

Shamus Rennie

(PTY) LTD

EST. 1958

AIR CONDITIONING

60
YEARS
1958 - 2018

Ryan Malcolm Rennie, Managing Director, 2007 - Current



Malcolm James Rennie, Managing Director, 1969 - 2007



Shamus Arthur Rennie, Founder, 1912 - 1968



A third generation family business...



CONGRATULATIONS SHAMUS RENNIE (PTY) Ltd

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THANK YOU FOR THE YEARS OF CONTINUED SUPPORT
AND LOOKING FORWARD TO MANY MORE.

FROM YOUR DEDICATED TEAM AT



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FROM THE MD

It's been 10 years since the good folk at the industry *RACA Journal* magazine felt it was a worthwhile story to share some information on Shamus Rennie during our 50th anniversary. We are grateful for their continued interest and would also like to thank our suppliers, who have made this publication possible and joined us in celebrating our 60th birthday.

Celebrating our milestone and doing some writing for this publication has resulted in this being a very reflective time. It's incredible for me that Shamus Rennie still feels brand new. Work is exciting, and life-affirming and there seems to be so much unexplored territory in terms of potential for where it might go. Something Mr Wimpie Swiegers points out to me regularly is: "Surely Ryan, after 60 years you should have a system for avoiding that problem you just created?" I can't argue with him on that, but we are always on the lookout for new problems and ways of solving those problems for our customers.

Reflection is always educational and enlightening, but dreaming of what is possible always crackles with energy. Where today, in a world that is largely discovered, do we, in our own small way, have an opportunity to be pioneers and to chart courses into the unknown? We at Shamus Rennie, believe that the study and application of human potential in the context of an organisation is a truly worthwhile human endeavour fraught with challenges and unexpected twists, but laden with moments of ecstasy and fulfilment.

Tom Robbins wrote in his book, *Jitterbug Perfume*:

At birth we are red-faced, round, intense, pure. The crimson fire of universal consciousness burns in us. Gradually, however, we are devoured by parents, gulped by schools, chewed up by peers, swallowed by social institutions, wolfed by bad habits and gnawed by age and by the time we have been digested, cow style, in those six stomachs, we emerge a single disgusting shade of brown.

What is an organisation other than an opportunity to do something special and make a difference with a diverse group of people that functions as a well-oiled machine? Where else in the world do you have diversity to the level we do in South Africa? Stoking the passion within the organisation to be a part of something unique and special, embracing new ideas and changing scenarios, doing ethical work and growing as individuals and a team are some of the ways that we consciously approach our work and circumstances.

We have much to be grateful for. To our customers, individuals and companies, who have supported us over the years, to suppliers with whom we have formed strong mutually-beneficial relationships and who form a key part of our ability to perform, to our dedicated and committed staff who come back year after year to grow and improve and to offer that little bit extra to what our customers are expecting, thank you to you all! ☺



Ryan Rennie

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A PRE-HISTORY: WILLIAM AND JAMES RENNIE

By Ryan Rennie (May 2019)

A visit to Southern Ireland in 1997 was the beginning of a long process of piecing together information about our family. Not much was known about James Rennie (Shamus's father) and Shamus had died young. His birth certificate was found in the Civil Registrar in Dublin in 1997 and this contained information of his birthplace in Newry, Northern Ireland.

WILLIAM RENNIE

A further visit to Ireland in 2011, this time to the north, unlocked more information and it was discovered that James's father, William Rennie, was proprietor of the Newry Foundry prior to 1900. Newry is roughly 39 miles away from Belfast and is a predominantly Catholic area. The city itself lies in the most south-eastern part of both Ulster and Northern Ireland.

William was an engineer and his foundry produced many interesting engines. The foundry was part of the boom of industrial and engineering in Northern Ireland this time.

We have found a copy of a letter that he wrote to a customer, dated 1880*, the content of which is not too different to something

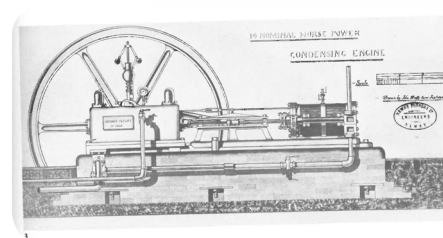
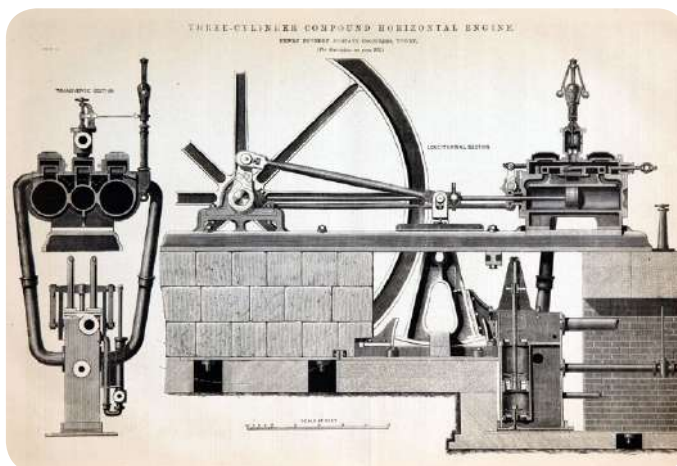
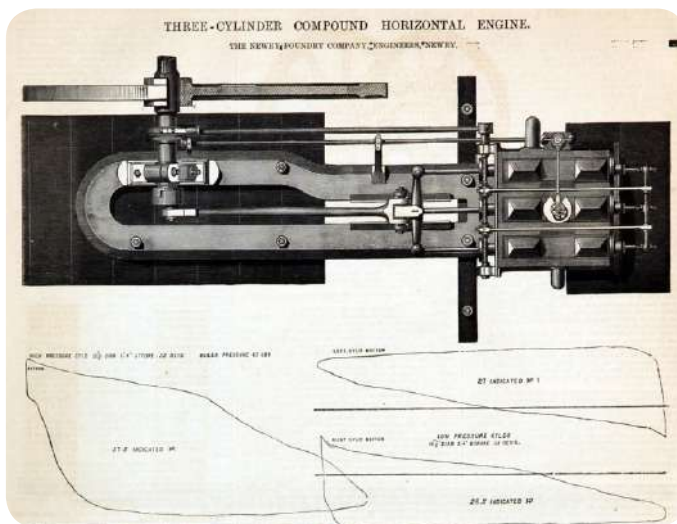
that I might write to one of our current customers, except maybe for the imperial units.

