



Surrey Business Club NEWS

www.surreybiz.net

AUGUST 2004

EVENTS

www.surreybiz.net/events

August 3rd Wootton Village Hall, DORKING

SUMMER BARBECUE & MEAL

Your chance to eat and drink yourself silly whilst in the company of fellow members!

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!

November 2nd NESLOT, EWELL

TBA

We need help with booking venues and speakers - we need YOUR help! (see p.2)

3rd AUG: Wootton Village Hall, DORKING

6:30pm **BARBECUE & GAMES**

This is fifth Club August barbecue social event, this year taking place in a small village called Wootton, about two and a half miles west of Dorking. This venue is a result of networking within the Club's membership, being suggested by Karen Worcester. Deryck Svensson has bravely (or foolishly) taken on the task of running this event, including providing the barbecued food.

Unlike our last three events, held on crazy golf courses, this time we're asking you to bring games along. If it's sunny, please bring things like boules or quoits; if raining, please bring board games, cards or a game such as darts.

The idea of this event is for members, along with husbands, wives, lovers, friends, family, children, to relax for the evening. We may be a business club, but one of main objectives is to help people unwind a little and enjoy the company of friends. Your editor initiated the summer social event to give us the chance to mess about and enjoy ourselves during the summer months. I wish I could say that it has always been in the sun, as I remember the weather at one of the events warranted coats! However, we're British dam it. We fought Gerry in the trenches, and in the skies, so we can't let a bit of rain put us off our grub! Conversely, we have seen the sun a few times, so get those prayer mats out, and ask that the omens are good on the day.

As I said above, this event is being run by Deryck Svensson, so please let him know if you are coming (leisure@surreybiz.net). If you would like to bring food, please let Deryck know beforehand so that he can plan for it. I don't know about what's inside the hall, but I hope there will be some catering facilities as well as toilets.

We will be providing soft drinks, but if you want alcoholic drinks, please bring your own. Being a stone's throw from a pub, you can stagger across the carpark to get your intoxicating liquor, and I'm sure the beverage circle will retreat there after the barbecue has gone cold!

We will be grateful for some people to help on the night, serving out food, cooking and clearing up. We are currently short of a barbecue, so if you feel that you could bring or loan us yours, please can you contact Deryck Svensson as soon as possible.

This meeting is not really for prospective members, so if you would like to come along, we'll be pleased to see you providing that you join on the night.

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

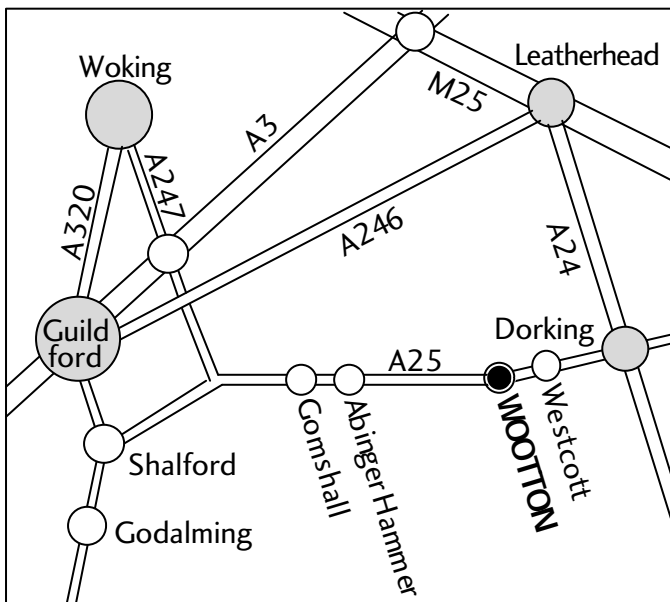
...tell us by
**FRIDAY
30th JULY**

MEMBERS

leisure@surreybiz.net
01932 252078

GUESTS

Husbands, wives,
family and friends
only



**Wootton Village Hall,
Wootton (west of Dorking)**

To reach Wootton, you can approach from either direction along the A25 from Dorking or Guildford. If coming from the Guildford direction, Wootton is some way after Gomshall and Abinger Hammer. Coming from Dorking, it's the next village after Westcott. Wootton Village Hall is behind 'The Wootton Hatch' pub, located on the south side of the A25. On the left-hand side of the pub you'll see a sign to the pub carpark and the village hall. You can park here and the hall is on the far side of the carpark. Please come rain or shine, as there are areas indoors and out. There will be barbecued food and soft drinks provided. Please bring your own alcoholic drinks or buy them from the nearby pub.

