

PrimeTime Member Spotlight

February 2009

Each month *Connections* talks to a PrimeTime member to find out more about who they are, what they do, and their association with PrimeTime.



This month we spotlight

Veronica Pestana

Green Cleaning Consultant, In Touch Concepts Pte.

Personal talk ...

Connections: Where are you from originally, and how long have you been in Singapore?

Veronica: I'm from Singapore so I've been here for most of my life (44 years!)

Connections: Have you lived in other foreign countries? If so where?

Veronica: Yes, I lived in Malaysia for one year and Switzerland for three years.

Connections: What do you enjoy most about living here?

Veronica: Believe it or not I actually like the structured rules we live with here; it's nice that you can walk home from a late night party without having to worry about safety. It's also great to have the opportunity to work with people from all over the world and to meet entrepreneurs in Prime Time who have become good friends.

Connections: What are your interests and hobbies?

Veronica: I enjoy travelling, cycling, reading, writing, watching movies and going to the gym.

Connections: Have you had any particularly interesting experiences you would like to share with us?

Veronica: I love to check out different restaurants and I was pleasantly surprised when my reviews came up tops on one of the food review websites last year. I won \$500 of vouchers and gave them all away!

Connections: Which are your favourite restaurants/shops/places to go?

Veronica: For eating out I like Jing at One Fullerton, Lee Tong Kee Hor Fun Restaurant in Chinatown (superb family style ambience with oh-so-smooth rice noodles) and Japanese restaurants like Nadaman and Tampopo for sashimi and tonkatsu.

Connections: What one thing would you like to accomplish in your lifetime?

Veronica: I would like to travel across Europe to see all the different countries and cultures.

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Professional talk ...

Connections: Please tell us about your business.

Veronica: I am a “green cleaning” consultant and I encourage people to clean using environmentally friendly cleaning methods with less reliance on toxic chemicals. I market products that help you save both money and the earth. My products “clean simply and are unbelievably clean”.

Connections: What did you do before you started your own business?

Veronica: I was working in hospitality in the most dreaded of all departments, housekeeping, for 20 years!

Connections: How long have you had your own business?

Veronica: Nearly four years.

Connections: How did you get started?

Veronica: I have always been interested in the environment so when I learnt that there were products that could clean better without the use of chemicals I decided it was time to change the mindset of hotel housekeepers. I became a consultant for ENJO, making the hospitality market my niche.

Connections: What were the toughest challenges you’ve faced as an entrepreneur with your own business?

Veronica: The tricky part was trying to get people to buy in to something that involved change, in this case a change in their comfort zone of cleaning.

Connections: What do you enjoy most about having your own business?

Veronica: I like being able to convert my ideas into action.

Connections: Any advice for those thinking of starting their own businesses in Singapore?

Veronica: Make sure you get everything done properly and get all the paperwork in order. Decide what your business is going to be, whether sole proprietor or private limited company. I recommend taking legal advice too, as in a small place like Singapore the law can track you down fast if things are not right!

PrimeTime talk ...

Connections: When did you join PrimeTime and how did you find out about it?

Veronica: I joined PrimeTime in 2007, after finding it by chance while surfing the net.

Connections: Which PrimeTime subgroups do you belong to?

Veronica: I subscribe to the 2nd Thursday, Marketing and Mothers’ Support subgroups.

Connections: Do you volunteer at PrimeTime? If so, in what areas have you become involved?

Veronica: I volunteer for the 2nd Thursday events, for example helping out on the front desk.

Connections: What do you personally feel are the benefits of being a PrimeTime member?

Veronica: PrimeTime gives you the opportunity to share experiences with people who come from many different countries and cultures and who work in varied environments. It’s also a good way to make great friends.

Connections: Which was the most interesting or inspiring PrimeTime event you’ve attended?

Veronica: The 2nd Thursday meeting at the Pan Pacific Hotel last year was great. The General Manager of Marina Bay Sands talked to us about the upcoming Integrated Resort project. After the event, hordes of women were circling around him to ask questions.

Thank you Veronica!