



Networking events such as this CEO Breakfast forum in late July proved popular with members

DATE FOR YOUR DIARIES



TICKETS AVAILABLE NOW

Join us on Wednesday, 2 September for the AGM – directly after PM John Key’s keynote address and lunch. Please read page 10 for more details.

« The first year in review

Crime prevention, transport management and business development were among three of the major objectives – and achievements – during NHBA’s first year. Here’s a summary of how far we’ve come:

CRIME PREVENTION

- Established our dedicated security patrol (see p.8 for the latest update)
- Police|community partnership to address commercial burglaries
- Established CPTED programme working with our local council and businesses to help reduce opportunities for break-ins
- Daily reports of insecurities, suspicious activity and follow-ups with affected businesses
- Bizsafe security alert system in place – inbound via phone – and outbound via email
- Setting up systems for members to report suspicious activity via mobile / web / phone /email.

TRANSPORT MANAGEMENT

- Established New Zealand’s first Transport Efficiency District (TED)
- Approval to install a network of webcams at key entry|exit points (see page 8)
- Ability to be viewed in real time on web to assist workers with travel plans – tied into our ‘look before you leave’ campaign.

Contact Database

- Designed to deliver alerts on traffic conditions by email and/or text; and
- Designed to be the primary channel to receive information and communications on transport.

Continued on page 4



Who are we?

We represent the interests of businesses in the North Harbour industrial area by encouraging business and employment growth through initiatives such as crime prevention, transport management, seminars, training and networking events.

We work closely with North Shore City Council and various government agencies, promoting health and safety in the workplace, and advocating for infrastructural improvements such as security and safety, transport, technology, utilities and street signage.

Our website www.nhba.org.nz hosts a wealth of information including a local business directory, links to traffic cams, local health services, education facilities and bus timetables.

The case for membership

As a member of the North Harbour Business Association you will also receive the following benefits:

- Bi-monthly newsletter circulated to more than 2000 business leaders
- Regular email updates containing topical information
- Free enhanced listing in the website directory
- Free business improvement training seminars and networking events including CEO Breakfast Forums (see pages 10&11)
- A dedicated security patrol
- Access to the BizSafe security alert system
- Discounted website and newsletter advertising rates
- Entitlement to attend and vote at the AGM and Special Meetings.

Membership for businesses within the BID area is free; for those businesses outside the BID area that wish to become Associate members, there is an annual subscription of \$250. Join online now at www.nhba.org.nz/membership.

North Harbour Business Association Inc
PO Box 303 126, North Harbour
www.nhba.org.nz

» Progress aplenty

At our AGM on 2 September we'll review our BID's first year, elect a new Executive Committee and share our vision for the year ahead.

As you'll read on page 7, we're also proposing minor amendments to the constitution which, if adopted, will come into effect from next year's AGM. These relate to formalising our Associate memberships to accommodate the growing interest from businesses outside the immediate BID area, allowing for proxy votes at the AGM and Special General Meetings to ensure you can have your say even if you can't attend, and changes to our Executive Committee structure.

As flagged in the last FYI, John Key will be our guest speaker during a tasty lunch held directly before the AGM. Please check out page 10 for details of how you can secure one of only 150 tickets available for this special event.

Political approval for the installation of the CCTV cameras has now been secured from North Shore City Council and it is full steam ahead to get the cameras up and running. Page 8 contains more information on this ground-breaking \$80,000 transport initiative.

In this edition of FYI, we announce – and profile – our NHBA Gold Sponsors (see pages 14 and 15). We are proud to be associated with these local firms, all of which provide great service and value to our business community. We look forward to bringing you further information about what they have to offer over the coming months.

Events coming up include a thought-provoking workshop called 'Principles of Persuasion' presented by Rob McKay of Assess Systems plus After 5 functions at ICON Security and the Golf Gym. See page 10 for more details.

Please watch out for our annual online survey on transport-related matters which will be emailed to you in the coming week.

I look forward to seeing you at our upcoming events and AGM, or email me anytime.

All the very best,
Gary Holmes | General Manager



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August 2009

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From the Chairman

To say that our first year as a Business Improvement District [BID] has been eventful would be an understatement: we have ventured, we have gained, and we can look back on our achievements with pride.



The cover story of this issue of FYI highlights the first year in review and it's been a fine start in difficult times.

By introducing networking events such as After 5's and CEO Breakfast Forums, we have given you the opportunity to network and find out what other businesses in the area are up to. Attracting top speakers such as Rod Oram and Graham Lowe is a credit to NHBA and a bonus for all members.

In February, we introduced this magazine FYI which is doing a great job of communicating what we are up to. From feedback on the first three issues, it has been well received by members and this bumper 16 page edition serves as a record of our progress to date.

Security is a major issue for us all so we launched a dedicated mobile patrol during night time hours seven days a week to keeping

a watchful eye on our workplaces.

In addition, we formed a community partnership with the Police, local council and other agencies to address the problem of commercial burglaries in the area.

In a major breakthrough, we established New Zealand's first Transport Efficiency District (TED) Committee and are working closely with the NZ Transport Authority, Auckland Regional Transport Authority, local council and businesses to address transport issues.

We couldn't have achieved all this without the support of you – the businesses in the area – nor our General Manager Gary Holmes and his team.

I look forward to seeing as many of you as possible at our AGM on 2 September, if not before.

Gray Pearson | Chairman



Fully signed up membership has increased five-fold over the past year ... nearly two-thirds of companies within the BID now enjoy all the benefits of full membership.

Meet Warren Kitchin

Warren has both a strong interest and proven track record of achievement in economic development, technology and security.

He was directly involved in the establishment of the NHBA Crime Prevention Scheme which has boosted security within the North Harbour Industrial Estate in recent years.

Warren's career started in the aviation industry with Air New Zealand (Air NZ) where he rose to senior roles in the UK/Europe region while in London, and then he was based at the airline's head office before leading the finance unit of its regional commuter airline, Air Nelson.

After leaving Air NZ, he established international advisory group Claremont Ferrand NZ in 1992. He has successfully developed a series of businesses – his largest being the Albany-based control centre operator, Swiftlink, which has a team of over 50 operating 24/7 CCTV-based control centres for Ports of Auckland, Manukau City Council, TelstraClear's Auckland data centre, and Vodafone New Zealand/Australia.

