

By the end of 2002, I had enjoyed a successful career of about 20 years in the media industries: five years with News Corporation and 15 with Sony Corporation. I'm an electronic engineer by trade, and somehow my career path had led me to specialising in the technical design of television stations.

member profile

CRAIG NORRIS
Alkira Technologies



After successfully completing a project to build a new TV station in Taiwan for Star TV, I quit everything at the end of 2002. I headed for Seattle to embark on a road trip across America in an old car. I'd already set myself up as a sole proprietor in Hong Kong, because I'd been working a moonlight job as a photographer for a couple of years. I'd also been running a popular series of photography workshops on weekends. So the trip was a good opportunity to build up my portfolio of images and to capture some new material for use in my workshops.

About a week after I started my road trip, the SARS disaster hit Hong Kong. By the time I returned in October last year, I was shocked to find that there was suddenly no more work here for "expensive" expats like me in the television industry. Suddenly, my little photography business was my only way of making a living here, and so the adventure of being truly self-employed began.

It's been a real education to run my own business. I've now become infinitely

more responsible about how I handle my money. I knew all about technology, people, schedules, promotion, advertising and sales, but as for how to handle a business's financial shortfalls or surpluses, I was a mere beginner. Now I'm learning fast!!

Here are my tips to anyone starting a new business:

1. Have it as your basic purpose "to create happy customers".
2. Make it as easy as possible for your customers to find out about you and your services and products.
3. Spend your surplus income only on things that will help your business make more money. If a purchase does not contribute to additional income or reduced operation costs, don't buy it (no matter how much you'd like to have it). Discipline is the key.

Craig Norris, Alkira Technologies
T: 9810 4265 F: 2686 1390
E: craig@alkiratech.com
W: www.alkiratech.com

site seeing

www.buildingbrands.com

On this site, Hong Kong-based branding consultant Colin Bates shares the principles and practices of successful branding. Browse through the "Did You Know?" section for informative case studies; the "Light Relief" section for amusing anecdotes from the world of branding; the book reviews and the list of definitions. Then, be sure to subscribe to Colin's free BuildingBrands e-newsletter.

By the way, Colin will be one of the guest speakers at our January 2005 meeting.

Recommended by: Kay Ross

Would you like to recommend a good website? Send details to the Editor.

newsletter, december 2004



our aims

To support the owners of existing businesses

To encourage those who aspire to own a business

To educate through regular seminars

To provide a network of friends and colleagues

wboc coming events 2005

The Essentials of Marketing and Branding

Tuesday 18 January, 6:30pm-10pm
Hong Kong Football Club, Happy Valley
Members \$310, guests \$399 (dinner included)
Kick-start 2005 with a great marketing strategy. Learn why and how to market your company effectively and within budget. (Note: Extraordinary General Meeting at 5:30pm to vote on changes to our constitution. No charge to attend EGM only.)

How To Sell More Stuff

Tuesday 22 February, 6:30pm-10pm
Hong Kong Football Club, Happy Valley
Members \$310, guests \$399 (dinner, lucky draw and networking sessions included)
Topic: How to win that million-dollar contract

Speaker: Jeffrey Markley, Senior Consultant, Rogen Hongkong Ltd.

Topic: Body language – creating executive presence

Speaker: MJ Jennings, Director – Training and Executive Coaching, Active Communication (owned by Black Isle Ltd.)
Topic: First impressions count – presenting a professional image

Speaker: Eve Roth Lindsay, Owner, Savvy Style, The Image Advisor

How to Start & Run Your Own Business

Saturday 12 March, registration 8:30am, seminar 9am-1pm
\$400 (no discount for members; breakfast, morning tea and networking included)
FCC, Central
Six business-owners share tips on how to get started and how to manage your business efficiently and effectively. Repeated by public demand.

For details and to register for any of these events, go to: www.hkwbc.org/events.htm

To recommend a speaker, or even to volunteer to be a speaker, at a WBOC event, contact a WBOC Director.

