

CEO Xactavent
incorporating
SA Commuter * Flipmagz
Life is a Beach * Anytime Media *

Geniene Margaret Preston

REFERENCES

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SOUTH AFRICAN CORPORATE
MANGO AIRLINES
LIBERTY LIFE
WEBB ELGIN (VELVET SKY AIRLINES)
ADVANTAGE 5
RESILIAN'T

UNITED KINGDOM CORPORATE
LUCAZADE
BLACKSTONE CHAMBERS

LINKED IN REFERENCES

CHARACTER REFERENCES





Corporate South Africa

flymango.com

Why not today?



Mangochina Level
Domestic Departures Terminal
O R Tambo International Airport
1627
Johannesburg
South Africa
6 March 2014

To whom it may concern :

Gerlene Prater, through her own company, has been handling various activation activities for Mango Nationwide for over a year now.

Prior to that , Mango has engaged with Gerlene whilst she was employed at L&L, as Mango's account director for the management of promotional digital desks that Mango rented from L&L at certain periods, in line with business requirements.

On all occasions Gerlene has gone beyond the call of duty in ensuring the efficient running of the Mango promotions in all the major cities that Mango flies. This often necessitated her to travel to each of the locations ensuring all the operations were running smoothly.

Gerlene's main deliverables included .

1. The provision of promotional digital desks at various locations including airports, shopping centres and conference venues;
2. the execution and monitoring of customer surveys;
3. chat sales;
4. content management of the desks;
5. management of promotional staff and
6. liaison between Mango and the various mall management territories

Gerlene has interacted with various individuals within Mango in order to co-ordinate efforts towards a unified brand message. Gerlene has always taken on the Mango brand with enthusiasm, passion and an unrelenting level of efficiency. She has done this so well so much that the Mango Exec team made a business decision to purchase the digital desks and consider on going activations as they did very well in getting the Mango brand to interact with new markets at busy malls and airports.

Mango Airlines (Pty) Ltd - Reg No. 2008/0157280
Directors: Ruedi Wally (Chair), Theo Adams, Lindie Khumalo,
Nico Bezuidenhout, Marlene Labuschagne, Lindie Nicol-Turner

flymango.com

Why not today?



At the launch of our Port Elizabeth route at the end of 2011, where we only had 2 weeks to launch the entire route, Geniene stepped in and was hands on with the Mango team in ensuring a successfully launched route, working tirelessly to get the desks installed, hire staff and manage all the logistics, operations and promotional activity in a professional manner.

Geniene is a trusted supplier and partner of Mango Airlines and we continue to enjoy an excellent working relationship with her.

Sincerely

A handwritten signature in black ink, appearing to read "Jacqui Mabuza".

Jacqui Mabuza

Head of Department : Marketing

Mango Airlines

Tel : 082 641 6034

Mango Airlines (SOC) Ltd - Reg No. 2006/018129/30
Directors: Rashid Wally (Chair), Theo Adams, Lindile Khumalo,
Nico Bezuidenhout, Marelize Labuschagne, Lindiwe Nkosi-Thomas



LIBERTY GROUP LIMITED

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PO Box 10499, Johannesburg 2000
t 0860 456 789 f 0866 880 717
e info@liberty.co.za w www.liberty.co.za

Directors: S J Macozoma (Chairman), T Dloti* (Chief Executive),
S I M Braudo* (Deputy Chief Executive), C G Troskie* (Financial
Director), A W B Band, S L Botha, A P Cunningham**, J B Hemphill,
M W Hlahla, M P Moyo, T D A Ross, Dr S P Sibisi, J H Sutcliffe**,
B S Tshabalala, S K Tshabalala
(* Executive Director, ** British)
Company Secretary: J M Parratt

Liberty - an Authorised Financial Services Provider in terms of the FAIS Act
(Licence No. 2409). Liberty Group Limited - Reg. No. 1957/002788/06

Dear Geniene

Liberty Activation at the Shell V-Power Nitro Festival

We would like to thank you for planning and executing a successful activation stand for us at short notice. We value your contribution to our event.

The Xactavent team delivered professional service which assisted us in meeting our objectives. The passion, support and commitment you displayed in this project has been greatly appreciated.

We wish you every future success.

Regards

Selomane Maitisa
Retail Marketing: Divisional Director

TO WHOM IT MAY CONCERN

Geniene Preston, through her own company, was contracted to Velvet Sky Aviation (Pty) Ltd between June 2011 and March 2012, to drive the brand building, awareness, and promotional activity for the new airline.

The main elements of this activity included:

1. The provision of promotional desks at various locations including airports, shopping malls, and conference venues;
2. The editing and publication of an inflight magazine;
3. The creation and execution of a number of special promotional events;
4. Ticket sales.

Geniene interacted with various individuals in the Velvet Sky organisation in order to co-ordinate efforts towards a unified brand message.

Geniene attacked the work with passion and energy that left others breathless and took total ownership of the brand development.

The brand awareness of Velvet Sky climbed rapidly, and within a few months, the brand was in the Top 10 fastest growing Google searches in South Africa.

Geniene is great to work with and no request is too much for her.

I would have no hesitation in recommending her for a creative and organising role in brand evolution.



Gary Webb

Former COO Velvet Sky Aviation (Pty)Ltd

Tel: +27 83 275 1628

- To Whom It May Concern:

Dr R Absil
CEO Advantage consulting

It is my pleasure to provide Geniene Preston with this letter of reference I have known Geniene for over twelve years during which time she worked as a Project coordinator in my office.

I have been consistently impressed with Geniens 's attitude and productivity during the time that she has worked in the office.

Geniene is both very bright and quite motivated. I am confident that she is and trust worthy. with a high degree of diligence. She is a quick learner and has shown the ability to digest large volumes of information. Mrs' Preston has demonstrated the ability to articulate information and ideas in both the verbal and written forms.

|
Sincerely,
Dr R Absil



To whom it may concern,

Re: Character Reference

I am very pleased to write a character reference for Geniene Margaret Preston.

I have known Geniene for several years.

I first met Geniene when she approached my company to incorporate partnerships with leading international brands into the South African market. Through our 6 years working relationship, Geniene has been a trusted work associate and more notably a friend for many years now and her family has become an integrated part of mine.

During that time I have always been amazed at her level of enthusiasm and participation in everything around her. Not only has she raised her own children but her husband's grandchildren. She has always been honest and hardworking and ready to help anyone in need.

Another example of Geniene's enthusiasm is her taking on the Chairperson of the Moth Home in Fairland in between renovating their holiday flat in Durban and taking in her sister who just returned from New Zealand as well as her disabled mom. All this while running her own mall business and on line magazine.

I would certainly vouch for Geniene as her trustworthiness is not only valued but her willingness to help anyone who needs assistance and honesty is very rare in today's world.

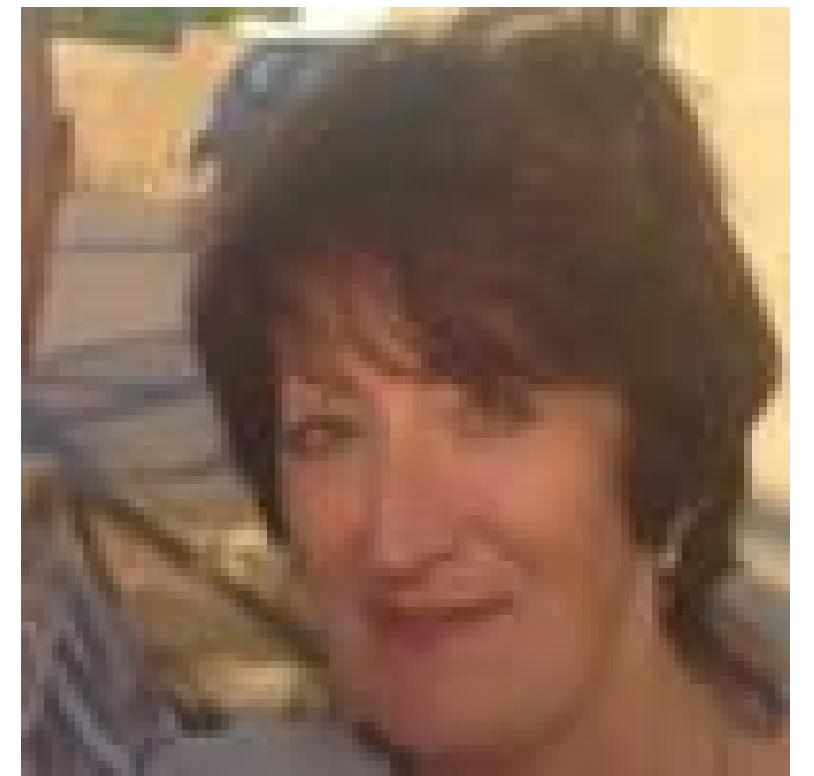
Please feel free to contact me on the contact details below or on 071 493 6548

Sincerely,

Greg Davey
Group National Marketing Manager



Corporate United Kingdom



9th October, 2019

21 Cosford Close
Kingsway
Gloucester
GL2 2BQ

Reference for Geniene Preston
To whom it may concern

Geniene worked on my sales team in the summer of 2019, she accomplished very high sales figures and was a very valuable member of the team.