Warren's efforts have been officially recognised through Trade and Enterprise Export Commendation, and he has been a finalist for Exporter of the Year in Services. He is now a director/advisory board member and investor in several private companies with his most recent involvement including the establishment of new national travel company Mondo Travel (see page 15).



During his career with Air New Zealand, Warren qualified as both a chartered accountant and commercial pilot.

● For more information on our Executive Committee please visit: www.nhba.org.nz

CCTV cameras given green light

Local knowledge an advantage

By Jodeal Cadacio
The Albany Business Association is a North Harbour business group that has been instrumental in the area's economic development.



Gary Holmes

Business group unmoved by downturn

By Jodeal Cadacio
The Albany Business Association is a North Harbour business group that has been instrumental in the area's economic development.

Urgent call for secure city energy supply

By Jodeal Cadacio
Industrial business groups around the North Harbour are joining the chorus for a secure energy supply for the city's growing economy.

New name for business group

By Jodeal Cadacio
The Albany Business Association is having a name change as part of a new packaging for the recently created business improvement district.

Delight at power given green light

By Jodeal Cadacio
Businesses on the North Shore are celebrating the Electricity Commission's early giving the go-ahead for a project that will secure energy supply on the Shore and beyond.

Association means business

By Jodeal Cadacio
The North Harbour Business Association is beefing up its membership to give the newly created Albany Business Association means business.

Webcams help beat traffic jams

Albany Basin commuters need only log in to live feed to dodge peak-time snafus.

No gloom here, says business association

High-rise residential developments and a shopping centre are under way in the Albany Basin, says the Albany Business Association.

« The first year in review

Continued from cover

Interactive map

- Designed to be a key drawcard to our NHBA website; and
- Ability to turn on/off layers showing traffic information such as public transport routes, parking, clearways and traffic cameras.

Business travel plans

- Establishing a 2/2/2 model employer programme; and
- Working with six companies of varying sizes to develop best practice examples.

Rideshare

- Investigating web-based car pooling scheme to encourage sharing rides to and from work;
- Reviewing existing rideshare schemes i.e. do they fit with what we want to achieve?; and
- Establishing a guaranteed ride home programme.

BUSINESS DEVELOPMENT

- CEO breakfast forums – held quarterly and free to all members – are a great networking and sponsorship opportunity featuring high profile speakers on issues of the day; while
- Our After 5 forums – held bi-monthly at a local company – also provide a valuable and free networking opportunity to all members who can enjoy refreshments while their host showcases its products and/or services.

OTHER NHBA SERVICES

- Promail notifications
- Three templates – events, news and security – are sent monthly to promote upcoming functions.

Welcome to North Harbour emails

- Linked to our NHBA website, these seek to both gather revenue and advise members of specials with six-10 companies featured monthly.

FYI magazine

- Published bi-monthly, this primary communication channel to members provides (selective) advertising opportunities through articles and advertorials
- Produced in-house and printed locally, 2000 copies are distributed throughout our BID
- Doubles as a regular database update
- With significant cut-through and positive feedback, FYI is paying its way and paving its way in promoting a positive, progressive image for NHBA.

Business improvement seminars

- Provided by WHK Business Growth and/or other local providers, these are held monthly at North Harbour Stadium and promoted through FYI.

www.nhba.org.nz

- Bigger, better, faster, our online presence features a directory with enhanced listing free-to-all members; as well as
- Updated news and events.

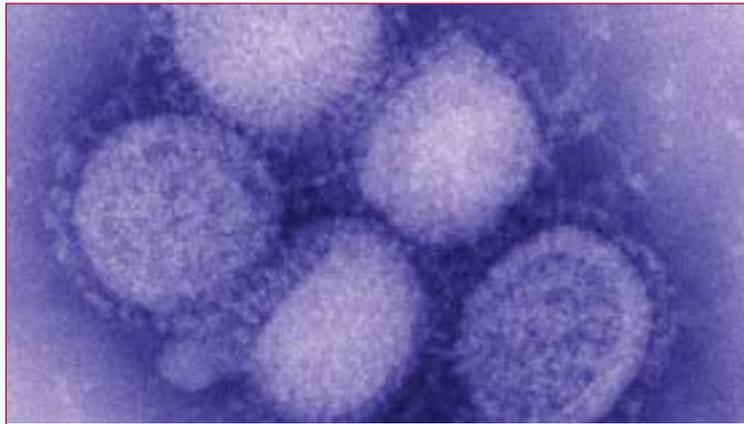
NHBA membership

- We changed our name to NHBA in early 2009 to better reflect the area we represent; while
- Our membership grew from 175 to more than 900 within three months.

Advocacy

- We successfully represented our members through submissions to our local council's 15-year City Plan, as well as targeting other key decision-makers such as the Auckland Regional Transport Authority (ARTA), the NZ Transport Authority (formerly Transit NZ) and the Government's select committee on the future of Auckland Regional Governance (aka the Super City).

● For more information please visit: www.nhba.org.nz



You need to know

With swine flu (Influenza A H1N1) featuring prominently in the news lately, NHBA is publishing the following health information provided by the Department of Labour.

Greg Baker from the department's small business information unit approached NHBA seeking to raise awareness about the steps that workplace managers should take to manage the health, safety and employment relations issues that might occur during the deadly swine flu pandemic.

With the number of swine flu cases increasing across New Zealand – a trend that the Ministry of Health expects to continue – a pandemic of this kind or any similar type of crisis will affect your business, your staff and customers.

PREPARING YOUR BUSINESS TO RESPOND TO A PANDEMIC

(Source – www.dol.govt.nz)

Planning to see your business through a pandemic is important. Just how much you are affected will depend not only on the severity of the crisis but also how well prepared you are.

This can be done by planning the steps your business will take before, during and after a pandemic. There is no one, single response you can plan for and, therefore, you and your staff need to respond flexibly depending on the situation. Keeping your plan updated will stand you in good stead if and when another type of crisis occurs.

