deal with silence. They have a real thirst for information and need to discover what it is that other people think and why. They enjoy flitting from place to place taking news and ideas from one source and passing it on to others. They have to take care to be sure that they have listened to facts correctly. It is hard work for the Gemini person to discriminate. They can make fine journalists but to achieve success in this area they have to learn to focus. Gemini people love words. This



can make them both good writers, crossword puzzle enthusiasts and gossip columnists.

**USEFUL NOTES:**  
 The Gemini need for mental stimulation is such that their nervous system can become over stressed. This can create difficulties. Other people have been known to describe those of this sign as highly strung. Difficult as it is for them, they do need time on their own to recharge their batteries. They can show extraordinary dexterity and curiosity but this can get to be too much at times.

As a rule they are restless and require movement to keep them at ease with themselves. Gemini people are often seen travelling. And of course these journeys give them the opportunity to show interest in many different subjects and people. They return to base having collected data and information that they are quick to pass on to others either by email or through newsletters.

**RELATIONSHIPS:**  
 As one of the Air signs, Gemini people enjoy playing with fire. So very often they enjoy a good working relationships with people from the Aries, Leo and Sagittarius group. They also relate well to people born under the other two Air signs: Libra and Aquarius.

**Cancer** - a Water and Cardinal Sign  
**20 March - 20 April**  
**Ruling Planet:** Moon  
**Day of the Week:** Monday  
**Colour:** Silver  
**Gemstone:** Moonstone and Pearl  
**Famous Aries:** Richard Branson, Meryl Streep



**LIFE QUEST:**  
 Cancer is the first of the Water signs of the Zodiac. Those born under these signs are generally noted for their sensitivity. In the case of Cancerians this is usually directed towards those closest and dearest to them. Cancer is the nurturing side of the Zodiac. These people are driven by the need to look after things; whether it be an antique, a business, a plant, a baby or an old friend. They have the happy knack of making other people feel special. Cancerians are ruled by the Moon whose 'face' changes nightly. They are often seen as moody or changeable. They can sense the change of mood in a room but may be unable to tell whether this is caused by another person's mood, or a change in the Earth's atmosphere. They usually have fantastic imagination and are expressive when talking about feelings or emotions. Cancerians tend to be security conscious and need to feel safe on every possible level. They can become overly dependent on others and have been described as 'cling-ons'. They are usually family orientated and have a strong sense of their place in the world. This can manifest as strong patriotism or a particular affinity with a particular place or area.

Because they enjoy feeling connected to both things and people, they tend to be great collectors. They are particularly attracted to items that have history. As a consequence they may be drawn to antiques or old properties.

**USEFUL NOTES:**  
 Cancerian friendships usually stand the test of time. A common way for them to nurture others is through food. The Cancerian kitchen may be a homely place where others gather. They enjoy having photographs around them and occasionally have phenomenal emotional memory. They can remember almost every detail of a special event even down to the food that was served.

Even the office desk may be a place of memorabilia. Familiarity is important to them and it is not easy for them to change a habit once ingrained. As one of the Cardinal signs of the zodiac they show leadership ability by being willing to take the initiative. They then nurture a project or business to success.

**RELATIONSHIPS:**  
 Those born under Cancer work well with the Earth signs of the Zodiac - Taurus, Virgo and Capricorn - as well as having special rapport with the other Water signs of Scorpio and Pisces. They may also form dynamic business relationships with those born under Aries or Libra.

**Leo** - a Fire and Fixed sign  
**22 July - 22 August**  
**Ruling Planet:** The Sun  
**Day of the Week:** Sunday  
**Colour:** Gold  
**Gemstone:** Ruby  
**Famous Aries:** Robert Redford, Whitney Houston



**LIFE QUEST:**  
 Leo is one of the fire signs of the Zodiac but differs from the others in that group in that it is also one of the Fixed signs. Members of the Fire sign group are generally enthusiastic and have an upbeat approach to life. In the case of those born under Leo, they are likely to be friendly, warm-hearted and to show immense loyalty to friends, family and colleagues. Some might even say that the Sun 'shines out of them'. The Leo quest seems to be to make the world a more radiant place.

As a rule they are generous with both gifts and time. Children love them for their sense of fun. The Leo person does not need to be the centre of attention all the time, but they do require acknowledgement and appreciation for their contribution to an event. They carry themselves with dignity and love pageantry and special occasions - though they do have to take care not to sound pompous or bombastic.

**USEFUL NOTES:**  
 Leo people have leadership qualities but tend to react badly to any form of criticism. At such times they can dig their heels in and be awkward, stubborn and difficult. Leo people love romance and delight in being able to make grandiose gestures. They find it difficult to live on a small budget and can get themselves into financial difficulties through their love of luxury and tendency to extravagant in giving. They are hugely loyal and at times, can set partners on a pedestal. Of course, they want their partner to put them on one too! The Leo person tends to make an impact wherever they go. They need to be part of the creative team and can be badly hurt if others inadvertently leave them out of a group activity.

Leos are usually creative and artistic and many have a fine sense of drama. Life is their theatre and they like little more than to be

**RELATIONSHIPS:**  
 Those born under Leo work well with those of the Air signs, Gemini and Libra, the Fire signs of Sagittarius and can bring warmth to the Water sign of Cancer.



## Virgo - a Earth and Mutable Sign

**22 August - 21 September**

**Ruling Planet:** Mercury

**Day of the Week:** Wednesday

**Colour:** Green and Brown

**Gemstone:** Sardonyx

**Famous Aries:** Sean Connery, Shirley Conran

### LIFE QUEST:

People born under this sign strive to be efficient and of service to others. They harness practical skills with natural versatility and adaptability. They often find themselves 'multitasking' but can sabotage their own best efforts by taking on too much. They are driven by a need to 'get it right', and can become distressed in the final stages of a project if they feel hurried and under pressure. Similarly, in striving for perfection and method they can become dissatisfied when things do not go to plan. They work hard to arrive at good conclusions and discriminate and filter information in the hope of finding the perfect solution to a given problem. They enjoy the creation of routine and feel safe when clear systems are in operation. This approach results in their productivity running at an even level. Employers appreciate their ability to be prepared for every eventuality whilst those born under this sign enjoy the company of those who behave professionally. They are intolerant of those who seem lackadaisical or thoughtless.



### USEFUL NOTES:

Virgo people tend to be nimble. They enjoy movement - both physical and mental. They excel in compiling and filing and data systems are safe in their hands. They notice flaws, mistakes and chaos and do their utmost to bring organisation and order to every situation. Sometimes they are described to as the great 'washer-uppers' of the Zodiac. They know that keeping on top of every situation will stop chaos developing at a later stage. They respond well to having lists of tasks or chores to do and rarely ignore detail. They have highly tuned nervous systems and, as a result, can be brought low by even minor changes in the environment. This

can mean susceptibility to allergies. Their sensitivity to air currents can result in hyper-sensitivity to changes in weather patterns. At such times they may become anxious and this can lead to health difficulties. As they age, the Virgo person recognises the need for regular health checks. They are not hypochondriacs but like to maintain an efficient working system.

### RELATIONSHIPS:

They make good friendships with those born under the signs of Taurus and Capricorn but may enjoy the emotional bonds offered by Cancer and Scorpio. As with any sign, they form relationships with people from every sign. The great proviso in a partnership is that the other person can make them laugh.

trouble to ensure that their dress is pleasing on the eye.

### USEFUL NOTES:

The Libra quest for harmony leads them to make decisions that are fair and equitable. Not that decision-making is easy for them - indeed, it may take considerable time: the simplest of choices requires comparison and this leads to ever more discussion. They need to know that their actions will be met with understanding. They are quite capable of arriving at quick decisions when the outcome is a matter of great importance. Indeed, at such times, they can show remarkable insight and foresight which is why they are often seen as natural leaders. They are also sociable people who take the time and trouble to listen carefully to each individual. They enjoy the concept of competition but may be slow to take part themselves. They are not slow to embark on relationships however. Romance is an integral part of their being. Those born under Libra are rarely rude and are usually courteous. Of course there are times when the opposite is true. They may strive hard for peace but should peace be unachievable will put as much energy into conflict. Leaders born under this sign have been known to take their countries to war.

### RELATIONSHIPS:

Libra people are at their best in partnership. The trappings of partnership - whether that be marriage or business contract is important to them. They are inspired by those born under the signs of Gemini and Aquarius and can be enthused by the fire signs of Aries, Leo and Sagittarius.

## Libra - an Air and Cardinal sign

**20 September - 21 October**

**Ruling Planet:** Venus

**Day of the Week:** Friday

**Colour:** Blue

**Gemstone:** Opal

**Famous Aries:** Bob Geldof, Margaret Thatcher

### LIFE QUEST:

Libra is the second of the Air signs of the zodiac. It is also the only sign from this group to belong to the Cardinal group. The Libra quest is to find or create harmony and balance. Like the other Air signs they are interested in different opinions and ideas. Libra differs from the other Air signs however in that in their quest for co-operation and understanding, they are usually willing to arrive at compromise. Part of their quest is to excel in the fine art of diplomacy.

Those born under Libra put great value on beauty, grace and good manners. It may be said that they exalt these at the expense of passion and excitement. They have a love of all things artistic. Attractive appearance is important to them and they go to great



## Scorpio - a Water and Fixed sign

**22 October - 21 November**

**Ruling Planet:** Mars

**Day of the Week:** Tuesday

**Colour:** Regal Maroon

**Gemstone:** Tiger's Eye

**Famous Aries:** Whoopi Goldberg, Leonardo di Caprio

### LIFE QUEST:

Scorpio is the second of the water signs of the Zodiac and the only one to belong to the Fixed group of signs. All those born under fixed signs have a resistance to change. Those born under Scorpio can cope with minor change but radical change destabilises them and causes great distress. At such times they may dig in their heels and be immovable and obstinate. It takes the Scorpio person time to develop trust and to commit to a person or project. Yet their quest is to do precisely this.

The Scorpio person develops high levels of concentration and is focused and determined in the pursuit of accurate information. They make excellent researchers. Their persistence is often masked by great charm. They are able to persuade others to reveal darkest secrets or hidden documents. These are then in safe hands. The Scorpio rarely abuses such privilege. Only when crossed or feel that a truth should be exposed to the benefit of others will they do so. The true Scorpio has a wicked sense of humour. Satire and cartoon-drawing is a perfect medium for them.

### USEFUL NOTES:

People born under Scorpio abhor waste and are adept at recycling. One consequence of this is that they can build a great wealth since they squander little. They are good with money and are willing to lend to others. They do expect the other party to honour an agreement though, and will seek revenge if someone reneges on a deal. Those born under this sign are highly sensitive. Scorpio people empathise with those who have experienced pain and suffering and would rarely inflict pain on others. In fact, they tend more towards compassion and understanding. Some great surgeons have been born under this sign. They have a surgical ability to cut through a surface and expose under-layers whether this be feelings or physical corrosion. They are unafraid of raw emotion or physical devastation. They see only a problem that has to be addressed. Because one of the Scorpio goals is to achieve a truly committed relationship to one person they enjoy intimacy. They are seen to be the sexy sign of the Zodiac. They have an extraordinary ability to create a sense of mystique about themselves and their charisma can put others under their spell. Theirs is the sign of the Scorpion yet rarely show the sting in their tail.

### RELATIONSHIPS:

Those born under Scorpio relate well to those born under the other Water signs: Cancer and Pisces. Yet this can prove too emotional a mix. They fare well with those born under the Earth signs of Taurus, Virgo and Capricorn.





**Sagittarius** – a Fire and Mutable sign

**21 November - 21 December**

**Ruling Planet:** Jupiter

**Day of the Week:** Thursday

**Colour:** Regal Purple

**Gemstone:** Topaz

**Famous Aries:** Jane Fonda, Walt Disney

**LIFE QUEST:**

Sagittarius is the last of the Fire signs of the Zodiac and the only one to also belong to the Mutable group. Those born under Fire signs tend to be enthusiastic about life. They are friendly, warm and seek to make other people feel good too. Those born under Sagittarius are as generous with information as they are with gifts. They tend to be optimistic, bright and sociable. Their life quest is to experience life to the full - incorporating adventures: mental and physical.

As one of the mutable signs those born under the sign of Sagittarius have a high degree of adaptability. They enjoy variety too. The true Sagittarius enjoys cultivating a world-view. They seek to understand those from very different societies to their own. In fact, the rules and regulations of each society truly fascinate them. They are curious and gather knowledge with ease. Some people think of them as walking encyclopaedias. They have a thirst for education though they do not always enjoy the formal



indication provided at school. They may have an interest in history, archaeology, religions, languages and philosophies. They are also driven by the need to arrive at fair and balanced judgement.

**USEFUL NOTES:**

Sagittarius people are idealistic and have high expectations. They quickly outgrow childhood haunts and have a thirst for travel. Freedom of movement is important to them and they always manage to raise their sights a little higher each time. As a result they usually travel far and wide. They may also be prosperous and successful. The Sagittarius' word is his bond. Those born under this sign will never offer what they cannot

deliver. A high code of ethics is never far from their surface. They are benevolent and quick to offer support to those less able to fight for themselves. They are chivalrous and enjoy being seen as knights in shining armour. They have high standards but are playful and even light hearted in pursuit of these.

**RELATIONSHIPS:**

Sagittarius-born people often enter people's lives like thunderbolts or whirlwinds. They have good rapport with those born under Aries and Leo but also make good connections and are inspired by those born under Libra and Aquarius.

**Capricorn** - a Earth and Cardinal sign

**21 Decemberr – 20 January**

**Ruling Planet:** Saturn

**Day of the Week:** Saturday

**Colour:** Indigo, Dark Green, Black

**Gemstone:** Sapphire

**Famous Capricorns:** Joan Baez, Elvis Presley

**LIFE QUEST:**

Capricorn is both an Earth sign and Cardinal sign. Those born under Capricorn have a need to achieve goals and to experience respect. The Capricorn person has a strong sense of duty that often results in them holding positions of authority. Capricorn people know the value of reputation and will work consistently, cautiously, without compromise and expediently in order to achieve a goal. They have great respect for tradition and for family values. Even as a children, a strong sense of obligation gives them a maturity and wisdom beyond their years.

Capricorn individuals seek security and may at times be seen as boringly predictable. At other times they can surprise others with their ability to deal with obstruction and difficulty in one neat and innovative move. They are acutely aware of the value of time. Capricorn individuals squander little - either in time, energy or resources.

The true Capricorn will look for possible problems before embarking on any project. This does not make them pessimistic, but perhaps consciously realistic.

**USEFUL NOTES**

Capricorn people have a preference for formal social occasion and will review a guest-list carefully to ensure the smooth running of any event. In the pursuit of excellence and professionalism, they leave little to chance. They are prepared to offer long-term commitment and takes pride in delivering a job well-done. Those born under this sign are natural builders - in either a physical or financial sense - deriving great satisfaction from being able to offer their families the protection of a secure home. They take vows as seriously as they do business contracts and may marry late as a result of the caution used in choosing the right partner. They do not wear their hearts on their sleeves and can find it hard to express feelings in public. As a result, there may be times when they experience great loneliness. Self-reliance is almost their middle name.


**RELATIONSHIPS**

Those born under Capricorn enjoy the company of those born Taurus and Virgo and make good relationships with Scorpio. In the business world they form awesome combinations with those born under the other Cardinal signs of Aries, Cancer and Libra.

# YOUR



Illustration by *Orah Graphic*

 @ORAHGRAPHIC

# WEAKNESS OF ATTITUDE BECOMES WEAKNESS OF CHARACTER

- ALBERT EINSTEIN





PHOTOGRAPHY & ART DIRECTOR: EL REY FOTO



## SOUTH AFRICAN TOURISM

WWW.SOUTHAFRICA.COM

“ Some of you might think that being a tourist means travelling outside the borders of your country, it is not true. The definition of a tourist is “a person who travels away from their place of residence for more than 24hrs”, therefore anyone can be a tourist. Our choice of destination for this edition is the beautiful South Africa. ”



# Explore your own country and be the envy of the world

Media Statement by the Office of Mr Marthinus van Schalkwyk, Minister of Tourism

COMPILED BY YEZREEL SHIRINDA,  
SOURCE –VAYAMZANSI.CO.ZA

South Africa's Tourism Minister, Mr Marthinus van Schalkwyk, today called on South Africans to be tourists in their own country and to experience what millions of international tourists are drawn to annually – the sheer beauty of their land, its rich culture and heritage, and the warmth and hospitality of their fellow citizens.

The Minister today in Cape Town launched the new Domestic Tourism Growth Strategy, which includes South African Tourism's new domestic marketing campaign under the tagline "whatever you are looking for, it's right here in South Africa".

Minister Van Schalkwyk said domestic tourism contributed 76% of South Africa's total tourism volume in 2011, and contributed R20 billion to the country's economy, which made a substantial contribution to creating and sustaining much-needed jobs.

"Here in South Africa, we have breathtakingly beautiful scenery, a treasure trove of cultures to explore, and fascinating people to meet. We have wonderful cities, which offer some of the best urban leisure experiences in the world. We have variety and diversity. We have outstanding and capable tourism infrastructure. The rest of the world comes to enjoy the offerings that are available to us on our doorstep. Our message to South Africans who seek world-class destinations to relax in, have an adventure in and to explore is that they will find what they are looking for 'right here in South Africa', the Minister said.

"We are determined to promote and enhance domestic tourism and implement strategies to grow this sector, which is the very lifeblood of our tourism industry and one of our key focus areas," he added.

The new Domestic Tourism Growth Strategy is in further response to the National Tourism Sector Strategy (NTSS) announced last year, which has set clear targets in terms of domestic and foreign arrivals and projected contributions to the country's gross domestic product (GDP). In terms of the NTSS, the Department aims to reach 54 million domestic trips by 2020 as well as to ensure that domestic tourism contributes 60% of tourism's overall contribution to GDP.

The Minister said the Domestic Tourism Growth Strategy was developed following an extensive consultative process, which took place over a period of eight months.

"The strategy aims to increase domestic tourism revenue, expand domestic tourism volume, enhance efforts to address seasonality and equitable geographic spread of domestic travel, and entrench a culture of tourism among South Africans. It centres on innovation, stakeholder participation, and the offering of authentic, affordable experiences and packages that meet the needs of all potential local travellers," Minister Van Schalkwyk said.

Announcing the new South African Tourism (SAT) domestic marketing campaign, the Minister says research conducted by SAT found that an emotional connection to travel plays a central role when consumers make their travel choices.

"The central message, and key driver, of the new domestic tourism campaign is to invest in yourself and your relationship with family, friends and loved ones, and take advantage of all the destinations South Africa offers. In South Africa, you are able to experience one of the most beautiful, capable, friendly and desirable destinations in the world – it's right here."

The new campaign has widened its scope beyond the young and upcoming segment of South Africa, which was the chief focus of SAT's successful Sho't Left campaign. It now addresses a wider range of target consumers either to stimulate the desire for travel among groups who do not have a holidaying culture, or to encourage those who travel abroad to take their leisure trips in South Africa.



## TOUR YOUR BEAUTIFUL COUNTRY

The five key consumer segments that the campaign targets are as follows:

- Spontaneous budget explorers (Young people of all races who impulsively go away for short breaks with friends, and who prefer activity-filled breaks over quiet weekends away)
- New-horizon families (Professionals older than 35, with or without families, who go on holiday to reward themselves for hard work, and who take advantage of special holiday and flight deals)
- High-life enthusiasts (Successful go-getters who travel to boost their social status and seek out exceptional service and luxury experiences)
- Seasoned leisure travellers (People aged about 25 to 45 who have a travel culture, and who go on holiday regularly. They understand the value of memory over commodity, and travel to relax and spend time with loved ones.)
- Well-to-do Mzansi families (People who travel to escape the city, stress and the pressures of daily life. They seek new and different locations to relax in, and they take advantage of special deals and offers.)

The new campaign, informed by the Domestic Tourism Growth Strategy, would extend beyond traditional advertising, and would include events, deals and fun trips. This is a campaign that Minister Van Schalkwyk hopes will get South Africans talking and excited about leisure tourism, and will encourage more people to be 'tourists in their own country' – a country that is one of the most desirable destinations in the world.

"Domestic tourism is important not only to stimulate leisure travel at home, but also to attract more foreign tourist arrivals to our country. When we have a nation of enthusiastic and passionate domestic leisure tourists, we gain a priceless bank of recommendations and ambassadors with which to attract more foreign tourists to South Africa."

"Although there is good reason for optimism for the South African tourism industry, the economic climate remains tough and demands a new way of thinking and a new approach to domestic tourism. We need a collective, robust approach by all in the industry to grow domestic tourism and to sustain that growth. We need to build strong partnerships for continued growth, for job creation, and for domestic tourism to grow its contribution to the economy," Minister Van Schalkwyk said.

The new domestic tourism campaign roll-out will include a series of television, radio and outdoor advertisements addressing the five key market segments with a focus on the country's nine provinces, including special offers, stories about exciting things to do, and recommendations from South Africans about where to go, how to get there and what to look out for on the way. The new strategy will also see closer working relations with trade, including the continuation of partnerships with airlines, agents and hotel groups.

The Minister said a total of 26,4 million domestic trips were taken in 2011 against 29,7 million in 2010. However, the number of adult South Africans who travel domestically grew to 13,9 million – 3% more than the 13,5 million who took domestic trips in 2010. In 2011, the average spend per domestic trip grew to R780 per trip (from an average of R710 per trip in 2010). The Minister says, while trip numbers have declined, it is encouraging to note that more South Africans are travelling for leisure purposes.

"The new Domestic Tourism Growth Strategy and the campaign have taken into account that consumers are increasingly cautious about how they spend their money. They seek and demand exceptional value, and that is what the sector intends to offer," the Minister concluded.

### Ends

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Our message to South Africans who seek world-class destinations to relax in, have an adventure in and to explore is that they will find what they are looking for 'right here in South Africa'. Minister Marthinus van Schalkwyk







**DRAKENSBURG 2 NIGHT STAY**

The Drakensberg mountain is a World Heritage site. It stretches north-south over the greatest part of South Africa, and reaches its dramatic climax in KwaZulu-Natal. In the caves and overhanging cliffs we find an abundance of San Rock art, some dated more than 8 000 years old! Apart from its scenic beauty, the Drakensberg houses a great variety of attractions, such as rock art, Zulu arts and crafts and world famous battlefields.

**Experience type** Mountain Escapes  
**Destination** KwaZulu-Natal  
**Travel mode** Self drive

Valid till December 31, 2013



**STELLENBOSCH WINELANDS 2 NIGHT STAY**

The Cape is well-known for its excellent wines. Set in the spectacular scenery of several mountain ranges, a visit to some of the 300 wine cellars open to the public, and the beautiful towns of Stellenbosch, Franschhoek, Paarl and further afield, is a most pleasant experience. Spend 2 nights in Stellenbosch. Day tours can be added on.

**Experience type** Countryside Meanders  
**Destination** Western Cape  
**Travel mode** Self drive

Valid till December 31, 2013

See the winelands of the motherland



To Book or for more information Visit:  
[www.vayamzansi.co.za](http://www.vayamzansi.co.za)



**GARDEN ROUTE 2 NIGHT STAY**

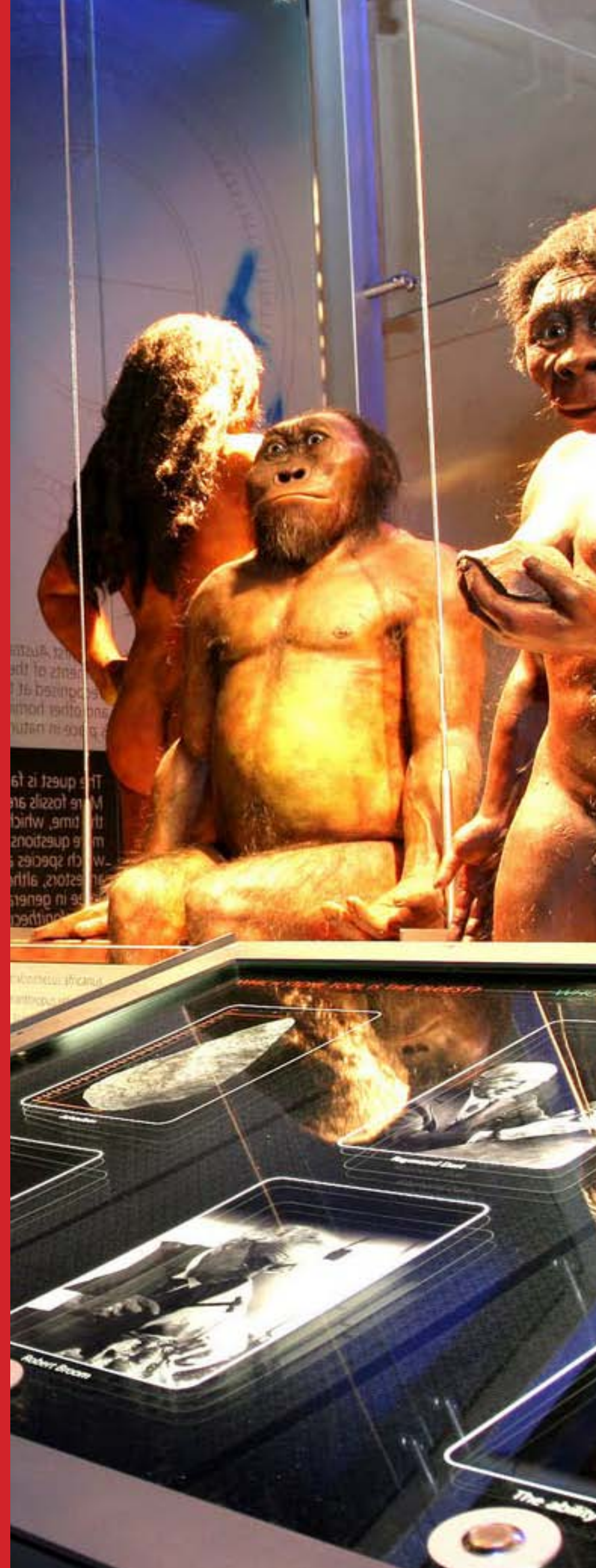
The Garden Route includes one of the most beautiful stretches of coastline, winding its way for some 200km via George, Wilderness, and Knysna on to Plettenberg Bay and culminating in the Tsitsikamma Forest – a fairyland of giant trees, ferns and bird life. Mountains crowd close to a shoreline dotted with beaches and bays and vividly coloured wild flowers.

At certain stretches the Garden Route runs parallel to a coastline featuring lakes, mountains, tall indigenous forests, a amber-coloured rivers and golden beaches.

There are also many adventure activities on offer in this region. Spend 2 nights in the Garden Route. Day tours can be added on.

**Experience type** Coastal Getaways  
**Destination** Western Cape  
**Travel mode** Self drive

Valid till December 31, 2013







# FORBES YOUNGEST BILLIONAIRES

WORDS BY  
**YEZREEL SHIRINDA**  
SOURCE: FORBES.COM

**M**icrosoft made Bill Gates one of the richest people in the world, although he has been sued by Netscape for monopolism and bullying through his windows operating system, Bill gates still stood tall and became a giant in the IT industry. The IT industry paved a way to many young people; the likes of Mark Zuckerberg, Sean Parker and Dustin Moskovitz saw themselves become the youngest billionaires on the planet. This marked a new age for young people, where ideas are more valuable than resources. While other countries are way ahead of others due to the abundance of education and information, not only have young people mounted into business but they also have become giants in industries of technology, media and social to commercial fields. With proven ability by some of the young people around the world that ideas can bring success in many ways, we will now focus on the richest young people in the world.



## Mark Zuckerberg



### PROFILE

In May investors were giddy when the world's biggest social media site went public: "How high will it go?" That was then. Facebook's IPO was a debacle, and its stock remains far below the original \$38 a share. Zuck's personal fortune declined from \$17.5 billion to less than \$14 billion. But the man still pulls in impressive numbers: Facebook hit 1 billion monthly users in October. 2012 HIGHLIGHT: Married longtime girlfriend Priscilla Chan in May.

