

The Right Stuff

Ten years ago, **Telfed Magazine** interviewed a young South African family that had made aliya a decade earlier. Young and idealistic, **Anthony Kaplan** had been Chairman of SAUJS in Cape Town and a member of Bnei Akiva while his wife **Lesley** had been a member of Beitar. The reason for the interview was that Lesley, who only six years after arriving in Israel in 1990 and barely speaking a word of Hebrew, had bravely started her own business. Had she been too hasty?

Twenty years later, noting her colourful advert in December's **Telfed** magazine, the writer was curious as to how the business and the family, now residing in Maaleh Adumim, were faring.

"Terrific," says Lesley. "If someone had said to me that I would be running my own business in Hebrew and negotiating with Israelis six years after making aliya, I would have said, "No way, you have got the wrong person",” says the founder of **L.A.K. Creations**. Her company today produces a wide range of magnetic and printed gifts, specialising in simchas, business promotions and conferences as well as manufacturing printed

gifts to retail outlets in Israel and abroad. She is proud of her "Anglo Saxon background", averring that "it has stood me in good stead. We are accustomed to a high-level of quality service, a work ethic that is the hallmark of my business."

