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Vitafoam *news*

The House Journal of VITAFOAM NIGERIA PLC

Vol. 10 Issue No. 3 2010



Celebrating Excellence



Our efforts have paid off

It is with pleasure that I welcome you all to another edition of our in-house magazine. I'm also highly honoured for the opportunity given me to steer the ship of this great magazine, even as it is our desire (editorial team) to consolidate on the richness of the magazine both in content and appearance.

The strength of a nation they say lies in her people. The successes, growth and all the milestones recorded so far by the company could not have been achieved without the dedicated and well

committed set of employees that we have in Vitafoam. I am proud to be associated with you and to be part of a process that can only lead to more achievements.

Beyond the corridors of the company where individuals are recognized and rewarded for hard work, we are beginning to gain recognition on the national level. Our effort towards contributing to national productivity was rewarded with

The National Productivity Award that was conferred on one of us by President Goodluck Jonathan recently. Our cover story will tell you who was rewarded as you read on.

July 2010 was the time for our annual management conference to enable us prepare for the greater challenges ahead of us. The Management Conference came alive and was concluded with

much promises and resolutions that would further enhance the development of the company. Find out where it was held, what transpired and the side attractions to the event.

Our Vitafoam 'Good Time Reward Promo' was exciting and successful. Thousands of entries came in and winners emerged from the three regions. I guess you would like to know who the star prize winners were. Why not find out as you read on.

We did not also forget to cover the activities at this year's Lagos International Trade Fair, where our various innovative products were on display. Want to take a look at the market? Why not check in? You will definitely find what will interest you.

We also covered in this edition, the visit/quarterly meeting of the Lagos Chamber of Commerce held in our premises, just as we chatted with our Finance Director, Mr. Bras Ogun. If you would like to know what his other non-accounting sides are, then you'll need to find out as you read this juicy edition.

Finally, as I appreciate articles, jokes, and special write-ups that were sent in by some of you for this edition, I want to encourage us not to rest on our oars and together, let us sustain the quality and virtues of this magazine. While admitting that we are human, constructive criticisms and contributions would be taken in good faith.

Enjoy your read!

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National honors for Vitafoam Staff

One of the days never to be forgotten quickly in one's life is a day when all efforts and hard work towards the development of one's community and the nation as a whole are recognized. For Vitafoam as a company, the desire overtime towards ensuring that our percentage contribution to the Gross Domestic Product of the country continues on the rise paid off recently when his Excellency, President Goodluck Ebele Jonathan conferred a National Productivity Order of Merit Award on two employees of Vitafoam Nigeria Plc.

The Award ceremony which was held on Thursday, October 21, 2010 at the National Center for Women Development, Abuja saw Mr. Taiwo Ayodele Adeniyi and Mr. Eze Obinna Emmanuel emerge as two of the twenty individuals honoured

by the President in the observance of the 11th National Productivity Day.

Present at the event which had in attendance families of awardees, dignitaries and Industrialists were Vitafoam Staff led by the Managing Director of Vono Products Plc, a subsidiary of Vitafoam, Mrs. Titi Bakare.

In his reaction to the award to Mr. Taiwo Adeniyi, the Technical Director, Vitafoam Nig. Plc. Mr. Ajiga said he was very elated by the receipt of the award and that it demonstrates how well the effort of the company was being appreciated by those in charge of productivity and the general public. He said the feat was the result of the desire to excel that is expected of every Vitafoam staff, the company's

Minister of Labour and Productivity, Chief Emeka Wogu presenting the award to the Manufacturing Manager, Mr. Taiwo Adeniyi





Mrs. Titi Bakare (r) poses with Mr. Taiwo Adeniyi and his wife at the event

emphasis on training in and outside of the country and the response to the continuous challenges assigned to employees of the company in the course of their careers.

Mr. Taiwo Ayodele Adeniyi joined Vitafoam Nigeria Plc. about three years ago. He holds a post graduate degree in Supply Engineering and Logistics from the prestigious University of Warwick, United Kingdom with specialization in the area of researching into complex business modules and developing simulating models to solve problems. He is currently the Manufacturing Manager, Vitafoam Nigeria Plc.

A seasoned Engineer with broad Knowledge in Manufacturing processes, Mr. Eze Obinna Emmanuel is a Chemical Engineering graduate of Federal University of Technology, Owerri. Before joining Vitafoam in 2006 as Research and Development Manager, he worked briefly with Vono Products Plc and Yinka Oba Foam, Ilesha. He has since left Vitafoam for greener pastures.

The National Productivity Day was observed simultaneously in all states of the Federation where various State Governors presided over the ceremony.



Mr. Taiwo Ayodele Adeniyi



Mr. Taiwo Adeniyi and Mrs. Titi Bakare



Mr. Eze Obinna receiving his award from Chief Emeka Wogu



Congrats! Says Chief Emeka Wogu to Mr. Eze Obinna, former MFN



Mrs. Titi Bakare (l) poses with Mr. Eze Obinna and family



Cross section of people at the event

Winners emerge in the Vitafoam Good Time Reward Promo

Having woken up to a bright beautiful morning of Wednesday, November 10, 2010, Mr. Salau Abiola as usual, exchanged pleasantries with his wife before saying their early morning prayers. They thanked God for his mercies and protection over the night and thus prayed for his unprecedented favour as they prepared to go in search of their daily

Perhaps, if they had been told as they began the day that just before the end of that same day, they would be proud owners of a brand new car, their answer in a million times would have been 'NO', as there was no plan in place or means to make such a dream come true.



