

Business diary

Wright message for sell-out breakfast

Cashflow in a crisis

CORE Business and Management Advice is holding a series of free Cashflow in a Crisis workshops in September.

During these workshops, Core advisors will review and quantify the potential impact on your profitability, cashflow and lifestyle of the following "what ifs" – decreased market size, customers spending less, customers buying from you less often, competitors competing on price, and suppliers passing on price increases to you.

The workshops will be held at Gelee's on Lake Kawana, 5 Innovation Parkway, Kawana on Tuesday, September 22 and Thursday, September 24 from 8am to 10am. Confirm your attendance by emailing mail@corebusiness.com.au or by contacting Etain on 5438 8088.

Smart marketing

DO you want both a successful business and comfortable lifestyle? Do you want more customers to buy more from you, more often?

This three-hour workshop covers the one area of business that can dramatically increase sales, gain market share from competitors and have a business recognised in the commercial world – and that is marketing.

This workshop will be held at the Sunshine Coast Centre, Level 2, 12 Innovation Parkway, Kawana on September 23 from 6pm to 9pm. The cost is \$44. Book by emailing barbara.reszke@drtdi.qld.gov.au or phoning 5437 1300.

UDIA members breakfast

THE next UDIA Sunshine Coast members breakfast will feature a presentation by Sunshine Coast Council on infrastructure charges. Guest speakers are Nick Cooney, infrastructure policy, regional strategy and planning manager, and Kylie Grimley, integrated infrastructure planning director.

The breakfast will be held at the Maroochy RSL function room on October 6 at 7.15am for 7.30am to 9am.

Email sunshinecoast@udiaqld.com.au or phone 5493 9091 to book.

Event marketing seminar

THIS free seminar will help people gain the best advantage from their participation in trade shows, exhibitions and conferences. Skyline Displays, VESTRA Business Advantage and Entreprenet is hosting the Eye Power seminar which promises to teach attendees how to set measurable objectives, avoid budget-busting blunders and create crowd-pulling promotions on a shoestring.

The seminar is being held at Surfair Marcoola on October 14 from 9.30am to noon. Phone Skyline on 1800 077 419 or email: eyepower@skyline.com.au

Register online at http://skyline.com.au/eyepower_register.htm

Guest speaker delivers a dose of The People Pill

BUSINESS coach Ken Wright was the special guest speaker at a sell-out Australian Institute of Management breakfast last week.

Mr Wright was raised in Horsham, Victoria, the son of a butcher who used to slip a few extra steaks or snags to poorer customers and a seamstress mother who would make and give away clothes to the needy.

As a 13-year-old, Mr Wright was the envy of his fellow paper delivery boys who wondered why he was getting three times as many tips just because he made the effort to deliver the paper along with the bottle of milk right up to his customers' front doors.

Mr Wright was Westpac's youngest bank manager, later becoming CEO of Westpac Financial Services Limited in 1993, where profitability grew by 425% under his guidance.

He joined Aussie Home Loans in 2000, and in 2004 he married motivational speaker and author Amanda Gore and moved to Dallas where he was COO of their business, Amanda Gore International.

He is also the founder and president of The Wright Coach and Engage4Results Pty Ltd, a business coaching/consulting and leadership development firm.

He released his book, *The People Pill*, last November to help managers engage people to achieve excellent results.

Mr Wright told the 150-strong crowd that high performing employees were engaged employees, those who felt valued and had confidence in their leaders.



ABOVE: Among the crowd at the breakfast are, back row from left, Erin Meehan, Skye Tillotson, Andrea Flanagan, front, Barb Watkinson, Grace Williams and Donna Potts.



LEFT: Lisa Dunsdon, Kay Taylor and Kay Wheatley get together at the breakfast.



Gary Brennan and Sandy Cooper enjoy the AIM breakfast meeting.



Horst Bender and John Sherrington catch up at the breakfast.



Gary Sabburg, Peter Connelly and Judy Bailey at the AIM breakfast meeting.

PHOTOS: KARI BOURNE/KB184960

Do you want to attract more business or feature in the glamorous fashion parades?

THE SUNSHINE COAST

Bridal, Fashion & Travel Expo

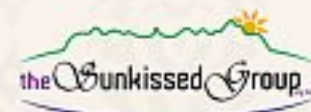
Sunday 22nd November

at Events Centre Maroochy RSL - Maroochydore

OPEN DAY for interested exhibitors at the Events Centre, Maroochy RSL Monday 21st & Monday 28th September 5 - 6.30pm

For more information phone 5448 9186

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