

Stroud Businesswomen's Network

<http://www.stroudbusinesswomen.org.uk/>
enquiries@stroudbusinesswomen.org.uk

July 2010 Newsletter

Welcome!

Thanks again to Beth Whittaker of Viva Communications www.viva-communications.co.uk for drafting the July newsletter while I took a holiday and remembered to look at the flowers!

Talking of holidays, don't forget there is **NO MEETING IN AUGUST**. But our July meeting on the 13th promises to send us on our way fighting fit: see below for more details!

You'll see that we are continuing to experiment with the format of the newsletter, to make it easier and quicker to read, and to help you search for those items which might be of most interest to you. Do let us know what you like - and what you don't like! All feedback is welcome. Please send to enquiries@stroudbusinesswomen.org.uk or give me a call on 01453 872759.

Although there is no meeting in August, there will be a newsletter. If you have an item you'd like included, then please make sure it reaches me by Friday July 23 LATEST. You can use the enquiries@stroudbusinesswomen.org.uk address.

Best wishes - and keep in touch.

Lynda McGill
Chair, Stroud Businesswomen's Network.

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Stroud Businesswomen's Network - summer event

SBN Self defence for women + Networking!

A networking meeting over a delicious buffet supper with an added bonus of a self defence demonstration by Jordana Cox.

Tuesday 13 July 2010, 7.30pm - 10pm

Egypt Mill Hotel, Nailsworth GL6 0AE

Please note: Tickets need to be booked and paid for in advance!

Our July meeting is an evening meeting and as always with our evening networking sessions, the event will be very social, great fun and includes a delicious meal! Tickets (which are non-refundable): £10 for members; £12.50 for non-members (*Tickets need to be booked and paid for in advance!*) The ticket price includes a buffet supper. Alcoholic and soft drinks will be available to buy from the bar.

SBN member **Jordana Cox** of Left Foot First will give us an introduction to self defence for women. Jordana's business helps people increase their confidence through physical fitness; she runs a number of specialist courses including anger management and self-control, as well as kick boxing, circuit training and Tae Kwon Do. You never know: at our session we might discover that high heels and chunky jewellery can become self-defence tools!

Agenda:

7.15pm Registration

7.30 Welcome and announcements

7.50 Demonstration

8.20 Meal and networking

10.00 Close

More information and online registration click here: "[self defence for women](#)" & Networking!

Summer holidays and September meeting

Our July meeting is the last before the Summer holidays - there is no meeting in August. The **September meeting** will be on Thursday September 30, from 9.30 - 11.00 am at Bar Nine, John Street, Stroud GL5 2HA. Put the date in your diary now, so you don't forget!

SBN Showcase

Thanks to SBN member Sarah Whiddett of Nutrimetics Skincare who proposed and now manages this great opportunity for members to display their wares. Each month SBN members can bring along examples of their products or information on their services and display them for everyone to view. If you're interested in booking a place in the Showcase please contact Sarah on 01600 860967 or sarahwhiddett@hotmail.co.uk. Spaces are open to SBN members only, and it's free to book a place - but please register in advance so that Sarah knows how much space to allocate.

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Get your business noticed!

Give your business an airing! Stroud FM Radio Show Guests needed

Bryony Leatherberrow is looking for interesting people to have on 'Bryony's Banter' on Stroud FM, Wednesdays 9-10am, repeated 10-11am Saturdays. She says: "I think local businesswomen with products and events would be great to have along. They would be asked to bring a selection of their CDs with favourite tracks they'd like to play for a 'Desert Island' style chat, and if they'd like to offer a prize where entrants can contact them, all the better, mention their website and talk about what inspires them in life." Find out more: Email bryonyanne@yahoo.co.uk.

'Pitching' your business locally

SBN member Sue Bradley offers two opportunities for SBN members to take pitches at community events for a chance to show your wares and make new contacts...

Bisley playgroup garden fete

Saturday July 3, Bisley Pre-School Playgroup's 40th anniversary garden fete in the grounds of Over Court in Bisley from 2pm to 4pm. Pitches available to anybody who would like to bring along a stall - great opportunity to do a bit of goodwill marketing in Bisley! Come along even if you don't want to bring a stall - Cranham Orchestra will be there along with delicious teas and cakes so it should be a very enjoyable afternoon. Contact Sue susan@cornerstonesmediaservices.co.uk for more information.

Bisley Flower Show and Fete

Saturday August 28, 2pm to 4pm. Traditional flower show and fete with brass band and all sorts of traditional stalls and games. Pitches available. Some 1,000 people usually attend. Contact susan@cornerstonesmediaservices.co.uk for more information.

