

W FEMME T FET A FETALE

ISSUE 10, MAY 2025



Scaffolding Success

HOW MEANINGFUL CHANGE
BEGINS WITH THE RIGHT
GOALS

MINI BUTTONS

More about Juleigh and
her journey

Connie Ferguson

From Domestic Worker to
Millionaire Mogul

Mental Clutter

WHY YOUR BRAIN FEELS
OVERCROWDED - AND
HOW TO CLEAR IT

STRONG NOT SORRY

Embracing the Power of Positivity in
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MAY

- 1st Femme Fetale Magazine gets released
- 7th Members Monthly Virtual Connect
- 10th Members Only Get-Together

JUNE

- 1st Femme Fetale Magazine gets released
- **4th The Power of Purpose (Online Networking Event)**
- 4th Members Monthly Virtual Connect

JULY

- 1st Femme Fetale Magazine gets released
- 2nd Members Monthly Virtual Connect
- **1 - 31st #UCAPhoenixglowUp Challenge**

AUGUST

- 1st Femme Fetale Magazine gets released
- 6th Members Monthly Virtual Connect
- 8 - 10th Members' #AnnualBirthdayBreakaway (TBC)

SEPTEMBER

- 1st Femme Fetale Magazine gets released
- 10th Members Monthly Virtual Connect

OCTOBER

- 1st Femme Fetale Magazine gets released
- 1st Members Monthly Virtual Connect
- **18th "Life in Colour" (In-Person Networking Event)**

NOVEMBER

- 1st Femme Fetale Magazine gets released
- 5th Members Monthly Virtual Connect
- 29th Members' #ChicksMas Lunch (2nd Ed)
- 1 - 30th Bi-Annual Business Growth Challenge

DECEMBER

- 1st Femme Fetale Magazine gets released
- 3rd Members Monthly Virtual Connect



member testimonial

"I joined UCA around August 2024, and this organisation has been so great for business. Within a week I got an order from someone outside of the organisation (thanks to all the promoting our founder does) and have since then gotten work from members within! We support each other, and I have thus far been connected with other members selling products and services that I can use. Joining this group has been great. Love yah!"

Amani

@amani.caricatures

is that all?

when empowerment starts to feel like performance

I'm opening this month's letter with an article I shared on LinkedIn earlier in the month. Why? Because I believe it deserves every bit of exposure—and I hope it resonates deeply with our members, supporters, partners, and readers alike.

Is that all? When empowerment starts to feel like performance: I recently became aware of a brand that promotes “female empowerment” — gift-wrapped in glitter and applause. On the surface, it looked like everything we’ve fought for: a celebration of women, of resilience, of ambition. But underneath the sparkle, I encountered something I wasn’t prepared for — a question that landed like a punch to the gut.

“Is that all?”

That question wasn’t aimed at me, but it might as well have been. It was said to a woman after she’d just finished listing all the moving, meaningful, demanding parts of her life — things most of us would barely manage one or two of at a time. And yet, after she laid out the full weight of what she carried, that question came. Not with malice, not even necessarily with intention — but it came.

It caught me off guard. It made me pause. And it made me wonder: Have we, somewhere along the line, confused empowerment with perfection?

We live in a culture that celebrates the idea of “having it all,” but I’m starting to ask — who gets to define what ‘all’ looks like? Because from where I’m standing, it seems like women are not only expected to do everything — they’re expected to do it flawlessly, with a smile, and preferably in heels. And if they’re not juggling a minimum of seven roles — mother, career woman, side hustler, wellness guru, change-maker, partner, public speaker — they risk being told they aren’t quite “there” yet. Not quite “enough.”

But here’s the truth, or at least my truth: we are already doing too much. We’re running companies and homes. We’re surviving grief, illness, heartbreak. We’re raising children, chasing dreams, holding boundaries, and trying to be whole in a world that often pulls us apart.

To ask “Is that all?” — even unintentionally — misses the depth of what it means to be a woman navigating life today.

And maybe that’s what really stuck with me. It’s not that anyone meant harm. It’s that even within spaces meant to uplift us, we’ve begun to absorb this narrative that more is never enough. That worth is measured in output. That excellence is the new baseline. That rest, or simplicity, or simply being isn’t noteworthy anymore.

This isn't an attack. It's a question. One I'm still sitting with. Are we truly empowering women — or are we subtly pressuring them to live up to a version of empowerment that's just another impossible standard? I believe I'm trying my best to do this through my own NPC UCA - where I believe our members, partners and volunteers are family. Each and everyone with their own unique story - and I celebrate them as much as I can.

Because real empowerment, in my view, is less about applause and more about acknowledgment. It's saying to the woman holding it all together (or falling apart) — "I see you. I believe you. You matter."
Not "Is that all?" But maybe instead — "How are you really?"

So no, this isn't a takedown. It's an invitation. To reflect. To challenge. To redefine. To hold space for the power of ordinary, everyday courage. To remind each other that we are not projects to be completed, icons to be worshipped, or resumes to be ranked. We are people. We are stories. We are enough — as is.

As I wrap up this edition, I can't help but reflect on the past two months—months that have been nothing short of extraordinary. We've welcomed new faces, shared unexpected moments, and grown in ways we never imagined. And still, I find myself pausing to ask: What makes us different?

The answer, time and again, is simple. It's family.

We are not just a platform or a publication—we are a sisterhood. A space where women feel seen, heard, and held. A space that transcends algorithms and timelines. One where we laugh, cry, challenge, and champion each other, side by side.

Even as more organisations—formal and informal—emerge with the same mission to uplift and empower women, our heartbeat remains uniquely ours: belonging. Safety. Soul. That's what we protect fiercely and nurture intentionally.

