

Sponsored by



Impression

NEWSLETTER



June 2005

LOCAL MAN IN MOUNTAIN TOP RESCUE DRAMA (or Friday 13th – unlucky for some!)

John Thompson, self-employed businessman from Chorley, was involved in a dramatic Helicopter rescue from the top of Snowdon Mountain in North Wales. One of the members of a walking group he was with was suddenly caught in a strong gust of wind and blown from the ridge as they started their descent from the summit. John climbed down from the ridge to assist the injured party, Charles Smith, and when it became apparent that the injuries sustained would not enable him to complete the descent, John was instrumental in calling out the Mountain Rescue party and liaising with the Helicopter rescue.

John, who is secretary of the Chorley & South Ribble Business Club, is an experienced fell walker and also acts as a voluntary instructor at Longsleaddale Outdoor Pursuit Centre, near Kendal. As a self-employed Electro-mechanical engineer, he provides a backup service for companies who do not have their own engineers, mainly in the North of England and Ireland.

The walking group concerned, who meet once a month, is made up of self-employed people who enjoy walking and use the opportunity to 'network' by passing on enquiries for their respective businesses.
Graham Archer

Did you know about...

APH Computer Systems Ltd have secured a contract to upgrade 18 PC's and replace a further 8 PCs to Burrows (GM) Ltd, a local retailer in Leyland.

As from June 2005 Microsoft will no longer supporting the Windows 98 operating system.

If you have any business machines running Windows 98 or below now is a good time to look at updating your systems.... we can advise on current trends and how they can best fit your business needs.

Give us a call, and see how we can help your business.

Richard Knight - APH Computer Systems Ltd

(0)1257 271 402 www.aphcomputersystems.co.uk

NOTICE BOARD

Don't forget, the club exhibition is the July 5th meeting, if you want to exhibit then contact Mark Collins enquiries@ppbb.net to book your table. Places are limited.

Overcoming Language Barriers in Business

Speaking your foreign clients' language can be vital to commercial success. Recent EU research has shown that one in five UK companies believe they have lost business through an inability to speak their customer's language or understand the local culture.

Research states that:

- Internet users are 3 times more likely to buy when addressed in their mother tongue
- 90% of the world's population live in a country where English is not the mother tongue
- 60% of British trade is with non-English speaking countries
- One in five companies are losing business because they need an international communication plan

With more and more demand for improved communication in business, there's never been a better time to enhance your language skills. And it need not be a daunting experience.

Understanding the importance of effective international communication is the start to improving your international profile. There are different ways in which this can be done including translating your promotional material, globalisation of websites, using interpreters at trade fairs or crucial meetings and even learning the language in order to breakdown barriers in your international business dealings.

There's no quick fix that will be effective in the long term but companies who are prepared to make even a small effort to commit to overcoming language barriers will reap the rewards.

For more information contact Dawn Vickers at Lancashire College on 01257 276719 or email dawn.vickers@ed.lancscc.gov.uk

THE NEXT MEETING

TUESDAY 7th June

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

A Life in PR- Dea Parkin of The Competitive Edge is going to entertain us with her experiences as a marketing/PR/advertising consultant and copywriter/fall-guy, but with some useful information too!

These clangers were dropped by GCSE candidates in history, music, religion and classical studies. These wonderful misunderstandings and misspellings of Britain's 16 year-olds were compiled by examiners nationwide.

Ancient Egypt was inhabited by mummies and they wrote in hydraulics.

The climate of the Sarah is such that the inhabitants have to live elsewhere.

The Bible is full of interesting caricatures. In the first book Guinessis – Adam and Eve were created from an apple tree. One of their children, Cain, asked "Am I my brother's son?"

Moses led the Hebrew slaves to the Red Sea, where they made unleavened bread which is bread made without any ingredients. He died before he ever reached Canada.

The Greeks were a highly sculptured people and without them we wouldn't have history. The Greeks also had myths. A myth is a female moth.

Socrates was a famous Greek teacher who went around giving people advice. They killed him. Socrates died from an overdose of wedlock. After his death, his career suffered a dramatic decline.

In the Olympic games, Greeks ran races, jumped, hurled the biscuits and threw the java.

Julius Ceaser extinguished himself on the battlefields of Gaul. The Ides of March murdered him because they thought he was going to be made king. Dying, he gasped, "Tee Hee, Brutus".

Joan of Arc was burnt to a steak and was canonized by Bernard Shaw. Finally Magna Carta provided that no man should be hanged twice for the same offense.

In Midevil times, most people were alliterate. The greatest writer of the futile ages was Chaucer.

Queen Elizabeth was the "Virgin Queen". When she exposed herself before her troops, they shouted "Hurrah".

Sir Walter Raleigh is a historical figure. He invented cigarettes and started smoking.