JAMES RENNIE

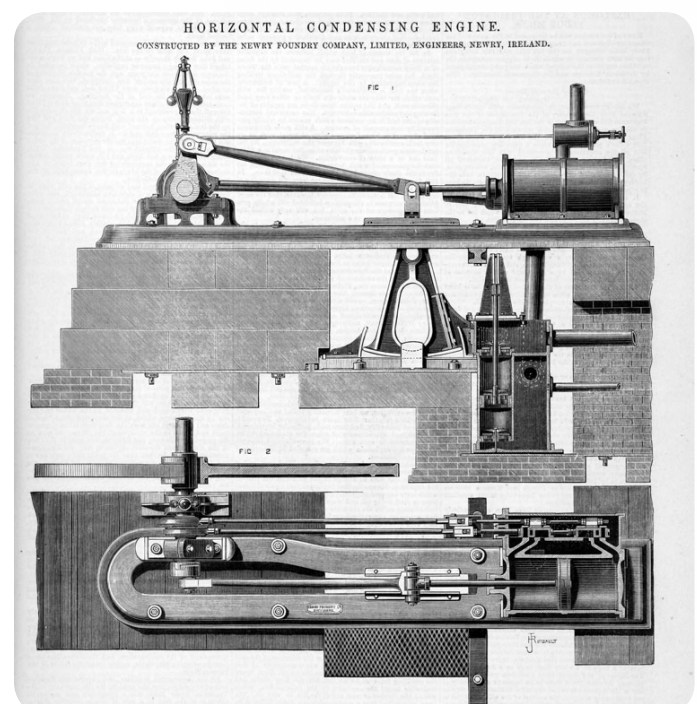
James Rennie was born on Monday, 20 June 1881, to William and Mary Rennie, who lived in Canal Street at the time.

He volunteered to join the Imperial Yeomanry on Sunday, 18 February 1900. The Imperial Yeomanry was the name given to a volunteer mounted force of the British Army that saw action during the Second Boer War which began on Wednesday, 11 October 1899 and ended on Saturday, 31 May 1902.

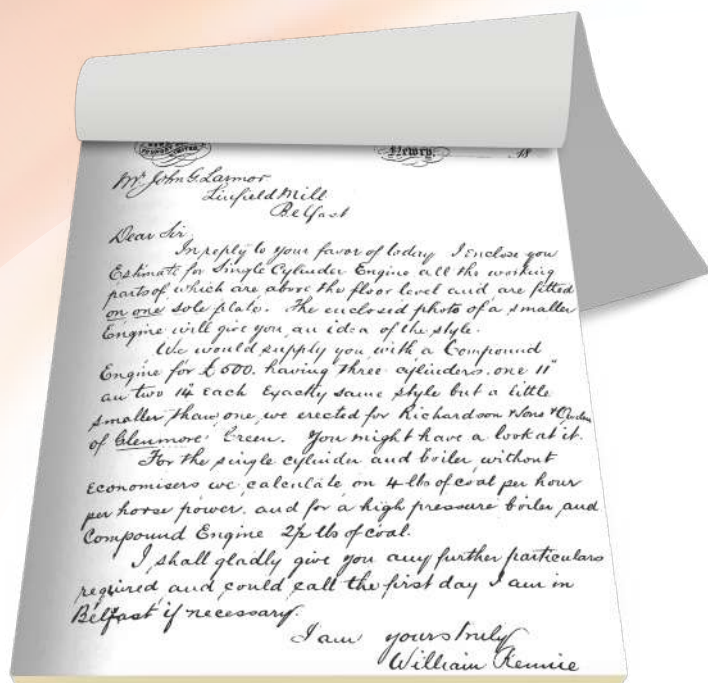
The Imperial Yeomanry was born out of a week of disasters suffered by the British Army at Stormberg on Sunday, 10 December 1899, at Magersfontein on Monday, 11 December 1899 and at Colenso on Friday, 15 December 1899, dates that became known as 'Black Week'. After these setbacks, it became obvious that mounted infantry were needed in large numbers to counter the fast moving, hard-hitting Boers. At the beginning of the war, there had been many offers from



- 1 Industrial steam engines in Ireland, 1898 (from statistics given in the *Second Report of the Commissioners appointed to consider and recommend a General System of Railways for Ireland*, HC 1897-8 (145) xxxv, 449: Vol 4 Appendix B No 17 pp 112-113)
- 2 The industrial uses of steam power in Belfast in the year 1898 (ibid)
- 3 A small single cylinder horizontal mill engine as specified by William Rennie's Newry Foundry in the autumn of 1880 (cf fig 136, p 269)



Drawings of the interesting engines that William Rennie's foundry produced.



William Rennie's 1880 letter to a customer.

colonels of existing yeomanry regiments in Britain to provide forces for deployment in South Africa, some at no cost to the British government, but all had been firmly refused.