So if you've been watching from the sidelines, this is your invitation: Come home. Join a sisterhood like no other. Let's grow together, guided by purpose, and anchored in connection.

With much love & gratitude





branded merch

Introducing our official **UCA** branded hoodies, as well as our **ROOTERS (Chicks Supporting Chicks)** T-Shirts

The proceeds thereof go directly into our **UCA Donation Box**, helping us uplift and empower female entrepreneurs!

R280

(excl. courier/delivery fees)



Order at <https://wkf.ms/4iz76HM>

Vote for our Founder

in the SARIE Cover Face Competition!

Taryn-Lee Potgieter — the powerhouse founder of the United Chicks Association (UCA) — is a finalist in the SARIE Magazine Cover Face Competition, and she needs your vote!

She's not just leading change behind the scenes — she's stepping up, front and centre, representing what it means to be a modern, multi-faceted woman.

Let's get behind her and show the world what UCA stands for. Vote here
<https://voorbladgesig.sarie.com/inskrywings/taryn-lee-potgieter/>



every click counts!



R2k raised - R23k to go

OUR GOAL FOR 20205

raise an amount of

R25k

We're empowering current and aspiring female entrepreneurs by funding their journey to business ownership. Donate today and help shape a successful future for others!ts at 7 pm

United Chicks Association

FNB Business

Acc Nr: 63118728766

Branch: 250655

Ref: Donation + Your Name

www.ucassociation.org
info@ucassociation.org
+27 64 559 4330

**TAX CERTIFICATES CAN BE GIVEN
UPON REQUEST**



member testimonial

""Since I joined in October 2024, UCA has had tremendous impact on my network and business. This is not only a safe space where we can find reputable services and suppliers, but also a space to share experiences and help each other grow during workshops and get-togethers. I have met the most amazing woman, each with their own inspiring story of how they struggled through the start-up process of a new business - and conquered!

UCA is truly empowering. I am grateful for the orders I have received from our network and at the same time, really satisfied with the ones I have done business with. I look forward to seeing what we can still achieve together! SA Attitude Branding thanks you UCA and founder Taryn-Lee Potgieter.

The benefits of this network include of course: Increased Exposure, Opportunities for Partnerships, Access to New Clients, Build Your Credibility, Get Career Advice and Support, Help Others As you Gain More Experience, Create Long-lasting Relationships"

Rozane

saattitude.co.za



VANESSA TALKS ABOUT

BEHIND THE *Spotlight*

Vanessa Gray

Female Vocalist, Muzo, Competition Judge &

Vocal Coach

Mobile: +27 66 055 7677

Email: vangraymuzo@gmail.com

The Story of Connie Ferguson

FROM DOMESTIC WORKER TO MILLIONAIRE MOGUL



In South Africa's business and entertainment landscape, few names shine as brightly as Connie Ferguson. But behind her fame is a story of determination, humble beginnings, and unshakeable resilience that turned a once-struggling young girl into a media mogul and millionaire.

EARLY LIFE AND STRUGGLES

Connie Masilo (now Ferguson) was born in 1970 in Kimberley, Northern Cape. She grew up in a modest household where money was tight. Her mother worked as a domestic worker, and Connie often helped with household chores while dreaming of a bigger life. Despite the odds stacked against her, she focused on her education and pursued a career in drama and performance.

BREAKTHROUGH IN ACTING

Connie's big break came in the 1990s when she was cast in the popular South African soap opera **Generations** as Karabo Moroka. Her portrayal of a strong, elegant, and complex woman won the hearts of millions and made her a household name.

But Connie didn't stop there. While many would have rested on their acting success, she had a bigger dream: **to own her own production company.**

BUILDING AN EMPIRE

In 2010, alongside her late husband Shona Ferguson, she co-founded Ferguson Films. Starting the company wasn't easy—they invested their own money, faced skepticism, and worked long hours.

But they believed in telling powerful African stories and creating jobs in the industry.

Ferguson Films went on to produce hit shows like:

- Rockville
- The Queen
- Kings of Jo'Burg
- The Throne

These shows dominated South African television and proved that black-owned production companies could compete at the highest level.

LEGACY OF HARD WORK

Connie is now one of the most respected women in South African business—not just for her wealth, but for her discipline, grace, and focus. After losing her husband in 2021, she chose to carry on their dream and continue building the company they started together.

KEY LESSONS FROM CONNIE FERGUSON'S JOURNEY

- Start where you are: Connie came from humble roots, but she never let her past limit her future.
- Hard work beats talent when talent doesn't work hard.
- Empower others: Through Ferguson Films, Connie has created opportunities for countless actors, directors, and crew members.
- Diversify: Beyond acting and production, she also launched her own fitness and beauty lines, proving she's a savvy businesswoman.

Today, Connie Ferguson stands as a beacon of hope and proof that no matter where you start, your dreams are valid—and with work, they can become reality.





come & join

VANESSA GRAY

4 May 2025

10h00 – 14h00

at the
Antique Shack

Mothers day Market

just off n14 on n5, muldersdrift



Janet's aim is to inspire, equip and guide a new generation of core-driven impactful leaders, who will tackle problems that matter and build exceptional 21st century organisations. Drawing on great theory, creative methods, and a genius network, the mission of engagement Dynamics is to design, develop & deliver the most beautiful, useful and irresistible transformative leader development solutions on the planet.

Janet du Preez

Management Director of Engagement Dynamics

Email: janet@engagementdynamics.com.

Facebook: Engagement Dynamics

LinkedIn: Engagement Dynamics

Website: engagementdynamics.com

JANET TALKS ABOUT

CAREER

empowerment

For example, a typical goal might be: "Launch a new product by Q3." A **MARSTA goal®** might be built around a statement like this: "Establish a cross-functional innovation process that enables the launch of three new products annually, beginning with one by Q3." Notice the difference. The first goal is an endpoint. The second is a foundation for ongoing innovation.

