



Surrey Business Club NEWS

www.surreybiz.net

JULY 2004

EVENTS

www.surreybiz.net/events

July 6th R. Sch. of Church Music, DORKING

GIS MAPPING TO INTERPRET DATA
Learn how you can use maps to extract useful statistics and visual information from data.

August 3rd SOMEWHERE IN SURREY

SUMMER SOCIAL & MEAL
The committee are busy researching a suitable venue for our summer knees-up.

September 7th Sch. of Ch Music, DORKING

MANAGING YOUR WEBSITE
Making the most of your website through the use of simple management.

October 5th UniSdirect, GUILDFORD

HEALTH & SAFETY FOR SMEs
Yes, the powers that be have ruled that even sole-traders should do a risk assessment!

6th JULY: R Sch Church Music, DORKING

6:00pm NETWORKING

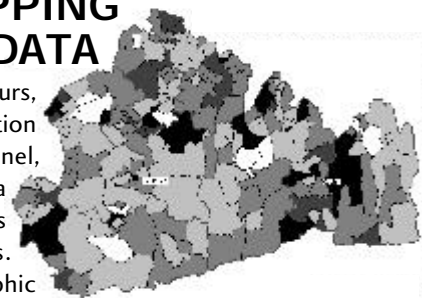
Strengthen your networking abilities, tell us about your business, seek help with your problems & opportunities, and establish new contacts. All are welcome for this hour-long session. Please try to get to this event on time to avoid interruptions.
Deryck Svensson, 01932 252078

7:00pm BUFFET

Informal stand-up networking, chatting & eating.

7:30pm USING GIS MAPPING TO INTERPRET DATA

In a typical business like yours, you'll have a mass of information on customers, stores, personnel, equipment, and resources. Data abounds in spreadsheets, sales records, and marketing files. Nearly all of it has a geographic component - an estimated 85% of all databases contain some sort of geographic information such as street addresses, cities, postal codes, or even telephone numbers with area exchanges. Our speaker, Heather Godfrey, will show you how a relatively new technology called G.I.S. (computer mapping for short) can help you make sense of all this information.



If you deal with questions such as:

- Where?
- How far?
- Which is the nearest?
- Who is within x miles of...?
- Is abc near xyz?

then this presentation will be of great interest to you. Heather is going to make use of our SBC membership data, and pose a few specific instances of some of the questions listed above. This will be of interest to us all. Find out, for example:

- Where are our businesses located?
- Which meeting place would be the closest for the majority of us?
- Where is your closest competition?
- Which of our businesses are situated in the rich areas?

In this way, Heather Godfrey will be using the geographic SBC data to display items of interest on a map.



Heather Godfrey worked for 13 years as a lecturer in a University College in Essex, teaching G.I.S. and database construction to non-computer graduates. She is used to having technophobes in the audience, and won't bury you under a stream of confusing technology!

"YES, I'M GOING TO THIS MEETING"

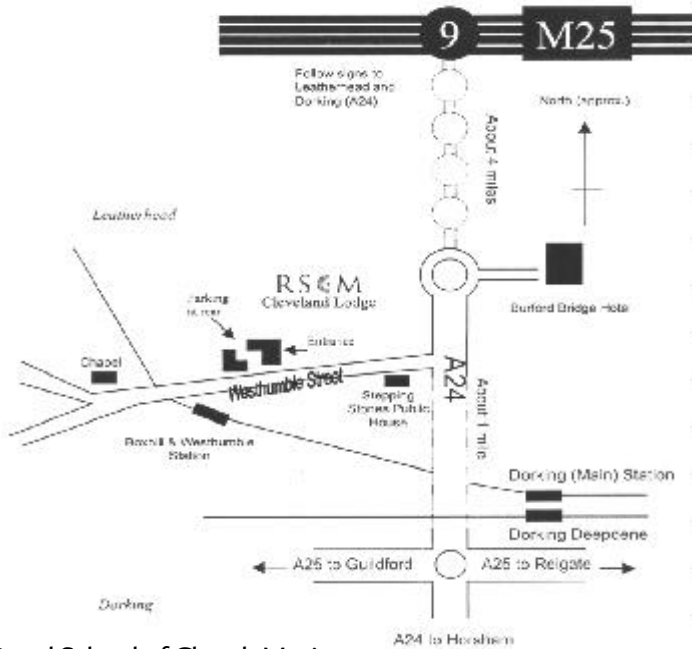
...tell us by
**FRIDAY
2nd JULY**

MEMBERS

meeting@surreybiz.net
01372 800820

GUESTS

Ask for an invite:
guest@surreybiz.net
01372 800820



Royal School of Church Music
Cleveland Lodge, Westhumble St.,
Westhumble (near Dorking)

