



# Surrey Business Club NEWS

www.surreybiz.net

JUNE 2004

## EVENTS

www.surreybiz.net/events

**June 1<sup>st</sup> NESCOT, EWELL**

### MANAGING YOUR REPUTATION

How to make the best impression on your clients and suppliers.

**July 6<sup>th</sup> ? Holloway College, EGHAM**

TBA

We have one or two speakers in the wings, but nothing booked, including the venue.

**August 3<sup>rd</sup> Wey Inn, GODALMING**

### SUMMER SOCIAL & MEAL

Hopefully we'll be doing skittles by the river Wey, but has yet to be booked.

**September 7<sup>th</sup> Sch. of Music, DORKING**

### MANAGING YOUR WEBSITE

Making the most of your website through the use of simple management.

## 1<sup>st</sup> JUNE: NESCOT, EWELL

### 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

### 7:00pm BUFFET

Informal stand-up networking, chatting & eating.

### 7:30pm REPUTATION MANAGEMENT

Most businesses need investors, customers and employees of one sort or another. To attract and retain them, you and your business must be able to meet their expectations. In these money-driven materialistic times, people have become cynical about the activities of businesses after recent high-profile failures. Businesses that ignore the genuine concerns of other stakeholders gain a poor reputation - the very opposite of that they need to attract investors, customers and employees. In other words, we are talking about the credibility of your business, the very foundation of your marketing and promotional activities. Like it or not, this issue is vital to the success of your business, and so it is important that you think carefully about how the world views you.

Our speaker, Bob Kelley, will examine the challenges that businesses face in trying to build and retain a creditable reputation in these cynical times. This not only covers behaving in an ethical manner, but goes that step further in looking at exceeding the expectations of those you meet. A good reputation is worth a lot of money, and helps money flow both from customers and investors, including the banks. So as you can see, it isn't a subject to treat lightly, as it could mean the difference between your business's success or failure.

Bob Kelley has had a varied career. After qualifying and working as a commercial accountant and company secretary, Bob became a contract cleaning manager in the UK and Middle East. Back in England, he became a local authority Chief Officer, successfully running a county council's school meals and other ancillary services, and was awarded the Freedom of the City of London. He then spent time as a consultant, trainer, lecturer and public speaker before running the national trade association for the instrumental music industry. He has set up and run an amusement machine business, been a waiter and recently worked as a film extra. He is currently a freelance accountant, the owner/driver of a courier business, the assistant to a bailiff, a property renovator and a charity's trustee. Oh, and he chairs the Chartered Management Institute's employee pension fund too!

**"YES,  
I'M GOING  
TO THIS  
MEETING"**

...tell us by  
**FRIDAY  
28<sup>th</sup> MAY**

#### MEMBERS

meeting@surreybiz.net  
020 8397 3258

#### GUESTS

Ask for an invite:  
guest@surreybiz.net  
020 8397 3258



Staff Lounge, NESCOT, Reigate Rd, Ewell, KT17 3DS.

From the carpark, follow one of the paths that lead behind the main buildings. Our venue, the Staff Lounge, is in the back part of the signposted Student Refectory. Note that it has its own access from outside through a covered walkway connected to the paths leading around the refectory. Once on the walkway, going towards the refectory, take the first left through a double set of doors into the Lounge. An ample buffet with coffee, tea and soft drinks will be provided.



## RETREAT FOR SUMMER MIRACLES

For centuries the practice of taking time out to do something different has been recognised as a sure-fire way of recharging our batteries, igniting our enthusiasm and solving problems. In business, it sometimes called a sabbatical; others may call it going on a retreat. However we don't have to spend a week as a hermit on a mountain top. Just one day will release amazing benefits, and the best part is that it need not cost anything!!

### STAGE COACH

When we put a little distance between ourselves and our routine challenges or issues, we see them in a different light and from a different perspective. We may even create a few miracles for ourselves as a result. These will come as flashes of intuition that can lead us to take the action needed to resolve a problem. Summertime is a great time to do this - no matter how busy we are managing our businesses we should all set a weekday date in our diaries right now when

we are going to take off to the countryside, the hills or the beach. We should go by car, bike, train or on foot but we should go to somewhere where we have never been before and where we can sure of space alone. We should set off early and plan to be out all day. We should leave our mobile phones at home and travel light. Then we should wander around for the day, thinking of nothing, just focusing on what new things we see. Just being "off the leash" and in a different place we will find that our minds will turn to solutions and answers rather than to problems and challenges - we create in life what we think about!! So lets make that date in our diaries now - lets look forward to it without guilt, and let nothing prevent it from happening. We will return refreshed - our one-day summer retreat may be one enjoyable change that may create those miracle results that we know we all deserve in our businesses.