Visit www.dol.govt.nz to access information that could help you with planning, including:

- Commonly asked Questions and Answers for employers about potential employment issues that could arise during a pandemic.
- Information to assist with business continuity planning.
- Workplace health and safety guidance, including infection control advice.
- Advice on the use of personal protective equipment.
- Practical scenarios that illustrate the different measures businesses can take to protect themselves.

You're well advised to keep informed of developments and then update your plans and employees accordingly.

In addition to existing business networks and organisations to which you belong, the Department of Labour, Ministry of Economic Development (www.med.govt.nz) and Ministry of Health (www.moh.govt.nz) websites provide up-to-date information on the implications of a pandemic for workplaces, businesses and public health.

• For more information please email: greg.baker@dol.govt.nz

Top shooter for NHBA

Meet Trevor Coppock our resident photographer and a former winner of the prestigious Qantas Media Photographer of the Year Award.



He worked for the region's former evening newspaper, the Auckland Star, for 11 years when he covered every type of assignment including sport, fashion, royal tours, entertainment, aerial and, of course, general news.

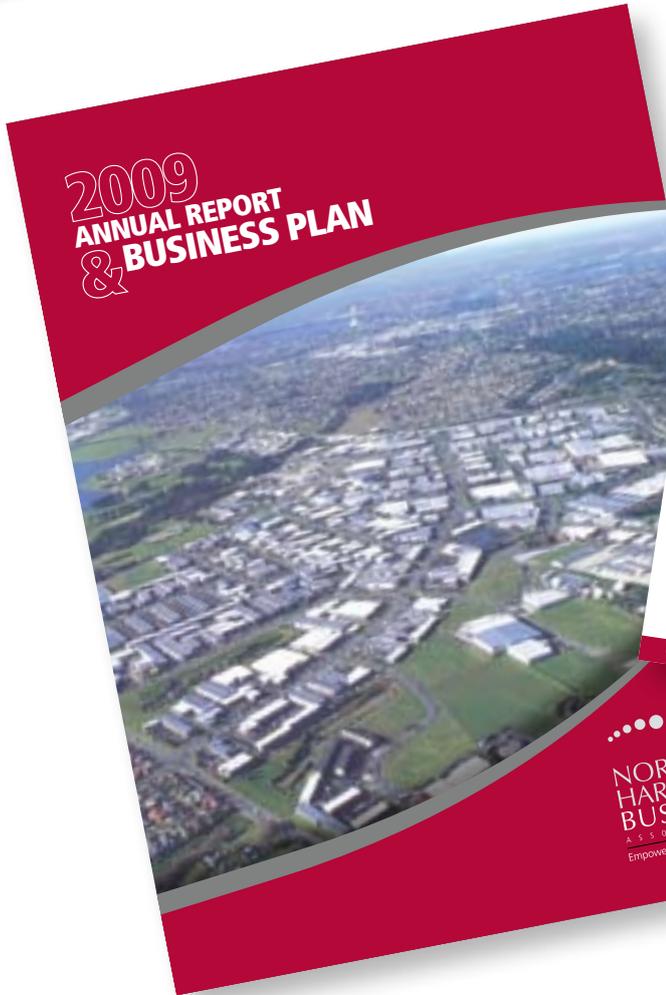
Trevor has been commissioned to shoot international artists such as Dire Straits, Bob Dylan, David Bowie, Rod Stewart, Status Quo, Fleetwood Mac, Alice Cooper and the late John Denver.

For the last 24 years he has pursued a commercial photographic career both here and in the UK. His extensive press background has seen him secure clients across a wide spectrum of commercial sectors including, while in Britain, Associated British Ports which enabled him to specialise in marine-related photography. Trevor is also a regular contributor to the Auckland-based Professional Skipper magazine.

NHBA is privileged to have access to Trevor's services since he returned home to the Shore. He is available to undertake most types of photographic commissions at reasonable rates and can be contacted on 021 479 494 or through his website www.tcpixonline.com.

Trevor won the highest professional honour at the 1984 Qantas Media Awards for a portfolio containing many remarkable images, including this star-touching snap of Bowie captured at Western Springs in 1983.





NOTICE OF Annual General Meeting

Notice is hereby given that the Annual General Meeting of the North Harbour Business Association (NHBA) will be held at North Harbour Stadium, Albany, on Wednesday, 2 September, 2009, commencing at 2.15pm.

ELIGIBILITY

While everyone is welcome to attend, the Association's constitution stipulates the following:

Membership Criteria/Voting Rights

The membership of the Association shall consist of Full Members. A person shall be entitled to be a Full Member of the Association if that person:

- Owns, occupies or is a tenant of a commercially rated property within the boundaries as shown in Appendix A, (i.e. the BID area of benefit), and has fully paid up all fees, subscriptions etc. levied by the Association pursuant to clause 9.
- Any person entitled to be a Full Member of the Association and who wishes to become a member shall provide details of their name, business identity, contact details and business to the Secretary.
- Each Member which is not an individual shall designate an individual representative to act on its behalf in

all matters relating to the Association, and shall notify the Secretary of that representative's details as required.

- The rights of the Members of the Association shall be as follows:
- Each Full Member shall be entitled to one vote.

To be eligible to vote and stand for election you must have completed the necessary membership forms and forwarded to the Association prior to the date for the Annual General Meeting.

The following forms are available on our website www.nhba.org.nz

- Minutes from the 2008 AGM held on 26 August 2008
- NHBA Membership forms
- Nomination forms for Executive Committee members and Chairperson.

Should you have any further questions please don't hesitate to contact Gary Holmes on gm@nhba.org.nz or telephone 968 2222.

