

# Andover Women in Business Club

## March 2011 Newsletter

### President's Prologue

#### FOCUS ON MARKETING

We did some excellent marketing on behalf of AWIBC at Andover EXPO 2011 at The Lights recently and collected names and contact details of 28 people (women, and men on behalf of women) expressing an interest in attending our April meeting!

The theme of this networking meeting on 5 April will be FOCUS ON MARKETING, so it should be a dynamic meeting, with plenty of opportunity for networking, selling and general marketing of your business. Ed Thomas of TWA, which runs EXPO, will be our guest speaker, leading our participative discussion on top marketing tips. So, reply to Anoushka if you haven't done so already, book your display table and come with plenty of ideas, queries and comments on marketing - a must for every successful business. See you there.

Vera



Angela and Anoushka are thinking of completing the Newbury event on 10<sup>th</sup> 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](mailto:angelathorn@sky.com).

#### AWIBC Website

Are you there?  
Do you want to be there?  
Are your details correct?  
Contact Larch on:  
[info@virtualsupportservices.co.uk](mailto:info@virtualsupportservices.co.uk)

### Welcome to our new members

The last couple of months has seen 8 new members join us. They are:

Leslie Barry	Enham Village Shop and Post Office
Jane Lockey	Jane's Beauty Retreat
Julie Pearce	Grape Expectations
Sue Pettman	Barclays Bank PLC
Claire Radigois	Parker Bullen Solicitors
Caroline Sampson	Bespoke Osteopathy
Amanda Taylor	Miss Ellies Travel
Gill Warne	Enham Service Station



We are sorry to lose:

Amanda Barry	Due to ill health
Deborah Chowney	Due to work commitments.

A new directory will be available for all members at the April meeting.

### April Meeting

The next meeting of the AWIBC is on 5th April at Keystone hall in East Street

**Ed Thomas of TWA**

will be giving us a talk on the secrets of Marketing.



Members of the Mutual Business Group will be joining us and we hope to have many guests.

This is a networking opportunity and you can book a table to display your wares.

Don't let this one slip by, contact Anoushka and reserve your place at  
[anoushkaly@coversure.co.uk](mailto:anoushkaly@coversure.co.uk)

**The deadline for the April issue of the Newsletter is:**

**15th April 2011**

**Newsletter editor:** Brenda Locke

**Email:** [membership@awibc.co.uk](mailto:membership@awibc.co.uk) **Tel:** 01264 354174

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

# Andover Women in Business Club

## CHOCOLATE!

At the March meeting at the Red Lion in Clanville, members were treated to a talk and demonstration about the art of chocolate making by Barbara Parker of Parker's Cakes and Chocolate, Weyhill Fairground. Barbara specialises in chocolate wedding/celebration cakes and delicious handmade chocolates.



She gave us a brief history of chocolate from when chocolate was just ground cocoa beans, which were highly prized, to the export of the cocoa bean to Europe where it eventually became chocolate as we know it today. Cocoa beans can only be grown 20° N and S of the Equator. Currently, due to problems on the Ivory Coast, cocoa beans are in short supply, which could mean a 10% rise in the price of chocolate!

We were then treated to a demonstration of chocolate making. Using chocolate buttons which melt more evenly, Barbara showed us how to melt the chocolate using the microwave and a heat gun (like a hairdryer) to achieve the correct temper, most important to prevent a fat bloom appearing. She then demonstrated how to create the outer shell of the chocolate using a mould which has accumulated layers of cocoa butter through not being washed. This gives the chocolate its glossy sheen. Once set, strawberry puree fondant was added and then covered with the remaining chocolate. We were finally shown how to make decorations/favours by spreading melted chocolate onto a plastic sheet covered with a pattern made from cocoa butter. Once cut into various shapes, this produced wonderfully impressive patterned chocolate.

By this time all our mouths were watering and thankfully we were allowed to taste the chocolates Barbara had made. They were delicious. For all us chocoholics, this was certainly a scrumptious evening!

Sally Brown

## Diary Dates

5th April	Keystone Hall	Focus on Marketing
3rd May	Clos du Marquis	Mayor of Test Valley
17th May	The Lights	Test Valley Business Awards Gala Dinner
7th June	Red Lion Country Inn	Michael King The Business of Magic
5th July	Bourne Valley Inn	Jill Livingstone What's new at Enham
August	Chester House	President's Picnic
6th September	Mumbai Thai	AGM
4th October	Hampshire Golf Club	Legal Eagles

## Test Valley Business Awards 2010/11

Entries are now closed.

The judges are now considering the entries, so if you have applied for an Award you may be contacted soon.

Many members of AWIBC have been shortlisted in the past and we have had winners too, so watch this space.

The **Gala Awards Dinner**, where the presentations take place is 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](http://www.tvbawards.org.uk)

## Congratulations

To our new member, Leslie Barry. Her Village Shop and Post Office has won this Award



Leslie and husband Tim, now go to the House of Lords on the 30<sup>th</sup> March when an overall winner from the 12 regional finalists will be chosen.

Good Luck to you both.