**Networth \$9.4 billion**

Cofounder, Chairman and CEO, Facebook

- Age: **28**
- Source of Wealth: **Facebook, self-made**
- Residence: **Palo Alto, CA**
- Country of Citizenship: **United States**
- Education: **Drop Out, Harvard University**
- Marital Status: **Married**

#### Forbes List

- #25 Powerful People
- #36 Forbes 400
- #35 Forbes Billionaires

## Dustin Moskovitz

**Networth \$2.7 billion**

CEO, Asana

- Age: **28**
- Source of Wealth: **Facebook, self-made**
- Residence: **San Francisco, CA**
- Country of Citizenship: **United States**
- Education: **Drop Out, Harvard University**
- Marital Status: **Engaged**



### PROFILE

Dustin Moskovitz, Mark Zuckerberg's Harvard roommate and Facebook's third employee, dropped out of Harvard when Zuckerberg did and moved with him to California to work for the social-networking firm full-time. He was its first chief technology officer and then vice president of engineering. He left in 2008 to start Asana, a software company that aims to improve how people work with project collaboration tools. Two years ago he sold about 1% of his Facebook stake; in late August he began selling a very small number of shares. He is set to wed former journalist Cari Tuna next year. She oversees their philanthropic outfit, Good Ventures, which recently partnered with GiveWell to bring transparency to giving. They plan to publish their grants and conversations with charities with the goal of rewarding results over crafty fund-raising techniques. Moskovitz bikes to work, flies commercial, and pitches his own tent at Burning Man.

## Sean Parker

**Networth \$1.3 billion**

- Age: **33**
- Source of Wealth: **Facebook, self-made**
- Residence: **New York, NY**
- Country of Citizenship: **United States**
- Education: **Diploma, High School-**
- Marital Status: **Engaged**



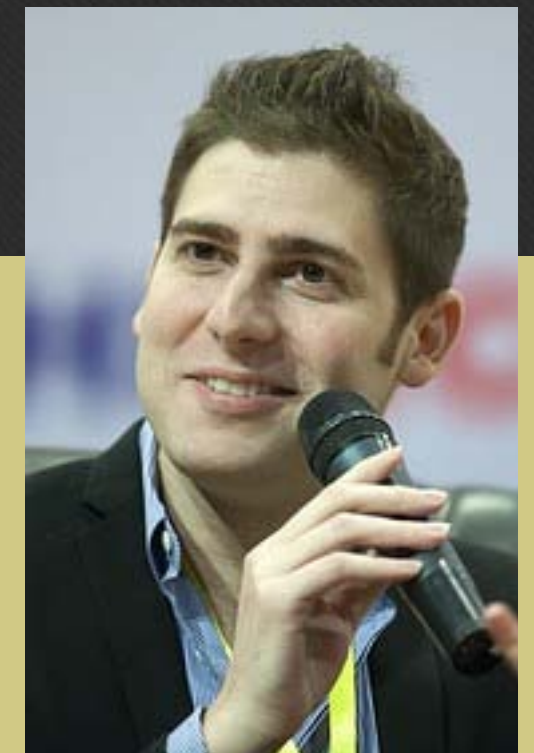
### PROFILE

Sean Parker, 32, is testing his tech golden touch with his third start-up, the video chat platform Airtime. The video platform was launched amid much hype in June. At 19, Parker skipped college to disrupt the recording industry with music swapping site Napster and later advanced viral marketing with his Web address book Plaxo. He served as Facebook's first president at age 24, helping streamline the product and organizing the company to ensure his pal Mark Zuckerberg, Facebook's founder and CEO, maintained control. He's fixing the same music industry he helped dismantle a decade ago as director and cheerleader for hot--and legal--music platform, Spotify. His fortune fell \$800 million since August 2011 as the value of Facebook shares plunged following the May IPO.

## Eduardo Saverin

**Networth \$2.2 billion**

- Age: **30**
- Source of Wealth: **Facebook, self-made**
- Residence: **Singapore, Singapore**
- Country of Citizenship: **Brazil**
- Education: **Bachelor of Arts / Science, Harvard University**
- Marital Status: **Single**



### PROFILE

Brazil-born Facebook cofounder debuts on list after renouncing his American citizenship last year, news of which broke days before Facebook's IPO and drew accusations of tax evasion. His response: "My decision to expatriate was based solely on my interest in working and living in Singapore, where I have been since 2009." He arrived in Asia after settling lawsuit with former best friend Mark Zuckerberg and the social network. He has since invested in startups, including Qwiki and Jumio, which created the online payment company Netswipe.



# Natural Selection

Who knew that technology would get so personal? Not only are mobile phones essential for communication, they also hold the information of the world in our hands. Nothing is too far to reach in in this day and age, from information to latest news at the tip of your fingers; surely there is no excuse for being an ignoramus. In this mobile natural selection article we check out the latest and hostest handset available today.

## Meet the Samsung Galaxy S III

Advanced. Intuitive. Simple. From the cutting edge technology inside to the stylish design that rests comfortably in your hand, the Galaxy S III makes everything you do easier. Share, multitask and interact with your device unlike anything you've experienced before—and on a brilliant 4.8" HD Super AMOLED™ display

### Share Smarter

The Galaxy S III makes sharing easier than ever.

Featuring cutting-edge NFC technology and preloaded AllShare® Play, content can be sent instantly to friends and groups of devices. Or download Dropbox, Instagram and more, and keep your connections even more connected—to you.

### Interact Intelligently

Transform a text chat into conversation just by raising the phone to your ear. Perform functions, search the web and simply get answers to anything you want, just by using your voice. Designed to enrich every part of your life, the Galaxy S III also comes preloaded with Google Maps, Flipboard, and more.

### Powerful Performance

**Camera:** The Galaxy S III is as powerful as it is stylish. For starters, the camera has 8.0 megapixels and absolutely zero shutter lag, so you can catch memories the moment you press the shutter. Want more? Take up to 20 continuous shots in seconds with Burst Shot. The front-facing camera even has a full 1.9 megapixels, so you can get yourself into the HD action.

**Pop up play:** The display is so bright and beautiful on the Galaxy S III, you won't ever want to stop watching. With Pop Up Play, you won't have to. It's a picture-in-picture feature that lets you continue to watch your HD videos while you surf the web or check your email. It's multitasking to the max. And it comes preloaded with Media Hub. Or download Netflix and Hulu Plus from Google Play.



### Standard Features

- Android 4.0 (Ice Cream Sandwich)
- 4.8-Inch HD Super AMOLED screen
- S-Voice
- 8-megapixel autofocus camera with LED flash
- TouchWiz 5.0







## Sony Xperia T Android

Featuring in that new James Bond film, the Sony Xperia T may not be 007's most advanced piece of kit, but it is one piece of Skyfall hardware that you can actually buy. Sony is clearly throwing the kitchen sink at the publicity effort, plastering bill board ads with the device and paying what must surely be an awful lot to be spied with the spy. Like, err James Bond, the Xperia T isn't designed to be opened up – you can't pop the back out or replace the battery but it takes a micro SIM and a micro SD card up to 32GB. A micro USB port takes care of charging and the like. Sony's design is a fresher than key rival Samsung – the Android phonemaker to beat – but unfortunately the premium look of the phone is let down by the materials. It just feels a little, well, not premium.

The stand-out feature of the T is the bright, crisp, 323ppi, 1280 x 720 resolution 4.55in touchscreen – animated videos of flowers pop and the preloaded film trailers look great. Widescreen films are pulled out to the edges of the screen, which makes for a great engaging viewing experience. No doubt Sony will have a full-length version of 007's latest outing available in hi-def in due course. Optimised movies are available to download from Sony's store for a price.

### Standard Features

- Android 4.0 (Ice Cream Sandwich)
- 4.8-Inch HD Super AMOLED screen
- Snapdragon S4 Chipset
- 13-megapixel autofocus camera with LED flash and geo-tagging
- Near Field Communication (NFC)



## Apple iPhone 4S

Many iPhone 4 owners will be asking themselves why they need an iPhone 4S when the free iOS 5 upgrade will equip their current phone with most of the new 200-odd features. We'll get into the meat of those features later, but know this: Apple has built its best phone to date.

The new A5 dual-core processor (as seen in the iPad 2) makes things noticeably nippier. Apps launch quicker, web pages load faster, multi-tasking is more fluid and resource-hungry apps like Pages now allow you to edit documents without any lag. Competitors will argue that their phones have been able to produce similar results for months, and they'd be right, but it remains a welcome (if a little late) upgrade.

The processor also supercharges the iPhone 4S's graphical prowess. We tried Real Racing 2 HD and, while the visuals were a little smoother, we didn't notice the 7x improvement as claimed by Apple. This is because games will need to be tuned to take advantage of the new chip. We had a demo of Infinity Blade 2 (confirmed to launch later this year) at the iPhone 4S launch and were blown away by the detail and speed of the polygon pushing. We're talking PSP Vita graphics, if not better.

### Standard Features

- 1GHz dual-core processor
- iOS 6 and iCloud
- Siri Natural language commands and dictation
- WiFi
- 8 Megapixel iSight camera and optics

The Lumia 920 comes running Microsoft's Windows Mobile 8 on a Qualcomm Snapdragon processor of the 1.5GHz dual core variety (Krait with 1GB RAM). The OS on its own is smooth and quite fluid and there's a slight (only a slight) improvement in motion blur reduction while scrolling thanks to the PureMotion HD+ display. The Windows phone 8 platform offers quite a bit in terms of it being a very user friendly, clutter free setup. Where it sorely lacks is in the application department. The lack of popular application support for this OS will be a make or break type situation for a handset this highly priced.

The new Windows Phone 8 home screen with the options to resize tiles comes in very handy as you can fit so much more on the page and still keep it neat and tidy. Pop-up messages that show up on the upper part of the display can easily be accessed with a simple tap. The keypad is still just as good as it was in the older devices. It's large and well-spaced out, but should have had tap-and-hold characters. Transitions and animations are smooth with no lag.

### Standard Features

- Windows Phone 8
- 4.5-Inch PureMotion HD+ Display
- Business secured data encryption
- 8.7-megapixel camera and optical image stabilisation
- Built in wireless charging

## Nokia Lumia 920











## WASHINGTON BUREAUCRATS REJECT PUBLIC REQUEST TO BUILD DEATH STAR DUE TO EXCESSIVE COST

The office of the US President has rejected a popular public petition to construct a Death Star due to a high construction cost of \$850 quadrillion, a major design flaw and the fact that “the Administration does not support blowing up planets.”

The proposal to construct the Star Wars-inspired space station-cum-death ray was lodged in November last year through We the People, a recently-implemented system that allows ordinary Americans to petition the government with any request, providing it gets enough popular support.

The authors promised that building the Death Star would “spur job creation in the fields of construction, engineering, space exploration, and more, and strengthen our national defense.” The petition has collected 34,435 signatures, well above the 25,000 threshold that necessitates a response from the White House.

But despite endorsement from the public, the government has been reluctant to make the necessary investment in the pioneering space platform.

Titled ‘This Isn’t the Petition Response You’re Looking For’ and authored by Paul Shawcross, who oversees science and space departments at the White House, the official response gives three reasons for why the project isn’t viable:

- The construction of the Death Star has been estimated to cost more than \$850,000,000,000,000. We’re

- working hard to reduce the deficit, not expand it.
- The Administration does not support blowing up planets.
- Why would we spend countless taxpayer dollars on a Death Star with a fundamental flaw that can be exploited by a one-man starship?

Instead, Shawcross calls for Americans to revel in the existence of the rather more modest International Space Station, which although impressive, does not possess a death ray, or in fact weapons of any sort. This is not the only time We the People has been used to push forward unlikely proposals. Recent petitions have called for British TV interviewer Piers Morgan to be deported for his gun control stance (more than 100,000 signatures) for Texas to secede (more than 120,000 signatories) and to recount the presidential election, which 68,000 petitioners claim Barack Obama won through a combination of fraud and administrative error.

We the People, which was launched in 2011 and has attracted in excess of 3 million signatures, has previously been criticized for allowing itself to be hijacked by attention seekers and for failing to turn any petitions into actual policies.

Nonetheless, at least one petition has yielded a positive reaction from the Administration. A request to ‘Release the recipe for the Honey Ale home brewed at the White House’ was promptly responded to with what appears to be a functional recipe.





# THE K HOUSE / STUDIO ARTHUR CASAS

**Architects:** Studio Arthur Casas **Location:** Sao Paulo, Brasil  
**Architects In Charge:** Arthur Casas, Regiane Khristian e Beto Cabariti  
**Area:** 566.0 sqm **Year:** 2012  
**Photographs:** FG+SG – Fernando Guerra, Sergio Guerra

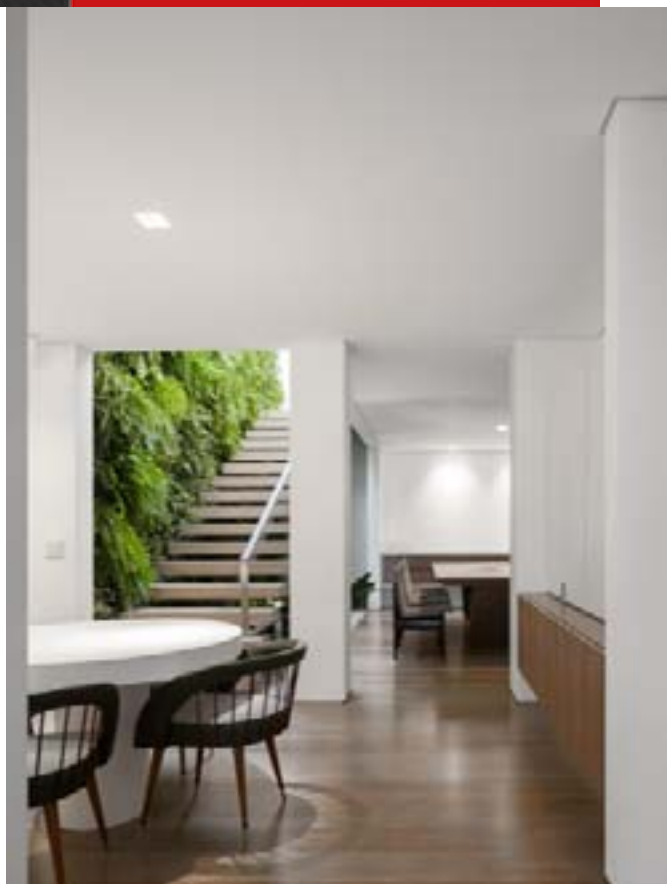


**T**his house was designed for a young couple with children in São Paulo. The clients already had a built structure; the challenge for the studio was to make a large reform to bring comfort and privacy in a dense urban context. The division of the space we proposed is quite simple: garage, service area and home theater in the basement, kitchen, dining and living room on the ground floor, bedrooms on the first floor. Even though we changed part of the structure, most of the openings were maintained, which brought up the idea of covering the whole surface of the house to bring unity.

On one hand the panels filter the light and the regards; on the other we created a patio to bring light to the basement and a slit above the stairs to illuminate the vertical garden. The master bedroom has a generous opening towards the backyard, where the landscape creates a small oasis within the city. A water basin intensifies the sensation of openness in the garden.

Sliding doors allow different modulations between the dining room, corridor and pantry, bringing flexibility to the house. In the living room large glass windows slide to integrate the space with the garden.

The client is a stylist and stimulated us with the task of coming up with different possibilities to “dress” the house, we chose perforated metal panels, with a pattern based in the photograph of a leaf. In this way the proximity of the neighbors became less oppressive and the spaces create an interesting relation with the variations of the sun.



# gbook

the silent speaker



# DON'T DO DRUGS, DO i-DOSER

## THE TECHNOLOGY TO SIMULATE AN EXPERIENCE

I-Doser Labs is the leading producer of Binaural Brainwave CDs, MP3s, and computer-based and mobile Binaural Brainwave Doses. Using proven, scientific, and safe methods of synchronizing your brainwaves; a simulated state can be achieved through the use of I-Doser's advanced product line. The Binaural process has been refined with years of research and development, and unmatched standards. With thousands of satisfied users, over a million downloads, and hundreds of product offerings, the I-Doser product line continues to lead the industry as the only safe and effective method to achieve a simulated mood or experience through the use of specialized audio - using a technique that involves playing two different tones simultaneously to produce a perceived tone inside the head, in order to alter brainwaves.



## WHAT'S THE BIG DEAL, REALLY?

### THE LOW DOWN

Binaural beat recordings are specially generated sounds, designed to alter your brainwaves - bringing about different states of minds and intense simulated moods. They're safe, non-addictive, and can be used as often as you like. IDoser.com is the industry leader.

### THE MOST ADVANCED SEQUENCES EVER

Two powerful tones deliver highly specialized audio into each ear of the listener separately. The different tones are delivered over a carrier sequence of white noise that acts at the catalyst for our powerful sequences. The separate HRZ of the audio is mixed within the brain of the user and a simulated mood or experience is created. Safe effective simulated experiences easily.

### HOW THEY WORK

Two coherent sounds of similar frequencies into each ear produce a third "binaural beat" at a specific frequency INSIDE the mind... this directly influences the brainwaves and is used to manipulate moods. Hundreds of experiences await!

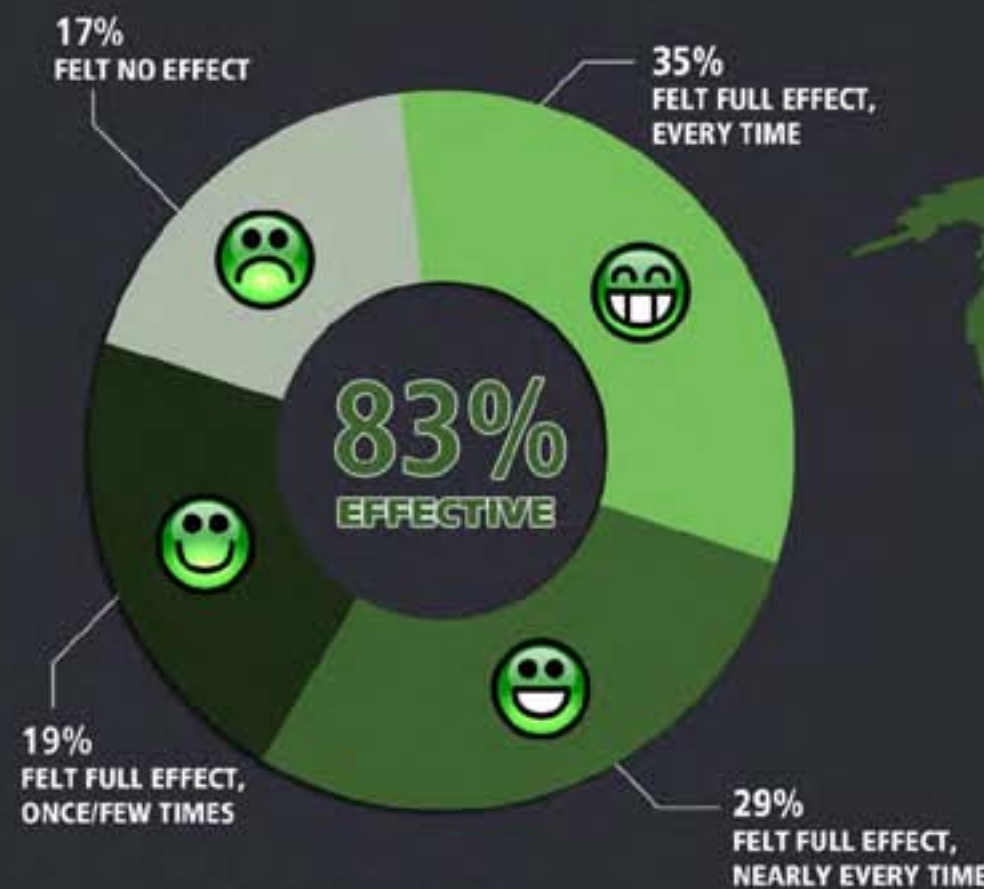
### UNPARALLED SERVICE AND QUALITY

With the refinement of the technology, the world took notice. I-Doser made headlines on Wired, CNET, FOX NEWS, CBS - we can go on and on. With trending products comes a waterfall of cheap imitators. Let's make one thing clear: all binaurals are not created equally. With an 83% success rate, a QA and test process lasting years per release, I-Doser has the most powerful and extensive set of products on the market today - HANDS DOWN. I-Doser has also been doing it the longest. Don't take our word for it - I-Doser has sold millions of products and is consistently rated the top in the industry, they have THOUSANDS of satisfied customers that engage in all aspects of social interaction (they trend top in the industry on every major social network. You owe it to yourself to... I-Doser.

# INFOGRAPHIC OF I-DOSER

EXPLAINING ~ THE ~ DIGITAL DOSING REVOLUTION

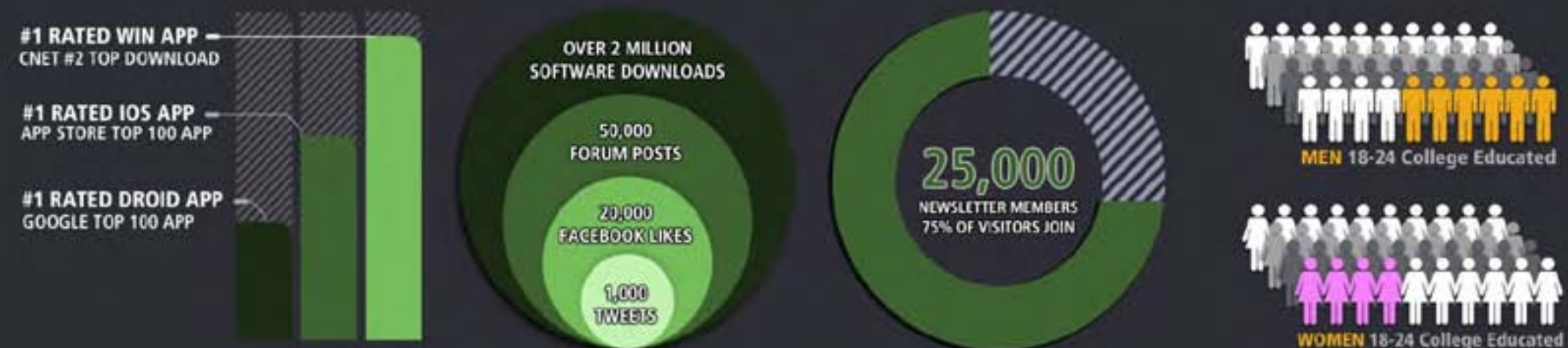
## I-DOSER IS EFFECTIVE



## I-DOSER IS GLOBAL



## I-DOSER IS SOCIAL



**I-DOSER** OVER 1 MILLION USERS HAVE TRIED I-DOSER BRAND SIMULATIONS 83% HAVE HAD PROFOUND SIMULATED MOODS and EXPERIENCES





## FEEDBACK FROM USERS

This wasn't quite what I was expecting for a coke trip, but I gotta say I do enjoy this dose. It is as close as you can come to the real thing without actually ingesting it. They did a great job with the effects as it was spot on. As soon as I took it, I was wired. Like... not extremely wired, but to put it to scale I was in my bed about to sleep when I took it, and I was instantly awake, as if I just chugged a monster in only a few second. Really good effect, especially for trying to mimic cocaine. – **Hilt Speaking about the Cocaine Dose**

"It comes on fast and it comes on strong. Jolts of mellowing goodness shoot up from your legs and out of your arms. Excitement swells in your stomach. Nervous tension pushes you to the edge of your seat but instead of producing anxiety it's thrilling. Waves of pleasure and adrenaline surge through your body. Everything feels a little altered. Your body pulsates with anticipation and your mind melts into serene bliss." – **Richard Speaking about the Neuroin Dose**

"I woke up after the 30 min, and I felt like i could not stop moving, and i was moving very quickly. This lasted about 30-45 min." – **Troy Speaking about the Energizer Dose**

"I had a short but very vivid Lucid dream!! The more you listen to them, the more the effect is and the faster it works if you ask me." – **Dustin Speaking about the Lucid Dream Dose**

"I went through a tough depression a couple of months back and it was the most terrible thing I've ever experience I must say, even with medication I was having a hard time getting on my feet, then i decided to try I-Doser remembering I read something about it. The medication was barely working and I was quite desperate but I must say I-Doser was truly magical, It had been years since I ever felt that good. It gave me comforting warmth throughout all of my body and my mind was in peace, even a mild headache completely vanished and after the dose I was fully ok, just like that. Now I use it nearly every day and my life has improved so much... I recommend I-Doser to anyone! You won't regret it!! It healed me!!" – **Yude Speaking about the Aura+ Dose**

"Wow this is s amazing! I've only ever smoked marijuana twice but anyway when i got high i felt super calm and like i could walk forever. Last time i smoked was about 2 months ago maybe 3 and I did this about 2hours ago and whilst listening i was seeing faces about 3 quarters in and i felt a bit like jelly! Then the drop or whatever u call it happens and u get kinda scared because u dont expect it but its the best bit because it feels like ur flying through ur mind and then when it finished i stayed still for about 30mins and started eating pringles and listening to music. I felt so calm and chilled and it all sounded bloody amazing! I can't wait to try it again and see if i get the same outome." – **Maurice Speaking about the Marijuana Dose**

TO **DOWNLOAD** i-DOSER AND SEE MORE OF THE PRODUCTS VISIT [WWW.I-DOSER.COM](http://WWW.I-DOSER.COM)

THE *Technoloav*  
TO SIMULATE  
AN **EXPERIENCE**

I-Doser.com is the only proven, safe, and effective way to experience powerfully effective mind-blowing simulations.



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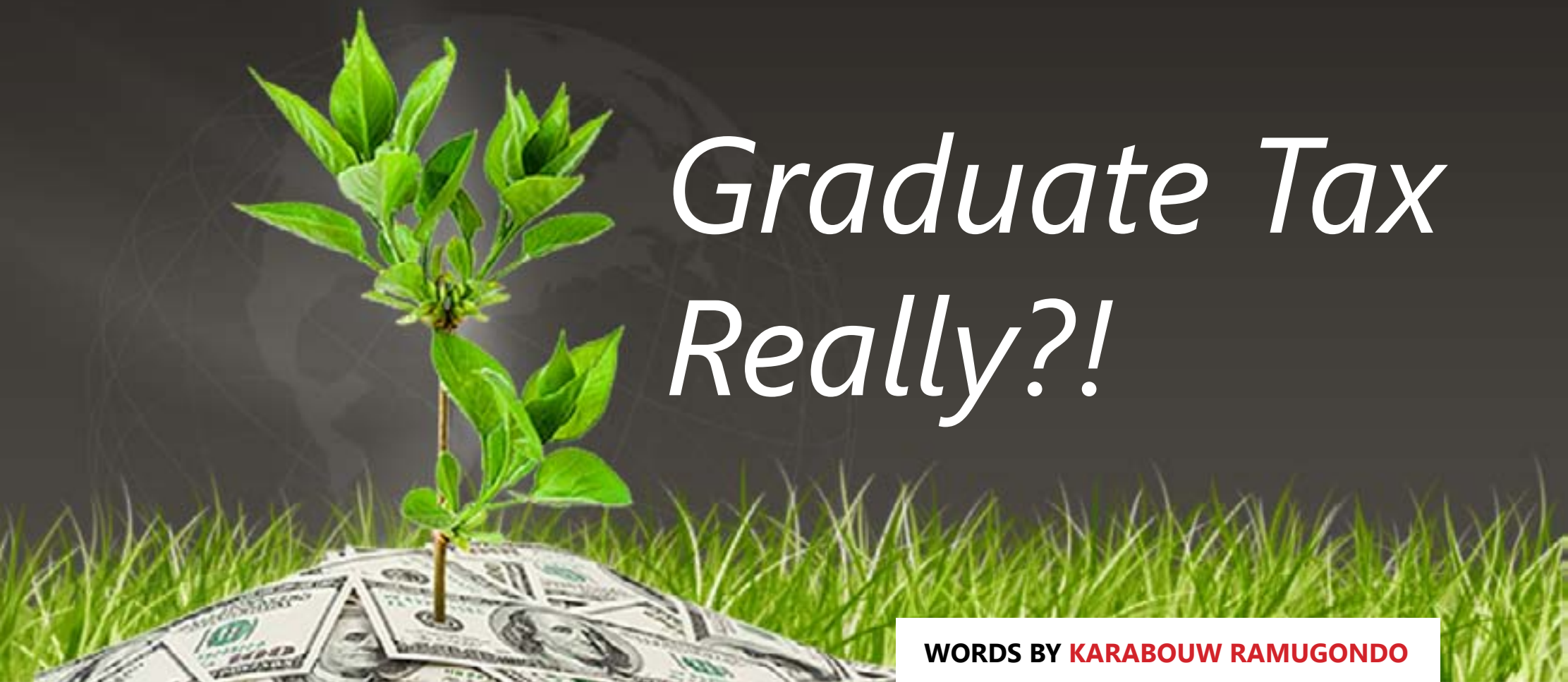
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# Graduate Tax Really?!

