



Surrey Business Club NEWS

www.surreybiz.net

DECEMBER 2004

EVENTS

www.surreybiz.net/events

December 7th Village Hall, ABINGER HAM.

AGM & CHRISTMAS QUIZ NIGHT

A short AGM followed by mince pies, a drop or two of wine, and a quiz to tax your mind!

January 4th Royal Sch Church Mus., DORKING

EFFECTIVE SALES PRESENTATIONS

How to make successful and productive presentations to potential clients.

February 1st UniSdirect, GUILDFORD

SPEED NETWORKING

This is your chance to briefly present yourself to a range of business people from the area.

March 1st NESLOT, EWELL

TEAM BUILDING

How to make the most of situations where you need to work as part of a team.

7th DEC: Village Hall, ABINGER HAM.

6:30pm **AGM & CHRISTMAS QUIZ**

The Christmas Bash has become a jolly-old quiz night thanks to our resident quizmaster, Keith Grover. This event is for members and their friends and family only, so prospective members have the option to join on the night, or wait until our January meeting to try us out.

The evening's event's will start at 7pm with a short AGM. We are not great ones for formality, but we shall be asking for committee members to stand and to vote-in those already serving. Your Chairman and Treasurer will present their reports (text on back page of this newsletter) when you'll have the chance to ask questions. The agenda is:

1. Approval of the Minutes of the Annual General Meeting held on 4th November 2003
2. Approval of the Minutes of the Special General Meeting held on 3rd February 2004
3. SBC Chairman's report
4. SBC Treasurer's Report
5. Election of Committee Members
6. Any Other Business

The AGM might last as long as 10 minutes before releasing you, when you'll join a group in making a fool of yourself as you attempt to do the quiz! As always, there will be opportunity, through using your general knowledge, to win genuinely good prizes. Although not privy to the questions beforehand, based on previous years, we can tell you that your brain will be taxed on all sorts of aspects of life you thought you'd forgotten! Don't be put-off by the idea of having to think - this is very-much a group event where you'll have the chance to chat and exchange funny stories. You can also find out who really wears the trousers when you meet members' long-suffering wives and husbands!

The evening will finish at about 9pm, although the Beverage Circle and friends will no-doubt move on to the local pub to continue the chat and banter. See you there...

...& NEXT MONTH

We have booked Craig Goldblatt to talk to us about maximising our sales potential - Craig comes highly recommended.

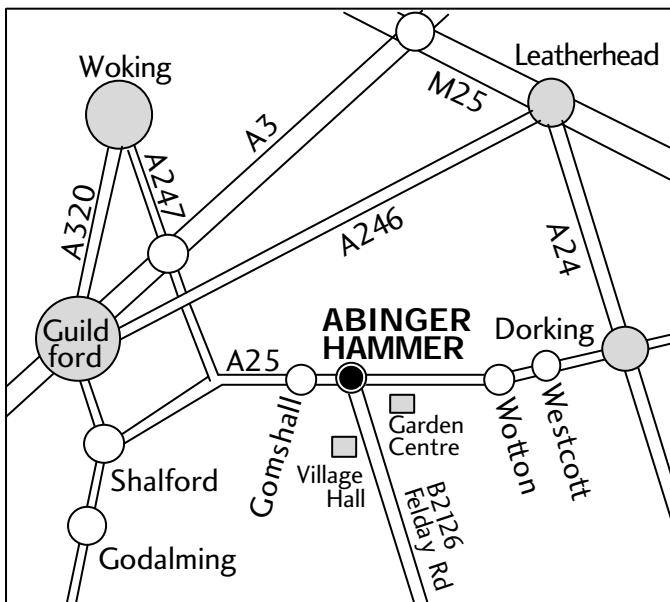
**"YES,
I'M GOING
TO THIS
MEETING"**

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

MEMBERS

meeting@surreybiz.net
01372 800820

Meeting open only to
members and their
family and friends.



**Abinger Hammer Village Hall,
Abinger Hammer (west of Dorking on A25)**

The village of Abinger Hammer (distinct from Abinger) has the A25 passing directly through it. It's easily recognised by it's fanciful clock mounted on the corner of a building on a bend in the road. If coming from the Guildford direction, pass the clock and opposite the post office, turn right down Felday Road. If approaching from the Dorking direction, pass the garden centre (shown on map) and turn left into Felday Road. Drive about 160yds /150m down Felday Road and turn right (opposite the 'out' entrance from the garden centre), climbing the steep drive to the Village Hall. There's plenty of parking and the hall has good facilities for all. There will be wine, soft drinks, mince pies and other goodies to eat.

WIN - WIN- WIN!

Having just returned from the US, I'm all fired up with enthusiasm for management guru Stephen Covey. His "Habits of Highly Effective People" book has sold 15 million copies and continues to sell 50-100 thousand per month. No 4 is Win-Win, meaning there's plenty for all and I'd be interested to hear about SBC members sharing this philosophy.

Part of my portfolio of Sage accounting, installing, troubleshooting is training. By working through SBC member, Hazel Bennett, of Active Personal Learning, my clients are able to benefit from the WorkingSkills project fund. WorkingSkills is managed by APL Ltd and is part-funded by the European Social Fund to benefit Surrey businesses. This means win-win for Hazel and me, and if my client should also be a SBC member, then it's win-win-win!