Celebrating excellence and achievement in business in Gloucestershire

The Citizen and Gloucestershire Echo Business Awards are in their 13th successive year and are Gloucestershire's premier event for recognising excellence & achievement in the local business community. Showcase your skills and achievements by entering these awards. On July 2nd and July 12th, there's are workshops to help you prepare your award-winning nomination - contact events@businesslinksw.co.uk to find out more. Deadline to apply for your application pack is the end of July and then you have four weeks to complete the application form. Register and find out more at <http://www.southwestbusiness.co.uk/ba2010regForm.html>

Celebrating Female Entrepreneurs

The NatWest everywoman Awards celebrate inspirational business women who have achieved significant success - particularly those who've had to overcome adversities such as financial constraints, social disadvantages or skills gaps.

The Awards play an invaluable role in both recognising success and inspiring other women to venture into the field of business. To find out more about the Awards and the benefits to winners and finalists, as well as what previous winners say - or even to nominate!! - visit <http://www.everywoman.com/>

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Business courses, support and special offers for SBN members

Have you thought about exporting but were unsure of your first steps?

Now is the time to learn about the opportunities and discover how to meet the challenges posed by the changing economic climate - both at home and overseas!

You are cordially invited to a **FREE breakfast briefing at Sibley Hall, Wycliffe College, Stonehouse GL10 2AF** at 07:30 on Wednesday 14th July 2010.

Gloucestershire First with funding from Gloucestershire County Council through the County's Economic Taskforce has brought together a number of experts from different organisations who can help you on your "Export Journey".

Venue: Sibley Hall, Wycliffe College, Stonehouse GL10 2AF

Cost: FREE!

Further Information: Andre Ofomah, Tel: 01275 370773. To register for the event visit:

<http://www.enterpriseuropesw.org.uk/swr/events/register.asp?eventid=476>

Calling your Inner Confidence!

Due to the positive response from May's SBN presentation 'How to make the perfect Cold Call' by Tracey Ayers from Jonti Telemarketing, Tracey is planning some small workshops.

Tracey says: They will include no more than 10 people on each course. The workshop will give you the tools to take away, and help you make quality phone calls to bring in new clients for your company. Areas covered: your own company features & benefits, the needs of your potential clients, objections and how to overcome, a personalised telemarketing script with 'intelligent questions', closure techniques to get dates in the diary!

No more than £35.00 per person at a local venue. Dates to be confirmed.

Please email tracey@jontitelemarketing.co.uk if you are interested and let us know what month suits you best: August / September. We will keep you updated with dates and venues.

FREE business advice day Cheltenham Town Hall July 20

The Federation of Small Businesses (FSB) are running a FREE business advice day at Cheltenham Town Hall on July 20 from 10.30am to 7.30pm. There will be lots of exhibitors and interesting seminars - for full details of the event and how to register, visit www.b2bshow.co.uk.

Cotswold Women in Business events

Tax Self Assessment Workshop with HMRC, FREE event - July 12th in Fairford from 9.30am to 12.30pm.

Exploring Self Employment July 14th in Fairford from 9.30am to 2.30pm. A participative and fun one-day workshop to find out more about what being self employed involves and if it might work for you. £8 including sandwich lunch - SBN members can bring a friend for free.

Internet Security with Oilly Kemp, FREE event - July 19th in Tewkesbury from 10.30 to 12.30pm.

- To find out more or reserve a place on any of the above courses, contact Sarah-Jane Menato 01386 701868 or email sjm@sjmcoachingandtraining.co.uk
www.sjmcoachingandtraining.co.uk

Business leaders programme - Stroud College & actioncoach full day workshop

FIVE WAYS TO GROW YOUR PROFITS BY 61%

The organisers say: By improving five areas in your business by just 10% you will grow your profits by a massive 61%! Aimed at business owners and their senior teams this is a full day hands-on workshop to give you the tools to grow your profit by 61%.

Find out how to improve your:

- **Margins** - Work out what delivers your best margin by product or service

- **Conversion Rate** - How to convert your leads into paying clients
 - **Average £ sale per customer visit** - How to up sell/cross sell your range of products or services
 - **Number of transactions per customer** - How to get clients coming back time and time again
 - **Lead generation** - How to create leads from your target market
- Investment : £249 each (plus £99 per additional team member)

Date: Thursday 15th July 2010

Venue: Conference Centre, Stroud College, Stratford Road, Stroud, GL5 4AH

Start: 8.30am - 4.30pm finish (including bacon rolls, lunch and tea and coffee + free parking).

For more details contact Chris Hill on 01453 761155 or email

chrishill@stroudcol.ac.uk

Following up - a marketing challenge!

