



Surrey Business Club NEWS

www.surreybiz.net

SEPTEMBER 2004

EVENTS

www.surreybiz.net/events

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

NETWORKING SKILLS

The whole evening will be devoted to making our networking more effective.

November 2nd NESBOT, EWELL

HEALTH & SAFETY FOR SMES

Yes, the powers that be have ruled that even sole-traders should do a risk assessment!

December 7th WOTTON, DORKING

CHRISTMAS BASH & QUIZ NIGHT

Our usual knees-up with mince pies, a drop or two of wine, and a quiz to tax our minds!

7th SEP: 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.

Joe Gelona, 01932 223959 networking@surreybiz.net

7:00pm **BUFFET**

Informal stand-up networking, chatting & eating.

7:30pm **PRACTICAL USE OF THE WEB**

This month's meeting has a strong technology flavour to it. However, the emphasis is to be strictly business-orientated and anyone getting too technical will get fined for being boring!

The evening will open with a short presentation by Ian Hamilton, of Free! Marketing Services, of his Digi Stamp system. Ian will demonstrate how easy it is to produce a high quality custom-made 'rubber' stamp capable of 50,000 impressions, with his sophisticated software-driven system, and consider its uses. Talk to Ian afterwards for more information and a closer look.

The main part of the evening's presentation will focus on websites. Many of us now have a website, be a one-page job, or something a lot more sophisticated. However, just being 'on the web' is not enough on its own to generate good business leads. Just like all marketing, you need to look at how effective it is, and what part it plays in your overall marketing efforts. Many of us use our websites as our brochure, but like all brochures, it must address the needs and wants of your ideal customers. The other main issue is to make sure your website is easy to keep up to date, and that you're not beholden to the design company where you could be doing at least some of the work yourself.

Hazel Bennett, of Active Personal Learning, has organised this presentation, and her aim is to focus on the different approaches to setting up, using and maintaining a website in a micro-business. Hazel will be discussing the thinking behind her own website and why it is set up the way it is, particularly in terms of ongoing maintenance. There will be short contributions from John Rankin of Select Your Web and Deryck Svensson of Webskills UK, both with case studies. They will demonstrate just some of the ways that they have solved problems and set up their clients' websites to harness the power of the web for their business.

Of course, we hope to hear the audience's questions and views too and look forward to an enjoyable evening.

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

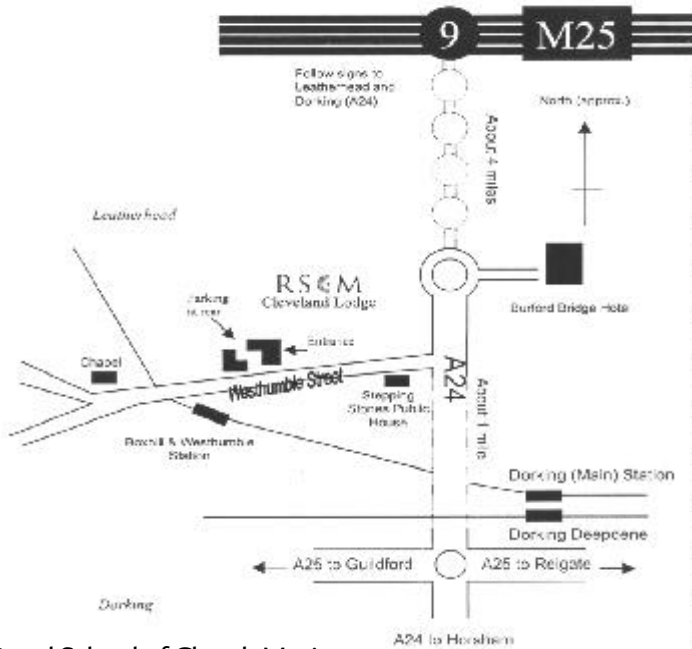
...tell us by
**FRIDAY
3rd SEPT.**

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.



