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Impression

NEWSLETTER

CHORLEY
& SOUTH
RIBBLE
BUSINESS
CLUB

July 2005

THE NEXT MEETING

TUESDAY 5th July

7.45pm for 8pm @ Lancashire College, Southport Road, Chorley

Exhibition- Our members' chance to publicise their wares as part of the Chorley & South Ribble Business Club's Open Night, which takes place at Lancashire College on Tuesday 5th July, between 7.45pm and 10.15pm.

Representatives from many of the club's membership of over eighty companies will be in attendance with display stands to show what their company has to offer.

The event is open to all visitors with free admission, though anyone wishing to exhibit will be required to join the Chorley & South Ribble Business Club for a modest fee. Refreshments will be available at the venue through a licensed bar, and a prize draw for visitors will take place during the evening.

Club chairman Keith Ellison said:

"The event is all about showcasing what Chorley & South Ribble businesses can offer to one another, and our organisation offers a valuable link between different types of skill bases within the borough. No matter what industry you're in, you can never underestimate the value of networking, and through events like this we offer the perfect opportunity to make new business contacts.

Many of our members have formed excellent working relationships through our open nights and regular monthly meetings, and we hope that this year's exhibition will continue that trend."

For further information or a free invitation to its forthcoming open night, please contact Mark Collins on 01257 832 123.



Dea Parkin of The Competitive Edge entertains members at the last meeting. For a full report visit www.businessclub.uk.com/lastmeeting.html

NOTICE BOARD

We bought a property on the top of Golden Hill Lane, Leyland. Well after 5 months hard work we have finally moved in.

The property is almost 150 years old. The original deeds, which we have, are bound in wax and hand written. It literally feels like you are holding history in your hands. Most people locally seem to remember it as the old electrical shop or next to the fishing shop. Do you or any other members know where we could get hold of some photo's of the area about the 1900 or before?? If anyone knows anything about the building or the history of the area please contact Greg at

11 Golden Hill Lane, Leyland

Tel/Fax: 01772 422004

Email: info@derbyshirebooth.com

A wealthy old lady decided to go on a photo safari in Africa. She took her faithful pet dachshund along for company. One day, the dachshund starts chasing butterflies and before long the dachshund discovers that he is lost. So, wandering about, he notices a leopard heading rapidly in his direction with the obvious intention of having lunch. The dachshund thinks, "OK, I'm in deep trouble now! Then he noticed some bones on the ground close by, and immediately settles down to chew on the bones with his back to the approaching cat.

Just as the leopard is about to leap, the dachshund exclaims loudly, "Boy, that was one delicious leopard. I wonder if there are any more around here."

Hearing this, the leopard halts his attack in mid-stride, a look of terror comes over him, and he slinks away into the trees. "Whew," says the leopard. "That was close. That dachshund nearly had me."

Meanwhile, a monkey who had been watching the whole scene from a nearby tree figures he can put this knowledge to good use and trade it for protection from the leopard. So, off he goes. But the dachshund saw him heading after the leopard with great speed, and figured that something must be up.

The monkey soon catches up with the leopard, spills the beans and strikes a deal with the leopard.

The leopard is furious at being made a fool of and says, "Here monkey, hop on my back and see what's going to happen to that conniving canine."

Now the dachshund sees the leopard coming with the monkey on his back, and thinks, "What am I going to do now?" But instead of running, the dog sits down with his back to his attackers, pretending he hasn't seen them yet... and just when they get close enough to hear the dachshund says...

"Where's that damn monkey? I sent him off half an hour ago to bring me another leopard!"

Thomas Cole Solutions bring Chorley business onto a world stage

Chorley-based internet marketing and consultancy specialists Thomas Cole Solutions have proven their capability to provide top-class services by landing a lucrative deal with one of the world's largest organisations.

The Lancashire firm continues to add to its global client base after agreeing a contract to act as branding consultants to ChevronTexaco – the world's sixteenth largest company by turnover. The award of the contract proves that local firms can – and do – work alongside some of the biggest brands in the world, and Thomas Cole Solutions can proudly point to the fact that it beat off competition from all parts of the globe to secure the tender. Ross Johnson, New Business Director of Thomas Cole Solutions, claims that the outlook is positive for his fast-growing company. He revealed:

"This is an interesting and exciting project, as this is the largest company we've worked for to date. I think it acts as a testament to the level of our team's abilities that we've been able to tie up this deal and we feel very enthusiastic about the level of service we can provide to ChevronTexaco. We're now in a position where not only can we point to a strong base of Lancastrian and UK clients, but also a growing number of partners on a world stage."

Fellow director Tony Dickinson added:

"This is a wonderful opportunity to further the profile and capabilities of Thomas Cole Solutions and we're looking forward to a long-term relationship with ChevronTexaco. We're hoping that the success of this deal will create many further opportunities for us to expand and offer an even greater service to our clients."

