



Surrey Business Club NEWS

www.surreybiz.net

MARCH 2004

EVENTS

www.surreybiz.net/events

March 2nd Inst. Art & Design, FARNHAM

CLUB DEVELOPMENT WORKSHOP
Results of Club survey (in last newsletter) & your ideas for the Club's future direction

April 6th ?Reigate College, REIGATE

CHANGING LIVES!
Len Goss was recommended to us by a member as an entertaining and informative speaker.

May 4th University of Surrey, GUILDFORD

GET AN APPOINTMENT WITH ANYONE!
Methods of getting through to those hard to reach ideal clients and contacts!

June 2nd NESBOT, EWELL

?WAYS LADIES CAN DRESS TO IMPRESS
Unconfirmed chance to see the work of two members who help ladies dress for occasions

2nd MAR: Inst Art & Design, FARNHAM

6:00pm NETWORKING

Strengthen your networking abilities, tell us about your business, seek help with your problems & opportunities, and establish new contacts. All are welcome for this hour-long session. Please try to get to this event on time to avoid interruptions.

Joe Gelona, 01932 223959 networking@surreybiz.net

6:30pm PREAMBLE & BUFFET

Informal stand-up networking, chatting & eating.

7:30pm YOUR INPUT INTO CLUB'S FUTURE

This is an important meeting for the Club, as we are inviting members to contribute towards its development. Last month you said what you thought of government policy, and this month you can say what you think of our policies! Our Club is very much a reflection of its members, and to this end, we are seeking to get ideas from you about the future direction of the Club.

So what might you expect to achieve at this meeting? You will have a forum to put your ideas, concerns and thoughts to the committee and the rest of the membership. This, in turn, will be built into the thinking the committee put into making an effective Club business and marketing plan.

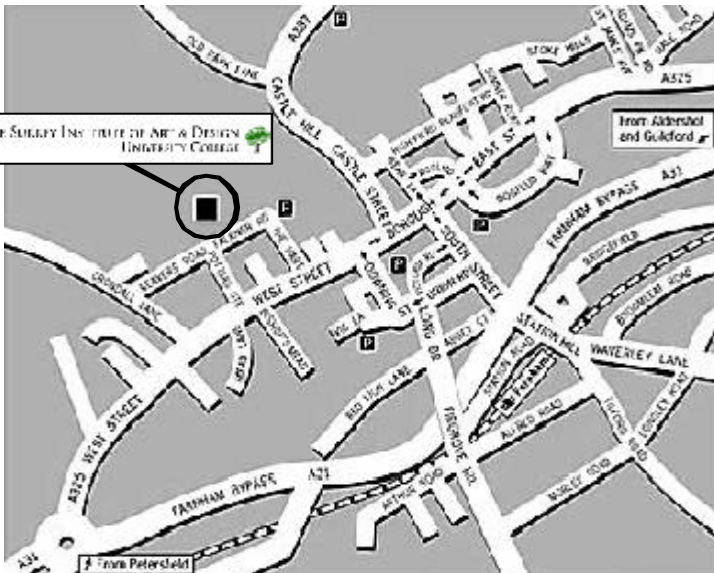
To start the evening off, your committee will talk a little about their views on the Club, its management and perception of your needs. We will then break the audience up into groups to talk about your ideas and thoughts on the Club. As you will see on the Club page of this issue, we have collated the results of the survey so far (if you have yet to do yours, please fill in the one from last month's newsletter and bring it along). This information can be discussed, along with ideas for new fields the Club might enter and your thoughts on our existing services (meetings, newsletter

"YES, I AM GOING TO THIS MEETING"

E-mail: meeting@surreybiz.net or Tel: 01372 800820

by FRIDAY 27th FEBRUARY

GUESTS WELCOME - please ask for an invitation:
E-mail: guest@surreybiz.net or Tel: 01372 800820



Surrey Institute of Art & Design, Farnham.