Cleveland Lodge is to the west of the A24 between Dorking and Leatherhead, some 4 miles south of Junction 9 on the M25. The sign on the A24 just past the Burford Bridge roundabout states that "Westhumble Station" is 450 yards on the right. For those coming from the south, the sign for Westhumble Station is after the Denbies Vineyard roundabout on the A24 (not shown on map). Cleveland Lodge is situated diagonally opposite the station on Westhumble Street and the entrance for cars is set back on the right as you drive into Westhumble Street off the A24. Follow the drive and parking is at the rear. You should be able to enter through the rear entrance accessed down a short flight of steps.



TIME TO RELAX

These hazy lazy days of Summer, weather permitting, are ideal times for doing nothing, either on an annual holiday or at weekends. And yet, for all too many of us, we are so used to absorbing information, working against the clock, commuting and just dealing with life that we are unable to unwind totally or relax.

STAGE COACH Relaxation is a skill that needs to be learned just like any other. Indeed it is more than a skill, it is a natural state.

A lot of us feel that they should be getting more out of our business lives - "life should be better than this". And indeed this would be the case if we can find a way of achieving more by doing less. As an example, if we constantly keep a muscle under tension or strain, it will ache and eventually fail. It needs periods of rest to remain in good working order. This holds true for our entire being - our mind, body and spirit. We must take time out to relax. But relaxation does

not mean lazing on a settee watching television. In fact this can be the exact opposite of relaxation, especially if the programmes are full of bad news, violence or crime. What we need to do is to switch off completely - we need do nothing except enjoy our "now" moments and need to let go of the many thoughts that may intrude on this state.

When we allow ourselves the time to do this, many busy executives are amazed how easy this can be. And it is even more surprising when after such proper relaxation we discover how much higher our energy levels have become. Many business people now also use daily meditation to help them approach each day afresh, and there a number of very simple and enjoyable techniques that they can be used at any time. So let us take time out this summer to find time for ourselves - find time to relax and to relax completely - and thereby to become recharged to run our businesses more effectively.

Peter Reed, Peter Reed Coaching Ltd.

Tel: 01306 627496 peterlifecoach@yahoo.co.uk

'WORKING FROM HOME' TRAINING SESSIONS

We did it at last - we held our first training session! Our thanks go to Hazel Bennett, who has fought long and hard to get us to accept our low-cost training! Seven of us met at the Surrey Technology Centre on the Surrey Research Park in Guildford. Hazel organised Garry Bean to take the event entitled 'Finding Customers'. Garry concentrated on making us think about what part we play in the big world - how does our business benefit the wider world? Also, making us think about specialising to restrict and target our marketing efforts.

It certainly made your Chairman think about how much harder he should be thinking about who his potential clients are, and how he should be approaching them.

The next session is provisionally booked for **Tuesday 10th August**, and there's still an opportunity for you to take part if you are interested in '**Strategies for Success**'. For details or to book (£25+vat), please contact:

Hazel Bennett, Active Personal Learning Ltd

01483 574692, hazel@activepersonallearning.co.uk



SURREY BUSINESS ENTERPRISE, FOUNDERS OF OUR CLUB

Surrey Business Enterprise Agency Ltd. (SBE) is a source of free, impartial and confidential advice to small pre-start and existing businesses (generally 0 - 5 employees).

The concept of Enterprise Agencies (EAs) originated with Pilkingtons who, in restructuring, realised many involved would need to look at self-employment. The question was, where to go for good advice that was in their best interests? Impartiality was important, so EAs have no vested interest to sell to clients. Equally, the aim was to open the door to everyone, so it's a free service. Finally, by keeping the discussions confidential, we can encourage people to be more open on issues relevant to their businesses.

Surrey Business Enterprise was established in 1985 by Guildford Chamber of Commerce and Woking Chamber of Trade & Commerce, supported by the local authorities. We are essentially a voluntary organisation, with secondees and volunteer advisors. Surrey fortunately has many multinationals with a strong sense of social responsibility. When people retire from these organisations, SBE provides an opportunity for them to use their skills to help others.

