



Central Lancashire  
Business Club

bringing local businesses together

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*Impression*

*Newsletter*  
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## THE NEXT MEETING

TUESDAY 7.45 for 8pm

6th May 2008

### Is your networking profitable?

After the main presentation by Mike Holman you will have:

- a realistic definition of networking
- the ten Commandments of networking to increase your skills in this niche activity
- a stack of ideas and tips about what to avoid when networking
- how to stop kissing frogs
- VCP process TM
- how to really get predictable returns from your networking

### Mike Holman - speaker profile

Mike is the owner of BNI Lancashire and South Pennines and has helped hundreds of business owners to increase their referral and networking results over the last 8 years. BNI is the largest referral organisation in the world which is a "strong contact" style of networking with a strong focus on creating referrals between the members. He is also the owner of the local franchise of Referral Institute a sister company which helps people to create referrals for lifeTM using proven business models to dramatically increase business by referral. So it is a simple business mix for Mike - one of his businesses teaches people how to get the most return from their networking activities and the other is a good place to go to and apply the knowledge. Mike is recognised as one of the UK's experts in gaining results through networking.

Mike is single - used to be a golf professional and originally born in Portsmouth he is now a confirmed northerner! His secret to success is to help others first and that the rest works itself out!

Following Mike there will be a short presentation by **Bridgette Almond of Heartbeat**. Heartbeat is a local organisation dedicated to helping people who have suffered Heart Illness, Heart Attack, Cardiac Surgery or Angina. All resources and funds raised are used primarily for long term Cardiac Rehabilitation. Heartbeat also support education and research to reduce the incidence of Heart Disease in the Northwest.

Another interesting & informative evening at Lancashire College.



## THE CHAIRMAN WRITES

What a hectic month

What an excellent presentation we had from Brothers of Charity at last month's meeting. I am sure that those of you who were present will agree that it was a lively, entertaining and certainly thought provoking presentation. My admiration goes out to Lee Morris and all his colleagues for the excellent work they do. I, for one, will make sure that I visit their café at Adlington Marina soon.

As business people, most months are hectic but the odd month can only be described as crazy, and my last month certainly deserves that description. My son's wedding, visitors from America for three weeks and looking after our two granddaughters, aged 1 and 2, for four days all added to a very pleasurable but hectic time.

As in any situation, you can find business advice. The wedding was 18 months in the planning and credit to my new daughter in law for organization that left nothing unplanned. The event passed exactly as intended, how often do we fail to plan so well in our business lives? As for looking after, well really assisting my wife to look after two young children, the only business advice that comes to mind is – know your limitations!

Sadly I am unable to be at the next meeting, hopefully I will be sunning myself in Portugal – I will think about you on Tuesday 6th – not! You will be in the more than capable hands of Steve and I am sure that you will experience excellent presentations from Mike Holman, Regional Director of BNI who will talk about effective networking and from Bridgitte Almond who will give an introduction to Heartbeat. Please give your support by attending the meeting if you possibly can.

## NOMINATE NOW FOR THE CHORLEY SMILE AWARDS



Entries are pouring in for the very first Chorley Smile Awards with up to £500 for the winning community heroes. In February, Chorley Council launched the Chorley Smile Awards to recognise local people, businesses and groups who help put the spirit back into their area and promote pride in the borough.

The Chorley Smile Awards will take place on Thursday June 26 and residents are being urged to get their nominations in before the deadline on Monday May 19.

There are 13 categories in total and the winner of each category will receive a cash prize of up to £500 and a trophy. The categories are:

- The Mayor's Citizen of the Year Award - A local hero who goes out of their way to make a difference in the borough.
- Young Citizen of the Year Award (individual up to 20 years old)- A young person who goes out of their way to make a difference in the borough.
- Improving Your Neighbourhood Award- An individual, group or business that works within their area to improve it. This could include taking pride in their garden, organising litter-picks and clean-ups, planting flowers and so on.
- Greener Chorley Award -An individual, group or business that has made a significant contribution to protecting our environment and reducing climate change.
- Chorley's Recycling Champion- An individual, group or business that goes out of their way to reduce waste through recycling.
- Making Chorley Safer Award- An individual, group or business that has made a contribution to making our communities safer.
- Working Together Award- An individual or group that has made a significant contribution to improving life in their community by fostering greater community cohesion.
- Chorley Business Champion Award (market trader/retailer)- An individual, market trader or retailer that has contributed to business improvement in Chorley

- Chorley Business Champion Award (other business)- An individual or business that has contributed to business improvement in Chorley
- Chorley Arts and Culture Award- An individual or group that is involved in or actively encourages others in the community to participate in a creative arts project.
- Sporting Achievement (Individual)- An individual who has achieved some sporting success or who dedicates their own time to coaching or organising sports events for people of all ages or who promotes and develops sporting initiatives in the community.
- Sporting Achievement (Club/Group)- A sports club or group that has achieved some sporting success or who has made a difference to the local community by developing sporting initiatives.
- The Pride of Chorley Award- An individual, group or business that embodies civic pride and has gone that 'extra mile' to make a difference to their community, neighbourhood and the Chorley Borough. The winner for this award will be chosen from the winners of all of the other categories.