Because of the complicated one-way system, the easiest route is from the west, on the A325 leading into West Street. If coming from the east along the A31, you will first reach the very large 'Shepherd & Flock' roundabout. Continue on the A31, following the signs for Alton and Winchester. After passing through two sets of traffic lights, you will reach the A325 at the roundabout at the far western end of Farnham. Proceed along the A325 towards the centre, and turn left up 'The Hart' to the main entrance of the Institute. Car parking space can be found at the rear of the college, or in the public carpark found by turning right as you reach the college. Please report to the main reception (easily identified by its large white canopy with glass walls) and you'll be directed to the buffet and networking rooms on the first floor.

and website). We will also look at the Club's management, looking for ways to spread the load and finding ways for members to key their services into Club events. We are keen to find ways we can help members to directly develop their businesses, through training, collaboration and marketing.

Once groups of those present have talked and written down comments on all this, we will have an open discussion based on all your findings. Whilst the committee have ideas of their own, we want you, the members, to feed in new ideas and support. We are now very much an 'organisation', and with this, we collectively have the responsibility to make sure that we organise it suit our needs rather than the other way about. BE THERE TO MAKE YOUR VIEWS COUNT FOR THE FUTURE OF YOUR CLUB!



MOTHERS' DAY

How often do we think about our parents when we are operating in our businesses I wonder? Yet our working methods have been profoundly influenced by the values and beliefs that we encountered when we were small children - and in particularly for most of us this will mean our parents. Clearly we

STAGE COACH

owe a deep debt of gratitude to our parents for creating us in the first place, then for giving us roots in a secure environment to progress from infancy to adolescence. The best parents of all then gave us wings so that we could explore the world and soar to the heights of our own vast potential. But of course this is an ideal and for many people maybe something they have missed out on. We need to understand however that in most cases parents do the very best that they can for their children with the knowledge, values and beliefs that were available to them at the time. Any couple becoming parents did not necessarily receive any lessons or training, except maybe from their own parents, who also maybe had the same limiting beliefs!! As we learn more and more about how the brain works, we also understand that it is possibly these limiting

beliefs that are the major reasons what we do not expect much greater performance from ourselves in our business life. Yet we should not use this realisation itself as justification for not being inspired to achieve even more - it is a dereliction of responsibility to ourselves to try to blame someone else for what we perceive to be our own limitations. Of course there are parents who have wilfully mistreated their children - to come to terms with this requires much greater effort, but is an effort well-worth making. In general if we harbour grudges and resentment, it will fester and impact on everything else including our businesses - it is like trying to cycle uphill with the brakes on! The way to release the brakes is just to let go of the past - it has happened and can't be changed. So as we approach Mother's Day we have an opportunity to reexamine ourselves. We have an opportunity to be grateful for all the strong beliefs that we have, and an opportunity to eliminate the beliefs which are limiting our performance in our businesses - and this would be a greater gift for our parents than any cards or flowers!

Peter Reed, Peter Reed Coaching Ltd.
 Tel: 01306 627496 peterlifecoach@yahoo.co.uk

WRITING TO GAIN CLIENTS

As your editor, I receive a Business Profile from a member each month, and in many cases, the first thing I notice is that the sender has written about themselves. On the face of it, that is what seems logical to do, but far, far too many business people fall into this trap. As Keith Grover will tell anyone willing to listen, I'm no Shakespeare when it comes to writing! At school I was hopeless at spelling, although I was put in the top English group despite this problem. I was at school when they had decided to forget teaching grammar altogether and get us writing, so write I did. However, it wasn't until I met Martin Evans, fellow SBC member whose business is about marketing, that I learnt the value of writing about the needs and wants of my clients.

So what am I on about? In any instance where you need to communicate to a reader or listener about your business, their first concern is themselves. Your first instinct is also to write about what you do, but you must work to address the needs and wants of your clients. For example, many would write, "Acme Trading Company Ltd. was set up by me in 1994 to use my years of experience to address a market in need of my services. I do work for SMEs and sole traders of all sizes and deal with managing directors and owners to draw up strategic planning schematics and software buying plans to help my clients to maximise their profits whilst getting the best deal for their business." End quote; yawn!