AGENDA

1. Present
2. Apologies
3. Confirmation of the Minutes of the Annual General Meeting held on 26 August 2008.
4. Executive Committee reports on the activities of the Association during the preceding financial year from the Chairperson and General Manager.
5. Annual Financial Statements
 - (a) Financial statements and reports for year ending 30 June 2009
 - (b) NHBA Business Plan and indicative budget 2009/10.
6. Executive Committee Nominations and Chairperson Nominations

As detailed in the Association's constitution:
A Chairperson and an Executive Committee consisting of not less than five (5) but not more than twelve (12) who are full Members of the association. Nomination of candidates for the election of Chairperson and Executive Committee as outlined in item 15.1.1 and 15.1.2 of the constitution:
15.1.1 shall be made in writing, signed by two Members of the Association and accompanied by the written consent of the candidate (which may be endorsed on the form of the nomination); and
15.1.2 shall be delivered to the Secretary of the Association not less than seven days before the date fixed for the holding of the Annual General Meeting at which the election is to take place.
Nominations close August 24 2009 – nomination forms are available on our website.
7. Appointment of an Auditor
8. Notices of Motion – Constitutional changes

See right for a detailed description of proposed changes which allow for:

 - (I) The provision of Associate members (5.6)
 - (II) The provision of limited proxy voting at Annual and Special General Meetings of the Association (5.7)
 - (III) The limiting of the number of consecutive years that a Member can hold office on the Executive Committee (14.1.3)
 - (IV) The provision to allow the Chairperson of the Executive Committee of the Association to be elected from members of the Executive Committee. (16.1)
9. General Business

PROPOSED CONSTITUTIONAL CHANGES

SECTION 5 MEMBERSHIP CRITERIA / VOTING RIGHTS

This section outlines criteria for membership and voting rights. Clauses 5.1 to 5.4 are retained as per the current constitution and it is proposed that two additional clauses (5.6 and 5.7) be added to allow for Associate Membership of NHBA and limited proxy voting at Annual and Special General Meetings of NHBA.

- 5.1 The membership of the Association shall consist of Full Members. A person shall be entitled to be a Full Member of the Association if that person:
 - 5.1.1 Owns, occupies or is the tenant of a commercially rated property within the boundaries as shown in Appendix A; and
 - 5.1.2 Has fully paid up all fees, subscriptions etc. levied by the Association pursuant to Rule 9.
- 5.2 Any person entitled to be a Full Member of the Association and who wishes to become a Member shall provide details of their name, business identity, contact details and business address to the Secretary.
- 5.3 Any person who ceases to be entitled to be a Full Member of the Association shall immediately provide notice of that fact, and of the date their entitlement ceased, to the Secretary.
- 5.4 Each Member which is not an individual shall designate an individual representative to act on its behalf in all matters relating to the Association, and shall notify the Secretary of that representative's details as required by clause 5.2
- 5.5 The rights of the Members of the Association shall be as follows:
 - 5.5.1 Each full Member shall be entitled to one full vote
- 5.6 Associate Membership is permitted at the discretion of the Executive Committee.
 - 5.6.1 The Associate Membership fee is agreed at the AGM
 - 5.6.2 There are no voting rights with an Associate Membership
- 5.7 Proxy votes are permitted for members entitled to full Membership under clause 5.1 at any Annual General Meeting or Special General Meeting of the Association provided that the proxy vote forms are signed by both parties presented at each voting time and that no Member shall represent more than three proxies at any one voting time.

14. MEMBERSHIP OF EXECUTIVE COMMITTEE

This section outlines the Membership of an Executive Committee to govern the day to day running of the Association. The additional sentence to clause 14.1.3 seeks to limit the number of consecutive years that a Member can hold Executive office for.

- 14.1 The Executive Committee shall consist of:
 - 14.1.1 A Chairperson; and
 - 14.1.2 Not less than five [5] persons, but not more than twelve [12] persons who are Full Members, and who have been elected at the Annual General Meeting of the Association pursuant to Rule 15; and
 - 14.1.3 Each Member of the Executive Committee shall, subject to these rules, hold office until the conclusion of the Annual General Meeting following the date of the Member's election, but is eligible for re-election, **provided they have not served more than six consecutive years.**

15. ELECTION OF MEMBERS TO EXECUTIVE COMMITTEE

This section outlines the process followed to elect the Members of the Executive Committee. The change to this section, and to Section 16, allows for the Members of the Executive Committee to select the Chairperson of the Association, rather than the AGM as is currently the case.

- 15.1 Nominations of candidates for election of Members of the Executive Committee.

16. CHAIRPERSON AND SECRETARY

- 16.1.1 The Chairperson shall be elected to that position by the Members of the Executive Committee. In the absence of the Chairperson, Members present shall be entitled to elect a chairperson for the meeting.
- 16.1.2 The Executive Committee may choose to elect a deputy chairperson.

● Please refer to our website www.nhba.org.nz for a copy of the current constitution.

Security contract awarded

Our Executive Committee is pleased to announce the appointment of ICON Security to provide a dedicated security patrol of the BID area for the next two years.

ICON has been appointed following a successful nine-month trial and an open tender process. Patrol hours have been extended from 6pm to 5.30am, seven days a week.

We are now producing weekly history and trend reports allowing accurate reporting and measurement on this vital initiative. Results to date and your feedback suggest that the dedicated security patrols have already had a positive impact.

Our commitment to the reduction and prevention of crime remains a priority with further initiatives planned. These include improved communications and education to lift community awareness, and are being tackled jointly by the Police and NHBA through our community partnership programme. Examples of this are the BizSafe security alert system and CPTED (Crime Prevention Through Environmental Design) reviews of 'at risk' business locations.

As part of its renewed contract, ICON will contribute regular articles on security-related matters to FYI, the first of which appears right.

● For more information please visit: www.nhba.org.nz/security

UPDATE



CCTV coming to a webcam near you!

With official council approval now finally secured, NHBA is gearing up to install a network of CCTV cameras at seven key locations over the next month.

As the aerial view, above, shows, this comprehensive \$80,000 crime prevention initiative boosts security across the BID area.

For the latest updates please keep an eye out:

- in the local media
- your own inbox – our regular NHBA email security notifications
- your post box – through FYI; and
- online @www.nhba.org.nz.

SECURITY REPORT



Working closely with NHBA and the North Shore Police, we're keen to continue the effective measures already implemented and to further improve safety and security within our business community.

Since the implementation of dedicated security patrols last year, we've seen a substantial reduction in reported crime and acts of vandalism such as graffiti. Having said that, there are still 'hot spots' – particularly during daylight hours on weekends – that we've got in our sights.

One area where businesses within the area can assist is reinforcing their premises against opportunist crime.

Examples include:

- Do not leave loose product or unsecured containers outside after hours
- Ensure gates are locked and secured outside normal business hours
- Ensure your premises are monitored and alarmed, and use a security company for all responses (ICON Group averages under three minutes for alarm activations within the NHBA boundaries)
- Display security signage prominently
- Ensure all external doors and windows are well secured each night
- Remove valuable portable equipment such as laptops from external view each night or use blinds to obscure from view
- Check that external lighting is working and if, on a timer, that it is correctly set.