Local people are being asked to nominate an individual, business or voluntary or charitable group who they think have made a difference to residents, local neighbourhoods and Chorley as a whole.

More than one individual, group or business can be nominated as long as a separate entry is submitted for each one.

All entries will be considered by a panel of judges who will then produce a nomination shortlist. Every entry on the shortlist will be invited to the prestigious Smile Awards ceremony where the winners will be announced on the night.

The closing date for entries is Monday May 19. Nomination forms are available online at [www.chorley.gov.uk](http://www.chorley.gov.uk) There's also a form in the latest edition of the Council newspaper, Borough News or they are available at the Civic Offices on Union Street and the Town Hall on Market Street.

April's speakers. From left: Jonathan Scanlon, Lee Morris and Paul Clark.



April's prize winners, from the left: Paul Clark, David Kevill (David won the white and donated it to Paul who was the only speaker left without a prize), Lee Morris (winner of the members' card voucher) and Jonathan Scanlon.

## ATTACK OF THE ZOMBIE PCS



A zombie PC is one that has been infected with malware that allows a cybercriminal to take control of the machine from afar.

It can be remotely controlled by the creators of the malware that drives it, hence the name.

Once a computer has been infected, it waits for orders from the cybercriminal, who typically turn the zombie computers into massive bot networks.

A botnet is a network of thousands or millions of zombie computers and they are used to launch denial-of-service (DoS) attacks and spew out all sorts of spam, phishing and virus attacks. Botnets have emerged as the number one source of spam and experts reckon that up to 90 percent of all spam is relayed from zombie computers.

During the second half of 2006, researchers observed an average of 21,707 new active bot-infected computers per day in the Europe, Middle East and Africa (EMEA) region. More than 2.3 million bot-infected computers in the region were identified as being active at any one time, a 130 percent increase from the 1 million seen during the first half of 2006.

At the end of 2006 Microsoft named botnets as the world's main cyberthreat. At that time China accounted for 26 percent of the world's bot-infected computers, a higher density than any other nation. Beijing was the city with the most bot-infected computers in the world, accounting for just over five percent of the worldwide total.

In June 2007, the FBI notified more than a million US computer users that their PCs had been hijacked by criminals.

During 2007 botnets helped keep spam output at consistently high levels and global spam reached rates as high as 96 percent of all e-mail traffic. According to experts, the global spam rate averaged around 80 percent of all e-mail traffic throughout the year. The most disruptive botnet in 2007 was the Storm worm botnet, which researchers estimated contained more than one million infected machines.

In February 2008, researchers found that six botnets were responsible for 85 percent of all worldwide spam. The Srizbi botnet was believed to be the largest single source of spam, accounting for 39 percent of junk mail messages. The Rustock botnet came in second, responsible for 21 percent. The US continued to pump out the most spam, being the source of 15 percent of all spam.

Also in February 2008, a US teenager pleaded guilty to running a botnet of computers that included US military computers. Later that same month, Canadian police arrested 17 people suspected of running a botnet of up to one million zombie PCs, spanning 100 countries around the globe.

It's not easy to tell if your PC has been zombified. Cybercriminals try to keep it invisible to you that your machine is infected and it's uncommon for a zombie PC to display many obvious sign of trouble. Furthermore, a botnet normally doesn't deploy any single zombified computer constantly, making it even harder to pinpoint a troubled machine. And even though the usual malware warning signs like computer slowdowns and odd behaviour also apply to zombies, they could just as easily be signs of lesser problems.

But if e-mail bounces back to you with a message that you've been blocked, it is very likely a result of your PC having become a zombie PC. E-mail bounces back if your e-mail address is included on one of the spam blacklists that some ISPs use to block the IP addresses of known spammers. More than 100 such blacklists exist, and if you're on one or two such lists, most of your mail will get through, but some will not.

You can minimize the risk of having your computer turned into a zombie by using updated antivirus and firewall software at all times and avoid opening suspicious files. Also, always keep Windows and other software up to date and watch your firewall software for strange outgoing traffic. Bullguard Internet Security is available from club members BBTv, call 01772 335985.