The yeomanry was a volunteer organisation that, by 1900, had been in existence for over 100 years. A decision was taken by the War Office on Wednesday, 13 December 1899, to allow a contingent of volunteer forces, based on the existing yeomanry regiments, to be deployed in South Africa. The birth of the Imperial Yeomanry was through a Royal Warrant, dated Sunday, 24 December 1899. The new Imperial Yeomanry was to be raised on a county basis, with the core of the men drawn from existing volunteer units, the remainder being recruited from individuals who met the criteria for admission. A company normally consisted of 120 men, but often their ranks swelled to much greater numbers: a battalion, including a machine-gun section, totalled 526 men.

The Royal Warrant read as follows:

'Her Majesty's Government have decided to raise for active service in South Africa a mounted infantry force, to be named 'The Imperial Yeomanry'.

The force will be recruited from the Yeomanry, but volunteers and civilians who possess the requisite qualifications will be specially enlisted in the Yeomanry for this purpose.

The force will be organised in companies of one hundred and fifteen rank and file, one captain and four subalterns to each company, preferably Yeomanry officers.

The term of enlistment for officers and men will be for one year, or not less than the period of the war.

Officers and men will bring their own horses, clothing and saddlery. Arms, ammunition, camp equipment and transport will be provided by the government. The men to be dressed in Norfolk jackets, of woollen material of neutral colour, breeches and gaiters, lace boots, and felt hats. Strict uniformity of patterns will not be insisted upon.

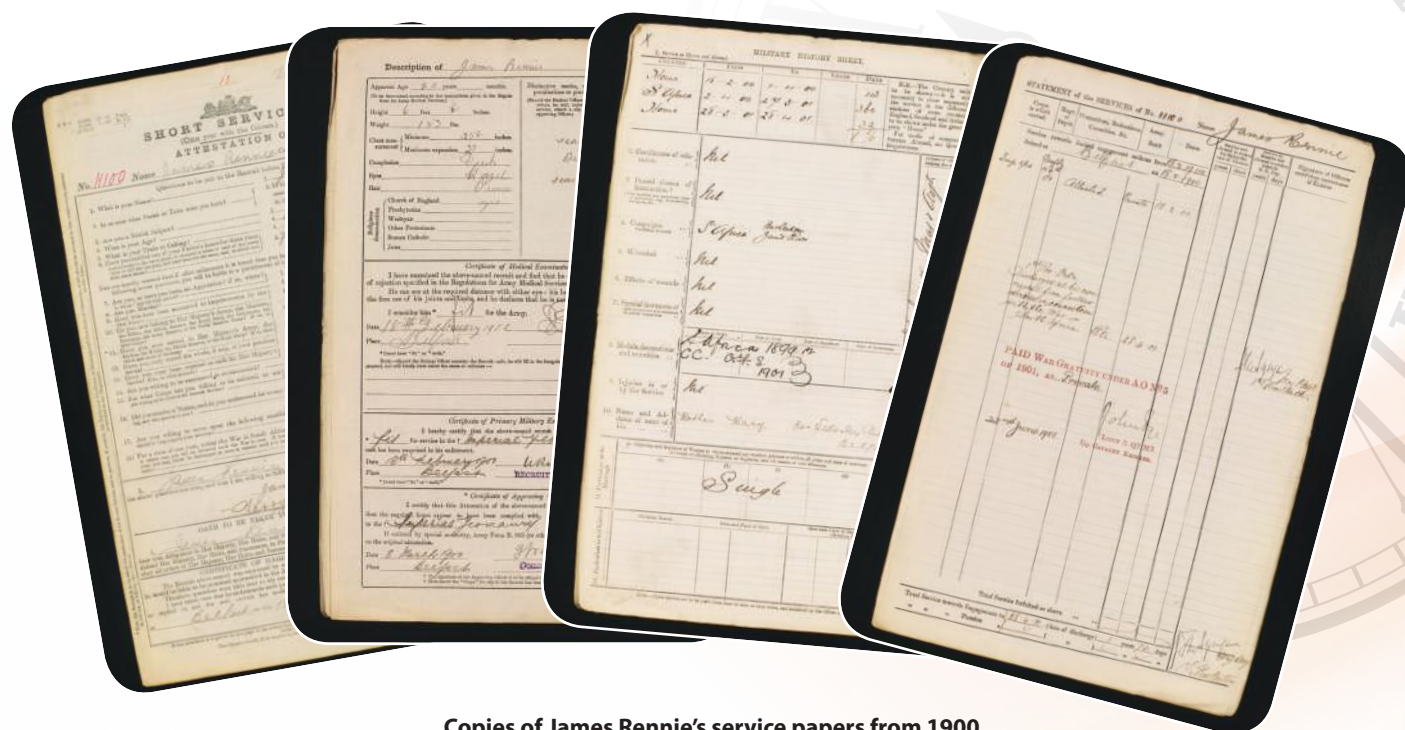
Pay to be at Cavalry rates, with a capitation grant for horses, clothing etc. Applications for enrolment should be addressed to the colonels commanding Yeomanry regiments, or to general officers commanding districts, to whom all instructions will be issued.

Qualifications are: Candidates to be from twenty to thirty-five years of age, and of good character. Volunteers or civilian candidates must satisfy the Colonel of the regiment through which they enlist that they are good riders and marksmen, according to the Yeomanry standard.'

His attestation took place straightaway in Belfast, where he was living at the time. His residence was recorded as 32 Wellesley Avenue, Belfast. The street still exists with many of the original buildings still standing, including number 32. As his service papers record his next of kin as his mother, living at this address, and not his father, it is likely that his father had died by then.

