

Networking the Net



Alison Perrott
President

Well April's luncheon was always shaping up to be very interesting with Steph Hinds and Miles Lazic presenting. I think I learnt more facts about the internet and smart phones on that day than I have in the last year – WOW!

Steph, a founding partner of Growthwise Accountants is very special to the club being the inaugural winner of the Newcastle Business Club Young Leaders Award 2012/13, which was sponsored by Newcastle Sunrise Rotary.

The objective of this award is to support and encourage a young person who is an active participant in the wider business community of Newcastle. Steph certainly illustrated why she was chosen as the winner last year with her very non traditional approach to accounting and advice and her passion for information and technology.

Steph is very energetic being involved in many aspects of digitally connecting Newcastle including bringing DiG (Design, Interactive & Green Tech) to Newcastle in October 2013 and cofounding the Lunaticks Society. This is a society of prominent Newcastle digital and social media enthusiasts, entrepreneurs, creatives, app developers, film producers, investors and others wanting to encourage creative thinking and new ideas in a digital world. Like the Lunaticks Society, Steph is clearly dedicated to establishing a strong digital culture in the city of Newcastle – inspiring creativity, new thinking and ideas in the digital age. What an asset for the city and our Club.

Then we “Googled” it – the now famous quest for information on the web. Did you know that we could have a Google Driverless car in the very near future? The inventor of Street View has come up with an ingenious (albeit, way outside my comfort zone) idea

of using sensors, maps and data from the web to drive a car for you similar to how it is done on cruise control. Freaky? Well a bit yes, pushing the envelope of change and how we do things, definitely, amazing – absolutely Google!

Miles Lazic is the Business Development Manager of Google Australia & New Zealand and he gave us many insights into the facts and figures behind our daily internet usage and how this can help advertisers and people in business.

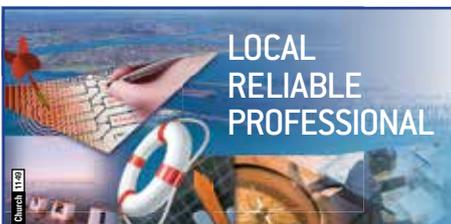
Did you know 60 hours of video are uploaded to YouTube every minute, and that there is over three billion hours of video watched each month? Google provide a variety of tools to help businesses of all kinds succeed on and off the web and have recently conducted research into phone usage and in particular our buying habits on and offline, all of this help businesses find customers, and help publishers make money off of their content.

I mean it isn't until you take into account how big the earth is and that with the internet your commercial Newcastle business could go global. The earth's population recently passed the seven billion mark and over two billion of those are connected to the internet and more than five billion have a mobile phone - beats just selling local - your market for business that was once measured in thousands and millions suddenly scale to billions.

Our next luncheon is on Tuesday 14 May and we have the pleasure in hearing from Michele Goldman CEO of the Asthma Foundation and Lenore Miller a local ambassador for the foundation, I look forward to seeing you all then.

With kind regards,

Alison Perrott
2013 President



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Upcoming speakers & events

May Luncheon

Tuesday, 14 May

12.15pm for

12.45pm start – 2pm

Harbourview

Function Centre



Michele Goldman
Asthma Foundation



Lenore Miller
Asthma Foundation

Michele Goldman CEO | Asthma Foundation

Michele began her career as a Marketer, working for a major multinational in two countries and across many well known brands.

Following which she decided to move into the not for profit sector, taking a position with Mission Australia in their corporate partnerships division. After a maternity leave stint, Michele joined Asthma Foundation NSW in January 2007.

Michele is now CEO of Asthma Foundation NSW and continues to be committed to achieving positive health outcomes for Australians with asthma.

Lenore Miller Ambassador | Asthma Foundation

Lenore Miller first came into contact with Asthma Foundation NSW in 2007, just after she'd lost her 19 year old son Ryan, from an asthma attack.

This courageous woman describes how she was confronted with a choice. She could sink into depression at the prospect of having to live her life without her 'baby'.

