

NEWSLETTER

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RIBBLE
BUSINESS
CLUB



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November 2006



DO YOU WANT A LAWN
TO BE PROUD OF?



In March of this year I officially launched my own business Based in Leyland and covering a 20 mile radius known as 'Green Envy Lawn Treatment Ltd'. The service is pretty much aimed at anyone who has a grass lawn and would like it to be lush and green without any problems such as weeds, moss and brown patches etc.

Whether you are a keen gardener or not I can help! To give you a brief idea of the lawn treatment service concept I have prepared the following bullet points.

- From only £13 per treatment (for a typical 100sq. metre lawn) I have adopted a system that includes four regular pre-scheduled visits to your home spread across the year providing the lawn with its specific feed and weed requirements each particular time! Also as an optional extra I provide a Scarification and Aeration service which greatly enhances the lawns appearance the year after!

- I do it myself you might say! So what's the benefit of using Green Envy? I use only the very best of professional products that include a long life controlled release fertiliser and a separate weed control application that simply aren't available to the general public at garden centres. These products are quite honestly more than twice as good as amateur ones and are really designed to be used on golf courses etc.

- So what are the real Benefits? You can have the lawn you've always desired with minimal effort and cost! Spend more time enjoying your lawn, not working on it! Pay as you go service, no contracts! No more weeds just lush, vibrant, green grass!

The biggest obstacle at this present moment like all new business owners is to get myself known locally and to build a customer base which I'm sure can be achieved via your help! I offer a FREE no obligation in-depth lawn analysis and quotation to anyone who may be interested in using my services which can be arranged by visiting my site at www.green-envy.co.uk or by calling me on 0800 458 1054.

I know that the service I provide works brilliantly which is why I would like to offer all members of the Chorley and South Ribble Business Club 25% discount for lawn treatments through-out the first year with the idea of building a good 'word of mouth' referral system.

Call now to book your FREE no obligation lawn analysis and Quotation!

the last meeting - by Steve Ward

Another very good turn out had committee men scouring for extra chairs and Martin Tyrer delighted the audience with a very lively and entertaining talk on the possibly dull topic of computer security. The bottom line folks is to ensure you always have a good and fully up to date internet security package and beware of anything unusual happening on screen! In case of emergency contact BBTV on **01772 335985**. We were also treated to a pre-launch visit by Chorley FM, the new community radio station which goes on air from 24th November. They would be delighted to hear from anyone who would like to sponsor a programme or advertise on the web or on the airwaves. Contact Roger Dyson on 01257 515330. Finally we recruited five speakers for the members presentations in December. Jenni Davies of Consultant 365, Dean Weaver of PhotoPanarama, Ross Johnson of Thomas Cole Solutions, Steve Ward of Ad-Options Ltd and Rachel Gill of Aspect Mortgages. If anyone wants to go on the reserve list, please let me know on **01772 435010** or email steve@ad-options.co.uk. Steve Ward, Vice-Chairman



Martin Tyrer - BBTV



last meetings winners

An apology goes a long way...

We would like to apologise to all at Engineering Support for the loss of our phone and fax service this morning. New technology and the addition of more communication channels appear to have temporarily worked against us. In the unlikely event that this should happen again, please e-mail us and try to be patient with us. As you know, we pride ourselves on our level of service and our massive portfolio of manufacturers' products, so this temporary failure is most regrettable to us. If you missed us, please call back. If you didn't, please call anyway. Best regards.

THE NEXT MEETING

Tuesday 4th November

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

Book your taxi now for the annual wine tasting with Brian Wilding of Chordale Wines.

The chairman writes *Autumnal Reminiscing*



I thought I would write my article this month earlier than I normally do but somehow the ideas of what to write about are slow in coming. Maybe it's because I haven't got the pressure that I have to write it NOW! We all thrive on pressure, don't we?

Looking out of my office window watching the trees begin to show signs of deteriorating into autumn started me thinking about how work relationships have deteriorated since I was new to the world of work, many, many years ago. Deterioration, pressure – is there any connection? Is it due to increased pressure, but surely there has always been pressure in business? Is it due to increased pressure in life in general, do we have to have more than the people next door? In 1968 I began work as an assistant accountant at Gainsborough Cornard, in Lyons Lane, Chorley, now Morrison's supermarket. I earned the astronomic sum of £8 a week! But I was happy at work, and yet I see many, many cases these days, at my clients, of people who are anything but happy at work. What has changed?