L-r, Technical Director, Mr. Joel Ajige, Finance Director Mr. Bras Ogun, the Special Guest of Honour Mrs. Adesuwa Onyenokwe and Sales/ Marketing Director, Mr. Peter Folikwe during the draw for the star prize winner

bread. Little did this young couple, who just got married less than a year ago, know that the good Lord beyond their request, had changed their fate and destiny for the better from that day on.

Such were also the fates of Mr. G. Uchechukwu and Mr. Bayewu Olajide Abidemi who reside in Abuja and Calabar respectively, when on that same Wednesday, the two of them together with Salau

won the three brand new Hyundai Accent salon cars, the star prizes for the company's 'Good Time Reward Promo', in celebration of the nation's golden jubilee anniversary. The promo, which had been on for months, and culminated in the grand finale held at the company's head office at Oba Akran, Ikeja, saw the three star prize winners of the brand new cars emerge.

At a press conference to declare the promo open on Thursday, September 2, 2010, all anyone interested had to do, was to buy any Vitafoam product or any combination of our products worth N10,000 to qualify for a raffle ticket, and for every other N10,000 the customer spent, he or she was entitled to an additional raffle ticket.

Mr. Salawu Abiola was the star prize winner in the Lagos, South-West, Edo and Delta Zone; Mr. G. Uchechukwu emerged from the Northern zone; while Mr. Bayewu Olajide Abidemi, won from the South East Zone. The star prize winning tickets were picked from multitudes of tickets from each zone by the Publisher of Today's Woman Magazine and ace Broadcaster, Mrs. Adesuwa Onyenokwe

who as special guest of honour, also presented the car keys to Mr. Salau Abiola in Lagos. Other star prize presentations in the two other zones were made by the Finance Director, Mr. Bras Ogun and Technical Director, Mr. Joel Ajiga in Port Harcourt and Kano respectively.

Speaking at the occasion, the Executive Director, Sales and Marketing, Mr. Peter Folikwe, said that the company initiated the promo, which commenced on Monday, September 6 and ended on October 31, as a reward to celebrate Nigeria's golden jubilee.

"The promo was part of the company's initiative to reward customers of its various brands of quality foam and allied products during the celebration of the Nigerian golden jubilee", he said.

He said that Nigeria, as the most populous African nation, presents a very big market and enormous business prospect for a market leader such as Vitafoam and as a result deserves the support of all in celebrating the country's golden jubilee anniversary.

Mr. Salau Abiola receiving his car keys from Mrs. Adesuwa Onyenokwe amidst cheers from Vitafoam family





Indeed a good time, to the winner!

Also at the grand finale, 144 microwave oven, 25 LCD televisions, 25 washing machines and 25 air conditioners were won. Mr. Folikwe disclosed that throughout the period of the promotion, customers and distributors had won about 300 microwaves, 50 LCD televisions, 50 washing machines and 50 air conditioners. Folikwe, who also explained that no amount was too much for customers who go out to look for Vitafoam outlets to patronise, said the company was proud of them, pledging that the company would look for more ways of exciting them. He said that the financial sector reform, which has occasioned credit squeeze, had not affected the company's operations so much, since the management had ensured that brand availability and image were maintained.

Responding to the 'showers of blessing' bestowed on him and his family, Mr. Salau Abiola, who rushed to the head office to pick up his car in less than one hour after he was called, said words were not enough to describe how he felt. He said he initially did not believe that something good could come out of the promo as he saw it as one of the gimmicks that companies play in order to sell their products. He said the winning ticket was just for that one mattress that his mother-in-law persuaded him to purchase from one of Vitafoam's key distributors in town. He expressed gratitude to Vitafoam for standing by their words and promised not only to continue to patronise the company, but also recommend to others.



Mrs. Adesuwa Onyenokwe picking the ticket for the star prize



And the winner is revealed



She welcomes Mr. Salau Abiola as he rushes to the company to pick up his car



(L-r) Sales and Marketing Director, Mr. Peter Folikwe, TD, Joel Ajigi and FD, Bras Ogun



Vitafoam family celebrates the winner



A test-run / drive of the car by the winner

Orchestrating Winning Performance Managers gather for Management Conference

At a certain stage in one's life, responsibilities can get really overwhelming. However the ability, drive and strategy one deploys in taking on the tasks usually will define and open up clearly the path to success, hence the saying that 'work comes before success'; it is only in the dictionary that it is otherwise. You can ask what then happens to team work. Team work is better appreciated when one can harness first his inner strength and then combine with others. After all, it is the inner strength of a soldier ant that makes him remain on a straight line with others, for a common cause.

It was in clear recognition of these facts that



The cosy environment of Whispering Palms

Vitafoam Nig. Plc; the comfort solution provider of repute organized her annual Management Conference for managers across the whole country at Whispering Palms, Badagry, Lagos State between Thursday July 1 and Saturday July 3, 2010.