Note: The combined January/February issue of this newsletter will be published in mid-February 2005.

contact wboc

wboc administrator:

Esther Lowe
t: 2541 0446
f: 2581 0574
esther@hkwbc.org
www.hkwbc.org
1608 Eastern Harbour Centre
28 Hoi Chak Street
Quarry Bay, Hong Kong

editor:

Kay Ross
kayross@hkstar.com

designer:

Katie McGregor
katie@firstlinedesign.net



QUALITY CHINESE MEDICAL CENTRE
Herbal prescriptions, Acupuncture, Bone-setting, Chinese Chiropractic, Cupping therapies. Specialising in back/neck pain and injury, menopause symptoms, PMT and weight loss.
9/F Jaffe Mansion, 518 Jaffe Road, Causeway Bay
Call Sally Tse: 2881 8267 / 6130 9223

Looking for a trusted Jeweller?
We cater to your every need!
Come visit us at:
Alkira Jewellery Co., Ltd.
289 Hsuek Centre, 5-15 Hsuek Road, Tsimshatsui, Kowloon, Hong Kong.
Tel: 892-37128801 • 892-37128820 Fax: 892-37128868
E-mail: albsa@albsa.com Web: www.albsa.com

Personal coaching and courses with Vivien Eakin
Sort out your personal finances and learn to attract what you most want in your life
Special Offer for WBOC members!
www.silverlininghk.com. Tel: 25280280

Documentation and Data Storage Services
Fire safes-protect stored documents
Data safes-protect data media
Secure 24 Hour Access
Call Jessica Park (WBOC Member) 2880 0622
Rental - Each drawer is individually protected from FIRE and can be individually LOCKED.

Need specific financial planning advice?
For advice on insurance, investment, and other financial planning issues contact **John Douma** on 2522 6990 or jdouma@chatyon.com
Chatyon Limited
SFC Registered Investment Advisor
A member of Confederation of Insurance Brokers

Take your company online for just \$2,000
Including name registration, hosting and a simple website
I.T. Training: Photoshop, PowerPoint, Excel, Web design ...
Other Services: Database/Web/Excel - programming
Sleiman Matar
Tel: 9775 1561
Email: sleimanji@LighthouseResources.net
Website: www.LighthouseResources.net

from the president

SUZANNE LIU DUDDEK
suzanne@hongkongcpa.com

Photo taken by Harry Dudick, Halcrow



hi fellow members!

I would like to thank the following donors of the lucky draw prizes at our Customer Relationship Management seminar on 16 November: Michael Ranck, Director of ERS Limited and an ACT! – certified consultant (Michael@ershk.com.hk); Rita So, Marketing Director of Baya Club, the Asia-Pacific exclusive distributor of Heidi's nail treatment products (Rita.so@bayacomm.com), and Karen Chastain, Vice President, Sales, of Golden Gate Wine Co. Ltd. (Karen@goldengatewine.com).

Our Board of Directors has prepared a programme of seminars until June 2005 – see our website (www.hkwbo.org). I would like to call on more members to volunteer to be Directors of our Club and to help organise these seminars. Also, we welcome suggestions from you regarding speakers for our events, so please e-mail your suggestions to the relevant Directors.

This is my last "From the President" report to you. After 3.5 years as your Treasurer and 2.5 years as your Chairwoman, I am handing over the reins to your Vice Chairwoman, Laurie Lemmlie-Leung. It has been my pleasure to serve you. I would like to thank Elaine Healy, Esther Lowe, Jill Elsner, Kay Ross and Sue Dockstader as well as the Board of Directors for their contributions of time and effort to help me meet my objectives of broadening the Club's membership base and making it a business-focused group for business owners. Thank you for your support to make our non-profit organisation continue to thrive.

I wish you all a Merry Christmas and a Prosperous New Year!

And I'm sure we all offer our thanks and congratulations to Suzanne for her tireless efforts as our President. Thank you, Suzanne! Editor

customer relationship strategies

16 november 2004



Pictured at our 16 November meeting are, from left: guest speaker Craig Norris, professional photographer and owner of Alkira Technologies; guest speaker Rita So, Executive Director, Baya Club, and the two event organisers: Denise Qvist (Director, Poco's Fun Club) and Katie McGregor (Director, Firstline Limited). Apologies – our third speaker, Anthony Solimini, Managing Director of the Sandler Sales Institute, had to rush off before the photo was taken.

Photo by Craig Norris

new members

Andy Chworowsky
Fat Angelo's
T: 2527 5767 F: 2527 9495 M: 9389 0179
E: andyc@fatangelos.com
W: www.fatangelos.com

Phoebe Fan
Hong Kong Productivity Council
T: 2788 5868 F: 2190 9768
E: phoebe@hkpc.org

Craig Norris
Alkira Technologies
T: 9810 4265 F: 2686 1390
E: craig@alkiratech.com
W: www.alkiratech.com
See Craig's "Member Profile" on the back page.