Geniene is a confident, organised individual, capable of working on her own initiative, is target driven and uses her sales skills effectively to achieve what is required to make the job a success.

A good team player, she will integrate easily into a new environment and give her best at all times, personable and polite she is capable of reacting to any situation that may arise.

I would have Geniene back on my team again without question, a brilliant sales person with a bubbly personality

Sue Vaughan
Senion Manager
Sunrise Lucazade



blackstone
CHAMBERS

26th April 2019

To whom it may concern

Reference for Genlene Preston

Genlene Preston was employed as a temporary housekeeper at Blackstone Chambers through the agency Arc Hospitality Recruitment Solutions Ltd for a period of 6 weeks between early March 2019 - 18th April 2019. Genlene had to step into the role when the permanent member of staff was suddenly away on an unexpectedly long period of sick leave. Necessarily there was very limited handover or job induction in consequence.

Genlene took the job in her stride. She was cheerful, friendly and recognised the importance of ensuring that this important front of house role was carried out properly and to high standards. She fitted well with the permanent staff and with the backster members of these Chambers as well as with external clients.

Genlene's timekeeping was good and if delayed by travel disruption she was very good at communicating and ensuring that we were kept up to date with any issues.

Genlene had to deal with management of some stock levels but was not required during her time with us to handle any stock ordering but this would not have been expected of a temporary member of staff.

We were sorry to see Genlene leave (though pleased to have our permanent staff member back from sick leave) and hope that she will be successful in a new role.

Julia Horner
Chambers Director

Linked In References

LinkedIn
Connect to Opportunity™



Join now

 Join with Google

Sign in

Anthony Ochieng

Destination Marketing SpecialistDestination Marketing Specialist

January 19, 2024, Anthony was Geniene’s client

I am writing to wholeheartedly recommend Geniene for any travel writing or content creation opportunity that may arise. She has been a valued supplier for Pollant Tourism and Uganda Tourism Board by extension, developing outstanding newsletters for our company over the past six months.

From the very beginning, Geniene impressed us with her deep understanding of the travel industry and ability to translate that knowledge into captivating content. She possesses a remarkable talent for weaving together evocative descriptions, insightful observations, and practical travel tips, all while seamlessly aligning with Pollant Tourism and Explore Uganda's brand voice and target audience.

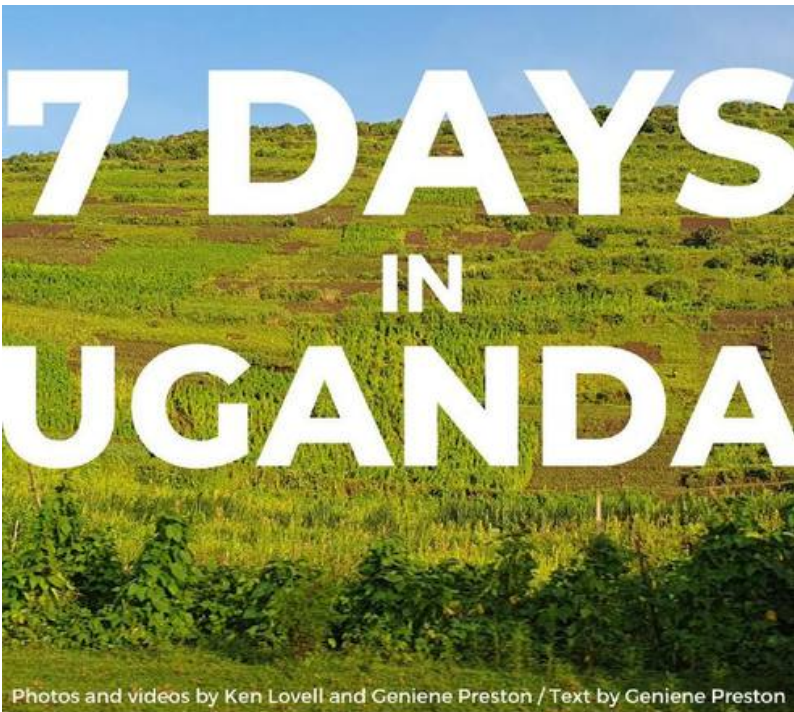
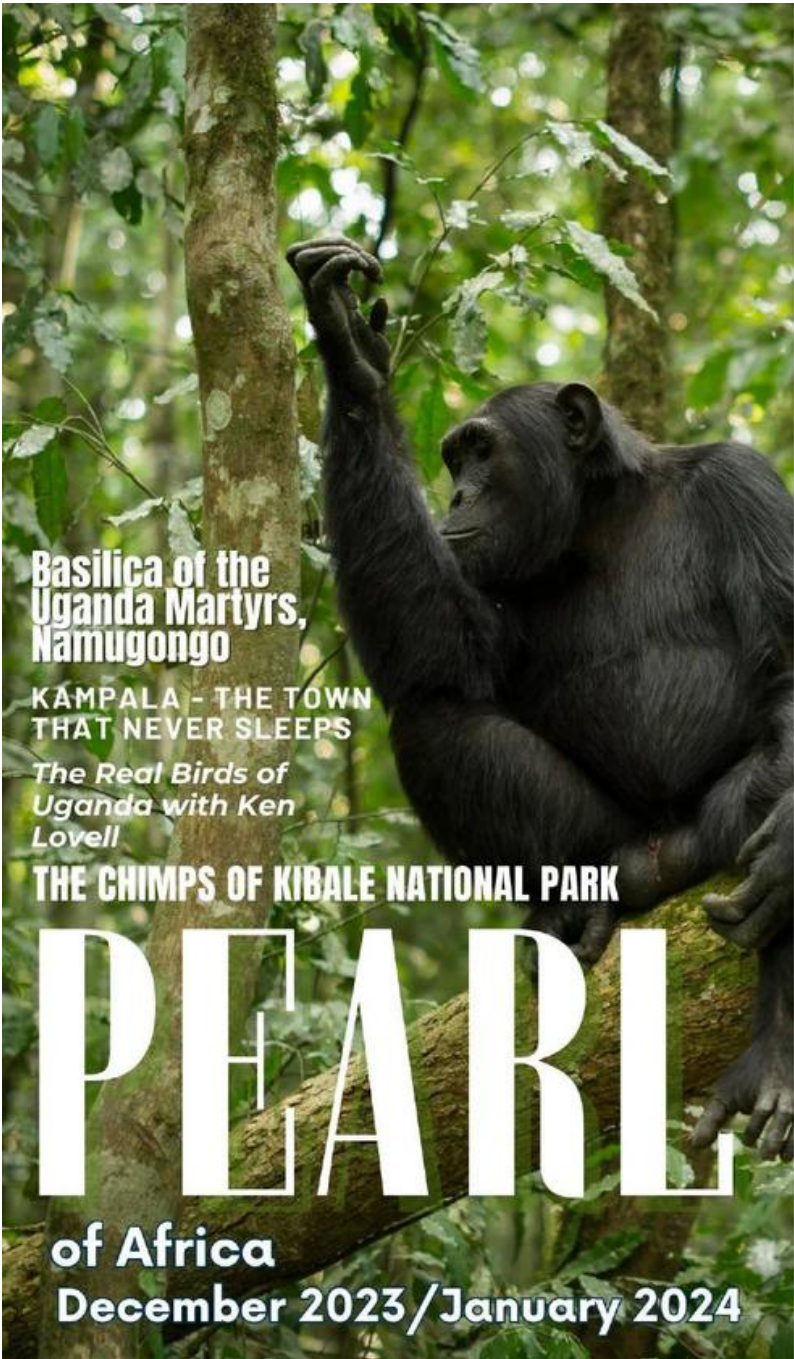
Her writing resonated with our audience, increased engagement, and achieved very positive outcomes. She covered topics related to adventure tourism, Birding, fam trip in Uganda, Miss Tourism Uganda, Gorilla Tracking, Uganda Volley Ball team participation in world cup among others.

Beyond the quality of writing, Geniene is a true pleasure to work with. She is highly responsive, adaptable, and always open to feedback. She proactively seeks out new information and trends, ensuring our readers receive the most up-to-date and relevant content.

In conclusion, I have no reservations in recommending Geniene for any travel writing or content creation project. She is a talented, reliable, and passionate professional who will undoubtedly exceed your expectations. Please feel free to contact me if you have any questions or require further information.

Sincerely,

Anthony Ochieng,
Founder and Director,
Pollant Tourism Group



Jackie Rajuai

First degree connection

Geo Program Manager - Google

March 23, 2016,

Jackie was senior to Geniene but didn't manage Geniene directly



I worked with Geniene on the Footprint project in S. Africa covering 7 cities (Johannesburg, Pietermaritzburg, Port Elizabeth, Pretoria, Cape Town, Durban & Bloemfontein) where feet on street agents are deployed to collect business listings information for Google Maps. She was the country project lead as part of Cognizant Technology Solutions (Google's managed service partner for this project).