One option may be for businesses to contract ICON to conduct a security warrant of fitness for their premises. This is a low cost security review that highlights security weaknesses and provides cost effective solutions and security enhancements.

● If you have any security concerns or require any advice, please contact Doug Parlane on 414 9627, Brian Pullen on 414 9625 or email: info@icongroup.co.nz.



BNZ Partners with local clients



RICHARD EDE is Managing Partner – North Shore, BNZ Partners. This article is intended as a general discussion only. The views expressed are his own and do not necessarily represent those of Bank of New Zealand, its related entities or the NHBA.

 bnzpartners

BNZ has recently reaffirmed its commitment to the business community with the establishment of BNZ Partners – which features relationship managers, banking specialists and support staff working at a local level.

The Partners model is unique in New Zealand banking – as is BNZ's first ever Partners Business Centre, pictured above, within the Candida Office Park in Constellation Drive.

It is the first in a nationwide network of centres that will be developed across the country and will be an office away from the office for BNZ Partners' clients.

The centres are high-tech business spaces that come complete with wireless internet access, smart board and video conferencing – all complimentary for clients.

“Our Partner Centres are one way in which we can give something back to our clients. Essentially, they provide a professional and modern environment where clients can do business,” says Richard Ede, Managing Partner of BNZ Partners North Shore and an NHBA Executive Committee member.

Richard's local team of more than 40 professionals includes business bankers whose clients range from medium-sized, owner-operator businesses to large enterprises. The team also features specialists in property financing, providing wealth solutions for high net worth clients, plant and equipment funding,

commercial insurance, cash flow financing solutions, transactional payments and international trade advice.

Richard's colleagues partner with their clients so that they first understand the business before offering help and advice.

“BNZ Partners is about my team having a thorough understanding of your business before we even talk banking solutions. And it's through listening that we're able to provide specialised financial services to help businesses survive and grow. Of course it helps that we're based here on the Shore among our clients and that we're empowered to make decisions locally,” he says.

“BNZ has been delivering great professional banking services in New Zealand for over 140 years. Now, through BNZ Partners, we're lifting the game further by delivering a new kind of relationship banking service for business, agribusiness, property and private banking clients.”

● To find out more about BNZ Partners please call 0800 955 455 or contact Richard Ede on 415 3942, 029 409 0340, email: Richard_Ede@bnz.co.nz.



PHOTO: TREVOR COPPOCK

Sealegs CEO David McKee-Wright speaks to the more than 50 After 5 attendees

After 5 fun for many

The 22 July function at Sealegs' Bush Road high-tech facility was enjoyed by the many NHBA members who were entertained, educated, well fed and watered.

CEO David McKee-Wright, above, outlined the history and vision of Sealegs and then gave a practical demonstration of one of the boats – 400 of which cruise the world's oceans at present. A guided tour of the assembly process completed the presentation.

BUT DID YOU KNOW?

- David McKee-Wright completed a successful circumnavigation of the North Island in a Sealegs 7.1m amphibious inflatable boat in February this year in 65 hours. The 3,015km round trip equates to a journey the distance from Rarotonga to Auckland.
- The Sealegs CEO and/or his team also holds world records for:
 - The first crossing of Cook Strait by an amphibious vehicle in 2008;
 - The fastest water speed record for an amphibious vehicle in Sydney Harbour in 2007; and
 - The fastest crossing of the English Channel in 2005.

• For more information please visit: www.nhba.org.nz/events or www.sealegs.com

BOOK NOW

STRICTLY LIMITED TO 150

for our Key-note luncheon

SPEAKER: Prime Minister John Key

- DATE:** Wednesday, 2 September
TIME: Midday – 2pm
VENUE: Harbour Function Centre, North Harbour Stadium
COST: Tickets are \$50 + GST pp
MENU: Two-course luncheon includes:
- Carvery
 - Selection of hot dishes
 - Choice of salads and breads
 - Dessert
 - Fruit juice and non-alcoholic beverages.

Note – a cash bar will operate for wine and beer.

Pay by: Direct credit, cheque or credit card (Visa | MasterCard only)

• For more information please contact Gary on gm@nhba.org.nz or 968 2222.

COMING UP



Golf Gym – a swinging good time

- DATE:** Wednesday, 19 August
TIME: 5pm – 7pm
VENUE: Golf Gym, 36 Apollo Drive
ACTIVITY: Golf simulation and refreshments.

The Golf Gym is the country's only facility offering multiple golf technologies, golf-specific training equipment and programmes geared to improve every part of your game.

Come along and experience free-of-charge what the Golf Gym has to offer:

- A place to practise your golf using the most sophisticated golf technologies
- Golf-specific fitness and conditioning equipment
- The highest level of golf and golf fitness expertise
- Training programmes personalised to your specific golfing objectives
- A better and faster way to improve your golf.



Experience your very own whodunit!

- DATE:** Wednesday, 16 September
TIME: 5pm – 7pm
VENUE: ICON Security, 28 William Pickering Drive
ACTIVITY: Safety & security training and refreshments.

Come and experience the award-winning ICON approach to safety and security training.

Let the ICON team give you a taste of how it prepares people to deal with the likes of robberies, assaults, abuse and any situation where safety is at risk.

This promises to be a life changing experience not to be missed.

• For more information please visit: www.nhba.org.nz/events

Lowie: the heart of the man

A heartfelt presentation from rugby league legend Graham Lowe, pictured, followed a hearty breakfast enjoyed by NHBA members last month.

Starting with a quote, below, from a Chinese philosopher, the 'heart' theme echoed throughout the motivational address, *Lowie: see what others can't see.*

The audience at the Coverstaff Recruitment-sponsored event was treated to an insight into the man whose own heart, ironically, has required medical attention no fewer than 10 times in his nearly 63 years and prematurely ended his stellar coaching career.

Father of two adult daughters and twin sons, now aged almost six, Graham outlined the dozen dynamic principles he has developed during his colourful life in three countries: NZ, Australia and England.

