

Brave Sebastian does RAM proud

Thursday 23 May was business as usual for RAM driver Sebastian Jacobs. Sebastian likes to ensure that all his deliveries are made by 15h00 every day, because he feels that the late afternoons seem to attract bad elements on the streets.

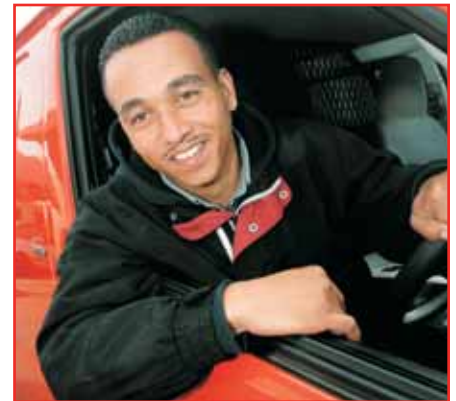
Sebastian had just parked outside the premises of his last delivery in Mayfair when a car pulled up close beside him, making it impossible for him to get out of the van. As he leaned out the window to ask the driver to move, he realised the passengers in the car were armed. One of the suspects pulled Sebastian out of the van, holding a gun to his head. Another escorted his co-driver from the passenger seat and locked him in the back.

Sebastian knew he had to flee somehow, and managed to hit the armed robber's gun-wielding hand out of the way. He then ran towards the nearest building. Two shots

were fired at Sebastian, both of which fortunately missed him. The suspects then climbed into the RAM van and drove off.

"I knew I had to act quickly," says Sebastian. "I took off my RAM shirt so the hijackers wouldn't recognise me, and ran down the street to see where they were heading. Their vehicle sped across an intersection with the van following, but the hijackers did not see a car approaching. They swerved to miss the vehicle and smashed into a pole."

Sebastian continues, "I then realised that my priority was to retrieve the parcel for delivery. I got to the back of the van without the suspects spotting me. I opened the back door, grabbed the parcel and ran to the client to deliver it and report the hijacking to the RAM Control Room. In the meantime, the suspects' vehicle had turned around to collect their accomplices and together they fled the scene."



Sebastian Jacobs

"Sebastian's bravery, quick thinking and dedication to make his last delivery despite the odds, is heroic and exemplary," says Joint MD Graeme Lazarus. "For this reason we're honouring him with the RAM Outstanding Service Award. Sebastian went beyond the call of duty and put a client's needs before his own, and for that we are extremely proud of him."



Wage increases motivate employees



Handwritten note from Union representatives

This letter was received from Union shop stewards, expressing the gratitude of employees after learning that RAM has increased minimum wages.

We're acutely aware of the spiralling cost of living that's affecting all South Africans, especially minimum wage earners who rely on their monthly wage to care for their families. The recent increases in petrol and food prices have affected all of us.

Our Executive Board reviewed the government-prescribed minimum wage

for drivers and general workers, and found that it is not enough to cover the bare necessities. Based on this, it was decided to increase our minimum wage to above the prescribed minimum.

"The increased minimum wage has been very well received by our employees," says Financial Director Ian Freeman. "It has also had a very positive effect on our business. We now have a happier, more motivated workforce that's committed to the company and to our clients."



Flying high in the Business Soccer League

After an exciting first season playing in the Spartan/Isando Business Soccer League, RAM made it through both the quarter and semi-finals to face GP Packaging in the Final.

On 29 March the team arrived at the Cresslawn Primary School grounds in Spartan. They were kitted out in their all-new RAM-sponsored red-and-white-striped soccer gear, ready to fight for a win. The game was intense and exciting, and in the end we were victorious with a convincing 3-1 win.

The goals were scored by David Dlamini, Tebogo Molothanye and Lifa Mashego, who also walked away with the Man of the Match title.

Player and Team Manager David Dlamini says, "We are so happy that we won this important game. Our win has motivated us



The RAM team celebrates winning the Business Soccer League Final

to keep practicing to improve our position on the log. We are currently in third place and have another eight games ahead of us."

David continues, "We've worked hard to get to where we are, but we realise that

to reach the top of the log we have to remain focused and committed. We would like to thank David and Graeme Lazarus, as well as Ian Freeman, for their generous support."



2008 Disabled Golf Open sponsorship

RAM once more pledged our support to the disabled through our corporate sponsorship of the 2008 Nedbank SA Disabled Golf Open, which was held at Erinvale Golf Estate in Somerset West in May this year.

The key objectives of the SA Disabled Golf Open are to encourage and promote every South African with a permanent disability to play and enjoy golf.

Playing golf is a viable form of rehabilitation and recreation for the disabled. It also brings together able and disabled golfers to share their love of the game. Our sponsorship demonstrates our commitment to disabled sportsmen and women.

The 2008 tournament saw a number of international golfers tee up on the greens to compete for the title. Among them was 51-year-old Jan Dinsdale from the UK,



Heinz Barnbeck (Germany) and Lyle Adams (Astra School for the Disabled, Cape Town)

blinded by Cone Rod Dystrophy, and last year's tournament winner, British leg amputee Mick Horsley.

