



Evening networking sponsorship opportunity

If you have ever attended a Felixstowe Chamber business networking event you will know just how vibrant and well attended they have become.

Numbers attending the breakfast meetings, which are held in association with the Felixstowe Flyer, are increasing, offering those attending an invaluable opportunity to meet other like-minded business people, pass on referrals, exchange details and share experiences. And the same is true of our evening events.

And now the exciting opportunity to sponsor the Chamber's evening events is available. The evening business networking events follow a theme with guest speakers sharing information relevant to businesses or imparting with expert knowledge,



16 April evening networking event

helping businesses to maximise on ideas and opportunities available.

If you would like to sponsor our evening events, please contact Louise Berrill on 01394 279692 or at info@felixstowechamber.co.uk

Never attended a networking event? Unsure what they're all about? Do you find the prospect of networking a little unsettling?

Check out the Chamber's useful networking tips on page 3

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Welcome to our new members

- ◆ 1st Call Telephone Services - 0800 907 0001
- ◆ Bushfire Photography - www.bushfirephotography.co.uk
- ◆ Art on the Prom - 01394 671033 - www.artontheprom.org
- ◆ Advance IT - 01394 421505 - www.advanceit.co.uk
- ◆ Oo2 Solutions - 01394 275235 - www.oo2.net
- ◆ Time is Money - 01394 670228 - timeismoney1@btinternet.com

A Concert for 'The Hut'

Editorial supplied by Tracy Tipple

On Saturday 17th May at 7.30pm in Trimley Sports and Social Club, local singers and musicians present a concert of English music, ranging from early madrigals to the Beatles.



'The Hut' — Felixstowe Promenade

The concert will be directed and presented by Bernard Reader, who has been well known to local audiences for many years. This will be the third concert of its kind in Felixstowe. On both the other occasions the concerts proved a great success. They were both sold out and raised a substantial amount of money for worthy causes.

The aim this year is to raise money for 'The Hut' (formerly the Red Cross Day Centre), which is used continuously by many organisations throughout the summer months.

Tickets priced at £6.00 can be obtained from Russell Smith of Hamilton Road, Trimley Sports and Social Club or Tel. Louise Bentley 01394 275103. Early booking is advisable to avoid disappointment!

Meet your new executive committee members

The Felixstowe Chamber of Trade and Commerce has announced the name of its new chairman and newly appointed executive committee members following their annual general meeting held late March.

Shaun Rudduck who served as chairman of the Chamber for two years stepped down at the AGM and Peter Dawes was formally voted in as his replacement. Peter works in the town as a stockbroker and independent financial adviser for investment firm Edward Jones, he said: "I've had connections with Felixstowe for some fourteen years and I felt it only right to offer something back to the people of the town. The job of chairman made perfect sense".

Peter went on to say how impressed he was with the work the former chairman Shaun Rudduck and his committee had done over the last two years to raise the profile of the chamber in Felixstowe and added: "As the new chairman I



Photo: Peter Dawes

feel it is my responsibility to carry on and enhance this good work so the Chamber will go from strength to strength. I look forward to working with my fellow committee members and, I'm pleased to say, with Shaun who will remain a member of the committee".

In addition to Peter, four new members of the executive committee were also voted in during the meeting.

Tracey Laflin who will now take on the role as Assistant to the Committee is a partner and property law specialist with Jackaman Smith & Mulley solicitors at their Felixstowe office. The Evening Star's Sales and



Photo: Tracey Laflin



Photo: Sue Gipps

Marketing Manager Sue Gipps, another new member of the committee commented on how she viewed Felixstowe as a core area for the newspaper and remarked on how being involved with the chamber would be mutually beneficial to the town and the publication.



Photo: Dean Wales

Dave Whiting and Dean Wales took the remaining two positions on the Chamber's committee. Dean, a Felixstowe based freelance marketing and PR consultant with DW Marketing will be bringing over fourteen years agency and client side experience to the Chamber. In addition to his general role on the committee he will also be coordinating the



Photo: Dave Whiting

Chamber's quarterly newsletter. Dave Whiting is no stranger to Felixstowe theatre goes as his company Showlite Sound and Light has lit and has been responsible for sound production for countless shows at the town's Spa Pavilion Theatre since 1985. He is also a member of the Theatre Safety Committee, part of the Association of British Theatre Technicians.

The following committee meeting welcomed an additional new executive member Kelly Sayers. Kelly is a Partner within the Employment Services department of Prettys Solicitors and has worked within the employment law field for over 7 years. Kelly has lived in Felixstowe for over 20 years and attended both local primary and high schools.

Peter Dawes concluded: "The Felixstowe Chamber of Trade and Commerce is enjoying an increasing base of vibrant and active members which is evident from the increasingly popular networking events we run in association with the town's Flyer Press. The committee and I are looking forward to working with our members, the people of Felixstowe and building strong ties with the sole interest of raising the profile of the town".

Full profiles of each of the new executive committee members can be viewed on the Chamber website at: www.felixstowechamber.co.uk

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Dates for the diary...

Mon 22nd May

Level 2 Youth Project is holding its AGM on Thursday 22nd May at 7.30pm at The Brook Hotel, Orwell Road Felixstowe

Anyone wanting to attend, please contact Wendy O'Connor on:

01394 272521 for a formal invitation.

Weds 11th June

Get Set for the 2012 Olympics -

The Brook Hotel, 6.00pm, £10.00 for members £15.00 for non-members. Includes Canapés.

Speakers: Scott Dolling, Adam Baker & John Shaw.