His profession was recorded as veterinary surgeon. He lied about his age: he was actually still only 19 years old at the time and this was obviously done so that he would meet the criteria to join the Imperial Yeomanry. He stated that he had been an apprentice for one year to a Mr James Marks Newry, no doubt a relative.

On the same day of his attestation, he was medically examined and pronounced fit for service in South Africa. James is recorded as being six feet and a half-inch tall and weighing 153 pounds, with



Copies of James Rennie's service papers from 1900.

a chest measurement of 35.5 inches, with hazel eyes and brown hair. He stated that his religion was Church of England (Protestant). He had a scar and birthmark on his left elbow and scars on both knees. A few days later, on Thursday 8 March 1900, James was appointed Private to the 46th Battalion Imperial Yeomanry, which formed part of the 13th Company sent to South Africa. He volunteered to fight, provided his own horse and he or his family paid the £170 required to purchase his equipment.

James Rennie arrived in South Africa five weeks behind the rest of his 13th Company, who had moved on into Cape Colony by the time he arrived in South Africa. Over the next few weeks, the 13th Company Imperial Yeomanry, under the command of Lieutenant-Colonel B Spragge, had been ordered to join the 9th Infantry Division under General Sir H Colville near Kroonstad in the Orange Free State and by late May 1900, had almost reached their destination.

Early on the morning of Sunday, 27 May, the 13th, having spent the night in Kroonstad, Orange Free State, were amongst a force sent out to join Colville at Lindley, where they arrived in the afternoon.

It was here that Spragge arrived to meet Colville and found he had already left. It was decided to rest there for the day and then follow Colville to Heilbron. Within a few hours of entering the town, they were fiercely attacked and Spragge found himself surrounded by a much larger force of Boers commanded by Commandant Piet De Wet and General Prinsloo, including artillery.

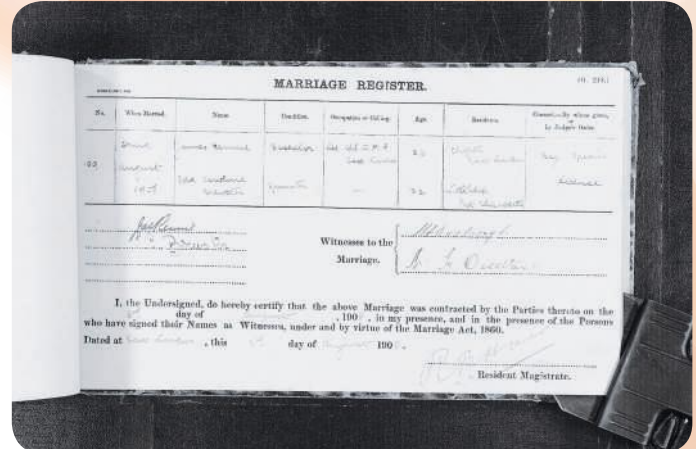
The 13th fell back on the transport wagons, which had been left on the Kroonstad road in a sheltered valley. The 13th held their ground for three days until artillery was brought up to fire upon them. Shortly afterwards, their position became untenable and the 13th were left with no option, but to surrender. Eighty men were killed or wounded out of a force of 470, and the remainder were taken prisoner.

James Rennie was not taken prisoner at Lindley. His name does not appear in the official Casualty Rolls, nor in the list of prisoners released from Watervaal, Barberton or Nooitgedacht. This is further corroborated by the fact that there is no period of internment recorded on his Service papers.

James Rennie's service papers do note two areas of action in South Africa, Bethlehem and Zand River and exclude Lindley, which also suggests that he was not present at that action.

The action at Bethlehem refers to the action there in July of 1900, the escape of the Boer General Christian Rudolph De Wet and the surrender of the Boer General Martinus Prinsloo and a number of Boer Commandoes trapped in the Brandwater Basin area by a large British and Colonial force, of which there were a huge number of Imperial Yeomanry.

The action at Zand River refers to what some call The Battle of Zand River, which occurred earlier, on Thursday, 10 May 1900, 17 days



The marriage certificate of James Rennie and Ida Brewster in 1908.

before the action at Lindley and also included the same units of Imperial Yeomanry.

It is impossible to pinpoint his exact movements during that period, except for being present at the actions at Bethlehem and Zand River.

DEPARTURE FROM SOUTH AFRICA

James Rennie left South Africa at the end of February or early March 1901 as he arrived in England on Thursday 28 March 1901. It has not been possible to identify the troopship which carried him home. His service papers record that he served for another month and on 28 April 1901, his discharge was recorded by the 1st Provost Battalion (Now known as The Royal Military Police):

"Discharged at his own request from further service connected with the War in South Africa. He was paid a standard War Gratuity under Army Order Number 5 of 1901, as the rank of Private."

RETURN TO SOUTH AFRICA

After experiencing the War and the vastness of South Africa, it is hardly a surprise that his experiences had a profound effect on him and made him want to return. He was obviously a good horseman and good with a rifle, qualities that made him suitable for the Cape Mounted Police in which he was a Lance Corporal when he married Ida Brewster, from Port Elizabeth, on 3 August 1908. ☺

**The Industrial Archeology of Northern Ireland; WA McCutcheon, 1980*



We would like to take this opportunity to congratulate Shamus Rennie on this momentous occasion and wish them well in the future.



SHAMUS RENNIE

60 YEARS LATER

By Malcom Rennie

My introduction to the 50-year celebration magazine was titled 'The History of Shamus Rennie (Pty) Ltd'. Ryan, our MD at the time, was quoted as saying that he was going to take a great company to a really great one in less than 50 years. This he has achieved in less than 10 but is not yet satisfied, so stand by...