WORDS BY **KARABOUW RAMUGONDO**

Many of us choose to further our education after completing high school. Now in those who follow political talks should know that the African National Congress (ANC) had a conference in Mangaung Bloemfontein, where discussions were held in light of the direction that the country is or rather should be headed. Now, the interest here is not in the entire conference but the part where Higher Education and finance is concerned.

The interested was surged by the fact that one has just become one of the many graduates that this country sees, and one is a little anxious about entering 'the real world', a world that has many realities such as TAX.

What does Tax have to do with being a graduate? Well, according to the business report on the IOL website "While a hike on taxes is a given on Finance Minister Pravin Gordhan's Budget speech, a mooted tax on university graduates and an increase in the "rich tax" causes a stir with those that are university graduates. Although this is a 'recommendation' and not something cast in stone, it still leaves the question unanswered

are Graduates in danger of paying Graduate tax over and above the income tax that they will pay once they are employed professionals? For those that are wondering what graduate tax is, it is a proposed method of financing higher education, but with the rate of tuition fees being too high for most working-class households in South Africa this to me is nothing but a DREAM.

To be somewhat of a fair being this proposal is not a purely South African occurrence, it has been proposed in the United Kingdom and Ireland. Amid many things this is a stepping stone in the efforts by government towards providing 'free education' but rather woefully unrealistic at this point because Graduates from working-class and poor backgrounds have a historic burden to redress the plight of their families while paying pay as you earn (tax) and making their repayment to the National Student Financial Aid Scheme of South Africa (NSFASA) and Now they will also be expected to contribute to a graduate tax?! To be honest, should this be a firm recommendation a graduate tax could actively discourage students

from entering tertiary level education.

From a monitory point of view this suggestion allows for more questions than solutions according to a mail and guardian article Tax director at accounting and consultancy firm BDO South Africa, David Warneke "The principle appears to be to tax the successful in order to fund the unsuccessful, as the proposal appears to apply only to students who graduate from tertiary institutions," in a country that has a high rate of income tax and a low earning rate for 'country manufactured' professionals this looks rather unattractive. More discussions around this suggested tax desperately need to take place as anxious graduans are about to enter the working world and a graduate tax fee among bills wouldn't be too desirable. What will end up happening should this type of tax be passed many students would up and leave the country...leaving an unfavourable result of not having industry professionals hence hampering development into a 'world class state'. Keep your eye on the ball its rolling...

# Agang South Africa (Political Party Platform)

**"Young and old, poor and rich, men and women, urban and rural people are yearning for a political platform that can put our country first."**

- Mamphela Ramphele

WORDS BY **KARABOUW RAMUGONDO**

This story is one that hits home to most like me that look up to the achievements the esteemed Mamphela Ramphele. When I heard murmurs about her starting a political party the first thought was is she really trying to lose all she has worked for? And why would one want to enter the cruel field of politics...but I quickly remembered that she had done her part in the BCM (Black Consciousness Movement) which lead to one being able to be afforded the chance to enter university...It's about time to stand up and make choices that matter.

A medical doctor, social anthropologist, a student activist, a community development activist, a researcher, a university executive, a global public servant and is now an active citizen in both the public and private sectors Mamphela Aletta Ramphele has started a new political party which essentially hopes to get south Africans more involved in politics and the process of making an even better South Africa.

At first I, myself had been skeptical about Dr Ramphele entering the tarnished face of politics but upon studying what she calls a 'Political Party Platform' I quickly realized that the political party is not just an organization which will speak for South Africans after only speaking to in aid to tally up votes. This platform allows South Africans to firstly fund via donations but to also volunteer and follow the party. This is essentially one small step towards speaking TO South Africans in order to provide what is needed to be spoken FOR.



In my opinion this part is a platform in that it has taken what many anthropologists would be familiar to and that is an ethnographic approach to doing research and actively working towards desired results. According to the agang website Dr Ramphele says: "I am consulting widely with fellow South Africans on forming a party political platform with a view to contesting the 2014 elections. The initiative is called Agang, or in the Nguni languages of our country, Akhani, which can be interpreted in English as 'Build South Africa'". Now will this make a change to our current social stance? Because truly after 20 years of political liberation it is well noticeable that we are still living in a hurt South Africa, a divided nation...ask yourself what does it mean to be 'South African' in the international sphere? What is our collective identity?

To me this party offers a fresh approach; however for how long will it be as fresh? Will it welter with gradual success? Will it be dismantled to its purpose? Or will it actually offer more than a small difference...

To read more about Agang visit: [www.agangsa.co.za](http://www.agangsa.co.za)





Illustration by *Orah Graphic*

 @ORAHGRAPHIC

# iJOB iJOB

Created By: Khutso Edmund Mataboge & PJ Mataboge



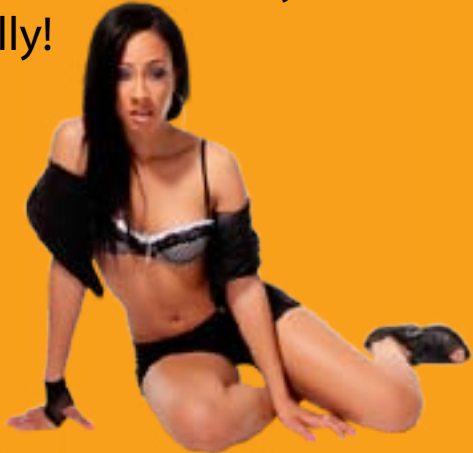
Join these average employees as they survive day to day challenges in the work place

**EXTRODIN  
STUDIOS**



# FREEZING YOU BUTT OFF!

Ever heard of the saying 'freeze your butt off!?' Well you can, Literally!



So I was busy the other day browsing through a beauty magazine when I came across an article about freezing one's body fat in order to lose weight! Cryolipolysis they call it. This is a non-invasive treatment that uses cold temperatures to reduce fat tissue. The procedure is performed by applying a cup shaped applicator with a vacuum to the skin. The treatment lasts 60minutes and could set you back about R7 000 for each problem area.



Cryolipolysis is still not popular on our SA shores. I say let Khanyi Mbau hear about it and she'll be first in line waving Lord knows whose credit card for a treatment and everyone will be a buzz about the treatment. So if you're keen to part with some excess fat and hard earned cash, you'll have to be patient for now!

# false advices - a deal breaker

There are loads of articles out there offering men advice about women. An example: Obvious signs that a woman is into you. This list is misleading.



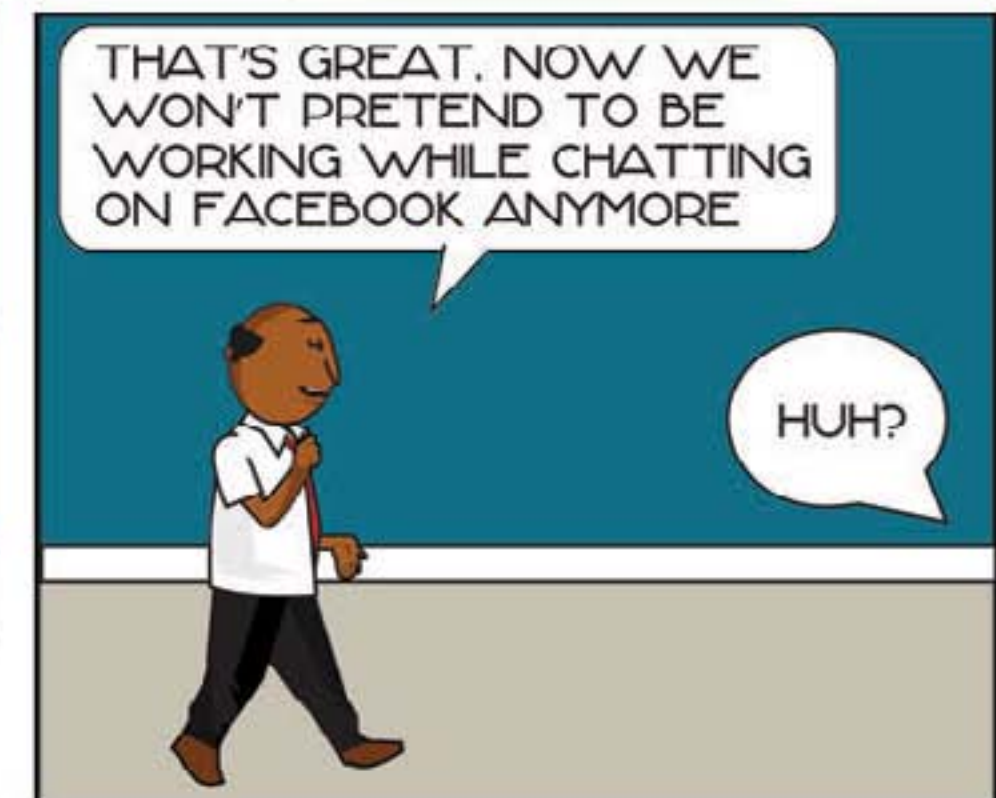
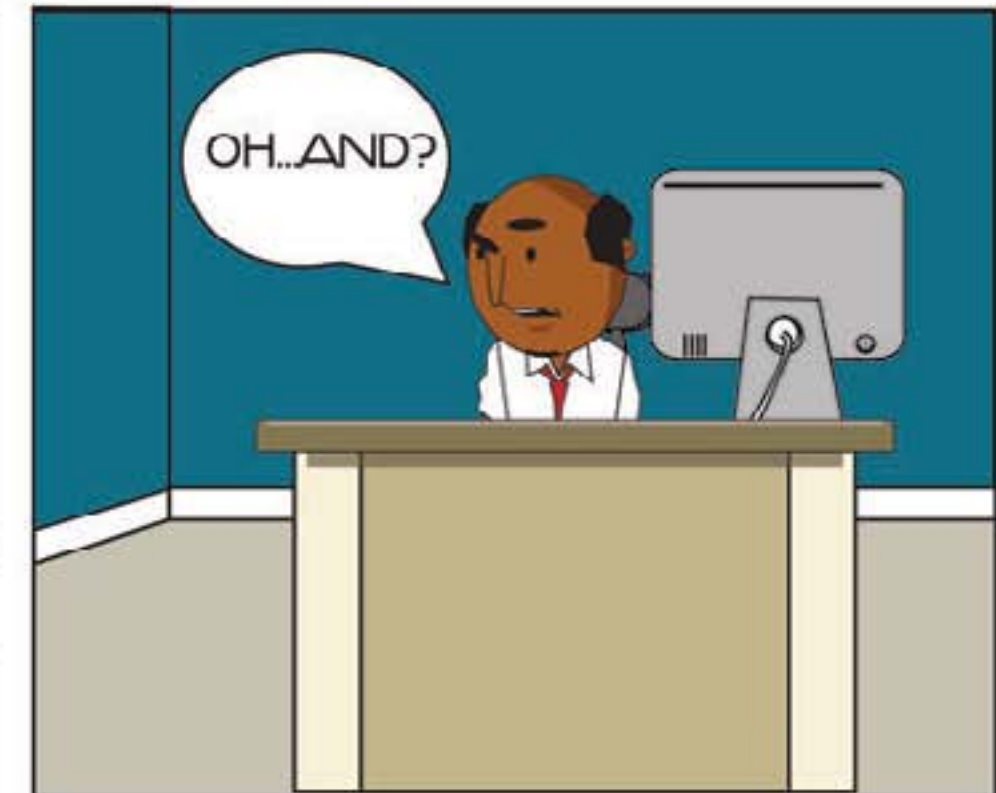
**IT** It doesn't state the obvious- it creates false hope and contributes to more confusion. For instance, the article says if a woman sits on the edge of her seat when talking to a man she's 'interested'. Not necessarily! I sit on the edge of my seat all the time. Usually because I want to go pee. Then It says if she drinks beer from a bottle (instead of Merlot from a glass), she wants you- I don't think so. If you're the sort of guy who'd interpret this as a 'come hither' signal, then you shouldn't be dating. Here's another: if she excuses herself to apply lip gloss it means she wants you to move in for a smoochie! Really? I apply lip gloss in front of men all the

time- if that were the case, I would've kissed quite a handful of weirdos!

Apparently you can't tell she's into you if her phone rings while she's with you and doesn't answer it. This is definitely not true. She might be avoiding her boyfriend wondering where she is. Or it's her credit card company chasing her for a monthly payment. I suppose there might be a few guys out there who can tell when a girl is into them, but I'm yet to meet one. Those lists are meant for sore-loser-just-broke-my-virginity type of guy hoping to get a second look from a girl. Again, if you as much as believe such lists then you shouldn't be dating!

## AN INCONVENIENT LIE

Strip written and illustrated by: Khutso Edmund Mataboga







## 7 PEOPLE WE'RE STILL FRIENDS WITH — BUT HAVE NO IDEA WHY

In life, there are many different kinds of relationships: best friends, lovers, acquaintances, co-workers, buddies; each one with its own purpose. Sometimes, though, these relationships seem to stick around long after they've run their course, and we have no clue why. Ever had any friends like these?

### The College Friend We Have Nothing in Common With

Man, we could live on beer alone back in the day, couldn't we? Now, he's still stuck in the post-frat life and we're thinking about our future family and have a stable career. Without fail, though, when we get together we devolve into our college persona for the weekend, drink Keystone, play Halo and eat Ramen noodles. On Sunday we emerge malnourished, hungover and significantly stupider.

### The Co-worker From a Job We Don't Work at Anymore

We shared a bond as Best Buy indentured servants associates, but now we have absolutely nothing to talk about except work memories.

God, remember that jerk-hole regional manager, or the hot chick who worked in the car stereo department? What was that girl's name again? Man, and that sweet employee discount we used to get in lieu of an income that put us above the poverty line? Those were the days. Actually, come to think of it, you're still working there, aren't you? Annnnnnd now we're depressed.

### The Friend Who Never Has Any Money

Duuuuuude, how do you never have any money? How do you survive? The only thing we can ever do when we hang out is get a \$5 pie from Little Caesar's and play video games. Actually, that sounds kind of awesome. We'll be over in a few.

### The Fair Weather Friend

You know, somewhere along the line we realized what kind of person you are, and although it took time to accept it, we're finally o.k. with the fact that no matter how much effort we put into our friendship, you will put in much less. However, you throw awesome parties with great top-shelf liquor, so we will continually forgive you.

### The Ex-Girlfriend

Seriously, we are trying to move on, we even got back on OKCupid. So, how come we keep getting sucked back into your life? Whatever happened to making a clean split? Stop being so sexy, dammit. You're bad for our health.

### The Friend Who Disappears When He Has a Girlfriend

When you're single you're all about bro'ing down, but when you have a girl we hear nary a peep from you for months on end. Are you really incapable of having friends and a girlfriend at the same time? And when you and your girl are ready to get married, do you plan on eloping and colonizing the moon so that you can be alone with each other for the rest of time? That sounds really romantic now, but remember: the moon doesn't have PS3.

### The Friend Who is Always in Crisis

Can't you ever extract yourself from the BS-storm your life has turned into? You won't listen to reason, you complain more than anyone else we know and you ruminate on things that aren't a big deal. Remind us again why we still hang out? Oh, that's right: because you have a movie theater in your basement. God, that's awesome. Are you around Friday?



PHOTOGRAPHY & ART DIRECTOR: EL REY FOTO



## A LESSON IN GOVERNMENT

A teacher was teaching her second grade class about the government, so for homework that one day, she told her her students to ask their parents what the government is.

When Little Johnny got home that day, he went up to his dad and asks what the government was.

His dad thought for a while and answered, "Look at it this way: I'm the president, your mom is Congress, your maid is the work force, you are the people and your baby brother is the future."

"I still don't get it" responded the Little Johnny.

"Why don't you sleep on it then? Maybe you'll understand it better," said the dad.

"Okay then...good night" said Little Jonny went off to bed. In the middle of the night, Little Johnny was awakened by his baby brother's crying. He went to his baby brother's crib and found that his baby brother had taken a crap in his diaper. So Little Johnny went to his parent's room to get help. When he got to his parent's bedroom, he looked through the keyhole to check if his parents were asleep. Through the keyhole he saw his mom loudly snoring, but his dad wasn't there. So he went to the maid's room. When he looked through the maid's room keyhole, he saw his dad having sex with his maid. Little Johnny was surprised, but then he just realized something and thinks aloud, "OH!! Now I understand the g

overnment! The President is screwing the work force, Congress is fast asleep, nobody cares about the people, and the future is full of shit!"

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## ALIENS ATTACK

President Dubya was awakened one night by an urgent call from the Pentagon.

"Mr. President," said the four-star general, barely able to contain himself, "there's good news & bad news."

"Oh, no," muttered the President, "Well, let me have the bad news first."

"The bad news, sir, is that we've been invaded by creatures from another planet."

"Gosh, and the good news?"

"The good news, sir, is that they eat reporters and pee oil."



## I HAD A DREAM

Saddam Hussein phoned President Bush and said, "George, I called you because I had this incredible dream last night. I could see all of America, and it was beautiful and on top of every building, there was a beautiful banner."

Bush asked, "What was on the banner?"

Saddam responded, "It said Allah is God, and God is Allah."

Bush said, "You know, Saddam, I'm really glad you called, because last night I had a dream too. I could see all of Baghdad, and it was even more beautiful than before the war. It had been completely rebuilt, and on every building there was also a beautiful banner."

Saddam said, "What was on the banner?"

Bush replied, "I really don't know. I don't read Hebrew."

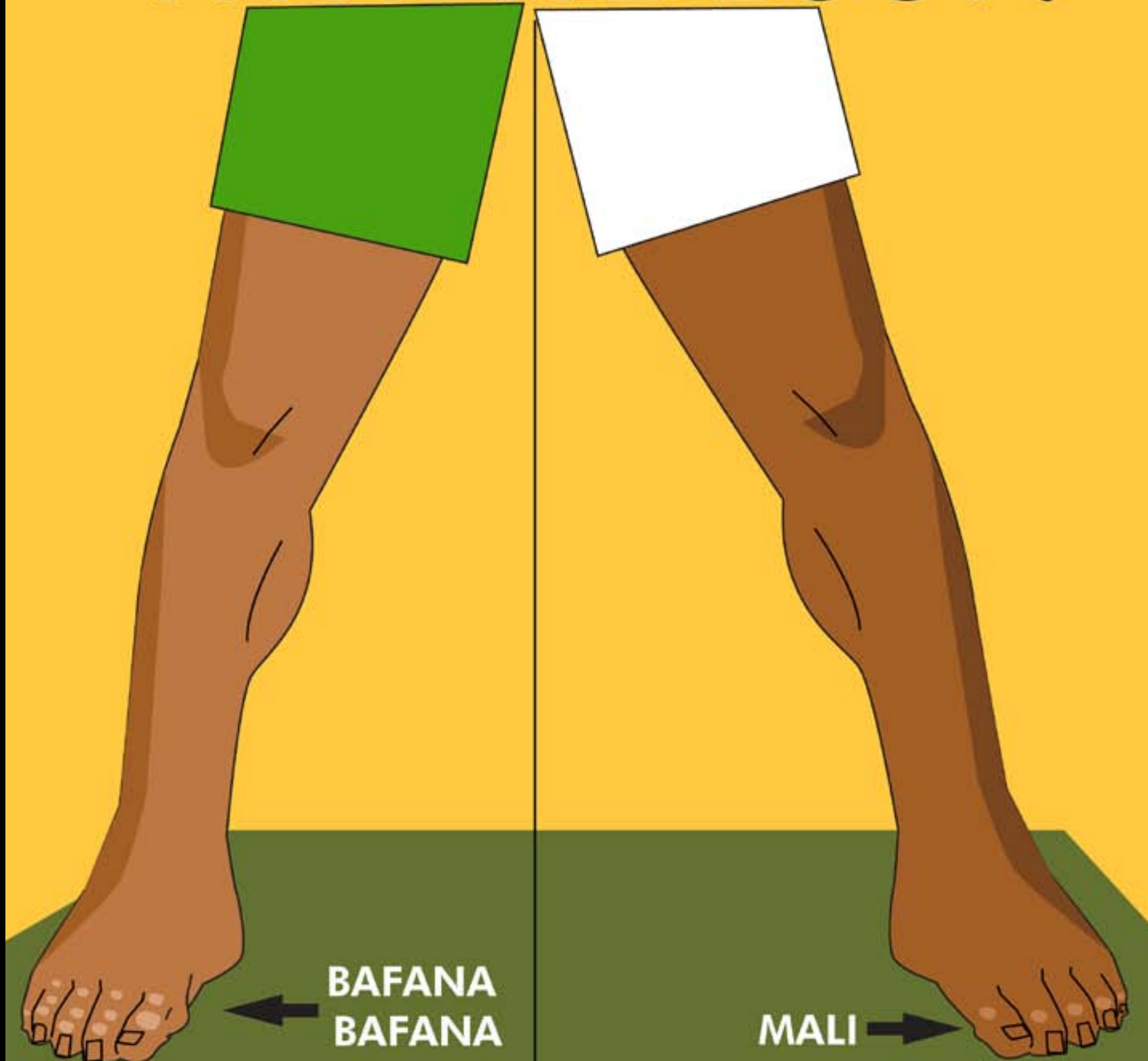
## LOVE IS THE MOVEMENT.

# AYEYE PAPA!™

BY: ODOUBLE LENZ MEDIA HOUSE

## AFCORNS

# WHY WE LOST?



MALI PLAYERS HAD LESS CORNS! BAFANA BAFANA, HOW CAN YOU KICK A BALL WITH SO MANY CORNS!?





## Funniest-Shocking-Smartest Tweets

### BY @FUN

During an interview when Adele was asked about her weight & figure, she replied "I don't make music for eyes. I make music for ears."

The song Gangnam Style actually describes "the perfect girlfriend who knows when to be refined and when to get wild."

Dimples are considered to be a "facial muscle deformity."

You're only born with two fears -- We're naturally afraid of falling & loud noises.

A newborn kangaroo is small enough to fit in a teaspoon.

What if the first person to eat a poisonous berry was just allergic; and we're all missing out on a delicious berry?

The pupil of your eye can expand as much as 45% while looking at someone you love.

Using iTunes to build nuclear weapons is against their terms and conditions.

The choices made while you're angry tend to be the decisions you regret the most.

If you think "frigging" is a clean substitute for the F word, you're wrong. It actually comes from a Middle English word for masturbation.



Ask Afrika, South Africa's largest independent Market research company, recently conducted the Health and Fitness Index, where it assessed South Africa's usage of health and fitness Brands and the most used brands among South Africans.

The Category winners were as follows:

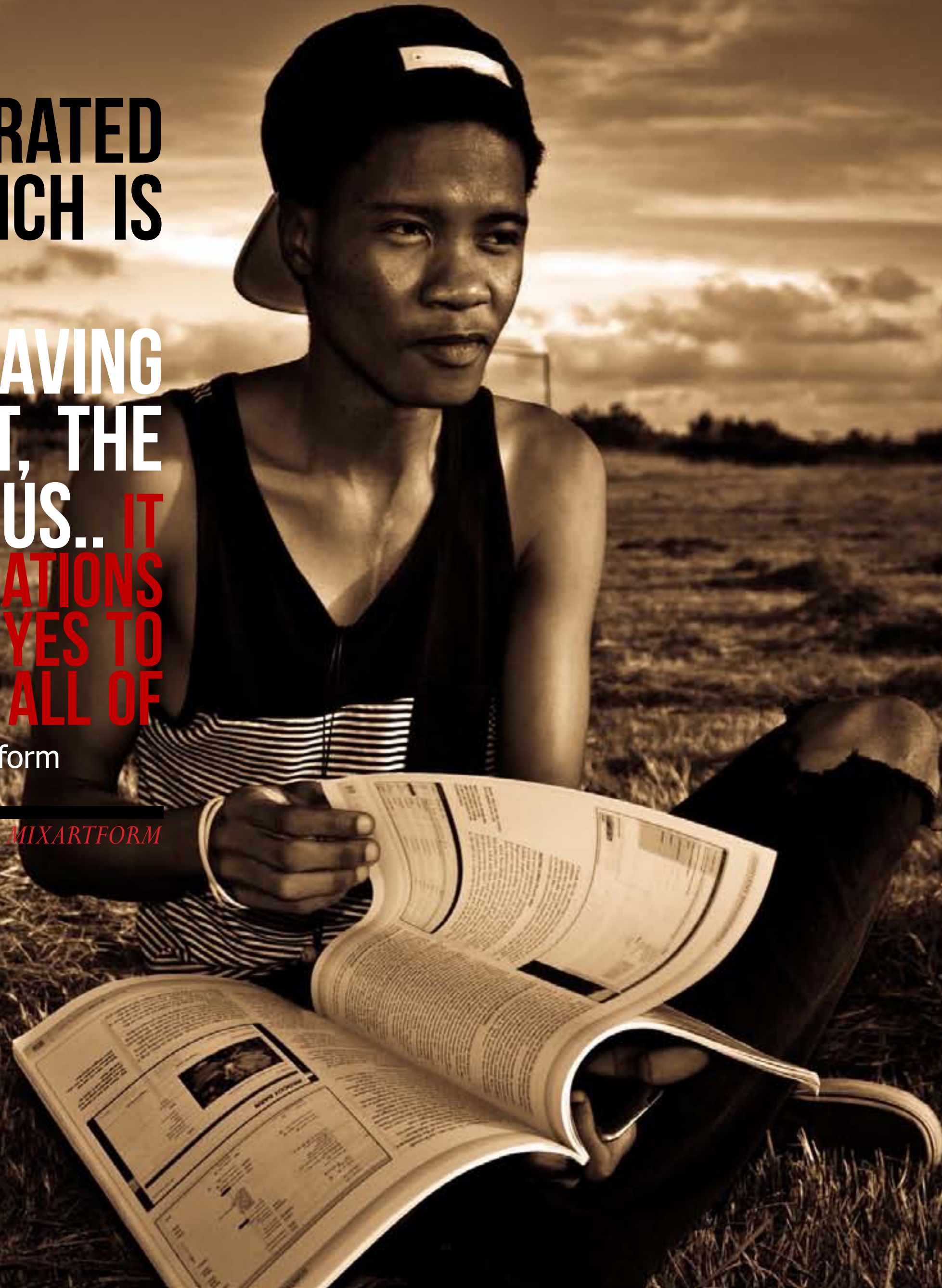
- Artificial sweetener: **Hulets**
- Cold Breakfast: **Kellogs Corn Flakes**
- Hot Breakfast: **Jungle Oats**
- Deodorant, woman: **Shield**
- Deodorant, men: **Shield**
- Bottled Water: **Aquella**
- Flavoured water: **BonAqua**
- Nutritional drinks: **Ensure**
- Stimulant drinks: **Red bull**
- Supplements drink: **Fast fuel**
- Female Soap bars: **Protex**
- Male soap bar: **Protex**
- Mix/Cordial: **Halls**
- Ready to drink fruit and vegetable juices: **Fruitree**
- Hot milk drinks: **Milo**
- Ready to drink ice teas: **Lipton**
- Fizzy soft drink: **Appletizer**
- Soya milk: **Good Hope Soya Milk**
- Gym brand: **Virgin Active**
- Medical aids: **Bonitas**
- Pharmacy: **Clicks**
- Shower gels, women: **Avon**
- Shower gel, men: **Dettol**
- Slimming clubs: **Weigh less**
- Skin firming creams and lotions: **Nivea**
- Sport clothing: **Adidas**
- Sports shoe shop: **Edgars**
- Sports and nutrition bars: **Power Bar**
- Vitamins: **Cal-C Vita**
- Toothpaste: **Aquafresh Herbal**
- Bread brands: **Albany**
- Suntan lotions, women: **Avon**
- Suntan lotions, men: **Nivea**
- Natural cheese: **Clover**
- Yogurt: **Danone Nutriday**
- Honey: **Goldcrest**



THE QUEST IS TO BE LIBERATED  
FROM THE NEGATIVE, WHICH IS  
REALLY OUR OWN WILL TO  
NOTHINGNESS. AND ONCE HAVING  
SAID YES TO THE INSTANT, THE  
AFFIRMATION IS CONTAGIOUS.. IT  
BURSTS INTO A CHAIN OF AFFIRMATIONS  
THAT KNOWS NO LIMIT. TO SAY YES TO  
ONE INSTANT IS TO SAY YES TO ALL OF  
EXISTENCE. - OTTO HOFMANN

 @mixartform

PHOTOGRAPHY & ART DIRECTOR : *MIXARTFORM*





# 10

## TIPS FOR LAUNCHING YOUR *T-shirt* BUSINESS

### *Know your competition*

You should always know what other clothing labels you'll be competing with. If you're starting a label based on humorous t-shirts you should watch what all the other funny t-shirt labels are doing. Keep track of things like their design variety, pricing, and promotion, because it may spur some new ideas for your own business strategy. This can be done easily nowadays by reading the blogs of competitor brands and signing up to their newsletters to keep tabs on what they're up to. This knowledge can help you keep up term vision.