THE ROLE OF INTENTIONAL DESIGN IN LEADERSHIP GROWTH

Intentional goal design is not merely a mechanical exercise. It is an act of leadership in itself. It requires discernment—what to pursue and what to release. It requires courage—to commit to the slow, steady build rather than the quick, hollow win. And it requires faith—the quiet belief that what we build today, even when unseen, prepares us for impact tomorrow.

When facilitating strategy sessions or guiding executives through the **Leader Forge Game**, I often witness how transformational this shift can be. Leaders move from firefighting to future-building. Teams shift from fragmentation to focused momentum. Energy that once dissipated into reactive tasks is channeled into sustainable growth.

The truth is, scaffolding is rarely glamorous. It is hidden beneath the surface, supporting the visible success that others admire. But without it, even the most promising enterprises risk crumbling.

FROM CHAOS TO CAPABILITY: THREE PRACTICES FOR TODAY

If you find yourself navigating a season of rapid growth—or sensing that one is approaching—consider these practices:

Design for Capability, Not Just Completion

Ask yourself: "What capacity are we building through this goal?" Ensure that your goals are developing skills, systems, and relationships, not just ticking boxes.

Align Goals to Purpose, Not Just Pressure

When the urgent shouts louder than the important, step back.

Think about your goals in relation to your deeper mission and values. This alignment sustains energy long after adrenaline and excitement fade.

Embrace the Hidden Work

Recognise that some of the most vital progress is invisible for a time. Building scaffolding is an act of faith and foresight. Celebrate foundational milestones as fiercely as you would celebrate public victories.

BUILDING THE FUTURE, ONE GOAL AT A TIME

In seasons of growth, the temptation is to sprint faster. But wise leaders know that true progress often requires pausing to lay the next beam, to reinforce the next platform, to design the next step with care.

If you recognise that you need to set more intentional goals or to redesign your growth strategy, I invite you to connect with me. We have a range of ways in which we can support you and help you to craft the scaffolding your future ideals demand.

The world does not just need more leaders. It needs leaders who build well.

Let us know if you are keen to join a **MARSTA Goals® workshop** — email janet@engagementdynamics.com

INVITATION TO COACHES, CONSULTANTS, AND FACILITATORS

If you are a practicing coach, consultant, or facilitator who wants to deepen your ability to support meaningful, sustainable change, I'd like to invite you to join us for the next **MARSTA Goals® Accreditation** event (probably the last event at the price stated):

Date: 12 May 2025

Time: 09h00–18h00 (SAST)

Location: Online

Register here:

<https://www.marstagoals.com/membership-accreditation>

Together, let us build a scaffold that not only holds growth — but accelerates it.



UCA PROUDLY PRESENTS

OUR AMAZING

members

ARTS & CRAFTS



Specialising in Caricature Portraits and Caricature Live Events, Amani Caricatures brings a unique blend of artistry and entertainment to any occasion. Whether you're looking to capture memorable moments with a fun twist or add a lively and creative element to your event, Amani Caricatures' work is sure to impress. Their talent for turning faces into charming, exaggerated art pieces will leave you and your guests with unforgettable keepsakes. Perfect for corporate functions, weddings, or any gathering where laughter and creativity are welcome.

+27 78 839 3666 | softpalette.jpg@gmail.com | [@amani.caricatures](https://www.instagram.com/amani.caricatures)

MIDDLE EAST



Discover timeless craftsmanship with Lady Rischmuller Handmade, where every piece is uniquely designed and carefully handcrafted. From luxurious leather goods to beautifully curated accessories, Lady Rischmuller adds a touch of elegance and style to your everyday life. Proudly South African, their products celebrate quality, creativity, and attention to detail. Explore their stunning collections and indulge in the artistry of handmade excellence.

ladyrischmullerhandmade.co.za | info@ladyrischmullerhandmade.co.za | +27 76 859 8128 | [@lady_rischmuller_handmade](https://www.instagram.com/lady_rischmuller_handmade)

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ALBERTON

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DURBAN



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BUSINESS SOLUTIONS



From corporate events to intimate gatherings, Elfin Event Dynamics delivers exceptional service and creativity to every project. We offer incentive travel, unique corporate gifts, and have worked with clients from charities to major brands like Salesforce and ABSA. We're proud to have organised the launch of Mandela's 46664 campaign. Let us bring your next event to life!

www.elfinevents.co.za | lisa@elfinevents.co.za | +27 82 560 0173

FOURWAYS



Marko Financial Services specializes in accounting, tax, payroll, and business compliance, providing expert support for individuals and businesses. From CIPC registrations and SARS submissions to BBBEE certificates and financial reporting, they help businesses stay compliant and financially secure.

marlene@markoservices.co.za | +27 83 305 9696

BOKSBURG



Since branding is a service based business - SA Attitude focuses on personalised customer service and support. They are an owner managed, family business, with a vision is to be your first call for branding expertise, and be your branding advisor and labelling consultant. Their mission is to put the personal touch back in customer service while branding your company and creating logo visibility that you can be proud of. SA Attitude makes it happen for you - just the way you imagined it. And yes, they do have an attitude! #SAAttitude.

www.saattitude.co.za | +27 79 513 2421 | rozane@saattitude.co.za

BENONI

COACHING



Allucanachieve Coaching is dedicated to empowering individuals with the knowledge, skills, and support they need to thrive. Through personalized life and personal coaching, we help clients overcome challenges, set meaningful goals, and unlock their full potential—because with the right team, you can achieve anything.

wolfpackleader247@outlook.com | +27 79 836 6002

ALBERTON



Engagement Dynamics is a leadership and organisational development company, driven by intentional thinking, deep connection with our clients and delivery-focused action. We support and promote superb, strategic, astute leadership, effective engagement of people and dynamic responsiveness to change, complexity and conflict.

www.engagementdynamics.com | janet@engagementdynamics.com | +27 76 626 6047

JOHANNESBURG

HEALTH & FITNESS



MS FINANCE & FITNESS (PTY) LTD

MS Finance & Fitness, founded by Maruske du Preez, combines two key passions –finance and fitness. Specializing in accounting, tax, and bookkeeping, the business also offers weight loss support and Rebound Training at the Jump-Aholics studio in Dalview, Brakpan. Whether you need financial guidance or a fun way to stay fit, MS Finance & Fitness has you covered!

