

Andover Women in Business Club

April 2011 Newsletter

President's Prologue

WHAT'S GOING ON IN ANDOVER?

We'll find out at our next meeting on Tuesday 3 May. We are trying, for the first time, the Clos du Marquis, a French restaurant near Stockbridge; everyone who's tried it has said the food is delicious - and still only £15 each (a very special price for us)!

We've invited Monsieur Marquis to tell us a little about his new cookery school and we shall hear from the Mayor what **IS** going on in the community of Andover, including details of his new volunteering scheme. Please let me know what you would like to ask the Mayor of Test Valley before the next meeting. It promises to be a fascinating evening.

YOUR COMMITTEE

We do need to elect two or three more committee members at our AGM in September. Anyone (and everyone) interested is warmly invited to attend our next committee meeting on Monday 9 May to see what goes on. See details elsewhere in this newsletter and my recent email. Do come and join us.

Vera

Test Valley Business Awards 2010/11

Entries are now closed.

The finalists have been announced and the winner will be presented with their Awards at the

Gala Awards Dinner, on
Tuesday 17th May 2011 at
'The Lights' in Andover

Be sure of your place at the Awards presentation book your tickets now at:

www.tvbawards.org.uk

or contact Brenda Locke for more details at 01264 354174

FOCUS ON MARKETING

The April meeting of Andover Women in Business Club was focussed on marketing and networking - it was held in Keystone Hall and gave members an opportunity to have a table to display their products and literature.

Andover Mutual Business Group had also been invited to come along and we were pleased to welcome some of the members, including two men who didn't seem at all daunted by so many ladies. The numbers were also swelled by new members and guests.

After "networking time" to browse the tables and catch up with friends, an excellent meal was served. Vera introduced Ed Thomas of TWA, who gave us an introduction to himself and his business, how he got started and then an overview of how to market a small business.

Ed emphasised that everybody is talented and creative, and the best way to have a successful business is to find what you like doing, and what you're good at and then focus on providing that service. The special thing about a business is its owner, which of course, is what makes you different from the rest.

Ed then went on to discuss social media for marketing and the advantages to be gained by giving free advice via a blog. As almost everything can be "googled", there is nothing to be lost by offering information; being recognised as an expert can bring you clients.

After an opportunity to ask Ed specific marketing questions, the members formed small groups to list their top tips for marketing. This gave a valuable insight into each other's businesses as well as a platform for sharing sound suggestions. A list of these suggestions has been compiled and is in the newsletter.

Lorraine gave a vote of thanks to Ed and presented him with a bottle of wine.

The meeting certainly got the brain cells ticking and it was with some difficulty that Vera managed to close the meeting and vacate the hall. Another very successful meeting.

Angela Thorn



Andover Women in Business Club

FOCUS ON MARKETING

Top tips for Marketing

- Attention to detail
- If at first you don't succeed, try something different.
- Avoid death by powerpoint
- Have a good website
- There is no such thing as failure, everything is a learning experience
- Tell people what you doing and why and how – use them as a sounding board.
- Articulate well about yourself and your business
- Be very clear who your clients are
- Set good goals
- Use free publicity in newspapers – know the editor's policy and deadlines
- Use the AWIBC website and newsletters
- Ride on the back of national and local events e.g. the Royal Wedding
- It's how you say it.
- Never travel without your marketing material.

May meeting

The next meeting of the AWIBC is on 3rd May at the 'Clos du Marquis' On the A30 between Stockbridge and Sutton Scotney



What's going on in Andover

The Mayor, councillor Chris Lynn will give us an update of what is happening in and around Andover.