**It seems nowadays everybody's selling t-shirts and, if you haven't started already, you might be next. Before you jump into the t-shirt business you might wanna take a few pointers, and we've got you covered. Here's a guide on how to start your own t-shirt business, divided into the 10 most important aspects.**

### *Do your research*

Make sure you're knowledgeable about the clothing industry before you dive in. Get an understanding of how the business works. Read about how other brands became successful, and model a similar strategy.

### *Plan everything*

Before you get started, have a clear idea of what you plan on doing. Try to decide things like what kind of t-shirts you plan on selling, who your target market is, whether your t-shirts will be available online only or if you'll eventually be aiming to sell in stores. Plan a marketing strategy that involves both free and paid advertising methods of getting your brand in front of your target market. Compose a practical business plan to use as a guideline for operating. For starters, identify your brand's values, mission, objectives, strategies, goals, and long term vision.



*Spoilt Rotten*

# *Spoilt Rotten*

STORIES OF S.V.O  
(SEPTEMBER'S VERY OWN)



**T-SHIRTS OF THE STRIPS AVAILABLE  
CONTACT NANDI : 071 950 9892**



[www.facebook.com/SpoiltRotten](http://www.facebook.com/SpoiltRotten)



## Creative TSHIRT BUSINESS



### Come up with a promotion strategy

Figure out a way to spread the word in a manner that those who discover your brand go on to spread the word to others. For starters, your strategy can include PPC ads, press releases to blogs, and social networking. You can even give away t-shirts with your logo for free. Using guerrilla tactics and promotional items like this can have a tremendous impact on your business growth. However, don't be a Cheapo. Sooner or later you'll realize that you're gonna have to spend money to market your t-shirt business, so you should be willing to pay for things like online ads, event sponsorships, and other paid marketing methods. Understandably not everyone is rollin' in the dough, so find smart ways to balance paid promotion with free promotion to create an excellent strategy.

### Find partners

You might start out on your own but you should find partners to help maximize your brand's potential and help you reach your goals more efficiently. Aim to have partners within your company while also collaborating with other businesses that may be of some help to you.

### Set business goals

How many t-shirts do you plan on selling this year? How about this month or this week? A lot of people new to the business have no idea, or just don't care. Then there's the group of people who are too scared to set a goal out of fear that they won't reach it. A successful business sets goals of success, in order to have a solid idea of what it's working towards. Set a goal and believe in your ability to reach it. As the law of attraction goes: if you know you're gonna reach it, you're gonna reach it. If you decide from this day forward that you will sell 10 t-shirts every week, and strongly believe in your business, you'll do everything you can to figure out a way to get those tees moving. If you don't set a goal, well of course, you'll be stuck with a box of t-shirts you were too scared to sell.

### Don't quit because you're not seeing sales the first day

That's a good way to get you nowhere. Try to figure out ways of improving your designs, your strategy or your work habits. When you're just getting started you're still learning so keep at it. Winners never quit and quitters never win. Read informative, motivational books, to keep your spirits up. Frequently visit other brand's websites and blogs, and see how much fun they're having, to remind yourself of where you wanna be in a few years and how bad you really want it. Reanalyze your business plan, promotional efforts, and branding strategy. Consider how you compare to the competition and emphasize your competitive edge.

### Have fun

If you're in it just to make a quick buck you're not gonna succeed—and that goes for ANY business. Love what you do and do what you love. Your passion will definitely show in your brand image. The more fun it is, the more productive you'll be. Just don't get too carried away...on second thought, go ahead!

# Spoilt Rotten

STORIES OF S.V.O  
(SEPTEMBER'S VERY OWN)

## S.V.O VS CHUCK NORRIS!

MY FOLKS MADE ALOT OF CHUCK NORRIS JOKES WHILE I WAS STILL IN MY MOTHER'S WOMB. THET WERE SO ADDICTED TO TELLING THEM THAT I HAD NO CHOICE BUT TO DO RESEARCH VIA WOMEPEDIA JUST TO GET TO KNOW THE GUY AND SEE WHAT THE FUSS IS ABOUT. I FOUND ZILCH. I WAS SO FRASTRATED TO HAVE FOUND NOTHING THAT WHEN I WAS BORN MY FIRST WORDS WERE...



### Create products people would actually buy

It seems this step should be obvious, but you'd be surprised at some of the t-shirts you can find these days. Test the quality of your t-shirts by getting honest opinions from others, preferably people who are within your target audience.

### Know the finances.

Once you know what you plan on doing, get an idea of how much everything is gonna cost you. When you start producing and selling t-shirts, keep track of all of your expenses. Get screen printing quotes from several printers and compare prices to get the best deal, without sacrificing quality. Add in the cost for labeling, hang tagging, bagging, or whatever other finishing options you might use. Don't forget the shipping envelopes, boxes, and product storage. Don't be fooled by the hundreds of new t-shirt start-ups you see these days; starting a t-shirt business isn't cheap. A lot of this should also help you decide how much you should charge for your clothing.



# Story of my life

## Chapter 3: The wounded truth

(story told by Thulani, David's best friend)

By Khutso Edmund Mataboge



PHOTOGRAPHY & ART DIRECTOR - EL REY FOTO

**Author's note:** Initially this story was meant to only be narrated by David but as the story progressed I realized that it would make sense if other major characters explained their side story as honest as they could. I may be breaking the rules here but I intend to be as realistic as possible not only to entertain you but to depict a glimpse of a human's true colours. Thus, the title "Story of My Life" reflects to any character that narrates any of the events occurring throughout.

I can't believe it, my very best friend David is back. At first I thought he was joking when he called me, told me that he was around and wants to crash at my place, but when he finally arrived on my door step that's when reality hit me. Last time I saw him was two years ago, just after we both got our degree in Multi media. He decided to work for an established company in Cape Town while I started my own company here. He sure has grown, slightly taller, more muscular and has a goatee.

"Dude, you still owe me ten bucks, hope you came all the way from Cape Town to pay me back", I said. He smiles at me and says "I don't know what you are

talking about"

He and I knew that he owed me the cash but I didn't want it back, we were breaking the ice, after all, it has been two years and a lot of things have changed since then.

I welcomed him in and offered him a cold beer. We talked about the normal stuff you know, work, how I am now married with two baby boys. He then tells me that he saw his tertiary sweetheart Lucia. Lucia, the very same girl I had sex with while he was still dating her. I never told him though; this is a secret I promised to keep to myself 'til death.

He looked at me with teary eyes, I never saw him like that before.

"...not only did I see her but I also found out that I am a father of a two year old daughter that has Glaucoma", he explained.

Glaucoma? This eye disorder is commonly known in my family, it is genetic, fortunately I didn't get it nor did my two kids but I know my grandmother had it and her grandmother had it too. Ever since I knew David, I never told him this fact because I never had

a reason to. But, what does this mean? She has a two year old daughter? I had unprotected sex with her the very same week she and David did, two years back, could her daughter be...my daughter? No it can't be. It just can't.

"Thulani, I can see how you are shaken by the whole thing and I apologize by bringing such a heavy topic on our re union but I had nowhere else to go. You and Lucia are the closest people in my life", he cried. I didn't know what to say, I was still digesting this whole possibility of having a daughter that has glaucoma. Was my past finally haunting me?

I had to know whether Lucia's daughter was mine or not. But how could I do that without David noticing? 'Should I tell him the truth? No, that would make matters worse,' I thought. He is my best friend after all, so if I helped him in any way I could, that would get me closer to Lucia somehow and I could ask her directly if the baby is mine or not. No, that won't work, she could lie about it... flip, for the first time in my life, I actually did not know how to get out of this mess. Flip!

**TO BE CONTINUED...**



# Coffee for Miss Lorraine

WORDS BY  
LESEGO KEKAE


"It is really lovely" said Peggy, the new maid in Lorraine's penthouse located at Proclamation hill in the heart of Pretoria. A garden of roses and lilies was beautifully maintained on the sides of the paved way leading to the main entrance of the house. Only the finest furniture dominated the house, the house had eight rooms which included five bed rooms, one in suite bedroom. The rest was the kitchen, lounge and a bathroom. There was a tennis court, swimming pool and a sunflower garden. One would wonder how she got her hands on such a lovely piece of land. "I arranged the guest bedroom for u Peggy hope you love it, I tried to make it as comfortable as I can" said Lorraine". Both of them toured the house, each room had a briefing on how it should be cleaned and when the alarm system goes on and off. A strict lecture was given about the white leather couch in the dining room. Lorraine was soft spoken, when she was briefing Peggy she never showed her any sign of superiority, she was neither harsh nor hostile. It was quite obvious they would get along just fine. Peggy was a lady of twenty three years, dark complexion, she was slim with a body of a model, many of her mates always encouraged her to go into modeling but she had a her own mind. Besides, she had a lot of baggage. She had to drop out of Varsity after falling pregnant four years back. Her father was a traditionalist, he refused to have a daughter in University who is a mother. Peggy was an intelligent woman, being a maid in a house of a member of parliament meant a lot of money for her so she did not mind cleaning houses for upper people in the society. For the first three months that Peggy worked in Lorraine's house she never saw a man in the house expect for the garden boy who came twice a week. The routine were the same during the week. Peggy got out of bed at 05:30 in the morning to make coffee for Miss Lorraine who would still be sleeping. She was served her coffee in bed at 06:00 then her breakfast would be waiting for her after she took her bath at 06:45. She normally left the house at 07:15 every

morning, not later than that.....Miss Lorraine called the house every day at 11:15, by this time Peggy would be busy cleaning the kitchen, there was a receiver on the wall in the kitchen, in the main bedroom and another one in the lounge. "I will not be coming home this afternoon, don't worry yourself darling, you can prepare dinner for just yourself" said Miss Lorraine on the phone. But.....says Peggy, "No darling you will be perfectly fine, the alarm system will be on and the police patrols the place every thirty minutes so don't worry" said Miss Lorraine. Her soft voice calmed Peggy's nerves, she was now confident that nothing will happen to her. It was going to be the first time she will be alone in that big house, Miss Lorraine, never spent a night outside, it was unlike her to do that. On that day Peggy finished her chores early and rushed to the bank to deposit money for her son. She got back around 16:00, prepared a meal and rested; she was aroused on a couch at 23:00 by a telephone. Its sound pierced through the dead night, she nearly fell off the couch her heart racing madly. She rubbed off the sleep from her eyes with the back of her hand. "McCarthy residence hello" said Peggy to the caller, who did not reply but some breathing indicated that there was someone on the line. Peggy repeated the sentence again with no response she hung up. By 05:30 she got up as usual but Miss Lorraine was not home so she did not have to make tea for anyone, she went back to sleep with a smile and woke up at 08:00. Miss Lorraine called as she did everyday but not on the usual time, that morning she called 15 minutes later. Peggy assured her that everything was under control, she seemed not have taken the silent phone call seriously. The daily routines in McCarty's household went on as usual. Peggy went back to her work house as she would normally do. On her arrival she called her employer to let her know that she was back" I just got in now, yes Miss Lorraine I will do that-ohhh they loved them and mom sent her greetings to u." Their relationship was not that of an employer and employee, it was more of a sister's relation.

One would not be surprised of that, after all they shared the loneliness of that big house together, every summer day and winter night. Lorraine got home to a warm meal, the two shared a table every evening when having dinner. When Peggy started working for her she would dish up and sit on the kitchen table alone but that was soon crushed by Lorrain saying that she was part of the household and she should join her on the lounge table every evening. They talked about everything, no restrictions but they never held a talk about men. One bright winter morning Peggy woke up to a great shook, it had rained heavily during the night- she was not sure whether she really heard a man's voice during the night or was she dreaming or hallucinating. When she switched the coffee machine on, Miss Lorraine came downstairs, it was for the first time Peggy seeing her employer up that early. She gave a slight smile and placed two mugs on a tray, poured coffee and went upstairs into her bedroom. Lorraine set off to work as she normally did, Peggy was cleaning the other bedrooms when she heard someone coughing, she stood dead still, shock and fear filled her mind. Curiosity forced her to go into Lorraine bedroom to observe what took place. Her fear was broken by the sound of a telephone ringing, she rushed to pick it up, and she was irritated to find that it was the postmen confirming a delivery. She placed the receiver down, fear entering her body again. She always did her cleaning in a short dress that revealed her nipples and her firm breast, which did not show any sign that someone sucked them. A bucket of water and a mob that she had in her arms fell down when she saw a figure standing across the stairway. He had a white towel covering his waist, "I guess Lorraine did not tell you that I have returned, Peggy right?? She told me a lot about you, have to say, u did a good job around this place" he went on about the house, Peggy was still shocked, she stood there looking at the figure in front of her. She finished her chores and was now reading a newspaper. Her peace was interrupted when he got into the room, he placed his hand on her shoulder. Peggy melted in ice, she was frozen to death, and she did not move nor muttered anything. He was now wearing a shirt that revealed his chest and a tight trouser, no doubt he was attractive but Peggy tried without any success not to fantasize about him. " Mike can be funny sometimes, please accompany him to the mall tomorrow darling" said Lorraine, Peggy wanted to refuse but she did not have any reason why she did not want to go with him, she would not dare to tell her employer that she was sexually attracted to her lover. It was now three weeks since Mike returned home from Overseas, Peggy, Lorraine and Mike shared a roof, they dined on the same table. Peggy tried to avoid Mike, and he was aware of this. It was a Saturday morning when Mike entered Peggy's room, he knocked but there was no response so he entered. Peggy had a habit of putting on her headphones loud, she was putting lotion on her body and as usual she had her headphones on. She was alarmed when she turned to see Mike behind her, she did not know whether to cover her naked bosom or hide behind the curtain. Mike read the confusion on her face and walked towards her, Peggy did not move an inch she just stood there as if she was looking at a ghost. Mike wrapped his hands around her waist, her breast pressed against his chest, he said "I have been waiting to hold you like this ever since I saw u". He started touching her back, he kissed her neck and placing his hand between her thighs. Peggy drew back but Mike held her close and kissed her, "I can make you feel good", he kissed her breast, sucking the nipples. Peggy gave a sigh of pleasure, he penetrated her. From that Saturday morning, their infidelity

continued when Lorraine was at work, sometimes at night Mike would sneak into Peggy's room. They were unable to stop their activity, Peggy lied about a funeral of a family relative which she had to attend, on the same weekend Mike went to his sister's house. The two checked in a hotel for a weekend, the world was shut outside- they enjoyed time alone without Miss Lorraine. Coffee was served every morning but this time there were two mugs on the tray, Peggy's eyes filled with fire when serving the tea looking at Mike's half naked body. In her mind she believed that Mike would leave Lorraine and take her away, it was a matter of time when Mike would see that she is the right woman for him. One morning she walked into the room to serve the morning coffee to find Mike on top of Lorraine," sorry Miss Lorraine I will come back later, I am so sorry" said Peggy as she closed the door behind her. That picture turned her stomach, she was disgusted, and Mike did not come onto her again after that incident. It was now five months since Mike left the country again, Peggy had gained weight and was now having unusual cravings. It was her vomiting morning sickness that led Lorraine to pop up the question, she said: "my darling, you can tell me anything, I'm aware that you have not been feeling good lately and I have been thinking of giving you some time off. Now tell me are you pregnant Peggy"? The question seemed to have shaken off her fantasies with Mike who did not even bother to let her know that he would be leaving. "Yes Miss... I am pregnant" she replied without any shame, Lorraine tried to hide her amusement because she did not see Peggy with any man ever since she started working for her. Lorraine had sleepless nights ever since she learned that Peggy was pregnant, she did not dare ask her any questions- in fact she felt some excitement. She did not have a baby of her own.....the thought of someone close to her expecting a baby gave her some warmth. It was now a couple of months that Peggy left for home, Lorraine woke up one morning and decided that she would pay Peggy a visit before she delivers her baby. She stopped at one of the finest boutiques that sold baby's clothes, Lorraine shopped for only the best, she was happy for Peggy who would now be eight months in her pregnancy. Arriving at Peggy's house was a bit of a challenge for poor Lorraine who has never been in a rural area before, she turned right instead of left and missed a curve on numerous occasions but eventually she arrived at her destination. However, she did not receive a welcome she was expecting- her spirit was not broken, she asked to see Peggy. To her surprise, Peggy was not home "Peggy had a premature baby last week, the baby is fine and healthy" said Peggy's mother. "Well, I cannot wait to see how the little one looks like; I hope Peggy is getting a good rest- you know mama I was thinking that Peggy can come back to the city with me, I can get a good nanny for the baby and Peggy can resume work. The house is empty without her" said Lorraine with a lovely smile. Peggy's father entered the house talking on the phone" it is sad indeed, I was not expecting her to go so early, we are preparing for the funeral now- we will talk soon." Lorraine turned pale, Peggy's mother said" Peggy died, she tried aborting the baby herself, the doctors tried their best to save her without success.....they were only able to save the baby. "Can I see the baby??" asked Lorraine with tears in her eyes. Peggy's mother went into the room and came back with a beautiful baby girl wrapped in pink shawls, she handed the baby to Lorraine who nearly fainted. The baby had curled black hair with skin indicating without doubt that she was colored.






**WE ARE ALL CO-AUTHORS OF THIS DANCING EXUBERANCE WHERE EVEN OUR INABILITIES ARE HAVING A ROAST. WE ARE THE AUTHORS OF OURSELVES, CO-AUTHORING A GIGANTIC DOSTOEVSKY NOVEL, STARRING CLOWNS. THIS ENTIRE THING WE'RE INVOLVED WITH CALLED THE WORLD, IS AN OPPORTUNITY TO EXHIBIT HOW EXCITING ALIENATION CAN BE.**

**-TIMOTHY "SPEED" LEVITCH**

*PHOTOGRAPHY & ART DIRECTOR : EL REY FOTO*



# RocNation's BUSINESS MOGUL JAY-Z

From dealing drugs to a musical genius is Shaun Corey Carter - more than ten years of musical creation turns him into an influential business man. **PROFILE** 

**BIRTH NAME:** Shawn Corey Carter

**BORN:** December 4, 1969 (age 43)

**GENRES:** Hip hop

**OCCUPATIONS:** Rapper

**INSTRUMENTS:** Vocals

**YEARS ACTIVE:** 1989–present

**LABELS:** Roc Nation

**ASSOCIATED ACTS:** Beyoncé, Jaz-O, Kanye West, Linkin Park, R. Kelly, Memphis Bleek, Foxy Brown, The Notorious B.I.G.

## AT A GLANCE

- Source of Wealth: **Music, self-made**
- Residence: **New York, NY**
- Country of Citizenship: **United States**
- Marital Status: **Married**
- Children: **1**

## Forbs list

- **#38** Celebrity 100
- **#48** in Money
- **#24** in TV/Radio
- **#31** in Press
- **#20** in Social
- **#16** in Web





## Business Ventures

Jay-Z has also established himself as an entrepreneur like his fellow hip hop moguls and friends, Russell Simmons, Dr. Dre and Sean "Diddy" Combs, who also have business holdings such as record companies and clothing lines. In an interview, he stated that "my brands are an extension of me. They're close to me. It's not like running GM, where there's no emotional attachment." He is the founder of the urban clothing brand *Rocawear* along with Damon Dash. *Rocawear* has clothing lines and accessories for men, women and children. The line was taken over by Jay-Z in early 2006 following a falling out with Dash. In March 2007, Jay-Z sold the rights to the *Rocawear* brand to Iconix Brand Group, for \$204 million. He retains his stake in the company and continues to oversee the marketing, licensing and product development. He also co-owns the *40/40 Club*, an upscale sportsbar that started in New York City and has since expanded to Atlantic City and Chicago. In 2008, the *40/40 club* in Las Vegas was closed down and bought back by the hotel after attendance steadily declined. Future plans will see *40/40 Clubs* in Tokyo and Singapore. In 2005, Jay-Z became an investor in Carol's Daughter, a line of beauty products, including products for hair, skin, and hands.

Jay-Z serves as co-brand director for *Budweiser Select* and collaborates with the company on strategic marketing programs and creative ad development. He provides direction on brand programs and ads that appear on TV, radio, print, and high-profile events. He is also yet to expand his *40/40 Club* sports bar in as many as 20 airports, as he makes deals with his business partners, Juan and Desiree Perez. He is a part-owner of the Brooklyn Nets NBA team, having paid a reported \$4.5 million for his share. He encouraged the team's relocation to Brooklyn's Barclays Center (from New Jersey) in the 2012–2013 season, at which point the team took on the Brooklyn Nets moniker. In October 2005, he was reported in English media as considering buying a stake of Arsenal F.C., an English soccer team. He has also invested in a real estate development venture called J Hotels which recently acquired a \$66 million mid-block parcel in Chelsea, New York. Jay-Z and his partners are contemplating constructing a high-end hotel or an art gallery building on the newly acquired site which has the potential to go up about twelve stories. Through his company Gain Global Investments Network LLC, he had an interest estimated between 2 and 7% in the Aqueduct Entertainment Group (AEG) consortium, which in January 2010 was awarded a contract to operate a 4,500 slot machine racino at the Aqueduct Race Track. Jay-Z became interested in the project after New York Governor David Paterson who awarded the contract said there had to be an affirmative action component to the ownership. Jay-Z initially approached Steve Wynn who was also bidding on the contract. On March 9, 2010, Jay-Z and Flake withdrew from the project and Paterson recused himself from further involvement.

On November 16, 2010, Jay-Z published a memoir entitled *Decoded*. Jay-Z is also credited as the executive producer of the basketball video game NBA 2K13, where he worked on the look and feel of the game along with its soundtrack.



## CELEBRATING BLACK ACHIEVEMENTS

Black Excellence was established to acknowledge passionate, talented and achieving young people of South Africa. The mission behind this establishment is to inspire each and every young person to achieve and pursue their dream. This initiative exists to redefine black power. Join hands with us as we celebrate black excellence.

If you are a young person or know of any young person who deserves a space between these pages please email us at [gbooksa@gmail.com](mailto:gbooksa@gmail.com)



[www.gbooksa.blogspot.com](http://www.gbooksa.blogspot.com)



# Black Excellence JOSHUA GREY

# With

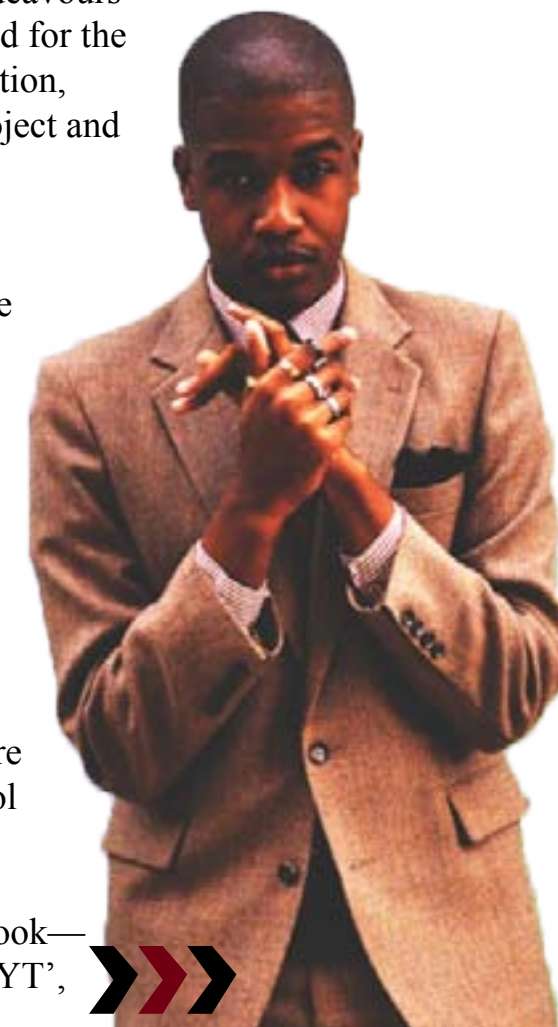
**“The aim is to spread the spirit of achievements amongst young people and to uplift black talent in our communities.”**

This ultimately allowed him to strive for success in all areas of his life. In 2011, he was selected as one of a 1000 applicants who received the Gates Millennium Scholarship. Following that success, he went on to harness his skills in Business Administration at the Pepperdine University, also venturing onto creative opportunities by his involvement with Pepperdine University’s student organizations—specifically Pepperdine Black Student Association. His creative role as a student at the institution is overseeing the immaculate innovations of promotional materials for individuals and facilitating social media initiatives. This testament may be found on the upcoming track and field athlete, Jasper Gray’s website [www.thejaspergray.com](http://www.thejaspergray.com). Later that year, he founded a non-profit organization called Foundation FLY, which focused on empowering minds and gearing the youth to find their inner greatness and exude their individualistic style in their pursuit of their passion and goals.

Being fond of utilizing a positive perspective on life, enabled Joshua to grow The Joshua Gray brand which aims at mobilizing others to catapult into their full potential and to be successful. Paralleling this mission, he launched a digital photography book project during his Fall 2012 tour of London and Europe, LNDN19: A Digital Photography Book from a 19-year-old’s tour of London. During his abroad study program, he explored London and compiled literature pieces, photography and documentary. Joshua deems this project a testament to the places one can go and the people one will see if you let God, be God. The digital book also consists of the “Dear London” audio piece and the “Fathom” poetry piece, both dedicated to the divine experience Joshua had.

**THE JOSHUA GRAY BRAND: THE GRAYThouse:** This is a creative umbrella that houses Joshua Gray’s ventures and creative projects. It primarily oversees his direction, endorsement in all his creative endeavours including the projects he assembled for the Pepperdine Black Student Association, Foundation FLY, the LNDN19 Project and plenty more.

**FUTURE VENTURES:** Joshua Gray plans to launch a style concept look book which contains his looks and style presentation from his 1st season’s concepts (aired on April-December, 2012 at [www.thejoshuagray.com](http://www.thejoshuagray.com)). As well as the Joshua Gray x Foundation FLY FLYPOWER Tour in May, which will see Joshua and a few college students set out to visit schools in Las Vegas to inspire elementary, middle and high school students by sharing their wisdom, experience and values. It is also Joshua’s goal to publish his first book—a compilation of notes for a ‘GRAYT’,



**B**lack Excellence is a new movement birthed by Gbook, which started out in November 2011. The aim is to spread the spirit of achievements amongst young people and to uplift black talent in our communities. Starting the year out with brand new opportunities and blessed appointments, we set out to explore achievements abroad and share them with our brothers and sisters at home. This issue we share the divine achievements of Joshua Gray and his journey for GRAYTNESS.

Joshua Gray is a creative director, entrepreneur, an upcoming author, a philanthropist and public personality and a Pepperdine University student based in Las Vegas and Los Angeles. Growing up in a firmly rooted family of love, motivation and inspiration, this conditioned Joshua to passionately explore his greatest potential and strive for excellence. Before setting out to tackle his goals, he grounded himself on the values of perseverance, innovation, electivity, confidence, empowerment and services (P.I.E.C.E.S).

Words by **Lerato Maleswena**



@LeeMales







aimed at empowering each reader to thrive in their befitting greatness.

#### **ADVICE TO THE YOUTH:**

As per article, we ask interviewee to share a few words of encouragement. This is what Joshua Gray had to share:

Mobilize your confidence in God, your skills, and your ambitions to serve as a stable foundation for believing in and striving for the imminent manifestation and fulfillment of greatness in your life.

■ Strive to overcome the hardships, failures, and fatalities that accompany success to further inspire those seeking hope and encouragement.

■ Strive to understand your bestowed blessings, skills, abilities, and accomplishments to universally uplift and elevate the spirits of humanity, through serving nations with humility.