The greatest writer was William Shakespeare. He was born in the year 1564, supposedly on his birthday. He wrote tragedies, comedies and hysterectomies, all in Islamic pentameter. Romeo and Juliet are an example of a heroic couplet. Romeo's last wish was to be laid by Juliet.

Writing at the same time as Shakespeare was Miguel Cervantes. He wrote Donkey Hote. John Milton wrote Paradise Lost. Then his wife died and he wrote Paradise Found.

Gravity was invented by Isaac Walton. It is chiefly noticeable in autumn when apples are falling off the trees.

Johann Bach wrote a great many musical compositions and had a large number of children. In between he practised on an old spinster which he kept in his attic.

Queen Victoria was the longest queen. She sat on a thorn for 63 years. She was a moral woman who practiced virtue. Her death was the final event which ended her reign.

Abraham Lincoln's mother died in infancy and he was born in a log cabin which he built with his own hands.

Another good story was William Tell, who shot an arrow through an apple as he stood on his son's head.

Sir Francis Drake circumcised the world with a 100ft clipper.

The sun never set on the British Empire because the British Empire is in the East and the sun sets in the West.

Pam Brown

Chorley and South Ribble Business Club Powerboat Challenge 2005

The club's annual Powerboat Challenge is to be held on the evening of Tuesday 19th July at The Anderton Centre, Lower Rivington Reservoir. Briefing will be at 6.00pm at the boathouse by the water. The competition will begin as soon as possible afterwards. This is a great opportunity for people that have no previous experience of boating to have a taste of powerboat handling. Please contact Keith Ellison on 01254 832123 or email springboard@telecomplus.org.uk to book your place. Places are limited as we need to be off the water before dark. First come, first served. The boats that we will use are the ones that are used for the Honda RYA Youth RIB Championship and are Avon 4.5M RIBs (Rigid Inflatable Boats) powered by Honda 40hp four stroke outboard engines. The RIBs are capable of 30 knots plus. This is the only event in the UK this year for adults and I would like to thank the sponsors, Honda, Avon, Indespension and the Royal Yachting Association for allowing us to use the equipment and for providing medals for the winners.

The Honda RYA Youth RIB Championship is designed to encourage clubs around the UK to train young people to handle powerboats in a responsible and safe manner. Clubs hold their heats in their own boats and then send their best youngsters along to their regional final. There are 14 regional finals including Northern Ireland, the Isle of Man and the Channel Islands. Over 3,000 young people took part in the championship in 2004. I attend the regional finals with the RIBs and the winners of the two age groups, 8-12 and 13-16, are invited to the National Final at the Southampton Boat Show in September. The National Champion in each age group wins a RIB, engine and trailer for their club.

I will be running the Business Club Powerboat Challenge in exactly the same way as a regional final (without the age groups). To give you an idea, the course record is 1 min 05 seconds and last year's fastest time in the club event was by Mark Collins at 1 minute 30 seconds. Don't worry if you haven't ever been near a boat before, an experienced instructor who will encourage you around the course will accompany you. You will have a few minutes practice before attempting the course twice. The course consists of a slalom around buoys followed by a man-over-board exercise (no need to get wet!) and a reversing exercise around a buoy. The fastest times come from a controlled run and not outright speed. I am always amazed at the improvement that club members show with just a few minutes in the boat. I shall expect great things of those that have tried the event previously! Keith Ellison - Springboard Events

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.

Company name: Richard Davies Management Services Limited

Contact: Richard Davies

Phone 01257 485190 – Mobile 07885 253995

E-mail: DaviesRDMS@aol.com

About us:

- Advising businesses regarding publicly funded recruitment, training and other workforce development possibilities
- Advising on grant assisted and other funded business improvement opportunities
- Carrying out *ad hoc* strategic projects
- Working with businesses to identify opportunities for cost reduction and profit improvement through the managing out of waste. Waste being defined as any cost that *needn't* be there.

It has been suggested that up to 30% of an organisations turnover could be lost through waste. Our mission is to help ensure that businesses do not suffer unacceptable losses by helping them to better understand where, and how, money 'leaks' out of their organisations.

Our definitions of waste are; *any costs that needn't be there and any benefit that the organisation could have but doesn't*

We offer support to businesses in two ways:

- By working within the organisation and with the management team to identify opportunities for waste reduction and profit improvement
- Through the provision of one day workshops at which businesses can identify opportunities whilst, at the same time, learning from other organisations as well

Often it is the simple, routine, day to day issues that

cost businesses most dearly and some examples of where money 'leaks' away are:

- Unnecessarily high postage costs. First class being used instead of second
- The cost of road fuel
- Poor driving
- Car servicing
- Unnecessarily high travel, accommodation and subsistence costs
- The cost of employee absence and staff turnover
- Misuse of mobile 'phones
- Misuse and poor management of ordinary phones
- Poor credit control and debt management
- Inefficient insurance administration
- Sub-standard repairs and maintenance to vehicles, equipment and buildings
- Employment tribunals and health and safety prosecutions
- Stock losses due to poor inventory control
- Skills gaps and shortages within the business
- Inefficient energy and utility costs management

We work with businesses to consider these (and many more) issues and then to develop an action plan to help ensure that any deficiencies are addressed as a matter of urgency.