What you could write is something like: "Your business could be losing money through lack of planning. You could be throwing away 25% of your profits because you are not efficiently managing your strategies and computer systems. Through consulting with our experienced advisors, you will be guided through the planning process and together we will draw up a plan that will help you to save money. If you think Acme Trading Company Ltd. can help you, please call Fred Jones on 01234 567890 E-mail fred@acme.co.uk or see our website www.acme.co.uk for further details. We look forward to hearing from you"...

MEETING & TRAINING VENUE

Are you tired of having to pay through the nose for training facilities and meeting venues? Well, the Oaktree School in St Johns, Woking could be your answer. This primary school has recently built a modern, air-conditioned ICT suite which it hires out to local businesses at very reasonable rates. For example, hiring the centre for a whole day costs just £295 including PC projector hire. This cost is for the venue and NOT per delegate!

From a private meeting with a handful of colleagues, to presentations or training for up to 24 delegates, the relaxed and friendly environment at the Acorn Centre will make you feel at home and can provide everything you need to make your event a success. We have data and video projection facilities, can provide refreshments, have a free on-site car park and will be very happy to work with you to develop a service that suits you.

If you would like more information about the Acorn Centre then please call us on 01483 474981. We would be happy to discuss the facilities that we can provide in more detail, or arrange a time for you to come in and see the centre.

Juliet Silvester, School governor of Oaktree School

Looking at the two, they are on the face of it completely different. However, notice that I have kept in the basics, whilst missing out a lot of the jargon. I have also introduced issues that would concern the clients of this business, such as saving money and reducing loss of profits. These are in fact benefits, something you need to clearly identify before putting pen to paper. I have dropped the definition of the client, as the place I write and the way I write defines who I want as a client. I have used 'You' as often as I can, haven't used 'I', and kept the 'We' and 'Our' down to an absolute minimum. I have put the business name at the end, because my potential clients want my services, not my business. Now do this for YOUR business, and get the message across!

Stephen Lewis, Stephen Lewis Design Consultancy

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SMALL BUSINESS COUNCIL

It was back to NESCOL for our February meeting, starting with a formal networking session organised by Joe Gelona. As usual, this gave our guests the opportunity to make new contacts right away, and introduce their business to a friendly group of Club members.

After the usual ample and delicious buffet, we moved on the evening's main event. We were fortunate enough to welcome, at quite short notice, a group of highly influential business leaders from the Small Business Council (www.smallbusinesscouncil.org) who were seeking our views on the relationship between small businesses and central government.

The SBC (good choice of initials!) is a DTI appointed body comprised of over twenty individuals, all running their own successful SMEs. They generously give of their time to go round the country talking to businesses at a dozen of these 'Town Hall' meetings every year. They are not an adversarial lobbying group, such as the FSB, but are 'inside the tent', so to speak. Their purpose is to gather feedback and identify which issues are really important to businesses like ours, and feed the information back to senior decision makers such as the Chief Executive of the Small Business Service.

Our guest panel - business consultant Elsa Caleb, recruitment specialist Sarah Anderson CBE, and Jim Brathwaite CBE, Chairman of SEEDA - were accompanied by Ola Sunmonu from the DTI, who spent the evening vigorously writing down notes covering all the issues raised and discussed.

Once the audience realised the panel were not apologists for government policy, but were genuinely concerned to improve the way Whitehall communicates with, and serves the needs of, small businesses, the meeting progressed very amicably and productively. Several important matters were raised and discussed, not least of which was that SBC (that's us) were not aware of the role of SBC (them!) - and we are the very people they are supposed to be working with. That's one area of communication definitely in need of improvement!

