

# HASLEMERE & DISTRICT CHAMBER OF TRADE & COMMERCE

www.haslemere.com/chamber

Newsletter July 2006



## Haslemere Independents' Day a Huge Success

Tuesday 4<sup>th</sup> July saw Haslemere in a new light as the Chamber of Commerce and local businesses in the town celebrated its inaugural Independents' Day. Haslemere High Street, Wey Hill and Beacon Hill all looked fantastic decorated in red, white and blue. The day was a celebration of the town's independent businesses and shops, which help to give Haslemere its unique character.

Arya Ingvorsen, President of Haslemere Chamber of Trade said "It was great to see the town waking up on Tuesday. Having assembled at six in the morning to blow up balloons, committee members were out placing them on lamp-posts, local radio station Eagle were broadcasting and people travelling through the town in their cars were showing their appreciation by beeping their horns and waving!"

A mid-day reception at Haslemere Museum was held, where many of the guests had really gone to town on the red, white and blue theme. Appearances were made by The Queen, Wonder Woman and Supergirl (aka known as Sue Maynard from The Clothes Shop, Melissa King from Marley Flowers and Julianne Evans from JL Nobbs). This was followed by an open topped bus tour through Haslemere, Grayswood, Beacon Hill and Wey Hill. The bus stopped off at various points to let Terry Burns, the Town Crier announce the Dixie jazz band, Dan Darling and His Amazing Chaps, whilst balloons (some bearing Haslemere Rewards cards) were released.

There was much excitement at Beacon Hill, when children from the school were delighted with the combined effects of superheros, open topped bus, Dixie band and masses of balloons. One child was heard to exclaim 'This is my best day at school ever!!' The adults, meanwhile, were entranced by the children. However, everybody but especially those in costume, were starting to wilt and Mark Harris from The Tanning Level did his own superhero bit by buying the whole entourage ice cream. The next stop was Eden Hair and the travelling Independents' Day ambassadors were further refreshed with glasses of cool wine!

More jazz playing, balloon letting off ensued at the top of Wey Hill and in the High Street before a teatime reception at the museum featuring local dance troupe Dance Art, who performed a cheerleading routine. The Independents' Day crew stopped to chat to shoppers who were intrigued by the whole event.

Jerry Schooler, looking impeccable in bowler hat (with red, blue and white trim) and bow tie revealed the winners of the competition for the most Impressive Independents' Day premises, which were CoCo Boutique, Justin Hair and Beacon Hill School.

*Continued on page 3*

## The Chamber Diary

Contact Amanda Baker  
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### MONTHLY SOCIAL

**Special Venue & Host  
Just for July**

*Haslemere's mayor Cllr  
Brian Howard invites you  
to join him at **Haslemere  
Town Hall** for drinks on  
**Thursday 27<sup>th</sup> July**  
from 5.30 pm.*

An opportunity to see the newly refurbished town hall and to have the opportunity to meet and chat to other Chamber members over a drink or two!

\* \* \* \*

### Provisional Dates For Your Diary:

**Halloween Race Night!  
Saturday 28<sup>th</sup> October**

Our annual fundraiser will this year be even more fun with a Halloween twist!

\* \* \* \*

**Fashion Show**  
**Provisional dates either**  
Monday 13<sup>th</sup> November or if  
available, Friday 17<sup>th</sup>  
November, TBC

\* \* \* \*

**Please attend the events.  
They are a great way to  
meet other Chamber  
members.**

**The next committee meeting is on Tuesday 5<sup>th</sup> September 2006 at 6.00 pm  
at the Georgian House Hotel**

## Business Nous

By Mark Keohane, Business Coach

Apart from anything else this month, I've been harbouring a suspicion that I had spelled 'nous' wrong (in previous items I'd included an 'e' on the end, although no-one has pointed out this error).

So I took the opportunity to look up 'nous', which confirmed my suspicions. But while I was about it I had the chance to find out a little more about what nous actually is. Here's what the marvellous Wikipedia says:

*Nous is a Greek word (pronounced 'noose') that corresponds to the English words intelligence, intellect or mind. It signifies a search for order by the part of the soul or mind that knows and thinks. In some forms of Greek mythology, order was imposed by an anthropomorphic father of all things, the Demiurge. In philosophy there were three ordering principles:*

1. *arche – the source of all things*
2. *logos – the underlying order that is hidden beneath appearances*
3. *harmonia – numerical ratios in mathematics.*

Blimey - all I wanted to do was pass on a few business tips! (and I've also found out that everyone has been pronouncing it wrong).

But among all the anthropomorphic philosophy there is a message, which I will attempt to distill for you. We all know that nous is a good thing because it enables you to do a better job. This is summed up nicely in the text above: ...'a search for order by the part of the soul or mind that knows and thinks'. If we think in an orderly way we are more effective. So how do we do that?