While expressions such as "let the dog see the rabbit" and "kick to the seagulls" amused many in North Harbour, Lowie's explanations clearly resonated with this audience, the members of which took away valuable messages to apply to their professional and personal lives.

His latest book *Me & My Little Blokes* is an entertaining read and available in good book stores now.

• For more information please visit:
www.nhba.org.nz/events



PHOTOS: TREVOR COPPOCK

**"Wherever
you go, go with
all your heart"**

CONFUCIUS



WARNING: Magic Mushrooms



North Shore Police report a noticeable increase in the growth of mushrooms in and around the gardens of our industrial estate.

Before you consider this to be a welcome windfall of warming winter fare, beware that danger lurks among the fungi.

Head of our local police's intelligence unit, Vinnie Steenkamp warns that some may be "magic mushrooms". This is a common name for the non-poisonous fungi which contains the chemicals psilocybin and psilocin which, when eaten or drunk in a tea, give the user a powerful psychedelic trip similar to that of LSD, also known as "acid", the unwanted effects of which are still felt that those users still alive today.

There have been reports of people collecting these in the area for use in illegal drug activity.

"While these mushrooms may not be this type,

it is better to assume that all mushrooms are and remove the problem as the type of people likely to be picking them are also the type likely to be engaging in criminal behaviour such as burglaries," Mr Steenkamp says.

"By removing the attraction of mushrooms, we reduce night time activity in the area, alleviating burglary and vehicle crimes.

"If you are a tenant or owner of a property with gardens, particularly featuring bark, we encourage you to take 10 minutes to treat your garden to alleviate the problem. Spraying your garden once or twice a month for the next three months might save you being the victim of a crime," he says.

FREE
to NHBA members.
Light lunch
available.

Why do people say yes? – *The psychology of influence*

By Rob McKay, a business psychologist with Assess Systems



Most people will probably associate the words ‘influence’ or ‘persuasion’ with the sales process. However, influencing, in other words, getting another person to accede to your requests, is at the core of most soft skills – leadership, negotiation, teamwork and sales. All of these functions require us, at some stage, to influence and persuade others.

It may be influencing customers, colleagues, friends, even our children to buy, to do, to accept or to believe in something or someone. The ability to influence others – in an ethical manner – is an under-rated competency and one that many of us are poor at.

However, recent research has highlighted that persuasion skills can be learnt by almost anyone.

Enter, Dr Robert Cialdini, a psychology professor at Arizona State University. If you want to sell anything, influence anybody or motivate action, I urge you to read Cialdini’s book, ‘Influence, Science and Practice’.

The world’s most cited social psychologist on the subject of persuasion, Cialdini’s influencing theories centre on six key constructs that are easy to learn and apply: reciprocity; commitment and consistency; social proof; likeability; authority; and scarcity.

Let’s have a brief look at each.

Want to hear “Yes” more often?

THE SCIENCE OF INFLUENCING CAN BE LEARNED.

Rob McKay is the only New Zealand certified trainer of Dr Robert Cialdini’s Principles of Persuasion (POP) workshop.

In the POP two-day workshop you’ll not only learn how to apply these influencing principles to your business, but also get to work on two influencing projects affecting your business today and go home with an action plan.

THE SCIENCE OF INFLUENCING IS POWERFUL.

Those who can understand the theories and how to apply them will be better equipped to generate change and growth in their businesses.

However, a word of caution – your influencing tactics must be ethical; people who use unethical strategies may win the first round, but will surely lose the match.

RECIPROCITY

People are more willing to comply with requests for favours, services, information, concessions, etc. from those who have provided such things first.

This is the old ‘give and take’ scenario – if I do this for you, maybe, in the future, you will do something for me?

COMMITMENT/CONSISTENCY

People are more willing to be moved in a particular direction if they see it as consistent with an existing commitment.

People will rarely go against their own values and beliefs.

AUTHORITY

People are more willing to follow the directions or recommendations of a communicator to whom they attribute relevant authority or expertise.

For example, an expert witness talking in technical terms has more persuasive powers with juries than a lay eyewitness.

SOCIAL VALIDATION

People are more willing to take a recommended action if they see evidence that many others, especially similar others, are taking it.

We live in a busy world with no time to fully validate our decisions, so many times we rely on what other are doing – if many people are doing it, it must be right – or is it?

SCARCITY

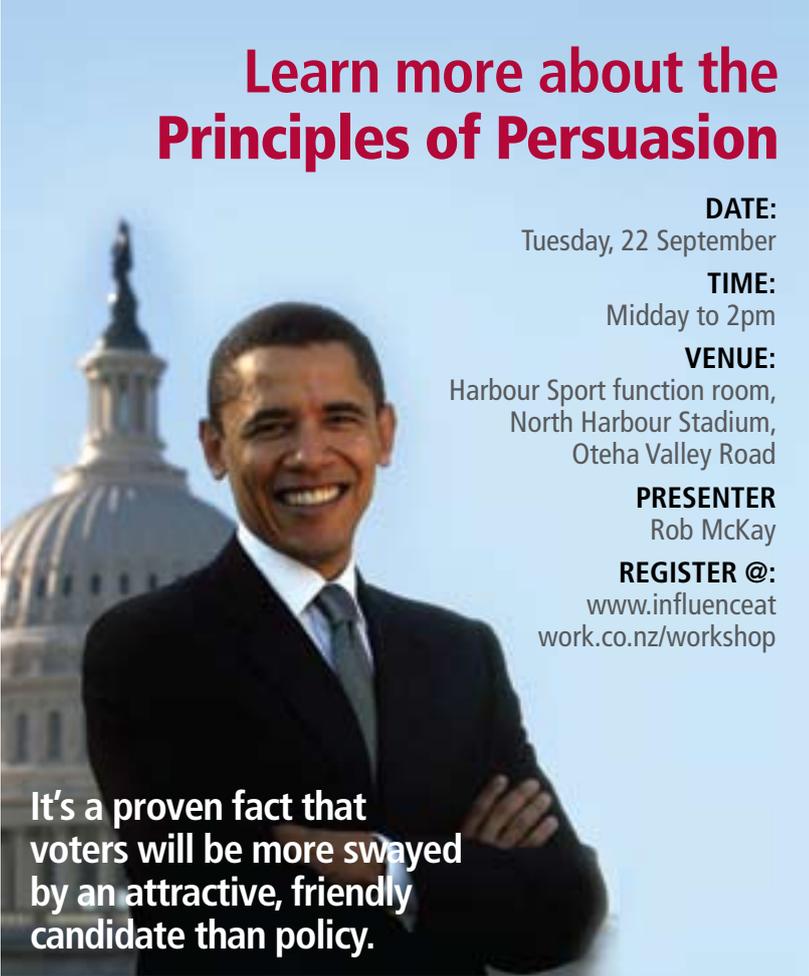
People find objects and opportunities more attractive to the degree that they are scarce, rare, or dwindling in availability. Air New Zealand’s current ‘grab a seat’ campaign plays on this scarcity principle.