Peter Reed, Peter Reed Coaching Ltd.

Tel: 01306 627496 peterlifecoach@yahoo.co.uk

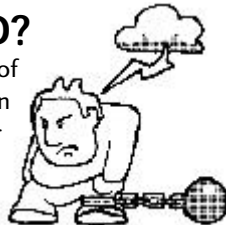
## 'WORKING FROM HOME' TRAINING SESSIONS

Hazel Bennett, of Active Personal Learning, has now got seven people on her list for the EU-backed training sessions. There's still time to sign up - for £25+vat for four sessions if Hazel finds 12 people to fill the quota required. Hazel has already booked the first session on Tuesday 29<sup>th</sup> June at Acuity Training's offices in the Surrey Technology Centre in Guildford. This first session will be entitled 'Finding Customers' and will be run from 4.30 'till 7.30pm. The second session, yet to be finalised, will be called 'Strategies for Success'. Both of these topics, along with the overall 'Working from Home' title, were drawn from the information given to Hazel at the meeting held at the last Club meeting. If you would like to take part, including the possibility of two further sessions if enough people sign-up, then please contact Hazel using the details here:

Hazel Bennett, Active Personal Learning Ltd  
 01483 574692, hazel@activepersonallearning.co.uk  
 61 Portsmouth Road, Guildford, Surrey. GU2 4BS

## FEELING STRESSED?

You're not alone - it affects most of us at some time. SBC member Marilyn Whibley invites you to take part in her friendly, down-to-earth course on 'Understanding Stress'.



Things you will learn include:

- what causes stress
- how stress affects our minds, bodies and feelings
- how your personality & thinking-patterns affect stress levels
- practical techniques to reduce stress and increase happiness
- how to relax and find inner calm

Dates and times: Monday, 7<sup>th</sup> June 10am-12.30pm **OR**  
 Tuesday 22<sup>nd</sup> June 7-9.30pm

Cost: £19.50 (including refreshments)

Venue: Leatherhead Institute, 67 High St, Leatherhead.

To book your place send your details with a cheque for £19.50 (payable to Marilyn Whibley) to:

Griffins, Grange Road, Leatherhead, KT22 7JS  
 01372 279675 marilynwhibley@aol.com

## LINKING-UP SURREY BIZ!

I hope you'll have noticed the new events calendar in the 'Products and Services' section of this newsletter. Your editor hopes that this will be a regular feature, depending upon the reaction from members and from those listed.

As Chairman, I have noticed that some business support organisations tend to be rather isolationist when it comes to linking-up with others like us. However, I see it from the other way about. It is in the interests of all business support organisations to offer their members contact with as many other businesses as possible. Whilst it is inevitable that some people will join the other organisations as a result, it will actually help those people. We are primarily here to help - our Club isn't a business in itself. Our objective is to help you in your business, and if you can gain from making contact with people in other organisations, all to the good. If members of those organisations choose to join us, it should encourage them to sharpen their marketing and improve the services that they offer to their members.

In many cases, people often choose to belong to different business-related organisations for different reasons. If you need a lot of business leads, you might look to BNI or BRE, or other networking clubs such as 'Missing Link'. The Federation of Small Businesses is very much a lobbying organisation, as well as offering good insurance deals. Surrey Chambers of Commerce represents many businesses in Surrey, offering a wide range of presentations open to both members and non-members. Business Link Surrey hold many informative events, as do UniSdirect at Surrey University. I should also mention Surrey Business Enterprise, offering help to businesses in tandem with Business Link. There are also the professional and trade societies, such as The Marketing Guild and the Chartered Institute of Management, many of which hold regular meetings. There will be organisations I've missed, but it gives you an idea of the wide range of business-related organisations on offer to you.

Together, we collectively offer a lot to Surrey businesses, and rather than ignore each other, my aim is to draw them together. Whilst I want our Club to prosper, this is about pooling resources, and encouraging interrelationships that create business and exchange of ideas. Watch this space.

Stephen Lewis, Chairman chairman@surreybiz.net

## GET AN APPOINTMENT WITH ANYONE, ANYWHERE IN THE WORLD!

This month's highly successful meeting was held at one of our regular and most popular venues - the University of Surrey - courtesy of our friends UniSdirect. After the formal networking and the social session over the usual splendid buffet, we were treated to an 'extended' five-minute presentation from member Gerry Brierley.

