



## TSUNAMI DISASTER APPEAL

See how you can support local initiatives and charities on page 2

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Email: [chamber@haslemere.com](mailto:chamber@haslemere.com)  
and we will do the rest!

### How to get rid of 1000 mince pies and 50 litres of wine...in 45 minutes!

*A review of the Chamber Carol Concert by Mark Keohane*

The rain stayed at home (hurrah!) but the crowds turned out in jolly force for the annual singing contest that is the Haslemere Christmas Carol Concert. As usual, the Chamber did its bit, setting up stall outside the White Horse and doling out pies and wine in a very festive manner. And it's true – we really did get rid of more than 1,000 mince pies and 50 litres of steaming mulled wine (that's nearly 11 gallons in old money, or for the beer drinkers, about 87 pints) in about 45 minutes.

Without wanting to put too much of a dampener on it, it's been pointed out that the sound wasn't quite right this time - which actually highlighted the fact that some weren't joining in the singing – and it's been suggested it would be useful to have some help from a choir. All things to be working on to make next year's event – already set for Wednesday 14 December – to be even better. Chamber members have heard several positive comments including 'First one I've been to and I'll never miss it again', and 'Much, much better than jetting off to Barbados for a winter break'. OK, so I made the second one up, but we did have a celebrity presence in Michael Brunson, the TV news reporter, who was wearing a very nice hat. Anyone spot any other celebs?

If you want to get involved next time, any help that can be provided in the way of your time or a small choir would be very welcome.

Thanks to Tesco, Somerfield and Co-Op for the pies and also to Lurgashall Winery for their generous wine contribution. We're sorry we boiled it all up and put spices in it, but it seemed to go down well nonetheless. ☺

***We are always looking for volunteers to help at events. If you wish to volunteer please contact a committee member.***

### 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**

We are next meeting on  
**Thursday 27<sup>th</sup> January**

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

#### Tsunami Fundraising (Organised by Haslemere Travel) Racenight & Auction Saturday 12<sup>th</sup> February

Wispers School - First Race 7pm  
£15 including supper

**Tickets available from the  
organisers: Haslemere Travel  
(658777) or the Georgian House  
Hotel (656644)  
Sponsors needed**

#### Future Dates (To Be Confirmed):

**Leadership Talk  
Wednesday 9<sup>th</sup> March  
12.45 to 2pm – Haslemere Museum  
To include cheese & wine**

**Annual Chamber Racenight  
Friday 30<sup>th</sup> September**

**Christmas Carols  
Wednesday 14<sup>th</sup> December 2005  
7.00 pm, Haslemere High Street**

## IS YOUR BUSINESS COMPLYING WITH NEW EMPLOYMENT LAW LEGISLATION?

Quin-essence is a new business in the area and as a way of greeting they would like to offer a **free of charge** consultation **to businesses in the Haslemere Chamber of Trade and Commerce**.

They specialise in Human Resources, Employee Benefits and Payroll Solutions. They have many years experience behind them and client testimonials endorsing this!

In view of recent changes to employment legislation it would be wise to take this opportunity to ensure that your Company is compliant. So if you have a Company with 5 employees or more then please contact their offices on 01428 729149 to arrange a time for an informal chat.



**Quin~essence**  
FLUID PARTNERSHIPS

## TSUNAMI RACENIGHT & AUCTION SUPPORTS BOTH LOCAL & NATIONAL CHARITIES

Lucy Brownrigg, daughter of local travel agents Andrew and Di Brownrigg of Haslemere Travel, is determined to help the efforts of Haslemere charity, The Kings World Trust and the Association of Independent Travel Agents (AITO) who have linked with Merlin, as they have both highlighted specific projects they are supporting.

The Kings World Trust, a well known charity based in Haslemere, already runs 2 children's villages in Tamil Nadu state in Southern India, and wishes to extend their relief activity to provide packed shelters to those that have been made homeless by this disaster.