John Byrne, a UK Trade Investment Business Advisor, believes that Thomas Cole Solutions are a shining example of how companies in the North West of England can enjoy success on a world stage. He explained:

"The award of this contract proves that it doesn't matter where you're based, as long as you're capable of providing the goods when it matters. Thomas Cole Solutions are a shining light for the rest of the region, proving that North West firms are more than capable of offering a first class service to the world's largest organisations."

Tel: 08000 852584

E-mail: info@thomascolesolutions.com



Why are languages important to your business?

It's very easy for English speakers to duck the language issue and sit back complacently while others make the effort to communicate with us. But think about it this way: if you are at a social or business event and make no effort to find out about the people you meet there, you risk appearing rude. But if you make the effort to communicate with others in their own language, even if you just use a few polite phrases, you can start breaking down language and cultural barriers.

As a company doing business overseas you will almost certainly come up against language and cultural barriers. How you tackle them could mean the difference between success and failure. Greater export success is your goal. Being capable in languages demonstrates adaptability and flexibility, which creates a favourable first impression. That means business will come your way rather than to your competitors.

Here are a few simple benchmark actions using languages to increase competitiveness:

- Translate website (multilingual websites)
- Train junior personnel basic language skills in order to screen calls and transfer enquiries to management and provide a certain level of information.
- Respond to email enquiries in foreign languages.
- Utilise translation/interpreting services in the first instance to assess benefits of foreign language capabilities.
- Route website through a language specialist who can respond to enquiries.
- Develop an export and international communications strategy as part of comprehensive business planning.

Flexible Learning

- Think about bringing a language trainer on site. Lunchtime, afternoon or evening tuition sessions can all be arranged.
- How about taking on a personal tutor for key staff or bring them into a group session. They'll enjoy it and become loyal to the strategy in the process.

Alternatively arrange a regular programme of training out-house. This allows people to concentrate and is especially useful for intensive courses. Sharing the learning of a language is always rewarding and will reward your organisation with its results.

Learning Languages

Training provision is extremely adaptable and language service providers can satisfy a wide range of training needs by offering services at a time and place that suits the demands of your business. Training is offered from simple language skill development through to advanced courses and cultural consultancy.

Contact Dawn Vickers at Lancashire College for more information on 01257 276719 email dawn.vickers@ed.lancscc.gov.uk

Thank you to everyone who has contributed this month, keep it coming. If your piece was not in this month don't worry! You will be in next time.



Tranquil Holistic Retreats

SPECIAL OFFER FOR BUSINESS CLUB MEMBERS

Weekend Retreat Friday 21st October –

Sunday 23rd October 2005

10% Discount off normal price of £290. PLUS

£25 Gift Voucher to Spend on Future Weekends

12 Places Reserved for Chorley & South Ribble Business Club Members until 1st SEPTEMBER 2005

Call now for a booking form to claim your Place 01772 610045 Or email tranquil.retreats@virgin.net
For Programme see web site: www.thretreats.co.uk

What Is Tranquil Holistic Retreats?

Weekends providing an Opportunity to Experience Holistic Therapies and Practices, in 25 acres of beautiful Lancashire Countryside with a high standard of accommodation and food. An opportunity to relax and step outside the normal rush of life.

What Are Holistic Therapies?

Therapies which recognize that as human beings we are a combination of Mind, Body & Spirit and that everything we do affects all three. When we feel stressed or out of sorts it means the balance of the three is out of kilter, therefore Holistic Therapies enable us to bring ourselves back into balance or are used as prevention rather than cure to keep us in balance.

Its Just for Women to Pamper Themselves Isn't It?

NO! Holistic Therapies are for Men and Women – we all need balance in our lives – and a bit of pampering!

Its for People Who are a Bit Whacky Isn't It?

NO! It's for anyone of any age, ability or culture. For people who want to find a greater sense of peace and calm in their lives and wanting a greater understanding of how we function as human beings and that want to be more in control of their lives.

Examples

Indian Head Massage, Reflexology, Swedish Massage, Aromatherapy, Hot Stone Massage, Yoga, T'ai Chi, Herbal Medicine, Homeopathy, Naturopathy, Vastu, NLP, Reiki, Bowen Technique, Crystal Therapy, Hopi Ear Candling, Circle Dancing, NIA, Meditation, Angels, Dowsing, Emotional Freedom Technique – to name but a few, some you will be familiar with others will be totally new.

Holistics For Life

Holistic Therapies can be applied to all aspects of life, as well as personal and leisure, in the workplace, where they can be used for employee development, team building & stress relief. Tranquil Holistic Retreats has developed Corporate Training Programmes for Enlightened Employers who have rejected the 1980's 'Walk Over Hot Coals' physically threatening approach to training because they appreciate we are now in the 21st century and that enhancing the Emotional Intelligence of their employees is the way to improve their business.