Several people had been commenting that Gerry had missed a few SBC meetings recently, and we soon found out why. With funding from her hard-earned SMART award, she has been working round the clock developing an exciting online marketing product, U-Klick 4 Marketing (UK4m). Users can generate a comprehensive marketing plan in around half an hour simply by answering a series of questions about their business on the site - [www.uk4m.com](http://www.uk4m.com). It's an absolute boon for SMEs without their own dedicated marketing department.

Gerry and her product have received extensive press coverage and garnered a series of awards, including one from BT, who are one of several major organisations interested in working with UK4m. We all wish Gerry every success with her exciting project, and she was praised for her promotional skills and perseverance by our main speaker for the evening, internationally renowned business coach and marketing expert Katrina Prentice.

Katrina's presentation told us 'How to Get an Appointment with Anyone, Anywhere in the World'. A big subject, but one which Katrina made compelling listening, urging us all to 'cut to the chase' and 'think big'. The techniques and strategies which Katrina has used to get herself and her clients into face-to-face meetings with the chairmen and chief executives of major multi-nationals, can be applied at all levels. Her energetic delivery and ready wit kept everybody enthralled throughout, and her handout showing exactly how to handle 'gatekeepers' and secure appointments with prime decision makers provided an invaluable step-by-step guide (featured in her latest book, available shortly).

We may not all have ambitions to get in to see Richard Branson, or TV mogul Michael Ovitz, widely recognised as 'the most powerful man in Hollywood', but

Katrina's tales of the tricks and ploys she used to reach these elite celebrity business leaders made for a hugely entertaining evening. In fact, so many members and guests made a point of remarking how much they had enjoyed the event that we have asked Katrina to come back again to present another of her popular seminars later in the year.

After the meeting, the beverage circle retired to the Jovial Sailor in Ripley for 'chips and ale', and a joke-swapping session which rounded off the evening in true 'jovial' SBC fashion.

Keith Grover, [FreelanceCopy.co.uk](http://FreelanceCopy.co.uk)

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TOP: Katrina Prentice telling us how to reach people

ABOVE: Gerry Brierley tells us about the success of UK4M

LEFT: Richard Jones and Ian Jasper talk high finance.

LOWER LEFT: Gareth Johnson, prospective member, who took digital photos alongside Iain Howell.

LOWER RIGHT: Linda Haynes, our new Membership Secretary - very efficient!

© Gareth Johnson



**WELCOME NEW MEMBERS**

**INBUSINESS**

Mr. Stuart Kerslake

If you need someone to help you with developing and planing the future success of your business, then give Stuart a call for help and advice with improving your financial affairs.

Tel: 01306 742324

Fax: 01306 742361

E-Mail: [stuart@inbusiness.ltd.uk](mailto:stuart@inbusiness.ltd.uk)

Address: Carville House, Station Road,  
 DORKING, Surrey. RH4 1HQ

**DIAL M FOR MARKETING (U KLICK 4 MARKETING)**

Mrs. Gerry Brierley

For the second month running, you editor is ashamed to say that he's spelt a member's name wrong, in this case our award-winning marketeer who we heard from at the last meeting; apologies. For more information, please see her website [www.uk4m.com](http://www.uk4m.com)

**EXTRA NEWSLETTER TO PASS ON**

Most members will have received at least two newsletters this month, instead of the usual one. This is a marketing initiative to help spread the word about our Club. Please can you try to give your spare copy to somebody else in business who you think might like to join. A personal recommendation is the best method of encouraging people to join, be it talking to them in person, a phone call or by post. If you have time to make a pitch for the club, please emphasise our friendly support to help people develop both themselves and their businesses. All they have to do is look at our website or contact Linda Haynes, our new membership secretary, at [membership@surreybiz.net](mailto:membership@surreybiz.net) or phone 01306 730074. If you can't think of anyone, then the next best thing is to put it in a place where relevant business people might see it. It might be a business centre, office complex or even your local dentists' or doctors' surgery. Note that every library in Surrey gets a copy of our newsletter (although some choose not to put it out). If you can find a new place where they would be interested in receiving newsletters, please let us know and we'll consider sending copies to them on a regular basis. Whatever you choose to do, many thanks for your efforts, and feedback will be appreciated.