THE AUTUMN TUNE-UP

For those of us who own a car, boat or aeroplane, we will be well-aware of the need for regular servicing, maintenance and a routine tune-up. Engineers have an adage. "If it ain't broke, don't fix it". This may hold good for a while but we all know in our heart of hearts that, if we ignore some basic requirements, then it will break and probably do so at a time that is inconvenient at best and dangerous at worst. The Summer holidays are drawing to an end, and Autumn will shortly begin. A lot of us have been in "neutral" for the last month or so in particular, and for many it has been a time for reflection, albeit maybe not always consciously. As the evenings grow darker and there are fewer outdoor distractions, it is all too easy to lapse into evenings in front of the television. This means that all the reassessment that has been going on can so easily be neglected. And so it is significant that many business people who have been coached for some time often take the

STAGE COACH

imminent Autumn period as a time to "tune up" their approach to their businesses again with some "refresher coaching". For those who have never felt the benefits of coaching, the Autumn Tune-Up is a great way of getting a valuable introduction to the coaching process. In a few 90 minute sessions, at frequent intervals, we review where we are now and where we want to be in the future. We then create a strategy for getting to where we want to be, and a set of action steps are agreed which will produce the desired results. Coaching is simply the catalyst in this process; it is us as business people who make the decisions and commitments. For a great many of us, the reporting back of progress is the spur that keeps us on target. We all find that having gone through this "mini-process" that we are then better equipped to face any challenges that come our way and to create great new opportunities for ourselves in all aspects of our businesses.

Peter Reed, InsideOut

Tel: 01306 627496 peterlifecoach@yahoo.co.uk

'WORKING FROM HOME'

The last of these training sessions is to be held on Monday 18th October in Guildford at the Technology Centre on the Research Park, as before. I hope those taking part are finding these sessions useful - I certainly am. If you would be interested in taking part, please contact:

Hazel Bennett, Active Personal Learning Ltd.

01483 574692 hazel@activepersonallearning.co.uk

SBC WORKING FOR MEMBERS

I'm in the process of doing some direct marketing to generate new business from targeted demographic/geographic groups. This will take the form of a direct mail piece with follow-up material. Getting the mailing right is clearly critical, but equally important is targeting the right group of people in the first place. We intend to buy a list from one of the marketing companies. At the time of Heather's presentation we thought we knew what the demographic/geographic definition should be: households with children under 10, high income bracket, local postcodes (5 mile radius). However, Heather's presentation led me to the National Statistics website to find out quite a bit of information about the demographics of the postcodes at no cost. Heather had used 'number of cars per household' as an indicator of wealth. When we looked at the data on the website we saw that you can also find out average house price, % mix of households with number of bedrooms, % house ownership. We were quite surprised to find that areas we considered to be top of our target list were not, in fact, the wealthiest by Heather's measures. As a direct result of this, we've changed the profile of the list we're going to buy to exclude some postcodes and include some new ones. We haven't sent the direct mailing out yet, so it's too soon to tell if changing the target postcodes will have made a difference, but common sense makes us think it will.

Along the same lines, most of our customer referrals come from affiliate marketing partnerships with schools and local businesses, and having access to the statistical information available on the National Statistics website will be central to which businesses we target. Thanks Heather!

Gareth Johnson, Gareth Johnson Photography

IS YOUR DIET TOO RICH IN SPAM?

"Egg and spam; egg bacon and spam; egg bacon sausage and spam; spam bacon sausage and spam..." Looking back on this Monty Python sketch, a menu where every choice is buried in spam is a perfect metaphor for unsolicited E-mail.



Today, unwanted E-mail is getting beyond a joke. Nearly half of all the E-mails sent over the Internet are unwanted bulk E-mails. The reason there is so much of it is simple economics - it costs very little to send. A would-be spammer needs very little to get started, and if only 50 people in a million buy something, sending 70m E-mails will bring in 3,500 new customers.

Why do you get Spam?

1. You have unwittingly given out your E-mail address to a company that sell this data on to others.
2. Software searches the Internet for E-mail addresses, and can also randomly generate addresses.
3. Companies use false information in order to open E-mail accounts; they then use these for improper purposes.

What can you do about Spam?

1. Don't enter your E-mail address on an unknown or dubious website. Make sure the company is reputable and isn't passing it on for "informative" or "marketing" purposes.
2. Don't publish your E-mail address on a website, newsgroup or bulletin board. Hackers scan millions of web pages trying to harvest legitimate E-mail addresses.
3. Don't reply to unsolicited E-mails. This merely verifies your E-mail address and confirms that it is active.
4. Similarly, don't use "delete me", or "unsubscribe" as again, this will show that you are alive and well so the result is probably more spam not less.
5. Use software to filter out unwanted E-mails. Microsoft Outlook 2003 has its own filter. A good filter will cut down the volume of unwanted E-mails by over 90 percent.
4. Use an Internet Service Provider (ISP) than offers an anti-spam filter as part of its service.

