



Central Lancashire
Business Club

bringing local businesses together

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Impression

Newsletter

Issue 5, February 2008

THE NEXT MEETING

TUESDAY 7.45 for 8pm

5th February 2008

Web Workshop

Members and guests alike are invited to a Web Workshop to be held by Central Lancashire Business Club at Lancashire College in Chorley on Tuesday 5th February at 7.45pm.

Having a website used to be a marketing extra, almost a luxury. Now most businesses consider it essential, and finding effective ways of attracting visitors to their website has become the vital issue. This relaxed and friendly workshop will help businesses learn more about the internet and how it works, including the secrets of black hat and white hat SEO (search engine optimisation), not to mention pay per click advertising...

The first half of the workshop will take the form of presentations from several member-companies; [Thomas Cole Solutions](#) of Brinscall on search optimisation; [Totalscope IT Solutions](#) of Preston on equipment and services; [Ad-Options](#) of Leyland on web marketing and [Big Horse.co.uk](#) of Chorley on web build.

The second part of the evening will focus on problem-solving, with everyone invited to ask questions and seek the experts' opinions on how to solve web-based difficulties.

Anyone with a question to ask but who can't attend the meeting are welcome to submit their questions in advance by email to the chairman who, providing time allows, will pose the questions on their behalf. For more information contact chairman David Kevell on 01772 629308 or vice-chair Steve Ward on 01772 435010. Please email web workshop questions to David at david@kevell.co.uk



Chorley's Dickensian Christmas Parade

Friday 30th November 2007

This was a great team effort, which brought success on the day, in spite of the weather! It was a pleasure to be in town on the Friday morning in our 'outfits', which caused more than a few comments and glances. What particularly pleased me was the considerable numbers of traders, especially on the market, who had taken the trouble to dress the part. It created quite a party atmosphere and we were pleased to be involved.

We intend to build on this and make it an annual event that takes place on a Saturday, thus encouraging more involvement from schools, voluntary groups and the churches. I personally will be delighted if members of the Business Club will get more involved this year, as I'm sure that any benefit to the town will certainly reflect in benefits to local businesses. It would be good if the Club could perhaps add sponsorship of some sort, to match that given by the local Chamber of Trade.

Graham Archer



Noticeboard

CITROEN C5 2.0 HDI 110 LX

02 Diesel Hatchback, Manual, 73000 miles, Trafficmaster, 2 owners, FSH, Air Conditioning, CD/Radio, Electric windows, Tow bar with twin electrics, etc. Nice condition. Any trial. £3250. Contact Graham Archer.



THE CHAIRMAN WRITES

Time Flies

It seems amazing that a twelfth of 2008 has passed already. When I was a child a year seemed to last forever, now they go so fast. Why is this? - One of life's great unanswered mysteries I guess.

I hope that you all had a great Christmas and New Year and I wish you all a very happy, healthy, peaceful and successful 2008. I also hope for a very successful year ahead for the Central Lancashire Business Club but that success depends on your support and participation. The more you, the members, are involved the more successful the club will be.

Our next meeting is on Tuesday 5th February 2008 and is an ideal event to join us, especially if you haven't been to a meeting recently. Web site design and promotion is a subject I am sure that we would all benefit from knowing more about. We have not one but four expert speakers plus the second half of the meeting is a question and answer session, your chance to get all your problems solved. Remember this meeting is open to anyone so please do bring along your guests.

The quality of our meeting speakers is one of the keys to achieving a high turnout of members. We are currently booking our speakers for the April meeting onwards and I would like to ask you all for help. Do you know of someone who would make an interesting speaker, the subject doesn't have to be pure business? Please let any committee member have your suggestions.

I would like to thank Philip and Steve for organising another very successful annual bowling event recently. Everyone who attended thoroughly enjoyed the evening. In a very keenly fought contest both team and individual crowns were retained by the existing champions.

So a new year, resolutions made and broken but how about replacing the resolutions with good intentions, good intentions to attend at least one club meeting in the next three months. I am sure that you will realise just what you have been missing.



LOLLYTRAD OFFER PAT TESTING

Pat testing or portable appliance testing is an important part of any health & safety policy. The Health & Safety Executive states that 25% of all reportable electrical accidents involve portable appliances. The Electricity at Work Regulations place a legal responsibility on employers, employees and self-employed persons to comply with the provisions of the regulations and take reasonably practicable steps to ensure that no danger results from the use of such equipment. This in effect requires the implementation of a systematic and regular program of maintenance, inspection and testing. The Health & Safety at Work Act (1974) places such an obligation in the following circumstances:

1. Where appliances are used by employees.
2. Where the public may use appliances in establishments such as hospitals, schools, hotels, shops etc.
3. Where appliances are supplied or hired.
4. Where appliances are repaired or serviced.

