

HASLEMERE & DISTRICT CHAMBER OF TRADE & COMMERCE

www.haslemere.com/chamber

Newsletter April 2005



EXCITING OPPORTUNITY FOR HASLEMERE BUSINESSES

Reward your customers loyalty!

The Chamber is very pleased to invite all members to a meeting at The Georgian House Hotel on Monday 23rd May between 7 – 9 p.m. The meeting is to discuss a very exciting new pilot scheme, which will significantly benefit Haslemere's businesses.

Haslemere is to get its very own community loyalty card. This is a new and exciting scheme which is likely to stimulate local businesses, whilst offering a very real incentive for shoppers to visit Haslemere and its excellent shops and participating businesses.

Each business could store its own shoppers' details and spending habits onto the community loyalty card via a small terminal and each can offer tailored promotions to new and existing customers.

It is expected that the area will receive significant press coverage about the scheme which should further help local businesses. Maldon in Essex also piloted a similar scheme and experienced national media coverage.

The Chamber is backing the scheme and we have already received a significant funding commitment from the Waverley Community Fund. The pilot is likely to run for one year.

So, if you would like to attend the meeting to find out how your business could benefit from the Haslemere community loyalty card, please RSVP Arya Ingvorsen, by the following means:

e-mail her at arya@marketingforge.com, or fill in the form on the back page of this newsletter and either fax it to **01428 656300** or send it to Arya Ingvorsen, 39, Stotley Rise, Haslemere, Surrey GU27 1AG.

Please RSVP as soon as possible

Museums at Night

On Saturday 14th May, 2005 museums across Europe including Haslemere are holding a Late Night Opening.

The Museum is hosting an indoor picnic and jazz night with doors opening at 1900 hours.

To help the museum raise urgently needed funds a Grand Draw is being held on the night with contributors advertised in the galleries.

To donate a prize please contact Julia Tanner on 01428 642112.

The Chamber Diary

Contact Amanda Baker if you have any queries: 01428 645757

MONTHLY SOCIAL

We now meet on the **last Thursday** of every month at the **Georgian House Hotel** for informal drinks from **5.30pm**

Our next meetings are on

Thursday 28th April

Thursday 26th May

A great opportunity to meet new business contacts – No booking required!

Future Dates:

Annual Chamber Race Night

Friday 23th September

Wispers School

NOTE REVISED DATE

This year with a twist!

Contact Michael Wingham 656644 for sponsorship and ticket information

Fashion Show

Monday 14th November

Georgian House Hotel

Contact Arya Ingvorsen if you would like your business to be included
01428 658455

Christmas Carols

Wednesday 14th December 2005

7.00 pm, Haslemere High Street

The next committee meeting is on **Tuesday 10th May** at 6.00pm at the Georgian House Hotel.
All members welcome.

Elementary Twists to the Haslemere Shopping Experience

Haslemere is about to host it's first **Literary Weekend** during the **6-8th May**, featuring the life and times of Sir Arthur Conan Doyle and already a number of shops and businesses have taken up **Haslemere Wardrobe's offer** of a special hiring deal for their Victorian costumes (see * below).



Although some businesses are still developing ideas, many others have already issued details of **themed events** that they will hold.

Nobbs, in the High Street, was first off the blocks, with their stunning **themed window**, closely followed by **Pizza Express**, with their tasty **'Design a Pizza' Competition**, open to children ages 8-13 years.

Enchanted Wood in Petworth Road is offering a unique brain teasing **children's competition** and the **Haslemere Museum** have this week, issued details of their **Young Writer's Competition**, being sponsored by both **Nobbs** and The **Haslemere Book Shop** - who are keeping their window design 'mysterious 'under wraps' until next week!

More themed fun is expected on **Saturday 7th May**, when many shops will get into full swing by **dressing for the event!** **The White Horse** is planning to sell **olde English beers and lemonades** to passing thirsty visitors and **Marley Flowers** will sell **wicker baskets of old fashioned sweets and bunches of scented lavenders**.

