



## 1230 TWC News

**H**ow many definitions of "Business Networking" are out there? At a recent networking event each of the 3 speakers started with a definition of networking. The remainder of each talk had all the elements of a good presentation – humour, interesting and informative, but the second and third speakers stuck to their script so didn't get off to the greatest of starts! Hopefully some lessons learned there, not only by those speakers but also by the audience – learn to think on your feet! But they were all agreed on one thing – business networking is *the* most cost-effective way to build your business.

According to Wikipedia - "**Business networking** is a marketing method by which business opportunities are created through networks of like-minded business people"

Well, this month Penny and I have done lots of business networking! Nothing new there you might think, maybe not, but each event whether it was another organisation's event or a 1230 meeting has brought us into contact with interesting and varied people – some we've met previously, some new.

So dashing in and out of the rain, and latterly blistering sun, since last we spoke we've attended "Make Your Mark" at the British Library, the London City Business Library Tour, Presentation and Networking event, attended 1230 meetings at Crouch End, Friern Barnet, Tonbridge, Beckenham, Chislehurst, Sevenoaks, King's Hill, Ipswich, Mayfair, Dartford, Hastings, Oxted and Woking, meetings with Business Link Surrey, 2 Business Scene events, an e-mail marketing seminar, attended a special luncheon at Coutts, delivered 7 1230 web site guides; had meetings with and confirmed Guest Speaker

**Jenny Holloway** Director of Fashion Capital for **1230 with RBS We Mean Business!** more meetings with We Mean Business! (9 October) sponsors RBS/Lombard and confirmed the fabulous **Gherkin**, 30 St Mary Axe as the venue for **1230—Diamonds are Forever!** in association with Frank Usher Fashions on Friday 26 September, and guest Jenny Agutter, star of radio, TV, stage and films, **AND (to include the guys!) 1230 Casino Royale!** A very definite "shaken not stirred" feel to both events!

More details of these events on the web site. Places have already been reserved for these last 2 events as everyone is clamouring for this rare opportunity to enter The Gherkin - so don't miss out, book now! Why not book both events on the 26 September and stay the night at one of the nearby hotels.

We're delighted to have onboard the following **new 1230 Managers** - Karen Wilkinson and Mandy Shepherd who on 16 July took over the already highly successful 1230 King's Hill group—our thanks to Anna and Jane Marshall. Jane and Anna have stepped down as 1230 Managers due to their businesses going in different directions, but we will be able to keep up-to-date with their new challenges as they continue to attend 1230 meetings. 1230 TWC Dartford Manager Paula Pomeroy with Anne Hulbert launched the inaugural meeting of 1230 TWC Dartford on Thursday 23 July; Lesley Jones takes over as 1230 TWC Harpenden Manager from Ann Binnie – another fabulously strong group – Ann is moving, but will also continue to attend 1230 meetings until the move, and then who knows, possibly another 1230 group wherever Ann lands!

We like to hear from you, so please continue to let everyone (including the Search Engines!) know about your businesses by posting your news of events, blogs, testimonials, articles, and regularly updating your profile to the 1230 web site.

Until next month.....

Courtesy of S.E.A. Photography



Co-founders  
Jackie Groundsell and Penny Denby

Enjoy your read, and we look forward to meeting up soon!

### Did you know?...

that Gmail, like many Web 2.0 sites, is still in beta, and therefore is still 'use at your own risk'. Google makes no promises on data integrity at all, and reserve the right to delete your account with no notice or reason. While it may be one of the better online email services, to rely on it for business reasons is not wise.

### and

Cheaper phone calls. You can pay less for a National Rail Enquiries call, the official number is—0845 748 49 50 — but you can cut the cost of calling by dialling 0121 634 2040 and then pressing '1'. You'll get through to the same thing. See the SayNoTo0870 guide for more info.

### and

Reclaim the cost after train delays. The rules state that if a train is late you can reclaim a full or partial refund. How late it needs to be to qualify depends on the journey, but as a rough rule of thumb, if you're over 30 minutes late then it's worth checking out. Ensure you keep your ticket and pick up a reclaim form from the station.

and  
[www.moneysavingexpert.com](http://www.moneysavingexpert.com)

### Inspirational Quotes

"Do not anticipate trouble, or worry about what may never happen. Keep in the sunlight."

Benjamin Franklin

### New Forum page/s

By popular demand, an extra page has been added to the 1230 web site Forums—**Bartering**

The idea was initiated by 1230 TWC Esher Manager JoJo Dye and those attending the 1230 Esher meetings who regularly swap products and services.