■ Fuse knowledge acquired throughout your life with your imagination to create dreams and achieve dreams.

■ Sprint past the stereotypical boundaries, to bevel up innovative, novel words, creations, and actions, to not only be successfully, but to impact other lives.

Accept the many places you'll go, the wonderful people you'll see, and the GRAYT person you'll become, if you just let God be

Be sure to check out Joshua Gray and the build-up to his documentary on these following sites:

[www.TheJoshuaGray.com](http://www.TheJoshuaGray.com)  
[www.twitter.com/TheJoshuaGray](https://twitter.com/TheJoshuaGray)  
[www.facebook.com/TheJoshuaGray](https://www.facebook.com/TheJoshuaGray)  
[www.tjgt.tumblr.com](http://www.tjgt.tumblr.com)  
[www.youtube.com/TheGrayhouse](https://www.youtube.com/TheGrayhouse)  
[www.facebook.com/PepperdineBSA](https://www.facebook.com/PepperdineBSA)  
[www.theJasperGray.com](http://www.theJasperGray.com)  
Instagram: [@TheJoshuaGray](https://www.instagram.com/TheJoshuaGray)

**FEATURE**







empowermentCARDS



FLY Read Program



inspireFLY Sessions



For the FLY Events



empowerPACKS



Empowerment BLOG



Online EmpowermentCARDS



EmpowerVIDEOS



EmpowerVIEWS

# WELCOME to FOUNDATION FLY

FEATURE

a space for  
Positivity  
Empowerment  
flyness

atmosphere to inspire the youth to aim for their best, and also through peer-to-peer empowerment.



Foundation FLY was established in March 2011 and is based in Las Vegas, Nevada. It is a non-profit, public empowerment organization that is targeted at empowering the youth through its various instituted inspirational efforts. Its mission is to utilize these efforts to empower the youth to maximize their greatest potential, to succeed and excel in their education and passionately pursue their dreams. According to Gray, Foundation FLY's time of service to the community is divided in annual trimesters which are dedicated to education, style and goals. The methods whereby they communicate with our generation vary from a series of empowerment cards issued at local community outlets, educational and motivational enhancement programs at local youth events and also by use of motivational online domain hosting sites (videos and interviews). An even greater aspect to the organization is that it utilizes the social network to interact, share and reach out to the youth. The youth can also become a part of the organization through interacting with Foundation FLY's "FLYsay" feature, which allows youth to upload inspirational quotes and sayings—which fuels the peer-to-peer empowerment initiative of Foundation FLY.

Reviewing the state of our youth and how we are driven by these media-infested surges brings about concern as to what our generation is being fed and how positive the content is. A myriad of what we are fed has left us quite ambitious yet myopic. We believe in being "a part", but lack the boldness to stand out. We also tend to forget that we are all given our own talents/skills that can influence others to achieve their greatness. Oftentimes, all we need is motivation to steer us in the right direction.

Recognizing the importance of empowerment, motivation, positivity that is required to influence and mobilize success in other, the founder Joshua Gray, started the organization called "Foundation FLY", which thrives to create a positive

If you would like to get involved, engage through the following platforms:

- [www.foundationfly.org](http://www.foundationfly.org)
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# 8 SMALL BUSINESS TRENDS FOR THE 21ST CENTURY

Running a small business requires a focus on the present daily operations. With time restraints looking ahead becomes difficult. However, in order to succeed you need to know what's ahead to better plan and avert danger. The 21st century presents plenty of changes that will impact your small business in the future. Here are 8 small business trends for the 21st century:

## **T**he Small Business Revolution

The face of entrepreneurship is changing from the white middle-aged college educated male to a new class consisting of immigrants, women, baby boomers, and the younger digital generation. These groups are better prepared for success. The boomers have a vast repertoire of skills and experiences while the youth possess a risk-taking attitude with very few financial commitments. A growing number of employees will value the path to entrepreneurship continuing the small business revolution. Look for greater political clout and financing for small business.

## **An Empire of One**

Forget the hiring headaches, managing problems, and added paperwork of running a business with employees. An empire of one can operate in a low-cost location such as the home office and be more nimble than larger companies. One-person businesses can take advantage of outsourcing many functions while focusing on core strengths. The empire of one model will be appealing to more and more corporate employees leaving behind big companies with limited pensions and job security. Small businesses built around the empire of one model will be able to weather the perfect talent storm on the horizon.

## **The Perfect Talent Storm**

A fast aging population, a rapid declining pool of younger workers combined with global competition creates the perfect storm for a serious labor shortage. Unlike past labor shortages, this is a

global phenomenon impacting workers in many areas and businesses of all types. It will continue for much of the future regardless of economic cycles. Immigration provides little comfort with other countries facing similar talent crunches; retaining citizens will be a top priority. This storm means small businesses will have to compete aggressively for talent and learn how to fully engage the hearts and minds of employees.

## **The Innovation Age**

The most important asset that will be fully realized in the future is the 3-pound creative universe in our heads. Our true competitive advantage is our ability to create and execute new business ideas.

Although we have mastered the fundamentals of business such as sales or marketing, we have yet to grasp the concept of innovation. Smarter companies will leap ahead with the understanding that innovation is a process dependent system as opposed to a flash of genius. The current perceptions of innovation are it's all about big ideas and primarily technological. Big ideas have a lower success rate than small innovations. Innovations can occur in all aspects of business from new customer service ideas to improvements in operations. An idea isn't an innovation until it is applied and turning a profit. The future belongs to small businesses that can turn innovations into profits.

## **The Customer Voice**

Marketing has primarily been a one-way communication to the customer. The rise of Web 2.0 with blogs, Twitter, wikis, and community websites has created a powerful mechanism for customers to shout back. The time is limited for companies to hide behind poor service and imperfect products. Company and people searches on search engines such as Google will continue to be a means for buyers to discover the truth behind marketing copy.



THEME

Consumer opinions good and bad will shape the success of business. Savvy small businesses will monitor what is being said, use the feedback to improve and manage their reputation. Listening to your customer is more than an overused term but part of the new reality of business.

## **The Health Care Crisis:**

The only hurdle to speed up the small business revolution is the health care crisis. The current malaise of the health care system in countries around the world will see no signs of dissipating. With more expensive medical advances and aging populations living longer, the price of quality health care will continue to be a burden on small business. Leaving behind company medical benefits to start a business is risky. With new programs such as Health Savings Accounts, the ability of workers to leave corporations and be self-employed could be improved. A shift in treating disease through prevention will be needed to reduce costs and risks in the current system.

## **Knowledge Expiration:**

Like a carton of milk, the usefulness of knowledge expires over time. In any field, new discoveries over throw theories to

create new ways of thinking. In the world of business, the assumptions and facts of today are tomorrows old way of thinking. As our world accelerates in knowledge creation, information will continue to change. Nimble small businesses have the opportunity to learn new ideas and immediately apply them to their companies. Successful companies will learn how to unlearn and constantly challenge procedures, skill sets, and ways of doing business.

## **The Angry Planet:**

The global warming crisis is creating havoc in all parts of the world; interrupting supply chains, closing operations, devastating lives and businesses. Without the resources of large corporations and limited government aid, small business will be the most vulnerable to the fickle demands of Mother Nature. Disaster planning will be a necessary component of business survival in the 21st century.

These trends are already set in motion. Take the steps today to set your business goals and direction around foreseeable events emerging.



**EXERCISE YOUR HUMAN MIND AS FULLY AS POSSIBLE, KNOWING IT IS ONLY AN EXERCISE. BUILD BEAUTIFUL ARTIFACTS, SOLVE PROBLEMS, EXPLORE THE SECRETS OF THE PHYSICAL UNIVERSE, SAVOR THE INPUT FROM ALL THE SENSES, FEEL THE JOY AND SORROW, THE LAUGHTER, THE EMPATHY, COMPASSION AND TOTE THE EMOTIONAL MEMORY IN YOUR TRAVEL BAG. - RYAN POWER**

PHOTOGRAPHY & ART DIRECTOR : *EL REY FOTO*





# Love Vs *Money* - is the paper worth it?

WORDS BY  
JENNIFER NOTOANE

What's Love got to do with it? 'Ain't nothing happening but the bill, you gotta have a J.O.B if you wana be with me' Last but not least 'Men lie, Women lie, but numbers don't lie' at some point in our lives we have all heard these words, either from our elders or friends. Money has become the most talked about asset, if you don't have you're not part of the elite, if you have it, your accepted anywhere 'kinda' like the slogan of MasterCard. I am not going to talk about that today though, I figured we all know what money looks like and what its use for, but do we really know the value of it?

I was raised by my late grandmother and one of the many lessons of life she left me was that money is meant to be spent and enjoyed while spending it. With that said I assumed that my late gran meant that I should always be happy to spend. I grew up and became wiser and finally got the gist of her wise words, 'don't let money make you, make money instead' always enjoy the little things the world has to offer and if you can afford and you want it, get it. Discovering this made me the most peaceful person ever, because finally for the first time in my life I understood why my gran was always so happy and lived each day as though it was her last.

Then I joined the corporate world and had 'bills' it became harder for me to fuse my concept of money with the level of life I was in, I started losing friends who thought I was better than them and gained friends that enjoyed flossing their bank accounts and making it rain, but I wasn't happy, simply because that was not me. Then the love aspect came into play. I had a man shower my account with monetary love, simply because according to him, my 'standard of living' made him think that a girl like me only wanted money to be happy, but what he failed to get is that the one thing I needed to be 'paid' was attention.

At some point in our lives we have all gone through those stages of growth and introspection, but sad thing is that not everyone has left high-school and varsity. We are blessed to be a generation of change

and opportunities, but somehow we are also becoming a generation of declined relationships. The average 20something year old man/woman feels pressure each day of his life, his/her main motto is to hustle hard and attain as much monetary value as he/she can get which includes the cars, clothes and success hoping that with that in hand the perfect man/woman will soon follow as easily as the money came. So eventually the woman/man comes and this 20something year old 'made it' brother/sister thinks I finally got everything, till one day the money fades and the girl/guy leaves, then it finally hits him that he needs to keep making money if he wants to be happy, on and on the cycle goes till he reaches his 30s and realises that he spent all his life chasing after the wrong things when all he should have been chasing in life is security.

Society has become ingrained with the concept that money can buy love and happiness, my answer is whoever said that probably had never felt the power of love and what it's capable of. Money does make life a lot simpler and comfortable, but it will never replace love. Every person has a purpose in life, some have found it and some are still seeking it. Being successful seems to be everyone's dream, but the main thing we should remember is 'what does success mean to you'. Your definition of life, love and money are eventually the core elements that assemble your life. Love is the purest of forms that can never be bought or chained. Among the blessings of love there is hardly one more exquisite than the sense that in uniting the beloved life to ours, we can watch over its happiness, bring comfort where hardship was and over memories of privation and suffering open the sweetest fountains of joy. With that said let me end with these words since love is the most noble and divine passion of the soul, so is it that to which we may justly attribute all the real satisfactions of life and without it, man is unfinished and unhappy. May your journey of finding love and security exceed your journey and need of attaining valuable objects!



# #PAUSE AND PONDER

Normal day seated by the television expecting to be enthralled by medical jargon and impassioned creativity by Shonda Rhimes in the series "Private Practice". I was met by an emotionally captivating episode whereby the individual casts were mourning the death of a colleague and it explored how the people were impacted by his life. As I watched, what followed was the irrefutable reality that struck a lasting chord: the fact that one day, YOU won't wake up.

Indeed it is a bittersweet truth to swallow, but one day you will not wake up. One day your temporary assignment on Earth will be over. Despite this being an inevitable truth, I could not help but realize how insignificant it is to harbour hatred, sadness, jealousy, envy and unforgiving emotions towards your past, a friend, parents or people who have caused you harm. It struck me that time is so precious, and so is the breath of life. But the question at hand is, how significant do I see it? I believe that our generation is living as though their temporary assignment has no expiration date, but it does. It is only when death meets us that we start/celebrate our first birthday to eternity. But we will only get there once we meet death or Jesus Christ returns. But even so, have you paused and pondered on the fact that, someone out there is waiting to be impacted by you? Someone out there is waiting to be forgiven by you? Someone out there is waiting to receive their breakthrough because you decided to share God (or your testimony) with them?

*"Do not withhold from those to whom it is due, when it is in your power to do it." –Proverbs3:27*

Sadly, we are living so outrageously that we die before we could make it. Like we have less appreciation for the breath we have. We have less appreciation for the people who surround us. We are so absorbed in some habits; we forget that we or they will not wake up one day. And when that day comes for either one of us, how much of an impact will we have made? Will they leave having received their blessings of being forgiven by us, loved by us, healed through our testimonies or impacted by us? Will we leave having blessed others with forgiveness for whatever they may have done towards us? What will they have benefited from us, once they leave? This perspective is a good speck of light that could get you to coast through life living out your very purpose.

We all believe that we are destined for greatness, but we seldom let that ooze out into our actions. Sure, living with this kind of perspective is not easy, but you cannot let the rough patches of life taint the goodness in you. There is a thing called habit, and maybe if we try making use of this speck of light until it is habitual, we will live having eased a lot of life's strains. It is possible; we just need to believe it. Not by just nodding and agreeing, but by living it.

The sky is never the limit. Earth is just a speck on a canvas. We are light years away from the bigger picture of the universe. Maybe if we let go of this mundane truth that "the sky is the limit" and think bigger, we will reach the apparent "unattainable heights". It is a mental attitude thing, really.

*"What would the world have lost if you had not been born? What will the world lack because you fail to live out your potential? Will you carry songs, books, inventions, cures or discoveries to your grave?" –Myles Munroe*

Just pause and ponder.

Lerato Maleswena

@LeeMales



# VIBRATIONAL UNIVERSE

## GOLDEN AGE

THE GOLDEN AGE

“When you die, you’re dead.” - This statement perfectly describes what I call the Body Reality -- the idea that perception, and what is accepted as truth, must be strictly limited to the five human senses. Unfortunately, broad agreement on this idea denies the existence of any spiritual concept, and denies a person access to their higher potential.

Where does inspiration come from? Where do love, joy, and zest for life come from? These higher feelings originate outside the Body Reality, and cause positive electro-chemical responses within our bodies. Does it seem preposterous to say that there is something beyond what we can sense with our physical bodies? Scientifically, it is absurd. But this idea has been around for a long time. Spiritual teachers and ancient texts speak of a “higher reality.” In Plato’s Republic, written over two thousand years ago, physical reality is explained by looking at the shadows on the wall of a cave. According to Plato, the non-material abstract ideas, and not the material world known to us through the five human senses, possess the highest and most fundamental kind of reality. Plato is referring to the invisible information systems that define the physical world, but which lie outside the Body Reality. We have recently seen an explosion of spiritual or metaphysical ideas into the mass consciousness. Books like *The Secret* have become international bestsellers. Why have these ideas become so popular? Because people are fed up with the current paradigm of scarcity, control from above, and contention. More and more people are waking up to their higher potential, and recognizing -- even if it is hard to describe in words -- that there is indeed a higher reality, a more positive, abundant, and joyful reality that is accessible to everyone! But the pathway to this new reality must include the right-brain and the intuition, and not just the left-brain, and the intellect.

According to the Body Reality, consciousness is just a bunch of neurons firing in the brain, and a human being is hamburger. But in this conception, electromagnetic impulses from the environment determine how we think and feel, and individuals are rendered powerless. Philosophies and societies based upon this belief turn human beings into biological robots, easily manipulated by mass media and authority figures. There is something wrong with that! Is there no reality other than the commonplace and ordinary routine of daily living? That is what are taught from the time we are children. We are taught to work hard, study, get a good job, and pay our taxes. Don’t rock the boat! Don’t think outside the lines. Accept that things are just the way they are. However,

more and more people are becoming dissatisfied with the status quo.

Look around the planet earth: our species is constantly engaged in conflict and war. The Gross Domestic Product (GDP) of earth -- a measure of the productivity of the human race -- is at least \$50 trillion dollars every year. Yet millions of people go hungry, and a large percentage of our resources and productivity is diverted to war, the financing of war, and the products of war.

Denial of our higher potential beyond the Body Reality has allowed this to happen. I use the word ‘denial’ purposely -- because each of us has a choice about what we think about ourselves.

Each one of us is a divine, spiritual being with almost unlimited potential. In order to tap into this potential, however, we must acknowledge that there is more to life than the humdrum of the Body Reality. Every culture on earth has understood that consciousness is not biologically dependent. Once our societies acknowledge this, we can access the higher reality that surrounds us and improve conditions on the planet. The human race is currently operating at a fraction of its true potential, because we have allowed those without knowledge of self to ascend to positions of power. Our leaders and authority figures are firmly rooted in the Body Reality. Even enlightened authority figures who dare to reference spirituality, or spiritual concepts, are widely ridiculed in the mass media.

We are now sitting on free energy technology, medical breakthroughs, and a new set of physical laws that could create a Golden Age on earth. All that is needed to reach this higher reality is a subtle leap of awareness beyond the limitations of the Body Reality. Fortunately, millions of people on our planet are waking up to the idea that life transcends the electromagnetic impulses from our body’s receptor cells. The evolution of consciousness on planet earth is gradually returning us to a unified view of life and the universe that is in greater alignment with universal principles.

“Denial of our higher potential beyond the Body Reality has allowed this to happen. I use the word ‘denial’ purposely -- because each of us has a choice about what we think about ourselves.”





# AWAKENING

The massive human population increase over the past century is creating a sort of critical mass of consciousness. Critical mass is a term that just means the size or amount of something that is required before an event can take place. This awakening is occurring under the radar of the mass media, governments, and other established structures. It is happening outside the Body Reality, from within an invisible field of subtle energy that surrounds and permeates the planet.

The human race is approaching a subtle but powerful denouement. For thousands of years we have been content to let authority figures control the course of events, largely through force and coercion. But now, on the supercomputers of those who are looking, this denouement is evident. Life on earth is going somewhere beyond the established boundaries, and this is a very good thing! Individuals are re-discovering their connection to a higher consciousness. Why is this important? Because, once you realize that your self-awareness does not come from the body, you become more than just a collection of neurons and protoplasm.

This recognition turns hatred to love, intolerance to compassion, and worry and anxiety to peace. Such a person becomes less anxious and more self confident. You become more creative, more intuitive, and life gets easier. You perceive beyond the artificial boundaries of the nation, and become a citizen of the planet earth, ready to cooperate with others locally, and on a national and planetary scale.

Deep within us is the latent understanding of our Spiritual origins, and the existence of universal laws that are based upon the quintessential unity of spirit and matter. These laws unfold from an underlying, but invisible substrate that permeates and composes all things. Quantum physicist David Bohm calls this invisible substrate the Implicate Order, and says:

*“there is a universal flux that cannot be defined explicitly, but which can be known only implicitly, as indicated by the explicitly definable forms and shapes, some stable and some unstable, that can be abstracted from the universal flux. In this flow, [which Bohm calls the holomovement] mind and matter are not separate substances. Rather, they are different aspects of one whole and unbroken movement.” -- David Bohm, Wholeness and the Implicate Order(p. 14)*


In other words mind, spirit, and matter are unified, even though this is not evident from within the Body Reality. Within Bohm's Implicate Order are a set of universal principles that cannot be discovered only

through scientific investigation and experimentation. To see the entire picture, one must combine intellect, logic, and scientific investigation (left brain) with intuition (right brain). The great Masters who have walked the earth, such as the Buddha and Jesus the Christ, have attempted to explain these laws to us. All cultures on earth have had this idea -- that beyond the commonplace reality of the body is a larger, better, more inspiring, and unified world awaiting us.

Sacred texts from every culture have attempted to describe universal laws that should apply to everyone and everything. Throughout history, philosophy and metaphysics have attempted to unify the Implicate (invisible) and the Explicate (observable) orders. Theoretical physicists have also gotten into the act! These scientists are trying to come up with a “Theory of Everything” that will unify relativity -- which describes the behavior of matter and energy in the observable world -- and quantum mechanics, which describes the properties of the sub-atomic world. For thousands of years science, philosophy, religion, and metaphysics have been attempting to access the invisible, higher reality beyond the Body Reality; and to understand the fundamental universal principles that describe life, the universe, and everything. This information is now widely available, if you know where to look. If there are universal principles, they must be senior to man-made laws. They must apply everywhere, to all persons regardless of their social or economic status. Those who have somehow (even unknowingly) glommed onto them become successful. Those who ignore them, fail.

The second mission of this website is to describe these universal principles in a practical context, and how they can be used realistically in life for happiness and success. It doesn't matter if you are a trained scientist or a high school dropout; a successful businesswoman or a homemaker; a teacher or a student. The quality of your life in every area reflects how successful you have been in applying them. Apparently, universal laws transcend man-made laws. That is why a wealthy person can be miserable; and a poor person happy. I believe that the universe was designed to support every one of your choices, and that it is possible for every individual to realize their dreams. Every individual is sovereign!

Happy and successful people understand this instinctively. If you don't believe that your choices have meaning, then what are you doing here? The only way to live powerfully is to embrace life and to believe in yourself!

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“I believe that the universe was designed to support every one of your choices, and that it is possible for every individual to realize their dreams. Every individual is sovereign!”





PHOTOGRAPHY & ART DIRECTOR: EL REY FOTO

This is dangerous (but exciting!) stuff, ladies and gentlemen, for it frees a human being from the dogma of currently established governments, so-called authority figures and experts, and religions, all of which seem to care more about money, control, and power than on making the world a better place.

It is time for humanity to end its dependency on authority figures! Authority, in whatever form it takes, has merely filled the vacuum created by the great hunger of the race for guidance. But guidance from above is only necessary when individuals lack self worth and self trust. The time for that is now past! Each and every one of us must learn to think for ourselves, and consult that kernel of divine wisdom that exists within each one of us. It is time for humanity to grow up! And that can only happen when each of us understands that we are more than a collection of firing neurons, blood and bones. The deluded philosophies of behaviorists, mechanists, and materialists have had their day, and are on their way out as a growing movement of higher consciousness takes root amongst the population of our planet.

## HUMAN CONSCIOUSNESS IS RAPIDLY APPROACHING A TIPPING POINT

Our species has not yet established a true civilization. The basic requirements of a civilized society is intra-species cooperation; based upon mutual respect and a shared concern for the welfare of all, the species that share our planet, and the planet herself. Mankind's current governmental, religious and corporate structures are hierarchic and controlling, where a few at the top make decisions for the rest. This is how the thousands can rule the billions, and why our societies, and our planet, has reached only a fraction of its true potential. Controlling, hierarchical structures can only exist when individuals give up their power. This was described perfectly by Erich Fromm back in 1941, in his seminal book "Escape From Freedom." The dogma, prevarication, duplicity, and outright lies that pervade our political, economic, and religious structures result when individuals allow those without awareness of self to ascend to positions of authority. This problem will be solved when enough of us begin to understand our inherent spiritual nature, which results in a feeling of self worth. Worthy citizens will elect worthy representatives! The third mission of this website is to help you to step back into your personal power.

You won't find any secret codes or magic formulas on this website. You won't find the 12 magical steps to happiness and wealth, because such a formula doesn't exist. You can't put happiness and success into a one-size-fits-all system, because it would take away your power! YOU ARE HERE TO FIND YOUR OWN WAY, and in

that personal search, to find yourself. That discovery is what true success is, and it will result in all the happiness, inspiration, and passion you have ever imagined. Life is designed to be a creative workshop, in which every individual gets to find their own path to personal power and success. You get to define what success is for you, and the universe will back you up in every decision you make!

On this website you will find an intelligent and inspiring framework for understanding why life is the way it is, and how to determine what you want and where you are going in your personal life.

## PARADIGM SHIFT

The lesson of the past 5,000 years of human history is that a true paradigm shift in consciousness cannot come about only through scientific ideas. Copernicus's realization that the earth revolves about the sun, Einstein's theory of relativity, and quantum mechanics have revolutionized the way we view the universe. However, these great ideas have not led to spiritual and emotional advancement. We are still exploiting and killing each other in the 21st century just as we did in 3000 BC.

What is needed is a shift of consciousness on a broad scale. Fortunately, the human population is now approaching a sort of "critical mass" and the people are awakening. For a brief period of time, we have a unique opportunity to change the current destructive paradigm, and create a new world. A positive shift in consciousness must come from within, from the inner recognition of one's inherent spiritual nature. But how can a planetary consciousness shift occur, when the current media structures are controlled by the old order?

## THE QUIET REVOLUTION

### Through social networking.

A social network is all of the people you know. Every country has thousands or millions of social networks, and they all overlap. The world wide web connects them all. These networks are spontaneous and people-created, unregulated by government or authority. Because of mobile technology, instant messaging, email and the internet, human beings are now in almost instant communication on a planetary scale. Today, an idea can spread rapidly within your network and between networks. Millions of people quietly, voluntarily and positively influencing their social networks has the same effect as one or two people reaching millions of people on the Oprah or Larry King show.

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Within the past several decades, a Quiet Revolution has occurred. Our societies have been re-organized, right under our noses! We the people are sitting on a power base that can be utilized to literally change the world in a very short period of time.

We are no longer dependent upon governments, religions, or authority figures, but we haven't figured that out yet! We still look to politicians in Washington D.C. (or wherever you are in the world) to set the agenda. But this hierarchical model is outdated. More and more people are simply opting out of the matrix, creating the possibility for an evolution in consciousness and a new paradigm of thought. How did the current paradigm get established?

Long ago in the evolution of our species, a tipping point in thought was reached. A tipping point is defined as the critical point in an evolving situation that leads to a new and irreversible development. It is impossible to pinpoint exactly where or when in history this occurred. However it happened, our species consciousness began to resonate to the memes of hierarchy, control, victimization, and "follow the leader." (a meme is a self-replicating idea that is transferred from person to person, like a new fad or fashion. Memes can be any idea or concept that becomes broadly accepted).

Argumentation, competition, and conflict emerged as the primary method of problem resolution within and between human societies. These memes became vibrationally dominant in our consciousness and have been passed down from generation to generation, not because they are inherent to human nature or superior in any way, but merely because they were continuously propagated. In other words, the history of our species has resulted from a habitual way of thinking. But habits are not natural laws! Habits of thought and belief exist only because we continuously pay them homage. Our species is like the dog and the invisible fence. The dog stops because it believes it must, even though it could step over the line at any time. We need to begin thinking more positively, and that requires us to question the old ways of being and doing, which are represented by authority and tradition. If we want positive change, we must positively change our way of thinking!

How can thoughts and ideas become dominant and accepted within an entire species? Through the process of vibrational entrainment.

## THE VIBRATIONAL UNIVERSE CONCEPT

The current species consciousness of mankind is based around self-limiting ideas, such as, "you are born with Original Sin (or karma)" meaning that your soul is tainted before you take your first breath. We are told that things

never work out the way you want them to that you must work hard for everything you get. This means, of course, that it is necessary to comply with some code or dogma that has been handed down from On High by some authority figure or established institution. From our very first breath, each of us is immersed in a sea of these thoughts. Every new generation comes in fresh but eventually, after years and years of exposure, inevitably acclimates and unconsciously accepts these ideas. And that is perfectly understandable.

Have you ever been with a group of people who all had the same idea, while yours was different? Didn't you feel a pressure to change your mind even though you didn't want to?

I call this phenomenon vibrational entrainment. It results in peer pressure, and karmic situations that seem to require our obedience. On a planetary scale, we all succumb to it.

Entrainment is defined as the tendency for two oscillating bodies to lock into phase so that both vibrate in harmony. The discovery of entrainment is linked to the Dutch scientist Christian Huygens. While working on the design of the pendulum clock, Huygens discovered that when two clocks were placed on a wall near each other and their pendulums swung at different rates, they would eventually wind up swinging at the same rate. This occurs because of their mutual influence on one another. The vibrational universe concept revolves around the idea that internally, the atom is 99.99999% space: a tiny nucleus surrounded by electrons that oscillate madly around it. Internally, then, the atom is in motion within itself and can be considered to be a vibration, for a vibration is defined as motion through a medium. That medium is the underlying excitation of the quantum field. The dual particle and wave nature of light reflects the idea that the visible phenomenon of our world has an underlying vibrational component. And since all matter and energy is atomic, the universe itself can be considered inherently vibrational.