Well, I'm a firm believer that knowledge is central to this, and we acquire knowledge in several ways; by studying or reading, for example; by observing others who are better or more experienced than we are; and by learning from mistakes.

So, those of you in business who want to be better at it, what can you read that will help you? Which successful people would you like to emulate? And how do you use mistakes to improve, and make sure that they only happen once?

What can you do for your nous this month? **Mark Keohane – [www.markkeohane.com](http://www.markkeohane.com)**



## Hankies required at Hankley - Chamber Golf

Phew, what a scorcher! And I'm not talking about any of the drives off the first tee. Yep, it was an especially hot day for the annual Chamber Golf Day!

A huge turnout this year of some 36 souls with nothing better to do pulled on their Footjoys, gave their balls a good wipe, blew the dust off their bats, and headed out to the marvellous surroundings of Hankley Common for an afternoon of diligent vegetation clearing loosely described as sport. Cries of 'Four' rang out all over the course, not by way of warning to other golfers of stray golf balls, but in counting the 'air shots' off the tee.

I shouldn't really put the standard down too much of course, for some fine golf was in fact being played in trying conditions on a challenging course.

The fourth green, temptingly close to the clubhouse for those who might think that four holes is quite enough golf for one year, was site of the 'nearest the pin' competition. Unusually, this is not a par 3 hole but a par 4, and the prize was for the nearest the pin with the second shot. As I stood in the sand of the bunker surveying the outcome of my own second shot, I correctly appraised my chances of taking the nearest the pin prize as 'pretty thin'. Mark Harris, of Tanning Level, scooped it with a second that left his ball virtually a 'gimme', and now has a 20 quid voucher to spend as he likes as long as it's at The Sports Locker.

As it happens, we got started quite late in the afternoon because of club competitions. By the time we got half way round the heat of the afternoon and a dwindling supply of balls were taking their toll. Then the realisation that we'd be out there until bedtime if we played all 18 holes struck home, and - for some anyway - the challenge of posting a good score on the back nine became secondary to the challenge of drinking a cold beer in the bar. And so to the prize giving, graciously conducted by Melanie Odell who, it should be said, was her usual diamond self, helping to organise things throughout the day. Melanie decided to forgo the opportunity to test her golfing skills but instead waited patiently for the wanderers to return.

First prize and the Richard Coleman Memorial Trophy, went to Colin Dodge with a score of 34. B Collins took second, also with 34 points but with not such a good back nine, and third went to John Orr posting a score of 32.

Huge thanks to the club for hosting us in such magnificent surroundings and providing prizes, and to Stuart, Hankley's secretary, for looking after us so well. Thanks also to Keith Clayton and Andrew Brownrigg for organising the event so well. We look forward to next year's outing with huge trepidation / enthusiasm!



## Haslemere Initiative win Action for Market Town award

For the second year in a row, the Haslemere Initiative have won the Action for Market Town SE Region best project award, this year for the Haslemere & Villages Rewards Scheme. Arya Ingvorsen, President of the Haslemere Chamber of Trade was present with Melanie Odell, Chairman of the Haslemere Initiative, Iain Lynch Business Development Officer Waverley Borough Council and Janet McWilliam, Project Co-ordinator for the Haslemere Initiative to receive the awards.



The group were already "in the know" that they had won the Economic section of the awards, but were delighted when the project was chosen for the best in region.

This means that once again the Haslemere Initiative will go forward to the National Awards, this year in September in Evesham.

Judges said that the project showed great innovation, good community involvement and were especially delighted with the way that a group of independent retailers were working together to benefit the economic development of the town and its villages.

The Chamber has been a key partner with the Initiative, Waverley Borough Council, Haslemere Town Council and Savvy UK in organising, developing and promoting the scheme. The majority of the participating outlets are Chamber members and the Chamber has helped with significant funding and support.

Melanie Odell Chairman Haslemere Initiative said "I would like to thank the Haslemere & District Chamber of Trade and Commerce for their partnership and support of this most innovative scheme. In particular special thanks should go to the President, Arya Ingvorsen, who undertook the feasibility study and who has played a pivotal role throughout. Her enthusiasm for the scheme has seen her visiting many of the outlets with information and spending hours of time talking through the project with other interested towns."

Fingers crossed for Evesham!

## Haslemere Independents' Day a Huge Success

*Continued from page 1*

Councillor David Inman, The Mayor of Waverley commented on the resourcefulness of the town's entrepreneurs and Arya Ingvorsen finished the day by talking about the real buzz that the day had created and saying how proud she was of the town working together to create something really special. She thanked everybody for taking part and entering into the spirit of Independents' Day and gave special thanks to the hard-working team that had worked to make Independents' Day happen: Julie Brooker, Melissa King and Julianne Evans. She also thanked the Town Crier who performed brilliantly in sweltering conditions, to Eagle for their support and to Steve Neaves from Purple Turtle who had designed the stunning logo for Independents' Day.