Our value is backed up by feedback from clients saying that 76% rate SBE's advice 'very useful', and 24% 'useful'. Research shows a significant improvement in survival rates and growth prospects of those taking SBE advice. A major value of our service is to help people recognise their idea isn't viable. Some 70% of intended new-start clients don't go ahead with their ideas after seeking SBE advice.

Currently SBE delivers its service through its offices in Woking, Epsom, Guildford, Redhill and Staines, all provided

by local authorities. Offices are manned on an appointment-only basis, so to see an advisor at any SBE office, book on 01483 728434. You can use our service as much as you like, for as long as you like.. Having received one-to-one advice, you're welcome to attend a free business workshop programme, delivered monthly in Woking. To date, SBE has delivered in excess of 33,000 advisory sessions and some 6,500 small businesses have been started by our clients.

Up until now, SBE have listed client businesses on our website, but due to high maintenance costs, we've had to discontinue it. In its place, we're going to build a targeted list of services relevant to smaller businesses. In addition to being on our website, a paper version will be given to people receiving advice. To be included on our referral list, it costs £100 pa. For details please contact Mike Instone 01483 728434 or Martin Welford 01483 894487.

Surrey Business Club (SBC) was an early initiative of SBE, formed early in 1986 with its Chair Paul Brown. At its first meeting in February 1986, held in Guildford, the guest speaker was the Earl of Onslow. Initially the Club met at Guildford College, then the Clavadel Hotel, before settling on what was then Stirling Winthrop. Due to lack of resources, SBE relinquished its management of SBC in 1996 since when, it seems to me, that SBC has become stronger and developed itself into a Club providing significant value to its membership. SBE continues to refer potential members to the Club and we wish SBC every success in the future.

Michael Instone, Surrey Business Enterprise Agency Ltd.
01483 728434 sbe@sbe.org.uk www.sbe.org.uk

REPUTATION MANAGEMENT

We gathered at NESCOL for the June Club evening, with a slightly lower turnout than usual, some twenty-five to thirty 'regulars'. This was hardly surprising, as it was not only the first Tuesday but also the very first day of the month, right after a Bank Holiday, in half term week, when England were playing Japan in a friendly football international. However, it did mean those of us who turned up had even more food than usual to enjoy at the buffet! After the usual formal networking session we were treated to a very polished presentation on Reputation Management from Bob Kelley.

We learned about the techniques and strategies that major corporates use when managing their reputation, and how we as smaller businesses can apply the same tactics to good effect. Bob pointed out that building a good reputation was really a matter of sound commercial judgement. We all know we should be offering the best possible service to our customers, playing to our strengths and doing what we do best. We need to focus on differentiating ourselves from the competition and making sure the customers (and prospects) can clearly see the value of our products and services. Reputation management involves brand values, marketing, PR, best practice, and plain, old-fashioned common sense.

When we have taken this all on board, and built a great reputation, we get to the difficult bit - keeping it. The biggest challenge is knowing how to avoid destroying our carefully constructed reputation in moment of carelessness - also known as 'doing a Ratner'! Whilst we are focusing upon our core business and our relationships with customers, we also need to take a step back and look around to spot potential threats. For example, are our suppliers beyond reproach, or could we be tainted by association with a company which is acting unethically, or to the detriment of the environment?

We must have a clear picture of how we appear in the eyes and estimation of all the 'stakeholders' in the business (and this includes employees, shareholders, customers, suppliers and the general public, who are our prospective customers). We then need to monitor our reputation and if the worst happens, we need to act decisively and swiftly to protect it (witness the excellent example of Perrier and its contaminated mineral water). Bob's store of anecdotes and clear grasp of his subject made this a very entertaining and informative session.

After an unsuccessful attempt to finish off the rest of the buffet, the beverage circle adjourned to the Green Man in Ewell village, where those who were interested managed to catch the end of the football!

Keith Grover, FreelanceCopy.co.uk

TOP: Bob Kelley telling us how to avoid the negative aspects of a businesses reputation and brand image.

CENTRE UPPER: Barry Akid talks to Hazel Bennett over coffee. Hazel recently organised the successful 'Working from Home' training session for members.