In the 60s we did silly things like playing rounders on the rec at lunchtime – I know, it sounds stupid now but it was fun and helped to build a great team spirit. We had a table tennis team, we weren't good but that didn't matter. We organised family days out and had no problem getting large numbers to attend. Everyone seemed to get on, at least at work, and would happily help each other.

Now I see people who think they are doing their employers a favour by turning up every day, or should I say most days. I see constant attempts to blame someone else. Help each other – what does that mean! I see demands for astronomical salaries from people with little practical experience. 'What can I complain about next?' seems to be the game to play these days! As for organising an outing, what a struggle that can be to drum up some interest.

I know not everyone is like this, by a long way, but there are enough who are, to make life uncomfortable and frustrating. Enough, also, to have a damaging effect on team spirit, on morale and on the results of a business.

I would like someone to explain just what is achieved by being in conflict with your colleagues or your employees / employers. For a number of years I was a business advisor to the Young Enterprise scheme, working with Longridge High School. One of the first things we used to tell each

year's set of students was "If you dislike one of the other members of the company, leave that dislike outside the company door and work together as a team for the good of the company." They were 15 year olds and they managed to do as we asked, why can't large numbers of so called educated and sensible adults?

The biggest asset of any company is it's employees and I doubt that anyone will disagree with that. Surely happy employees work better and produce better results for your business. Dare I add that even those employees who do work well and don't complain are not, in many cases, really that happy?

Why, in general, are employees less happy these days? Does it start with you, the boss? Ask yourself that question and answer it honestly. How well do you understand your employees, how often do you talk to your employees and ask them how they are feeling? How often do you ask for and listen to your employees' ideas and suggestions? You'll be surprised what excellent ideas may be in the heads of your workforce. Don't say that you don't have time, because it only takes a minute or two.

I know most of our members are small businesses with few, if any, employees but isn't it important that even if you only have one employee they should be happy at their work.

I see conflicts between employee and employee, employee and employer, employer and employer and even business and business. Why? Life's too short. Thank goodness for the Chorley & South Ribble Business Club where we do genuinely help each other whenever we can – to everyone's benefit.

I apologise for getting on my soapbox this month but am I right, or am I just seeing the old days through rose coloured glasses? What do you think? Maybe I am just becoming, or have become, a grumpy old man. Don't get me wrong, I really do enjoy my work but I get very frustrated at the problems caused and time wasted, almost daily, by even the smallest of disputes.

Work together as a team because **Together Everyone Achieves More.**

Maybe the business world will seem a happier place after sampling Brian's wine at the next meeting – don't miss it.

It's surprising what thoughts autumnal trees will bring to mind. Ah well I'm off to walk the dog – he's always happy!

ROCKY'S REFIT

Hilary Cox of Crossfields Saddlery has been asked by the International League for the Protection of Horses (ILPH) in Blackpool to fit a saddle to a very temperamental horse called Rocky. Hilary, is a fitter for The Saddle Company whose saddles are made using serge, wool-stuffed panels which provide just about the softest and most forgiving material that you can put onto a horse's back.

With this in mind, ILPH thought that one of these saddles would be ideal for Rocky, a 15h1" Welsh X who was donated to the farm as part of a legacy. He hates men and can be very difficult for the vet. Hilary said

"As I'm neither he should be a perfect gentleman whilst he's being measured". He didn't object and within three weeks his made to measure saddle arrived.

Rocky has now tried on his new saddle, and stable girl, Mandy, has put him through his paces to check that the fit was correct and that there was no movement. Both horse and rider were happy with the new saddle. Mandy said, " If Rocky didn't like it he would have bucked me off". Praise indeed as he didn't make any objections!

Hilary hopes that word will get around to other riders that if their horse does not like their current saddle they should give her a ring on 01254 830947.

Committee Vacancy

Due to increasing work commitments Linda feels it necessary to resign from her position as Membership Secretary.

Whilst all of us on the committee are very sad indeed to receive Linda's resignation, we do understand.

May I join everyone on the committee and all the club members in thanking Linda for the excellent work she has done for the club, she will be greatly missed. Hopefully we can twist her arm to at least continue as a committee member. Obviously we now have an opportunity for someone to take on the role of Membership Secretary. Are there any volunteers out there? You would be made very welcome indeed on the committee. If you are interested, please speak to any committee member.