On the night, the question of government training grants was perhaps the hottest issue, raised energetically by Douglas Bellworthy (www.acuitytraining.co.uk). The panel was sympathetic to all our concerns, and they were able to reassure us that many of them were already under consideration by the DTI.

This was one of our more serious meetings - we don't often get quite so deeply involved with political issues - but it was a hugely valuable, and a rare opportunity for members to air grievances and opinions in a forum where it really could make a difference. We were talking to 'big hitters' who showed real concern and commitment to helping small businesses, and we thank them unreservedly for their efforts on our behalf.

Post meeting, the beverage circle adjourned to our regular watering hole, the Green Man in Ewell, where the discussion soon moved on from business politics to golf, football and gardening. Variety certainly is the spice of life at SBC!

Keith Grover, FreelanceCopy.co.uk



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TOP LEFT: Elsa Caleb left, Jim Brathwaite right, & Sarah Anderson top.

TOP RIGHT: Sarah introduces us to the Council's work.

CEN UPPER: Jim answers an audience question.

CEN LOWER: Ian Kent talks about his business.

RIGHT: Stephen Lewis and Karen Worcester talk whilst enjoying eats.





WELCOME NEW MEMBERS

ELEGANT SOLUTIONS

Mr. Melvyn Lux
 Sort out your pension and finances with the help of Melvyn and his team, working with St. James's Place for investments, assurance and insurance policies.
 Tel/Fax: 01372 386322
 E-Mail: mandrake@mdlux.fsbusiness.co.uk
 Address: 7, Quarry Close, Green Lane, LEATHERHEAD, Surrey. KT22 8US

ABBEY PLC. (Formerly Abbey National)

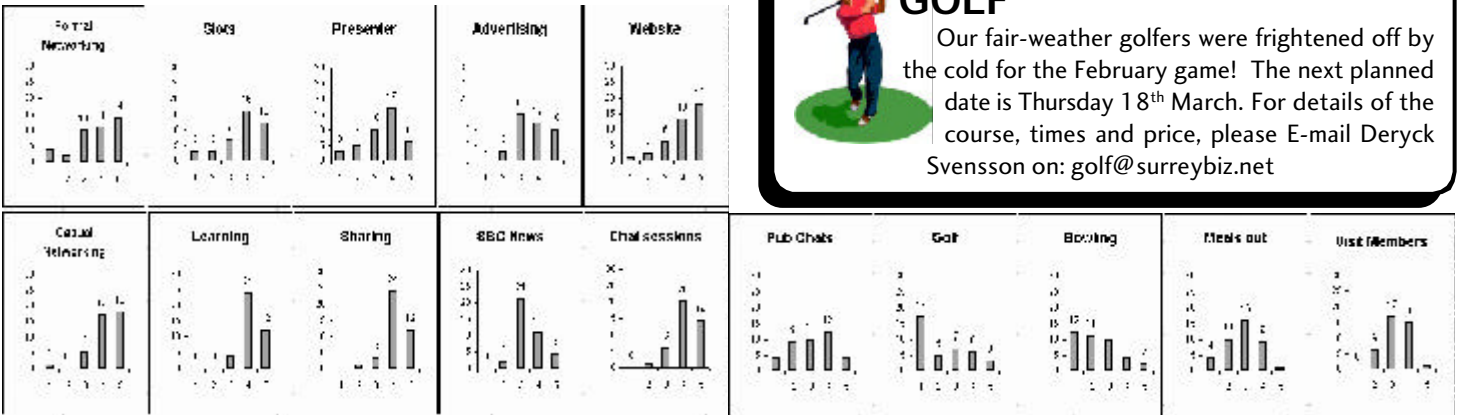
Mr. Ian Jasper (Area Business Manager)
 Abbey (National) can now offer you a business account, using the post, Internet, fax and phone for business people interested in gaining interest on their hard-earned cash.
 Tel/Fax: 020 8391 9451
 Mobile: 07960 161283
 E-Mail: ian.jasper@abbey.com
 Web: www.anbusiness.com
 Address: PO Box 789A, SURBITON, Surrey. KT6 7WS

FROM YOUR EDITOR'S CHAIR...