Or she could tell her story in the hope that it would spare others the grief and pain she was going through. Lenore decided to build awareness for asthma as a legacy to Ryan.

Lenore is a small business expert, professional speaker, trainer, business coach and mentor and she harnesses all these skills to find and nurture each individuals business mojo.

She has walked the walk, at any one time acting as a corporate warrior, an enthusiastic entrepreneur and the owner of a small business.

Lenore is passionate about working with people to release their inner dynamo and motivate them, in both their business and their personal life.

This luncheon is proudly sponsored by



Upcoming function

Tuesday, 11 June 2013

Political "Big Bang" Debate.

Jane Goldsmith adjudicating.

Labor represented by

The Hon. **Joel Fitzgibbon** MP
Federal Member for Hunter

Sharon Claydon
Candidate for Newcastle

Liberal represented by

The Hon. **Bob Baldwin** MP
Federal Member for Paterson

Jaimie Abbott
Candidate for Newcastle

Good morning.

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Last month at the Club



L-R: Mark Balmaves, Tanya McPhee



L-R: Miles Lazic, Alison Perrott, Steph Hinds



L-R: Elizabeth Glover, Karin McIver



L-R: Nathan Manning, Brigette Landy



L-R: Alison Perrott, Meg McNaughton, Jodi O'Connor



L-R: Roxana Olivares, Simmone Markey



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Keep up to date on the Club

Newcastle Business Club members can receive an eNewsletter highlighting the guest speakers for that month.

If you are not presently receiving these emails and would like to be added to the secure mailing list please send an email to mail@newcastlebusinessclub.com.au

Advertise with VISION

A benefit of membership of the Club is that members are able to advertise with VISION by placing an insert in the monthly magazine.

This insert is DL size and 400 copies must be provided to the Secretary no later than the second Tuesday of the month.

For only \$250 your insert will reach the entire membership of the Club.

For more information contact Junior Vice President Holly Martin on 0403 293 880 or holly@justholly.com.au

New members

Kathy Zdanowicz
Recruiter | Kz Consulting

David Crook
Business Coach | Action Coach

Tim Zervas
Business Owner | Jacoba Tiles

Rachael Jenner
Accountant | S V Partners

Tim Owen
Politician | NSW Government

Matthew Chantrey
Banker | NAB

Jamie-Lee Habeler
Company Director | Concept Creative

Gai Alder
Owner | Christmas Tree Hire

Jason Ginns
Accountant | Lambourne Partners

Garth Russell
Video Producer | Gen Wise

Vale Keith Barbour

The committee and members of Newcastle Business Club were saddened to hear of the recent passing of Past President (1974) Keith Barbour. Like many of our Past Presidents, he remained involved with the Club and was honoured during the 75th anniversary celebrations in 2008 by being announced as a life member.

A notation from our Vision Magazine of February 1974 reads that when Keith took over the Presidency he was reported to have said that he considered the Club to be unique and that he had been a member since he came to Newcastle in 1967 to take up a position as Controlling Director with Stenhouse (Insurance) Newcastle Ltd.

He was a colleague and a friend to many and will be sorely missed.



L-R: Keith Barbour (third from left) when he was inducted as a Newcastle Business Club life member at the 75th anniversary celebrations.

Networking at the Club

Networking sessions are available to financial members of Newcastle Business Club and are held during most luncheon meetings. Members are allowed 90 seconds to promote their business news to luncheon guests. For further information please contact Senior Vice President Greg Valentine on 0419 351 952 or info@successionready.com.au

NEWCASTLE BUSINESS CLUB

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For further information and enquiries:

Speakers: President Alison Perrott, 4910 2400

Membership: Secretary Ron Scanes, 4954 3381

Vision: Holly Martin, 0403 293 880

www.newcastlebusinessclub.com.au

Disclaimer: The opinions expressed by the contributors to this publication are not necessarily those of the Newcastle Business Club or its members.