The arrival that Thursday afternoon provided an opportunity for participants to meet once again some of their colleagues from different regions and to share their experiences while they revelled in

the cool and serene environment that was further enhanced by beautiful looking palm trees adorning the venue. A promise of what was to come in the days ahead was more in our subconscious as everyone was ushered to his room to relax and get ready for the evening session.

Themed 'Orchestrating Winning Performance', the conference that night was declared open by the Managing Director, Dr. Dele Mekanjuola as he welcomed the participants and urged everyone to relax and enjoy the event. Making a small presentation which according to him would set the tone for the conference, the MD raised a series of brain tasking issues and questions which required deep reasoning and calculation to solve. "This is just in a way to exercise our brain and pave the way for what is still to come in the conference", he said. He said there was till a short fall in what the company's aspiration was and that a lot of potential was still hidden within the system that we have not been able to harness. In his presentation, among the reasons he cited for the shortfall in growth that the company had been experiencing were poor communication, poor leadership and lack of team spirit. "These and many more are some of the issues that will be tackled at this conference", he concluded.

In continuation of the family spirit of friendship and togetherness inherent in Vitafoam, the participants and facilitators donned branded shirts on Friday morning at the conference hall for the event to begin proper. This along with the aerobics session that was held earlier that Friday morning was needed to establish the spirit of oneness among the over forty-five managers that were well seated at 8.30am when the Chairman gave his welcome address.

Representing the Chairman, Chief S. O. Bolarinde who was unavoidably absent, Mr. B. A. Lasisi while welcoming everyone to the conference said



Participants during one of the sessions

that an organization is as strong as people in it. According to him, we should strive to work together and take our leadership role seriously. "You should look for avenues to grow and take advantage of this conference and make sure that Vitafoam continues to excel and do better", he said.

Speaking further, he said as young leaders, we were more proactive now than they were in their time and we should seize every opportunity for growth that presents itself and thus make the company's objective our priority. Giving an insight into his time at Vitafoam, he said he left the company much stronger than he met it and encouraged everyone to also have the aspiration to leave it stronger than he met it. "I therefore urge all of us to put in our best in this conference so that at the end of the day, we'll be sure that we have achieved the objectives of the event", he concluded.

Aside presentations made by some of our Directors Peter Folikwe, Joel Ajiga and Bras Ogun at different times, other guest facilitators at the conference were the former Managing Director of Cadbury Nig. Plc, Mr. Bunmi Oni who also doubled as a consultant to Vitafoam, the Chairman of Guardian newspaper Editorial Board, Mr. Reuben Abati who spoke on 'Getting things done in an Organisation', and the Managing Consultant of Ashton & Leyton, Mr. Gbenga Adebija who spoke on 'Managing Corporate Image'.

Speaking on Execution Edge, Mr. Bunmi Oni said as an organization, we needed to generate internal momentum in order to realize energy for growth either in the market place or factory environment that would help us work together on a common cause. "If we try to speak one language, one mission, one goal and if only we remain on a straight line at the same time, nothing will go wrong in Vitafoam". Noting

that pressure may arise in the course of keeping our eyes on a common goal, he said "the best of us comes when we are pressed and so we should not resist pressure". Speaking further he said as leaders, we cannot afford to give to people what we cannot subject ourselves to and that people do not only listen with their ears but their eyes, they observe what they see. And so we should always do what we set people to do. "The job of a follower is not to create good followers, but to create other leaders", he concluded.

Making his presentation, Mr. Reuben Abati stated that every organization that seeks to transform itself must begin at the level of work-place culture knowing what to do, how it should be done and actually doing it. According to him, the biggest responsibility that management faces is to change behavior and that we needed to study our processes and behaviours and think of how we can do things in a new way. On building team work, he said "organizations need to get people to work together as a team. When employees work together as a team, they will be more willing to share ideas and information. Many Nigerians find it difficult to work together as a team. In organizations, everybody feels that he is the all in all so that he as a 'Solomon' can remain in his temple. Every departmental decision maker runs an empire and makes sure that people in his department are only loyal to him and not to others. When this is practiced, the potential of the company is reduced".

Speaking further, he noted that a manager should have self awareness and be self confident knowing the job and what needs to be done, be transparent and have self control and demonstrating ability. Above all, he should have a listening ear and be

(L-r) Former MD, Cadbury, Mr. Bunmi Oni, Chairman, Guardian Editorial Board, Mr. Reuben Abati and Mr. B. A. Lasisi at the event



flexible.

Concluding, he said we must understand that there was no such thing as company loyalty. "Organizations recruit staff in the hope that they will get things done and that they will do them well and give the organization the competitive edge that it seeks. When the employees fail, they highlight their shortcomings and management is right to raise questions about the relevance of their skills to new reality. In the age of innovation, employees also owe themselves a duty to continually renew their skills. Old skills become quickly obsolete in the age of rapidly changing technology", he said. He therefore urged everyone as managers to imbibe the culture of reading wide and if possible have a library at home that will provide the opportunity to read various books and seek knowledge that will help us more with new ideas and add value to our respective assignments.