A Chance to Earn Commission

Keவில் & Co is about to run a marketing campaign on Team Building Days. I am offering to pay £20 to any club member, or to any charity of their choice, for each lead they provide that turns into a firm booking between now and the end of December 2006. The only stipulation is that you mention the Team Building Days to your contact first and that they have at least shown some interest. Please don't just provide a long list of names in the hope that one may prove fruitful. Please email any details to me at david@keவில்.co.uk.

Photographic Business is a Virtual Success

Life has been a virtual tour for a Lancashire photographer since turning his hobby into a cutting edge photographic business. Dean Weaver founded Photo Panorama a year ago to meet the increasing demand for 360 degree virtual tours for Lancashire business websites, opening up a whole new world for Internet users with just one click.

After years exploring the new technology on private projects Dean left his job in IT to start the new business aimed at hotels, property developments and commercial premises.

Clitheroe-based Dean said: "I have used the developing technology privately for years but it was never high quality enough to be useful for business websites. Last year the equipment and accompanying software improved significantly and I knew it was the right time to go it alone.

"The Internet has become the top choice for consumers to investigate travel destinations, whether for business or leisure. For property owners, virtual tours show compelling and cost-effective interactive content to market to these potential guests.

"Virtual tours provides stunning full 360° color photography of properties, allowing business and leisure travelers on the web to appreciate the amenities and ambience of every establishment." Statistics show that hotels providing virtual tours on their websites enjoy significantly more custom than those without. Virtual tours put the website customer in control because they can choose the camera viewpoint rather than looking at a passive, static image.

Dean said: "This is a great marketing tool for a whole raft of businesses. It shows off interior and exterior spaces much more effectively than any number of still photographs, and we can add voiceovers and music to make it a multimedia presentation. It's the future.

"All things being equal, an Internet browsing customer would rather book into a hotel with a virtual tour because they can see what they're getting. It gives the customer a better view and they spend more time on the website."

Hotels, including Farington Lodge in Leyland and Sparth House Hotel in Accrington, have already added multimedia virtual tours to showcase their facilities as well as other businesses such as Walton le Dale landscapers Evabel.

To see the technology in action go to www.photopanorama.co.uk

Photo Panorama's Dean Weaver - from all angles



Last Chance for Radio Lancashire

On Wednesday, 15th November 2006 we have a new venture, in recent times at least, with a club visit to Radio Lancashire. There is no charge for this visit but numbers are strictly limited, so places must be allocated on a first come first served basis.

We will meet at 7.00p.m., in Radio Lancashire's reception, please try and be prompt. Gary Scott will be our host and will show us how a local radio station operates. We may well pick up some good tips on how to use the media to our advantage.

There are still a few places left but, as we need to inform Radio Lancashire of final numbers a few days before the visit, if you wish to join us on what promises to be a very interesting evening please let me have your name as soon as possible on david@kevall.co.uk.

If you are not sure if you have booked or not, please check with me as soon as possible.

The absolute final time to put your name on the list is the next club meeting on 7th November 2006.

FFi - Saving YOU money and helping the environment

10 ways the MPG Cap will help YOU

1 Increased MPG 7-14% guaranteed

Diesel and petrol is designed to burn at approximately 99%. Due to the inefficiencies in our vehicles, we only burn fuel at a much lower percentage. The MPG Cap is not a fuel additive it actually uses a metal combustion science. The MPG cap is designed to increase the rate our vehicles burn the fuel, in fact it only uses the fuel to dissolve and travel to the combustion chamber. Here it puts a small micro thin layer onto the chamber which allows the fuel to burn more efficiently hence the increased mpg. (This is a very simple explanation for a detailed version please see link at end).

2 Lower emissions by 75% guaranteed

As described above, the MPG Cap allows your vehicle to burn fuel at a higher rate. When your vehicle only burns at the lower percentage, the remainder of the fuel is pushed through the exhaust. As the vehicle is now burning more of the fuel, there is less to push out of the exhaust hence reduced emissions. We actually have a copy of someone with a 2002 registered car and on their MOT test their emissions read zero. (Copies of this document are available). Imagine the impact on the environment if all the cars in the world could reduce emissions just by 75%. This is not a long term solution to the car pollution or use of crude oil but in the short term it is a massive helping hand.