A BIT OF BELIEF CAN DRIVE YOUR BUSINESS A LONG WAY



As you will have read in Peter Reed's articles over the last year and a half, there are many things you can do to help you organise and manage your business better. One aspect that's particularly up my street is the way you present your business to the outside world. Perhaps more importantly, how you perceive your business and how people interpret that.

The most important aspect of running a business is to believe in what you're doing. Every so often, one comes across a person who will tell you that the only reason they do what they do is for money, plain and simple. Obviously, we're in business to make money, but for most, it is unlikely to be the sole driving force. I imagine that you are also in business because you want to be independent, and that you believe that your work is of benefit to the world outside.

I was reminded of this topic by Gary Bean, the trainer who took the first 'Working from Home' session last month. We are all part of the greater picture, helping to oil the

works, playing our part in the country's economic and social engine. So it is important to recognise the part you play, define it and believe in what you are doing. It is your belief in yourself and your business that drive everything that you do. If you think you are a professional, pretty soon you'll start behaving like one. This is reflected in your personal demeanour, the way you speak about your business, the way you appear on paper and, nowadays, on the Internet.

Your use of the English language, both written and in speech, are the main ways to convey in detail what you can do for your clients. Graphical and photographic images, as well as body language, are all important tools to master in your efforts to promote your business. However, your belief in what you do should be the mainstay of all your activities. I am a pupil myself, as it is a continuous process one has to hone through the course of ones life. So go on; believe!

Stephen Lewis, Stephen Lewis Design Consultancy
 Stephen@SL-Design.co.uk 01420 594644

'WORKING FROM HOME' TRAINING SESSIONS

Just a brief reminder that the next training session, entitled 'Strategies for Success', will be held on **Tuesday 10th August**. If you have yet to sign-up, it only costs **£25+VAT** for the remaining three training sessions. The venue is at Acuity

Training's offices on the Surrey Research Park in Guildford. If you would like to take part, please contact:

Hazel Bennett, Active Personal Learning Ltd.
 01483 574692 hazel@activepersonallearning.co.uk

YOUR CLUB: YOUR PART IN THE CLUB'S FUTURE

Last month we heard from Mike Instone about the Club's beginnings, and something about what Surrey Business Enterprise (SBE) can do for you and other small businesses. I recently visited Mike to talk about the Club's history prior to our independence, and about linking up with SBE. In their case, they are having to survive as government funding is withdrawn - I am sure they will succeed. In our case, we are still trying to set ourselves straight after taking on the task of running a business-like business club.

To some, Surrey Business Club has become like a pair of well-worn shoes; they are a good fit but one forgets to treat them with respect. When they fall apart, you are tempted to throw them away rather than mend them. However, you might never again find a pair of shoes that fit you so well. A number of people haven't renewed this year, many saying they belong to too many clubs, or that they haven't got any business through membership. Nearly all say how much they've enjoyed membership and wish us well in the future. Well folks, if you keep this up, we won't have a future!

We seem to have reached a point where we need to review why we exist as a club, and what you expect of us. I tried to do this earlier in the year, but failed, in my opinion, to get to the nub of the matter. In the past, we tended to tell prospective members that they might get business through networking, both formally and informally. Whilst this is true, it is very much down to the individuals concerned. Many of us, including myself, are not good at formal networking, and the result is that very little business, if any, comes our way. So why have I remained a member? Why do I edit this newsletter and why am I chairman? I often ask myself these questions! The reason is because in this lonely world of business, it's nice to have friends. It's nice to be able to chat to people you know about problems and issues one comes

across in business. My family get bored to tears with hearing about my business, not to mention Surrey Business Club. My mother is constantly trying to find me a job as a paid employee! Thus, the Club offers me camaraderie, help, friends, and a place where I have been able to gain confidence and knowledge. I don't run a model business, but the Club shows me where the problems lie and what I need to do. Knowing that there is a problem in the first place is half the battle in overcoming it. All this is why I still strongly believe in the purpose and viability of Surrey Business Club.

Having said all this, it would seem that there those of you who disagree! If enough of you decide that you don't want to support a club of this nature, we will simply disappear. Now, I am not one for running something just because I alone think it is right, I want it to be something you all want to belong to. If you decide to leave without first making an effort to voice your views, then I'm afraid that only God and St. Jude will be able to rescue our Club.

