



NEXT MEETING

OF THE
BURTON BUSINESS CLUB

Tuesday 13th June
 at The Burnt Gate Inn,
 Hopley Road, Anslow.

Life Coaching
 Marie Stevens

Meetings of the Burton Business Club are held in the Jacob Flynn Room at The Burnt Gate Inn, Hopley Road, Anslow, on the second Tuesday of each month, starting at 7:30pm.

For a relaxed and pleasant start to the evening and an opportunity to chat to friends old and new, a two course meal is available for £7.00 at 6:15pm. Please make your booking by the previous day to Marie Stevens on 01283 563664 or email: theburntgateinn@aol.com

EDITOR LORRAINE HOLDEN

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The Club took a break from the normal business-related subjects and speakers for our December meeting and exercised our tummies and brains instead! The Burnt Gate put on a first-class meal of Christmas fare for 41 members and guests, and Steve Holden, accompanied by his lovely assistant Lorraine, did his best to stump us with an excellent general knowledge quiz. After a great deal of clicking and whirring from the brains of Burton, a very close battle ended in the right result, at least for the Chairman - he and his team of wife Jill, Becky Jakeman and Neil Cross of Burton Hearing Centre triumphed! It was a thoroughly good evening enjoyed by all, and the attraction can be gauged by the fact that the event was over-subscribed.



December



Our thanks go to Marie and her team at The Burnt Gate for a splendid meal, and to Steve and Lorraine yet again for a well-judged and interesting quiz.

Suffice it to say, it will not be the last time that we do this!

Photograph by Tony Gardner

January

Alan Shaw's Business Game

Every year at their January meeting, the Burton Business Club enjoy the challenge of problem-solving activities at the Burnt Gate Inn, Anslow. This year was no exception and on Tuesday, 10 January Alan Shaw of Carshaw Management & Quality Ltd once again drew from his extensive range of action-based training games to get members to work together to exercise their logic, lateral thinking and creativity.

After an excellent meal served by Marie and her staff, the members sat down in teams of two to wrestle with the tasks set by Alan. The buzz in the room revealed how involved people were in the activities, especially the one where members had to make a hexagon of the pieces in front of them (illustrated); this activity is a speciality invented by Alan. As each answer was revealed, there was a chorus of groans, cheers and cries of: "why didn't I think of that?" The winning team was Peter Diffey (planning consultant) and Keith Kneebone (our resident toastmaster) and prizes were presented to the winners by club chairman John Weil.

John warmly thanked Alan for putting on such a good event and he revealed that Alan had just become a granddad for the first time (pause for cheers from members) and that the little girl's picture had appeared on the front page of a local paper.



Alan Shaw & John Weil

Photograph by Tony Gardner

Review of recent meetings

February

Changes To The Pension Law

On Tuesday, 7 February 2006, members of the Burton Business Club met at the Pirelli Stadium, home of erstwhile giant-tamers of Manchester United. This month, Craig Reed, Account Manager for Standard Life gave members an update on the upcoming Pensions "A" day, billed as the biggest shake up of the pensions scene for over 50 years.

After an excellent buffet served by the Pirelli Stadium Staff, Craig told us about the new pension rules coming into force in April 2006. Whilst the new pension rules bring the existing 13 separate sets of rules into one set, it cannot be regarded as a simplification despite what Gordon Brown and the Government might say. The new scheme is called the Self Invested Personal Pension Scheme or SIPPS for short. People who were quick of the mark a few months ago and had invested in holiday homes and fine wines as part of their pension fund, will now have to think again as Gordon has now moved the goal posts. Craig went on to say that we can all invest £1.5 million in a SIPPS fund and if you are clever and get good advice, you can start a SIPPS fund that can benefit succeeding generations of your family.

Andy Luffman, Deputy Chairman, remarked on how patient Craig was in answering all the questions from the largest gathering of the Club as well as debating with the more knowledgeable in the

audience. At times he was beginning to wonder if he would ever finish his presentation. He went on to remark that the evening certainly went infinitely better than Nottingham Forest reserves who were being trounced 5 - 0 outside on the pitch by Sheffield United Reserves.