+27 78 577 3118 | maruske@msfitfin.co.za

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At Ozone & Health Hub, we combine the revitalizing benefits of ozone therapy with a range of nutritious wholefood products to promote holistic wellness. Our female-led business is dedicated to helping you achieve optimal health, offering treatments that boost immunity and enhance vitality. Experience the difference with Ozone & Health Hub, where well-being and empowerment go hand in hand.

+27 79 697 4790

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At Red Feather, we're passionate about elevating your bath experience with our organic, rose-infused bath salts, body scrubs, and bath oils. Each product is crafted with care to provide a luxurious and rejuvenating experience, helping you unwind and pamper yourself naturally. Treat yourself to the soothing and aromatic delights of Red Feather, and transform your bath time into a serene retreat.

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Bushveld Street Eats brings the vibrant flavors of South Africa's street food to life! Inspired by the rustic charm and rich culture of the bushveld, they celebrate local ingredients and time-honored recipes. With every bite, experience a taste of the outdoors and the rich culinary traditions of our beautiful land.

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 **TARLTON**



Mini Buttons is a magical role-play village designed to inspire children to engage in purposeful play that is pure and simple! Children can pretend to be whoever they want to be, whilst making sense of the world we live in. Their carefully created "role-play pods" are designed to replicate a little village including a cafe, medical centre, vet, construction site, and other charming village favourites that encourage and inspire play with every last detail being considered. Through role-play, children learn fundamental skills all while making memories and having lots having fun.

www.minibuttons.co.za | mini.buttons.northmead@gmail.com |
+27 79 022 9304

 **BENONI**

Hello! I'm

Juleigh Van Den
Berg

Owner of
Mini Buttons



FROM LOSS TO LEADERSHIP

MY JOURNEY TO BUILDING A BUSINESS WITH PURPOSE

As a part shareholder, I worked for 15 years in my family's engineering business, believing I had built a stable future for myself and my family. But in March of last year, everything changed—I was worked out of the family business, and everything was taken away from me. The life I had built was gone in an instant. Bills piled up, my children's education became uncertain, our medical aid was stopped, and there were days when even a simple meal felt like a luxury.

But in that struggle, I found something I never expected—a fire within me. With nothing to lose, I refused to give up. I poured my heart into my small business, a kids' role-play village that had already been running for two years. It became more than just a business; it became my lifeline, my passion, and my purpose.

Our business is a magical, beautiful space where children step into a world of imagination. Whether they want to be doctors, firefighters, shopkeepers, or chefs, they get to explore, learn, and dream through play. We also work with special needs children, ensuring that every child, no matter their challenges, can experience the joy and freedom of play.

Beyond our walls, we do meaningful work with Reach for a Dream, supporting children facing extreme health battles like cancer. We visit hospitals and homes, spending time with these brave little warriors, bringing moments of joy and hope. Every time I step into a hospital room or a child's home, I know—I am exactly where I belong. My story was always meant to lead me here.

Through resilience, determination, and unwavering commitment, I found strength—not just within myself but also in the steadfast support of my husband. He stood by my side, encouraging me every step of the way, reminding me that resilience isn't just about standing alone but also about knowing when to lean on those who truly believe in you. Today, not only has our business survived, but it's thriving. And with the launch of our franchise journey—a step I once thought impossible in my darkest moments—I am living proof that struggle can ignite the most unexpected opportunities.

Struggle has a way of revealing who we truly are. It pushes us beyond our limits, shows us the beauty in small victories, and helps us appreciate those who stand by us. Running a business is one of the hardest things a person can do, but it teaches you strength and drive like nothing else.

To every woman facing challenges, please don't give up on your dreams when others don't believe in you. Know that you have a fighter inside you. The struggle isn't the end—it's the beginning of something greater. There is no force like a woman determined to rise.

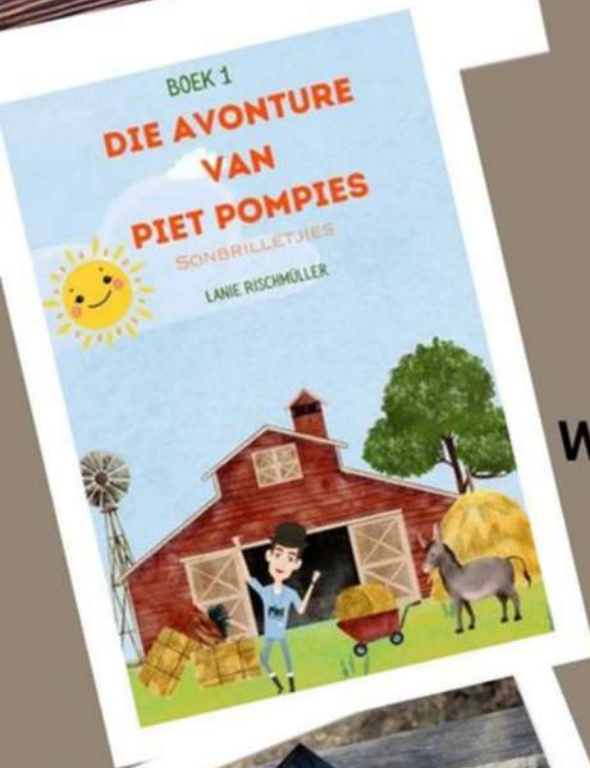
I can't wait to continue growing, finding inner peace, and making magical memories for our children.