Susan Owen, Business Works Consultancy
07771 854971 www.bizworks.org.uk

MAKING A HEADSTART ...



REGULATED MORTGAGES

You may be aware that since 31st October 2004, residential mortgages have been regulated. This means that the Financial Services Authority, the Industry's watchdog, ensure that Independent Mortgage Brokers offer the following services:

- Mortgages from the whole market.
- Will advise and make a recommendation to you after we have assessed your needs.
- You can remunerate either via a commission from the Lender, or pay us direct in advance. The latter fee is refundable if the mortgage does not go through.

My business, Elegant Solutions, is an appointed representative of St. James's Place Financial Services, which in turn is authorised and regulated by the Financial Services Authority. If I can be of any assistance to you in this area, or indeed other areas of wealth management (such as Investment, Pensions, Savings, Protection or Inheritance Tax Planning etc.) please make contact either at my office or call me on my direct line 01372 386322.

Melvyn Lux, Elegant Solutions

SURREY BUSINESS CLUB ACCOUNTS FOR YEAR ENDED 31st AUGUST 2004

		Year to 31 st August 2004	Year to 31 st August 2003	BUDGET 2004/05
INCOME	Subscriptions	7,611.00	9,045.00	9,360.00 (78 Members)
	Advertising	1,364.00	1,414.00	1,600.00
	Bank Interest	53.00	21.00	30.00
	Other	384.00	--	200.00
		9,412.00	10,480.00	11,190.00
EXPENSES	Meeting costs	2,524.00	2,082.00	2,400.00
	Newsletter: Printing/Distribution	2,714.00	2,965.00	2,400.00
	Editing/Publishing	2,600.00	1,000.00	3,000.00
	Administration: Secretarial	859.00	949.00	960.00
	Postage	110.00	150.00	100.00
	Stationery	385.00	648.00	400.00
	Lapel Badges	13.00	233.00	20.00
	Accounting	900.00	--	1,200.00
	Insurance	116.00	100.00	120.00
	Sundries	20.00	100.00	20.00
	Honoraria	--	450.00	--
	Website: Web hosting	120.00	141.00	250.00
	Database design	--	423.00	200.00
	New database	--	300.00	--
	Development: Bus. Develop. Group	--	123.00	--
	Marketing	--	--	100.00
		10,360.00	9,664.00	11,170.00
SURPLUS/(DEFICIT)		(948.00)	816.00	20.00
ADD OPENING BALANCE		3,170.00	2,354.00	2,222.00
CASH AT BANK (on 31st August):		2,222.00	3,170.00	2,242.00

MARKETING FOR RESULTS

For our November meeting, we returned to the excellent venue at NESCOL in Ewell. After the usual high-quality nosh, there was a pause whilst your Chairman (dressed in his best togs), Anna Slade and other unsuspecting bystanders were photographed (see left) to promote our HeadStart campaign. It was fitting that we should be starting a meeting about marketing with a first-hand demonstration of the sort of thing you can do to promote your business.

Once we got under way, we invited Debbie Loxton (pictured) to explain a bit about her Sustainable Business Award she had with her (featured in the last issue). We also invited the guests to say a bit about their businesses before Keith finally took the floor.

Keith was determined to keep us awake from the word go, so he'd brought along his honking klaxon to make us jump a bit. He started with a Powerpoint show, outlining the basic principles of successful marketing. Under his "Acronyms 'R' us" banner, he ran through the many marketing theories, such as AIDA - Attention, Interest, Desire and Action. We've all heard it, although apparently somebody's ruined it by adding Confidence, making it AIDCA.

Keith talked about how brand names are imprinted on our minds through constant bombardment through the media. Whilst our methods might be on a smaller-scale, it is important to be noticed in the market place. He told us that 80% of an advert's effectiveness is dependent on the headline, which only has 3 seconds to catch the eye of a reader. He also reminded us of the 'Rule of 7', telling us that it takes on average seven contacts in order to secure a business deal. The list goes on, but all pressed the importance of catching and maintaining the interest of your potential customers.

Having heard about what we should be doing to promote our businesses, Keith broke us up into groups to look at each other's marketing material that we'd brought along. In my group we realised how little we were doing in the way of promotion. For my own part, whilst I was able to produce my designer stationery, I was all too aware of the fact that I'm not doing any real marketing outside of our club. I imagine that others had more to show, but I got the impression that all of us could be doing more to reach out to our customers -so get to it!

Stephen Lewis, Stephen Lewis Design Consultancy

TOP: Keith Grover explains to us the many ways to get the best results from our marketing.

BOTTOM R: Ian Hamilton did such a good job telling Mike Loughton about our club that he joined!

CENTRE: Debbie Loxton, of Acuity Training, tells us about their 2004 Sustainable Business Award.

BOTTOM L: Ian Kent swopping accounting experience with prospective member Irina Harrison.

