



Surrey Business Club NEWS

www.surreybiz.net

OCTOBER 2004

EVENTS

www.surreybiz.net/events

October 5th UniSdirect, GUILDFORD

NETWORKING SKILLS

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

November 2nd NESCOLT, EWELL

MARKETING WORKSHOP

Looking at how your business appears to the outside world through your marketing.

December 7th ABINGER HAM., 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!

January 4th Royal Sch Church Mus., DORKING

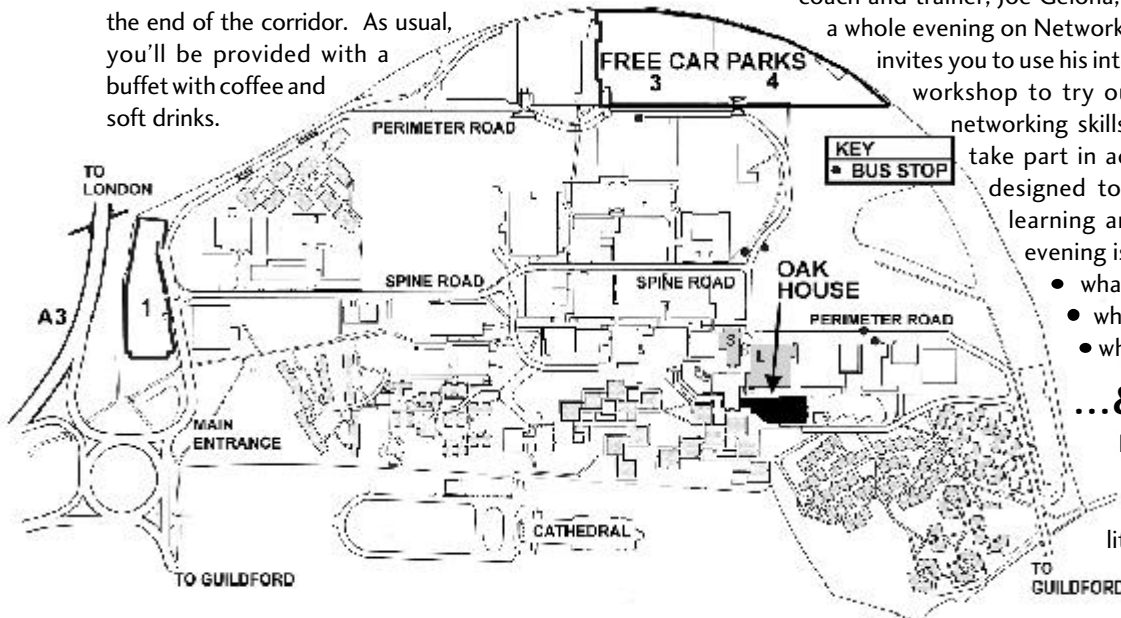
EFFECTIVE SALES PRESENTATIONS

How to make successful and productive presentations to potential clients.

OAK SUITE, OAK HOUSE, SURREY UNIVERSITY, GUILDFORD

Entering from either end of the campus, follow the Perimeter Road to free car parks 1, 3 or 4. On foot, follow signs to Information and Security at Senate House. Once you are outside Senate House ('S' on map), take the nearby flight of steps up, and follow the alley ahead as it passes through the building. The alley takes you up another flight of steps; at the top take the nearby door into the Oak House building. Make your way up to the Oak Suite on the top floor using either the lift or stairs. Once you have entered the Oak Suite, please sign in at the reception desk and pick up your lapel badge.

The main event is in rooms 1 & 2 at the end of the corridor. As usual, you'll be provided with a buffet with coffee and soft drinks.



5th OCT: UNISDIRECT, GUILDFORD

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 IMPROVE YOUR NETWORKING

We all do some form of networking in our business, yet how many of us are trained to maximise its potential? We've all met people whose idea of networking is to giving every person in the room their business card. They often leave without having identified any potential clients, and perhaps only a handful of reciprocal business cards. Once armed with contact details, they simply 'spam' everyone with their letters and E-mails, thinking it's a job well done. Conversely, there are many more who will home in on just a few people they know, or feel they can talk to, tending to avoid promoting their business.