1 Free Gift for month of May

With every purchase over R350

L R
R I S C H M Ü L L E R
L R
H A N D M A D E

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WhatsApp- 0768598128



member testimonial

"Thank you for your leadership and guidance Taryn "UCA" - your vision has been instrumental in Lady Rischmuller's success on a daily basis. I'm deeply grateful for your leadership and dedication. You've made a real difference in our way of building a strong foundation in friendship, family and business. Your strong leadership has inspired us to achieve great things with UCA on our side. It's just like a bonus family, full of love and support. I appreciate the commitment and the positive impact you've had in so many different areas in our lives. Your strategic planning and execution are remarkable. We appreciate your focus and dedication to helping people achieve their dreams and goals. This letter is just to say thank you for the opportunity to grow and for the support that myself and my business (Lady Rischmuller) have received since being part of UCA".

Lanie

@lady_richmuller_handmade_



ONCE OFF

full page | R75
half page | R50
Quarter Page | R30

3-MONTH PACKAGE

full page | R200
half page | R125
Quarter Page | R75

6-MONTH PACKAGE

full page | R400
half page | R250
Quarter Page | R150

ANNUAL PACKAGE

full page | R700
half page | R450
Quarter Page | R250



WANNA BECOME A MEMBER - CHECK OUT OUR

MEMBERSHIP

& tiers

LADY-IN-WAITING

youth membership | R20pm

UCA's youth membership is designed for young chicks aged 12 to 18 who want to be part of a supportive and empowering community.

- **Access to the UCA Network:** Connect with successful women entrepreneurs for mentorship & support.
- **Exclusive Youth Development Workshops:** Learn about business, leadership & personal growth.
- **Feature in Femme Fatale Magazine:** Be showcased as a rising star or share your ideas!
- **Discounted Entry to UCA Events:** Attend empowering workshops & networking sessions at special youth rates.
- **Mentorship Matching:** Get guidance from an experienced UCA mentor.
- **WhatsApp Group (Youth Edition):** Join a fun & inspiring community of like-minded young women.
- **Volunteering & Leadership Opportunities:** Get hands-on experience at UCA events.

THE CROWN COLLECTIVE

non-business adult membership | R50 pm

This membership tier is designed for women who may not own a business but still want to be part of UCA's inner circle, connect with like-minded women, and be part of our empowering community.

- **Exclusive UCA WhatsApp Community:** A safe, empowering space to connect.
- **Early Access to The Femme Fatale:** Get our digital magazine before anyone else.
- **Monthly Live Empowerment Sessions:** Join our Zoom meetups on confidence, careers & personal growth.
- **Exclusive Merch & Offers:** Be the first to grab UCA goodies & special perks.
- **Member-Only Networking Meetups:** Connect, grow, and build real relationships.

DUCHESS

adult membership | R50pm

- **Access to the UCA Network:** Connect with like-minded women and entrepreneurs for collaboration and support.
- **Monthly Online Networking Sessions:** Participate in virtual networking events to expand your professional circle.
- **WhatsApp Group Marketing:** Share your business promotions within the UCA community *once a month* (either at the beginning or end of the month).
- **Femme Fatale Magazine Advertisement:** Get *one free advertisement and publish one article per year* to showcase your expertise.

COUNTESS

adult membership | R100pm

- **Access to the UCA Network:** Connect with like-minded women and entrepreneurs for collaboration and support.
- **Monthly Online Networking Sessions:** Participate in virtual networking events to expand your professional circle.
- **WhatsApp Group Marketing:** Share your business promotions *once a month* (either at the beginning or end of the month) with an additional promotion boost through priority placement.
- **Femme Fatale Magazine Advertisement:** *Two free advertisements and two articles per year* to promote your business or achievements.
- **Discounted Workshops & Seminars:** Get exclusive invitations to UCA members-only workshops and seminars at reduced rates.
- **Member Spotlight:** Be featured on UCA's social media platforms to promote your personal or business brand.
- **Priority Support:** Access faster and more personalised assistance from the UCA team.

PRINCESS

adult membership | R200pm

- **Access to the UCA Network:** Connect with like-minded women and entrepreneurs for collaboration and support.
- **Monthly Online Networking Sessions:** Participate in virtual networking events to expand your professional circle.
- **WhatsApp Group Marketing:** Promote your business *twice a month* (beginning and end), receiving additional promotional support within the group.
- **Femme Fatale Magazine Advertisement:** *Four free advertisements and four articles per year* to maximize your visibility.
- **Discounted entry to UCA hosted Events, Workshops & Seminars:** Get exclusive invitations to UCA members-only workshops and seminars at reduced rates.
- **Member Spotlight:** Be featured on UCA's social media platforms to promote your personal or business brand.
- **Priority Support:** Access faster and more personalised assistance from the UCA team.
- **One-on-One Business Coaching:** Gain access to personalised business advice through one-on-one coaching sessions (if required / requested).
- **Opportunities to Host Webinars & Workshops:** Share your knowledge and skills by leading events within the UCA community.
- **UCA Branded Denim Jacket:** Enjoy discounted rates on the exclusive UCA-branded denim jacket after completing 12 months of membership.