The quantum physicist David Bohm, in his book "Wholeness and the Implicate Order," describes it this way:

*"what we call empty space contains an immense background of energy, and that matter as we know it is a small, quantized wavelike excitation on top of this background, rather like a tiny ripple on a vast sea." (p. 242)*

The vibrational universe concept states that thoughts and emotions are also vibrational. This is not such a great leap of the imagination, for the receptor cells of the human senses are atomic. Therefore, perception, and reality itself, is an interfacing of vibrations. Bohm says:

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*"there is a universal flux that cannot be defined explicitly, but which can be known only implicitly, as indicated by the explicitly definable forms and shapes, some stable and some unstable, that can be abstracted from the universal flux. In this flow, [which Bohm calls the holomovement] mind and matter are not separate substances. Rather, they are different aspects of one whole and unbroken movement." (p. 14)*

In a vibrational universe, it is possible for one vibration to entrain another. For example, one bell in a room full of bells, when struck, will generate a sympathetic response from all of the bells attuned to that note. Although two vibrations will come into balance, the more powerful vibration entrains the weaker one, because the stronger one has greater influence. This is why you feel a "pressure" to conform when there is broad agreement. That agreement, however, is not always in your best interests. Positive emotion is inherently more powerful than negative emotion, because it is a higher frequency.

Therefore, the adoption of a positive vibration must inevitably sublimate a lower one. That is why we have the saying "love always conquers hate." Hate is a lower harmonic of the vibration of love. All negative emotion finds its power in positive emotion, because darkness is just an absence of Light.

Mankind resonates to victimization, scarcity and conflict not because it is inherently more powerful, but because it is the currently established vibrational pattern. Because so many individuals resonate to these outdated and irrational concepts, it has become the dominant vibration on our planet, entraining thought and action to it. Centuries of use have established these nutty beliefs as tradition, and thereby, engendered almost unquestioned acceptance. Here is the origin of patriotism and similar ideas that justify the waging of war and the pollution and destruction of our planet.

Have you ever wondered why every new generation rebels against the old one? The genesis of this rebellion is the spiritual knowledge with which we are all born. The knowledge that life is sacred and that cooperation and abundance are inherent, and the birthright of every human being.

By changing individual awareness, we may establish a powerful new vibration around the concepts of cooperation, harmony, prosperity and the recognition of individual self-worth.

In the past, this was simply not possible on a broad enough scale, because of technological limitations. But it is now!

We have, for a moment, a window of opportunity to create a new paradigm. These opportunities come along only once every several millennia.

We must take advantage of it!

Human nature is not barbaric and savage. That is a myth foisted upon the human race by deluded people who believe that when you die, you're dead, and by other insecure and frightened power seekers who, in their fear and disconnection, believe in hierarchy and domination. This core belief is what has stopped the human race in its tracks. It is the fundamental lie behind the stupidity and destruction of our species, because it is the direct opposite of the Truth of our spiritual heritage.

The human population is growing and more and more people are rejecting the old values of deceit, dishonesty, competition and war. Our species is rapidly approaching a new tipping point, where a quantum leap in consciousness is possible; one based on cooperation and mutual acknowledgement of the intrinsic worth of every human being.

The only question is, are we smart enough to take advantage of this unique opportunity? I believe we are, and that the human race is headed toward an evolutionary leap in awareness. The Old Order recognizes this development and is resisting in the only way it knows how: through the tired old practices of fear, control, and war. We can no longer rely on governments and religions to guide us. All of us, individually, must step into our personal power, and thus reclaim back our government, and our societies, and raise the standard of our personal lives.

It's a big job that can only be accomplished one heart at a time.

The Big Picture is dedicated to establishing a new resonance of thought on our planet. Welcome aboard!

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# Ways To Raise Your Vibration in Five Minutes Or Less



The most sustainable way to alter your destiny is by changing your vibration slowly through positive thought. Sustained positive beliefs, coupled with positive expectation, are a surefire way to consistently keep good things coming into your experience. But what if you want faster, more effective results? Here are 5 ways to boost your vibrational quotient, fast.

**MEDITATE!!** If I could name one thing that every single human being should be doing, this would be it. After eating, drinking water, and sleeping, this should be the next biggest priority in your life. Check out previous posts for how to meditate and what to expect, but basically, this is THE most effective way to cause a quantum leap in your energy vibration. When you stop thought, you stop negative thought, and Source energy can begin to flood through you. You'll FEEL it – deeper breathing, relaxed muscles (or the opposite with involuntary muscle movements, which just means you are releasing resistance), a flash of light, an intuitive hit or thought that occurs to you, or even just a feeling of peace. These are all signs that your meditation efforts are working. It takes a while to experience these things, so keep at it.

**VISUALIZE.** Close your eyes, relax, and imagine the circumstances you are wishing to create. Don't do it with the forced intention of trying to make something happen, or trying to tell the Universe what you want – it already knows, so trust that what you want has already happened in a vibrational reality somewhere. The point of visualizing is for the pleasure of it. The act of being purely focused on something that makes you happy (without any ulterior motives) is an excellent way to raise vibration.

**BREATHE.** As cliché as it sounds, the old yogic saying is still true today: breath is life. All the cells of your body are crying out for oxygen all the time. Fortunately, your body handles this for you most of the time without your consciously thinking about it. But in times of increased stress, extra oxygen in your cells helps every single process in your body – metabolism, excretion, brain function, releasing of toxins, and so on. So focus on your breathing – take a deep breath, and then take in a little more oxygen. Don't exhale just yet – even if your lungs feel full, take in a little more. And then a little more. Then just exhale slowly. Enjoy it. Your breath is the most tactile, visceral way for you to feel the cyclical, rhythmic ebb and flow of Energy pulsing through you.

**LOVE.** Thoughts of love (not necessarily the romantic kind, but rather love as in pure appreciation) vibrate higher than any other emotion. Period. You (in your non-physical form) are essentially unlimited love, joy, and abundance. Everything that everyone wants in their life is because they think it will give them a taste of these things – love, freedom, and joy. The basis of your life is freedom. The purpose of your life is joy. That is why you are here. So find something, anything that you love and just fixate completely on it for a few minutes. It doesn't matter what the object of your love is – just feeling the emotion purely will raise your vibration.

And, finally, **SLEEP.** This one is tricky. When you sleep, your consciousness merges with Source energy; that is how it draws strength and sustains itself for when it must accompany you during your waking hours. If you are usually in pure positive appreciation, and loving your life, your Consciousness likes staying awake, as it experiences joy along with you. Sometimes the most aligned people need the least amount of sleep. When you are in a constant state of negative emotion and resistance, however, your Consciousness demands a break from all of the negativity more often, and you feel tired and the need for more

sleep. When you sleep, you release resistance. But unlike meditation, when you wake up you return to your original vibration; when you come out of meditation on the other hand, your vibration remains higher (this is how meditation differs from sleep).

One caveat to this: wanting sleep does not always mean you are vibrating very negatively. Sometimes, if someone's desires are very strong and the Energy is moving very fast, the fast moving energy stream can cause you to feel tired if you are not “keeping up” with You. In other words, if you are not in an allowing place in which you believe your desires are manifesting, it can cause a gap between where you want to be and where you are. This can cause a feeling of fatigue, because you are summoning more and more energy, but are not in a state of relaxed allowing. Sleep can temporarily relieve some of that resistance and let you close the gap. There you have it – 5 easy (and fun) ways to raise your vibration. Try one or two that appeal to you. Then try all of them over the course of a few days or weeks to see what works best for you!





# THE YOUTH WAGE SUBSIDY

With so many young people without jobs in South Africa, some plans have been suggested by some organisations and parties to bring about a way for some sort of motivational funding to employers and young people to create more job opportunities for the youth. The Youth Wage Subsidy is one of those plans which have been suggested to treasury and the ruling government to initiate. The plan is long overdue because some organisations do not feel that the plan is feasible. *gbook* magazine went about drafting a few questions to ask the DA Youth about this initiative and if implemented, how it can assist the youth of this country in creating jobs.

## 1. What is the youth wage subsidy?

The Youth Wage Subsidy is a tax incentive targeted at young jobseekers. It is only available to a business if they hire one or more young jobseekers on a full-time employment contract.

## 2. What are the organisation's main aims and goals about this project?

In 2011, the unemployment rate for 18 to 29 year olds has increased by 8.8%. We now have 3.2 million people between the ages of 15 and 34 who are unemployed. Roughly 70% of unemployed people are between the ages of 15 and 34. Youth unemployment stands at roughly 60%

if discouraged work seekers are counted in as well Treasury's report found that 423 000 young people would benefit from this policy.

### The 423 000 beneficiaries are:

- 133 000 sustainable jobs will be created directly as a result of the subsidy.
- 45 000 temporary jobs would be created directly as a result of the subsidy.
- 245 000 jobs would have been created anyway, but would be partly subsidised by the programme

## 3. What selection criteria does the organisation have when choosing the youth which will benefit from the project?

### People already employed between the age of 18 and 24:

- A one-year subsidy to workers earning below the personal income tax threshold (assumed to be R60 000 per year). For existing workers (which includes the second year subsidy for 'new' workers) the subsidy

### New employees between the age of 18 and 29:

- A two year subsidy for new workers earning below the personal income tax threshold (assumed to be R60 000 per year)
- For new workers the first year subsidy is 50% of the wage up to R24 000 before tapering to zero at R60 000
- The second year subsidy for new workers functions as an existing worker subsidy.

## 4. What is the involvement of the host community (local citizens) in the project?

The Youth Wage Subsidy could provide important support to key sectors of the Small medium enterprises (SME) community. It stands to benefit business services, tourism and our often struggling manufacturing firms, which are regarded by government as having potential growth. It will help with youth unemployment.

## 5. Has the project been implemented before? If so what was the benefit of those involved.

Around 48 countries have used some variation of a wage subsidy, including:

- **Singapore:** Singapore implemented a youth wage subsidy as the recession of 2009 struck and managed to avert serious job losses because of that.
- **United Kingdom:** Youth unemployment fell by between 5 and 11%.
- **Chile:** 115 000 jobs created in five

years (much smaller country than ours)

- **Argentina:** 50% of participants in the programme became permanently employed

## The Western Cape equivalent of the youth wage subsidy is called the Work and Skills for 100 000 programme

- It facilitates youth employment by providing young people with opportunities for on-the-job training, drastically increasing their chances of finding jobs down the line.
- It targets people between 18 and 35 with matric or an equivalent level of education get six months of work experience
- A R1000-per-month stipend is paid directly to the worker to supplement their salary
- The objective of the programme is for 80% of workers to be retained in employment
- Since 2009, 2500 young people have benefited.
- Examples of employers: Prestige Clothing, Radisson Blu Hotel, Shoprite and the CTICC
- Provincial governments have very little money for economic development because it is a national competence so national government receives the tax money in this area
- This leaves the province with only R9m to spend on the subsidy per year
- If we were in power at national level we would implement the Youth Wage Subsidy as designed by Treasury

## 6. Does the organisation provide pre-programme training and post-programme support for the youth involved?

**Pre- Employment Employability skills:** this programme would entail CV preparations, career choice discussions, personal presentation skills, IT skills, application for an ID book and job search skills.

**Placement Incentive:** the objective of this programme is to stimulate the placement sector to be innovative in

preparing and placing matric graduates into post-school opportunities that improve their employment prospects. It entails post-school learning, matching public opportunities and private sector opportunities.

## 7. What has hindered the implementation of this organisation in other regions?

It has been stuck in NEDLAC for two years now. We have tried conversations with the President and with COSATU, neither have been successful. We will do all we can to make this proposal happen. COSATU is defending its own interests at the expense of other. The bottom line is that this policy can help 423 000 young people.


## 8. Is there any other information that the youth should know about this project?

- The biggest problems facing youth employment is that they lack the skills to become employed and that they lack experience in the workplace.
- The youth wage subsidy would reduce the financial costs of firms hiring youths without knowledge of their productivity and at the same time make the training of those employees more affordable.
- Research has shown that someone who has work experience is three times more likely to find work than someone who has no experience.

## 9. Last words? (What words of encouragement can you say to the youth that would motivate their involvement in this project?)

- Youth wage subsidy will ensure that people just below the minimum skill threshold are absorbed into the workforce.
- A DA government would put in much more, which would increase the amount of people who would benefit.





**YOU HAVEN'T MET YOURSELF YET. BUT THE ADVANTAGE TO MEETING OTHERS IN THE MEANTIME IS THAT ONE OF THEM MAY PRESENT YOU TO YOURSELF.** EXAMINE THE NATURE OF EVERYTHING YOU OBSERVE. FOR INSTANCE, YOU MIGHT FIND YOURSELF WALKING THROUGH A DREAM PARKING LOT. **AND YES, THOSE ARE DREAM FEET INSIDE OF YOUR DREAM SHOES. PART OF YOUR DREAM SELF. AND SO, THE PERSON THAT YOU APPEAR TO BE IN THE DREAM CANNOT BE WHO YOU REALLY ARE. THIS IS AN IMAGE, A MENTAL MODEL.** - STEVE BRUDNIAK

PHOTOGRAPHY & ART DIRECTOR : *EL REY FOTO*





PHOTOGRAPHY & ART DIRECTOR: BIRTHED MEDIA

# g FASHION

Everything you need to know about fashion this fall // **TRENDING STORES**  
• 2013 EXHALE MUST HAVE ACCESSORIES • **MEN'S FASHION TREND** • FASHION INTERVIEW • **GROOMING** • FASHION  
TRENDS 2014 • **JOAN STYLE MAD MEN**



PHOTOGRAPHY & ART DIRECTOR: EL REY FOTO



# Trending stores

## Dirty Lolli Clothing

Words by  
Barileng Exhale-Ratsela

Dirty lolli clothing brand is an urban lifestyle brand that comes originally from Pretoria. The brand expresses feeling of playfulness and enjoyment, its young, fresh, vibrant and flamboyant. What really makes DLCLB stand out is the designs, As it really uses extreme colours, sharp eye and catching graphics. The brand has diversity of colour ranges compromising for all moods, personalities and most outfits. The DLCLB collection includes:

- T-shirts
- LED binary watches
- Snapback fitted caps
- Sweaters
- Henleys
- Coloured belts



80's — 90's — 00's — next week

dirtylolli, defining fashion from now on.

BUILDING BRANDS



### Contact details

Contact number: 0726279588  
Facebook: dirty lolli clothing brand  
Email: ofentse@dirtylolli.com

Also available at wonderpark shopping mall



Trending stores  
 Dirty Lolli Clothing - Winter collection



Sweater



dirty laundry denim



Long sleeve T-shirt

2013 EXHALE MUST HAVE ACCESSORIES





# Trending stores

## Dirty Loli Clothing - Location



### Dirty Loli Clothing Brand store at wonderpark shopping centre

Imagine standing here for 10 hours, smiling to not just your customers but everyone who is passing by, cause the truth is they could also be your potential customers. Spending time designing new collections only to find out that's not what people want, paying a rent on a stall only to find out that hey its "January" therefore people aren't really looking to buying clothing now then u know that you screwed for the whole month, spending hours convincing a person to buy your brand and not other brands that have been in the same industry for decades is really not easy. As young people we are always worried about having that "me time" and we forget in order to pursue our dreams and goals we have to compromise other things and what I learned from the owner of this store is nothing is easy nor impossible but by holding on and not throwing in the towel you will make it and also understanding that sometimes things get hard and difficult when u are closer to reaching you goals and dreams thus to all the young entrepreneurs stand firm don't give up now because things are hard , maybe this may be your last test to your goals.

# GPEOPLE



I was very fortunate enough to be invited to Gail and Kabelo wonderful wedding at Hanswater which was about 80km from kimberly, and I must say that it was a very beautiful venue, very classy but glamorous ,the wedding was attended by Gails fellow colleagues from the wild and also friends from SA Idols, with Funeka (who was a contestant during idols season 8) being one of her bridesmaids and former top billing presenter Tumisho who was the MC. I have to say that everything from the brides dress to making her way to the venue with a horse carriage, to the food, and a live jazz band. It was really done to perfection and we really wish them a very long lasting wonderful marriage. My God bless them.

From the left: Gail Nkoane, Kabelo mabelane and Barileng Exhale-Ratsela

## EXHALE COLOUR MATCH VICTORIANS



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**FASHION UPDATES BY EXHALE**  
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# MEN'S

# Fashion Trend: Bomber Jackets

2

## Introduction

The bomber jacket is just one of many menswear pieces whose heritage is cemented within the armed forces. Similar to the pea, trench and parka coats, the bomber has a timeless appeal that transcends years, styles and trends; born out of military means and adapted to form part of popular culture. This timeless quality makes the bomber well worth investing in if you have a penchant for classic, enduring personal style. Traditionally identified by its waist length, knitted waistband/cuffs and front zip closure the bomber has been reinvented and reinvigorated in various forms. From the orange lined MA-1 to the tartan lined Harrington, the basic bomber silhouette has played part in a number of classic takes that have gone down in menswear history and continue to be worn today. The bomber's continued popularity is not surprising, with prominent style icons both old and new having been pictured in one at some point in time. Whether it's the inimitable Messrs Steve McQueen and James Dean, or the new kid on the block Ryan Gosling (who could forget that gold scorpion motif bomber in 'Drive?'), the jacket can certainly be counted among menswear royalty.

## Bomber Jacket Trend

This year's most popular iteration is almost a baseball-bomber hybrid. The jacket has retained the aforementioned characteristics of a classic bomber but a round collar is widely used in place of, say, a Harrington version that could be popped or a shearling one akin to those seen on aviator silhouettes. The round collar, of course, is nothing ground-breaking. The classic MA-1 made use of a round collar, but the slimmed down shape and louche tailored feel echoes the sports luxe influences that have dominated menswear over the past year.

**Print has also played a big part in updating the jacket's aesthetic.** Love it or loath it, camouflage has been a firm favourite of designers when it comes to decorating the piece – paying homage to its military heritage. Paisley has also been prevalent among retailers, which adds a decadent edge that belies the jacket's militaristic roots

1



A luxe bomber is a suave and sophisticated piece that will carry your casual wear from day to night. A texture-blocked version with leather sleeves in a dark or neutral colour is what you should be looking for if opting for this effect. Keep the rest of your outfit simple and let the jacket stand out as the focal point of the look. A plain white tee and bomber pairing is timelessly cool, not unlike the white tee and leather jacket equivalent. Finish off with a pair of slim jeans and some leather boots. The brown and red hues in the versions below pick out the navy that is prevalent elsewhere in the look whilst also complementing the leather sleeves on the jacket. Where accessories are concerned, a lightweight print scarf is perfect for bringing some individuality and flamboyance (if that echoes your personal style more accurately) to an ensemble:

- Levis Vintage Clothing Mens 1960s Patch Pocket Cotton T-shirt
- Paul Smith Leather-sleeved Textured-weave Wool-blend Bomber Jacket
- Allsaints Machida Iggy Jeans
- Topman Ben Sherman Ezra Desert Boots



A printed bomber jacket can make a bold statement. With print being arguably the most prominent menswear trend of both 2012 and 2013, opting for a pattern shows familiarity with current industry influences. This style of bomber is ultimately a casual piece and works best when utilised as such. Matching it with a simple sweatshirt, black jeans and pair of sneakers references another major trend: sports luxe, whilst the print in the bomber ensures the look is neither slovenly nor ordinary:

- Allsaints Sprint Crew Sweater
- Asos Bomber Jacket With Faux Leather Sleeves
- Nike Mens Blazer Mid Vintage Sneaker
- Reiss Indiana Coated Denim Black

3



Add a smarter edge to your outfit by layering a plain white shirt, grey cardigan and navy knitted tie underneath a bold coloured bomber. Loosen up the tie knot slightly and undo the top button to retain a relaxed yet refined aesthetic. Finish with slim navy chinos and brown leather Derbies to complete a great smart-casual look:

- Orlebar Brown Flemming Linen And Cotton-blend Shirt
- Reiss 1971 Bredon Long Sleeve Logo Cardigan Marl Grey
- Navy Knitted Tie
- Topman Red Aztec Trim Bomber Jacket
- Dockers Navy Stretch Cotton D0 Slim Chinos
- H By Hudson Gould Tan Leather Derby Shoes







As spring eventually turns into summer, utilise a lightweight bomber when the temperature drops at night. Equally, carry one with you on those days when you're not quite sure how dependable the sun is feeling (i.e. most).

A printed polo provides the much needed spark beneath the jacket and serves as a standout piece when the bomber is removed. A pair of tailored shorts and loafers (tip: tassels scream dandy) finish off this casual, high summer look:

- Asos Polo With All Over Ditsy Print
- Hentsch Man Cotton And Linen-blend Bomber Jacket
- Grenson Marcel Chocolate Suede Tassel Loafers
- Alexander Mcqueen Buckle Detail Shorts 141616

## Conclusion

Having cemented their place on the runways for a number of seasons now, the bomber is a true year-round essential. Able to be dressed up or down with relative ease, this is a piece of outerwear that will see you through the transitional season and right into summer, making it a great alternative to the much revered denim jacket.

With the backing of some of the better known style icons out there, surely the bomber jacket is a worthy addition to any modern wardrobe? One thing is for sure, this military-born classic is set to take flight during 2013.

# Men's Bomber Jackets





# Spoilt Rotten

FASHION INTERVIEW

# The Brand and the man behind it...



Words By Khutso Edmund Mataboge //  
Photography by Birthed Media





This Autumn I was privileged to chat with a young entrepreneur that is nuts about fashion. This kid resides in Witbank and wants to bring in a fresh look into the industry with his brand called Spoilt Rotten. During our chat I got to know both the man behind the brand and the brand itself. His name is Nandi Ntokoza Malinga and this is what went down...

**What is Spoilt Rotten?**

*Spoilt Rotten is a brand established by someone who speaks volumes about his own label. It's a representation of a perfect upbringing laced up with a stylish gentleman that wants to project his clean cut swag of affairs when it comes to dressing. Spoilt rotten endorses a fun, unlimited age group and extremely expensive individual or bunch. It's for the happy on the go boys and girls that were born to brag and swag.*

**What exactly does Spoilt Rotten cater?**

*We cater hip urban wear from wife beater tank tops, v-neck, graphic round tees, crew necks, hoddies and snap backs.*

**What makes Spoilt rotten unique from all other brands out there?**

*Spoilt Rotten is unique for its creative design of tees and urban wear for both males and females, young and old.*

**Please elaborate on that. How exactly is the design shown on urban wear?**

*Urban is street and right now street is swag. Our kid is a perfect example of a cheesy swagger boy.*

**What inspired you to do this?**

*I was inspired by people who always commented on how I wear and chose outfits. A few of them would say that I am spoilt because of all the clothes I have hence the name Spoilt Rotten.*

**So where do you see Spoilt Rotten in 5 years or so?**

*I see Spoilt Rotten in its own store, helping win multiple urban wear awards. I see it being one of SA's biggest urban brands that artists in the music game will wear such as my favourite rappers Khuli Chana, AB Crazy and many more.*

**Do you believe it could reach the international market, having clothes in places like Paris, China and so forth?**

*Indeed I believe so, for it's not by my power but the Lord's that we are where we are now and where we are going.*

**Are there any fashion designers or trend setters that you look up to?**

*Of course, a trend setter would have to be Mr. Siya Ngekwazi aka Scoop, designer would be David Tlale because I grew up seeing him grow which inspires me that with hard work comes great rewards. I look up to my older brother Thabiso Mabogoane as well who has set trends in Witbank. Overseas would have to be Lil Wayne and Kanye West.*

**Did you go to school for this sort of thing or are you just learning about the industry as you go along?**

*I'm learning as I go along which makes it so exciting.*

**Is there any advice you would like to give to people that want to venture in this sort of thing?**

*Hmm, wow, I never thought I would give advice but what I can say is that if you love it then go for it. Be creative and spontaneous you know. Do not be afraid to try new things. We started a comic strip on t-shirts and well it was a risk but the outcome has been awesome, so yeah, believe in God first in all things.*

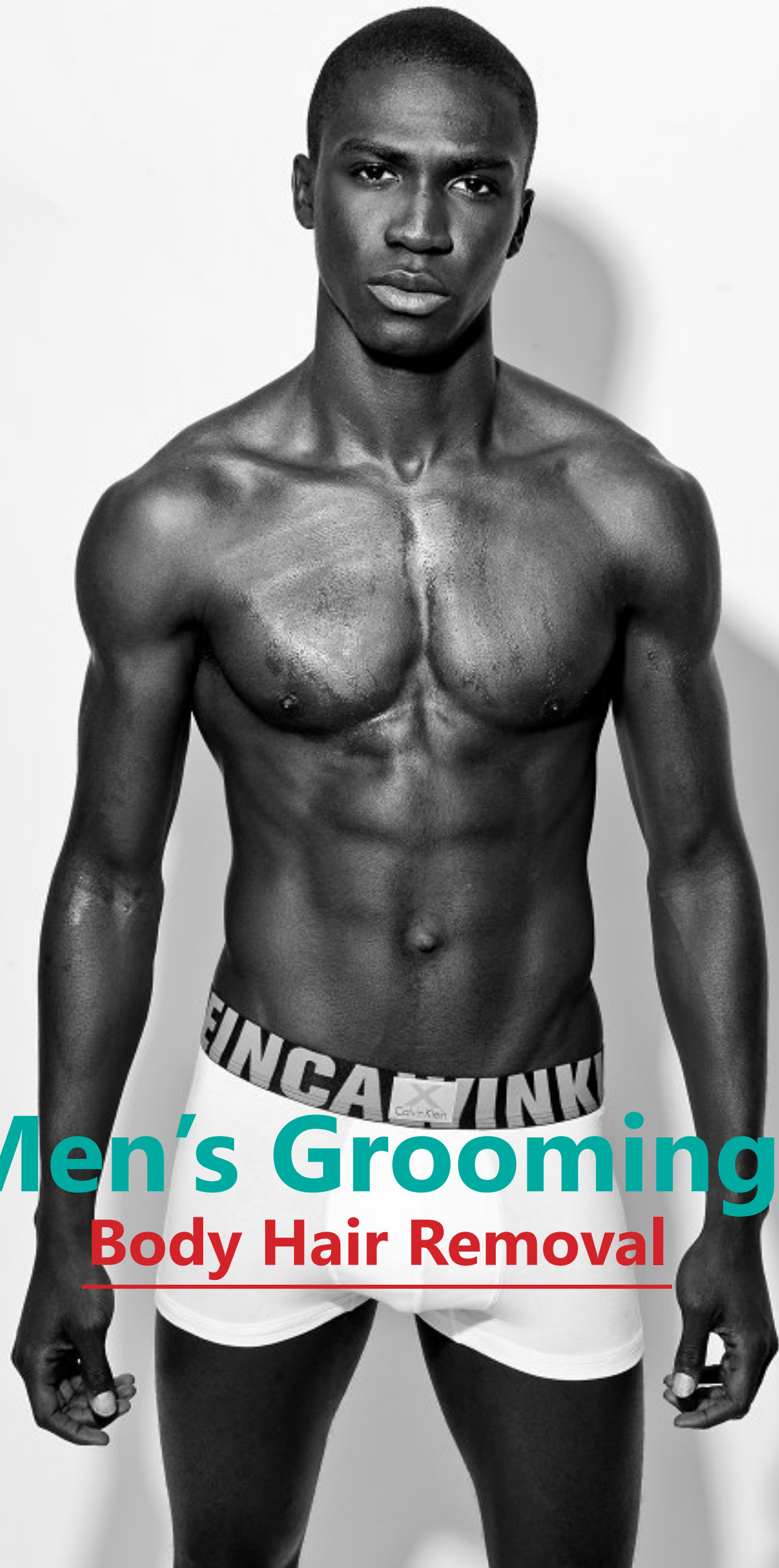
**Well SA, don't say you didn't read it here first. To keep tabs on this brand like their facebook page.**



[www.facebook.com/SpoiltRotten](http://www.facebook.com/SpoiltRotten)



# Men's Grooming: Body Hair Removal



## Going Hairless

The Ultimate Guide To Top Hair Removal Methods

### 1 Method A - Waxing

Think hair removal, and most people think of waxing. Think waxing, and most people envision pain. Now I've had my legs waxed (for charity I might add) and I can confirm that it isn't pleasant, but it certainly isn't unbearable – no pain, no gain and all that. Widely regarded as one of the most effective methods because it removes hair from the root (hence the pain), waxing involves applying a strip and a sticky substance to the skin and removing swiftly – normally in the opposite direction of hair growth. The results for waxing are pretty impressive, and the post-wax results will normally last longer than any other method. However, in terms of at home hair removal, it isn't the most practical solution – particularly on your back – so you'll either have to visit a salon or get some at home assistance. If you want to have a go from home, you (and your trusty assistant) can opt for one of the effective solutions below:

- *Parissa Tea Tree Wax Strips 20s*
- *Simply Wax Hair Removal Strips Kit*

### 2 Method B - Shaving

Most guys shave regularly, or will have done so at some point in their lives, so shaving should be nothing new. In terms of body hair removal it's probably the simplest method, and allows you to cover any area of your body in one go with just a razor and a shave product. Before shaving any body hair it's also important to shower with warm water (adding an exfoliating scrub like Anthony Logistics Sea Salt Body Scrub for maximum effect) so that you open pores and raise the hair follicles. If any of your body hair is particularly long, ensure you give the chosen area a quick trim with a pair of scissors or clippers first to prevent razor clogging. The downsides? Well obviously shaving your chest with a blade poses nipple-slicing hazards, and your hair could grow back to be awkwardly spiky if you don't keep the process up. But really, as long as you take care and follow the routine above, shaving will prove to be a cost effective and efficient method of body hair removal.