Craig Reed with Andy Luffman.

Photograph by Tony Gardner

Local Business Woman Made Good

It has become a tradition that at the March meeting of the Burton Business Club that members get to hear about a success story in the local business community. This year was no exception when on Tuesday, 14 March, the members met at the Burnt Gate Inn at Anslow with great anticipation. They heard about the remarkable success story of local mum and businesswoman Jane Wells of Local Kids.net.



Darren Clover with Chairman John Weil.

Photograph by Tony Gardner

March

Darren Clover director of Local Kids Ltd his sales team in support related the story of Jane Wells a Burton mum with young children that started 4 years ago. She was having great difficulty in finding information about what to do with her kids in the school holidays. A straw poll at the school gates revealed that other mums were also struggling with this problem. Jane - who unfortunately was unable to be at the meeting - decided to set up a website LocalKids.co.uk to get over this problem for Burton Families.

The website aimed to offer something to families of all ages, from toddlers to teenagers, around the UK. Jane pestered local businesses to sponsor her web site, to provide discounts, links and information.

Darren told the extraordinary story of how the idea has grown into a very large project with a web site with 1500 pages and with genuine national coverage in England and Wales with companies and organisations clamouring to advertise and sponsor the idea. Members heard how difficult the growth had been with all the usual problems of a rapidly growing organisation.

Local Kids has retained its strong community values and its success is enabling them to raise money for charity through sponsorship and now organising events.

Members were privileged to have a preview of Local Kids' Mascot who is due to make his first public appearance at Cooper Square on Saturday, 25 March. The Mascot is to be named as part of a national competition. So visit the website at www.localkids.co.uk

John Weil warmly thanked Darren and his team for giving the members such a full account of such a success story, warts and all and for allowing the appearance of Local Kids mascot.

April

Around the World the Hard Way

It is Spring and time for new beginnings. The Burton Business Club is no exception this year with their April meeting and AGM held on Tuesday 11 April 2006 where John Weil stepped down as chairman after his two year at the helm. The meeting was held as usual at the Burnt Gate Inn at Anslow where after an excellent meal, the members got down to the business of electing new officers and committee under the chairmanship of Andy Luffman.

The AGM did not long get in the way of the main business of the evening - the entertainment. Alastair McGuffie, boss of Central Laundry in Burton regaled a large audience of members with a humorous and informative account of the fulfilment of his lifetime ambition to drive around the world and the first leg of that journey. When asked: "what made him want to do it?" his reply was: "no idea."

Well, it soon became obvious when he launched into a detailed account of the leg

starting in Burton and ending in the Cameroon (next state south of Nigeria on the West African coast) - It was the excitement of the challenge. Alastair and his co-driver and nephew Paul set out in their well equipped Toyota Land Cruiser in high spirits and arrived in Cameroon 6 weeks later exhausted and much enriched by their experiences. They encountered unbelievable hospitality from some of the poorest people in the world, crossed some of the highest mountains on the continent, crossed the largest minefield in the world, nearly wrote themselves and the land cruiser off whilst trying to fly off the top of a sand dune in the dark. They even had a chance to watch the end of the gruelling 2005 Paris - Dakar Motor Rally in Senegal.

Andy Luffman, the incoming Chairman, warmly thanked Alastair for his most entertaining presentation and also remarked how happy John Weil looked as he ceremoniously handed over his Chairman's bits and pieces.



John Weil & Andy Luffman
Photograph by Tony Gardner

Burton Business Awards

Burton's first business awards sponsored by Burton Mail and Central Telecom were presented at the new Burton Albion Football Club Pirelli Stadium on the 20th of January 2006. The awards were presented by Kay Alexander, BBC Midlands Today, during a prestige evening.