IN THE BEGINNING

Shamus Arthur Rennie (after whom the company was named) was born on 27 September 1912. He left Benoni in 1956 and moved to Port Shepstone where he was employed by a company called Combined Engineering. He was joined by his then apprentice, Aubrey Thompson, and in 1958 they established a company called Rennie Thompson.

CHANGES COME

Shamus passed away suddenly at the end of 1968 and I (Malcolm), with the help of my mother Constance, took over the business. As a tribute to Shamus, the business was renamed Shamus Rennie (Pty) Ltd. The focus was then mainly on refrigeration but in 1973, the first consignment of Daikin window units came into the country and Shamus Rennie (Pty) Ltd established a strong dealership with the company Centurator who were the importers of the brand.

Constance retired in 1974 and I continued to run the business as Managing Director, Fridge Mechanic, Salesman and LPG Technician!

By 1987 the company was well-established, owning both its Port Shepstone and Marburg properties and controlling 80% of the air-conditioning and refrigeration business in the Port Shepstone area. Shamus Rennie (Pty) Ltd was also the biggest domestic distributor of Mobil gas in South Africa at that stage.

BROADENING THE BUSINESS

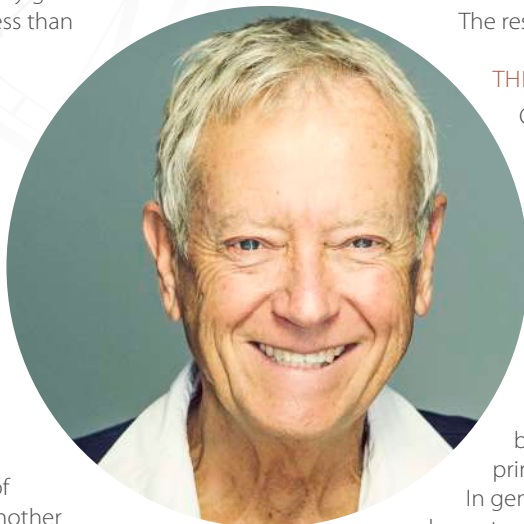
During 1985, I realised the potential of providing air-conditioning solutions for the banking institutions and refocused on this market, starting to work countrywide at the request of these institutions.

Carla and Michael (my daughter and son-in-law) settled in Johannesburg in 1991 with Michael establishing a Johannesburg branch of the company. By 1992, Carla, along with Ryan and Kyle

(my sons) had started part-time with the company.

When this branch began outstripping the head office in turnover, the decision was made to relocate Shamus Rennie (Pty) Ltd to Johannesburg, and 1993 marked the big move.

The rest, as they say, is history.



THE NEW ERA

Coming back to work from January 2016 to the end of March 2018 was not planned but it did give me insight into the "business family" rather than the family business. It's now been 26 years since the big move to Johannesburg and the business has continued to grow with the life contributions of Carla, Ryan, Kyle and many others such as Michelle, Bobby, Lenny, and Trevor.

It also made me realise how doing business now is far more complicated, primarily from a human being perspective. In general, people are far less disciplined, less honest, and have less integrity now than 10 years ago. Even a handshake has gone out of business: it's lost its credibility completely and now has to be delivered in some arb format of hand movement, sometimes just a closed fist or a high five. Don't do a deal on it!

Fortunately, Ryan has developed a style of management that takes into consideration the human deficiencies and continues to deliver and improve the Shamus Rennie standards of doing business with the help of his business family and similar-minded suppliers, most of whose businesses have been around for at least three decades.

I wonder how Shamus would feel if he could see what happened to his one-man-band? He'd probably be even more overwhelmed than I feel at this stage of my life. Just remember that there is a whole lot more in this fourth generation family with the opportunity to join the business family, including a Kaden Shamus Rennie! ☺

Malcolm Rennie

CELEBRATING 60 YEARS

// Having missed the opportunity to celebrate our 50th, we agreed to make a proper effort for our 60th", said Ryan Rennie.

"It turned out to be a truly memorable occasion celebrated at Shepstone Gardens in Johannesburg on 29 November 2018. It was about connecting with those who had made the milestone possible. Client, suppliers, staff, subcontractors, friends and family gathered for the awesome occasion.

The milestone was an important one for the organisation but also for the Rennie family. The honour that was bestowed on me, really by nothing but birth right, to speak on behalf of the business and the family, was not lost on me. It was a great thing that for just a few hours we took some time out from the chaotic contracting world and acknowledged the special achievement.

We had good music and hilarious entertainment. The venue and the food were perfect. Thank you to Michelle, and her team of Tanya and Fabian, for putting it all together."

SOME PERSPECTIVE

It's hard to imagine what the world and South Africa was like in 1958 but some of these events give some perspective on how long ago it really is:

- ♦ Jerry Lee Lewis's "Great Balls of Fire" was at #1
- ♦ Sir Edmund Hillary reached the South Pole
- ♦ *The Bridge on the River Kwai* won some Oscars
- ♦ Elvis Presley joined the army
- ♦ Arnold Palmer won the 22nd Masters Golf Tournament

A WORD OF CONGRATULATIONS

At the 60th celebration, Marco Ferdinandi of Mitsubishi said a few words about encountering the Rennies 25 years ago.

"Some 25 years ago, I joined Aromatic Panasonic, and being the new kid on the block, one of my initiation tasks was to go through an extensive list of potential HVAC contractors who did not support Panasonic at the time.

Soon enough, I got to meet the Rennie family. I immediately

knew that these people were unlike others. There is no way that such progressive, forward-thinking, professional people could hail from a little seaside town in southern KwaZulu-Natal. I thought that all they do in Port Shepstone was surf and cast bait!

Anyway, to put our relationship into perspective, I qualified for a top achievers' incentive trip to Kenya the following year, thanks to them.