"So what can I do?" you will be asking yourself. If you believe in the Club as it stands, then we need help to research and book speakers and venues. It is quite a task for one person, so I have proposed that we have twelve helpers, each in charge of booking one meeting a year. We also need help with marketing and promotion. Remember, the more of you that step forward, the less each person has to do.

If you don't believe in the viability of the Club as it stands (belief is everything!), then please tell us now. How are we letting you down, and what could we do to better serve you. Remember, the only reason we're here is to serve you, the member. So speak up, make your views heard.

You are very important to us. If the Club is important to you, please give us the means to keep your belief in us.

Stephen Lewis, Chairman chairman@surreybiz.net



GIS MAPS TO INTERPRET DATA

Our July gathering was once again at our country house venue - the Royal College of Church Music's HQ at Westhumble, near Dorking. As Joe Gelona was on holiday, the formal early evening session was run by expert networker Paul Cawthorne, a leading light in Sutton Chamber of Commerce and his local BRE group (not to mention the SBC Golf Circle!)

After the informal buffet and chat, we were treated to an overview of GIS (Graphic Information Systems) and what they can do for your business, from SBC Member Heather Godfrey (www.godfreydata.co.uk). Heather's a database and IT training consultant, who also specialises in the use of computer mapping for public and private sector organisations of all sizes.

If you have a database (and which business doesn't these days?) it will almost certainly contain some geographical data - usually at least your customer and supplier addresses, and perhaps those of your competitors too. GIS allows you to turn that raw data into useful business information, so you can enhance your efficiency, and plan more effective use of your resources.

For example, linking your database to mapping software, you can identify clusters of customers which may give you invaluable clues as to the effectiveness of your marketing efforts, and suggest where you can concentrate future campaigns for maximum effect.

GIS answers questions such as 'How far? Where's the nearest...? What's the best route? Who is within X miles of...?' In fact, any planning process where you might use a conventional map can be automated for speed, and turned into a far more powerful business resource using GIS software.

Heather demonstrated the operation of GIS for the 'non-techie', using her own preferred application, called MapInfo. She gave us examples of how she has used it to generate key strategic information for a variety of clients on issues as diverse as the proximity of employees to company crèche facilities, walking in the Wye Valley, incidences of crime in inner cities, gardens open to the public, and petrol stations in the West Country.

In true SBC style, the presentation was entertaining and informative in equal measure, and we thank Heather for showing us the enormous potential of what will surely become a standard business tool in the very near future.

As usual, the beverage circle retired to the nearby Stepping Stones, where against the background raucous enthusiasm surrounding a local darts match, we set our minds to planning this month's Club BBQ. See you there!

Keith Grover, FreelanceCopy.co.uk

TOP: Heather Godfrey, our speaker.

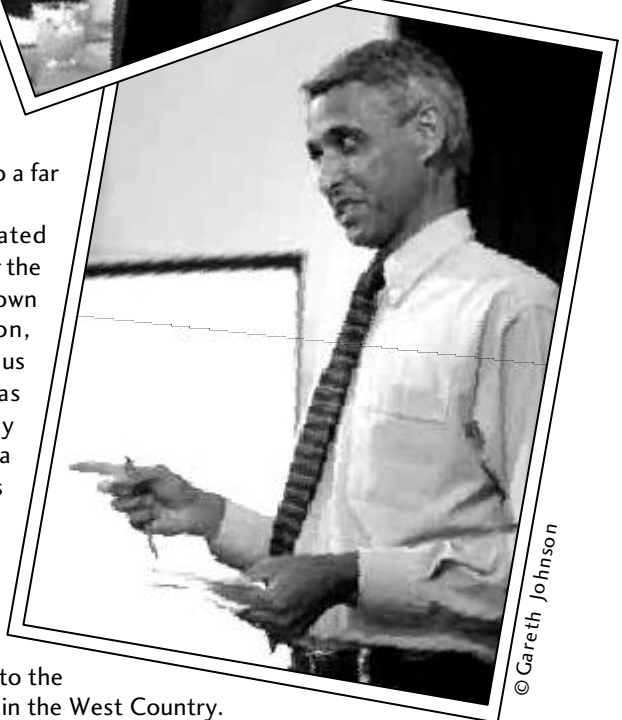
ABOVE: Deryck Svensson, host for evening.

LEFT CENTRE: Brian Finley with Ken Smith and Andrew Tyrell listening to speakers.

LEFT: Networkers hard at work.