Geniene had a very detail oriented & holistic approach to the operations in South Africa. She was able to showcase her project management skills by creating processes and a framework that was leveraged across the various cities. This project required a lot of versatility and flexibility as well given the ever changing scenarios on ground and Geniene was able to easily navigate any obstacles and change operation structure when required. The results from the project were great given the complexity of the landscape.

Her knowledge & networks within the retail/consumer industry in S. Africa were also immensely beneficial to the project. I worked with Geniene on the Footprint project in S. Africa covering 7 cities (Johannesburg, Pietermaritzburg, Port Elizabeth, Pretoria, Cape Town, Durban & Bloemfontein) where feet on street agents are deployed to collect business listings information for Google Maps. She was the country project lead as part of Cognizant Technology Solutions (Google's managed service partner for this project).

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Wayne Duvenage

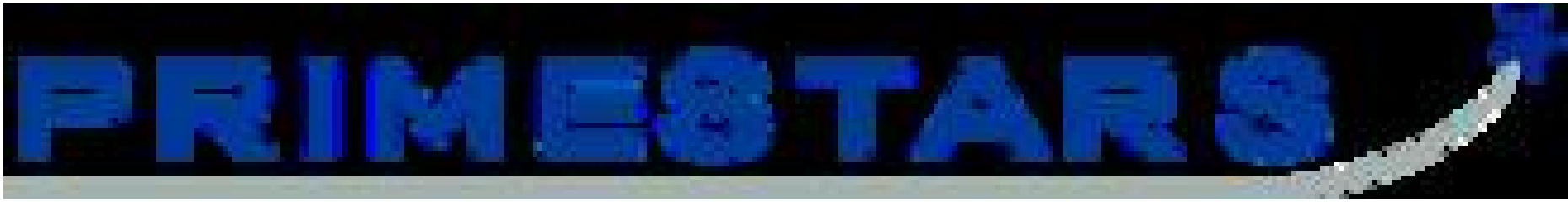
First degree connection

Chief Executive Officer at OUTA - Organisation Undoing Tax Abuse

August 5, 2014, Wayne was Geniene's client



I have met an known Geniene for two years and have worked with her in the development of an internal magazine project planned for a new business launch. Her tenacity and attention to detail is impeccable. She is reliable and extremely thorough with a lot of energy and focus in the jobs she takes on. I have met an known Geniene for two years and have worked with her in the development of an internal magazine project planned for a new business launch. Her tenacity and attention to detail is impeccable. She is reliable and extremely thorough with a lot of energy and focus in the jobs she takes on.



Nkosinathi Moshwana First degree connection
SAB Kickstart Young Entrepreneur / News24 Mandela 100 / Global Youth Advocate / Strategic Corporate Affairs / High Impact Social Investment
September 15, 2016, Nkosinathi was senior to Geniene but didn't manage Geniene directly

Geniene was responsible for overseeing communications to the media, including preparing articles, press kits, press releases, and other content initiatives. Cultivated and managed relationships with media reps. Her primary responsibilities for the Stepup to a Startup III and Educate 2016 projects were to develop and manage the press relations between Primestars and the media in general.

Not only did she manage the media but she also created relationships we had never had before. In the short contract period, we went from 3 to 4 press attending events to over 60 including TV, Radio, magazine and newspaper. Through her management our social media went from zero to hero in that short space of time and she continues to manage the social media platforms giving us a tremendous boost in this area. Her social media knowledge and skills especially after our Stepup and Educate launches at Gold Reef City Casino has ensured that we now have a platform that works well.

Geniene’s continued commitment to the project and her enthusiasm has brought our sponsored programs into the limelight and for that we are truly grateful.



Robby Armstrong
First degree connection
Rewilding
September 16, 2017, Robby was Geniene’s client

Geniene is a passionate individual who delivers quality work and grasps concepts and ideas quickly. Very happy with the work she has done for us. Geniene is a passionate individual who delivers quality work and grasps concepts and ideas quickly. Very happy with the work she has done for us.

Lindi Tshabangu -
First degree connection
PR story teller by day, Radio presenter by night & love to experiment with food.
September 27, 2017,

Geniene was Lindi’s client September 27, 2017,

A passionate individual who loves and excels in managing projects. A seasoned writer and photographer. She is a geek and has a knack of demystifying technology. A fabulous radio presenter to host a show with. A passionate individual who loves and excels in managing projects. A seasoned writer and photographer. She is a geek and has a knack of demystifying technology. A fabulous radio presenter to host a show with.



Hennau Wentzel
First degree connection
ABC - Managing Director
May 18, 2015,
Geniene was Hennau’s client



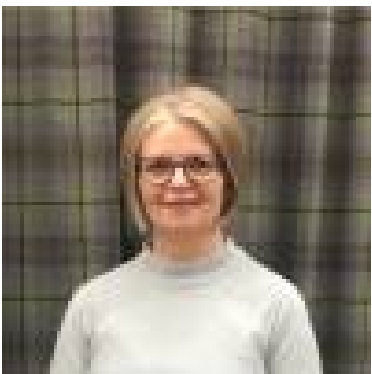
Geniene's has a unique and meticulous approach to project management. She will go above and beyond normal duties to ensure the outcomes exceed expectations. Geniene's has a unique and meticulous approach to project management. She will go above and beyond normal duties to ensure the outcomes exceed expectations.

Gary Webb
First degree connection
Aviation Industry Professional. Aviation Advisory Group
August 6, 2014,
Gary was Geniene’s client



Geniene could always be trusted to deliver above expectations and bring infinite energy to the assignment
Geniene could always be trusted to deliver above expectations and bring infinite energy to the assignment

Susan Bohlmann (CMDip)
First degree connection
Office Manager at Brora Golf Club Basingstoke, United Kingdom
September 17, 2019,
Susan was senior to Geniene but didn't manage Geniene directly



Geniene has excellent all-round Events & Functions Management talent.

Her enthusiastic creativity and marketing mastery attracts excited guests. Her well-honed, practical, hands on operational skills ensure events are well executed and delivered to expectation. Geniene has excellent all-round Events & Functions Management talent. Her enthusiastic creativity and marketing mastery attracts excited guests. Her well-honed, practical, hands on operational skills ensure events are well executed and delivered to expectation.

Tania Saunders
First degree connection
Aviation Technical Typist
September 30, 2013,
Tania worked with Geniene but on different teams
eptember 30, 2013,



Geniene is a ball of energy and works best under pressure. If you want ideas, something different and it must be done in a hurry, then Geniene is the person to call. In her books the client comes first and no detail is too small to keep her client happy.

Calvin van Greunen
Laboratory and scientific equipment supply company to South Africa and Africa
January 16, 2024, calvin worked with Geniene but they were at different companies
Have worked with Geniene for many years now....and she is a real go getter who will help at any time and follows up if you are happy with what she has done,,,also adds many benefits to any work you give her,,,,would recommend her to anybody who wants to uplift there business to another level whilst having a lot of fun and laughter ..Have worked with Geniene for many years now....and she is a real go getter who will help at any time and follows up if you are happy with what she has done,,,also adds many benefits to any work you give her,,,,would recommend her to anybody who wants to uplift there business to another level whilst having a lot of fun and laughter ..



Rialien Furstenberg

Editor at Get It Joburg West magazine
September 18, 2017
Rialien managed Geniene directly



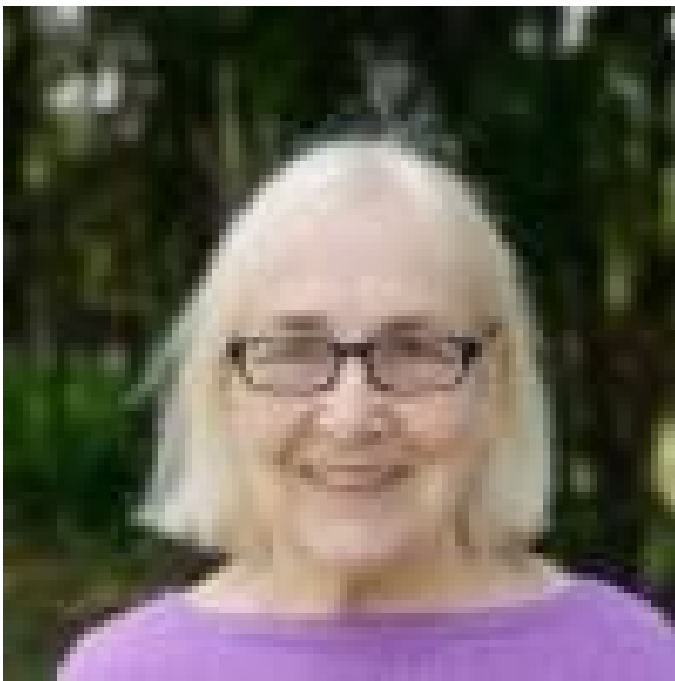
Extremely efficient is the phrase that comes to mind when I think about Geniene Preston. I’ve had the pleasure of working with Geniene since July this year, during which she was the Get It Joburg West’s freelance journalist, responsible for all our personality profiles, travel articles and advertorials. Above all, I was impressed with Geniene’s ability to handle even the toughest clients—effortlessly. And, of course, her bubbly, though hardworking and professional personality. Geniene would be a true asset for any positions requiring writing, social media, websites, promotional work and public relations and comes with my heartfelt recommendation.