The interesting psychology working here is that people fear loss more than they want gain.

LIKEABILITY

People prefer to say yes to those they know, like, find attractive or resemble.

It’s a proven fact that voters will be more swayed by an attractive, friendly candidate than policy.



Learn more about the Principles of Persuasion

DATE:
Tuesday, 22 September

TIME:
Midday to 2pm

VENUE:
Harbour Sport function room,
North Harbour Stadium,
Oteha Valley Road

PRESENTER
Rob McKay

REGISTER @:
www.influenceatwork.co.nz/workshop

It’s a proven fact that voters will be more swayed by an attractive, friendly candidate than policy.

Upcoming WHK Seminars

Managing and motivating people

Wednesday 12 August, 9am - 12.30pm

There is an art to managing people effectively to keep them motivated and focused on achieving results that make your business more profitable. This workshop is for businesses that currently employ staff and are looking to develop systems and processes to encourage great performance. It will help you to implement strategies and systems that make it easy to get the best out of your people.

Selling your ideas to the media

Tuesday 1 September, 9am - 12.30pm

In this workshop participants will learn how to generate publicity for your business through the media. Learn how to identify a story, the basics of a good story (especially for TV), ways to contact and handle the media, and how to build PR into your daily activities.

Setting up effective systems in your business

Wednesday 9 September, 9am - 12.30pm

This workshop will cover how to go about setting up simple yet effective systems that will assist you in managing the day-to-day affairs of your business. Areas to be covered include management of work opportunities, correspondence, filing requirements that meet Inland Revenue purposes, setting up effective accounting and customer invoicing systems.

Understanding your accounts to improve profitability

Thursday 24 September, 9am - 12.30pm

In today’s uncertain economy you have to be finance-savvy. This workshop will assist business owners and managers to improve their skills in interpreting financial information and use this data to manage their business’ performance.

● For more information, including details of cost, eligibility and how to apply, please visit: www.nhba.org.nz/training



North Shore Golf Club – one of our Gold Sponsors

NHBA sponsors announced

NHBA is proud to be associated with the local companies profiled on these pages. They represent the range of professional service providers you may require to build and grow your business.



NORTH SHORE GOLF CLUB

The North Shore Golf Club is located on the upper fringes of the Waitemata Harbour, with 27 tree-lined holes that offer players the option of three different 18-hole layouts encompassing rural views poised above the natural backdrop of the Lucas Creek escarpment, pictured above.

The Club offers:

- Full range of hire equipment including electric carts
- Fully stocked golf shop
- Competitive and/or social golf competitions, including summer twilight events
- Wonderful club house bar and catering facilities
- Opportunity to invite guests for golf, lunch or a drink
- Access to an excellent club professional for all your golfing equipment and lessons
- Opportunity to use reciprocal clubs, throughout Australia and New Zealand.

CONTACT DETAILS:

51 Appleby Road, Ph: 415 9924

Website: www.nsgc.co.nz

Contact: Warren Collett, General Manager.



COVERSTAFF RECRUITMENT

Coverstaff Recruitment has a committed team that provides a quality recruitment service, specifically focusing on safety, reliability and employability of candidates.

It provides temporary and permanent candidates across a broad employment and client base including specialised recruitment for engineering projects, large requirements at short notice for events, business start-ups, relocations and business closures.

The company is community orientated, fostering relationships based upon loyalty and commitment to each of our employees, clients and putting back into the community.

The Coverstaff team will not take the approach of just filling a vacancy with any available candidate. Through intense quality recruitment practices, it evaluates the attributes of every candidate to ensure that only the most suitable candidate is sent to meet your recruiting needs.

CONTACT DETAILS:

240 Bush Road, Ph: 415 7160

Website: www.coverstaffrecruitment.co.nz

Contact: Roana Carran, General Manager.



BNZ PARTNERS

BNZ Partners is a 'one stop-shop' which combines relationship managers, a range of banking specialists and support staff for business, agribusiness and private banking clients.

The North Shore-based team of 40 includes business bankers who partner with their clients so they can better help local businesses.

The Partners model is unique in New Zealand banking – as is BNZ's first-ever Partner Centre located at the Candida Office Park in Constellation Drive. This serves as a high-tech meeting facility that is complimentary for clients and provides a venue where they can hold business meetings.

Please refer to page 9 for more details of the range of professional services on offer.

CONTACT DETAILS:

Candida Office Park,

61 Constellation Drive

Ph: 415 3942

Website: www.bnz.co.nz

Contact: Richard Ede, Managing Partner



INSURANCE & LENDING GROUP (ILG)

The Insurance & Lending Group (ILG) is a well established and innovative financial services business.

Recently recognised and highly commended as an entrant into the 2009 Westpac Enterprise North Shore Business Excellence Awards, ILG has a proven track record of providing the business owners and residents of the North Shore with unsurpassed service.

It offers expert advice on the following:

- Protecting their clients' businesses, assets and lifestyle against physical loss or damage, legal liability to others
- Income protection, Kiwisaver and other retirement planning, health, trauma and life insurance
- Commercial and residential mortgages and loans.

CONTACT DETAILS:

76 Paul Matthews Road,
Ph: 448 2092

Website: www.ilg.co.nz

Contact: Greg Fritelli, Managing Director.



HORIZON PACIFIC

Horizon Pacific began in 1997 and has since become an industry leader in providing technology services throughout its network

Its services include: internet; technology products – both hardware and software; service engineers; phone systems; photocopiers; web and software development; hosted applications; and finance. All are all backed up from its national call centre.