QUEEN

adult membership | R300pm

- **Access to the UCA Network:** Connect with like-minded women and entrepreneurs for collaboration and support.
- **Monthly Online Networking Sessions:** Participate in virtual networking events to expand your professional circle.
- **WhatsApp Group Marketing:** Enjoy *unlimited* WhatsApp marketing posts, giving you the most visibility and reach within the UCA community.
- **Femme Fatale Magazine Advertisement:** *Unlimited* advertisements and article submissions, ensuring constant exposure for your business.
- **Free Entry to UCA hosted events, Workshops & Seminars:** Attend exclusive workshops & seminars without paying extra.
- **Featured Guest at Events:** Be spotlighted as a key UCA member during select events.
- **Member Spotlight:** Be featured on UCA's social media platforms to promote your personal or business brand.
- **Priority Support:** Access faster and more personalised assistance from the UCA team.
- **One-on-One Business Coaching:** Gain access to personalised business advice through one-on-one coaching sessions (if required / requested).
- **Opportunities to Host Webinars & Workshops:** Share your knowledge and skills by leading events within the UCA community.
- **Free UCA Branded Denim Jacket:** Receive a free denim jacket after 12 months of membership, a token of appreciation for your commitment.



Where vision meets action

At GRIT.T, we believe in **grit** — *the unshakable courage, resilience, and perseverance it takes to turn dreams into reality*. Whether you're an entrepreneur, career climber, or small business owner, we're here to help you push boundaries, break barriers, and build success with confidence!



FROM DREAM TO REALITY

Our coaching services give you the clarity, strategy, and confidence to thrive—whether in life, career, or business.



DESIGN THAT TURNS HEADS

Make a lasting impact with custom websites, logos, invitations, branding, and more—crafted to capture your unique style and purpose.



ADMIN WITHOUT THE OVERWHELM

Free yourself from the chaos! Our virtual administrative services & retainers keep your business running smoothly while you focus on growth.

Success starts with a single step—let's take it together!
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Ana Nikovic

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Website: projecthappiness.co.za

ANA TALKS ABOUT

WELL-BEING

empowerment

Mental Clutter

WHY YOUR BRAIN FEELS OVERCROWDED – AND HOW TO
CLEAR IT



You've had enough sleep. You've had your caffeine fix. Your schedule is cleared. And yet... your brain still feels like a browser with 47 tabs open and no idea where the music is coming from.

This isn't physical exhaustion — *it's mental clutter.*

In a world where attention is currency and everything wants a piece of yours, mental clutter builds silently. It drains your focus, smothers your creativity, and leaves you feeling restless, foggy, and a little fried.

The upside? Like any messy room, your mind can be decluttered. You just need to know where to look.

WHAT EXACTLY IS MENTAL CLUTTER?

Mental clutter is the pile-up of unfinished tasks, unresolved thoughts, unprocessed emotions, and constant distractions that clog up your mental real estate.

It's not about laziness or lack of discipline — it's what happens when your brain's "open tabs" never close.

You'll know it's creeping in when you:

- Feel endlessly "busy" but get nothing meaningful done
- Forget small things that usually come easy
- Can't switch your mind off, even when resting
- Struggle to focus on basic tasks
- Carry a constant hum of unease in the background

Like a desk covered in paperwork, a cluttered mind makes even the simplest things feel like uphill battles.

WHY MENTAL CLUTTER BUILDS UP

Here's what fuels the chaos:

- *Digital Overload:* Notifications, unread messages, and infinite scroll loops chip away at your attention span.
- *Decision Fatigue:* You're making hundreds of micro-decisions a day. It's a slow mental leak — until you're running on empty.

- *Unfinished Tasks*: Every “I’ll get to it later” becomes a cognitive weight you carry until it’s done.
- *Emotional Residue*: Lingering tension from arguments, fears, or disappointments eats up background processing power.

The worst part? Clutter creates more clutter. The more overwhelmed you feel, the harder it is to think clearly — and the harder it is to think clearly, the more overwhelmed you become.

HOW TO SPOT IT BEFORE IT SPIRALS

Ask yourself:

- Am I thinking about what I need to do more than actually doing it?
- Do small tasks feel way bigger than they are?
- Am I starting things but rarely finishing them?
- Do I feel mentally overloaded, even when my calendar looks light?

If you’re nodding along, your brain isn’t broken. It’s just overbooked. And it’s time for a reset — not more hustle.

HOW TO CLEAR THE MENTAL CLUTTER (WITHOUT BURNING IT ALL DOWN)

1. Do a Daily Brain Dump

- Take five minutes to spill everything onto a page — tasks, worries, half-formed thoughts, random to-dos.
- Don’t organise.
- Don’t judge.
- Just release.
- Think of it as clearing the desktop before you start work.

2. Sort and Slice

Once it’s out, divide it into:

- Must Do Today
- Can Wait
- Maybe Later

Then only act on what must be done today. The rest? It can wait. Your peace of mind can’t.

3. Close One Open Loop

- An open loop is any unresolved task — booking an appointment, replying to an email, cancelling that subscription you forgot about.
- Pick one and close it. Just one. It sends a powerful message to your brain: We’re in control here.

4. Schedule Mental Maintenance

- Set aside 10–15 minutes, once or twice a week, to check in on your mind. What’s unfinished? What’s eating at you?
- If you wouldn’t let dishes pile up for weeks, don’t let mental clutter do it either.

5. Create Protected Focus Windows

Multitasking is the enemy. Block out 25-minute windows where you do one thing. No tabs, no pings, no side quests. Even a single session like this each day can retrain your mind to focus and breathe.

WHY THIS ACTUALLY MATTERS

A decluttered mind gives you:

- Energy — less cognitive drag from juggling too much
- Emotional Balance — fewer spirals into “what ifs” and low-key stress
- Focus — you can go deeper, not just faster
- Motivation — when nothing’s hiding in the mental fog, momentum returns

But maybe most importantly, it gives you something you forgot was missing: *Mental breathing space*.