Following up with people is a vital part of your marketing activity, but it's often an activity that small business owners don't like doing. Helen Dowling of Exceptional Thinking is running a 'Following up with people effectively' workshop in July in Cheltenham, Bristol, Birmingham and Swindon and is offering a **25% discount to all SBN members**. Contact: Helen on 0845 644 9371 or email

Helen.dowling@exceptionalthinking.co.uk or visit

http://www.exceptionalthinking.co.uk/index.php?option=com_content&view=article&id=48%3Aworkshops-july-info&catid=12%3Aworkshops&Itemid=1 to find out more.

Sign up for a little more Action

Action Coach ran the workshop "Successful sales skills for women in business" for SBN in May which resulted in 73% satisfaction on the feedback forms! Why not sign up for Action Coach's newsletter which is full of thought-provoking ideas and suggestions. Here's a taster from their latest offering:

"Change - don't you just love it... Have you ever met someone who wasn't happy unless he or she was going through some kind of massive change? Perhaps there are a few individuals in this world who thrive on uncertainty, enjoy feeling insecure, and love to have their routines disrupted...."

- Find out more at <http://www.actioncoach.com/nigeljew/newsletter.php> or contact nigeljew@actioncoach.com

First Aid Saves Lives & Keeps your Business Safe and Legal!

- **First Aid Training + Gloucestershire**

This organisation provides first aid courses for individuals, businesses and organisations of all sizes including bespoke courses for yoga teachers & complementary therapists. If someone was injured, taken ill or collapsed would you know what to do? Train to become qualified in first aid in a friendly and supportive atmosphere. Does your business need first aiders? Find out more at www.firstaidglos.co.uk for course information, or contact SBN member Pauline Masters on 01594 834577 or firstaidcourses@live.co.uk

- **New First Aid Refresher Courses Available**

GEL are offering two new First Aid refresher courses designed to revitalize existing knowledge allowing anyone who has attended HSE First Aid at Work training or Emergency First Aid (previously called Appointed Person), to remain qualified.

July 5 First Aid at Work Certificate Refresher Course - one day course. Find out more:

https://www.glosterprise.co.uk/displaycourse.asp?course_id=946

July 23 Emergency First Aid Refresher Course - half day course. Find out more:

https://www.glosterprise.co.uk/displaycourse.asp?course_id=944

Cheltenham Womens Business Club next meeting July 14

The Cheltenham Womens Business Club is holding its next networking meeting on July 14 at The Mercure Queens Hotel, hosted by Jacky Leonard. This is a new club and has just

been running for a few months now, but it's growing very nicely! Come along and meet our host Jacky Leonard, and the lovely lovely members who will be sure to give you a big welcome - **find out more about the event** here: <http://www.thewomensbusinessclubs.com/cheltenham-premier-club.html> and about the Womens Business Clubs in general here: <http://www.thewomensbusinessclubs.com/>

The Leadership and Management Advisory Service

Up to £1,000 funding to capitalise on the leadership and management potential within your business for businesses employing between 5 and 249 people (including volunteers). For business owners, directors or managers who wish to fully exploit their capabilities and talents as business leaders to gain competitive advantage.

How does it work? An individual is assigned a specialist adviser who will carry out a review of their existing leadership and management capabilities. The adviser will then prepare a complimentary Personal Development Plan (PDP) for them, addressing key development requirements in relation to the needs of the business or the opportunity available. Once agreed, the adviser will broker in suitable training/coaching providers and any necessary

development activities, covering areas such as:

- Leadership or management workshops
- Leadership or management qualifications
- Bespoke training or coaching
- Business mentoring
- Higher education qualifications (funding for this must be matched pound for pound)

For more information contact: Business Link on 0845 600 9966 or skills@businesslinksw.co.uk

Meet Smart - Hot Breakfast Networking Event

Thursday 15th July 11am - 1pm, £8.95 per person
Holiday Inn Express Cheltenham, Dunalloy Street, GL50 4AP

- Meet new customers
- Build new relationships
- Enjoy a friendly and laid back event
- Take advantage of our new hot breakfast offer

Over 70 businesses attending the last networking event! **To book a space on the guestlist**, contact Holly Ball on 01242 548200 or reservations@hiexcheltenham.com

Huge 50% discount on training throughout the Summer

Former SBN Chair, Zarin Hainsworth of Serene Communications is offering SBN members a whopping 50% discount on all their courses. There may also be funding available for micro businesses (less than 5 in your organisation). Dates in July are: Decision Making (29th), Effective Communications (30th). Price is £150+VAT for non-SBN members; £75+VAT for SBN members.

For more information contact: Soroush at Serene Communications on 01453 756675 or soroush@serenecomunications.com.