A warm welcome to our two new members. I'm not going to waffle on today - we've got the survey results instead!

RESULTS OF CLUB SURVEY

Keith Grover and Philip Jones have laboured to analyse the data from the 41 respondees (34 members and 7 guests). You will see from the graphs that most people are either indifferent or approve of Club activities, apart from golf and bowling! Interesting to see that you most value the website, both formal and informal networking, sharing and learning. I see the newsletter isn't as popular as those, and this and other issues are all points to discuss at the March meeting. I see that people value the chance to present a one or five-minute slot, so lets hear from some volunteers then! I also see that some are also interested in the chance to be presenter, so we shall continue our mix of members and outside speakers for meetings. The golf and bowling events are important to those that take part, and since they are paid for by attendees, they shall continue. However, our March meeting shall explore all this and any new ideas you can throw at us - see you there!



DINING CIRCLE

In February, we met on Monday 16th at The Anglers pub in Walton on Thames. Eight of us enjoyed a meal together, some going the whole hog with three courses. Although we were worried by the lack of patrons, the food was good and there was plenty of space. Being next to the Thames, we could see the swans swimming past in formation, almost as if they were radio-controlled! In the summer, this will be a super venue, although I imagine there would be a lot more people. Keith Grover missed the meal altogether, but having forsaken his yoga, he joined us for a pint and two games of the card game 'Uno'. If memory serves me right, Helen Chrisholm won the first game, and Ian Kent the second - by then the others were beginning to get the hang of it!

In March, we're meeting at The Star pub, Kingston Road, Leatherhead (KT22 0DP), on **Tuesday 16th March**, 7pm for 7.30pm meal (venue recommended by Paul Cawthorne). If you look on a map, it is north of Leatherhead near Telegraph Hill, on the A243 to Kingston (on the Surrey boundary).

Please book on: dining@surreybiz.net



BOWLING

Seven of us met on 9th February at 'The Big Apple' multiplex in Woking - a new venue for us. Located in the centre of Woking, it houses all manner of noisy computer games and the like for entertaining the children of this electronic age. The bowling lanes are in one corner, and the place seemed to be run by only two people, taking turns at the bar and the reception desk. We managed to play a bit, but one team had to give up due to malfunctioning equipment. It only cost 99p, and they refunded that for the lost game, but your editor doesn't rate the venue very highly, especially since the cafe wasn't open! The scores weren't recorded, but I think Deryck came top. We then went out to the local Wetherspoons pub for a meal, although Douglas Bellworthy mysteriously disappeared!

As you may have guessed, on 8th March we'll be returning to our usual venue, the Spectrum Leisure Centre in Guildford. We're starting at 7pm until about 9pm, with a meal out afterwards. To book: bowling@surreybiz.net



GOLF

Our fair-weather golfers were frightened off by the cold for the February game! The next planned date is Thursday 18th March. For details of the course, times and price, please E-mail Deryck Svensson on: golf@surreybiz.net

<p>Surrey Business Club OFFICIAL MONTHLY NEWSLETTER</p>	<p>CLUB SPONSORS Iain Howell Photography The Surrey Institute of Continuing Education</p>	<p>NEWSLETTER & CHAIRMAN Stephen Lewis, 4 Archery Rise, ALTON, Hampshire. GU34 1PG sbcnews@surreybiz.net 01420 594644</p>	<p>MEMBERSHIP: Elaine Wright 40 Cannon Grove, Fetcham, LEATHERHEAD, Surrey. KT22 9LH membership@surreybiz.net 01372 372038</p>	<p>SECRETARY: Philip Jones Comrie House, Grange Drive, WOKING, Surrey. GU21 4BU secretary@surreybiz.net 01483 772698</p>
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