Extremely efficient is the phrase that comes to mind when I think about Geniene Preston. I’ve had the pleasure of working with Geniene since July this year, during which she was the Get It Joburg West’s freelance journalist, responsible for all our personality profiles, travel articles and advertorials. Above all, I was impressed with Geniene’s ability to handle even the toughest clients—effortlessly. And, of course, her bubbly, though hardworking and professional personality. Geniene would be a true asset for any positions requiring writing, social media, websites, promotional work and public relations and comes with my heartfelt recommendation.

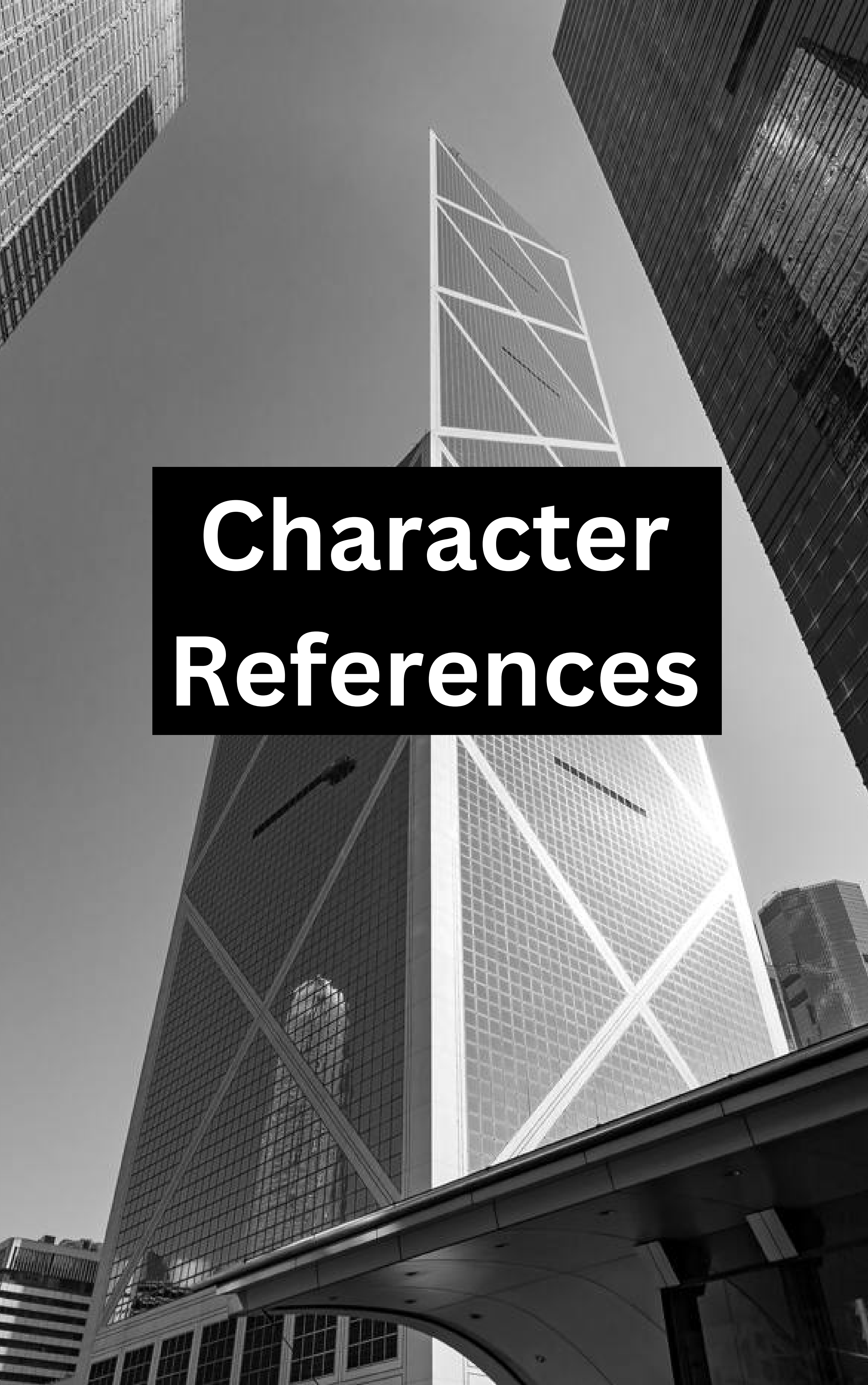
Celeste Mulholland

Product Developer and Customer Service Officer
Product Developer and Customer Service Officer
January 19, 2024, Celeste was Geniene’s client
January 19, 2024,

In my capacity as the Marketing and Liaison Officer for the Institute of Inventors and Innovators, I have known and worked alongside Geniene Preston these last four plus years. I consider myself fortunate that I met her. She imbues a lot of those old-fashioned and often hard-to-find values like loyalty, persistence, care, imagination and consistency. Geniene has a large capacity for work, she approaches her work with both quality and quantity in mind. She is intuitive and guides, helps and produces/d what I want/ed and need/ed. The Institute used her services in several areas. As an event planner (etc.) she was our Media Liaison Officer when we arranged for one of our International specialists to address is at a Johannesburg-based conference. She interviewed, managed and broadcast for us. We have used her for writing , flipmagz (in process) and general marketing and branding advice. She is very capable on computer and adept at design using several programs such as Canva. She also knows her way around Social Media. She is and has an open, friendly, creative, adventurous and welcoming spirit, though has a direct manner and doesn't suffer fools gladly - just what we need. She solves problems with imagination, provides solutions and just gets on with what needs to be done. You can rely on Geniene. We do.



Pease contact me on celeste@iii.org.za for further information or discussions. Thank you.

A low-angle, black and white photograph of several skyscrapers reaching towards a clear sky. The perspective is from the ground looking up, making the buildings appear to converge towards the top of the frame. The central building has a prominent white structural frame with diagonal cross-bracing. Other buildings with various window patterns and textures are visible on the left and right sides. A dark, curved architectural element is visible in the bottom foreground.

Character References

53 Chartwell Drive
Umhlanga Rocks
4319
Mobile: 082 778 6255

17 February 2016

To whom it may concern

Re: Geniene Margaret Preston

This letter serves to confirm that I have known the above person in excess of 20 years.

We initially met when I was Managing Director of a Sandton based marketing business, which was a wholly owned subsidiary of listed company Adcorp Holding. During this time Geniene was a journalist and editor of various publications and we worked closely together as we needed positive publicity for our corporate clients.

Over the years we have remained great friends and therefore I can give you a character assessment from both a friendship and a business perspective. She is completely trustworthy and has always delivered what is expected, if not more. She has always remained professional and fair in all our dealings. I have resided in Umhlanga for the past five years and Geniene always stays at my house when she is in Durban, which is probably once every six weeks.

Should you require any additional information, please don't hesitate to contact me.

Yours sincerely

Susan Kerry Booth (nee Earnshaw)

bernice.fourie@ts.fujitsu.com
To: Geniene Preston <geniene@polka.co.za>
Character Reference

26 January 2016 at 9:26 PM
[Hide Details](#)

To whom it may concern,

My name is Bernice Fourie and I am currently employed as the HR manager for Fujitsu Services Core. I hereby confirm that Geniene Margaret Preston early on in my career when we were both working for the same Company, Siemens Nixdorf.

The exact dates escape me, but I believe it was between 1996 and 1999. Despite having a very buys position in the Company she was also very involved in the social responsibility committee, where she managed and arranged a few very successful fundraising events.

I can assure you that Geniene is a person of good character who will go out of her way for a good cause.

With best regards
Bernice Fourie
Human Resources Manager


FUJITSU
96 14th Avenue
Erand Gardens, Midrand
South Africa, 1682
Tel.: +27 (11) 233 5347
Mob.: +27 (82) 561 3295

E-mail: bernice.fourie@ts.fujitsu.com
Web: www.fujitsu.com/za

Desiré Mayer
To: Geniene Preston <geniene@polka.co.za>
Character reference

17 February 2016 at 3:30 PM
[Hide Details](#)

To whom it may concern

I have been acquainted with Geniene for approximately 7 years, and in all of that time have been hugely impressed by her with regard to all aspects of her life.

In her professional life, she takes on challenging tasks, and always seems to conquer those challenges. In her family life, I have noticed her giving much time and commitment to her children, her mother and sibling amongst others. As a wife, it appears she has a wonderfully loving relationship with her husband who is reciprocally dedicated to her. Geniene is always involved in some or other charitable work, where I have sometimes helped out. She is respected by those that work alongside her as well as those to whom she is reaching out.