The questions below about Australia are from potential visitors.

They were posted on an Australian Tourism Website and the answers are the actual responses by the website officials, who obviously have a sense of humour.

*Q:\* Does it ever get windy in Australia? I have never seen it rain on TV, how do the plants grow? (UK).*

A:\* We import all plants fully grown and then just sit around watching them die.

*Q:\* Will I be able to see kangaroos in the street? (USA)*

A:\* Depends how much you've been drinking.

*Q:\* I want to walk from Perth to Sydney - can I follow the railroad tracks (Sweden)?*

A:\* Sure, it's only three thousand miles, take lots of water.

*Q:\* Are there any ATMs (cash machines) in Australia? Can you send me a list of them in Brisbane, Cairns, Townsville and Hervey Bay? (UK)*

A:\* What did your last slave die of?

*Q:\* Can you give me some information about hippo racing in Australia? (USA)*

A:\* A-fri-ca is the big triangle shaped continent south of Europe. Aus-tra-lia is that big island in the middle of the Pacific which does not ... oh forget it. Sure, the hippo racing is every Tuesday night in Kings Cross. Come naked.

*Q:\* Which direction is North in Australia? (USA)*

A:\* Face south and then turn 180 degrees. Contact us when you get here and we'll send the rest of the directions.

*Q:\* Can I bring cutlery into Australia? (UK)*

A:\* Why? Just use your fingers like we do.

*Q:\* Can you send me the Vienna Boys' Choir schedule? (USA)*

A:\* Aus-tri-a is that quaint little country bordering Ger-man-y, which is ... oh forget it. Sure, the Vienna Boys Choir plays every Tuesday night in Kings Cross, straight after the hippo races. Come naked.

*\*Q:\* Can I wear high heels in Australia? (UK)*

\*A:\* You are a British politician, right?



## COMMITTEE CONTACTS

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## DATES FOR YOUR DIARY

### This month – May

**6th:** [Effective Networking](#) with Mike Holman, Regional Director of BNI and a short introduction to [Heartbeat](#), with Bridgette Almond

### Future Events

**June 3rd** [Employment Tips for Small Businesses](#), with [Peninsula HR](#) and [The Rosebud Fund](#), with Sue Roberts, Lancashire County Developments Ltd

**July 1st** [Advance Driving](#) with Police Driver Trainer, Ian Bateson

**Sept 2nd** [Behind the scenes at PNE](#), with Adrian Ward

**Oct 7th** [Presentation Skills](#) with Pat Hastings of [VOISE](#)

**Nov 4th** [Wine Tasting](#) with Brian Wilding of Chordale Wines

**Dec 2nd** [Members Presentations](#)



## WELCOME TO NEW MEMBERS

**Julia Monks**  
**UFirst Mortgage Services Ltd**

Independent residential & commercial finance

## NATIONAL LEARNING AT WORK DAY – THURSDAY 22ND MAY 2008



As part of the national Adult Learners' Week campaign, Lancashire College is celebrating National Learning at Work Day by offering employers and employees the chance to visit the college and see what is on offer.

National Learning at Work Day takes place on Thursday 22nd May and focuses on the importance of personal development through work-based learning. Educating the national workforce is high on the Government agenda and the aim of this particular day during Adult Learners Week is to emphasise the importance of adult education in the workplace.

Lancashire College is holding a special learning at work event so that employers can drop in to the college to see the excellent training facilities and discuss their learning requirements. There are many different types of courses and qualifications available that can be studied at college or in the workplace and many of these are free to qualifying learners. The college also has a learndirect centre which will be open to give visitors the opportunity to try out some courses and see how open learning can benefit their business. There will be also Information, Advice and Guidance Officers on hand to give free, impartial advice about careers and learning opportunities.

Employees can also take part in a free two hour NVQ taster session which is taking place between 12:30pm and 2:30pm on the day. The session is designed to show learners how a NVQ works and what is involved in completing one so that they can make a more informed choice about which course is best for them.

The college will be open to visitors between 10am and 3pm and refreshments will be provided. The first 50 visitors will also receive a free flashdrive.

For more information on National Learning at Work Day, please contact **Dawn Vickers at Lancashire College on 01257 276719 or email dawn.vickers@ed.lancsc.gov.uk**

We are currently updating the club website and would like all our members to have a listing in the online directory.

We now have just one free listing which includes your company details, logo and a link to your own website.

If you do not already list on the club site please contact lisa at [businessclub@impressiondesign.co.uk](mailto:businessclub@impressiondesign.co.uk) or go to the club site and visit the directory where you will find a form to submit your details.