A CLEAR MIND IS CLOSER THAN YOU THINK

Mental clutter isn’t a character flaw — it’s the fine print of modern life.

But by noticing it, naming it, and taking small but deliberate steps to manage it, you take back control. You don’t need to fix everything today.

You just need to start. So here’s your first step:

- Write one thing down that’s been circling your mind.

That’s it! Your brain will thank you for the space.



UCA PROUDLY PRESENTS

OUR AWESOME

partners



A passionate graphic designer and artist dedicated to bringing your visual ideas to life. With a keen eye for detail and a creative flair, I offer bespoke graphic design solutions and unique art creations that captivate and inspire. Whether you're seeking compelling designs for your brand or one-of-a-kind art pieces, my mission is to deliver exceptional quality and creativity tailored to your needs.

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Boksburg



Empowering women to rise stronger, Phoenix Fitness goes beyond physical wellness, inspiring confidence, resilience, and self-worth through every step of the journey.

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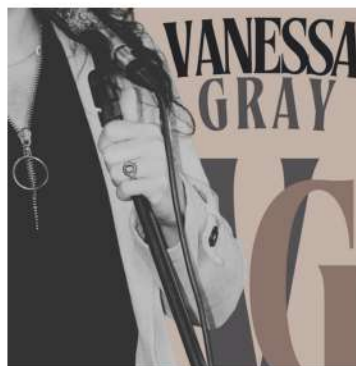
Benoni



The Happiness Project, founded by Ana Ninkovic, is a community of coaches redefining wellness through connection and courage. They help individuals—parents, leaders, organizations, and teens—align their lives with their core values, offering guidance and validation on their personal and professional journeys.

projecthappiness.co.za

Cape Town



Vanessa Gray is a versatile vocalist who brings her musical talent to restaurants, year-end events, birthdays, pubs, private gigs, and weddings. In addition to performing, she offers voice and singing coaching to help others find their unique sound. Whether you're looking for live entertainment or wanting to improve your vocal skills, Vanessa Gray delivers with passion and expertise.

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Tarlton



TRUZAAN TALKS ABOUT

PHYSICAL *empowerment*

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Strong, not Sorry

EMBRACING THE POWER OF POSITIVITY IN EVERY BODY



In a world flooded with filtered images, diet fads, and “perfect” bodies splashed across every screen, it’s easy to fall into the trap of thinking we’re not enough. But here’s a radical, beautiful truth: **your body is not a problem to be fixed.** It is a story to be celebrated.

At its core, fitness should never be about punishment. It’s not about shrinking yourself to fit someone else’s mold, it’s about expanding your strength, your confidence, and your joy. It’s time to flip the script. Let’s start embracing fitness as a form of self-love, not self-criticism.

YOUR BODY IS A MIRACLE IN MOTION

Think about everything your body does for you every step it takes, every weight it lifts, every deep breath it draws. That’s not just fitness; that’s power. Whether you’re running a marathon or stretching in your living room, your body is showing up for you every single day. That’s worth celebrating.

“Your body hears everything your mind says—speak love.” – Unknown

Positivity begins when we stop measuring ourselves against others and start honoring our own unique journey. Every scar, curve, stretch mark, and muscle tells a story of strength. They are proof of life, growth, and perseverance not flaws.

REAL TALK: MY PERSONAL JOURNEY

As a female athlete, coach, and founder of **Phoenix Fitness**, I’ve had to work incredibly hard to chase my dream and build the life I wanted. And here’s something honest: not every day is easy. Just like you, I have moments where I doubt myself, where my body feels tired, or where negativity tries to creep in.

But I made a promise to myself: **no matter how hard the day gets, I will find something to feel positive about.**

It might be a small win in the gym, a kind message from a client, or simply the fact that I showed up for myself.

"I may not be the strongest every day, but I will always choose strength over self-doubt." Truzaan Berowsky

Building Phoenix Fitness wasn't just about creating training plans or workout videos, it was about building a community where women feel safe, seen, and strong in their own skin.

FITNESS ISN'T ONE-SIZE-FITS-ALL

There's no single "fit" body. Fitness looks different on everyone, and that's what makes it beautiful. You don't need six-pack abs to be strong. You don't need to be a certain weight to be worthy of love, success, or happiness. Being healthy is about feeling good in your skin, moving your body in ways that make you feel alive, and nourishing yourself from the inside out. "Fitness is not about being better than someone else.

It's about being better than you used to be." Khloe Kardashian

Celebrate what your body **can do**, rather than criticize what it's not. Love your body for how it carries you through your days, not just how it looks in a mirror.

YOU ARE ENOUGH, EXACTLY AS YOU ARE

This is your reminder that you are already worthy. Not "when I lose ten pounds." Not "when I fit into those jeans." Right now. Exactly as you are.

Let fitness be a celebration, not a chore. Dance like no one's watching. Lift like you're lifting your dreams. Run not from your insecurities, but toward your strength.

Speak to yourself the way you'd speak to your best friend with love, compassion, and pride. Because you deserve that kind of kindness, too.

LET'S REDEFINE BEAUTY

True beauty isn't about how your body looks, it's about how you live in it. It's in your laugh after a tough workout. It's in your resilience after setbacks. It's in the way you show up for yourself, even when it's hard.

"Confidence is the sexiest thing a woman can wear." – Blake Lively

So here's to being bold. To love ourselves harder. To find freedom in fitness. To celebrate our bodies not because they are perfect, but because they are **powerful**.

Because when women stop worrying about how they look, and start embracing how they feel **that's when the real magic happens**.