Also by popular demand **Wanted** has been added too.

### Anyone for a cupcake club? A different type of networking

In San Francisco July saw the first CupCake Club meeting. It's a social group for all lovers of cupcakes. Whether they like to bake, eat, buy, decorate, blog about or even simply just look at those cupcakes; everyone is welcome! Everyone is encouraged to bring cupcakes, whether they are homemade or bought to share, trade or mix and match with others. The conversation is entirely about cupcakes and business, of course!

Strawberry Cupcakes are the favourite during August! Cupcake clubs are going (growing) fast like hot cakes—pardon the pun, with groups now in Minneapolis, Los Angeles and Main Street. London anyone?

### HOT SPOT!

Booking Now!

26 September

**1230 Diamonds are Forever!** with Frank Usher Fashions, Jenny Agutter, Ovacom at The Gherkin, London!

1230 Casino Royale

at The Gherkin, London! – guys as well

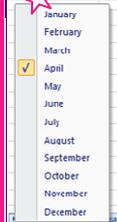
9 October

**1230 with RBS—We Mean Business!** Churchill Theatre, Bromley sponsorship opportunities available

10 December

**Christmas Spectacular Event!** Beckenham, stands available

### IT Time-saver!



Can't see all the Excel worksheets?

Simply right-click the tabs navigation buttons and a floating list of all the worksheets in the workbook will appear. It is especially useful when sheet names are long

IT Tips  
by ITresolves [jg@itresolves.co.uk](mailto:jg@itresolves.co.uk)  
020 8650 8015

## Is there a dress code?

One of the topics discussed recently in the 1230 office was the importance of dress code for business networking.

It has long been accepted that this should be as if you were meeting your most important client. But has this changed?

First impressions matter. No matter how much we might think we are non-judgmental, human nature is what it is and whether consciously or sub-consciously it's estimated that it can take as little as 3 seconds for us to make an initial first impression, 7 to 17 seconds of interacting with strangers before we form an opinion. Scarily, it takes 3 times as long to change our minds!

Casual, dress-down or "Mufti" Friday was a trend started in the US in the late 1990s and describes the drift towards wearing casual clothes to work on a Friday. Adopted here in the UK it was met with a fairly short-lived enthusiasm as employers found it blurred the line on efficiency and productivity of working in casual dress on Fridays. Quite the reverse of the original aim!

The successful sales manager and motivator, Joe Braysich, always insisted his telephone sales

clean shoes



people (male and female) not only wore suits, but had to stand with coats on when speaking to clients or prospects on the 'phone.

Bridget Kelsey of Syntony Image Consultancy feels its about who you are, who is going to be at an event, and your aimed-for outcome. As an image consultant Kelly likes to wear something that is interesting in textures and colours—something that will make people look again.

So, what do you think? How important is a "dress code" for business networking for you? Have you changed anything in your look since you started networking? If so, why? How do you feel about casual dress for business? How does someone's appearance affect your initial opinion of them?

Lots of questions—clean shoes was also mentioned during our discussions! Please let us know your thoughts, feelings and opinions, and why, in an email to [member@1230.co.uk](mailto:member@1230.co.uk) with "Dress Code" as the Subject.

**ovacome**  
the ovarian cancer support network

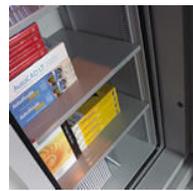
### Fund-raising

At each 1230 meeting you'll find a little Ovacome cardboard collection box available and waiting for your £1. Why should you do that? Well, only if you want to but maybe you're not wearing your 1230 badge? Or maybe you are, and just want to help Ovacome.

We're delighted that Ovacome Patron and star of stage, film, radio and TV **Jenny Agutter** will be joining us again this year at the 1230 fund raising event for Ovacome on 26 September—1230 Diamonds are Forever! in association with Frank Usher Fashions, being held in The Gherkin.

## Data watchdog calls for tougher EU laws

The current European Directive on data privacy is no longer fit for purpose,



the UK Information Commissioner Richard Thomas has said.

His criticisms, made at the Privacy Laws and Business annual conference in Cambridge,

were meant to spark debate in the wake of the launch of new research into European privacy law sponsored by the Information Commissioner's Office (ICO).

"European data protection law is increasingly seen as out of date, bureaucratic and excessively prescriptive," said Thomas. "It is showing its age and is failing to meet new challenges to privacy, such as the transfer of personal details across international borders and the huge growth in personal information online. It is high time the law is reviewed and updated for the modern world."