## Members Directory

Many thanks to those members who have returned their completed forms to Keith Clayton for the updated Members Directory.

Please would those who have not dealt with this yet return the forms as soon as possible, particularly if you'd like your details updated from the information in the previous directory, or are a new member.

In case you missed it, the form was attached to the June Newsletter. If you have mislaid that issue you can download a copy from the Chamber Website.

## Wealth through your windscreen with Delta FM!

Julie from Hindhead couldn't believe her luck when she won the star prize of £500 cash, simply for displaying a Delta FM sticker in her car, sponsored by Haslemere's Inn on the Hill.

The prize was drawn at the end of a month long promotion for the Delta Sticker Spotter Competition. Every day one Delta listener spotted with a car sticker, received a £25 Inn on the Hill dinner voucher with one winner having their voucher upgraded to £50 Bed and Breakfast for Inn on the Hill. All contestants were entered into the grand prize draw to win the £500 cash provided by the prestigious and popular Inn on the Hill, Haslemere.

The winner was selected at random from the draw and phoned live on air. Julie from Hindhead was absolutely delighted to learn she had won the cash: "The money could not have come at a better time for me. My daughter has not been very well and we have had a very distressing year. I intend to treat her like a princess".



Stuart and Saskia presented Julie with the cash at Inn on the Hill in Haslemere. They were thrilled with Julie's reaction: "We are so pleased the money was won by Julie.

She seemed so genuinely delighted with the news and we were very moved by how grateful she was. We really hope Julie and her daughter enjoy spending every penny".

**The second Sticker Spotter Competition to win £500 plus the daily and weekly prizes for Inn on the Hill is currently running on Delta radio. You can collect your Delta car stickers from the Bordon studios, any of the Herald offices in Haslemere, Farnham, Alton, Bordon and Petersfield, Comfort Corner in Wreclesham and Inn on the Hill in Haslemere.**

**Our Sticker Spotter patrol is on the look out for your vehicle displaying a Delta car sticker – you could be a winner today!**

For more information on The Stuart Clark Breakfast Show and Delta FM, visit [www.deltaradio.co.uk](http://www.deltaradio.co.uk). Listen to Stuart and Saskia every weekday morning 06:00 till 10:00.

For more information on Inn on The Hill, visit [www.tailormadepub.co.uk](http://www.tailormadepub.co.uk).

## **“ In an age when risk is difficult to manage – Contract Hire is RISK FREE to customers”**

A powerful statement – and very true – business these days seems to be exposed to more risk than ever before. If you are running Company Cars did you know that at least some risk can be eliminated by using Contract Hire ?

In essence Contract Hire is like long term rental, and because the car is owned by the Leasing Company they take the risk of the residual value. They also have the hassle of disposing of the vehicle, funding it, and servicing if you choose to include maintenance in the contract.

All you, the customer have to do is choose the car, nominate the mileage, look after & insure it. At the end of the period (which you nominate ) the car goes back, its as simple as that !  
You pay a fixed monthly amount based on the cost of the car, the term and the mileage.

The many benefits of the system are fixed inflation proof funding, you know exactly how much you will be paying for the term of the contract which makes for accurate budgeting, no nasty surprises if you include maintenance , and that also reduces your administration. You have no risk of disposal – simply hand the car back at the end. Contract Hire is off balance sheet too which is an advantage to some businesses, speak to your accountant about that.

May be something worth thinking about. This could be a way of getting one “ risk “ under control.

**Leslev Howes 01428 707993. The Car Network Ltd**



## Lady Jane Events & The Lythe Hill Hotel

Present:



### The Haslemere Wedding and Home Fair

You are invited to join the trade fair of the year !!!  
The Haslemere Fair is to be held on Sunday March 4<sup>th</sup> 2007  
from 10am –4pm.

Set in (what will be) the newly refurbished Lythe Hill Hotel,  
We aim to make this a wonderful promotional day for all of Haslemere's Traders. Called "The Haslemere Wedding and Home fair" it will be advertised to ensure that those getting married, setting up home and existing homeowners come to see us, as well as those who just want to see the changes at The Lythe Hill.

We aim to host a prize Draw and to launch the Haslemere Gift List Service in conjunction with Grayswood Computing.

This is a non-profit making fair – Lady Jane Events are not even being paid for their time & effort to ensure that only advertising costs are being split between exhibitors.

We want every business in town to come & promote themselves and Haslemere. Estate Agents, Clothes Shops, Jewellers, Stationers, Furniture & Household Items.....EVERYONE!!

For more details and to ensure you have your stand booked  
Contact: Sara-Jane Gray on 07775615617 /01428 645963  
Sara-jane@ladyjaneevents.co.uk

#### Waverley Business Forum

Just a quick reminder that the Forum exists to promote the interaction between business and local government in Waverley. The Committee meets quarterly and would love to hear your views on how local business could be better supported by Waverley Borough Council.