CENTRE LOWER: Ian Kent and Melvyn Lux no doubt in deep discussion about money matters.

BOTTOM: Brian Finley talks to Tony Pitter, presumably about computers and all the problems they cause us!

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WELCOME NEW MEMBERS

QUILLS ACCOUNTING SERVICES

Mrs. Anna Slade

Sort out your financial affairs with the help of Anna. She can help you by providing services for Business Planning, budgeting, forecasting, accounting and bookkeeping.

Tel: 01737 555538

E-Mail: anna.slade@ukgateway.net

Address: 33 Pine Walk, Woodmansterne, BANSTEAD, Surrey. SM7 3QA

WEBMASTER INTERNET'IONAL LTD.

Mr. Bill Blackie

After a gap in his membership, we welcome Bill back into the fold. Apart from his office in Egham, his partner works out of Dubai, so they really are an international web-design company.

Tel: 01784 497311

Fax: 01784 497312

E-Mail: uksales@webmasterint.com

Web: www.webmasterint.com

Address: The Orchard Building, Royal Holloway University, EGHAM, Surrey. TW20 0EX

MEMBER'S CHANGE OF DETAILS

Mike Eddowes of Flair has now got his new website and E-mail system up and running as follows:

FLAIR

Mr. Mike Eddowes

E-Mail: mike@flairlight.co.uk

Web: www.flairlight.co.uk



JOINT EXHIBITION

Your Chairman and Martin Evans recently met people from three branches of the Institute for Independent Business (IIB). Originally they approached us about presenting to our Club, but our geographical separation and meeting days made it difficult to think about having an ordinary joint meeting. Thus the discussions moved round to some sort of joint conference.

I would hazard a guess that many of you joined Surrey Business Club in order to find more clients for your business. Many find that this doesn't really work within the membership because we're nearly all small businesses. We have realised this, and have made a point of promoting the Club as a means of developing both yourself and your business through learning and gaining confidence. However, I would still like to find a means to help members to get business from external clients. The IIB people are one step ahead of us because their Thames Valley group has already held a 'Meet the Buyer' type of event in Reading. Both of our organisations need to run events that get the larger businesses into a place where our members can have a crack at landing new clients. Thus, if we were to jointly set up an event, we can divide up the workload and offer more diversity for potential clients.

We were talking to the chairmen of three regional IIB groups: Peter Philips of the Thames Valley Group, Rob Wall of the South East England group and Dan Shaw of the Home Counties group. We agreed to go away and ask our respective members what they



BOWLING

Seven of us bowled on Tuesday 15th June at the Spectrum Leisure Centre in Guildford. Deryck Svensson came top yet again with 231 for two games, followed by Brian Finley on 220 and Philip Jones on 206; all managing to improve on their scores last month. As usual, we went to the 'Parkway' Brewer's Fayre restaurant for an enjoyable meal.

Next bowling event: **Tuesday 20th July** 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. This month we will be welcoming members of the Alton Chamber of Commerce & Industry, of which your Chairman is a member. To book: bowling@surreybiz.net



GOLF

7 golfers, including their first lady golfer, played at Milford Golf Club on Friday 18th June. Paul Graber came top with 43, followed by Paul Cawthorne on 38 and Bernard Halsey on 35.



Pictured are (left to right): Peter Terrey, Paul Cawthorne, Paul Graber with his wife Shirley Graber, Bernard Halsey and Richard Jones (Deryck Svensson is photographer). Deryck says he wants to encourage more ladies to play - I wonder what he's thinking! The next game is on **Thursday 22nd July**. For more details, contact Deryck Svensson: golf@surreybiz.net

thought of the idea of holding a exhibition come conference to show larger businesses what we can do. We discussed having several well-known speakers to speak perhaps three times in the one day, allowing for the busy schedules of people from larger businesses. Aside from the speakers, we could have stands for members of IIB and SBC, and anybody else we can interest in taking part.

Is this the sort of event that interests you? Would you pay for a stand? Neither organisation can fund this venture from their own money, so somebody's got to pay for it. We could charge an entrance fee as well. We're all ears, but the important thing is that you show your support. I'm hoping that Peter Philips will be at our July meeting, and that he and/or Martin Evans will talk about the idea some more. We need to judge your support in order to work out what sort of venue and speakers to book. Your reactions please...

Stephen Lewis, Chairman chairman@surreybiz.net

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