Among other issues discussed at the conference were; Half year Business Review, Efficiency Agenda, Leadership Building the next generation, Marketing and Innovation Agenda, Performance Management Cycle, Budgeting and Control, Talent Management and Rewards and other open

A group photograph of participants



Hip. Hip. Hip!!! Vita! (L-r) Mrs. Titi Bakare, MD, Dr. Dele Mekanjuola, Foluso Ajulo and Mrs. Osunkoya

discussions and group work.

Where do we go from here? This was the question on everyone's lips at the end of the conference. Perhaps this was a reaction to the incisive and thought provoking discussions that were held at the two-day conference and in order that just like the soldier ants, we can be on a straight line for Vitafoam's common goal. Since then, it is only safe to assume that collectively we have resolved to implement what was learnt

How Fair Was The Fair- Vitafoam at the 2010 Lagos International Trade Fair

The characteristic human traffic at the Lagos International Trade Fair was not as heavy as previous years when the fair was declared open on November 5, 2010. However, activities were still very evident as a lot of manufacturing and service organisations manned their stalls to take advantage of the week long sales opportunities.

Vitafoam was well represented this year with 4 stands spread across the Fair's grounds, by her key distributors - Butu-Owo Farms, Astra and S-Olayinka Enterprise.

Sales representatives clad in branded Vitafoam t-shirts and face caps were all around the place canvassing for potential customers and directing those who had difficulty locating any of the stands.

But how would you say the fair went? According to Chief (Mrs) Adesola Adebute of Butu-Owo Farms, a regular participant at previous fairs, this year's fair was not as great as the previous year. This she said was due to the location of the stands, which were deep inside the grounds making

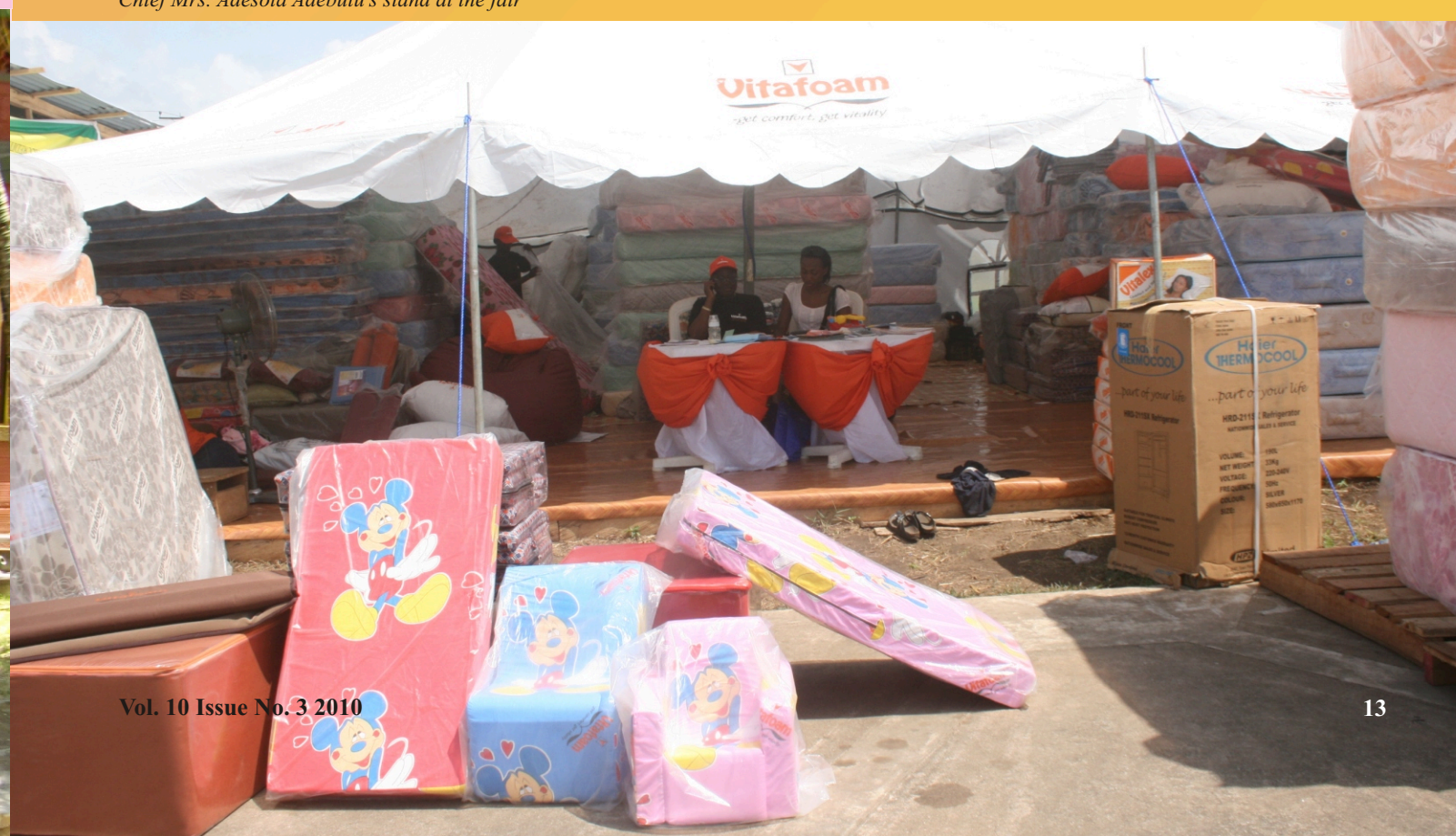
Chief Mrs. Adesola Adebute's stand at the fair



Customers purchasing some of the items

access a bit frustrating for the visitors.