Maddalena Gonzo
I Scream Ltd.
T: 2344 1778 F: 2344 3589 M: 6072 6354
E: info@iscream.biz

Ann Charlotte Johansson
Intentia International Asia Pacific
T: 2547 6818 F: 3119 1830 M: 9756 4363
E: ann-charlotte.johansson@intentia-ap.com

Katrina Walker
Bumps to Babes
T: 2552 5000 F: 2552 5522 M: 9127 8957
E: sales@bumpstobabes.biz.com.hk
W: www.bumpstobabes.com

Glenn Ulmer
Time Technology
T: 2251 1769 F: 2251 1618 M: 9771 6011
E: glennu@timetechnology.net
W: www.timetechnology.net

Combining People, Technology and Facilities to Provide Cost-Effective Work Solutions

3101 7200

39th Floor One Exchange Square
8 Connaught Place Central
Hong Kong

info@networkcenters.com.hk

Formerly * NetWork*

Video Conferencing Central Location
Meeting Facilities Business Identity
Workstations Business Recovery
Contingency Planning Serviced Offices
Spacious Cafe / Lounge Virtual Offices

The Directors of the WBOC acknowledge the help and support of LevelOne Central

If you're a small business owner, why did you go into business?



think BIG and then...

LYNDA AURORA

Here are some of the responses I've heard:

- Nothing else to do.
- There were no corporate opportunities in the economic downturn.
- It seemed like a good idea at the time.
- The opportunity found me.
- I thought I could get more balance in my life if I had my own business.
- I've always wanted my own business.

After a year or two, how has it turned out? Here are my observations:

- Most business owners are working in the business too much.
- For many reasons (usually financial), they're doing too much of everything: marketing, sales, advertising, deliveries, ordering, accounting etc.
- They have difficulty attracting and retaining good staff.
- They're often good at some aspects of the business but struggle with other aspects, usually the accounting side of the business.
- They manage the business by how much is in the bank.

When small business owners face the hard reality of their business, the amount they earn for their efforts is very disappointing, and they soon become disillusioned.

So here are some tips:

- When you start your business, think BIG. Have an organisational chart with a job description for each position that will eventually need to be filled, and prepare for it.
- Identify the key indicators for your business (eg, sales, cost of sales, profit margins, inventory levels, expenses), and monitor them at least monthly. Also, manage your debtors.
- Prepare your monthly accounts within five working days of the month end, with comparative figures with the year before and year-to-date figures.
- Ensure your accountant explains the results so you understand the implications for your business.
- Be rigorous about your cashflow projections.
- Don't think and work in your business 24/7; take time out to refresh and reflect.

The key is to think BIG, then re-engineer backwards to make it happen!

Lynda Aurora
Impact Coaching & Consulting
www.lyndaaurora.com

Kay Ross
Managing Director, Kay Ross Marketing

Editor • Copywriter • Marketing Consultant
for compelling marketing communications material
and creative marketing strategies

Tel: 2858 1231 or 9773 3751
kayross@hkstar.com
www.kayross.com



Get Organized for 2005



A guaranteed way to gain an extra 2 productive hours each day.

- Enhance productivity
- Build great customer relationships
- Improve team communication
- Enjoy increased profitability
- Have a more balanced life.

Time Technology – a program designed to maximise time and current technology already sitting on your desktop.

We are running full day English workshops (9:00 am to 5:00 pm) on **25 January and 22 February 2005.**

Limited seats available.
Laptops provided with Outlook.
Phone: 2251 1769
Email: lilianw@timetechnology.net

feedback

30 october 2004

Our "How to Start and Run Your Own Business" seminar on 30 October was such a success that it will be repeated on 12 March 2005 – for details, see the list of coming events on page 1. Here are some comments from participants at the 30 October event:

Jamila Jaggard said: "I recently qualified as a Health & Fitness professional but my course didn't prepare me to be self-employed. The WBOC seminar answered all my questions and the presentation on writing a business plan was the most useful and practical at this stage of my career."

Larry Hamilton-Wright, Director of EastPoint Property Management Services Ltd., had this to say about Suzanne Liu Duddek's presentation: "Without a doubt your presentation hit the mark!... It was funny, factual, practical and delivered with great style."

Jennifer McBride of Life's A Breeze said: "The seminar was so valuable that I was hyped up when I got home and my husband had to calm me down. That seminar gave me so many new ideas and I recommended three of my friends to attend the WBOC seminar... You should do your 'How to Start & Run Your Own Business' seminar every six months."

Please tell your friends about this popular seminar!

Contact Katie McGregor

DESIGN & PRINT PRODUCTION
Tel: 2521 8061 Email: Firstline@FirstlineDesign.net 12/F Oriental Crystal Bldg, 46 Leiford Road, Central, Hong Kong

limestone coast wines

Fabulous quality wines at exceptional prices. Labels made in Hong Kong to promote your business or social event.

For information or a free wine tasting call 62048894 or 28171625 or mail@limestone-coast-wines.com

Mention this ad & receive a free bottle of wine with your first order.