One of our members, Mezenet Communications Ltd, entered the category of "Business in the Community". This award was designed to recognise an organisation's corporate responsibility and contribution to the local community and included investment, support, or development of a project or initiative to benefit the local community and business environment.

Over 100 local businesses applied for an award, there were nine categories, and Mezenet Communications were short listed from the applications. Trent & Dove Housing won the main award, however as our photograph shows Mezenet Communications received a "Highly Commended" award on the night.

Congratulations!

One of our other members also won an award, Hairbrains, well done to them as well!



Darren Pattie, David Smith & Kay Alexander
Photo supplied by the Burton Mail

Balanced Business Decision Making

Whenever you have an important decision to make within your business, make sure that you approach this from a balanced point of view. This means considering the impact on all aspects of your business. A new large contract may be really valuable to you but does it have a detrimental impact on other aspects of the business and does it fit with the overall business strategy. A simple model to use that can be helpful is the Balanced Scorecard, developed in the early 1990's by Dr. Robert Kaplan (Harvard Business School) and Dr. David Norton.

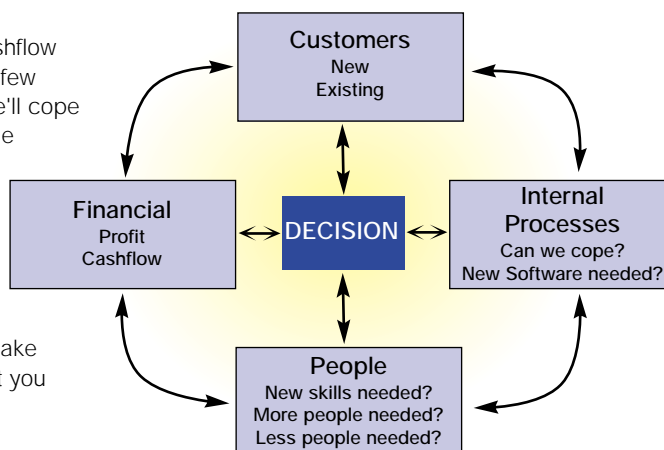
Most people think through the profit and cashflow (do you need to buy raw materials?), only a few consider the internal impact and use the "we'll cope somehow" approach. The same is true for the impact on the people and the skills needed.

If you consider each significant decision from all of these dimensions, you will make better decisions and be in better control of your business. You will be able to plan better, knowing what needs to be done to make sure that the results of the decision are what you hoped.

Finally, make sure you measure the performance in each area. This keeps control and helps you make a better decision next time.

www.2gc.co.uk/balancedscorecard.asp is useful for more info

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Stop Press

For the August Social, there is a significant change. On Sunday 6th August, we will be doing a short walk around the Fauld Crater, returning to the Cock Inn for a well earned lunch. On the walk, we will be guided by Richard Stone, a local historian. We need to know numbers 1 month in advance. Partners, children etc are welcome.

Christmas is coming... Last Christmas we could not fit everyone in that wanted to come. Our spies have discovered the Robin Hood in Overseal. This will provide a full Christmas meal at a similar price to

the Burnt Gate but can accommodate about 20 more people. The decision comes down to considerations of distance, it is about 7 miles from Burton Town centre to Overseal against the extra space available. We want to make the decision as early as possible to be fair to Marie and ensure we get a booking.

Please contact our Chairman Andy Luffman or any member of the committee with your comments on the above.

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BURTON BUSINESS CLUB Programme of Events

13th June	Life Coaching - Marie Stevens
11th July	Inland Revenue Business Support Team
6th August	The Summer Social
12th September	Gareth Moss - E. Staffs Borough Council
10th October	In the Limelight
14th November	'Keeping your Business Fit' - Branston Golf & Country Club
12th December	Christmas Dinner & Quiz - (Possible new venue for this event)
9th January	Burton Mail's Paul Hazeldine
13th February	Alan Shaws Business Game
13th March	Local Business person made good
10th April	AGM + Speaker

Committee

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