To me, Geniene is a ‘larger than life’ person, who takes on more than others would dare, and does so with great enthusiasm and success.

Yours sincerely

Desiré Mayer
BSocSc
Cell: +27 (0)78 155 5502

Reference - Geniene Margaret Preston

This letter is my personal reference of Geniene Preston.
I have known Geniene Preston for 12 years. Geniene is the most vibrant and enterprising lady I have ever met. She consistently exceeds expectations in her endeavours and she meets every new challenge or task with the utmost enthusiasm and passion. She has exceptional problem solving skills and can always be relied on to provide solutions and to co-ordinate events and challenges.

She is exceptionally knowledgeable on the media profession and in the time I have known her has developed many successful concepts, magazines and events.
She always acts with integrity and honesty, is very straight forward. She can always be relied on to take on difficult tasks and take them to the next level with her standards of excellence that she sets for herself and for those around her.

She is extremely knowledgeable, multi skilled, and adaptable. She has an amazing ability to motivate everyone around her, and to bring out the best in people. Her enthusiasm is inspiring. Geniene does not believe in failure and will always set her sights high and deliver results.

It is my opinion that Geniene would be an asset to any company or organisation who were to make use of her talents.

Yours faithfully,

Leila Elbourne
LOCAL Pricing - Africa
Office Tel: +2711 923 8415
Cell: +2779 512 6174

Cecelia Amory
To: Geniene Preston <geniene@polka.co.za>
Character reference - Mrs Geniene Preston

17 February 2016 at 9:41 AM
[Hide Details](#)

Dear Sirs

This serves to confirm that I have known Mrs Geniene (Birbeck) Preston since 1994 .

We have worked together on events such as the World Cup Rugby , World Cup Soccer , World Cup Cricket and many other sporting and social events over the years .

Geniene has always been 100 % dedicated to every project that we she has worked on and her computer and IT Skills as well as her vibrant personality have been a great asset to us in the Sporting , Eventing , Hospitality and Tourism projects that we have serviced .

We have remained good friends with Geniene and her family over the years .

Geniene has also been involved in may charity projects throughout the years where she has selflessly given her own personal time and dedication to raise funds for a good cause .

She has taken care of her parents and immediate family , children and siblings as well as step children and always been there for them in everyway .

It is very rare that such friendships continue in this day and age and I can say that Geniene is an honest and trustworthy person in all the years that I have known her .

Please feel free to contact me should you have any further questions in this regard .

I thank you for this opportunity to allow me to say these things about Geniene .

Yours faithfully

Cecelia Amory
(0825508064)
0114782884



February 2016

To Whom It May Concern,

I am very pleased to write a character reference for Geniene Margaret Preston.

I met Geniene over 18 years ago while our children were at pre school together. We have remained friends over all these years in spite of us living in different towns.

During our friendship I have always been amazed at her level of enthusiasm and participation in everything around her. Not only has she raised her own children but her husband's grandchildren as well. She has always been honest and hardworking and ready to help anyone in need.

Another example of Geniene's enthusiasm is her taking on the Chairperson of the Moth Home in Fairland in between renovating their holiday flat in Durban and taking in her sister who just returned from New Zealand as well as her disabled mom. All this while running her own mall business and on line magazine.

I would certainly vouch for Geniene as her trustworthiness is not only valued but her willingness to help anyone who needs assistance and honesty is very rare in today's world.

I trust this clarifies what a kind and compassionate person Geniene is.

Kind regards

Kim Bird

To whom this may concern,

Geniene Preston have been friends since 1997 and she has always been one of the most honest people I have ever met. Her integrity is high and her thought and love for others knows no bounds.

Geniene will go to the ends of the earth to make sure that someone needy has a roof over their head and a late of something to fill their stomachs, she will work 24/7 to make sure she can afford to do so.

She is an amazing wife, mother, friend, sister and daughter.

My life is enriched just knowing her.

If she was not an honest person she would not have gone back into the shop to tell them she had walked out accidentally with the unpaid paint in her hands to say she hadn't paid for it.

Thanks and regards,

Helen Vermij
0726317158

To Whom This May Concern

I have known Geniene Preston for a number of years now (+16) both in a work and social capacity. She has always conducted herself properly and I do not hesitate to say I consider her to be someone of good character and integrity.

David Gemmell
www.davegemmell.co.za
+27 82 804 2943

Susan Simpson
Physiotherapist
B PhystT (Pret)
Prac Nr 0084530
P O Box 2793
Bromhof
2154
Cell: 082 807 3679
Email: susans@mweb.co.za

17/2/2016

To Whom It May Concern:

I have known Geniene Preston for many years. Over the years I have seen Geniene as extremely hard-working, committed and dedicated in a Business environment. On the softer side, Geniene is caring and family-oriented as I have seen how she has cared for her elderly mother for many years. Geniene is confident and has a brilliant sense of humour.

Yours sincerely,

Susan Simpson
(B Phys T)

Paul Credo

Heronmoor Farm
Mool River
3300
KZN

To whom it may concern

Geniene Preston

I have known Geniene for over fifteen years and have had the pleasure of working with her for a number of them. In that time she has always demonstrated integrity, honesty and a sense of fairness. Her spirit of generosity has always been exemplary and she has helped many people during this time even when her own situation has been compromised.

I would be happy to be contacted for further details or confirmation of the above.

Yours sincerely,



Paul Credo

+27 82 900 1203

Jason Fiddler (Travel&Show) 
To: Geniene Preston <geniene@polka.co.za>
Character Reference

17 February 2016 at 2:12 PM
[Hide Details](#)

To whom it may concern,

I have known Geniene Preston since 2012 in the context of the tourism travel media.

Between Tourism Indaba and Meetings Africa (two of the largest travel trade shows on the continent), she and I have interacted as accredited members of the media attending.

She is forthright, passionate about her work and dedicated to the projects she has been involved in. I have also found her supportive and she has happily shared contacts and opportunities with me, allowing a young writer the chance to further expand his horizons.

I wish her well in her future endeavours.

Jason Fiddler
editor & publisher • freelance travel writer
Tourism Indaba 1998-2015 • Meetings Africa 2013-2015 • WTM Africa 2015 • TripAdvisor contributor

Travel & Show
www.travelandshow.co.za

Useful stuff for the travel trade

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Tell: 011 682-1184
Cell: 072 656 0590
Fax: 086 4350321

17 February 2016

To whom It May Concern,

I am very pleased to write a character reference for Geniene Margaret Preston.

I have known Geniene for several years.

I met Geniene threw work and from there it developed also into a friendship threw out the years.

During that time I have always been amazed at her level of enthusiasm and participation in everything around her. Not only has she raised her own children but her husbands grandchildren. She has always been honest and hardworking and and ready to help anyone in need.

Another example of Geniene's enthusiasm is her taking on the Chairperson of the Moth Home in Fairland in between renovating their holiday flat in Durban and taking in her sister who just returned from New Zealand as well as her disabled mom. All this while running her own mall business and on line magazine.

I would certainly vouch for Geniene as her trustworthiness is not only valued but her willingness to help anyone who needs assistance and honesty is very rare in today's world.

Sincerely,

Mr Paulo Calisto

February 17

2016

TO WHOM IT MAY CONCERN

I am writing to tell you of the many fine qualities of Geniene Preston whom I have known for over 32 years as both a work colleague and a wonderful friend.

Over the many years I have known Geniene, I can say without a doubt that you are dealing with a person of very good moral character. Geniene operates with integrity, and has a sense of fairness and passion for life, no matter what she is involved in. She is a kind, innovative, hard working and dedicated individual.

On a personal level, may I just say that I really like Geniene, who is a genuine friend and will make every effort to help you in any situation.

Thank you,

Kath Fareri

Debra McQuoid
14, Bijou Court,
Kingsholm
Gloucester
Gloucestershire
GL1 3DJ
UK

17th February 2016

TO WHOM IT MAY CONCERN

Character Reference

I Debra Ann McQuoid am Geniene's sister-in-law. I have known her since before she married my brother Keith Preston on 26th August 2007. During all this Qme I have never known Geniene to be anything but an honest, upright & respected CiQzen of South Africa.

She shows incredible kindness to her family & this extends to friends & those in need. Geniene has had her parents (her father has since passed away) living with them & to this day her mother & sister Tania reside with them.

Geniene is always willing to help out with fund raising for the Moths in Gauteng & various other chariQes.

Debra Ann McQuoid

Judy Parkin

To: Geniene Preston <geniene@polka.co.za>

Character ref

16 February 2016 at 7:51 PM

Hide Details

To whom it may concern.