Good networking is very hard to do, especially so if you are not a naturally gregarious person. In fact, networking is an art: making the listener feel relaxed; telling them what you do without boring them; identifying if they might be a potential client or referrer; giving them your card saying when you met; taking their contact details.

To help you, we've invited executive coach and trainer, Joe Gelona, to lead a whole evening on Networking. Joe invites you to use his interactive workshop to try out your networking skills. You'll take part in activities designed to enable

learning and development. The aim of the evening is to discover:

- what works for you
- what you're good at and enjoy
- what you wish to build on

...& NEXT MONTH

Keith Grover will be getting you to evaluate your marketing, so please start collecting together your literature, adverts, directory entries, website printouts, letters and stationery in preparation.

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

...tell us by
**FRIDAY
1st OCTOBER**

MEMBERS

meeting@surreybiz.net
01372 800820

GUESTS

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

SBC MEMBER ON THE WAY TO AN AWARD!



Acuity Training in Guildford are delighted to be in the final for the Surrey Sustainable Business Awards. They provide a friendly and professional service to help people develop and improve their IT skills through a wide variety of training courses.

Offering a comprehensive training schedule and training programmes can be created especially for a client so that their particular needs and requirements are met.

Acuity are very aware of the amount of paper used in day to day work and, as well as using recycled paper in the office and for all manuals, have taken a number of measures to reduce consumption. Local suppliers are used wherever possible and various charities are supported. Acuity is a member of Local Paper for Surrey.

So what are the Sustainable Business Awards? The Awards are open to all businesses that can demonstrate annual progress in the following three areas: 1. Contribution to a sustainable economy, where entrants need to demonstrate that the company is contributing to a strong and healthy regional economy. 2. Enhancing environmental quality, where companies are required to show how environmental considerations are built into strategic planning and daily operations. 3. Improving the social wellbeing of stakeholders, where entrants are required to demonstrate positive interactive relationships with stakeholders, including employees, customers, suppliers, investors and the local community. Companies do not necessarily need to have excelled in all areas to win an award. There are a whole range of awards for different types and sizes of company. Award winners can then be entered into the regional award scheme which is backed by SEEDA.

The Awards Ceremony is on the 20th October when the winners of each category will be announced.

WEB & TIME-MANAGEMENT TRAINING COURSES

The September club meeting explored ways for micro-businesses to setup and maintain a low-cost website, and three members explained how they have set about it. A common theme was the business-owner being able to make changes immediately, and the software available to do this. Several people asked for a 'Manage Your Own Webpace' workshop session where they can test it out, and Hazel Bennett is able to set this up and subsidise cost from European funds. We hope to organise this end Oct/early November, so need commitment for numbers to go ahead and firm up details. We currently have 6 people who are interested - is this something you would like to know about?

The last of the 'Working From Home' training sessions is to be held between 4 and 7pm on Monday 25th October at St. John's Church Hall in Merrow. If you would be interested in taking part in either course, please contact:

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

GET A LIFE, NOT A HERNIA!

Many of us work all hours of the day and night in order to keep our businesses functioning. Within the club, it is common for committee members to be swapping E-mails gone ten o'clock at night. It is very easy to get into a cycle where you hardly ever spend significant time away from business-related activities. Surrey Business Club meetings are a halfway house, and the Leisure Circle events certainly count as time-off. In recent years I decided to take weekends off. I rarely turn on my computer, and when I do, it's to work on things like my model railway plans! More often than not, you will find me working in the garden, making something in the garage, or scrabbling around in a loft putting up insulation. During the week, I used to play Badminton from September 'til May, and Tennis in the summer evenings. Whatever you do, I would advocate something that gets you off your backside, and that has nothing to do with work. It means that when you return to business, you come to it with less stress and ideas afresh (I'm not promising enthusiasm!).