Weds 4th June

Breakfast Meeting in conjunction with The Flyer- Felixstowe Ferry Golf Club, Felixstowe - Pre-booking required - Tickets £10 members, £15.00 non-members. 7am reveille. **Win a year's social membership at the club!**

Weds 2nd July

Breakfast Meeting in conjunction with The Flyer - The Brook Hotel, Felixstowe - Pre-booking required - Tickets £10 for members, £15 for non members - 7am reveille. **Win a meal for two!**

Weds 6th August

Breakfast Meeting in conjunction with The Flyer - The Waverley, Felixstowe - Pre-booking required - Tickets £10 for members, £15 for non members - 7am reveille. **Win a meal for two!**

Weds 3rd September

Breakfast Meeting in conjunction with The Flyer- The Spa Pavilion, Felixstowe - Pre-booking required - Tickets £10 for members, £15 for non members - 7am reveille.

WIN 4 tickets for the opening night of 2nd of Seaside Special (Direct from Cromer Pier) on Thursday 2nd October

Weds 1st October

Breakfast Meeting in conjunction with The Flyer - The Fludyers, Felixstowe - Pre-booking required - Tickets £10 for members, £15 for non members - 7am reveille. **Win a meal for two!**



Making the most out of your Chamber Networking

Speak to any business or marketing consultant and ask them their views on networking and it's very likely they will

be great advocates of it. Word-of-mouth marketing is extremely potent and although networking is only an element of this marketing channel, it is nonetheless a sturdy cornerstone of this means of promotion.

However, you're not alone if you feel a little unsettled by the prospect of networking, so, as networking is such valuable benefit of your Chamber membership, we've included some tips to help you make the most out of the programme of forthcoming networking events.

- 1. Networking is about being genuine**, and authentic, building trust and relationships and seeing how you can help others.
- 2. Be clear about what you want to get out of the networking session.** This will assist you in choosing the people you want to speak to and what you want to speak them about.
- 3. In networking conversations, remember to ask open-ended questions.** Ask who, what, where, when, and how as opposed to questions that can be answered with a simple yes or no. This will open up the discussion and shows listeners that you are interested in them.
- 4. Become known as a powerful resource and remain visible.** When you get yourself known as a strong useful resource, people remember to call on you for suggestions, ideas, names of other people, etc.
- 5. Be sure of what it is you have to offer and for whom. And don't forget what makes you and what you do unique.** Communicating this clearly will help people know what you do and will help in getting referrals.
- 6. It's important to quickly follow up on referrals you are given.** When people give you referrals, your actions are a reflection on them. Respect and honour that and your referrals will grow.
- 7. Call or get in touch (email, letter) with those you meet and who may benefit from what you do and vice versa.** Express that you enjoyed meeting them, and ask if you could get together and share ideas.
- 8. It's dangerous to make assumptions about the person you are talking to.** Everyone has friends, colleagues, relations and contacts, and one of them might be just the person you need to speak to.
- 9. Don't misunderstand the difference between a referral and a lead.** Lead's are 'cold' but you can view a referral as 'hot' - referrals know who you are and are expecting to speak to you.
- 10. After meeting someone, jot down a few notes on the back of their business card to remind you of who they are and what you talked about.** However much of an impact they made on you, it's unlikely you will remember all the important details.
- 11. Networking involves WORK.** Preparation, effort and enthusiasm are essential to ensure you get the best out of your networking session.
- 12. Listening is so important.** You have one mouth and two ears and remembering to use them proportionately will help you on your way to being a successful networker!

EveningStar

Look out for details on our forthcoming

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Have you booked your place at the Chamber Summer Dance?

Saturday 26th July

Places are selling fast and this year's Summer Dance already promises to be an event not to be missed.

Taking place in the beautiful grounds of the Felixstowe Golf Club, with spectacular food, superb entertainment and of course an invaluable chance to network, it truly is going to be the Chamber event of the year.

There are also a few sponsorship packages left offering the opportunity of high profile exposure for your business.

To book or for further details of sponsorship packages, please contact Louise Berrill on 01394 279692 or at info@felixstowechamber.co.uk

Linking up to reduce retail crime



The 'Radio Link' programme initiated by the Felixstowe Chamber in association with PRS provides shops and other businesses in the town centre with extra security, enabling them to alert the police and fellow retailers of security risks such as shoplifters or anti-social behaviour.

The number of retailers participating in the scheme was initially encouraging but its effectiveness relies on a suitable amount of retailers actively using the scheme.

The Chamber is urging those retailers already participating to ensure that their radios remain switched on during trading hours and for those who are yet to invest in the scheme to contact the Chamber for details.

The scheme is charged on a quarterly basis with Chamber members receiving a substantial discount.

For more details please contact: Louise Berrill on 01394 279692

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Can you help with raffle prizes?

We still need more prizes for our charity raffle. If you could provide a prize for our raffle and in turn help support our chosen beneficiary 'Art on the Prom', please contact Louise Berrill - details above.



In search for a Vice Chairman

The Felixstowe Chamber of Trade and Commerce is looking for an eligible candidate for the role of Vice Chairman. The Vice Chairman role is voluntary and in addition to general committee duties, the successful candidate would support the Chamber's Chairman Peter Dawes, chairing committee meetings and attending events and meetings (both the Chamber's and other organisation's) in his absence. If you would like to be considered for this busy but very rewarding role, please contact Peter Dawes on peter.dawes@edwardjones.com

Felixstowe Chamber of Trade & Commerce

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