3 Increased performance of your vehicle

Due to the MPG Cap increasing the octane level in your fuel, your car performs better. Personal experience is that my vehicle starts better, runs smoother and I don't get the 'tinkering' noise on the motorway any longer. (I drive an M registered Citroen AZ so the 'tinkering' used to be quite loud!)

4 37 years testing

The product was originally produced for NASA. Due to there being no general consumer market in the US until recently, it was not produced in an easy caplet until now. There is over 300 millions miles of testing with over 20 million available to the public.

5 Easy to use

The MPG Cap looks like a small vitamin tablet. Think of it as vitamin tablet for your car as it cleans the engine. Each time you fill up you simply pop one out of the packet, drop into fuel tube, where you place the petrol pump nozzle and then fill up as normal. That's it!

6 Completely organic

The MPG Cap has been tested by an independent body in the US called the Environmental Protection Agency (EPA). This organisation tests two things, first will it harm the environment and secondly, will it harm your vehicle? Both tests came back satisfactory and an EPA registration was granted.

7 It be used in both petrol and diesel

8 Reasonably priced

At the maximum price of £1.70 per cap this is extremely affordable.

Here is an explanation of a typical saving;

Price to fill up car	£50
Average 10% saving	£5
Cost of cap	£1.70
Total saving per tank	£3.30

If you fill up once a week for a year that's £171.60 saved on something you already spend. This could be a weekend away for the price of a person to a European city!

9 Worldwide product

FFi is trading in over 120 countries to date and this figure is rising continually. So if you know anyone anywhere in the world you can recommend this product to them.

10 You can also EARN while you SAVE

FFi is a network marketing opportunity and is always looking for new distributors. If you use the product and want to save further, you can become a distributor, purchase the MPG Caps at wholesale and recommend them to others. Contact Stephanie Evans, or her partner James Hearn then please contact either Stephanie or James on 07877 396853. Or visit www.increasedmiles.myffi.biz

Committee Contacts

Chairman - David Kevill
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Database Controller - Phil Lancaster
01257 278392 - euxtonlocks@uwclub.net



Dates for your Diary

Nov 7th	Wine Tasting with Brian Wilding of Chordale Wines
Nov 15th	Radio Lancashire Visit
Dec 5th	Members Presentations
Jan tbc	Annual Bowling night

How to pull your marketing in the right direction? South Ribble forum offers you a unique opportunity. Visit the club website @ businessclub.uk.com and go to the news & views for details.

The Chairman's Challenge

The club membership now stands at 80. I would like to issue a challenge to you all.

Let's try and reach the 100 mark before the annual general meeting in March 2007.

**Good Quality Self Catering
Accommodation**

**Late Spring Bank Holiday Week
26 May – 2 June 07
At Bude Cornwall
One bedroom sleep 4
Suitable for disabled**

**Other destinations in UK and
abroad available
01257 278400**

England Blind Cricket

In December the England Blind Cricket Team will be flying out to Islamabad in Pakistan to compete in the third Blind Cricket World Cup. England is fielding its strongest ever team and is looking to bring the cup home to England for the first time. Since the last world cup in Chennai, India, in 2002 where England came 3rd, the squad has improved immeasurably, so much so that there is real pressure on players to keep their place in the team. New young talent has been found and the age of the squad has dropped considerably. Training is in full swing and it is noticeable how much fitter and more skilled the players are. The last few international series have seen England beat West Indies 3-0, Australia 3-2, Sri Lanka 3-1 and lose to Pakistan 3-1. The entire team are amateurs and the manager, coaches, physio and guides all volunteers. The rub is that funds are extremely short within the team and I am asking any company within our business club if they would help sponsor the effort to win the world cup. Any amount will be gratefully received and will help our lads to play at their best. I will be going with the squad as a sighted guide (well everything is relative!) and will report back to the club after the event on the success of our team. If you would like to give some money to the cause, please contact Keith Ellison on **01254 832123**.



new members

Jeni Davies - Consultant 365
07752 774152
HR, Training and Equality Consultant

Duncan Bass - National Legal Services
07759 138624
Wills and Estate Planning

Nick Davis - Surface Doctor
01772 627903
Bathroom and Kitchen re-surfacing

James Leigh - Green Envy Lawn Treatments
07816 681355
Lawn Treatments