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Impression

# NEWSLETTER

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September 2006

## THE NEXT MEETING *TUESDAY 4th July*

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

Continuing our year of high quality speakers we are pleased to introduce a real local character from the world of media and marketing to kick off our autumn meetings. Dave Swanton is 49 years old and is a Leyland lad through and through. He has worked in sport for the last 24 years, not as a player on the field, but a key player in radio and TV, as well as lecturing in media and marketing. Dave worked with Warrington and Wigan Rugby League clubs before switching codes to Sale Sharks RUFC in 2000 as Brian Kennedy's second signing, when the local millionaire saved the Manchester club from oblivion. Dave will be mixing anecdotes and marketing tips including: turning a business round from an annual £2m loss to half a million profit, multi tasking employees, enjoying what you do and making sure the staff do too! Dave has won Media and Marketing awards in both codes of rugby as well as awards for his BBC Radio Lancashire Saturday Evening Show. He also runs his own Media and Marketing Consultancy for businesses and has a contact book (built with hard work and cheek) that would be worth a fortune on ebay! Dave is not to be missed - if you not a sports fan you will still laugh and learn.



### Double American Success

David Kevill is celebrating a double helping of success from the USA. First of all Kevill & Co, business trouble-shooters and advisors based in Bamber Bridge, have just completed a major project to completely redesign the web site of Epicure Foods Corporation and also to advise on how to maximise the benefits to be achieved from an improved presence on the web. The contract was won against competition with local USA companies. Kevill & Co joined forces with Alphkat, web designers and IT specialists, based in Southport, to utilise their web design skills. The two companies have worked together on a number of successful projects in the UK over the last two years but this is the first time they have used their combined skills in the export market. David explained that Alphkat have excellent web design and implementation skills but, of paramount importance, they also have the ability to communicate with the clients in language the client understands rather than baffle them with techno speak. Alphkat always involve the client at every stage of the project to ensure that the client's wishes and ideas are incorporated into the finished product. Also this regular involvement ensures that the client is enthusiastic about and takes ownership of the web site from the beginning.

David stressed that even the best web site will not prove beneficial unless the client ensures that they work with the site to maximise the benefits. This is where Kevill & Co's skills are called for. Kevill &

Co works in parallel with the web design to ensure that the client organisation's workforce, systems and controls are structured in an optimum manner. Kevill & Co utilise their significant skills gained over many years through hands on experience in many and varied organisations, both in the UK and overseas. Now that the web site and procedures are successfully operating, a member of Epicure's staff will be visiting the UK in September to be trained in how to edit and maintain the web site in house. Unlike many companies operating in the same business area, Alphkat and Kevill & Co encourage the self sufficiency approach once the web site is operational as they strongly feel that it is preferable for the client to be in charge of their own destiny and also it is more cost effective for the client to operate in this way.

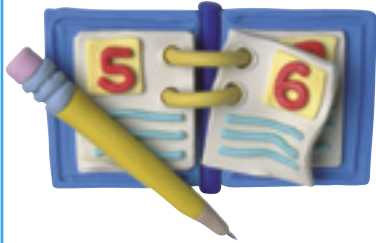
The second bit of USA success came through Send A Hug, David's company that supplies high quality personalised bears. Each bear is unique, as the bear's sweater is embroidered with the customer's own message. Recently Send A Hug received an order, through their on line shop, from Florida. Whilst they have supplied a number of bears overseas, including USA, Australia, Japan and Cyprus, these have always been from UK orders. This is the first time that an order has been received from an overseas based customer. David said that the company were obviously delighted with this success and added that it just proves how powerful a well designed and well operated web site can be.

### Radio Lancashire Visit

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 7.00pm, 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. Please let me know as soon as possible if you wish to be included in the visit as numbers are strictly limited to a maximum of 20. Please do your best to support this visit. Visits to Blackburn Rovers and Lancashire Evening Post are also currently being finalised. More details later.

### Last meetings winners





## Dates for the Dairy

Sept 5th	Dave Santon of Sale Sharks
Oct 3rd	Martin Tyrer of BBTV, Internet Threats & Solutions for small businesses
Nov 7th	Wine Tasting with Brian Wilding of Chordale Wines
Dec 5th	Members Presentations

## Committee contacts

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### E Bay Gum

The club enjoyed another very good turnout to hear Karl Ciz of Improving Futures, talking about the marketing opportunity afforded by Ebay to small businesses. He ran through the major emerging markets globally, eBay being by far the biggest but with others emerging such as Amazon, Dealtime, Kelkoo and Froogle. Businesses invariably want to sell more and these trading platforms are open to all, but must be embraced professionally and methodically to avoid complex business pain. Karl ran through key areas for consideration and gave some strategic views on how best to embrace new channels without taking high level risks. The presentation included some excellent online examples of how this has been done with live views on eBay and sister websites. The high level of interest at the meeting lead to a late break and questions continuing into the second half. Karl would be happy to visit any member wishing to look seriously at opening up eBay and other routes to market via trading platforms. Improving Futures offer a free consultancy to establish whether your products or services are best placed for the above mentioned platforms. Some examples of his work can be seen under the portfolio section of [www.creativebay.co.uk](http://www.creativebay.co.uk) and [www.improvingfutures.co.uk](http://www.improvingfutures.co.uk). [karl.ciz@improvingfutures.co.uk](mailto:karl.ciz@improvingfutures.co.uk) or tel 01925 470980

## The chairman writes



How good are you?

I hope that you all had a wonderful summer break and that wherever you wandered you had a very enjoyable time. I certainly did but sat here writing this on a dark, very wet evening the sun and beach seems months ago now. Oh well, soon be Christmas!!! Even in the most unlikely situations you can spot examples of good business skills. My holiday was spent in Cape Verde which, whilst a pleasant, very friendly and safe island group, you certainly wouldn't say that it was at the cutting edge of the business world. However, I experienced business skills we would all do well to take note of. Cape Verde had numerous street and market traders, the majority from Sengal and Gambia, selling African carvings. As is their way, they wandered along the street with us trying to persuade us to purchase their products. They asked our names and where we were from, nothing exceptional in that, but when we met the same trader a number of days later they remembered our names and where we were from. This happened with several different traders and certainly created a favourable impression with us, and, yes we did buy from one or two of them. How often do we remember names and details of casual business contacts we have met for just a few minutes? Perhaps we should! Also on one occasion when we asked one of these traders for directions, not only did he tell us how to get to our destination, he left his pitch and walked with us to make sure we got there. How often do we go that extra mile to help someone? Perhaps we should! Welcome back to your club activities. Our next meeting promises to be an exceptional one with our speaker being Dave Swanton a Leyland lad who has worked in sport for the last 24 years as a key player in radio and TV, as well as lecturing in media and marketing. Dave is not to be missed - if you not a sports fan you will still laugh and learn. I am sure you will regret it if you miss it - so don't! Also on Wednesday, 15th November 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. Please let me know as soon as possible if you wish to be included in the visit. Please see the separate article in this newsletter for full details.

## new members

Welcome to

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