Geniene Margaret Preston ID 6006170071089

I have known the above for almost a year, through her husband who belongs to the same order as I do MOTH (Memorable Order of Tin Hat)-an order for ex soldiers. During this time Mrs Preston has taken over the entertainment committee, where a hand full of members help the elderly, in just a little way to make there lives more interesting. I have always found Mrs Preston more than helpful, not only in the Moth order but in helping an internet cafe in Cosmo City, get there company going, with interesting options. Do not hesitate to contact me for further information.
Kind Regards

Judy Parkin

ChernoDavis Properties

Property specialist (NQF4 real estate)



Mobile 073 599 4858

Telephone 011 783 1334

Fax 086 652 5065

Email judy@chernodavis.co.za

Website www.chernodavis.co.za

To whom it may concern:

This is confirm that I have know Geniene Preston since 1998.

In all these years I have known her to be an honest, loyal, sociable, trust worthy lady with lots of charisma. Nothing is too hard for her to tackle. She is full of innovative ideas and is always ready to go the extra mile.

I have know Geniene to work flat out until the job is done. She is tireless.

Geniene's family is very important to her and will go to the ends of the earth to help and care for them.

As a friend, one can rely on her and she will always help one with every effort possible. She has long lasting friendships and her loyalty in unfalling.

Yours sincerely,

Tereza Medhurst
072 378 6620

Sent from my iPhone

Dee Ferreira
Mobile: +27833026512
Work:+27176388007

----- Forwarded message -----
From: "Dee Ferreira" <magdeline1858@gmail.com>
Date: Feb 17, 2016 3:30 PM
Subject: Character Reference: Geniene Margaret Preston
To: <geniene@polka.co.za>
Cc:

Dear Sir or Madam,

I am writing in reference for Geniene Margaret Preston, whom I have known for 12 years.

Geniene is a person of good moral character. Geniene operates with integrity, and never has a bad thing to say about anyone. She is always the first person to lend a helping hand.

Geniene is very hard working and very dedicated worker. She never leaves a job unfinished and excellent in all she does.

I regard Geniene in very high standing. It is my privilege to have known Geniene. She is an outstanding example to all that know her.

Thank you

Dee Ferreira
Mobile: [+27833026512](#)
Work:[+27176388007](#)

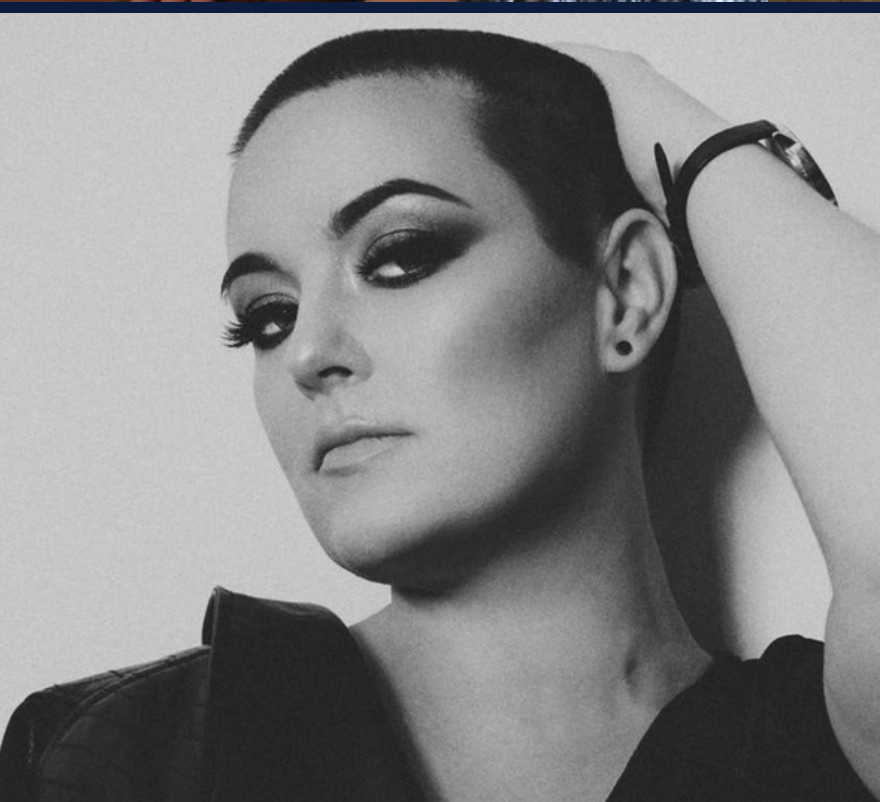
I have worked with Geniene for the past 6 years. In all these years I have known Geniene she have never done anything against the law,she is an honest and trustworthy person someone who can be depended on. She has been always on the right side of the law in all these years as my boss.

BLUE MONKEY



Geniene Preston

October 2022



BLUE MONKEY

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ALL THAT LIFE HAS TO OFFER

Geniene Preston



A serial entrepreneur with a great zest for life that always makes every day great. Geniene grew up wanting to be a writer, and found herself right at the beginning of the computer age. Perfect timing she says. Being a loving mom to three children, tragically losing her youngest at 10 months, 21 years ago. Her son, Matthew lives in the Isle of Man and her daughter in London so they have a long distance family.

Being a loving wife as well to her husband number three means she inherited another 5 children and 8 grandchildren.

"Family get togethers are more like reunions! At 62 I spend my time managing projects and writing mobile apps using animation which is my new love."



Over the years, Geniene has inspired countless of individuals to keep on doing what they love, including Blue Monkey's very own founder and editor, Riaan AG Beeslaar.

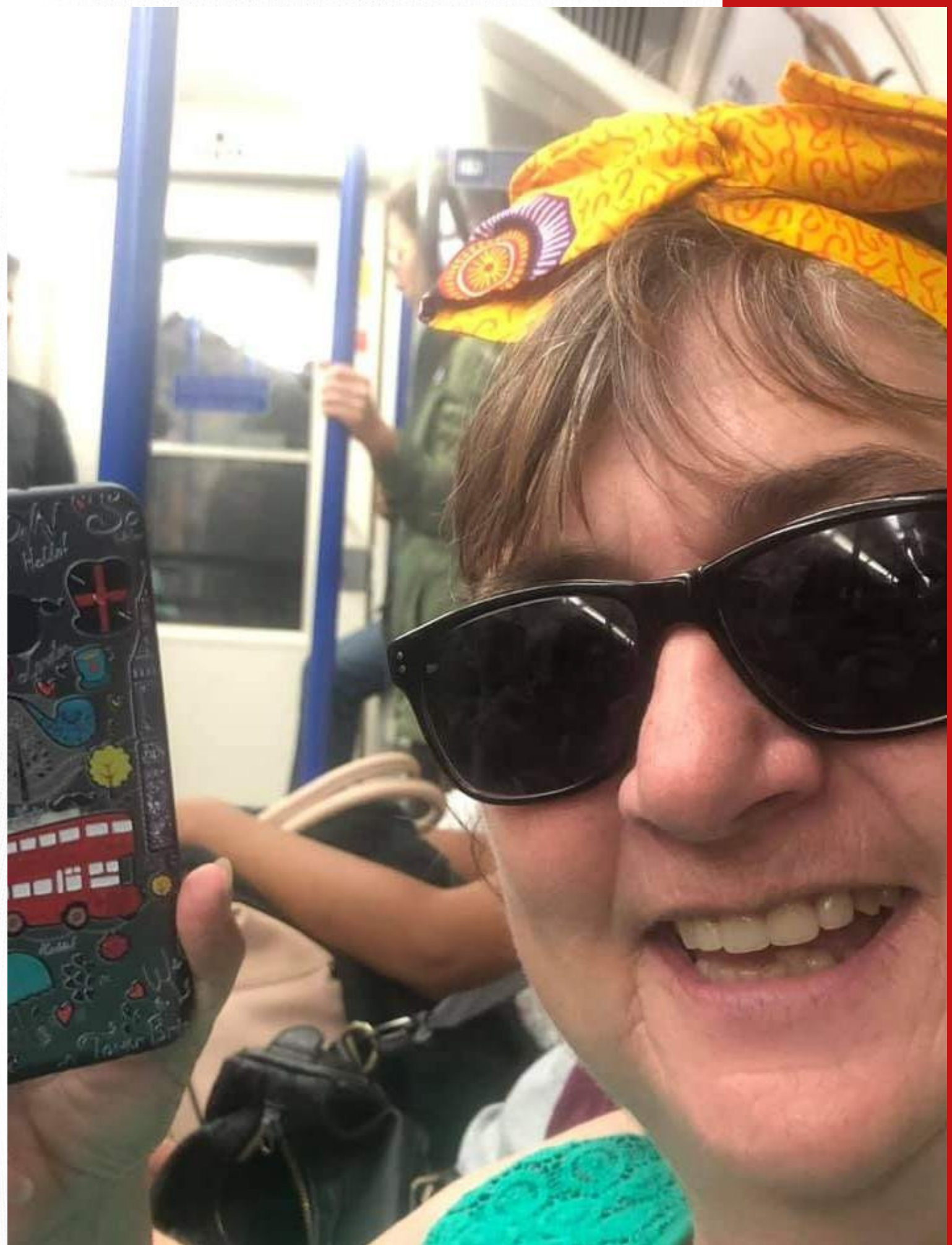
"Inspiration always comes from within. You have to believe in yourself because in the end, that's all you have really. Wanting to be as good as someone else or having as much fame or fortune as those whom we see in the media or even someone as close as a friend or family member, means that at some point you are going to feel let down because you didn't achieve what they achieved. So for me, it was about being great in my own eyes. Fame and fortune as I saw it."

