



SOUTH AFRICAN PROFESSIONAL FIREARM TRAINERS COUNCIL

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NEWSLETTER No 88 of 2018 SAPFTC PUBLIC IMAGE AND CORPORATE IDENTITY

Good day Members and Training Providers

I have received many calls and have had a several conversations around the updating of the SAPFTC's image, website and corporate identity. From these interactions it seems that it is time and perhaps overdue for an overhaul and relook at the website, documentation and public image or public perception of SAPFTC.

This was an issue that had been identified during one of the National Executive Committee (NEC) Meetings, it was determined during this discussion that a professional or a person with experience in the Public Relations (PR) or Marketing fields should be approached to assist in this requirement.

Knowing the background and capabilities of Nikki Pretorius it was decided to approach her and determine if she would be willing to assist SAPFTC in these matters, especially now that she is directly involved in our industry as a large stakeholder and has grown and gained in knowledge of our industry.

Below is a short summary of her background with regards to this expertise:

Nikki Pretorius has an extensive background in Public Relations, Communications, Branding and Marketing. She was first exposed to the industry in 2002 when she published a Gauteng-based community newspaper covering safety and security aspects within South Africa.

Since then she has worked within various industries managing all aspects of the communications, marketing and PR functions for brands such as 1st for Women Insurance, Ford Motor Company, Pearsons Institute of Higher Learning and similar.

Nikki has kindly agreed to assist the SAPFTC with this request for which I and the NEC are very grateful but I would like to add that having a lady representing and being involved in the SAPFTC, is a great move forward from the traditional or typical Alpha male in the firearms industry. It will further demonstrate representation of our female members and training providers and hopefully encourage more women into our industry.

I hereby thank Nikki and ask that the members give us and Nikki a little time to find our feet and I believe we will start seeing the benefits and changes that perhaps are sorely needed with regards to our recognition and image out there amongst all the non-members and general public.

Kind regards,



Mac McGuire

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