With love and strength,

Truzaan Berowsky

Fitness Model Athlete | Coach | Founder of Phoenix Fitness





MORE ABOUT UCA'S

CAMPALIGNS & events

THE POWER OF PURPOSE

BUILDING A THRIVING LIFE & CAREER YOU LOVE

Feeling stuck or searching for more meaning? Whether you're building a business, growing your career, or simply looking for fulfillment, purpose is the key to thriving—not just surviving.

Join us for an inspiring virtual networking event where we'll dive into purpose, passion, and engagement to help you create a life and career you truly love.

Discover how to:

- Find and align your purpose with your career, business, or personal life
- Stay motivated and engaged, even when life gets overwhelming
- Create balance, joy, and success—whatever that looks like for you

Plus, connect with a powerful community of women who lift each other up!

This event is for YOU if you're ready for clarity, inspiration, and meaningful connections. Don't miss out!



4 JUNE '25

10:00 - 11h30 AM

online virtual event



OUR SPEAKERS



Taryn-Lee Potgieter
United Chicks Association
NPC



Janet Du Preez
Engagement Dynamics



Ana Wüst
Project Happiness

www.ucassociation.org | info@ucassociation.org

**Register
Now**

<https://wkf.ms/3DQHjM7>

UCA
unitedchicks
association

**WE
WANT**

TO HELP YOU

YOU

TO GET SUMMER READY

Ladies, summer is around the corner, and UCA has teamed up with Phoenix Fitness to bring you the 31-Day Glow-Up Challenge! This is your chance to feel strong, confident, and fabulous—just in time for the summer sun!

WHAT'S IN STORE?

- 31 days of fun, effective workouts and fitness tips
- A supportive tribe of women cheering each other on
- Track your progress and celebrate your wins
- Weekly mini-challenges, giveaways, and loads of motivation

WHAT'S UP FOR GRABS?

The best transformation will win a month's free online coaching sessions by Truzaan Berowsky, Personal Trainer & IBFF Fitness Model & Champion, to the value of R1000. AND branded goodies from UCA!

WHO SHOULD JOIN?

The challenge is designed for ALL fitness levels—so whether you're just starting or looking to level up, this challenge is for YOU!

Ready to make this your best summer yet?
Join the #UCAPhoenixGlowUp and let's rise together!



R550 PP

REGISTER:

<https://wkf.ms/40fHJoa>

CONTACT:

info@ucassociation.org





JOIN US FOR *Life in full Color* A UCA NETWORKING EXPERIENCE

18 Oct '25 | 10h00 - 16h00

@De Venue, Raslow, Centurion

Tickets cost R450pp

Let your outfit match your vibe!

Get ready to step into a space bursting with colour, connection, and confidence! United Chicks Association invites you to Life in Full Colour – a bold and beautiful networking experience where women in business come together to connect, showcase, and shine.



WHAT'S IN STORE?

- Dynamic guest speakers sharing stories of growth, grit, and glowing up
- Intentional networking sessions to help you build meaningful connections
- The Life in Full Colour Market - spotlighting fierce female-owned brands
- Good vibes, fun surprises, and a celebration of you and the power of sisterhood

CALLING ALL FEMALE FOUNDERS & MAKERS!

- This is your moment to showcase your products or services to a community that sees you, supports you, and shops with purpose.
- Limited market stands available – reserve a stand / apply at info@ucassociation.org

WHY ATTEND?

Because life isn't meant to be beige – and neither is business. We're building a colourful community of brave, bold, and brilliant women, and you're invited to be part of it.

LET'S LAUGH, LEARN, AND LIVE LIFE IN
FULL COLOUR - TOGETHER.

REGISTER:
[HTTPS://WKF.MS/4AB6KH7](https://wKF.ms/4AB6KH7)



UCA PROUDLY PRESENTS

FABULOUS finds



BEZONDER JEWELLERY

Your unique story in Metal

Jewellery should be more than just something pretty. For Johandi, it should mean something. That's why she creates pieces that tell stories, whether it's a fold-formed copper leaf, a sentimental redesign using antique cutlery, or a one-of-a-kind bridal piece

Bezonder means unique, and that's what she aims for in every design. Inspired by nature, history, and the beauty of transformation, her work blends traditional metalsmithing with personal stories. She loves giving new life to old silverware, turning forgotten treasures into something meaningful and wearable.

Each piece is crafted with care, whether it's a textured botanical-inspired earring or a ring that carries generations of history. Jewellery is personal, and she loves creating pieces that become part of someone's journey.

Find her work on Instagram at:
@Bezonder_jewellery



ARTELIER BY ANUM

Pop-up art

Artelier by Anum, founded by Ammaarah Mohamed in 2024, is a creative pop-up art business. As a certified Fashion Designer with a passion for art, her journey began in digital marketing and design for a family-owned company. Coming from an entrepreneurial family, she was inspired to venture into her own business.

Noticing a gap in the South African market for modern and trending art, she identified an opportunity to introduce the viral Fluid Bears to Cape Town. In February 2025, Artelier by Anum launched its first online store, offering bear kits for home enjoyment or party hosting and offering their unique services for private events, corporate events and kids parties.

Artelier by Anum hosts monthly workshops for kids, teens and adults, including Fluid Bear and Rhinestone Bear classes. Suitable for ages 5+, the Fluid Bear workshop is family-friendly, while the Rhinestone Bear workshop caters to ages 13+ and the Kids school holiday programme workshops are also available during the school term holidays.

Follow Artelier by Anum on Instagram @artelierbyanum to stay updated on their creative endeavors & upcoming workshops popping up around South Africa.



MAMALOU'S BITS 'N BOBS

Lipstick & Tote bag events. Handmade resin jewellery, crochet' items, handmade soaps & other crafts.

Find and follow her on instagram at:
@mamalousbitsnbobs



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COMPANY THAT
DESERVES SOME
AIRTIME?**



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