She also shares during her interview that the happiness within her own soul meant that she has walked this path of life in her own shoes.

"It also has its drawbacks of course because the yardstick of measurement means that it can lead to a false sense of achievement. But the question of inspiration for me would be about being as good a person or friend, mom or daughter even wife (clearly not one of my greatest achievements) as I can be and keep my own sense of self worth and happiness. Knowing I have been the best that I can be within the realm of my own circle."

Her only regret in life is that she wasn't born with a brain that allowed her to easily understand technology. When Geniene first set out in life, she was a secretary and at that time Word Processors came out and she learnt her manual back to front and was determined to learn everything there was.

"I was like a sponge. I called the help line hourly and I am sure they drew straws to see who would take my call. And today its no different as I work with technology from around the world to create the mobile apps I am now designing. "



Geniene mentions that she is sure that every time the support departments of young, bright minds, see her name pop up on the call centre screen, they would groan.

"I use software to create and design without any regard to what the software was ACTUALLY designed to do. Going back to the beginning in the early 80's, I was told by Van Zyl and Pritchard (they did tests on whether you could be a programmer or not) to be a landscape gardener and not even think of going near programming. Or computers for that matter."

Not to be deterred, that's where she went. And from then on learnt to use tools others had designed to create and manufacture what a client needed before he even knew what he wanted. Geniene spends time understanding

clients businesses before she decides what it is she wanted to propose. So each of her clients receives a completely unique solution.

Once Geniene had made a name for herself being a renegade in the computer and software industry, she decided to become a journalist shortly after her daughter passed away.

Geniene then took the giant leap of getting divorced, leaving the IT industry and making the break into media. Taking her knowledge of computers and travel with her and her network, she started a show called Short Circuit on Radio 2000 which soon aired on many other stations. She then also took to writing which had been a passion for many years, starting to write about IT. It didn't take long before she realised that it didn't ignite any kind of spark in her love for wiring.

Travel, another of Geniene's passions, combined with IT kickstarted a magazine called Style in IT. She simply married the two passions and it was to create 20 years of travel, writing, design and technology.



84 countries later, Geniene is now moving towards spending two years on the road with her soon to be retired husband, Keith, travelling around the world while housesitting and working on all her online projects. Taking the opportunity to visit the other 100 countries she might have missed over the years.

"I also snared myself a Code 14 licence so that I can drive a truck, should technology stop paying the bills. After all we are again at the beginning of a revolution where logistics is now the big spinner like PC's were in the 80's."

Geniene has had so many highlights across her life that its really hard to pinpoint which was the biggest. She personally thinks being invited to the Oscars was definitely one of them. Unfortunately she ended up not going as her husband couldn't get a visa in time and she refused to go without having someone to share it with.

"It wasn't as if I knew other media outlets and could share the moment. So I didn't make it in the end but the invite is still in my book of memories."

Losing her daughter was the lowest point in Geniene's life.. "It took years before I could smile or enjoy something without regretting that I felt normal again. Many more low points were to follow as I lost my parents, friends and life happenings where the trauma just took the wind out of my sails and again had to fight my way back from the edge of insanity back to the joy of every day living."

Regarding having a motto in her life, Geniene is not sure but she is a firm believer of living every day as if it were her last.

"For me, judging by the struggle I have had through being the only person besides my parents, siblings and husband to believe in me, my abilities and my will to succeed, it has had to be the right one. I have probably lost my way at least 10 times in my life, causing income loss for family and not being able to provide for them, and having to lift myself despite the mental challenge of failure once again. Nothing about me or my life has ever been considered "normal" and even the timing was off. Most people have a gap year at 17, I did mine at 58. I spent a year in the UK, being a cleaner, tea lady, bar tender, delivery person and loved every moment. As hard work as it was and sadly my mom, who lived with me on and off for years, passed away a day before I got home. That's another regret to add to the backpack of regrets in my life. But in that back pack, I have collected many friends (some as young as my children) and people who were strangers or clients and have now become a big part of my life as I help to lift their spirits and sometimes their income as much as they help me to realise that success is not measured in money, but in how many lives you can change in your path between being born and changing universes."

If she could measure in minutes, the number of times she started to write her autobiography, Geniene says would have to have another lifetime. But that being said, she has started writing about the journey from when her daughter, Shannon, passed away to now when its many years later and how it still affects her life each and every day.

"The affect it has on my relationship with my children – I am known as a helicopter mom where hovering over them and being over protective is I think the reason they moved overseas. Our relationships are much better now that we are not in the same country and I cannot tell where they are each minute. It doesn't stop the panic when they don't answer their phones or my messages, but that's for me to deal with and not them. And that's what I will write about but more as a third person as their identities would then be protected. As much as I live an open book life with social media being my blog, they live very privately. But we respect each others spaces. My writing skill will used to write about a voortrekker woman in the days of Piet Retief (it's a story that captured my imagination after reliving their ordeal at the Voortrekker monument recently) and losing her child on the journey to a new and better life which ends before they reach their destination. But it will take some years to write and research as I have to sit still in order to do it."

As mentioned, Geniene has inspired dozens of people, however, who inspires her?

I think that each person has to be inspired from within. That voice inside your heart (or in my case the confused voice inside my head) has to be your guide. As Jiminy Cricket once said in the Disney version of Pinocchio, Let your conscience be your guide. Let your heart determine your future and only judge people by good and evil. I taught my children that people from all walks of life will cross your path. Determine whether they are good or evil. Those that are good, despite race, religion or gender, keep close, love and respect. Those that are evil, discard and cut them from

your life. Do not give them another thought or waste time on them. And love all animals. They teach us how to live. Simply, and all they want is love and attention. And to be fed of course. That's like most humans. I love my jack russells and I collect ducks from around the world that run on my dashboard of my little fiat. That's how I life my life "

Currently she's teaching herself animation and using various tools to make mobile app technology more fun and easy to use. She has found a solution that will allow more people to work from home and tourism to be better than it was before. Using her skills to marry programming, online capability with mobile technology and creating a search tool that will make other search tools want to be like we are. She is also finding time to write, be a mom, wife, and all those other things she always wanted in life – to be normal. (but it may be a little late for that she shares).