In her review of the fair, the Regional Sales Manager of Vitafoam, Doris Sule said there was "stiff competition" among foam manufacturers at the fair this year. She said that "it is a peculiar year because of the state of the economy, so the





A satisfied customer going away with a product

distributors might not have been able to top off with excess profit as they usually do.” However, she said the overall turnover was good.

The fair ended on the 15th of November, 2010, with people promising to return ne

Regional Manager (Lagos), Doris Sule (l) visits Chief (Mrs.) Adesola Adebute at her stand



Management Conference - My Experience

The journey to the venue - Whispering Palms; a coastline beach resort in Badagry on the outskirts of the city of Lagos - started at 2pm in a 30-seater coaster bus on a day that traffic was free. Also in the bus with us were our Technical Director, Mr. Joel Ajiga and Sales and Marketing Director, Mr. Peter Folikwe. There was practically no dull moment throughout the journey as the SMD and TD made sure that everyone had a jolly ride filled with laughter all through with their rib cracking jokes. I wonder what they are doing on the board when they can also do well as stand-up comedians.

After about two hours of driving, we were welcomed to the cool and serene environment filled with palms that were truly whispering perhaps telling it to our ears that we had come to have an experience of a life time. Wasting no further time, we were ushered to our respective rooms to have some rest and cool our heels before

we would proceed to the red roof café for our dinner at 6pm and then the opening interactive section. But before then, there was no premonition that there would be showers of blessing. Wonder what showers? Yes before we came out for dinner, there were light showers from the heavens that further added to the cool ambience of the venue.

The first brainstorming session took place immediately after dinner and it was so mind engaging that we didn't leave the conference room until 11.30pm. That surely set the tone for what was to be expected at the conference and left everyone with something to ponder on our beds before we slept.

Hmmmn....., 6.00am, Friday July 2, 2010 said the clock as I woke up the next day. It was time for one hour of aerobics class where we exercised our muscles and bones and got the necessary work out

Arrival to the venue



for the task ahead for the day. After a cool shower and feeling refreshed, we proceeded straight for breakfast and at 8.30am the event for the day began in full gear.

The various sessions that we had for the day with presentations from Mr. Bunmi Oni on '*The Execution Edge*' where we learnt that if we try to speak one language, one mission, one goal and if only we remain on a straight line at the same time, nothing will go wrong in Vitafoam and the one from Mr. Reuben Abati, Chairman, Guardian Editorial Board on '*Getting things done in an organization*' would forever remain indelible in my memory. We were also divided into various groups where issues were practically dealt with and solutions provided. The practical were so engaging that we continued discussions on the

subject matter even as we strolled to our rooms at about 10.30pm after closing for the day.

On Saturday after our usual early morning tonic exercises, the session began at 8.30am with de-brief on our group work. From this to the time that we went to bed was another wonderful day of so many lessons learnt and decisions made.

On my bed as I reminisced on the last three days and packed myself ready to leave for home on Sunday, I got a strong conviction that I had been transformed into a better person and that the whole exercise had been well worth it. Surely with all honesty, Vitafoam has orchestrated a winning performance in me.

-By Tajudeen Oshibote

Breakfast time before the morning session



Management Conference





L-R: MD, Dr. Dele Makanjuola, Mr. Bunmi Oni & Mr. Gbenga Adebija at the management conference



Time to wine & dance as Mrs. Titi Bakare takes to the dance floor



Customers being attended to at the Lagos Trade Fair



Chief (Mrs) Adesola Adebutu of Butu-Owo Farms (second left) with Vitafoam staff at the Trade Fair



L-R: Sales & Marketing MD, Mr. Peter Folikwe; MD Vitafoam Mr. Oluwale Adisa & MD, Mr. Dele Makanjuola at a press conference to declare open the Good Time Reward promo



Nwabugwu Success Chidinma, born on the 2nd of March, 2010, to Mr. & Mrs. Nwabugwu of the Finance & Accounts Department



Customer Service Executive, Mary with her sweetheart at the solemnization of their marriage on Dec. 4, 2010



Performance Management and Training Manager, Mr. Wale Adewole with his bride at their solemnization of Holy Matrimony on Thursday December 9, 2010

Partnering with Stakeholders for a Rewarding Relationship

The first of a series of seminars, intended to reach out and enable the company form a relationship with interior decorators and furniture makers, took place on December 9, 2010 at the Business Club, Agidingbi, Lagos.

The purpose of the event was to improve the knowledge base of these stakeholders of the world of Vitafoam, including her history and product range and passion for customer service and support to distributors.

The Manufacturing Manager, Mr. Taiwo Adeniyi took the guests through the making of a Vitafoam mattress, explaining the company's painstaking production process, insistence on quality, and some of the key factors beyond aesthetics that should

guide consumers' choice of a mattress, the relationship between the consumer's body weight and the density of the mattress chosen.