For those who want to shine to perfection, the **Shoe Box** will willingly oblige by offering passers-by a **shoe buffing service** that you can smile about and if a taste of Victorian cooking is more your thing, then **cookery demonstrations** by the **Aga Shop**, **baskets of buns and pies from Gilly's** and **Victorian teas from The Georgian House Hotel** and **Darnleys** may be just up your street!

You still have time to enter the **'Best themed event' competition** and join in the **Sleuth Trail fun**. You could even **win the 6 bottles of champagne sponsored by Elsmore Construction!**

Phone Janet McWilliam, Haslemere Initiative's Project Co-ordinator on 07765 693746.

If you would like to take advantage of **Haslemere Wardrobe's special hiring deal of £15.50** please also phone Janet on the number above for a special sizing sheet.

Log on to **www.haslemere.com** for further details regarding the Literary Weekend.

Book Review: Attracting Perfect Customers, by Jan Brogniez and Stacey Hall

Reviewed by Mark Keohane, Action International

OK, stay with me on this one, because it's a little bit off the wall.

The sub-title for this book is 'The Power of Strategic Synchronicity', so if you want to know more – and if you're in business then believe me, you should - then read on...

This book involves the reader in a fair amount of practical work. To start with it gets you to spend some time giving serious consideration to the question 'Who are my perfect customers, and where will I find them?' By documenting in turn the characteristics of your perfect customer, what makes them tick, how you think they would like you to perform, and what it is that you can do better, you describe exactly the types of customers that you want to have, and how you want to serve them. This is your strategic attraction plan. And then here's where it gets a little bit wacky. All you have to do is spend 5 minutes a day reading your strategic attraction plan and your perfect customers turn up!

The fundamental principle behind this is that by establishing a clear picture in your mind of who it is you want as your customers and 'who' you have to be to attract them, you make your business so attractive that perfect customers are naturally drawn to you.

According to behaviour therapists, it takes 21 days for a human to turn new behaviour into a habit, so with that in mind the second half of the book describes 21 daily tips to apply to your business life for making you a 'synchronicity strategist'. I haven't yet worked through this list, but I'm going to.

The book contains plenty of real-life examples of strategic synchronicity in action, and if nothing else it's well worth spending an hour or two on your strategic attraction plan because everyone in business should have a clear idea of what type of customers they want to have.

Does it work? Well, I've tried it and I believe so, yes. I've worked with several excellent clients whom I met after reading the book. And I know others who have tried it with the same results. So put aside any scepticism, open your mind, and give it a read. I recommend it.

WELCOME TO OUR NEW MEMBERS

Haslemere Flowers

If you or a friend have a business in the Haslemere area and would like to join the Chamber of Trade & Commerce please contact:

Simon Labrow of Keats Labrow Independent Financial Advisers on 01428 651010. chamber@haslemere.com

If you would like to submit an article, information about a future event or simply generally comment about trade and commerce in Haslemere email **chamber@haslemere.com**

or write to:

Simon Labrow, Editor, Haslemere Chamber Newsletter c/o Keats Labrow Independent Financial Advisers, 66a High Street, Haslemere, GU27 2LA. Please note we cannot guarantee your material will be included. The editor's decision is final.

MUSEUM LOOKING FOR DONATIONS

1) We have a large display case that is not required. Curved, approx 1.5m x 1.5m and 300mm deep. Might be suitable for shop. For free but donation to Museum would be nice.

2) We are in need of some computers. If anybody is upgrading we would appreciate their old cast offs. We require one that is at least Pentium 4.28Ghz, 256Mb RAM, 40 Gb hard disc, CD, Floppy, network in order to run some software that we need. Even lap tops, if man enough.

For further information please contact the curator, Julia Tanner on 01428 642112

Brasserie Ma Cuisine, 84 Wey Hill, Haslemere GU27 1HS. 01428 642 642

Bonjour à Tous

I have recently had some very successful and enjoyable sessions speaking french with impeccably well behaved pupils.....

As a result, I am going to continue to offer these sessions, which I propose on the following dates :

Tuesday 3 May Thursday 5 May

Tuesday 10 May Thursday 12 May

Tuesday 17 May Thursday 19 May

Tuesday 24 May Thursday 26 May

Remember £ 84.00 for a course of 4 sessions(on any date) which includes

a lunch of 1 plat,1 dessert,1 café et 1 verre de vin and the french of course!!!!