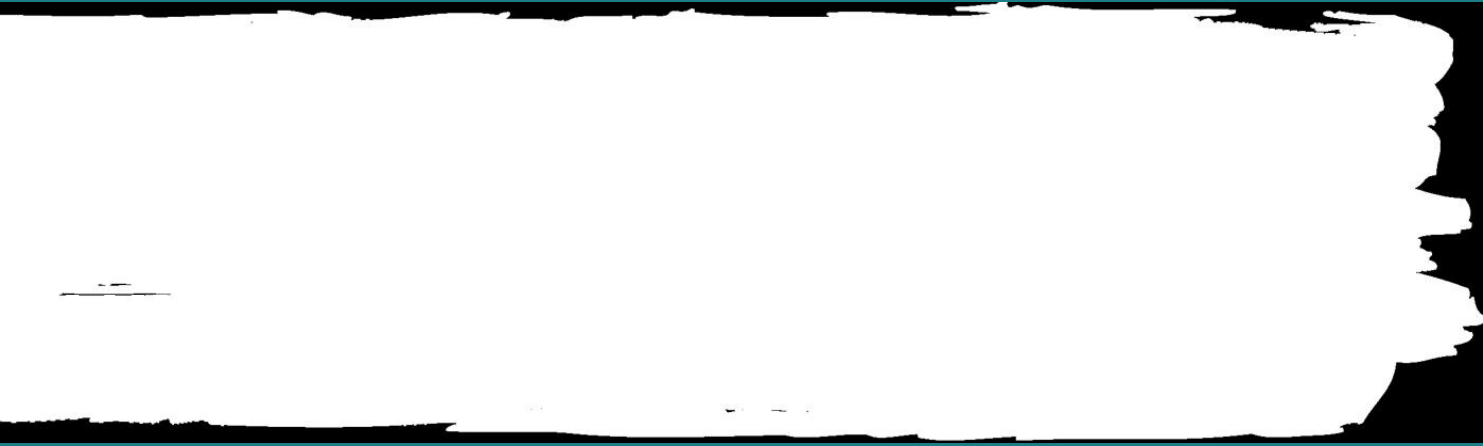
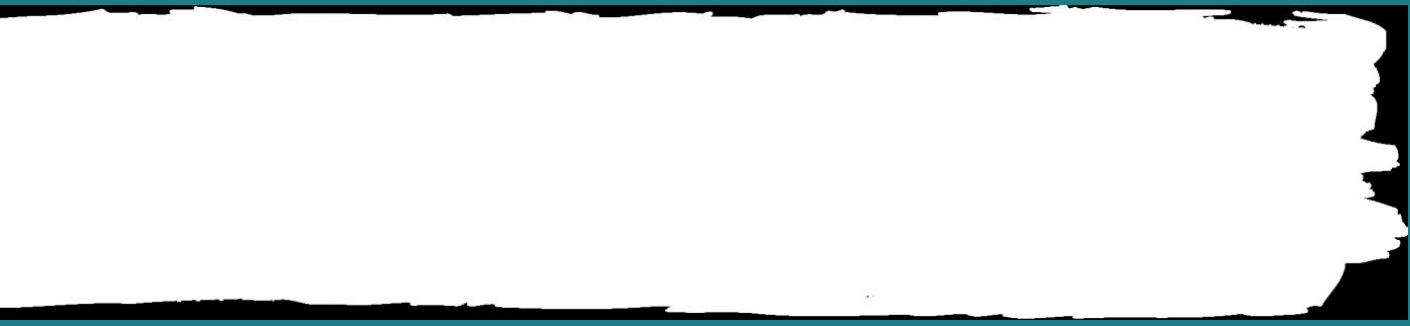
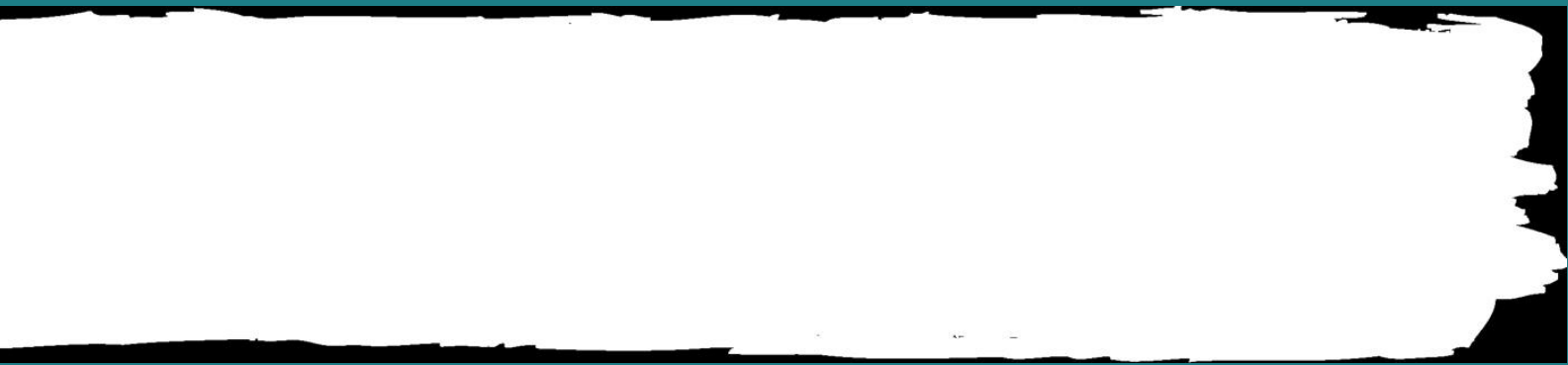
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FROM THE DESK OF AN ENTREPRENEUR

over 60 and learning fast...

BY GENIENE PRESTON

Being an entrepreneur of any age, means we have to keep up with the times or fall by the wayside, or, even worse, hire staff that have the knowledge you lack. That also isn't always the answer, because it means they can, essentially, skew the truth of the matter at hand.

I want to share with you the technology of mobile vs desktop and mobile technology in general. If you like, taking the tech out of mobile and making it a less frightening place to be. And what tech in general has done for entrepreneurs.

Question 1: Why would you download a mobile app from the internet rather than from the Playstore or the App Store and here I try and answer that question. Both from the perspective of the user and the perspective of the developer.

I have been developing on Wordpress for a number of years now and always wanted to have the opportunity of putting my business on a Mobile App. It was a dream come true when I was offered the opportunity of creating a mobile app for my Radio and TV station, SA Commuter Radio and TV, to be on the PlayStore.

I didn't realise at the time, how much "control" of the design, images and links it would allow the developer to have. They would charge me a lot of money to make the smallest change even though they stretched the original image or didn't link it properly. Costs began to skyrocket and I decided to remove my radio and TV from the app store.

It also became very expensive to renew the listing each year with the Apple (IOS) platform wanting \$105 to list and in our currency that is not always affordable.

While watching one of my favourite programs for entrepreneurs, Dragons Den UK, I saw a pitch about a web app that would allow users such as myself, to create mobile apps and link it to a domain, without any coding experience.

That caught my eye. And the journey to a PWA, which is basically a web app, was born. I was hooked. Since finding Beezer and whitelabelling my apps to suit my domain, I have been able to publish many apps which work on laptops, desktops, tablets and mobile phones.

Sending notifications has been a breeze and Being able to update the app is simple and their chat line, I am sure, sends smoke signals when the recipient has the app icon on their when they see me on line but to their credit mobile and they click on it, it updates they have been patient and kind and to the automatically to adjust to the newly published point of creating videos for me if I am unable changes. The I frame allows programs to run to accomplish tasks that require an within the framework of the app giving it a understanding of coding.beautiful finish and the best background videos working in mobile and desktop.

Web apps are now currently being used by millions around the world and new software I use CreativePro Labs for video editing and becomes available daily. The simplicity of enjoy CanvaPro for photos, templates in both Beezer in conjunction with Zoom VOIP has landscape and portrait. I now have over 15 allowed my company to blossom with an apps running on Beezer and with just a few employee of 1, myself.simple clicks, I copy an app that is going to be similar to one I am creating and within an I can run a call centre from my home office by hour, I am up and running and ready to send using a combination of online products as well out an app. I can assist my clients with a basic as being able to assist fellow entrepreneurs model of phone and app for as little as R750 a with their businesses by offering them a month!

solution that otherwise might be out of their reach. They can have a phone, a Beezer Mobile The subscriber model allows your users to App which is also their website (and no subscribe and with different models of knowledge of Wordpress is required) which can subscription each one gets an alternative run video, images, text and with all their message. There might be one that is a options available, a full product range can be supplier and another that is a client. They can uploaded onto the market place the research I receive different notifications and are able to price.see only certain menu items what you have allowed each month The younger sector of the market is sceptical of Web Apps because become used to downloading from the App store and its easily found. a fair amount of marketing as you can put the link out to databases via email But again with UltraMessage a have a whatsapp robot answer messages on your phone, you can use a second handset and sim card to

Beezer also has a backend where you can upload multiple emails and numbers you can use to notify your clients to use the web app and they should upload their content with a pop up or a notification and they can simply be notified of the new content mobile technology is within the

You would need to have a large company to manage all this if it were not for entrepreneurs like me that research every single option. Google Drive is my server.

I purchase life time licences wherever possible and this has allowed me to have software like Creative Studio, Talkia, Doodly and much more and be able to have a business that encourages other entrepreneurs to work from home and be flexible.

Registering to be a domain reseller, also allowed me to assist entrepreneurs with emails, storage, domains (although I must admit I am a domain registration junkie!) at a low price and they are then able to afford an app, a domain, a phone and run their business for only R750,00 per month.

Once a year I offer Canva Pro as it has 5 emails and with that I am able to offer it at a cost of R250 for the year to share it with me. I have no shortage of takers and often register a second licence to assist those for whom R1999 is just out of reach.

So before you walk away from the drastic changes technology brings us on a daily basis, talk to the big companies online on their chat line. I am sure my name is now well known worldwide for asking so many questions, I end up talking to more than one call agent as they put me through to different departments. But as I am spending the money, and its hard earned, let me tell you, I want to know everything about that product and what it can do before I buy it. And it has to have a reasonable trial offer without a credit card option of approximately a week with full options available. Not just some, all the options must be available for me to make an informed decision.

Don't be bullied into a year's contract. A month to month is all that is required and I am not afraid to ask if my anniversary pay day can be last day of the month and it be a manual payment not an automatic deduction. I often pay earlier to create good faith if my clients have paid earlier. That means if I have a month where everyone will pay late, then the challenge is to pay my suppliers on time. Because of paying earlier, when I can, they allow me a day or two leeway.

International suppliers are now assisting entrepreneurs wherever they can and helping them with packages or cheaper options until they can afford more. For example I have a lifetime licence for Talkia which lets me type in text, add royalty free music and create voicemail for Zoom that is acceptable in South Africa. My team all use it for their voice mail as well and we have an online radio and TV station which also benefits from Talkia ads. My sales team from around the country who all work from home, are able to make extra money by offering their clients radio ads that can be used on our radio station and with products such as Canva, they can also create TV ads for our TV station on behalf of our clients.

The water cooler just got bigger!

By Geniene Preston
CEO Xactavent Pty Ltd
0826107380
geniene@xactavent.co.za