The company continues to develop and deploy successful products for the New Zealand market which enable efficiencies, economies and growth. With its head office in Albany, the Horizon Pacific name and reputation is growing nationwide.

Client success drives its growth while customers too are also showing significant growth as a result of the tools and technologies Horizon has implemented.

CONTACT DETAILS:

100 Bush Road, Ph: 414 9040

Website: www.horizonpacific.com

Contact: Dwayne Smith,
Business Development Manager.



CROWN RECORDS MANAGEMENT

Crown's North Harbour building is the impressive local operation of the world's third largest records management business.

Crown helps companies manage their information from creation to disposal and store more than three million individually tracked samples of client information at their North Harbour premises, mainly paper-based but also digital tapes, electronic files and other non paper data. The specialist vault is, in effect, a concrete bunker that houses data tapes and much more. Crown also provides comprehensive advice and a retrieval and delivery service.

The company deliver and collect more than 2,000 (Auckland-wide) items each day for their clients, which range from the sole proprietor with only a couple of cartons up to banks with tens of thousands.

CONTACT DETAILS:

Te Kea Place,

Ph: 415 7425

Website: www.crownworldwide.com

Contact: Kevin Moore, Managing Partner.



DIGITAL MOBILE

Digital Mobile was founded in 1993 as one of New Zealand's first GSM Cellular dealerships, offering connections to BellSouth's network.

Today Digital Mobile has grown to be Vodafone's fastest growing premium dealer in New Zealand. Originally offering just mobile services, along with Vodafone it has branched out into broadband and fixed line services too.

Digital Mobile also offers a full range of business products to suit small businesses.

You can call Isaac Curry for a FREE communications analysis and he will seek to help you save money on your business calling and functions.

CONTACT DETAILS:

118 Bush Road

Ph: 969 1230 021 911 113

Website: www.digitalmobile.co.nz

Contact: Issac Curry,
Key Account Support.



MONDO TRAVEL

The first (travel) retail chain to be launched in almost two decades, Mondo has developed a growing nationwide network with six locations in Auckland – including Takapuna, Whangaparaoa and Orewa.

Since October 2007, Mondo has set new benchmarks for its retail stores and franchise model. As corporate takeovers and mergers reduce the options available to franchisees and customers alike, Mondo has been positioned as a credible alternative offering a fresh new approach to selling travel.

Recognising the growing benefits of the internet for information and simple travel bookings, Mondo has released the first of a three-stage website [www.mondotravel.co.nz] plan that offers full online services backed by the comfort and security of the nearest Mondo store.

CONTACT DETAILS:

Ph: 915 6740, Website: www@mondotravel.co.nz

Contact: Warren Kitchin.



ICON SECURITY

The ICON Group provides a comprehensive range of security services to the corporate market. It is one of the largest privately-owned security companies in New Zealand and its services include guards, security patrols, alarm response and monitoring, low value cash collections, document serving, staff vetting and staff training in areas such as armed hold-up safety, safety at work and loss prevention.

ICON was a dual category winner at the Westpac Enterprise North Shore Business Excellence Awards in 2008.

See page 8 for more details of the company's services available to the North Harbour business community.

CONTACT DETAILS:

28 William Pickering Drive

Ph: 415 0818

Website: www.icongroup.co.nz

Contact: Gary Morrison,
Managing Director.

Mega Thinking:

How to Take Your Brain to Maximum Performance

By Charles Donoghue

This is Charles Donoghue's sixth book on the topics of self-understanding and motivation. An expert on developing human potential, he is considered one of New Zealand's leading authorities on performance psychology.

This practical yet personal guide helps us understand just what makes us tick and, from that understanding, how to build positive change into our everyday lives.

This book is about understanding the real you, not the individual others tell you that you are.

Unless we are aware of it, or take action to release its enormous potential, it is impossible to use your brain effectively to become anything different or better.

Mega Thinking is about re-programming the mind to think differently. It is a step-by-step guide to understanding the laws of thought and how to turn them to personal account. It is about understanding the power of the unused brain cells that we all have, but are not conditioned to use. It is about realising individual potential simply by thinking differently.

The book explains the principles of success, and gives the reasons why motivation alone doesn't work, how to re-programme your brain, the everyday importance of self-confidence, and how to make things happen.

Mega Thinking distils many of the complex principles inherent in psychological teachings and presents them in an interesting and clear manner. It also provides an implementation plan for achieving personal fulfilment and success.

Mega Thinking: How to Take Your Brain to Maximum Performance

NHBA members who order by September 30 will pay only **\$25** for the paperback – a 35 per cent discount on the recommended retail price of \$35.

Order today by emailing gm@nhba.org.nz

Wine club uncorked: DISCOUNTS AVAILABLE!

As a NHBA member you can now join our own wine club, run by local company Direct Wines, and qualify for quality wines at discounted rates.

Visit www.nhba.org.nz/wine to sign up and find out what's on special offer this month.

Once you become a member, you will receive a weekly email with special offers. There is no requirement to buy and you can unsubscribe at any time.

In addition to the discounts to NHBA members, Direct Wines will share its revenue with NHBA for us to invest in our activities.

Watch out for wine tastings at our upcoming networking events.



SPECIAL OFFER

for NHBA members:
Parrot Mini Kit Slim

\$199
Normally \$229

Please contact Isaac Curry of Digital Mobile Albany Corporate on 969 1230, 021 911 113 or isaacc@digitalmobile.co.nz for all inquiries and to take advantage of the special price for the Parrot Mini Kit Slim.



Talk Safe

Parrot Mini Kit Slim



Mini kit Slim

~~\$229.00~~ **\$199**
for NHBA members

- 15 hours talk time
- 20 days standby
- Sleek, compact and elegant design.
- Intelligent phone book synchronisation
- Text to speech technology
- NKT flat speaker technology gives stunning crystal clear audio
- Advanced parrot n5 noise reduction and AEC-2 echo cancellation



Chic Slim

CONTACT US:

PO Box 303 126, North Harbour | Mobile: 0274 966 283 | DDI: (09) 968 2222 | Fax: (09) 926 1822

Email: gm@nhba.org.nz | Web: www.nhba.org.nz