Brian Finley (with thanks to Matthew Stibbe)

Computer Workbench Guildford www.cwb.co.uk

01483 457778 brian@cwb.co.uk

©Gareth Johnson

©Gareth Johnson



BARBECUE & BOULES!

In recent years our August Club meeting has traditionally been an opportunity for a sociable get-together over a barbecue, and this year was no exception. Thanks to Karen Worcester, we discovered an excellent new venue in Wotton Village Hall near Dorking, which offered kitchen and loos, indoor space in case of rain (they don't have this problem on Bondi Beach!) and an outdoor area overlooking fields, where we could barbecue to our hearts' content. Better still, the hall is located behind the Wotton Hatch pub, so we were able to take advantage of its ample car park, and retire to the pub garden at the end of the evening.

New Club member Jason Brown, a trained chef, brought along his 'industrial strength barbie' and tended it magnificently throughout the event, ably assisted by Deryck Svensson, whose wife Linda was directing operations in the kitchen to ensure salads, sauces and buns were in ample supply. Thanks are also due to Shannon Pitter, who once again provided an array of tempting 'naughty but nice' desserts, and to Ian Hamilton for chipping in with a cool box full of beer (and a couple of wine boxes) to keep the bonhomie flowing.

Martin Evans supplied his famous 'boules', and our attempts at the sport provided a great deal of hilarity, with ample opportunities for good-natured rivalry. We played on a strip of land next to the hall which is the start of a public footpath, so various walkers intruded on the game. Hazel Bennett recognised one who attended her local dance classes, and he looked suitably non-plussed when the cry went up 'Let that man through, he goes jiving!'

This was the last meeting Club photographer and long-standing Member Iain Howell as he heads off for a life of ease on the Scottish island of Mull, and our Chairman presented Iain with a bottle of Glenfiddich to help him on his way.

Another excellent 'bash' then, clearly enjoyed by all, including the 'other halves' whom we are always pleased to meet at our social events, and who always join in the fun and games in good spirit, as evidenced by Gareth Johnson's photos. We look forward to seeing you all again at the Christmas quiz-party meeting!

Keith Grover, FreelanceCopy.co.uk



©Linda Svensson



©Gareth Johnson



©Gareth Johnson



©Gareth Johnson



©Gareth Johnson

TOP L: Susan Owen, Keith Grover with Hazel Bennett

TOP R: Deryck Svensson & Jyo Patel cooking our grub

UPPER CEN: Photographers Gareth Johnson & Iain Howell

LOWER CEN L & R: Jason Brown's daughter & Iain Howell's dog joined in!

LEFT: Paul Cawthorne and wife (?) enjoying food

FAR L: Boules! Susan Owen questions umpire's decision

PROOF OF THE PUDDING...

The response to my article about the club in the last issue has been muted. However, I am pleased to report that one of our newest members did respond positively in an E-mail to me:

"I was moved to write to you after reading your article in the August edition of SBC. I have only very recently joined SBC, having started up my own accounting services business in April this year. I think it is one of the best decisions I have made so far, as I have already enjoyed a number of benefits.

Having attended just two events so far, I feel I have moved forward tremendously in my networking skills. Like you, I feel I am not very good at formal networking, so it is great to get some practice in a more structured environment. I am grateful to Joe Gelona and Paul Cawthorne for their coaching during the networking sessions.

Also, I have engaged Deryck Svensson to create a website for me. This was obviously a major decision for a small business like mine. In a world that offers a bewildering choice of suppliers in this area, it was really helpful to be able to meet someone in a safe environment (the SBC), build a rapport with them, and then make an informed decision about whether/ when to go ahead. Not to mention two excellent presentations, the buffets, the friendly atmosphere...What more could I ask for?