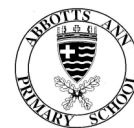
Germain Marquis will also talk about his new cookey school

Diary Dates

3rd May	Clos du Marquis	Mayor of Test Valley
17th May	The Lights	Test Valley Business Awards Gala Dinner
19th May	Pamper Evening with Breathtakers and	Abbotts Ann Primary School
28th May	Andover High Street	Gardeners Market
7th June	Red Lion Country Inn	Michael King The Business of Magic
5th July	Bourne Valley Inn	Jill Livingstone What's new at Enham
7th August	Chester House	President's Picnic
6th September	Mumbai Thai	AGM
4th October	Hampshire Golf Club	Legal Eagles
1st November	TBA	Networking Meeting

Ladies Shopping & Pamper Evening

Please support two great causes while you enjoy an evening of being pampered & shopping



19th May 2011
Abbotts Ann Primary School
7.30pm ~ 9.30pm
Ticket Price ~ £5

reg charity 1125330
BREATH TAKERS
Supporting sufferers of Obstructive Bronchiolitis

 Race for Life

Angela and Anoushka are thinking of completing the Newbury event on 10th July 2010 at 11 a.m.

It is 5km, and entrants can either walk or run the course. If anyone would like to join us, or would like more information please contact

angelathorn@sky.com.

Andover Women in Business Club

Report on a seminar given at the Andover Expo on March 16th Ray Hammond, Futurologist

Ray Hammond describes futurology as the study of present trends to indicate how the future will develop. In the present there is no language for the technological future, for example cars were initially known as horseless carriages. Some very recent events, the Japanese earthquake/tsunami and the Middle Eastern uprising, may have longer term effects which are currently unpredictable. Ray believes that everyone in business, however local their business, will be affected to some extent by the key issues he identifies through the global network affecting customers and suppliers.

Ray's 7 key issues/drivers of the future:

[World population explosion](#) – 9bn by mid century, raising questions about how everyone will be fed and have sufficient water, and changing demographics particularly in the western world in which the increasing number of older persons will put pressure on the working population.. Ray believes that solutions will be found and that population growth may be slowed if literacy can be achieved by more women.

[Climate change](#) –extreme weather events, a symptom of climate change, are already being experienced around the world. Whilst a serious reduction in greenhouse gas emissions will be needed the initial momentum has been lost through the banking crisis and also partly because of conservative opponents to the president of USA but Ray remains positive that substantial change will happen. However as the carbon cycle takes 30 years to run through the effect of starting immediately would not be seen until mid century.

[Energy crisis](#) – the equation of needing more energy for the increasing population while at the same time reducing greenhouse gas emissions will make energy much more expensive and currently there is a risk of an energy gap (in the UK within 8 years unless substantial investment is made in renewable energy very soon). Nuclear power could have been part of the solution but less likely now.

[Globalisation](#) – ethical and sustainable globalisation is seen by Ray as a force for good Again there will be a balance to be found between growth and greenhouse gas emission. The continued economic growth in the East should eventually pull the West out of recession.

[Multiple revolutions in medical science](#) – such techniques as DNA profiling and stem cell therapy could become widely available within a relatively short time allowing for individual drug therapies and organ regeneration perhaps leading to an additional 20 years of life. Some issues arising from this will be concern over how it balances with the population explosion or how it will affect the natural cycle of life.

[Exponential accelerating technological development](#) – that is the increasing speed of technological change. As computers become as capable as humans and beyond, solutions to problems already identified may appear.

[World's poorest people](#) – currently 1.8bn located largely in Africa where they lack infrastructure both in physical terms (roads etc) but also in terms of laws and government. It was suggested that the lack of integration of such people within the world economy can make terrorism an attractive option and therefore a driver for future actions.

The analysis which Ray presented was a distillation of topics which are being widely discussed in the media. For each problem Ray believes solutions will be found although he did not offer practical answers in this lecture, but suggested that technology will have an important role.

Liz Scrace

**The deadline for the May issue of the
Newsletter is:
13th May 2011**

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Tel: 01264 354174

Please note, it is **free** for **members** to advertise in the Club Newsletter - space willing..

AWIBC Website

Have you looked at it recently?
Are you there?
Do you want to be there?
Are your details correct?



You could have a link to your own website.
Contact Larch on:
info@virtualsupportservices.co.uk