In his presentation, the Sales and Marketing Director, Mr. Peter Folikwe acquainted participants with the history of the company and the wide variety and clear segmentation of the company's products. He also said while revealing the various categories of the company's distributors, that the single most important factor in the relationship with them was partnership. He enjoined the participants present to always focus on that.

Guest speaker, Mrs. Modupe Adesanya, a Chief Physiotherapist at the National Orthopaedic Hospital, Igbobi, Lagos, took the audience by surprise when she engaged the gathering in a short physical exercise to have everyone refreshed. She talked extensively about the importance of rest, explaining the various stages of sleep and various factors that affect it, things we should do to ensure a good sleep and how to incorporate all these into the world of interior decor and furniture making. For instance, she said interior decorators should take into consideration how the colours in a bedroom may affect a client when it comes to bedtime. She went on to explain how the proper or improper use of pillows and mattresses grossly affect sleep and how they are the major cause of back and neck problems. In turn and with the desire to meet customers' needs, Vitafoam uses the knowledge gained to ensure she manufactures mattresses and pillows that address these concerns. No wonder then why she or any Physiotherapist would usually recommend the appropriate Vitafoam mattress or pillow to her patients.

The National Sales Manager and other Vitafoam staff were present and on hand to

One of the participants feeling out the Vita at the Comfort Centre



The participants at the event

take questions.

Although the turnout was not as promising as expected, which was attributed to the Christmas festive season at the time of the event, those present had a firsthand experience of the world of Vitafoam and a good platform for networking. Speaking to Mr. Folikwe, he was of the view that the programme had potentials but that next time we would need a longer planning period and should be considered to be moved to an area closer to where majority of the offices of these stakeholders are located.

The day was rounded up with a visit to the Vitafoam Comfort Centre and a guided factory tour, with the guest leaving with branded Vitafoam gift items.

Brand Manager, Mr. Wole Aguda introducing some of the products in the comfort centre to the participants



Exercise & stretches at one of the presentations



Interview with Mr. Brabindon Ogun

In his days as a youngster, he might have played basketball and become an international star assuming you choose to judge him by his height. Or if you go by his surname, one is sure to have heard in his daily interactions with people countless numbers of “*ekaaro*” or “*koyo*” or “*do*”. Unfortunately, none of that fits because what basketball and medicine lost, swimming and accountancy gained.



Let's look at the other side of self effacing Mr. Brabindon Ogun who joined Vitafoam in 2008, what life is like outside his role as Executive

Director, Finance and Accounts of Vitafoam.

VN - What is life outside Vitafoam?

FD - One usually doesn't have time to do some things. For instance, I like to swim. I know how to swim very well and whenever I go near a pool I get this urge to just jump in. I like to listen to classical music and jazz. I'm a very huge fan of Kenny G. I have practically all his cds. And Barry White as well. Theirs is music where a lot of instruments are used, almost orchestra-like. I also like gospel music in the likes of Donnie McClurkin. They've done quite a whole lot over the years to propagate their music.

VN - What football club do you support?

FD I watch football once in a while. I'm not a die hard fan but I tend to support my son's club, Chelsea. I like them because they've been doing quite well and I've noticed they are relatively consistent. As for the local clubs, I really don't have that much interest in them. In the days when I was growing up, in the 70's, we always heard of the likes of Sharks, Warri Wolves. But these days we seldom have a grasp for our local talent.

VN - Is this what you always wanted to do?

FD - No, no. I was a science student in secondary school so the emphasis was to study medicine. There was a 6year gap between my leaving secondary school and entering the university. I had to work to save up for my fees. Looking at it, with the time that had passed and with most of my colleagues graduating, I felt I should go into a field that would ensure that I would have a job and I looked at accounting as one course of study that would always be needed be it in a company, hospital or even a market. Incidentally, during that 6year gap, I had worked in the accounts department of the National Assembly but only as a clerk but I gained some experience so I eventually decided to apply for accounting. When I told my father I was no longer going to read medicine, he

fussed about it but later relented and said it was my decision. I wish that he would have been around to

Mr. Bras Ogun



Vitafoam hosts Industrial Group meeting

It was a gathering of industrialists and stakeholders in the industrial sector at Vitafoam's library on Thursday, August 19, 2010 when the company hosted the quarterly meeting of the Lagos Chamber of Commerce and Industry.

On the roll call at the meeting which started at 10am were representatives of various organisations in the industrial sector, including Dangote Flour Mills, FIIRO Lagos, Cybele Cosmetics, Dorman Long Engineering, Guinness Nig. Plc amongst others.

The meeting provided once again an opportunity for the Chamber and the stakeholders in the industry to discuss and deliberate on matters pertaining to the industry and the economy at large, and how these issues would affect industrial and economic development.

Issues discussed ranged from the nation's power and energy problem and possible solutions, to several plans of the Federal Government on VAT, taxes and petroleum subsidies and the upcoming 2010 Lagos international trade fair.



MD, Dr. Dele Makanjuola delivering his brief speech at the meeting

At the end of the meeting, members of the chamber were taken on a grand tour of the Vitafoam factory to have a first hand knowledge of its operations and the mechanics of several factory equipments and thereafter to the comfort centre to appreciate its end products.