Stephen Lewis, Stephen Lewis Design Consultancy

NEW LAW FOR RESOLVING EMPLOYEE DISPUTES

You may be aware that there is a new law relating to resolving disputes in the workplace, which comes into effect on 1st October 2004. In the case of a dispute, all employers and employees must follow a minimum 3-step process:

1. Put it in Writing
The employer must put the reasons for disciplinary action or dismissal in writing, in broad terms to the employee. Similarly, the employee must put the reasons for a grievance in writing to the employer.
2. Meet and Discuss
A face-to-face meeting between employer and employee. Both must be given time to consider the facts prior to the meeting. Then the employer must inform the employee of the decision and their right to appeal.
3. Appeals
An appeal meeting - if required. The employee must be informed of the outcome of the appeal.

Apart from making good common sense and being fair to both parties, there is a financial incentive for following the procedure. If a dispute reaches tribunal and one of the parties has not followed the steps in full, they will face penalties.

For example if the employer fails to comply:

A mandatory minimum of four weeks pay is awarded to the employee. Any additional compensation is increased by between 10 and 50%. If the employee fails to follow the steps, any award they are adjudged to receive is reduced by between 10 and 50%.

This is only an outline of the new law - of course there is more to it than that! For full details, please visit www.dti.gov.uk/resolvingdisputes.

Deryck Svensson, Webskills UK Limited
info@webskills.co.uk 01932 252078
www.webskills.co.uk

All photographs ©Gareth Johnson

PRACTICAL WEBSITES

September saw us once again at the Royal College of Church Music's HQ at Westhumble, which has become a favourite venue of ours. Is it because we have the splendid country house all to ourselves without outside distractions, or because the Stepping Stones pub (for post-meeting socialising) is but a short stroll away - who can tell?

After the formal networking and buffet, we were treated to a ten-minute presentation by SBC member Ian Hamilton. He demonstrated his rubber stamp production software for making custom-made stamps. This is only one of the services Ian provides from his South London club computer shop, UK Worldwide Enterprises. Ian also shared details of a discount telephone service that's saving him a fortune and which he recommends to anybody with call charges over £20 a month.

Our main presentation was all about websites, for which member Hazel Bennett of Active Personal Learning, put together a panel of three specialist presenters - her own web guru, Tom Evans, plus two familiar faces: SBC members John Rankin of Select Your Web (www.select-your-web.co.uk) and Deryck Svensson of Webskills UK (www.webskills.co.uk).

Tom was first up, and he explained the process of creating Hazel's site, (www.aplearning.co.uk) Tom talked us through the planning process from choosing the content to giving the site a 'look and feel' consistent with Active Personal Learning's printed materials. He also pointed out for everybody's benefit that The Disability Discrimination Act requires organisations to make online information accessible to disabled people. So, is your website breaking the law? There's an excellent document explaining this on the Scottish Enterprise website (www.scottish-enterprise.com/publications/web_accessibility.pdf) if you want to find out more.

John Rankin gave us more information on this subject, and explained how template websites can be a great choice if you're just starting out and want to establish a web presence at a low cost with minimal fuss. Members Richard Jones and Edward Tudor (www.balliolconsulting.com) use John's services and both said they were very pleased with the end results.

Deryck Svensson emphasised the need to be clear about what you want your site to do from the outset. He made the business case for having a website, stressing that you need continually to improve and promote the site, monitoring the statistical reports on who is using it to make sure it is working for your business. Member Tony Pitter told us how his site (www.odrl.co.uk) originally created and now optimised by Webskills, actually brings in the vast bulk of his new business, attracting four or five genuine customers from all over the world every day of the week - a fantastic performance..

Clearly we have a great fund of web expertise within the Club, so you would be wise to take advantage of some friendly free advice from these 'in-house web gurus' before parting with hard-earned cash to create or improve their own web presence.