Don't forget to book in advance as there is a maximum of 5 people per session.

Au revoir et à bientôt
Stéphane

COMMITTEE MEMBERS

PRESIDENT Paul Gardner Gardner Thorpe Solicitors~661151

VICE PRESIDENT Arya Ingvorsen The Marketing Forge, Marketing & Research Consultancy~658455

TREASURER Melanie Odell Grayswood Computer Services~644858

Amanda Baker Alan Baker Flooring Co~645757

Andrew Brownrigg Haslemere Travel, Travel Agents ~658777

Julianne Evans JL Nobbs, Stationers-643996

Helen Hayward Burley & Geach, Solicitors~656011

Mark Keohane Business Coach~656656

Melissa King Marley Flowers~656588

Simon Labrow Keats Labrow Independent Financial Advisers~651010

Jerry Schooler Lurgashall Winery~707292

Michael Wingham Georgian House Hotel~656644

FLYING THE FLAG FOR 20 YEARS

Lurgashall Winery , eponymous with the name of a small village 5 miles from Haslemere, 5 miles from Midhurst and 5 miles from Petworth, has been flying the St. George's flag for over 20 years. St. George's Day has been every day at the Winery which bottles English History. The Winery has a distinguished history as the Domesday Mead for the 900th Anniversary of the Domesday Book, Armada Mead for the 500th Anniversary of the Armada, the William and Mary Mead for the 300th Anniversary of the Glorious Revolution. Jerome Schooler, proprietor of Lurgashall Winery, describes Mead as the "traditional national drink of England. It has complexity and richness and is made from fermented honey in the traditional way." In the U.K., for 1,000 years, mead can be traced from the times of Beowulf and the Court of King Arthur to that of Elizabeth I and Charles II who had Royal Mead Makers which had higher positions than the Royal Physician! It was the wine of the Druids and Celts and the Welsh. It was mentioned in Chaucer, Dickens and Shakespeare.

It was the "honeymoon drink" where the happy couple had a glass of mead each day for one lunar month to make their marriage happy and fruitful, and the origin of the word 'honeymoon'. Another tradition in the old days is that you filled the hot water crockery bottles with mulled mead, and as soon as your feet were warm, you drank the mead. Maybe in the past by not having those night-time tipples, divorces occurred. That is why mead was so important. Lurgashall Winery is trying to bring back this night-time tradition!

Among the ancients, mead was not merely drunk as a wine, but a liqueur to refresh and stimulate, but it had magical and sacred powers. The Vikings poured mead upon the sea before the anchor was weighed, a custom not unrelated to our use of wine on the launching of a ship. Mead was believed to have healing qualities, and an Elixir to prolonged life, and immortality upon the mortals who partook of it, for strength and virility. The bee was and is considered the messenger of God, and no doubt from that arose the tradition of telling the bees of troubles and joys, a custom still current in England. The Romans who came here called Britain milk and honey – the Honey Isle.

Mead is not only served at medieval banquets, with duck, glazed chicken with honey, stuffed pork, glazed ham with honey, with melon, pears and poached fruit, cooked peaches and apricots, baked apples, fried bananas, and with soufflés. It matches Cheddar cheese exactly. Schooler says, "I like it on a full glass of ice, and in winter-time we have it mulled with herbs."

"Lurgashall Winery produced wine for the first time in 243 years for Hampton Court, from the oldest vine in the world. We export English history with our Tower of London Mead to the U.S. and we are proud to still sell our VE Day wines to the Imperial War Museum. Our English Mead is available at National Trust and English Heritage shops, and four Historic Royal Palaces. Open seven days a week at the winery, there are five different wine and liqueur meads to taste free. We are proud to fly the flag and toast St. George all year long."

CONTACT: Jerome Schooler Tel: 01428 797292.

PLEASE REPLY

HASLEMERE COMMUNITY LOYALTY CARD MEETING

Yes, I would like to attend the meeting at the Georgian House Hotel on Monday 23rd May at 7p.m.

Name:

Business:

Address:

Telephone:

E-mail:

Please send to:

Arya Ingvorsen

Vice President

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