### 3 Method C - Hair Removal Cream

The less painful cousin of waxing, hair removal creams (or Depilatories) are a pain free way of removing excess body hair. They work by applying your chosen removal cream across the selected area, and then leaving for (normally) 5-10 mins while the products 'dissolves' the hair protein structure, before removing. Whether or not hair removal creams will work for you depends on your hair and skin type, along with the area of the body and the amount of hair you have. If you can't stand the thought of waxing, and shaving leaves you with cuts, nicks and razor burn, then hair removal creams are a great alternative. However, these kind of products can be a little harsh on sensitive skin, and probably won't give the best results on thick, dark hair. So, as a general rule of thumb, I'd avoid hair removal creams if you are prone to irritation or want to remove lots of thick hair. One word additional word of advice – be sure to follow the instructions and test any products on a small area of skin prior to application to avoid any bad reactions that could potentially occur.

### 4 Method D - Trimming/Electrical

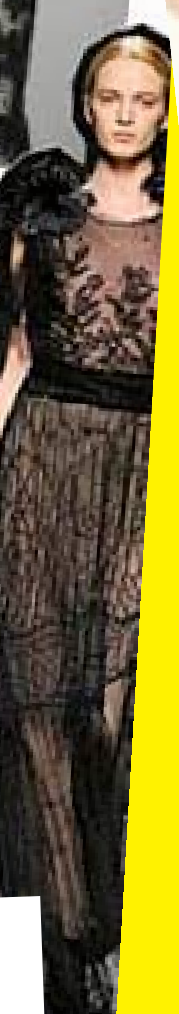
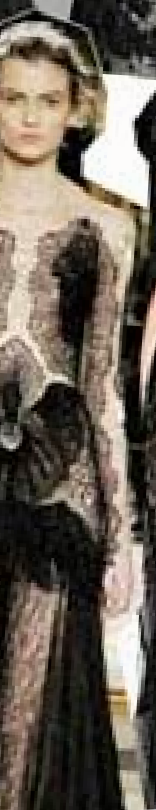
Electrical trimmers are all about subtle maintenance and are perfect for hair removal beginners. Obviously it's not going to give you a silky smooth finish, but it's a great in-between option that allows to take baby steps and avoid a drastic transformation. One of the best features of these kind of gadgets is that they allow you to control the length of your body hair, not simply going from 'bear' chest to 'bare' chest. This is also the best method if you've got sensitive skin, or don't want to take a razor to any tricky areas. The nature of these electrical hair removers means that they're much safer and pretty much eradicate the possibility of any skin irritation. There are also some fantastic products on the market, like the Man Groomer Do It Yourself Electric Back Hair Shaver, that allow you to shave hard to reach areas yourself, meaning you won't have to sheepishly ask somebody to help with your hair removal.



*Fashion Trends Fall 2014*

gothic

fairy



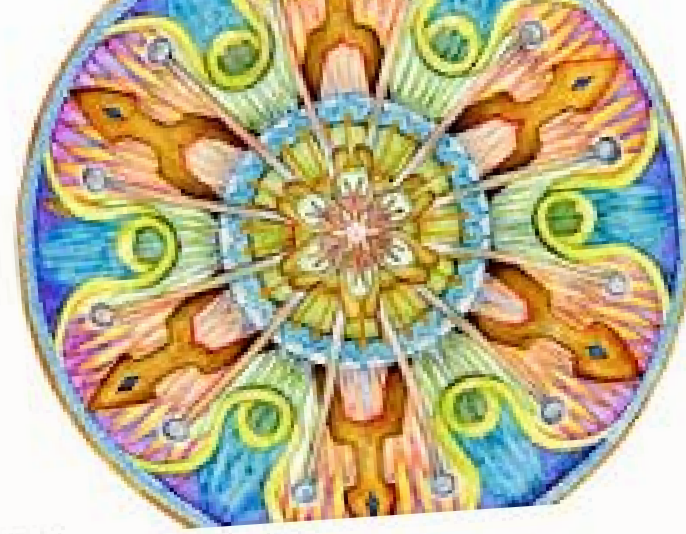
Do you know the fall trends for **autumn/winter 2014**? One of my favorites is **Gothic Fairy**. Basically this trend tell us the story of a gothic princess that wears lace and velvet. It's a feminine, delicate woman with a dark side. For make up we are going to see dark lips and pale skin. We will also see religious symbolism in prints, and lot of embroidery. Studs, crosses, brocade, deep florals, and dark colors are essential elements.



close to nature

The **close to earth** trend is based in earthy colours. We are going to see many plaids and tartans. The look is going to be a little bit masculine. Many **military touches** combined with **leather, tweed and suede**. This story refers to a girl who works and lives in the 50s and has a tomboy inside of her. She wants to be one of the boys without losing her feminine side.





renaissance



Have you been wondering what **fashion trends** will be hot in **autumn winter 2014**? Next week I'm going to talk about them in this blog. One of my favorite trends for a/w 2014 is **Renaissance**, it's all about Creativity. Defined as "a celebration of creativity and wealth with elaborate fashions to match" We will see many *Renaissance paintings* and small details as inspiration.

This trend is characterized by rich floral prints, clothes full of embellishments, black, gold, blue, yellow and red clours, plush fabrics and tapestry prints. The fabrics that will be used are: jacquard, velvet, tafetta and suede.

PAST renaissance



details



BRACELETS

If you like jewellery this trend is such a great inspiration, you can use small stones and lots of gold touches in bracelets and necklaces.

For your hair wear braids in and old fashioned way. **Redheads** will be so in, just take a look at Renaissance painting and you will see many women with red hair.

Velvet dresses and coloured tights are my favorites, do you like this trend?



# Joan style Mad Men



**Joan Holloway** from the tv-serie **Mad Men** is one of my greatest muses, I love her style, her elegant clothes, her feminine voice, her red lips and of course her ginger hair like mine! If you haven't seen this show you should take a look it's one of my favorites.



I wish I had lived **in the sixties!** All this show clothes are from this decade, they are awesome, of course it is almost impossible to wear those clothes right now, that is why I adapted this looks to the present like being a -modern redhead.



Redheads **make up** is important that is why I choose the best products from one of my favorite brands **Nyx Cosmetics**, they have everything a redhead needs: corals and reds. Red lips and coral cheeks are essential for looking gorgeous as a redhead. You can apply this rules if you are a **goldie** type, you can see what I mean with goldie at <http://www.ohmydiar.org/2013/01/how-to-pick-perfect-dress-color.html>

The essential colours in Joan's wardrobe are: red, orange, burgundy, purple, blue and green in primary colours. All the silhouettes are always feminine and sexy. As you can see she has a classic figure from 1960, right now you can feel she is overweight but I think women look better this way more attractive if you don't believe me ask men.





# Joan style Mad Men



**Lingerie** is very important in a redhead's life, redheads are sexy and they also invest in their intimates clothes, choose the same colours, even in your bathing suit.

Joane Holloway



You also can buy **retro inspired pieces**, that will make you look classy, elegant and lady like. Don't forget to accentuate your waist and your feminine figure.





# Celebrity SCOOP

The following Artist is someone who breaths music day in and day out, she is someone that the youth can look up to and learn from, but at the same time still be entertained by her music and artistry.

Beyonce Carter, Queen B, King B...these are a few names that she's known by.

The pop star is expected to release her 5th studio album this year, around April. She's most likely to collaborate with Pharrell, Timbaland, Justin Timberlake and the Dream. Beyonce is always on the move, passionate and never stops work hard for her craft.

This year seems to be a very busy year for this music mogul. She has already performed a National Anthem at Barack Obama's inauguration. She recently performed at the Superbowl recently for her half time show and it was an electrifying, powerful performance that she gave.

Beyonce will be directing her life Documentary which will air on the 16 February 2013. She also recently recorded a new single (Nuclear) with her former group, Destiny's Child. This single will be included on their upcoming greatest hits compilation love songs.

**THE SPOT**  
FEATURING  
BEYONCE  
GIGI LAMAYNE  
ORIGINAL DYNASTY





# THE SPOT

**GIGI LAMAYNE -**  
FEMALE RAP ARTIST, SINGER, POET AND  
SONGWRITER.

"Gigi LaMayne" birth name Genesis Manney, is an 18year old female rapper, singer, poet, rap artist and songwriter from South Johannesburg South Africa. Fresh out of high school in the class of 2012 with 4 distinctions, she is set to take the music scene by storm as well with the best innovative and skilful talent. Under a harsh background, with an abusive alcoholic father, Genesis turned to poetry as an asylum away from the harsh realities of a broken home. At the age of 11 Genesis wrote her first poem titled "Valentine's Day" published at The Poetry Institute of Africa in the Anthology, "Fairytale Moon" followed by many other poems including her renowned poem, "Mother of Us All" dealing with the destruction of mankind as well as the natural environment. Looking up to Artists Such as Tracy Chapman, Lauryn Hill, Indie Arie and The Fugees, Genesis looked to use her poetry to change lives and in choosing to diverge into rap, this would reach the ear of thousands of people. According to Genesis her inspiration definitely came from her mother, a survivor of cancer and:"The strongest woman I know", as well as her brother, a recovering drug addict. "He got lost a little, but he'll be fine." Genesis spend some of her time on selected Saturdays attending Playtimes at Cotlands Childrens home. "Those children make me so happy".

At the age of 15, Genesis was selected as one of five candidates and scholars to be part of the Branson Scholar exchange programme and would attend school at Stowe School in Buckingham England for a year. Here she was privileged to explore different backgrounds cultures and a different way of living. "I made friends for life. These people are definitely one of the reasons why I'm as determined as I seem". Here, her rapping career bloomed. Taking part in shows and fundraising campaigns, Genesis knew this was a calling. From drama to music productions, Genesis stood out like a sore thumb. Drama Queen as One may put it and extremely talented. "I want to make history so bad; for me, my country and people who believed in me. I was put here for a reason, I know it". Stowe created a platform for many children like Genesis to realise and cultivate their dreams.

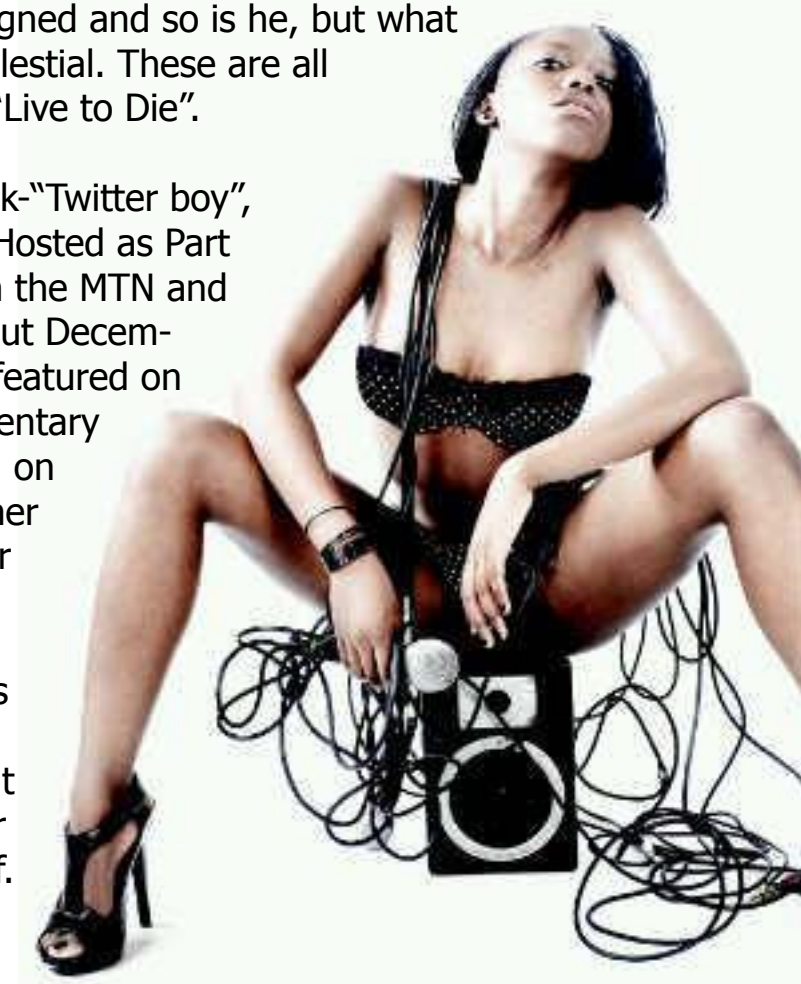
 Gigi\_LaMayne



FROM THE LEFT: Tsakane and Genesis

After a year, Genesis returned to Johannesburg as well as her old school expecting a warm welcome. On the contrary, she was severely bullied. Coping was also not easy after her parents split while she was away. Rap once again was her only answer. On December the 2nd 2010, Genesis stepped into the recording booth for the first time, writing 12 songs in one month, Genesis was more than ready. "Low quality was what killed me, production and all, but throughout 2011 people on the internet were jamming to "Gigi LaMayne everywhere! My EP, "El Principio", was a taster and people were enticed, despite the quality. They couldn't believe a little girl was doing this." Genesis knew that the hip hop industry was male dominated, but definitely matched up to the boys and more. In December 2011, Genesis collaboprated with Kgaolo "J-twinn" Malatji, international hip hop dancer and unsigned producer to create what totally knocked out the public. "Kgaolo saw a lot in me. Im still unsigned and so is he, but what we create together is just celestial. These are all featured on my new demo, "Live to Die".

Genesis also had her hit track-"Twitter boy", thanks to Munya Chanetsa, Hosted as Part of the all-stars campaign on the MTN and Vodacom Websites throughout December 2011. Genesis was also featured on Whizz Kids of Mzansi documentary on February 14 2012 at 9pm on SABC1 focusing entirely on her rap and poetry as well as her family background. Still unsigned, Gigi hopes to sign a record deal to what she feels may be a way to change the world and reach children that have been through similar or worse hardships than herself.



Continue to next page 





### Some Artists Gigi has worked with:-

- Cee Jay Jordan-Do it for My City
- Youngie Jay, Lil Trix, Phat T, China man, Riser T-We The Best(Only female rap artist featured:Gigi)
- Qza-Got it on My Phone Remix
- J-Twinn- Got it on My phone
- Qza- My name is Qza,the mixtape
- B-Raey
- Lil Trix-Oulik (feature)
- Featured Sisiyanti in "manjutshela bani"
- Ritual Lab: "Lust", "Death By 8 Bars" and "I am a woman".
- Gigi has received airplay on Vow Fm, UJ FM as well as YFM.

### Labels Gigi Has worked with:

- Scratch Beats Entertainment - Westrand
- Mafia Entertainment - Junior Singo
- Willowmead Productions: Artist Development - Munya Chanetsa.
- Watershed Recordings - Soweto, Orlando.
- Ritual Lab until present - Newtown

"I want little girls like myself to understand that nothing beats one's faith in themselves. I believed and still do believe in what I have been blest with. People think I'm too mature for my age, but life has taught me and is still to do so. I want to be that little girl who grew up from nothing into a source of inspiration to millions across the globe; they say I'm rapping up to the Boys, well watch me be better than them."-She smiles.

In March 2012, Gigi Took part in the Fight against Cancer concert hosted at Protea Gardens Centre In Johannesburg Soweto. This was a shavathon aimed at enlightening and raising funds for sufferers of cancer. Gigi was the youngest performing artist at the event.

Gigi also featured on Hype magazine for the 50th issue, which is still in stores as well as on the monthly Hype sessions tape with her track "Lust" as well as her feature on "Death By 8 Bars" alongside other older rap female artists. Protista, renowned legend and female rapper, For such a fragile young figure, Gigi possesses such a strong and beautiful voice. " Gigi has become a sensational South African female trend with videos all over the internet and tracks available for download.

Gigi LaMayne was featured as a guest on Hip Hop Tv show, "Shiz Niz" on the 6th of June 2012, She was interviewed as per her career and performing one of her renowned tracks, "Do like I Do". Gigi was also featured on SABC1 youth show, "Battle Stations".

Genesis' Main source of public exposure was like many teens, even renowned teen sensation, Justin Bieber, through social media networking and the internet. Facebook, twitter, reverbnation, youtube, myspace and even Blackberry Messenger. "Google my name, I'M ALMOST THERE!"-unsigned. Female artists such as Toya De Lazy, and Zahara to name a few, remain unchallenged in the South African industry by any other female up to date artist that can relate as much to the youth. Gigi LaMayne manages to play this role with mature content as well as numerous hits. Google Gigi and you would know what we mean.

Kasi Mp3 : +- Total of 6000 downloads.  
Tweetjamz +- 2000 downloads

Gigi has also had interviews done on radios stations such as Sesekunda FM and UJ FM. She has over 1000 likes on her facebook page and over 5000 friends loyal to her music. Gigi is also part of a movement of 7 talented singers and emcees trying to break out in the market. The Matriarchy was featured on Hype sessions 46 including Gigi's track, "Lust" and her contribution into the final all-star track. This group of female artists aims at pushing its members to their optimum. Gigi is the youngest member.

# THE SPOT

## Interview Original Dynasty

Interview By  
Zintle Nxozana



So I got to catch up with cap city's new kid on the block Mr Original Dynasty. Aint heard of him yet? Under which rock you livin in? Signed under Hell'A'Way Entertainment expect big things from the kid. This is what he had to say...

### So how did you get into music?

I would like to think I was born to do this. Was singing even before I could talk. Sang in the car on my way to school and in class, when I was still just a pikinini. Joined the choir from grade four till six. Hip hop was always lurking in the background like the grim reaper. When it struck, I quit singing and started to rap, one way, no two ways about it. Started making beats and producing when I was fourteen-fifteen. Now I can't sing a note to save my life.

### What kind of music do you make?

DyNasty is a unique hip hop artist, but a jack of all trades producer and beat maker.

### Would you say other genres of music have an influence on the kind of music you make?

Oh yes. Close to ninety percent of my inspiration comes from other genres, besides hip hop. Basically my music is influenced by rock, dupstep, R'nB, cinematics and a little more. You can hear it in my music, constantly. So

people can expect the unexpected in both my current project 'Sky Bridge' and my future offerings.

### What sets Dynasty apart from other Cap city rappers?

Every beat, every concept, every chorus and every line for line, every recording is well thought out. I take this serious, I'm a perfectionist to the core and I make music for those who love genuine music. So what sets me apart is simply, my talent.

### You have a single out, 'Damage'. What else should we expect from you?

My second single 'Let it go' will be out on the 25th of March, GBook exclusive. And my mixtape is still under construction, but it will be out soon. You know what they say, "perfection takes time." So be on the look for the mixtape 'Sky Bridge'.

### What would you say has been the highlight of your career as a cap city rapper?

To be honest with you, I don't have a highlight moment as of yet. So far it been fairly fun. Nothing I could consider as wow. But if I was to say what could or will be my highlight? I have to say it will be the day Laz D and A.V.I (managers) tell me I'm over booked.

### Do you believe there's a future for rap artists in Pretoria?

Oh yes. We have insanely great talent

here in Cap City. But WE are guaranteed failure, if we Cap City artists don't work together. Yeah, you dope alone, but together we are a movement. Stop hiding sources and connections and put them all on the table. Jozi is not where it is by just chance and luck. Cap City Stand up, represent!

### Any big performances lined up?

Yeah. Catch me in Edenvale (Jozi), at Pool Club and Sport Bar this Saturday. Killer performance by your boy, guaranteed. Plus that's where day two of my music video shooting it going to be at.

### For people who want to hear your sound, where can they get it?

People can like my facebook page:

 ORIGINALDYNASTY

 TheOriginalDynasty

You're guaranteed links to my songs and more.

### For bookings where can people get a hold of you?

A.V.I - mavimqonqo@gmail.com  
071 374 0850 / 072 557 0371

Laz D - l.masiza@gmail.com  
0736525783 / 072 909 3683



2012 was a crazy year for most Artists in the music scene but 2013 is promising to be even more exciting. To all the young music lovers, here's a list of the latest released and soon to be released international music albums from late 2012 to this year 2013. **By Cebo Sibisi**



**R&B/Soul**

Alicia Keys - *Girl On Fire*  
 Ne-Yo - *R.E.D*  
 Emeli Sande - *Our Version Of Events*  
 The Weekend - *Trilogy*



**POP**

Beyonce - "5th Studio Album"  
 Christina Aguilera - *Lotus*  
 Pink - *The Truth About Love*



**Hip Hop/Rap**

Dead Prez - *Information Age*  
 Joe Budden - *No Love Lost*



**Gospel**

Various Artists - *WOW Gospel 2013*  
 Alexis Spight - *Set Me Free*  
 Dottie Peoples - *I got this (live)*  
 Tasha Cobbs - *Grace*



**Dance**

Rita Ora - *Ora*



**House**

David Guetta - *Nothing but the beat 2.0*

**South African Music Charts**

By Karabouw R

(Source: Music Industry Online)

These are the top 10 local jams that we find ourselves grooving to...be it a true reflection?

| #  | Track Details                                              |
|----|------------------------------------------------------------|
| 1  | <b>Inkomo (Beatbox Remix)</b><br>The Soil Ft. Zakwe        |
| 2  | <b>Stokvel</b><br>Vetkuk Vs Mahoota Ft. Professor & Oskido |
| 3  | <b>Jelousy</b><br>A.K.A                                    |
| 4  | <b>Thetha Nami</b><br>Riot Ft. Zahara                      |
| 5  | <b>Imali Yerent</b><br>Bullistic                           |
| 6  | <b>With You</b><br>Toya Dalezy                             |
| 7  | <b>Denial</b><br>Donald                                    |
| 8  | <b>I Have To Do</b><br>Nothende                            |
| 9  | <b>My Name Is</b><br>DJ Zinhle Ft. Busi Gqulu              |
| 10 | <b>Teargas</b><br>Wake Up                                  |

**New Upcoming Artists Of 2013**

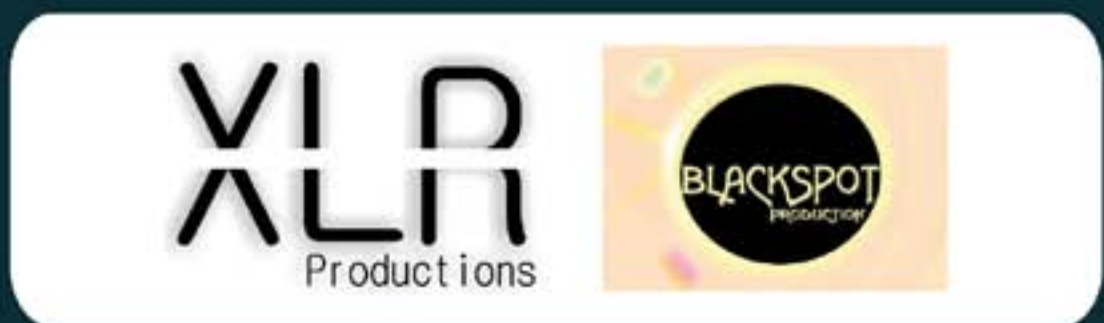
Phlo Finister Song: *Hotel Miami (R&B)*  
 Jessie Ware Song: *Wildest moments (Soul/Pop)*

Watch out for these artists...pay attention and give them an ear for their music.



**Rock**

The Script - *#3*



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 xlr.productions.co.za

**Address:**

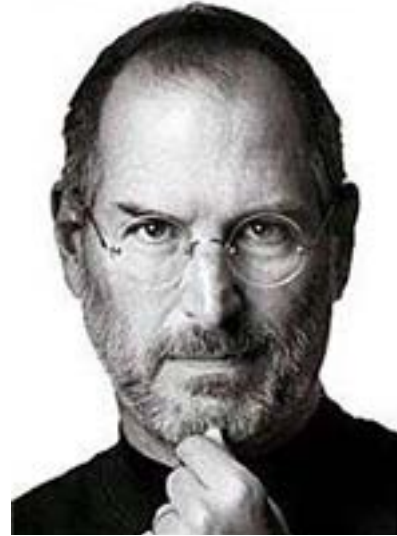
391 Apollo College Building,  
 Pretorious & Du Toit Street



# CNA

Book Review

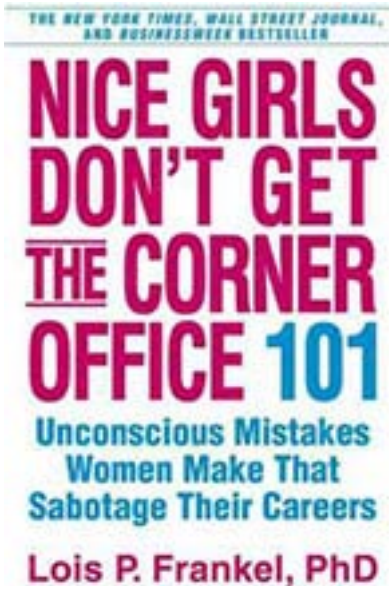
Steve Jobs by Walter Isaacson



## Steve Jobs Biography

Isaacson, Walter  
(Little, Brown Book, R349.90)

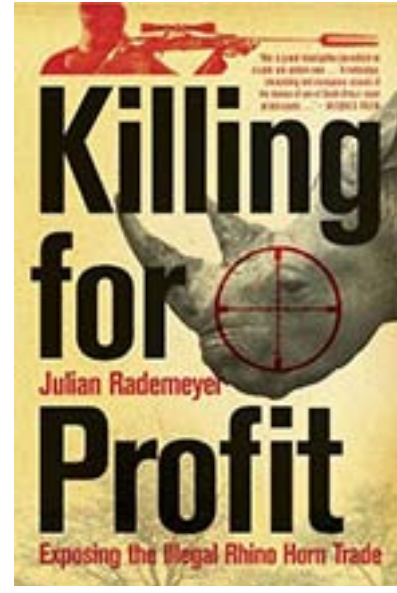
From bestselling author Walter Isaacson comes the landmark biography of Apple co-founder Steve Jobs. In *iSteve: The Book of Jobs*, Isaacson provides an extraordinary account of Jobs professional and personal life. Drawn from three years of exclusive and unprecedented interviews Isaacson has conducted with Jobs as well as extensive interviews with Jobs family members, key colleagues from Apple and its competitors, *iSteve* is the definitive portrait of the greatest innovator of his generation.



## Nice Girls Don't Get The Corner Office 101

Frankel, Lois P.  
(Jonathan Ball Publishers Pty Ltd, R115.00)

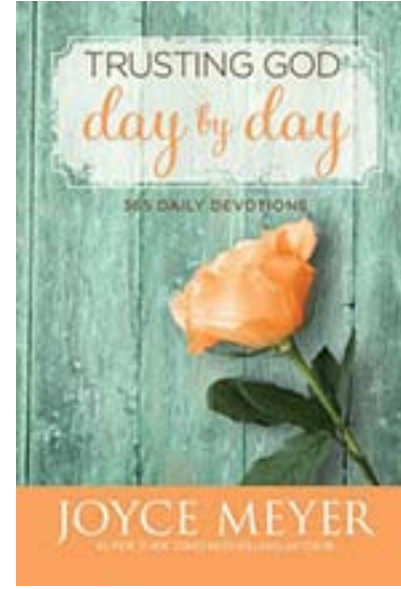
The New York Times bestseller, which has become a must-have for women in business, is now available in international mass market. Dr. Lois Frankel reveals why some women roar ahead in their careers while others stagnate. She's spotted a unique set of 101 behaviors that women learn in girlhood that sabotage them as adults. She helps you eliminate these unconscious mistakes-and offers invaluable coaching tips you can easily incorporate into your social and business skills.