Stephen Lewis, Chairman & Newsletter Editor

**NEW WAY TO PAY & ADMIN FEE**

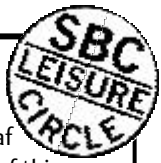
Your committee have been worried by the slowness of renewals this year, and the amount of time taken in chasing payment. As a result, we have decided to charge an administration fee of £10 for all those paying by cheque. The best way to pay is now by annual standing order, free of the additional fee. We have also decided to introduce the option of paying by quarterly standing order, although the fee will apply to this owing to the time taken in making sure your bank is paying on time. However, at £32.50 per quarter, it reduces the burden on your finances. I would also like to take the opportunity to remind members that standing orders are your responsibility to cancel if you resign, and any refunds made due to overpayment will now incur the £10 fee.

Stephen Lewis, Chairman & Susan Owen, Treasurer



**DINING CIRCLE**

This month, three of us dined on Tuesday 18<sup>th</sup> at The Wheatsheaf pub in Farnham. The popularity of this monthly event is clearly waning, so there won't be a dining circle meeting in June. Your Chairman is considering less regular outings and events, perhaps even at weekends (see also article at bottom of page). If you've got any comments or ideas, please tell us what you think on: [dining@surreybiz.net](mailto:dining@surreybiz.net)



**BOWLING**

Five of us met to play on Monday 10<sup>th</sup> May at the Spectrum Leisure Centre in Guildford. This month, Deryck Svensson came top with 287, followed by Brian Finley on 211 and your Chairman's mother, Jennifer Lewis, on 208. As usual, we went to the 'Parkway' Brewer's Fayre restaurant for a meal.

Next bowling event: **Tuesday 15<sup>th</sup> June** at Spectrum Leisure Centre in Guildford, costing about £10 including shoe hire. As usual, we'll be playing from 7pm until about 9pm, with a meal out afterwards. To book: [bowling@surreybiz.net](mailto:bowling@surreybiz.net)



**GOLF**

6 of our golfers played at Hoebridge Golf Club on Thursday 20<sup>th</sup> May. Paul Cawthorne came top with 30, closely followed by Bernard Halsey on 29 and Deryck Svensson on 28. The next game is on **Friday 18<sup>th</sup> June** at Milford Golf Course, near Godalming. For more details, contact Deryck Svensson: [golf@surreybiz.net](mailto:golf@surreybiz.net)

**SOCIAL & NETWORKING EVENTS**

As you will read above, your Chairman has decided to suspend the Dining Circle. It doesn't have to be indefinite, but given the drop in attendance, I would like my efforts to be benefiting members more widely. I suspect that some who came to earlier dinners were expecting it to be more networking-based. We could reintroduce the Dining Circle on this basis if there were enough support.

In place of the Dining Circle, we could introduce trips out on a less regular basis, such as a visit to a place like the Hogsback Brewery, the theatre or something more business-related.

My final idea is a bit more ambitious. I like trains, and living in Alton next to the Watercress Line steam railway, was thinking about running a 'Surrey Networker' special, touring Surrey for a day. In order for this business-networking train to offer more opportunities, I would aim to involve the members of organisations like Surrey Chambers of Commerce, Business link Surrey, Surrey Business Enterprise, Business Referral Exchange, Business Network International, Federation of Small Businesses, Missing Link - in fact anyone involved with business support. Such a train would allow people to board at a station near to them, and then to change carriages along the way, eating buffet food on the hoof! I have yet to test the waters, so this is pure conjecture at present.

If you have any comments or other ideas, please contact me, Stephen Lewis, on: [chairman@surreybiz.net](mailto:chairman@surreybiz.net) or 01420 594644

 <p><b>Surrey Business Club</b>                  OFFICIAL MONTHLY NEWSLETTER</p>	<p><b>CLUB SPONSORS</b>                  Iain Howell Photography      <small>The Surrey Institute of Arts &amp; Design                  University Centre</small></p>	<p><b>NEWSLETTER &amp; CHAIRMAN</b>                  Stephen Lewis,                  4 Archery Rise, ALTON,                  Hampshire. GU34 1PG  <a href="mailto:sbcnews@surreybiz.net">sbcnews@surreybiz.net</a>                  01420 594644</p>	<p><b>MEMBERSHIP:</b> Linda Haynes                  Upper Lodge, Holmbury Hill Rd                  Holmbury St. Mary,                  DORKING, Surrey. RH5 6NR  <a href="mailto:membership@surreybiz.net">membership@surreybiz.net</a>                  01306 730074</p>	<p><b>SECRETARY:</b> Philip Jones                  Comrie House,                  Grange Drive, WOKING,                  Surrey. GU21 4BU  <a href="mailto:secretary@surreybiz.net">secretary@surreybiz.net</a>                  01483 772698</p>
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