

Apologies, WiB has been a little quiet of late – partly due to committee members moving on to pastures new. We're now back with a vengeance and some fun new events lined up for 2008.

FEBRUARY's event takes place on Wednesday 20th. Image consultant Bridget Kelsey of Syntony Image will give a presentation on how to dress to maximise your image and self-confidence. She will share her secrets of how busy businesswoman can look great all the time without wasting time and money! We meet in the Harvester Pub, Riverhead at 7.30pm for networking. Bridget's one-hour workshop will start at 8.30pm, across the road at Riverhead Village Hall.

MARCH's event takes place on Tuesday 4th as celebration (a few days early) of International Women's Day. To prove that we can go one better than organising a 'drink' up in a brewery, we've organised a tasting lesson in a wine shop. See page 2 for more info on this cultured, but slightly squiffy event.

APRIL's event is booked for Wednesday 16th. In a fun and interactive session, Jackie Barrie of Comms Plus will explain how to choose the right communication channels, and how to communicate effectively. We meet in the Harvester Pub, Riverhead at 7.30pm for networking. Jackie's one-hour workshop will start at 8.30pm, across the road in Riverhead Village Hall.

Please don't hesitate to get in touch with your ideas, suggestions and news stories: info@wib-westkent.org.uk

Ed x

Go On, Be An Exhibitionist

Women In Business is again taking a stand at this year's 2020 exhibition – held at the Kent Showground, Detling on Thursday 3 April. (www.kent2020.co.uk)

WiB members are invited to take advantage of this opportunity by buying space on the stand at preferential rates. Places are limited, so it's advised that anyone interested should reserve their space early - by contacting WiB chair Sylvia Westrup (sylvia@westrupsylvia.plus.com).

WiB exhibitors are entitled to display an A2 poster on the stand, have marketing materials available for visitors to take and wo-man the stand for a period during the day, if they wish. Fee for inclusion is £40, payable by cheque made out to 'Women In Business West Kent'. Deadline: 7 March.

The 2020 is the largest conference and business to business exhibition in Kent. In previous years the Women In Business stand has attracted a steady stream of visitors, partly due to the diversity of the members' posters.

This exhibition attracts serious businesses and WiB insists that only professional-looking posters are displayed on the stand, in the interests of the group as a whole and individual exhibitors.

For some time now WiB has been using the design and print services of The Cedar Press (www.cedarpress.com) for its own marketing materials. They offer a competitive one-off poster print service

Remember to keep your membership current

Many of you will be getting reminder emails asking if you wish to renew your subscription. Women In Business relies on these annual fees to hire venues and put on events. As one of very few not-for-profit networking groups in the area, income is reinvested into the organisation to benefit the membership.

**Remember,
Ginger Rogers
did everything
Fred Astaire did,
but she did it
backwards and in
high heels**



WOMEN
IN BUSINESS
Women
WEST KENT
info@wib-westkent.org.uk

and design assistance. They can also quote for various marketing materials, from websites to postcards and bookmarks.

The Cedar Press has just put together a leaflet offering invaluable advice on making an impact at an exhibition. To request a copy or discuss your requirements, please call Stuart on: 01892 677700. Please mention WiB when you make contact.

The Cedar Press is offering WiB members an exhibitor's starter pack of an A2 board-backed poster and 1000 A6 colour postcards, including design (subject to client specifications) at £250 + VAT.

New members are welcomed and new blood on the committee encouraged. WiB is an interactive group where those who choose to get more involved tend to get more out in terms of support.

Please spread the word, forward WiB emails to interested parties and keep your membership current.

Anita Roddick, 1942-2007: A Tribute

Last year the world lost a trail-blazing businesswoman and WiB lost one of its heroines when The Body Shop founder, Anita Roddick died. Helen Kitto looks back at the life of an icon and philanthropist.

News of Dame Anita Roddick's untimely death last year generated tributes and messages from across the globe, from people of all walks of life. Her daughter Justine paid personal tribute to a mother who touched the lives of everyone she met, and left a mark on society that reached beyond her own business or individual interests.

So what was it that made Anita Roddick such an icon, role model, philanthropist and extraordinary businesswoman?

Anita was born in 1942 of Italian immigrant parents in Littlehampton, West Sussex. The world at large was a changing one, but this quintessentially English seaside town proved an ideal starting point for a woman who went on to take the world by storm with her unswerving attitude towards realising the impossible and 'making things happen'.

She once said she always considered herself a 'natural outsider, drawn to other outsiders and rebels', and from a very young age developed a 'strong sense of moral outrage'. She has been unanimously portrayed as a dynamic human being, kind, driven, and uncompromising.

Formerly a teacher, Anita visited a kibbutz in Israel, which inspired her to travel further. On her return to England, Anita met Gordon Roddick and they married in 1970. Their first business

ventures together were a restaurant and hotel, both in Littlehampton.

It was her next exploration into business with The Body Shop that created a now world-renowned organisation and movement for green and ethical concerns. Thirty years after opening the first tiny store in Brighton in 1976, The Body Shop Foundation now has shops in twelve time zones, in twenty-five different languages. Both Anita and the Foundation are known for their work in communicating human rights and environmental issues.

Despite this extraordinary success, Anita still described The Body Shop as a 'multi-local business'. It seems that she could never have foreseen the impact she would have on so many lives and attitudes. The first shop was born purely from a need for survival; Gordon was travelling through the Americas and she had two small children to support. With no more of a business plan than to try to make sales of £300 a week – on Gordon's suggestion – she took her knowledge of women's 'body rituals' across the world, mixed it with an inherent desire to be thrifty and recycle, and the dream was born.

Good business is often created from what we know best but Anita's attitude was also pragmatic and realistic.

"Nobody talks of entrepreneurship as survival, but that's exactly what it is and



what nurtures creative thinking. Running that first shop taught me business is not financial science, it's about trading: buying and selling. It's about creating a product or service so good that people will pay for it," she explained.

Described by her friends as a pioneer, 'deeply curious' and a woman driven by the need to make the world a better place, Anita left a lasting legacy. She has changed the lives and attitudes of many – businesswoman among them.

A Day Of Wine, Women and Networking

In celebration of International Women's Day, WiB will not so much be organising a *?!# up in a brewery as a cultured international tasting in a wine shop. The shop in question being Five Reasons Wine, with its gorgeous upstairs Taste Bar, opposite Tunbridge Wells station. For more info: www.fivereasonswine.co.uk

Attendees will be guided through a selection of international wines by an expert. All businesswomen are welcome at £20 per head; current WiB members pay a subsidised £10. Food is included, along with ample networking opportunity.



FIVE REASONS WINE
WINE AND SPIRIT MERCHANTS

Numbers are limited and full payment must be received by Monday 25 February.

Guests will congregate downstairs in the shop between 7.15 – 7.30pm to enjoy a sparkling aperitif and networking. All are invited to move upstairs to take seats for the tasting at 7.30. There will be the opportunity to chat in between rounds,

with formal proceeding wrapping up by 9.45; drinking up time until 10.15pm.

Cheques should be made payable to 'WiB West Kent' and sent to the branch address, shown on the front (top right) of this newsletter. Email for more information, to advise of dietary requirements or for details of how to make a direct transfer.

Please take advantage of the venue's close proximity to the train station in Tunbridge Wells – or arrange a lift or cab to collect you from Five Reasons Wine. Please drink responsibly.

**What the world really needs is more love
and less paper work. – Pearl Bailey**

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