



Steyn Heckroodt
Western Cape chairperson



Susan le Roux
Gauteng chairperson



Greg Clack
Eastern Cape chairperson

...there is a need for networking opportunities with fellow alumni...



Costa Georghiades
Mpumalanga chairperson



Kumaran Poonan, KwaZulu-Natal

USB



Marius Fürst
President, USB Alumni
Association

CREATES NEW VALUE FOR ALUMNI

Regional branches usher in greater networking and service advantages for alumni.

IT IS OFTEN SAID THAT the best measure of a business school's standing is the graduates it produces. The University of Stellenbosch Business School (USB) recognises this and has established Alumni Association branches in different regions of South Africa.

According to feedback from USB alumni there is a need for networking opportunities with fellow alumni and for events and refresher courses or seminars to update their knowledge.

With this in mind, the USB has now made it possible for alumni to take part in activities beyond the Western Cape. The new constitution of the USB Alumni Association makes provision for regional branches. This Association replaces the USB Club

of their programmes.

The first five new regional USB Alumni Association branches have been established in the Western Cape, Gauteng, Mpumalanga, KwaZulu-Natal and Eastern Cape. Great interest is also shown for branches in Namibia, Australia, London and Europe. The sixth and most recent branch formed is the German branch.

According to Marietjie Wepener, deputy director: Marketing and Communication at the USB, the Alumni Association is an important way of staying in touch with alumni and building long-term relationships. "Branches will be the platform from which market information can be fed into the USB. We want continuously to offer alumni something of value to keep them in the USB family."

The USB already offers its alumni ongoing learning opportunities through MBA elective courses at discounted rates, workshops, the Leader's Angle high-level speaker series, and an alumni web portal which will soon take the latest business knowledge to thousands of alumni.

Ways for alumni to participate include fundraising events in aid of the USB Alumni Association's Future Fund for deserving students, and a mentorship programme for MBA students. At last year's Alumni Gala dinner, five MBA bursaries were sponsored.

The following chairpersons were elected: Steyn Heckroodt (Western Cape), Susan le Roux (Gauteng), Costa Georghiades (Mpumalanga), and Greg Clack and Nirvana Rampersad (Eastern Cape). The KwaZulu-Natal branch will be led by a steering committee until a chairperson is elected. □

— Clayton Swart

which mainly operated in and around Cape Town.

According to Prof Eon Smit, director of the USB, the alumni are precious assets of the USB who carry the brand and qualification of this internationally accredited business school. "Taking our Alumni Association to different geographical areas will enhance the USB's ability to remain in contact and to deliver further learning interventions after completion of degrees or programmes."

Regional chairpersons will form the central USB Alumni Association Committee (Alumni Exco). They will attend USB Advisory Board meetings where they will receive first-hand information about the current strategy of the Business School. They will also be able to give input on behalf of alumni in the various regions.

All MBA, PhD, MPhil and MDevF graduates, as well as participants in the comprehensive management programmes of USB Executive Development Ltd (USB-ED) automatically become members of the USB Alumni Association upon the successful completion

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