Keith Grover, FreelanceCopy.co.uk



LEFT: Tom Evans, leading our trio of presenters

CEN UP L: John Rankin introduces us to his clients

CEN UP R: Deryck Svensson tells us his working methods

CEN LW L: Ian Hamilton shows us his Digistamp system (See Ian's Profile and advert)

CEN LW R: Keith Grover tells us about 'SBC HeadStart' (Details on back page)

BOTTOM L & R: Our networkers in full swing



AUTUMN MEMBERSHIP DRIVE

"SBC provides a forum for SME's to develop business relationships and skills within a supportive social community." Our 'mission statement' certainly shows we have plenty to offer to local businesses. Of course, to ensure the continued success of our Club, we need to attract new members to replace those who move on to pastures new. Reasons include re-location, retirement, business closure or plain wanderlust! That's why your Committee has decided to launch a Membership Drive this Autumn, operating on two fronts...

Firstly, we have produced a new business card (top right) for the Club itself, which we would encourage all Members to carry with them, especially at networking events. When you exchange cards with a new contact, please tell them you're also a member of Surrey Business Club, and hand them an SBC card, inviting them to take a look at our website. You may want to invite them to come along free to one of our meetings as your guest, which is a handy way to help people remember you favourably (everybody likes the idea of something for nothing!) You may also have customers (or prospects) whom you could invite along in this way, helping you to build closer relationships with them.

Secondly, we are launching the SBC HeadStart initiative, offering genuine start-up businesses a fifty per cent discount off their first year's sub, via promotional postcards (pictured top left) supplied to banks and other organisations supporting start-up businesses. They will emphasise the invaluable benefit to any new business of joining a group of experienced SME owners who have 'been there, done that, and got the T-shirt'. Wouldn't we all have loved to have a friendly group of experts to hand with help on every aspect of running a business when we were starting out? The 'HeadStart' offer applies from September 2004 until the end of March 2005, and in the interests of fair play we will offer any start-ups who joined SBC during the last three months a similar discount deal, by giving them 50% off their second year sub.

As a non-profit organisation we are always on a tight budget, and both these initiatives have been chosen because they offer low-cost methods of promoting the Club to a wider audience. In this spirit, please collect the business cards at club meetings.

Keith Grover, Publicity publicity@surreybiz.net



BOWLING

Six of us bowled on Tuesday 14th September at the Spectrum Leisure Centre in Guildford. Deryck had overcome his knee injury, and came top with 246 for two games. He was followed by Philip Jones on 220, and Brian Finley on 209. When finished, we tried a different eatery: the Anchor and Horseshoes pub.

Next bowling event: **Tuesday 19th October** 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

Chobham Golf Club proved an excellent new venue for our golfers in September, with Richard Jones winning with 38 points playing off his 19 handicap. We were so impressed with Chobham that we have decided to return there on **Friday 22nd October**. If eight or more members would like to play, we can have coffee on arrival, 18 holes of golf and a light meal afterwards for just £23. Please do join us - you know it makes sense! E-mail golf@surreybiz.net now for more details.



IAIN'S BUSY LIFE AHEAD!




Just a few lines to say how very much I appreciate the very kind present and the kind thoughts which came with it. As far as I am concerned, you cannot go wrong with Whisky Malts. I have never found one which I dislike, but am working with some dedication to find one such! For those kind folk who have enquired with some concern about what I would do with retirement, I always said gardening, including my new allotment, more beekeeping, more music-making, more dog training and walking, cycling, ancestor research, more reading, and seeing more of Tessa.



To these ends, the horticultural activities and beekeeping have left little time for music, but the dog scene has changed by 300%, as we are fostering two German Shepherd types. There has been no cycling yet, neither have I done any ancestor work. However, now that I am not out every Saturday photographing weddings, I see more of Tessa...we have even been out together on a Saturday! The edible produce has also seen me doing more cooking and jam making, and I am about to make yet more wine.

We have of course been to THE ISLE OF MULL, not Mull of Kintyre, as some would have you believe. Currently we are working on our next trip up for Hogmanay and of course for an eventual move there. This represents a pretty full programme and the bits not occupied by the forgoing are spent in "that blessed time of idleness" to quote Robert Louis Stevenson, a necessary component of all our lives. I have enjoyed having an input to the Club and sponsoring the photographic aspect of it. I will certainly miss you all, so I take this opportunity of wishing you all the very best in your businesses, and in the Club.

Yours aye, Iain Howell

 <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>
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