Before long, I had the privilege of working for Shamus Rennie. Even though my tenure was short, my departure to pursue an amazing career opportunity can be attributed to my time at Shamus Rennie. That path undoubtedly made massive inroads into my career, for which I will be forever grateful.

During our working career, we will meet many different characters; some you would like to maintain a relationship with, others are rather forgettable, and in many cases, most are forgettable. However, with Shamus Rennie, it's unique – I suppose many of you here tonight can relate to this. Only a family member can tell you that you may be smoking something a little too strong or ask you if you are crazy and need to catch a wake-up call – and you actually listen and give it some thought.

I have had an interesting journey with Shamus Rennie: I have been a salesperson, annoying them to buy my products, I have been a client, and I have been an employee. I have to admit, no matter what side of the fence you are standing on, it's always the same.

They are a little crazy: You just never know what's going to happen next and normally, when a crazy idea is mentioned, hold on to your seat, because the chances of it happening are very good.

They are frank: mincing words does not come easy to the Rennies; you will soon know if they do not like your idea – even if you are a client of theirs.

Consistency: Their professionalism, dedication to their staff and clients, and their incredible humility have always been a constant.

I have no doubt that the Rennie family will leave an indelible mark on the South African HVAC industry for another 60 years. You mention the word 'air conditioning' to any non-air-conditioning person and I am sure the name Shamus Rennie will come up seven out of 10 times.

Congratulations on your 60th year – you guys rock!"

TIME TO CELEBRATE

Check out some photos of the 60th celebrations. 📸

TROX[®] TECHNIK
The art of handling air

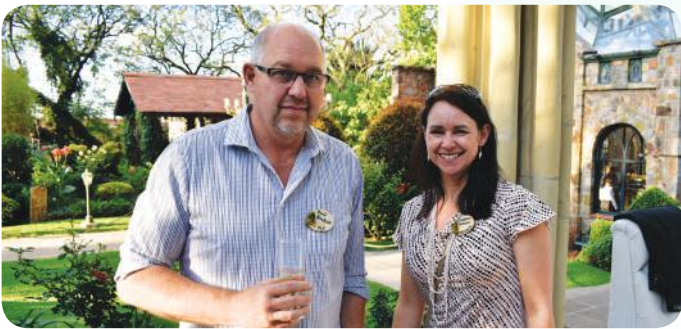
Shamus Rennie (PTY) LTD
EST. 1958



TROX Technik South Africa is proud to be associated with Shamus Rennie and celebrates its 60 years of continued success and unshakable drive for perfection in the African HVAC industry.
TROX looks forward to another 60 years of future success with Shamus Rennie and congratulates them.











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60 years! - Congratulations Shamus Rennie
"Thank you for being part of our success.
We are proud to be associated with you"

SHAMUS RENNIE NOW



The Shamus Rennie team has grown significantly over the years.

Contracting of any sort is a challenging undertaking. Trying to get the right people to the right place with right tools, the right information and the right materials is no mean feat. Our approach is to build personal, professional relationships with our customers.

By knowing our customers we stand a better chance of understanding their requirements and ensuring that we are adapting to meet their needs. It's amazing what you can miss if you don't listen carefully. A further challenge is that those needs and circumstances keep evolving and as such, the business never stands still.

Our structure is one that supports the work of the business. Any organisation that spends more time on internal processes, bureaucracy and internal politics is not going to be around for too long. We attempt to rather focus on doing the work of the business, which is to supply, install, commission and maintain a wide range of HVAC products. We have experimented significantly with progressive organisational structures over the years with varying success. It all comes back to people taking a personal responsibility for what they are there to do. No matter how we are structured, we always deliver on our promises and commitments.

We look for projects that are:

- ◊ Difficult or complicated
- ◊ Tight deadline
- ◊ A combination of both

We have always had a simple approach to "strategy". Ours is based on Sense and Respond rather than Predict and Control. Once again that takes a lot of listening and we do like to innovate and to tackle new types of projects.

We have learnt that it serves us well to aspire, in every interaction, to satisfy three key things:

- ◊ We develop a creative working environment.
- ◊ We have well trained and ambitious staff.
- ◊ We are easy to work with.

ACKNOWLEDGEMENTS

The company prides itself on looking after its staff. Herewith a list of staff acknowledgements for long service:

10 YEARS AND LONGER:

- ◊ Mkhemu (Eric) Mthembu
- ◊ Dominic Ndlovu
- ◊ Marcia Mpe
- ◊ Deon van Wyk
- ◊ Thamsanqa (Innocent) Zondi
- ◊ Ernest Dzengerere
- ◊ Witness Chaire
- ◊ Madibana (Simon) Monoke
- ◊ Nomsa (Lebo) Macamba
- ◊ Anna-Marie van der Merwe

15 YEARS AND LONGER:

- ◊ Mavin (Lenny) Moonsamy
- ◊ Moegamat (Adi) Hendricks

20 YEARS AND LONGER:

- ◊ Michelle Rennie
- ◊ Mimmie Moehi

25 YEARS AND LONGER:

- ◊ Carla Sebanz
- ◊ Ryan Rennie
- ◊ Kyle Rennie
- ◊ Poobalan (Trevor) Lanka
- ◊ Sathinathan (Bobby) Naidoo
- ◊ Duncan Pillay
- ◊ Moonsamy (Danny) Naidoo

PROJECTS AND SERVICES

PROJECTS

Shamus Rennie has developed a skilled employed workforce over the years and we work with a small group of specialist sub-contractors that we have built strong relationships with.

We also have our own sheet metal factory that allows us to deliver on time and to the standards required by our customers.