Mrs. Titi Bakare (2nd left) with other officials of the Chamber



Factory Tour by the Officials of the Lagos Chamber of Commerce



10 tips to be a healthy role model for children and setting good examples

You are the most important influence on your child.

You can do many things to help your children develop healthy eating habits for life. Offering a variety of foods helps children get the nutrients they need from every food group. They will also be more likely to try new foods and to like more foods. When children develop a taste for many types of foods, it's easier to plan family meals. Cook together, eat together, talk together, and make mealtime a family time!

1. Show by example

Eat fruits, vegetables, and whole grains with meals or as snacks. Let your child see that you like to munch on raw vegetables.

2. Go food shopping together

Grocery shopping can teach your child about food and nutrition. Discuss where fruits, vegetables, grains, milk, and meats come from. Let your children make healthy choices.

3. Get creative in the kitchen

Cut food into fun and easy shapes with cookie cutters. Name a food your child helps make. Encourage your child to invent new snacks. Make your own trail mixes from dry whole-grain, low-sugar cereal and dried fruit.

4. Offer the same foods for everyone

Stop being a "short-order cook" by making different dishes to please children. It's easier to plan family meals when everyone eats the same foods.

5. Reward with attention, not food

Show your love with hugs and kisses. Comfort with hugs and talks. Choose not to offer sweets as rewards. It lets your child think sweets or dessert

foods are better than other foods. When meals are not eaten, kids do not need "extras" such as candy or cookies as replacement foods.

6. Focus on each other at the table

Talk about fun and happy things at mealtime. Turn off the television. Take phone calls later. Try to make meals a stress-free time.

7. Listen to your child

If your child says he or she is hungry, offer a small, healthy snack even if it is not a scheduled time to eat. Offer choices. Ask "Which would you like for dinner: Rice or Toast bread?" instead of "Do you want Rice or Toast bread?"

8. Limit screen time

Allow no more than 2 hours of TV a day. Get up and move during commercials. Get some physical activity and avoid the marketing.

9. Encourage physical activity

Make physical activity fun for the whole family. Involve your children in the planning. Walk, run, and play with your child instead of sitting on the sidelines. Set an example by being physically active and using safety gear, like bike helmets.

10. Be a good food role model

Try new food yourself. Describe its taste, texture, and smell. Offer one new food at a time. Serve something your child likes along with the new food. Offer new food at the beginning of a meal, when your child is very hungry. Avoid lecturing or forcing your child to eat.

By Femi W. Olaiya- Vitafoam Nurse

Aging and Long Life

The wish to remain young has been an ageless challenge. In centuries past man had tried to figure out ways to remain young, even immortal. There is told of a novel written by Oscar Wilde in 1890 titled 'The Picture of Dorian Gray' which tells of a man Dorian Gray who was extremely handsome. His good friend created a painting of Dorian. Dorian was so consumed with his beauty that he wished that his portrait would age and grow old instead of him, and it was so. For up to 18 years and for every evil deed he committed the portrait would appear to look his real age while he remained young physically. At his eventual death



the portrait converted to the youthful young man as it was painted eighteen years earlier while he mysteriously turned into a haggard old corpse.

Even the vainest of people would indeed agree with me that going that far is quite extreme, but in our various ways we looked at ourselves in the mirror and were worried about that wrinkle on our face, or getting bothered about a white hair that has sprung up out of nowhere!

People have tried all sorts of ways to avoid ageing with all sorts of methods but here are 5 amazingly simple tips to live longer-and younger;

□ Drink a lot of water - I know, I know, everyone says this but do we actually practice it? Believe it or not, our bodies are made up of 70percent water. Water helps the skin to remain supple from inside out and will do more than most expensive creams and products. You should drink

about 8 glasses of water everyday.

□ Smile! A smile does more magic than a frown- definitely. You feel better about yourself and also I am yet to see a person that you smile at that does not smile back.

□ Avoid arguments. If you think about it, how many times do you actually win an argument? At the end of the day, you are more convinced about what you believe in and the person you are arguing with will not want to let go, so the cycle continues. At the end of the day it's just a waste of time. If you know you are right, just smile and let it go. If you know you are wrong, learn from the experience and leave a better person.

□ Keep active. Apart from physical activity- which is important, I want to stress mental activity. Keeping the brain active will make you feel younger. Keeping with the times and being aware of what is going on will help you exercise your mental side and you don't feel so old in time

□ Embrace your age - there is a grace in ageing. For every age group there is a beauty in itself. We need to grab life with both hands and still be productive at every age we are.

After all had been said and done, we always need these boosts - **Vitafoam** life style products that were designed to help you age graceful. **Vitarest** (3-in-1 foam blocks), **Vitapouf**, **Vitasolid**, **Vitasofabed** and other range of products from **Vitafoam Nig. Plc** will help you grab life and enjoy its vitality to the full.



8 Tips for losing weight and keeping it off

1. Never crash diet to lose weight

When you lose weight rapidly your body is typically only losing glycogen (carbohydrate) and water weight, not fat. Your body thinks that it's starving and reduces its metabolic rate, which makes it harder for your body to burn each calorie (they burn at a slower pace than they normally would). Then when you start eating normally again, your body stores as much food as it can into your fat cells in case of another "famine."