Graduate Internship Scheme

The Graduate Internship can provide employers with a fully funded graduate intern for a period of 8 weeks. However, if employers wish to contribute 50% towards the National Minimum Wage this can be extended to 16 weeks, on agreement with the graduate. Based on an 8 week internship, employers will receive around £1,390 towards the graduate's employment costs. Funding will be given as a priority to small business or employers which are:

- Low-carbon products and services
- Digital industry
- Life sciences and pharmaceuticals
- Advanced manufacturing

- Professional and financial services
- Engineering construction
- Industrial opportunities presented by the ageing society

For more information contact: Business Development Centre, Royal Agricultural College, Stroud Road, Cirencester, Gloucestershire, GL7 6JS, 01285 889872, gstep@rac.ac.uk

New Meeting & Conference Venue Has Now Hatched at Birdland!

Birdland Park & Gardens at Bourton-on-the-Water now offers one of the county's newest - and more unusual - meeting and conference facilities. Trigg Hall, which seats up to 60 people is in Birdland's 'Discovery Zone', a self-contained, purpose-built, versatile space that's ideal for meetings, interviews, seminars or presentations.

Located within seven acres of stunning scenery, among 500 birds, including the only King Penguins to be found in Europe, alongside the River Windrush, this purpose-built business space is a unique destination.

Birdland's General Manager Simon Blackwell, says: "With costs at less than £20 a head for a full day, we feel it's excellent value for money."

- For more information visit www.birdland.co.uk or call 01451 820480.

Armadillo Jewellery

The last Armadillo Open Day before the Summer Break will be on Wednesday July 7, 10.30am - 2pm and again in the evening from 7 - 9pm. There will be some new items plus some great reductions especially on the handmade exclusive jewellery so this is a great opportunity to stock up for those summer birthdays or to treat yourself to something gorgeous for the holidays. Friend of SBN Christina Tomlinson runs these sales from her home Spinners in South Woodchester; there is always something new, and always a wide variety to suit every taste!

- For more information, contact Christina on christina@armadillojewellery.co.uk or call her on 01453 873481.

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Learn something new, for your business or just for you...

Greening the Economy and Green Jobs

Green Economics Institute 5th Annual Conference
July 29-31 2010 at Oxford University

What is Green Economics? - The Green Economy: a ray of hope to solve the economic downturn; "An Age of Global Transformation - An Age of Green Economics"; The economics of social and environmental justice and the economics of doing and sharing. The conference has a line up of exciting and influential speakers from all parts of the planet.

- For more information see the flyer here:
<http://www.greeneconomics.org.uk/papers/juneflyer.doc> or email greeneconomicsinstitute@yahoo.com or visit www.greeneconomics.org.uk.

Deepen your connection with the cycles of the year, and your creativity July 31

Annabel Hollis is doing a series of Saturday workshops inviting you to deepen your connection with the cycles of the year, and your creativity. They will combine art, writing, meditation and movement within a safe, intimate group setting. Bring lunch to share. Next workshop will be on **Saturday 31st July**, in Stroud. Cost £40.

- For more details call Annabel on 01453 768 524, email annabelhollis@hotmail.com or see www.annabelhollis.co.uk.

Introduction to Craniosacral Therapy with Sheila Kean Stroud July 17/18 July

In this two-day course participants will be invited to discover and practice some of the underlying themes which form the basis of the Biodynamic approach to Craniosacral Therapy. Although the weekend is self-contained, the course is also an ideal preparation for those wishing to consider applying for practitioner trainings in Craniosacral Therapy in November. The course tutor is a Craniosacral practitioner with many years' experience. She has also taught extensively on accredited Craniosacral Therapy practitioner courses both in this country and abroad.

- Contact Sheila Kean on 01285 821648 for full details

Introductory Reflexology course with Eileen Ford-Price, Whiteway, Bisley July 2

The Introductory day will have a largely hands-on format, but there will also be some theory to help you to understand why reflexology can be so helpful for many conditions, and at the same time wonderful to receive. You do not need to have any prior experience of reflexology to be able to fully enjoy this special day. Colour handouts will be provided. Eileen has been practising Reflexology and Thai Yoga Massage since 1997 and has been teaching Tai Chi and Qi Gong for a number of years.

- Contact Sheila Kean on 01285 821648 for full details

Thai Yoga Massage Introductory Workshop with Eileen Ford-Price, July 16

Thai Yoga Massage is an ancient system of healing that uses the energy lines of the body to bring about positive changes in the body-mind state. You will learn:

How to give a basic full body massage

- Some simple Thai Yoga Massage stretching techniques
- How the practitioner uses his or her body efficiently and comfortably to give the massage
- How to apply pressure without force, using intention and sensitivity
- Some therapeutic acupressure points
- Giving massage as a form of meditation

The course is suitable for all, regardless of previous experience. Eileen trained in Thai Yoga Massage in 1996 and practises in Cirencester, Fairford and Nailsworth. She is also a Reflexologist and a Tai Chi instructor. £65/£60

- Contact Sheila Kean on 01285 821648 for full details