To answer your plea for help, I would like to help by arranging a speaker for one meeting, possibly around/ after springtime 2005. I would like to suggest an accounting-related topic. My specialism is in management accounting, i.e. getting the basic bookkeeping right, managing the cash flow, looking at the profitability of lines of business, business planning and budgeting. I have contacts with local firms of accountants, who I am sure would be able to supply knowledgeable speakers, and would benefit from the opportunity to promote their firms."

Anna Slade, Quills Accounting Services Tel: 01737 555538
 E-mail: anna.slade@ukgateway.net Mobile: 07947 431053

APOLOGIES PHOTOGRAPHERS

In the last issue, I made two errors about our outgoing and incoming photographers. Let me start with Gareth Johnson. On the day of editing the last issue, I realised that I hadn't received the high-resolution photos from Gareth (not his fault), so I used the low-resolution ones on his website www.garethjohnson.com (the August ones are there too). Thus, I want to stress that the rather woolly effect seen in the pictures was not Gareth's fault, and should not be held against him! His photos in this issue should be OK - see his Business Profile in the centre pages.

Now to Iain Howell, our retiring photographer. Let me thank him again for all his work for the club - his pictures have brightened many-an-issue of SBC News. In the last issue, I wrote that he was Scottish, and that he was born on the Mull of Kintyre. These statements, made from memory, were both wrong! Iain tells me that he was born in Wolverhampton, and that he grew up on the Island of Mull. To cap it all, I've spoken to people in the past who hadn't picked up his Scottish accent! Anyway, he still wants to retire to the Isle of Mull, where he can consume the Whisky we gave him and play his 'squeeze-box' to his heart's content!

Stephen Lewis, Chairman chairman@surreybiz.net



BOWLING



Five of us bowled on Tuesday 17th August at the Spectrum Leisure Centre in Guildford. Whilst numbers were down on July's meeting, we all enjoyed ourselves as usual. Your Chairman's good fortune of last time failed him this time, leaving Brian Finley to win on 294 with a clear lead of 73 over Philip Jones. Deryck Svensson wasn't able to play, owing to a bad knee (that was his story!), but it didn't stop him coming along to stay for the meal! So, in due course, we made our way to the nearby 'Parkway' Brewer's Fayre restaurant for a meal. Brian Finley had to leave at 10pm to return to work on a customer's computer, so full marks to him for commitment. I'm sure some would say he needs to draw the line at doing late work, but the rest of us know that it's all too common.

Next bowling event: **Tuesday 14th August** at Spectrum Leisure Centre in Guildford, costing about £9 including shoe hire. We'll be playing from 7pm until about 9pm, with a meal out afterwards. To book: bowling@surreybiz.net

GOLF



Owing to holidays and injuries, only four members were able to make the August SBC golf afternoon at Reigate Hill. Richard Jones was the winner with 37 points, followed by Paul Graber (35) and Paul Cawthorne and Peter Terrey (both 28).

Next golf date is **Thursday 23rd September**, 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 E-mail Deryck Svensson on: golf@surreybiz.net

BACK-UP, BACK-UP & BACK-UP!

Your editor was reminded of the importance of backing-up all too well last week. My newer computer failed to boot-up, requiring two new hard discs. I had recently decided to back-up using the internal tape-streamer, but found it didn't work despite having never being used! Thus, I was lucky that Brian Finley was able to recover all my data, only requiring that the programmes were reloaded. At the same time, my 2Gb lomega Jaz cartridge containing all the club files decided to stop saving! I was able to copy most of the data to the newly-repaired computer. Meanwhile, Gareth told me that his computer's power supply had packed-up, and whilst all his photographs were safe, they were stored in DVD format. You've guessed it, the only computer he's got that reads these discs is the one that had gone wrong! Thinking about recovering the lost SBC files, I spoke to our data-recovery expert, Tony Pitter of Optical Drive Repair. He quoted a figure of between £400 and £1,000 to recover the data! So, think carefully about all those precious files you've only got the one copy of. Tony says do not use these external Zip or Jaz drives to save original files. He recommends CD-ROM or an external USB hard disc as back-up, done every day. I was thinking about using an Internet back-up service, but neither Brian nor Tony had a good word to say about their technical support. Whatever you do, don't trust to luck - it's a ticking time-bomb.

 <p>Surrey Business Club OFFICIAL MONTHLY NEWSLETTER</p>	<p>CLUB SPONSORS</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>
--	--	--	--	---