AITO, the Association of Independent Tour Operators, and their AITO Specialist Travel Agents, have combined with MERLIN to supply immediate Water Purification and Sanitation Equipment to SRI LANKA, and to set up a long term programme for regeneration and restructuring of the local economy, of which Tourism plays an enormous part.

Lucy is organizing a **fundraising event at Wispers School on Saturday 12<sup>th</sup> February at 7pm** which incorporates an **AUCTION** and a **RACE NIGHT**, with items being requested from local people and businesses, and also from a wide range of celebrities, both from the sporting and media world.

"It is hoped that local people of all ages will support this event, which will show the countries that have been devastated by this Tsunami that we do care and do wish to help in the best possible way.

The **tickets will only cost £15 per person to include supper**, with a **Discount of £25** for those who wish to **book a table for 10 (cost £125)**.

There will be a **LIVE AUCTION** to generate greater interest for the more interesting items, one of which will be a fantastic holiday, and also a **SILENT AUCTION** which will run throughout the evening. There will be 6 Races costing £75 for race sponsorship and £15 for horses."

A **Booking Form is attached** to this newsletter for **tickets, races, horses and donations**, with payment instructions. Additional forms will be available on **www.haslemere.com/tsunami/auction** or from **Haslemere Travel on 01428 658777** and 2/4 Petworth Rd, Haslemere, (opposite Woolworths) and also at the Georgian House Hotel.

Many of you will have already donated to the main Tsunami Appeal, but please support this event in whatever way you can whether it is by attending, sponsoring a horse or race, or providing an auction prize.

The final message from a tourist agency in Sri Lanka this week was please continue to visit, tourism is vital for the economy.

## HASLEMERE EDUCATIONAL MUSEUM LOOK FOR ADDITIONAL CORPORATE PATRONS

*A message from Bernard Coe, Haslemere Museum*

I am sure that you have read the local press recently and realise that the Haslemere Educational Museum would benefit from further financial support. You may also be aware of the restoration to our new galleries, our educational facilities, and our programmes of events and exhibitions.

You may be less aware of our development as a local arts centre and our expansion as a facility for hire to local societies and businesses.

We are lucky enough to be able to provide a beautiful building, in part dating back to the 16<sup>th</sup> century and set in 8 acres in the High Street of Haslemere. We have a number of rooms available for lectures, lunches and other functions set in wonderful grounds.

We are asking businesses to support us as a unique Haslemere asset providing a wide range of social and educational services for the whole community. We would like Corporate Patrons to benefit from:

- Free half day booking of one of our Lecture Halls or the Grounds
- Invitations to private viewings of our own special exhibitions
- Discount and priority on other bookings
- A listing in our Annual report

It costs as little as £100 to become a Corporate Patron. Please contact (01428) 642112 for further information.

## NEWS ROUND UP

**Lurgashall Winery** is toasting its success over 30 international meaderies as the Silver Medal winner for its Special Reserve Mead at the International Mead Festival in Boulder, Colorado.

General Manager Jim Inkster said, "We are delighted to receive this award and believe that it demonstrates the quality inherent in all of the products that are available from the Winery.

Proprietor Jerry Schooler said, "By winning this prestigious award we have proved that we are a flagship business setting high international standards."

**Gardner Thorpe Solicitors** have moved to prestigious new premises at 48 High Street, Haslemere as part of their expansion programme.

**Keats Labrow Independent Financial Advisers** have moved to larger premises at 66a High Street, Haslemere.

Simon Labrow explained "we are now able to offer more comfortable surroundings for client meetings as well as being able to take on additional administrative staff to assist with the development of the services they provide. We are particularly proud of our status as fully independent financial advisers with unlimited access to products for our clients."