The service offered by Lollytrad includes: -

Visual checking and machine testing of equipment, labelling (with due date of next test) of tested equipment and a report detailing items tested and a detailed report.

Periods between testing vary dependant upon the use of the equipment - for example a fridge is tested far less frequently than a workman's drill.

I am willing to give a 5% discount to Business club members - the prices quoted depend upon the number of items being tested and the distance to be travelled (likely to be minimal in terms of members).

The number of items is determined by the individual units e.g. a computer is broken down into 1. The pc, 2. The PC IEC (power lead), 3. The VDU, 4. The VDU IEC, 5. The printer, 6. The printer IEC, 7 the speakers etc. The service is delivered at a time that suits the client - for example when I recently PAT checked a garage I started at 3pm on Friday when the mechanics had finished for the weekend - thus no impact on productivity.

Checks can be done either at a clients offices/place of work or at Lollytrad offices in Preston. Lollytrad are even willing to bring the equipment to a club meeting & test then, if there is enough demand, subject to approval by Lancashire College.

For further details or to book testing please contact [Peter Beesley at Lollytrad](mailto:peter.beesley@lollytrad.co.uk) on [01772 250001](tel:01772250001) or [07970 904029](tel:07970904029) or by email at pete@lollytrad.co.uk

noticeboard

Lockable Grey Metal Filing Cabinet
4ft wide 6ft high, Four Shelves, Very Good Condition, £50. Contact Mike at MLC Travel on 01257 410850 or 07801 782989.
Also old fashioned typewriters on offer if anyone is interested. It is in good order and is free to a good home.



Business club member David Kevill has identified a requirement for a new way to improve people's spreadsheet skills. "Spreadsheets are now a vital business tool and as I visited my various clients it became clear that lots of people have identified the need to improve their spreadsheet skills." David explains, "They don't, however, want to, or have the time to attend formal classroom sessions nor did they feel confident to teach themselves from a book."

This is why David, who has recently gained a training qualification, has developed an innovative way to improve your spreadsheet skills at your own pace but with as much support as you require. Courses have been developed for all levels from complete beginners to advanced and each course will consist of ten modules, issued at weekly intervals. Each week participants will be emailed the latest module, which will consist of a detailed guide to that week's subject, some examples to work through plus the correct solutions to those answers.

David explains that, "You work through that week's module at your own pace. It doesn't matter whether you complete it in the week or a month or however long, we will continue to offer support. You are not just sent the module and that's it, we offer email support should you encounter any problems or not fully understand what you are doing. We will continue to give you support until you feel comfortable with the subject, however long that takes."

The cost of each 10 module package is normally £45. Just £4.50 per module. This compares very favourably with the cost of attending classroom sessions and don't forget that you are getting full ongoing support. However, for anyone booking before 28th February 2008, a special rate of just £30 will be charged, just £3 per module to significantly improve your spreadsheet skills. Not only that you will also get three months free membership of The Spreadsheet Club, normally costing £120 per year, which offers email support for any spreadsheet queries you may have.

"I know how useful spreadsheets are in business, and indeed in private life today and I am very keen to pass on the skills I have acquired over almost 30 years of using spreadsheets," says David, "most people are amazed at what can be done with spreadsheets and how easy it is to use the more advanced functions, functions they usually do not know exist."

He adds, "This is a genuine offer to teach people how to use spreadsheets to the full and to support them through the learning process."

One very satisfied client said, "After reading various articles, yours stood out because of the language you used in explaining vlookup, very clear and concise. Also you provided contact details and answered my request for help very quickly. It was really a lifesaver for me."

For further details or to book your place on the next session of training please email [David](mailto:david@kevill.co.uk) at david@kevill.co.uk or phone him on [07980 972367](tel:07980972367). He is certain that you will be pleased with what you discover.



Bullguard Internet Security experts have highlighted mobile malware, smarter botnets, as well as malware targeting Web 2.0 sites and Windows Vista as main threats for 2008.

One security vendor has labeled smarter botnets and attacks targeting Web 2.0 sites as the two most serious threats facing users this year. The vendor predicts that Web 2.0 sites offering everything from consumer social networking to business relationship management could prove an easy form of attack. Therefore these sites are likely to be increasingly used by cybercriminals to distribute malware or steal volumes of data.

Botnets will also continue to grow as a threat in 2008. Various versions of the Storm Worm represented the biggest single threat in 2007 and the Storm worm set a precedent of how botnets are expected to develop in 2008, spreading thousands of malware variants to infect PCs to expand the botnet networks.