2. Best weight loss plan: substitute foods instead of eliminating them

Although many people feel that "diet" or "reduced fat" foods are not as good as the original, it can be a big help to buy less fatty snack foods. Try out different reduced fat brands and items and who knows, you may find something that you like even better than the original. The key is making sustainable changes - if you can't live without tortilla chips, trying to eliminate them entirely from your diet won't work. Making the change to a lower-calorie reduced fat tortilla chip can make a noticeable change in total calories consumed over time.

3. What drinks for losing weight

Cutting soft drink out of your diet completely can save the average person 360 calories or more each day. Even diet soda, fruit juices, and whole milk can add unnecessary calories to your daily intake. Instead, drink lots of water and switch from whole to skim or even soy milk; the little things can make a big difference.

4. Weight loss = healthy diet and moving around

Getting up, moving around, and exercising will reduce the amount of food that you will need to cut back on. There are obviously many opportunities to be athletic and active (i.e. sports teams, the gym, going for a jog, etc.) if that interests you, but these aren't the only ways to increase your activity level. You can walk to school, bike to work, walk up and down the stairs a few times before you take a shower, take an extra lap or two around the grocery

store.]

5. Gradual changes are best for losing weight

Gradually ease into your diet if possible. Many diet programs allow you to do this. Remember that small changes are easier to stick with than drastic ones. Start by always leaving a little extra on your plate, or drinking water instead of soft drink. Smaller changes are also more likely to remain with you when the duration of your diet is complete. Aim for behavior-change goals that you know you will be able to maintain over years, not just weeks.

6. Don't overeat

If you're full, or even simply satisfied, stop eating. There's no need to eat until your stomach feels like it's going to explode. Also, keep in mind that it takes a while for the nutrients in your food to enter your bloodstream, and circulate to the nerve centers in your brain that regulate appetite. Eating slowly is helpful in this regard--you give your body a chance to recognize that you've had enough to eat.

7. Try not to banish certain foods when dieting

Don't tell yourself that you can NEVER have something again because you will immediately crave it. People need to eat fats to be healthy as well, just make sure that you're eating them in moderation, and maybe try to balance out a fatty food you ate earlier in the day by choosing celery sticks over chips for your snack. Try to get yourself to think, "I know I CAN have it, but should I have it?"

8. Successful weight loss: be in it for the long term

Crash diets and unsustainable exercise routines will not keep you at your desired weight for the long term. You need to focus on realistic, achievable goals - behavior modification that you can live with for years, instead of just weeks. For an example, let's say that a hypothetical person is ten pounds overweight, but at perfect energy balance - they eat exactly as many calories as they burn

every day, so their weight remains constant. If that person sacrifices one small snack that they have every day, let's say a handful of chips equaling 100 calories, over the course of a year that person will lose over ten pounds! A pound of fat on your body

represents 3500 stored calories. 100 calories X 365 days in a year = 36,500 calories, or over ten pounds of fat. Small changes can make a big difference in your health.

By Femi W. Olaiya- Vitafoam Nurse

Pinging Sensation

No, this has nothing to do with any form of body pain. This simply refers to the recent mobile phone craze going by the name of BlackBerry. Have you ever seen anyone walking on the street, typing on their phone and laughing to themselves? That person was probably chatting or should we say "pinging" on their BlackBerry Messenger.

This Smartphone has taken over from other major mobile phone brands like Nokia and Sony Ericsson. Even the iPhone as well. This was the same BlackBerry that was supposedly only used as a business phone only for business men and women.

The BlackBerry has since evolved and its market has grown. The popular Blackberries include the pearl, the curve, the bold, the storm and recently the torch.

The world is going mini

One no longer needs to get a laptop. The BlackBerry is like a mini computer that fits right into your pocket. It's also cheaper. It has an email function allowing you to check and send emails on the move. You get a notification almost immediately mail is sent to you. It also has an application called the BlackBerry Messenger with which one can chat with anyone anywhere in the world that has a BlackBerry. Most of them have Wi-Fi that allows access to the internet as long as there is wireless service in the area. People are slowly becoming dependent on the BlackBerry and use it to organize their life.

Necessity or Accessory

It is a known fact that Nigerians love to follow the latest trends. Not so long ago, when the GSM came into the country, we couldn't get enough of it. Then it became about carrying the most expensive phone and in some cases how many of them one had. Now



it's all about the BlackBerry.

Workers use it to send important emails without having to rush back to the office while the younger crowd simply use it to chat or what is known as "ping" each other. One can only wonder how young people, most of who are unemployed, afford these phones and pay the monthly subscription charges.

Is just chatting to friends really worth the service charge? A lot of people feel it saves them from buying credit. If you work into a gathering of young people, almost everyone there would have their heads down, typing away on their BlackBerry. Some chat while they are walking, some while driving. As a matter of fact, people are getting addicted to it. You see ladies carrying big handbags, which are also the latest trend in fashion, but still hold their phones in their hands just so that it can be seen.

To be honest the BlackBerry has become almost like an accessory and nothing more. Hopefully people will learn how to use it and not have it as an extension of their hand.