Why are men happier?

Men are just happier people - What do you expect from such simple creatures?

Your last name stays put.

The garage is all yours.

Wedding plans take care of themselves.

Chocolate is just another snack.

You can be President.

You can never be pregnant.

You can wear a white T-shirt to a water park.

You can wear NO shirt to a water park.

Car mechanics tell you the truth.

The world is your urinal.

You never have to drive to another gas station restroom because this one is just too icky.

You don't have to stop and think of which way to turn a nut on a bolt.

Same work, more pay.

Wrinkles add character.

Wedding dress £5000. Tux rental-£100.

People never stare at your chest when you're talking to them.

The occasional well-rendered belch is practically expected.

New shoes don't cut, blister, or mangle your feet.

One mood all the time.

Phone conversations are over in 30 seconds flat.

You know stuff about tanks.

A five-day vacation requires only one suitcase.

You can open all your own jars.

You get extra credit for the slightest act of thoughtfulness.

If someone forgets to invite you, he or she can still be your friend.

Your underwear is £8.95 for a three-pack.

Three pairs of shoes are more than enough.

You almost never have strap problems in public.

You are unable to see wrinkles in your clothes.

Everything on your face stays its original color.

The same hairstyle lasts for years, maybe decades.

You only have to shave your face and neck.

You can play with toys all your life.

Your belly usually hides your big hips.

One wallet and one pair of shoes of one colour for all seasons.

You can wear shorts no matter how your legs look.

You can "do" your nails with a pocket knife.

You have freedom of choice concerning growing a mustache.

You can do Christmas shopping for 25 relatives on December 24th in 25 minutes flat.

No wonder men are happier!



Dates for the Dairy

July 5th	Members' Mini Exhibition
July 19th	Power Boat Competition
August	No meeting
Sept 6th	TBC
Oct 4th	David Kevill on Spread sheets
Nov 1st	Wine tasting with Chordale Wines
Dec 6th	Members presentations
Jan tbc	Bowling



Last Months Prize Winners Raffle winners

John Thompson of Engineering-Support and Rachel Gill of Aspect Mortgages

new members

Maria Preston - Co-ordinate
01772 654140
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Venue Dressing

Committee contacts

Chairman - Keith Ellison

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DIYPR

Further to Steve Ward's article in last month's newsletter I can also confirm the power of DIYPR. I have used this on a number of occasions resulting not only in several small articles but also 3 radio appearances and a major article in the LEP. In my case I prepare a press release, no longer than one side of A4, giving the key points of what I want to say and I e-mail or post it direct to the media. You must have something different and interesting to say. Always put your name and contact phone number for further information. I circulate the press release to all newspapers and/or radio stations in the geographic area I want the publicity. One such press release resulted in me appearing live on Later with Carole on Radio Lancashire on 3 occasions.

Another recent press release featuring Send A Hug bears really succeeded. Within 24 hours of e-mailing the press release, the Lancashire Evening post contacted me to say that they wanted to do a major article and could they send a photographer round - of course they could.

The end result was an excellent article in the LEP with colour photograph, 10 orders and a retail outlet wanting to stock the bears. All for free! By pure coincidence the article appeared on the day I left the country!!! On holiday I hasten to add. Little did the customers know I was taking their call lying on a sun lounger in Greece!

I am very reliably informed that the article equated to over £1,000 in advertising costs and I am certain it was far more productive than an advert.

I am always looking for anything I can use for press releases. Some are ignored but some do work. Give it a try. If I can help I would be delighted to.

David Kevill - Kevill & Co

CELEBRATE YOUR SPECIAL DAY WITH A HUG

What better way to remember the birth of a baby, a christening, a wedding or a special birthday than with a hug. Send A Hug, based in Bamber Bridge, have been offering uniquely personalised bears for the past six months and such has been their success that they have now acquired their own in house knitting and embroidering production facilities. Send A Hug offer high quality Gund bears with each one having it's sweater uniquely embroidered with the customers' own message. In the case of the birth of a baby the message normally includes the baby's name, weight and time and date of birth. In the case of a wedding the message will usually include the bride and groom's names and the place and date of the wedding. The message can, however, be whatever the customer wants, within a word limit.

Send A Hug bears are suitable for all occasions and are unique in that each one is embroidered with exactly the message the customer requires. They are without doubt a wonderful lasting reminder of any special event.

Send A Hug are also looking to team up with any local charities who wish to market Send A Hug bears for which the charity will receive a commission.

To see some of the bears that Send A Hug offer please visit www.sendahug.co.uk, although new items are being all the time.