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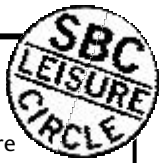
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WELCOME NEW MEMBERS

CENTAUR LOGISTICS
 Mr. Jason Brown
 If you've got special deliveries or other special delivery requirements, then give Jason a call to make sure that your clients get their goods on time, on price and in one piece.
 Mobile: 07960 161538
 Tel: 01483 721056
 E-Mail: jai669@hotmail.com
 Address: 20 Watermead, Goldsworth Park,
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PHOTOGRAPHERS OLD & NEW



Those of you who've been a member for a while may remember when your editor introduced photographs into SBC News. The first photos, taken by your editor, appeared in the January 2000 issue, and they looked like they were taken in the dark! This darkness was caused by the photocopier used to produce the newsletter. Despite my best efforts, equally-poor photos appeared in the March and April editions. Things had to change.

Your editor asked Iain Howell, a long-standing member and professional photographer, to take on the job of taking the photos. In order to improve the quality, we changed the from photocopying to digital printing. This remains the process we use today, allowing the newsletter to be 'printed' direct from a computer using a sophisticated laser printer. The first of Iain's photos appeared in the September 2000 issue and we haven't looked back since. The print-quality of the first photos wasn't that good, but with Iain's encouragement, we have got the standards up to an acceptable level. Even now the quality could be better, but for the price and speed, we have decided to settle on what we've got.

For those of you who don't know, Iain Howell comes from the Mull of Kintyre in the wild west of Scotland! Yes, it's that place that Paul McCartney sang about, only Iain is a native. Having said that, he must have spent most of his working life living in Blighty, and like many displaced from their native land, wishes to retire there. And so it is, we're losing Iain in his quest to get away from England and his wife's Girl Guides. I personally have yet to visit any part of Scotland, mainly due to my father's fear of the Scottish midge! We hope to see Iain at the barbecue to say goodbye.



BOWLING

Ten of us bowled on Tuesday 20th June at the Spectrum Leisure Centre in Guildford. Apart from the usual crowd, we also welcomed David Gay, a member of Alton Chamber of Commerce & Industry, and his wife Andrea. Yes, it had to happen some time, as your Chairman is also a member of the Alton Chamber. This is the first time we've had people from another organisation to join us, and we hope it's a trend that will continue. If you belong to another business organisation, please feel free to invite them along.

This time things were a bit unusual: it was the most people we've ever had at bowling, and the scores were unexpected. Whilst congratulations are due to Brian Finley for coming top with 239 for his two games (not an unusual event) it was your Chairman who surprised himself! Having told David and Andrea that he normally scores about 55, he scored 78 in his first game, and a whacking 147 in the second! This brought his total to 225, pushing Philip Jones into third place on 222. The others all managed to get over 100, so it was good for all. As usual, we went to the 'Parkway' restaurant for a meal.

Next bowling event: **Tuesday 17th August** at Spectrum Leisure Centre in Guildford, costing about £10 including shoe hire. We'll be playing from 7pm until about 9pm, with a meal out afterwards. To book: bowling@surreybiz.net



GOLF

Richard Jones's wife Sue joined the SBC golfers at Hoebridge on Thursday 22nd July. This was both Richard's and Sue's first visit to this course.

Scores were close: Paul Graber winning with 39 points, Paul Cawthorne 34, Bernard Halsey and Richard Jones 33, Deryck Svensson 32, Peter Terrey 30, Sue Jones 29. Peter started like a train until Deryck and Paul C. kept reminding him how consistent he was.

Next golf event is on **Friday 20th August**, venue to be decided. A reminder that partners are welcome at all SBC Leisure events and can benefit from cut-price green fees. For more details, contact Deryck Svensson: golf@surreybiz.net

As you can see, this issue has photos in it, and this is down to our new photographer, Gareth Johnson (pictured). Iain Howell kindly found us a local up-and-coming photographer, and we lured him into the job with the offer of honorary membership. I hope you'll agree with me that Gareth's photos are every bit as good as Iain's, and certainly offer us new ideas and techniques. In case you didn't know, your editor studied photography at college and has tried the social photography game. It is hard work, and can be distracting to those present. Gareth uses a digital SLR camera, allowing him to use electronic 'gain' to take available-light photos instead of flash. As you'll see, this allows Gareth to take natural-looking photos, and when combined with his own distinctive style, can only benefit our newsletter and the Club. I hope to encourage Gareth to introduce himself to us at one of our meetings.

Stephen Lewis, Chairman chairman@surreybiz.net

<p>OFFICIAL MONTHLY NEWSLETTER</p>	<p>CLUB SPONSORS Iain Howell Photography </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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