The Forum also runs a series of business breakfast briefings, and you are invited to book and come along to meet people and find out a few things that may be useful to you. Like **How To Get More Appointments By Cold Calling** – and who wouldn't want to be able to do that?! - the title of the next Forum briefing on Tue 25 July at 7:30 at The Manor House in Godalming. At time of writing, 58 people have registered for this event – a record turnout we think!

To register for this event or any of the briefings go to the Surrey Chambers web site, [www.surrey-chambers.co.uk](http://www.surrey-chambers.co.uk). Click on Breakfast Briefings and locate the event – from here you can book.

Other WBF breakfast briefing events coming up:

Thu 28 Sept; **Pitfalls For The Unwary Employer**. Speaker: Jo Pennycook of Hart Brown. Georgian House Hotel, 7:30 a.m.

Tue 10 Oct; **Leading the Fight to Win the Talent War - How to Attract and Retain the Best Talent**. Speaker: Andy Coe of CoeOperate. Venue TBA.

See you there! **Mark Keohane** – [www.markkeohane.com](http://www.markkeohane.com)

#### New Members

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 **Labrow Independent Financial Advisers** on **01428 651010** or email [chamber@haslemere.com](mailto:chamber@haslemere.com)

## THANK YOU, THANK YOU, THANK YOU.

The Chamber has had quite a few events over the past few weeks, none of which could have happened without the support of other chamber members. So, at the risk of sounding like some teary eyed actress at the Oscars (I wish!!!), I would like to thank everyone who has taken part or attended a recent Chamber event. For the following events, I would like to give specific thanks, so, a **HUGE THANK YOU** should go to the people mentioned below:

### For The Golf Day

Thank you, to Keith Clayton from Clayton Fine Jewellery, who so ably organised the event, along with Andrew Brownrigg (Haslemere Travel) who is always so knowledgeable about golfing matters. Also to Melanie Odell (Church Micros) for presenting the winner with the coveted cup and of course Stuart Scott, Hankley's secretary.

### For The Farm Walk

To Roundhurst Farm who always delight all those who attend one of their events and to Amanda Baker (Alan Baker Fine Flooring) for organising it, supported by Simon Labrow (Labrow Limited).

### For Haslemere Independents' Day

I think I have to thank the whole world for this inaugural event (they are always the most nerve racking as you have no idea how it is going to pan out). In particular however, mega big thanks to Julianne Evans (JL Nobbs), Julie Brooker (CoCo Boutique) and Melissa King (Marley Flowers) who worked incredibly hard to get this event going. To all committee members who helped blow up well over one thousand balloons at six o'clock in the morning. To Julia Tanner from Haslemere Museum for hosting the receptions and to Steve Neaves from Purple Turtle for designing the logo. To all shop keepers, including those that were not Chamber members who took part in the event and to new retailers in town, Rural Living who had not been open for longer than a week or so, but still managed to get something in their window! Also to Angie Townsend from Eden Hair for the refreshments on the bus tour and Mark Tanner for the ice lollies. The town crier worked incredibly hard in his beautiful thick velvet frock coat and must have lost lbs because it was so flipping hot!!! Brian Howard gave his continual support throughout the event, thanks Brian and the media did brilliantly too. Thanks to PG and Val Handley (from Eagle Radio) for their support and coverage and also to all the local media who featured Haslemere Independents' Day. Lastly, thanks go to Haslemere Wardrobe who excelled themselves with the provision of red, white and blue costumes, Jerry Schooler from Lurgashall Winery for his Independents' Day wine and judging skills and to all of you who attended the event and perhaps enjoyed Dan Darling and His Fabulous Chaps and/or The Dance Art Cheerleaders.

### Arya Ingvorsen, President Haslemere & District Chamber of Trade & Commerce

PS A big thank you must also go to Arya from the Committee and Chamber members for the idea and all her sterling work with Independents' Day.

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 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.

### COMMITTEE MEMBERS

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

**VICE PRESIDENT Melissa King** Marley Flowers~656588

**TREASURER Mark Keohane** Business Coach~656656

**David Armstrong** Lythe Hill Hotel & Spa~

**Amanda Baker** Alan Baker Flooring Co~645757

**Julie Brooker** CoCo Boutique~661299

**Keith Clayton** Clayton Fine Jewellery~ 656138

**Julianne Evans** JL Nobbs, Stationers~643996

**Peter Jones** The Sports Locker~653725

**Simon Labrow** Labrow Independent Financial Advisers~651010

**Melanie Odell** Grayswood Computer Services~644858

**Jerry Schooler** Lurgashall Winery~707292

**Sarah Slade** Georgian House Hotel~656644