## Killing for Profit

Julian Rademeyer  
(Struik Publishing, R219.90)

A terrifying true story of greed, corruption, depravity and ruthless criminal enterprise ...On the black markets of Southeast Asia, rhino horn is worth more than gold, cocaine and heroin. This is the chilling story of a two-year-long investigation into a dangerous criminal underworld and the merciless syndicates that will stop at nothing to obtain their prize. It is a tale of greed, folly and corruption, and of an increasingly desperate battle to save the rhino - which has survived for more than fifty million years - from extinction.



## Trusting God day by day: 365 Daily Devotions

Joyce Meyer  
(Struik Christian Media, R159.90)

In her dynamic new devotional, TRUSTING GOD DAY BY DAY, international speaker and New York Times bestselling author Joyce Meyer provides you with powerful "starting points" for every day of the year. Each day's devotion is filled with practical advice and help from Joyce along with life-changing promises from God's Word that you can quickly and easily apply in your own life. The world wants you to place your trust in your circumstances, your success, your talents and the opinions of others.

# GAMING

PlayStation All-Stars' mix of playful franchise mash-ups and four-player battles fail to mesh with its complex fighting mechanics.

It's easy to be cynical about a game that borrows so heavily from a well-loved franchise. And there's no question that, on the surface at least, PlayStation All-Stars Battle Royale bears more than

a striking resemblance to Nintendo's Super Smash Bros. But this is a game where appearances can be deceptive. Underneath its collection of classic (and not so classic) characters, four-player battles, and tongue-in-cheek franchise mash-ups lies a fighter that eschews button mashing and over-the-top special moves for a deeper, more technical fighting experience. It's a complex system that stands in stark contrast to

the game's eclectic collection of characters and cute, colourful arenas. But it mostly works--if you're willing to put in the practice. Button mashing isn't an option--at least if you want to win a fight--and you won't see the kind of outlandish, high-energy effects and special moves typical of other team-based fighters like **Marvel vs. Capcom**.



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# QUENTIN TARANTINO PRESENTS



## DJANGO UNCHAINED

JAMIE FOXX CHRISTOPH WALTZ LEONARDO DiCAPRIO  
SAMUEL L. JACKSON KERRI WASHINGTON JAMES REMAR

ILLUSTRATED BY: KHUTSO EDMUND MATABOGE

Words by // Khutso Mataboge

Utility  
& Edit

Movies

QUENTIN TARANTINO  
PRESENTS



### DJANGO UNCHAINED

Ratings:

- ★★★★★ - Brilliant, watch it now!
- ★★★★ - It's good, worth watching
- ★★★ - If you are really bored, it's entertaining
- ★★ - Don't bother
- ★ - WTF??!!

## Django Unchained

Written Directed by: Quentin Tarantino

**Cast:** Jamie Foxx, Christoph Waltz, Leonardo DiCaprio, Kerri Washington, Samuel Jackson and James Remar

### Summary

Its 1858 two years before the civil war, blacks were still slaves and the N word was on every white man's lips. A German bounty called Dr. Schultz (Christoph Waltz) buys a smart fearless slave named Django (Jamie Foxx) who happens to be someone that knows The Brittle brothers, a notorious gang with a bounty on their head. Django has to help Dr Schultz locate the Brittle brothers. This also gives Django an opportunity to look for his wife (Kerri Washington) who had been bought in Candy land. He and Dr Schultz have to find a way to get there and rescue her without dying in the process.



- Tarantino made it as realistic as possible with the characters even having bad teeth to display how Americans looked in that era. His way of adding humour on such a heavy topic as slavery is pure genius; however, Jamie Foxx and Leonardo DiCaprio's characters were over powered by both Christoph Waltz and Samuel Jackson's characters. Samuel Jackson brings in a certain flavour to the entire feel of the film, playing a smart, ass kissing old fart which made him stand out. Brief appearances by Janah Hill and Tarantino himself are unforgettable.

## 3 Most Anticipated Movies of 2013



### Thor: The Dark World

Release Date: November 8, 2013

**Cast:** Adewale Akinnuoye-Agbaje, Anthony Hopkins, Chris Hemsworth, Christopher Eccleston, Idris Elba, Jaimie Alexander, Kat Dennings, Natalie Portman, Ray Stevenson, Rene Russo, Stellan Skarsgard, Tadanobu Asano, Tom Hiddleston, Zachary Levi

### Summary

With Alan Taylor (Game of Thrones) helming the Thor sequel and all talent involved boasting about the change in style and tone, Thor: The Dark World promises to be bigger, dirtier and more real, taking fans deeper into the nine realms and the cosmic side of the Marvel universe.





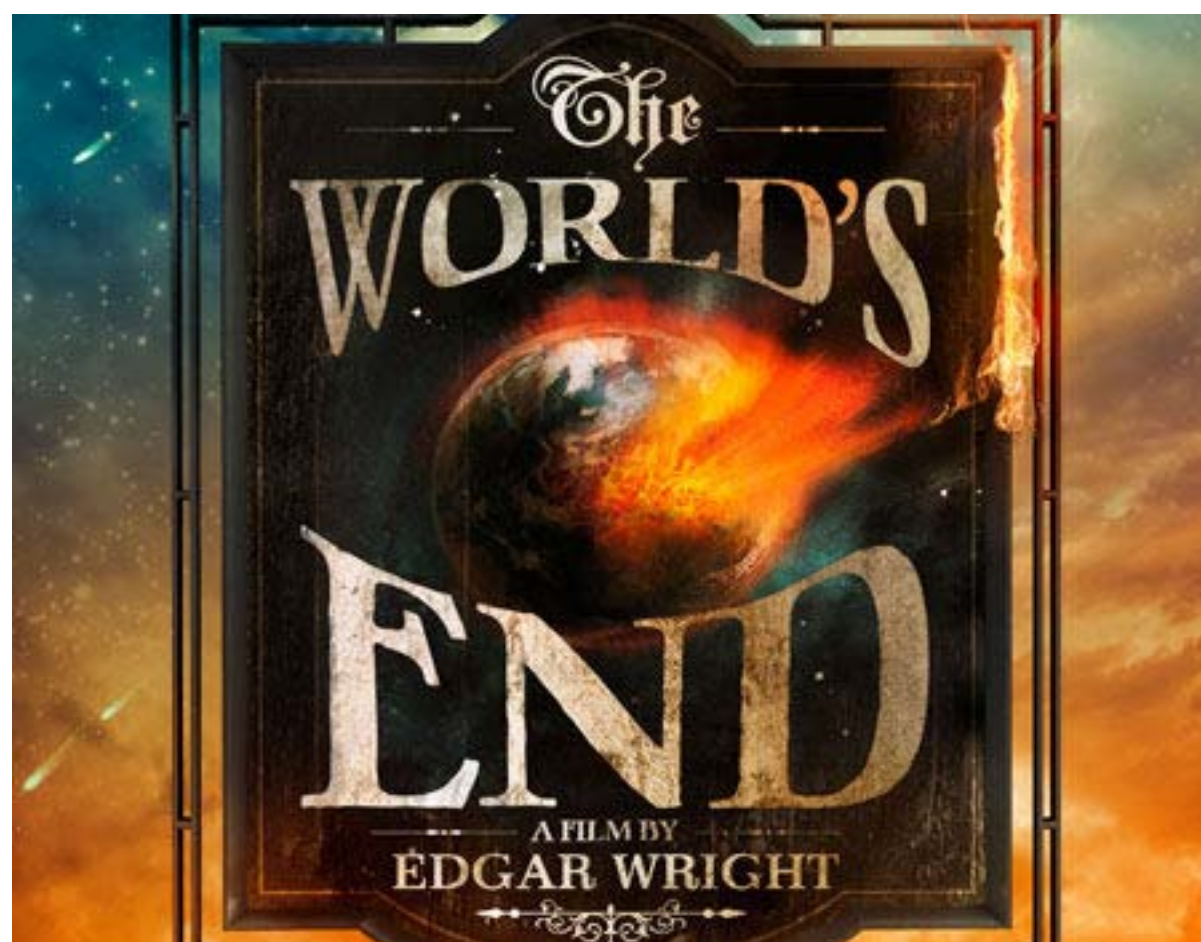
### Iron Man 3

Release Date: May 3, 2013

**Cast:** Ben Kingsley, Don Cheadle, Guy Pearce, Gwyneth Paltrow, Jon Favreau, Paul Bettany, Robert Downey Jr.

**Summary**

Anyone familiar with Kiss Kiss Bang Bang understands why the re-partnering of Shane Black and Robert Downey Jr. is something to get excited for, especially for the first chapter of Phase Two of the Marvel Cinematic Universe. Iron Man 3 promises to serve as a character-focused standalone feature, that will bring Tony Stark "back to the cave," so to speak.



### Anchorman: The Legend Continues

Release Date: December 20, 2013

**Cast:** Will Ferrell, Paul Rudd, Steve Carell, David Koechner, Christina Applegate

**Summary**

The fans wanted, the cast wanted it, and it's finally happening. The legend of news anchor Ron Burgundy (Ferrell) continues with the long-awaited sequel to Anchorman in December, bringing back the entire cast along with plenty of cameos, as they deal with more issues of equality in the workplace. Expect a few musical numbers too!

## Others

**RED 2**

Release Date: August 02, 2013

**Cast:** Anthony Hopkins, Bruce Willis, Catherine Zeta-Jones, Helen Mirren, John Malkovich, Mary-Louise Parker

**The Fast and the Furious 6**

Release Date: May 24, 2013

**Cast:** Dwayne Johnson, Gina Carano, Jordana Brewster, Luke Evans, Michelle Rodriguez, Paul Walker, Tyrese Gibson, Vin Diesel

**Star Trek Into Darkness**

Release Date: May 17, 2013

**Cast:** Anton Yelchin, Benedict Cumberbatch, Chris Pine, John Cho, Karl Urban, Simon Pegg, Zachary Quinto, Zoe Saldana

# gENGINE

THIS SEASON: KIA FORTE // HONDA CIVIC // TOYOTA YARIS // HONDA FIT



Compiled by // Yezreel Shirinda

**DETROIT AUTO SHOW PREVIEW**  
Mercedes-Benz CLA Coupe





**I**t's been a while since Mercedes-Benz offered a truly compact sedan on the U.S. market, the C-Class having grown over the last few decades like many other vehicles, and the old 190e a distant memory. The 2014 Mercedes-Benz CLA changes that, but the new small sedan is very different from those old 190s.

Based on the A-Class sold in Europe, the CLA takes that car's mechanicals and most of its styling, but mixes in a little CLS four-door coupe too. The end result is a distinctive, sleek compact sedan, available in both all-wheel drive, and unusually for a Mercedes, front-wheel drive. The end result makes for a distinctive vehicle, with a low roofline, narrow

windows and plenty of neat details. Concave and convex surfacing dominates the exterior styling, fronted by a bold Mercedes grille and rounded off by a kicked-up trunk lid.

**THE CLA FOUR-DOOR COUPE IS MERC'S ANSWER TO CARS LIKE BMS'S 1 SERIES AND AUDI'S UPCOMING A3 SEDAN.**

## CLA COUPE

### AT A GLANCE

The flagship CLA 250 is powered by a two-litre, four-cylinder turbocharged petrol engine, welding outputs of 153kW and 190Nm.

### FEATURES

- 150mm display screen
- Hard drive navigation
- Voice control
- SD card slot
- In dash 6-disc cd/dvd changer
- 10GB Music storage

## CLA DYNAMITE IN SMALLER PACKAGES

The CLA's shape isn't merely aesthetic, either. Amazingly, the new baby Benz is the most aerodynamically efficient production car ever--if you exclude the very limited-run General Motors EV1. The CLA's drag coefficient is only 0.23, or as low as 0.22 on special high-efficiency models on sale in Europe. For comparison, the current Toyota Prius has a drag coefficient of 0.25. Mercedes has put significant effort into helping air slip cleanly around the CLA--from optimized

A-pillars and door mirrors, to a smooth underbody and rear diffuser. Combined with a range of efficient new engines and transmissions, it could prove to be one of the most fuel-efficient vehicles in its class.

Initially, the U.S. will get the CLA 250 model, using a 2.0-liter turbocharged

gasoline engine and the option of 4MATIC all-wheel drive. The 250 develops 208 horsepower and features a standard 7-speed dual-clutch automatic transmission. Official fuel efficiency figures haven't yet been revealed, but stop-start gas-saving technology is standard. It hasn't yet been confirmed, but a diesel is also rumored. In CLA 220 CDI spec, it's capable of as much as 56 mpg on the European cycle, so bank on an EPA-rated mid-40s figure--with the potential for even more in highway driving. A host of technology and safety features will be available, from devices that sense if you're falling asleep to active braking systems that bring you to a halt when you've reacted too late.

A central touchscreen in the sporty, A-Class-based interior lets you control most functions of the car, from navigation, to radio, to internet-enabled features and smartphone syncing.

The CLA 250 hits dealers in



September, while the 4MATIC all-wheel-drive version goes on sale in Spring 2014. We expect more information to be revealed shortly--so keep your eyes peeled for live photos and extra details on the new smallest Mercedes



## TOP FOUR CARS FOR TEENS

USAA has compiled a list of the top ten cars for teens based on a recent survey where parents determined their most important factors when choosing a vehicle for their teenager. Those factors were reliability, a high safety rating and affordable auto insurance.

**Kia Forte** At number 1 on the list of top 4 cars for teens is the Kia Forte, a compact offering from the Korean automaker that comes in two-door coupe, four-door sedan, and five-door hatchback form. The Forte comes with either a 2.0-liter four-cylinder with 156-hp and 144 lb-ft of torque, or a 2.4-liter with 173-hp and 168 lb-ft of torque. Both powerplants offer great fuel mileage as well, with the 2.0L automatic getting 26-mpg city, 36-mpg highway and the 2.4L netting 23-mpg city, 32-mpg highway

Continue to next page



2



### Honda Civic

The new Honda Civic hasn't been a huge hit compared to its predecessors, but the popular Honda model lands as the number 2 pick on the list of cars for teens. At the end of the day, the Civic still offers reliability and affordability

even if its recent styling isn't the most attractive we've seen over the years. One of its selling points are all the variants available with various price ranges and engine choices.

3

### Toyota Yaris



The Toyota Yaris got itself a redesign and is a popular choice for teens. It has a 30-mpg city, 38-mpg highway ratings. Under the hood is a 1.5-liter, four-cylinder with 106-hp and 103 lb-ft of torque; clearly performance isn't exactly at the top of the list for parents when they're shopping for cars for their teenage kids.

4

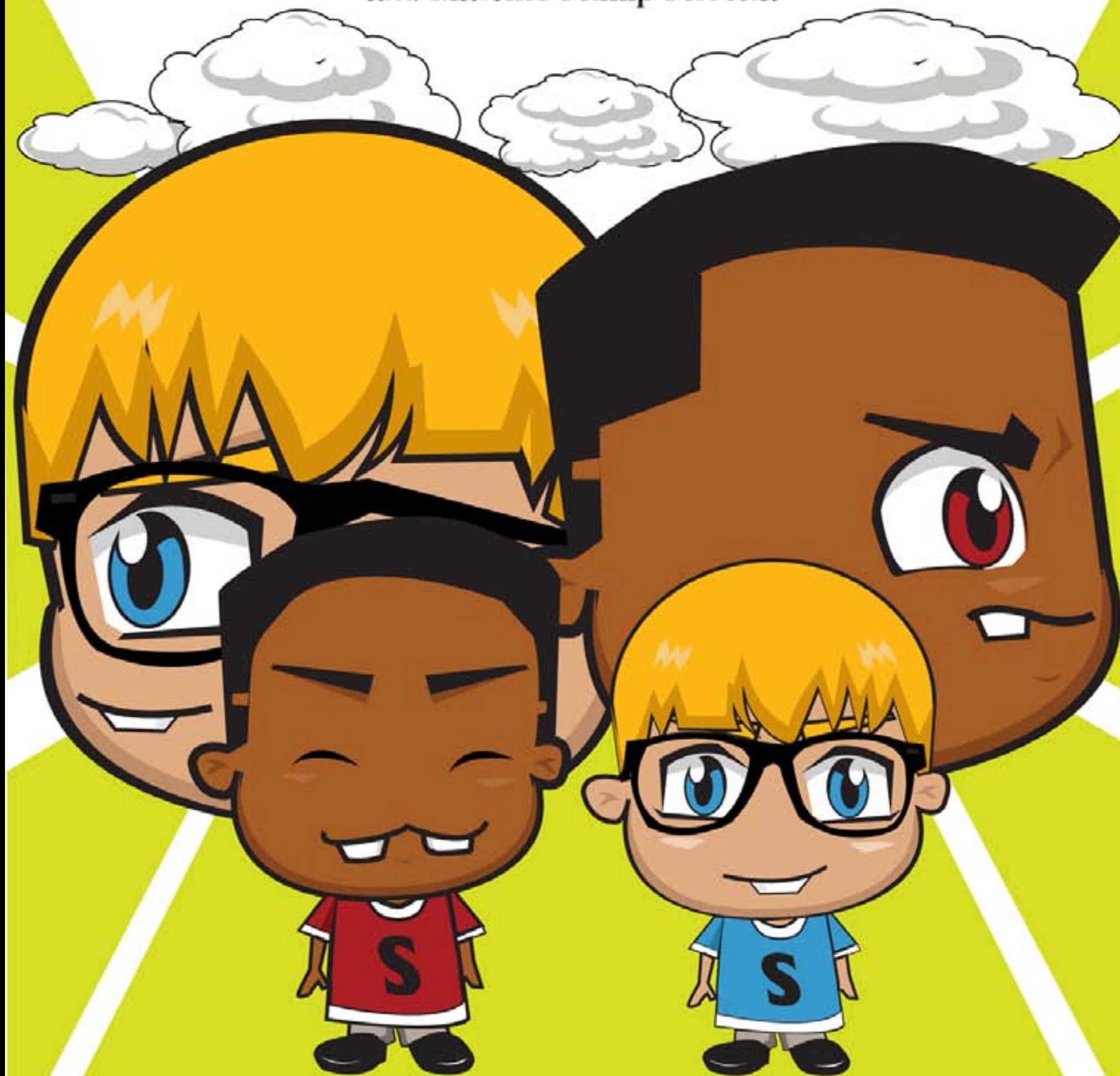
### Honda Fit



The popular Honda Fit finds itself third on the list of cars for teens offering safety, reliability, and usability all in a nice attractive package. Fuel efficiency is respectable at 27-mpg city, 33-mpg highway. It's one of the most attractive options on the list. Performance isn't impressive, but the 1.5-liter, four-cylinder i-VTEC engine does push out 117-hp which is comparable to the Scion xD, but is cheaper and arguably more fun to drive.

# Steve x Steve = Steve<sup>2</sup>

Created by:  
Khutso Edmund Mataboge  
and Matome Phillip Pheeha



Join these two 8 year olds as they strive to run a business by using their intelligence to make money while enjoying their childhood in the process





# THE TRUTH ABOUT YOUR POTENTIAL WITH WOMEN

## Let's be honest here...

How good can you REALLY become with women? Can you REALLY get to the point where you can approach and pick up almost any woman? Is it possible for you to REALLY have several attractive women chasing you and trying to get into a relationship with you? The answer may surprise you..

I recently came across a 'hidden truth' about a guy's POTENTIAL for success with women and in life. It goes like this: When you're performing at a new level, it is simply a glimpse of your true potential. What does that mean for you and your success with women? It means that each time you experience an improvement in your abilities with women, you should recognize it and realize that it's just a GLIMPSE of what you can achieve.

Too often, guys make a HUGE MISTAKE when it comes to success with women. Plagued by ineffective mindsets, they fail to see what is happening right before their eyes. Here's an example of the critical mistake in action: A guy interacts with a BEAUTIFUL woman and she shows him interest. He gets excited and feels a RUSH of attraction for her. Then, his insecurities begin to kick in.

- He worries about stuffing it up.
- He doubts that she'd actually go for a guy like him.
- He fears that if he tries to make a move, she'll reject him.
- He begins to show obvious signs of nervousness.

She notices that he's nervous, simply by looking at subtle changes in his body language and eye contact. She loses interest. Throughout the following year, the guy interacts with 5-10 more beautiful women and experiences the same thing, over and over:

He gets nervous...the woman

notices...she loses interest...his opportunity is gone. As the years go by, he begins to AVOID beautiful women (even though they are what he truly wants), believing that they are OUT OF HIS LEAGUE and are just not interested in a guy like him. Every now and then, he meets a beautiful woman by chance, but continues to stuff it up because he:

- Doubts that she would like a guy like him.
- Is more worried about trying to say something cool or funny, than listening to what the woman is saying. Thus, killing the conversation.
- Worries that he will get rejected if he tries to make a move.
- Fears that the she would lose interest in him once she found out what he's like as a person.
- Believes that to date beautiful women, you need to impress the hell out of them.
- Gives up, fearing that he won't be able to live up her expectations.

However, he is failing to see the hidden truth about his potential with these beautiful women. That being - they are showing him INTEREST time and time again - even if only for a few fleeting SECONDS! It's his nervousness and 'confidence issues' that are ruining the opportunities... not that beautiful women don't like him.

Women are naturally-wired to DETECT a lack of confidence in men (they need to so they can find the men amongst the boys). When a beautiful woman even gets a WHIFF of insecurity and nervousness, it causes a huge shift inside her... something she cannot control.

Just like we men cannot control our attraction for women who are physically beautiful...and our lack of attraction for women who are unattractive. In the example I gave, the guy feels as though beautiful women are out of his league and are at a level that he just can't reach, but the truth is...

Continue to next page



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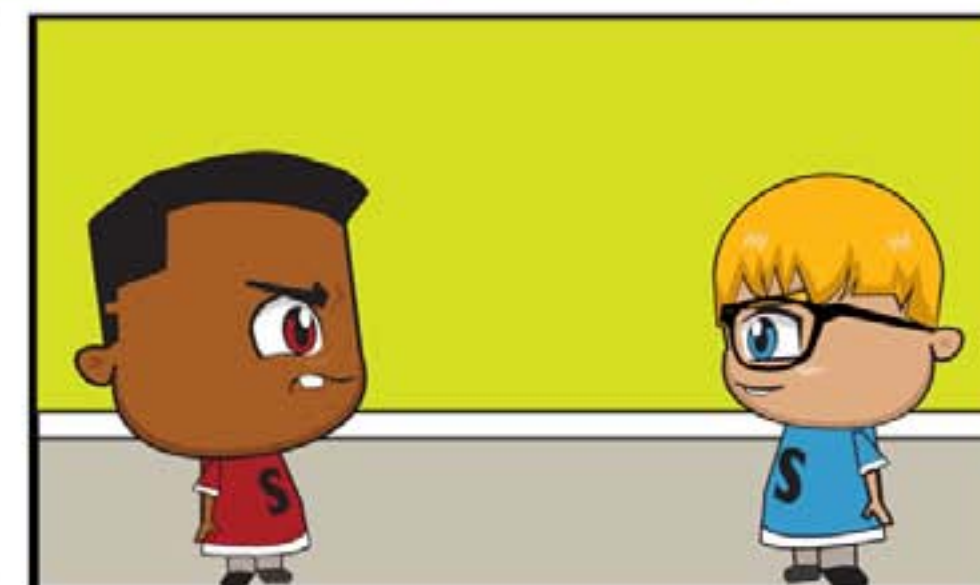
EXTRODIN STUDIOS presents:

Steve x Steve = Steve<sup>2</sup>

Created by:  
Khutso Edmund Mataboge  
and Matome Phillip Pheeha

## AERO BABIES

Strip written by: Khutso Edmund Mataboge  
Illustrated by: Phillip Pheeha & Khutso Edmund Mataboge





When you're performing at a new level, it is simply a glimpse of your true potential.

In his case, that means: When the beautiful women are showing him interest, it's just a GLIMPSE of his true potential with those women. To succeed with beautiful women, he needs to fix what is causing them to LOSE their attraction for him. Luckily for us men, we CAN fix our attractiveness because most of the attraction that a woman feels for a man is based on his confidence. You only need to stop now and think about all the confident guys you know...do they do well with women?

I'm guessing the answer is "Yes". Here's the cold, hard truth of the matter...

If you don't believe that when you are performing at a new level, it's just a GLIMPSE of your true potential, then that is going to be your problem...probably for life. The guys who do believe it are the ones who end up sending me success stories.

These guys are no different to you or me. We're all just guys...we are modern men in the world. The fact is: How you THINK about yourself and how you rate yourself is not

only going to affect your life with women, but your entire life and what you achieve throughout it. Your level of belief in yourself will either hold you back, or push you forward to where you want to be. There's no need to hold yourself back. There's no need to continue doubting yourself, putting yourself down and saying that you can't. You CAN have it all. You CAN be one of the confident guys who has a woman he wants to be with.

PHOTOGRAPHY & ART DIRECTOR: EL REY FOTO



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# BE AWARE AND PROTECT YOURSELF FROM BEING **RAPED**.

Words by // Regomoditswe Teke

Rape is when someone forces you to have sex with them against your will. That particular person takes away everything you have; he makes you feel dirty inside-out, unwanted and unworthy. Victims should always know and remember that being raped is not their fault. Rape is physically and emotionally damaging. It causes trauma, leaving you feeling angry, confused, ashamed and embarrassed, it can lead to lack of concentration, stress, helplessness, and fear. Many victims hesitate to being in a relationship because they fear trusting again.

Being raped is not something to joke about; if we educate ourselves and those around us about the reality of rape and sexual assault we can lower your chances of becoming a victim. Rape is not only created by strangers, anyone can take advantage of you whether it's a friend, uncle, or even your own father. Even if you are a victim you need to stand up for yourself, believe in yourself and seek help so that you can help others too. Yes, you'll be left helpless and arguing but that is not the reason to throw the towel down. It's a memorable experience that takes away your sense of security.

Both men and women can be victims of rape, sexual assault and sexual harassment. Majority of the victims are women and 15% of the sexual assaults/rape victims are children under the age of 12. Not every victim survives rape, each sexual act requires physical consent, that is why many victims end up being brutally murdered after being raped.

Alcohol can also cause rape. If you are under the influence an attacker can easily take advantage of you and forcibly assault you. Rapists can drug you or pressurise you to try drugs as part of 'having fun'. Social networks, can also lead to a person being attacked, after reading status updates, virtual check in's. The rapist can study the picture you upload and determine where and when to attack.

## HOW TO PROTECT YOURSELF FROM BEING **RAPED**:

- #Avoid check in's(Facebook)
- #Limit your information
- #Avoid drinking from open containers
- #Don't leave your drink anywhere open
- #Don't agree to go home with someone you just met
- #Go out with friends you trust
- #Don't isolate yourself with strangers too much
- #When you go somewhere tell a friend

### THINGS TO DO AFTER BEING RAPED:

- #Get to a safe place
- #Tell someone you trust
- #Avoid any contact with water
- #Try being open and honest
- #Get tested for sexual transmitted infections and HIV tests(Immediately)
- #Seek counselling from a professional





# ALPHAMALE

THE MODERN MAN.



Many modern men are now learning how to be an alpha male. One of the main reasons why is that women have become a lot more confident, independent and assertive and men are finding themselves feeling nervous and unsure around these women. The truth is, when you display alpha male traits you will be on top of your game. Why? You will be one of the very RARE men who is able to remain calm, confident and in control around the new, savvy modern woman.

FOR MORE INFO

[WWW.GBOOKSA.BLOGSPOT.COM](http://WWW.GBOOKSA.BLOGSPOT.COM)



GET YOUR  
BUSINESS  
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# ALL THINGS COME TO AN END BUT THOUGHTS ARE EVERLASTING

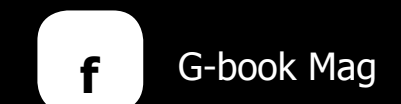
PLEASE SEND US YOUR COMMENTS & VIEWS ON THIS ISSUE. IT'S YOUR THOUGHTS THAT ASSIST US TO COMPILE A BETTER ISSUE EVERY SEASON.

THANK YOU FOR YOUR SUPPORT



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**SOCIO-ECONOMIC DELEOPMENT/ GOLDEN AGE**  
ISSUE#4