Nico Wentzel, a below-the-knee amputee hailing from KwaZulu-Natal, brought the



Neil Merry

title back to home soil with his convincing win. Nico's final round of 76 gave him a winning total of 159, 15 over par, ensuring a one-shot victory over defending champion Mick Horsley of England.



RAM and MaAfrika Tikkun

Making a difference together

MaAfrika Tikkun is a non-governmental organisation that cares for orphans and vulnerable children (OVCs) in townships.

The organisation was founded by Dr Bertie Lubner and the late Chief Rabbi Cyril Harris in 1994 to help those who were disadvantaged by the Apartheid regime.

Recognising the importance of MaAfrika Tikkun's vision and mission, former president Nelson Mandela became its Patron-in-Chief. On a site visit, Mr Mandela once said, "What I have seen here today is a miracle."

MaAfrika Tikkun has community upliftment projects in Orange Farm, Diepsloot, Alexandra and Hillbrow in Gauteng, and in Delft and Mfuleni in the Western Cape.

Early Childhood Development Project

The Arekopaneng building in Orange Farm hosts MaAfrika Tikkun's Early Childhood Development (ECD) project. The project cares for OVCs from a few months to six years old.

The children are given a safe haven, hot meals and loving care at the facility. They are taught age-appropriate literacy, numeracy and life skills.

Social workers and caregivers are also on call when children require assistance, and other non-profit organisations such as Teddy Bear Clinic and Childline are called upon to assist in cases of physical and sexual abuse.

In 2007, David Lazarus and other RAM colleagues went on a site visit. They were so impressed by what they saw, it was decided that RAM should take an active role in the ECD project.

Our pledge

RAM pledged to invest in building an extension to the Arekopaneng building,

but MaAfrika Tikkun faced some challenges regarding the lease on the land in Orange Farm, which delayed the building process.

We are pleased to announce that the extension to the lease of Arekopaneng in Orange Farm has been approved.

The building plans have been submitted, and construction will commence later

this year. In May, we concluded a three-year agreement with MaAfrika Tikkun for the capital costs and operating expenses of the new centre.

"This is just one project where we are able to make a difference and offer our support," says David Lazarus. "It's a drop in the ocean, but it's a start to assisting the less fortunate members of our society."



Crime Report

RAM is at the coal face of dealing with hardened criminals who are getting smarter by the day, constantly looking for new ways to steal anything that can be sold for cash quickly.

Our employees are encouraged to always stay one step ahead and have the assistance of our highly vigilant Risk

Department staff, who spend their days investigating incidents to uphold our stance of zero tolerance for losses.

We would like to share the details of two incidents where the quick-thinking actions of our employees have led to the apprehension of criminals and the recovery of stolen goods.



Preshina Moonsammi

Case 1

Location Durban
Date 29 May 2008
Description False documents supplied to collect a parcel lead to arrest

On 22 May a man, believed to be a client, collected a parcel containing a cellphone from our Durban office. The documentation was in order and Ruth Mthembu released the parcel. A week later, the same man returned to collect another parcel containing a cellphone.

Ruth recalled the man having collected a parcel the previous week, and notified Naseer Alladin. He told the man the collection would have to be verified with the cellphone company and they would call him when the parcel was ready for collection. Naseer then alerted Rivash Singh, who phoned the so-called 'customer', leaving a message on his voicemail that he could return to collect the parcel.

The man returned at 18h00 and Rivash asked him to wait while he looked for the parcel. He then called the police. Rivash discovered that the man had an accomplice waiting in a vehicle at the entrance. The police arrived 15 minutes later, and the accomplice called the man to warn him.

The man then walked out of the Operations exit and Rivash gave chase. The suspect climbed over the back wall of the hub and ran away. Rivash ran back to the boom gate and instructed security not to let the waiting

vehicle out. He then directed the police to the vehicle and Durban Hub Manager, Mohammed Nizamie, grabbed the car keys away from the suspect.

On searching the vehicle, the police found a number of fraudulent identity documents, a laptop and five cellphones. They arrested the suspect, but told him they could let him go if he paid them money. He called his accomplice and arranged to meet him to collect the money.

The police escorted the suspect to the meeting place where his partner presented them with a R1 700 bribe. They then arrested him too and took both men to Durban Central Police Station where cases of fraud and bribery were opened against them.

It is thanks to Ruth, Naseer, Rivash and Mohammed that these criminals were apprehended and charged, and the client's parcel did not fall into the wrong hands.

Case 2

Location Umlazi, Durban
Date 12 May 2008
Description Heist

RAM driver, Siyanda Madlala, arrived at a client's premises in Umlazi at 16h30 to deliver a parcel. His crew member, Sibusiso Sithole, left the van to deliver the parcel. Sibusiso returned to find Siyanda being held at gun-point. The hijacker told Siyanda to get out of the vehicle and three men then jumped into the van and sped away.