According to another security vendor, mobile devices will become prime targets in 2008, largely because connectivity via channels like Wi-Fi, GPRS and Bluetooth will continue to allow opportunities for malware applications to steal sensitive data.

Especially Apples vastly popular iPhone is predicted to become a major target. According to experts, assaults are likely to be in the form of drive-by attacks ? malware embedded into seemingly harmless information, images or other media that actually perform dangerous actions when rendered on the iPhone's Web browser. Warnings of the first iPhone Trojan ever discovered in the wild were made public on January 5.

Windows Vista has not been a big target for hackers so far, but according to experts that will all change in 2008, as the operating system climbs past the 10 percent market-share milestone. The experts believe that Vista has gotten off easy its first year because hackers go after common environments. But as adoption figures for Vista increase, malware authors will really start to find flaws and Vista will become a major target. More than 40 vulnerabilities are predicted in Windows Vista this year.

Attackers are also likely to focus on instant messaging. Malware spreads fast through instant messaging because attackers have a pre-existing list of targets in the address book and can automate attacks so a carrier does not know it is infected. In 2007 there were 10 high-severity instant messaging risks, compared to none in 2006. This trend will continue in 2008.

Some experts foresee that phishers will shift focus to small, un-prepared transaction sites, rather than maintaining target on banking sites. Banks have generally increased their layers of protection and therefore smaller e-commerce sites are likely to become new targets.

Other possible threats in 2008 include an increase in malware aimed at online games and an increased focus on virtualisation and VoIP. The new and improved backdoor Zlob Trojan is also predicted to become one of the year's major threats.

Bullguard Internet Security version 8.0 is available from club members Bamber Bridge TV, tel 01772 335985.



DATES FOR YOUR DIARY

This month – February

5th: Website Workshop

Future Events

4th March: Leyland Re-development Plan & AGM



COMMITTEE CONTACTS

committee 2007-2008

Chairman - David Kevill

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FREE ADULT TEACHING QUALIFICATION

I want to let you know about an exciting educational opportunity for those aged 50 and older.

With European Social Funding and Learning and Skills Council support, the 'Experience Counts' project aims to equip the 50 plus group with a recognised first level teaching qualification to be used within the Lifelong Learning Sector (post 16, Further Education, Community Education etc).

In December, our first two groups completed the 5 day PTLTS (Preliminary Award in Teaching in the Lifelong Learning Sector) course which is delivered one day per week over 5 consecutive weeks. Students come from a wide variety of backgrounds. There are currently 2 courses in progress with 4 more starting in February. So far we have trained retired Police Officers, an IT technician, 3 care workers, a charity manager, 2 hairdressers, 2 freelance trainers, an accountant, an alternative therapist and many others!



EVERY CRIME, EVERY TIME

In the current climate of crime, petty crime and anti-social behavior, the full extent of the problem is simply not known and the Federation of Small Businesses would like to see that situation change.

On the 17th January the FSB launched its Every Crime, Every Time campaign today. The aim of the campaign is to do just that; encourage businesses to report every crime, every time to the police.

Crimes against businesses make up 20% of all recorded crime but only 1 in 8 incidents are actually reported. Businesses say that: 'Reporting crime is a waste of time'; 'the police are not interested'; 'no faith in the criminal justice system'. Sound familiar? But businesses can do something about it if they act together.

You can do something about it. Report it!

By reporting ALL incidents of crime and anti social behaviour, the true extent of the issues which businesses and their staff face will be revealed and police will be encouraged to allocate resources to tackle the problem. The information will be used to inform strategies on tackling crime at a local level as well as influence policy at a regional and national level.

The campaign will run for 12 months. Please visit the campaign website at www.fsb.org.uk/ecet for further information. Members can download an incident reporting form and incident log book. Posters/fliers are also available for business premises as well as a template letter to send to your MP/MSP/AM/MLA.

You do not have to be a member of the FSB to support this initiative. Simply ensure that you report any incidents or concerns in your own neighbourhood so that steps can be taken to ensure that petty crime does not escalate to a serious or fatal incident.

The course is completely FREE if you meet the following criteria:

Over 50 years old

Living/working in Lancashire, Cumbria, Cheshire, Bolton, Rochdale or Huyton

Literate and numerate (to Level 2)

Next courses commence-

**Monday February 11th at Warton near Lytham.

**Thursday February 21st in Rochdale

Limited places available.

Places allocated on a first come, first served basis.

To find out more just give me a call or send an email:

[Martin McKenna-Evatt](mailto:martin.mckenna-evatt@voise.info)

Course Leader

Tel – 01772 679888

Email: martin.mckenna-evatt@voise.info