## WELCOME TO OUR NEW MEMBERS

**Luigi - Fine Quality Shoes & Accessories**  
**Curry Club – Spicy Food Club**  
**Fletcher Kennedy – Company Formation**  
**Eden Hair Design – Hair & Beauty**  
**Starfish – Ladies' & Men's Fashions**  
**Car Network – Car Finance**

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](mailto:chamber@haslemere.com)**

## 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  
***Helen Hayward*** Burley & Geach, Solicitors~656011  
***Mark Keohane*** Action International, Business Coaches~729722  
***Melissa King*** Marley Flowers~656588  
***Simon Labrow*** Keats Labrow Independent Financial Advisers~651010  
***Jerry Schooler*** Lurgashall Winery~707292  
***Chris Stemp*** Ralph Coombs, Ironmongers~643182  
***Michael Wingham*** Georgian House Hotel~656644

## THE BUSINESS BOOK REVIEW

*By Mark Keohane of Action International Business Coaches*

If you're looking for ways to help your business thrive, there are worse ideas than finding yourself some good business books to read.

To save you the time and trouble I'll find them and read them and let you know what they're like. This month, a fascinating study in leadership, 'Shackleton's Way', by Margot Morrell and Stephanie Capparell.

Since I work with business leaders, I picked up Shackleton's Way because I'm interested in what makes a great leader. It can usually be found in the Business section of your local bookshop because it's aimed at a business audience, although the true story of Shackleton's *Endurance* expedition – interesting enough as an adventure tale in its own right - is covered in some detail.

It's a cracking read. It relates the story of Shackleton's Antarctic expeditions, concentrating on the *Endurance* expedition of 1914-16 and how he and his crew became trapped on the ice and lost their ship, but still managed to survive an Antarctic winter and make their way – without losing even one of the 28 crew – to safety. This remarkable achievement was attributed for the most part to Shackleton's exceptional leadership.

What stands out is Shackleton's focus on psychology, and how he used this to recruit his crew and then once recruited to put them together in teams in the most effective way. The book also highlights some of the other facets of Shackleton's outstanding leadership; decisiveness; seeking the counsel of others when required; selecting people smarter than you are; respect for others, whatever their position; the ability to reverse incorrect decisions; and putting the needs of others before his own at all times. He was clearly a remarkable man, and there are big lessons for any of us involved in running a business or with responsibilities for building teams.

The book concludes each chapter with a summary of Shackleton's rules – how he did things to get the results that he did – and a case study from modern life and business (including Jim Lovell's account of the Apollo 13 mission) and how it relates to Shackleton's way.

In summary: genuinely unputdownable, and a great investment for anyone studying leadership.

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](mailto: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.

# TSUNAMI DISASTER APPEAL

## AUCTION AND RACE NIGHT

Sat 12<sup>th</sup> February 2005, Wispers School, 7pm start

in aid of

**Kings World Trust** – immediate relief for those affected in the coastal region & long term care for children orphaned and homeless (*Southern India*)

**MERLIN/AITO Disaster Appeal**– immediate & long term project for water purification and sanitation for *Sri Lanka*

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### Application Form

I would like to provide the following as an item for **auction** – please include approx value:

I would like to buy:

Race	_____	at £75.00 each	£
Horse	_____	at £15.00 each	£
Tickets	_____	at £15.00 pp inc supper	£
table for 10	_____	at £125.00 inc supper	£
		<b>TOTAL</b>	_____

Name: .....

Address:.....

Telephone: .....

I enclose a cheque for:..... (made payable to: Haslemere Travel (Tsunami Appeal))

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#### DONATIONS:

I enclose a cheque for £..... for Gift Aid Relief please tick

Address (inc town & post code): .....

If you pay income or capital gains tax, equal to or above the amount the charities claim back, they can get the tax man to top up your donation, by paying them the tax you have already paid on this donation. This makes your donation worth an extra 28p for every pound, at no extra cost to you.

Signature: .....

for donations please make cheques payable to: (1) Kings World Trust (2) MERLIN

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**PLEASE RETURN FORMS AS SOON AS POSSIBLE TO  
HASLEMERE TRAVEL, 2/4 PETWORTH RD HASLEMERE GU27 2HR  
(01428 658777) email: hastrav@haslemeretravel.co.uk**

**PLEASE NOTE THIS IS NOT A CHAMBER OF TRADE EVENT AND ALL ENQUIRIES SHOULD  
BE DIRECTED TO HASLEMERE TRAVEL AS ABOVE.**