Siyanda and Sibusiso ran back to the client's house to report the hijacking to our Durban Control Room, which informed RAM in Johannesburg and the SAPS. Our vehicle tracking company dispatched a ground team and helicopter to Umlazi. The van was found abandoned behind the fire station in Umlazi with nine parcels for delivery and four collections missing.

Johannesburg-based Risk Administrator, Preshina Moonsammy, proceeded with an investigation into the missing parcels. Preshina discovered that some of the parcels contained cellphones, and soon traced one of the handsets, which was activated in the Umlazi area.

Preshina's quick thinking led her to call the cellphone posing as an employee of the cellphone company. She told the person he had won a flat-screen TV. The person then gave Preshina his physical address to facilitate delivery of the TV. Preshina passed this information to Durban Branch Manager, Mohammed Nizamie, who forwarded it to the Umlazi police and the suspect was apprehended.

Siyanda and Sibusiso were asked to attend an identity parade, where they positively identified the suspect as the person who had hijacked them.

Well done to Preshina for her thorough investigation and for her ingenious 'trap' to catch the criminal.



Witbank added to the RAM map

Witbank Branch Manager, Leoni du Preez, chats about the new hub

After setting up our Nelspruit hub, Leoni dabbled in the property market, but the lure of life in the courier industry led her back into the fold in October, as the newly appointed Witbank Branch Manager. Although still based in Nelspruit, Leoni manages the hub with the help of a very capable and hands-on Operations Manager, Alfred Motaung.

Leoni is currently working on a strategy to take the Witbank courier market by storm. "We have not even touched the potential market in Witbank. As soon as the 25 staff are settled in, I will put our sales plan into action and make sure this hub grows to its full potential," she says.

As Leoni's experience in the courier industry has taught her, it is all about sticking to the basics. "Get the parcel from point A to B within the specified time, and ensure that the client is provided with the necessary proof of delivery," she explains.

Leoni believes that mutual respect between management and employees is vital, understanding that employees need to be acknowledged for a job well done.

"What is very uplifting in the RAM Group is the fact that every employee understands that there are real opportunities for growth if they perform," she explains.



Leoni du Preez



The new Witbank team

RAM's big debut on the small screen

Troika Imagineering Works is steering RAM's branding strategy into new territory with our 2008 advertising campaign.

Troika was first appointed to help take our brand mainstream in 2004. At that stage, we had only 240 vehicles and a mere handful of hubs. Today, over 600 highly visible RAM-branded vehicles move between our 27 hubs every day. The phenomenal growth we have experienced shows that we are making

serious inroads into a market that is dominated by big, international players.

For the first time since Troika began building the RAM brand, we are reaching the nation by featuring our credentials in TV advertising. The series of humorous ads continues to emphasise our homegrown heritage and unrivalled ability to deliver across the length and breadth of South Africa.

"To date, RAM's presence on TV has been limited to sport broadcast sponsorships, which – while highly effective for creating brand awareness – didn't provide the best opportunity for getting the brand message across," says Troika Chief Imagineer Neill Moross.

"The new campaign does this. And it's taking the brand's presence to a new level."



On location with the crew for *Bisikele* near the Lion Park...



New hands at the payroll wheel

We take pleasure in welcoming Esta Malan and Shana Elliot to the Group. RAM News asked a few questions to help you get to know them.



Esta Malan
Payroll Manager, RAM Branches



Shana Elliot
Payroll Manager, RAM Isando

What's your favourite food?	I'm not fussy, but good company is essential	At the moment it's homemade chocolate mousse
What book are you currently reading?	Nothing at the moment, but I enjoyed <i>Mind Power</i> by Brian Cohen	<i>Angels and Demons</i> by Dan Brown
Your favourite TV programme?	<i>Alias</i>	<i>CSI</i>
Favourite music?	Nickelback	Joshua Kadison
You're stranded on a desert island. What two things do you need to survive?	A flint and a very big knife	Soap and clean clothes
If you could invite any six people in the world for dinner, who would they be?	I would invite six people from my ancestry; it would be very interesting to know what kind of people they were	Just my two sisters and three brothers – they live all over the world
Where's your ideal holiday destination?	Mosselbay	Italy, Spain or France
Any pet hates?	Don't tell me lies	Leaving a clean kitchen in the morning and coming back to a disaster zone
What word best describes you?	Compassionate	Passionate
What's your passion?	I like to live life to the fullest	My half-breed Persian cat and my collection of orchids
What do you do at the weekend?	Spend time with my family and friends	Watch my son skydiving, relax and watch DVDs

Bowling tournament revived

After an absence of 21 years, the 2008 Ridge Park Easter Bowling Tournament is back.

Over 100 players made up 26 teams at the Ridge Park Bowling Club over the Easter weekend, competing for a trophy that was last contested in 1987.

The overall winners were a combined team from Alberton & Southern Sports Bowling Clubs, who walked away with the trophy and prize money sponsored by RAM.

"We would like to thank RAM for enabling us to revive this event," says Carol Ennion from Ridge Park Bowling Club. "The tournament's success has created a stir among Gauteng bowlers, and we have had a large number of teams express interest in competing in next year's tournament."