In today's very competitive business environment any opportunities to improve productivity, efficiencies and profitability need to be explored. We help our clients to do just this.

LOCAL COMPANY GETS NEW IDENTITIES

Kevill & Co, business troubleshooting and advisors based in Bamber Bridge, are to re-brand their activities to better portray the services they offer. David Kevill, Managing Director of Kevill & Co, feels that the name doesn't accurately portray the businesses activities. In future they will operate under four trading styles.

The new trading identities will be:-

PTFD – This will cover the Part Time Finance Director service that they offer. This service is extremely useful to companies who would benefit from a highly qualified and very experienced finance professional but can't afford to employ such a person full time. David says that frequently companies get into financial trouble because they entrust the control of their finances to someone with insufficient experience. Kevill & Co can provide any level of service from half a day per month upwards and clients are not asked to sign long term contracts. This is a very effective and cost efficient business service.

An Outside Pair of Eyes - Kevill & Co offer a one off service whereby they will visit any business that feels they could and should be operating more successfully. Kevill & Co will undertake a full review of the operation, or parts of the operation and present the client with a report of suggested operational changes that will benefit the business.

The Spreadsheet Club - David has developed a way to significantly improve your spreadsheet skills in just 90 minutes

and have some fun along the way.

The sessions are aimed at people who are already familiar with the basics of spreadsheets but would like to know how to use some of the very useful, but lesser known, features of Excel. Features to be covered will include Filters, Vlookup, Hlookup, Conditional Formatting, Sumif, Paste Special and Macros. David says that these are all very easy to use when you know how but yet are very powerful tools. In just 90 minutes all these features will be demonstrated in detail and everyone will be given a CD to take home containing detailed user guides to the topics covered.

The sessions are not only informative but also fun with the educational aspect being interspersed by a fun quiz with a prize for the winner.

Team Building 1 – David strongly believes that success is always achieved as a result of excellent teamwork. Kevill & Co offer team building training to help to build those vital teams in any business. David is keen to stress that these days are definitely not classroom lectures. They are intended to be informative but fun and use a mixture of discussion and team building activities. David stresses that each division will continue to operate with Kevill & Co's ethos that they will only accept work that he knows they can complete to a very high standard.

If anyone would like further information on any of these services please contact David by e-mail on david@kevill.co.uk or telephone him on 07730 583846.



Dates for the Dairy

June 7th	Dea Parkin - A life in PR
July 5th	Members' Mini Exhibition
July 19th	Power Boat Competition

new members

Peter Goodliffe - Goodliffe HR
 01257 267832
 peter@goodliffe99.fsnet.co.uk
 HR/Personnel Consultancy

Janet Broughton - Tranquil Holistic Retreats
 01772 610045
 tranquil.retreats@virgin.net
 Holistic Therapy Weekend Retreats and Corporate Training

Rosemary Morganroth - Morgan Lighting of Chorley
 01257 278188
 morgan.lighting@virgin.net
 Retail Lighting

Last Months Prize Winners



Merry May Prize Winners left to right Andy Burnett, Pam Brown and Adrian Owens

DIYPR + BCN = FP

The equation for successful self promotion includes a little of your own imagination and your Business Club Newsletter. Submit your own Do It Yourself Press Release, as we did in the May issue, and when it is picked up on by the local paper you get Free Publicity. After telling members of our 20th anniversary support for Leyland & Farington Cricket Club's Golf Day, Malcolm Wyatt of the Chorley Guardian called and interviewed my wife Ann over the phone. Next week we were featured in the Business section of the Chorley and Leyland Guardian. So get your word processor working and submit a story today. You never know who might read it and what it might lead to.

Dea Parkin will tell you more about this sort of thing at the June meeting and there's still time to enter the Golf Competition on the 3rd June as well.

Steve Ward, Vice-Chairman 01772 435010

Committee contacts

Chairman - Keith Ellison
 Tel: 01254 832123

Email: keith@springboardevents.co.uk

Membership Secretary & Club Contact
 - Lynda White

Tel: 07779 403915

Email: info@travelmercedes.com

Secretary - John Thompson

Tel: 01257 278400

Email: john@engineering-support.co.uk

Newsletter & Website - Lisa Thomason

Tel: 01257 413328

Email: lisa@impressiondesign.co.uk

Newsletter Editor - David Keவில்

Tel: 01772 629308

Email: david@keவில்.co.uk