WE OFFER:

- ◇ HVAC contracting
- ◇ HVAC commissioning
- ◇ HVAC validation
- ◇ HVAC maintenance
- ◇ Turnkey solutions

We focus heavily on pharmaceutical, hospitals, industrial, and commercial applications.



APACHE MANUFACTURING cc



Manufacturers of:

- Airhandling units
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*Congratulations Shamus Rennie
on 60 successful years.*

*We value your support and are
proud to be associated with you.*

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A VISION FOR THE FUTURE

"You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."

- Richard Buckminster Fuller



In the spirit of Germany's *Mittelstand* economy where small to medium-sized family organisations corner and dominate one small niche market through constant improvement and innovation rather than aiming to be bigger and bigger every year, Shamus Rennie is increasingly a specialised HVAC projects company. Our work has evolved significantly over the years and it has often been a tough road often keeping up with what is being asked of us.

The massive challenges mean that we have developed certain individuals that give us amazing tenacity and an ability

to reinvent ourselves as a company. We like to see Shamus Rennie as a vehicle and environment where we can learn to be of service, to do meaningful work and for people to have life experiences to grow personally in ways that would not be open to them elsewhere.

An organisation or company is after all a very special opportunity. It is an opportunity for a group of like-minded, but intentionally diverse people to create something that was not there before. The act of creation is ultimately what we are here on this planet for. Often it happens only semi-consciously and

60 not out!

Fourways Airconditioning congratulates Shamus Rennie Airconditioning on achieving 60 years of excellence in the field of airconditioning and refrigeration. May your record of success continue on for at least the next 6 decades as well! **With best wishes from all of us at Fourways.**



Alliance

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the result is a semi-conscious organisation. An organisation is our own little 'country' (sometimes not so little, and sometimes more profitable than a country) and one in which you can create your own rules.

Most work environments do nothing to explore the potential of the human being. Decisions are generally based on profit that dehumanise people and restrict their growth and possible contribution.

It has intrigued us at Shamus Rennie to get that magic mix that allows people to bring their whole personality to work, to make new and meaningful contributions and to be profitable at the same time.

What drives us at Shamus Rennie is human potential. We look at the individuals that make up our business and are often amazed that they have no idea of what their true potential is. We are continually inspired to find ways of unlocking that potential. It is not a process that derives much acknowledgement or thanks, and our results have been less than anticipated but it is one that we are inspired to continue with. It is remarkable how often that unlocking never occurs because the leadership or the environment is wrong, and the trust is never developed to the point at which the magic can occur.

It is much like our country. We have so much potential as a people. So many diverse backgrounds and strengths that if only they could be harnessed by the right leadership we could become a world power in anything that we choose. The situation, however, like a business, always comes down to leadership. Leaders growing other leaders. Leaders creating visions and unlocking ideas and contributions from others. Leaders growing trust and common ground. Leaders willing to share and sacrifice for the betterment of all.

“We believe that every business has a responsibility and opportunity to contribute to real transformation”

As much as our country's government has failed its people and left business bitter and resentful, we believe that every business has a responsibility and opportunity to contribute to real transformation. Doing the right things for the right reasons and slowly, business by business, we could make this country the place it deserves to be. And this is without even considering the contribution we could make by just not partaking in anything underhand or immoral.

There is huge opportunity in sharing. Capitalism works but it results in natural hierarchies based on individuals' skills and opportunities. These hierarchies are entrenched by ego and greed, effectively reducing opportunities for others. Imagine a capitalism that could exist if people at the top were willing to share. Why should the CEO earn 254 times what the average

wage earner earns? How can one person offer that much value? What if people were recognised for the value they added, and they had an opportunity to grow that value in a trusting environment? What if the profit was shared on that value basis?

These are some of the ideas that drive the recent establishment of our non-profit organisation, aptly named “Yeoman Service” after James Rennie's involvement in the Imperial Yeomanry. We have a long-term view to take the learning that we have been through with regards to progressive management structures and building a culture based on trust, and create an entity that can take these ideas out into the South African workplace. It's a long way from HVAC, but something we believe can add value to the industry and the business world in our country, hopefully positively impacting people on the way, and helping those people take more responsibility for themselves.

The magic must come from both sides. The organisation must be willing to be open to new ways of working with capitalism, and the individual must be being willing to take more responsibility. These words from Jordan Peterson speak of this responsibility:

“The fundamental issue is that life is difficult and tragic for everyone. It is tainted by malevolence because no matter how bad things are there is always something else that you or someone else could do to make it worse than it has to be. That's life. And you need an antidote to that or it will embitter you. The tragedy combined with betrayal and malevolence makes it even worse. Especially if it is self-induced! You need something to set yourself against that so that you don't get bitter and resentful. What do you set against that? DOING SOMETHING WORTHWHILE! By your own definition. You need a reason to get out of bed on a terrible day because you have something good to do. So, what is the best that you can do? Transcend your current and wretched miserable self. There is meaning to find in this. And the meaning is found in that responsibility. One of thing I have been trying to lay out is: Life is hard; it is tainted by malevolence and betrayal; that can make you bitter. You need a meaning to offset that. Where is that meaning to be found? Not in rights. Not in impulsive pleasures. But in responsibility. You

*Celebrate what you have accomplished,
and raise the bar higher each time you
succeed. Congratulations Shamus Rennie
on 60 years.*



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“The process of building a better world never ends because our attempts to build better relationships are never finished”

take responsibility for yourself. You take care of yourself. If you are good at it, you will have some excess to take care of your family. If you are good at both of those you have some excess left to take care of your community. Those are heavy burdens. You pick up those burdens. You find that this is meaningful. The best way to pick up the burden is to continually improve yourself and that is where the meaning is to be found. That meaning is in the continual self-transcendence. That's letting your old self die and the new self be reborn.