The European Commission (EC) implemented the current European Union (EU) Directive on the protection of personal data in 1995. But ICO is responsible for the UK legal equivalent Data Protection Act that was introduced three years later in 1998, as well as the Freedom of Information Act 2000, Privacy and Electronic Communications Regulations 2003 and Environmental Information Regulations 2004.

From this position, the ICO said it was taking the lead in an international debate about the future direction of EU data protection law. It announced that independent not-for-profit research organisation, RAND Europe had won a competitive tender to carry out a comprehensive assessment of the strengths and weaknesses of EU law and to identify recommendations for reform.

Thomas said: "This research will help identify ways we can make the law more straightforward and more effective in practice, but less burdensome for organisations."

The ICO research is also intended to complement a similar study recently launched by the EC into data protection directive reform to meet new technological and social challenges. The ICO study will be published in Spring 2009.

### Miya Knights—IT PRO

If you have a newsletter for your business please add us to your mailing list [pdnby@1230.co.uk](mailto:pdnby@1230.co.uk)



Only 146 days, 5 hours, 9 minutes until Christmas!  
But who's counting!

### Christmas Spectacular Event!

Don't miss out on this fantastic opportunity to buy your Christmas gifts  
1230-Beckenham/Bromley 10 December  
details on web site - [www.1230.co.uk](http://www.1230.co.uk)  
bookings being taken now for stands (free to 1230 members)

Enjoy a traditional 3 course Christmas dinner + 1 glass of wine or soft drink—bookings being taken now

## Oyster cards at risk

A group of Dutch scientists at Radboud University in Nijmegen, Holland have discovered that the technology used in Mifare cards can be cloned by anyone with a standard laptop.

The contactless smartcards are commonly used to manage access to secure government buildings, hospitals, and schools in Britain, and the same technology is used in over 17 million Oyster cards, used to pay for transport in London.

The scientists successfully cloned a security card for a Dutch public building, and later proceeded to ride for free on the London underground by cloning an Oyster card.

In order to copy an Oyster card, a card reading unit is used to gather the cryptographic key data stored on the card.

This data can then be uploaded to a PC or laptop. Using this equipment, all the cloner needs to do is to brush past someone carrying a working card, or obtain the card itself, and wirelessly read the card's details. The details can then be written to infinite numbers of blank cards, and used for free travel.

Transport for London said it is cracking down on the use of cloned cards.

"Security is the key aspect of the Oyster system and Londoners can have confidence in the security of their Oyster card and personal data," a TfL spokesman said. "We run daily tests for cloned or fraudulent cards and any found would be stopped within 24 hours of being discovered. Therefore the most anyone could gain from a rogue card is one day's travel. Using a fraudulent card for free travel is subject to prosecution."

Security consultants are calling for the cards used in more sensitive locations, such as government buildings and hospitals, to be replaced.



## Welcome ... 1230 New Members August 2008

Gwendoline	Alderton	G A Interiors
Jo	Bell	JoBell Ltd
Julia	Britten	Leatherhead Printing
Callie	Carling	Holistic Feathers
Claire	Firth	Hamlyns
Pippa	Forde	Scantech Business Solutions
Jane	French	RBS
Karen	Gangotra	Smile Essence
Denny	Gaskell	Metamorphosis
Denise	Hammond-Webb	YouNiquePhotos
Corrina	Hawkins	Reach Local
Victoria	Hitchcock	The Nutrition Workshop
Catherine	Jackson	Business Coaching
Debra	Keeble	Natural Answer
Monica	Kok	Enerjii International Pty Ltd
Rebecca	Leathlean	Casa Jarapa handmade rugs and throws
Julia	Marber	Just Kids Photography
Judith	Morgan	Cartel Group Holdings
Wendy	Prescott	Highly Sprung
Emma	Race	NatWest
Marina	Saayman	Guard-A-Kid™ Child Safety Association UK
Beejal	Shah	Blue Crush Communications
Fleur	Stevens	Business Focus
Karen	Sutton	Limelight Cre-8 Limited
Debbie	Thomas	PML Group
Kim	Tong	DolceVita Jewellery
Lucy	Turner	Lucy Locksmith
Foszia	Turner-Stylianou	TranceFormingSelf
Jayne	Webb	Southover Design
Caroline	Webb	ShineWoking
Tracy	Westley	RBS
Karen	Wilkinson	Molly Maid
Kate	Wright	Kate Wright Consulting