All photographs ©Gareth Johnson



WELCOME NEW MEMBERS

CERTAX ACCOUNTING (NW Surrey/Camberley Area)

Mr. Mike Loughton BSc (Hons)

With experience in the retail and finance sectors, and management experience in industry, Mike prides himself on working closely with you to offer a professional service adapted to your needs.

Tel/Fax: 01276 451465

E-Mail: mikeloughton@certax.co.uk

Web: www.certax.co.uk

Address: 6, The Orchard, LIGHTWATER, Surrey. GU18 5YS

MOONSAIL LTD.

Mr. Hugh M^cClelland

Whether you're looking for an exciting website, powerful sales-orientated copy for your marketing, or need photographic images digitally enhanced, Moonsail can take care of it.

Tel: 01784 454836

E-Mail: info@moonsail.co.uk

Web: www.moonsail.co.uk

Address: 49 Cherry Tree Avenue,
 STAINES, Surrey. TW18 1JB

CHAIRMAN'S REPORT

In the year ending on 31st August 2004, Surrey Business Club has gone through another year of change in its continued drive to improve its service to members.

This AGM marks my first year as your Chairman after taking over chairmanship from Tony Greenman in November 2003. In this time, I have been driving towards my two of my aims - to find out what members think of the club, and to introduce a training programme. We issued a questionnaire and then held the 'Club Development Workshop' in March, and the attendant support-workers also took part in a Management Workshop, held at my house in Alton. The feedback from members was encouraging, but inevitably there are things we need to do in order to improve and develop our club. On the training front, we are proud of the work that Hazel Bennett has done to provide EU-subsidised training courses. This has been of great benefit to those members who took part and hopefully more of you will do so in 2005.

The management of the club has changed over the year. The committee has welcomed Philip Jones and Susan Owen, and said goodbye to Chris Evans, Bill Blackie and Martin Evans. In April, Linda Haynes took over from Elaine Wright as Membership

TREASURER'S REPORT

Membership continues to flow and ebb, but we have great hopes for our 'HeadStart' promotion and other marketing schemes. Looking at the budget (on page 2) for next year, it shows a modest surplus without any increase in subscriptions, although we should cautiously look at building up reserves to a higher level. I have set that budget in line with current membership and will continue to monitor it, and cut our cloth to suit.

Even with a drop in income due to a reduced membership, we have held onto costs well. We've lowered our printing costs by eliminating surplus and improving distribution channels. We have suspended honoraria for the present, and have incidentally



BOWLING

SBC members were ten-pin bowling again at The Spectrum, Guildford again last month. Club Secretary Phil

Jones achieved an all-time high score for 193 in the final frame. Please don't be put off by this if you're thinking of coming along as we think Phil has probably peaked!

Join us for the next Bowling evening on **Tuesday 14th December** 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



SNOOKER

As we said in the last issue, we're planning to hold a series of snooker events in place of golf during the winter. Deryck hasn't had much feedback, but is going to book a table in January, so watch this space. If you would like to play, contact Deryck Svensson on:

leisure@surreybiz.net or 01932 252078



Secretary, and has proved to be a valuable asset to the club. We have also recruited several people to help organise and manage meetings. All these people put a lot into our club, so on your behalf, I would like to thank them for their continued support.

As you will know, we have recently launched the 'HeadStart' promotion for start-up businesses. We hope that it will help start-up business people to benefit from our club, thereby helping to increase our numbers. This will benefit members by strengthening our financial standing, bring in new faces to take the club forward and allow us more freedom to pursue projects to benefit us all. To help this process, we are also seeking sponsors for the club, and are developing our links with beneficial organisations. We are already booking venues and speakers further in advance, and are concentrating more on finding speakers that members will value.

At the start of this current year, we are building a lively and informative calendar of meetings for 2005, with further training planned. Whilst there's a lot to do in order to secure our future prosperity, but we are firmly steering a course that we believe will deliver an even better service to members for many years to come.

Stephen Lewis, Club Chairman

reduced secretarial costs after a decreased service early in the year. However, this was not planned, and with the appointment of Linda Haynes as Membership Secretary, the post is back in full operation.

Two areas of increased cost need explanation. Accounting has now been outsourced, with a monthly emolument of £100. This has resulted in tighter controls over income and expenditure, and much-needed monitoring of the budget. The newsletter editorial costs have risen to a sum which better reflects the work involved, including updating the databases and associated administration.

We're not a wealthy club, but with prudence we'll survive and prosper, offering you the best-value business club in Surrey!

Susan Owen, Club Treasurer

 OFFICIAL MONTHLY NEWSLETTER	CLUB SPONSORS   <small>THE SURREY BUSINESS CLUB & LEISURE SERVICES CENTRE</small>	NEWSLETTER & CHAIRMAN Stephen Lewis, 4 Archery Rise, ALTON, Hampshire. GU34 1PG sbcnews@surreybiz.net 01420 594644	MEMBERSHIP: Linda Haynes Upper Lodge, Holmbury Hill Rd Holmbury St. Mary, DORKING, Surrey. RH5 6NR membership@surreybiz.net 01306 730074	SECRETARY: Philip Jones Comrie House, Grange Drive, WOKING, Surrey. GU21 4BU secretary@surreybiz.net 01483 772698
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