“The way out of political polarisation, the way out the excesses of the right and the left, the way out of racial disagreements, is through the individual. This is where the West got it right. The fundamental unit of measurement is the individual. The fundamental task of the individual is to engage in a process of humble self-improvement. That's where the meaning is. That's where the responsibility is. If enough people take responsibility for getting their individual lives together then we will get wise enough to stop our politicians creating the political polarisation that put us back to the same places that we were at in the 20th century.”

It is self-evident that the world is a place of suffering and there are things to be done about that. It is self-evident that people are flawed and there are things to be done about that. The suffering could be reduced, and the human insufficiencies could be overcome if people orientated themselves properly and did what they were capable of doing. What is an organisation other than that which allows the expression of limitless human potential?

In this fractured and chaotic world, it's up to us to generate order. We are the ones who construct and give pattern to the

world – not by getting rid of unwieldy human emotions, the messy stuff that is us, but by beginning right there. And we do this through daily self-cultivation: working through our rituals to improve the way we relate to those around us; cultivating energies in our bodies so that we can live with more vitality; training our hearts and minds to work through daily decisions in a powerfully different way; and resisting our tendency to cut ourselves off from experience, so that we can become constantly receptive to new things.

The process of building a better world never ends because our attempts to build better relationships are never finished. But as we learn how to better our relationships we will learn how to alter situations and there create infinite numbers of new worlds.

If the world is fragmented, then it gives us every opportunity to construct things anew. It begins with the smallest things in our daily lives, from which we change everything. If we begin there, then everything is up to us.

These are some of the ideas that we try to cultivate at Shamus Rennie and we look to the future with excitement! ☺

Ryan Rennie



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60th
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We take this opportunity to congratulate **Shamus Rennie** on this momentous occasion and wish them well in the future. We trust that we will continue being an integral part of the success of your business by supplying top quality products and services.

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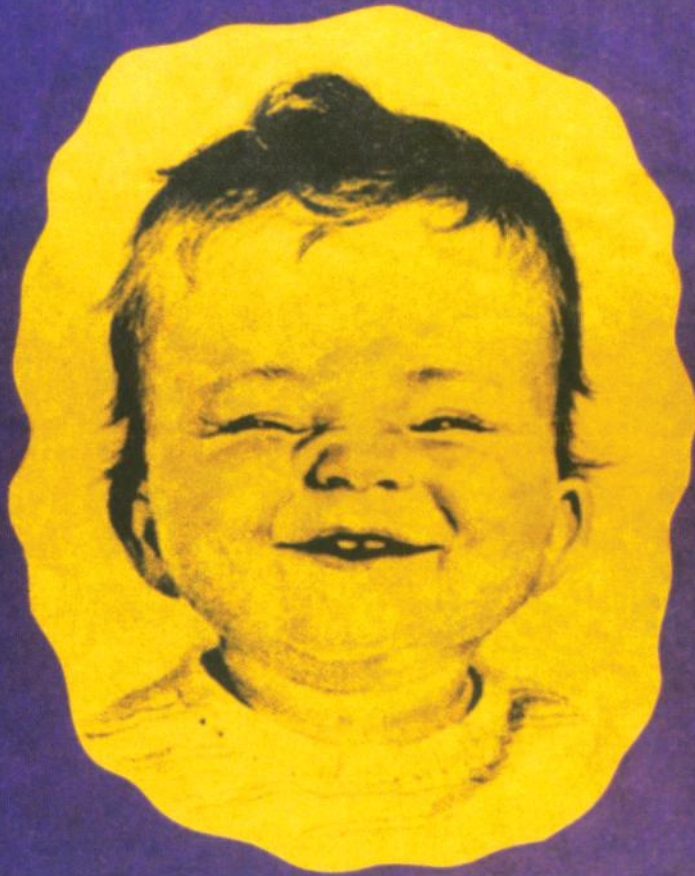
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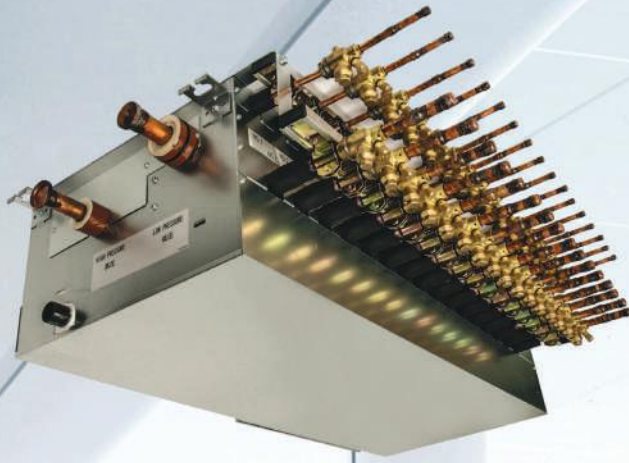
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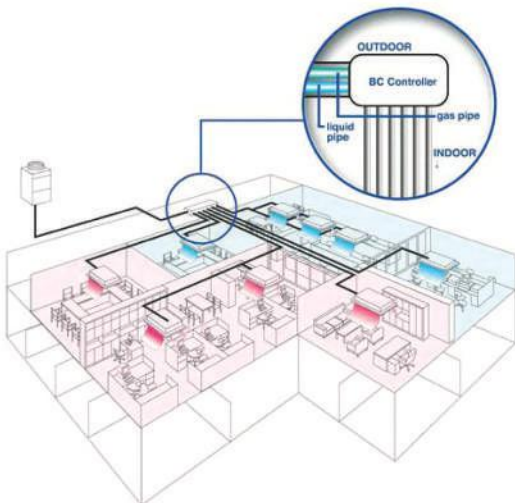


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