

# The National

The Official JCI United Kingdom Quarterly Publication Available Online and on Paper

**Inspiring Challenging Rewarding**

## National President's Message

I am very pleased to say that the National diary began with a truly Inspiring, Challenging and Rewarding Inspiration Day on 19th January in Leeds. The organising team from JCI Leeds did us proud and the feedback I have reviewed so far has been great. For more details of the day [\[read more page 2\]](#).

In February, Andrew Morton of JCI Hull & East Yorkshire represents the UK at the JCI Media & Communications Conference in Athens, Greece. Also, my Deputy, Charlie Best and I are participating in the JCI European President's Meeting in Krakow, Poland. In early March, various members of the National Board will be participating in a Nom2Nom Weekend with JCI UK's twins, Belgium, the Netherlands and Switzerland in Amsterdam, the Netherlands.

Each of these conferences is an opportunity for members of JCI UK to take part in training with fellow European members, to network with JCI friends and more particularly, to share best practice. I have therefore decided to make February the 'sharing of best practice month' and encourage you all to consider your best practice and that of your local chamber and share that with your Regional Group Chairman and other chambers in your Region. To utilise some best practice of my predecessor, "plagiarism saves time"! If you'd like to share in the best practice from Inspiration Day, [\[read more page 4\]](#).

Have a great February/March and reports in relation to the above conferences will follow.

Sarah-Jane Mills  
National President 2008  
JCI United Kingdom.



**Inspiration Day Summary**  
[\[read more page 2\]](#)

**President's Welcome at Inspiration Day** [\[read more page 3\]](#)

**JCI Best Practice at Inspiration Day** How to Succeed at Training [\[read more page 4\]](#) Inspiring Membership [\[read more page 4\]](#) Instigating and Great Business Program [\[read more page 5\]](#)

**A Member Inspired By JCI** [\[read more page 6\]](#)

**Business Director & Easy Fund Raising** [\[read more page 7\]](#)

**National Board list** [\[read more page 9\]](#)

**National Diary** [\[read more page 9\]](#)

## JCI UK welcomes its newest members in the last quarter of 2007

David Taylor JCI Barnsley  
Danielle L'Oste-Brown JCI Boston  
Mansoor Choudbury JCI Bradford  
Gemma Cockbill JCI Cambridge  
Jennifer Manning JCI Cambridge  
Hazel Hannant JCI Cardiff  
Ed Jones JCI Cardiff  
Adam Pledger JCI Cardiff  
Angharad Pritchard JCI Cardiff  
Emma Johnson JCI HEY  
Robert Anderson JCI Leeds  
Isabella Ballanti JCI Leeds  
Carlo Columbo JCI Leeds

Michael Ham JCI Leeds  
Jo Joyce JCI Leeds  
Jennifer Oh JCI Leeds  
Rebecca Richardson JCI Leeds  
Jon Smithson JCI Leeds  
Nick Burnett JCI London  
Fola Gbago JCI London  
Debby Joossens JCI London  
Yei Mee Mok JCI London  
Luane Quigley JCI Londonderry  
Michael Barnes JCI Manchester  
Gavin Chadwick JCI Manchester  
Ben Holguin JCI Manchester

Richard McGinn JCI Manchester  
Emma Postlethwaite JCI Manchester  
Paul Pratt JCI Manchester  
Peter Swift JCI Manchester  
Victoria Wood JCI Manchester  
Valimulla Yasin JCI Manchester  
Michael Arnott JCI North East  
Caroline Pearce JCI North East  
Helen Longden JCI Sheffield  
Elizabeth Pickering JCI Sheffield  
Dan Griffiths JCI Southampton  
Melissa Holland JCI Southampton

## Inspiration Day – 19<sup>th</sup> January 2008 in Leeds

JCI Leeds kicked off the 2008 National JCI year with a truly inspirational Inspiration Day! Hosted in the swanky Park Plaza hotel overlooking Leeds city centre, JCI'ers both 'old' and 'new' were treated to a sensory overload of sounds, images and music which started off with over 70 delegates walking in to the music of 'Eye of The Tiger,' and which was swiftly followed by the introduction to the 2008 National Board to the 'A-Team' theme music and of course the President's welcome and a presentation on the up and coming European Conference in Turku, Finland, guaranteed to be a Sparkling Experience!

With sharing best practice workshops provided by Angela Chapman (JCI Hey), Daniel Valentine (JCI Manchester) and Sofie Sandell (JCI London) and some upbeat MC'ing by Stuart Powell, the morning quickly moved into something quite unexpected, with the debut inspirational speaking by Leeds' very own Richard Pimm, who treated everyone to a rather amusing (and truly life like!) rendition of the Cadbury's/Phil Collins/Monkey drumming advert from the Rugby World Cup, and yes you guessed it, he was also dressed in a full monkey costume whilst doing so!

Throughout the day, Olivia Brabbs of Olivia Brabbs Photography took sensational photographs and these can be viewed and purchased for your own use at [www.oliviabrabbs.co.uk](http://www.oliviabrabbs.co.uk) (including the monkey!).

Some great food for lunch helped clear some of the hangovers from JCI Barnsley's Annual Dinner the night before, before Kamila Miara, Dale Carnegie's only native Polish speaking trainer, got everyone up and about with a very active energiser to ward off the post-lunch slump. Inspirational speaker, Keith Warren ([www.keithwarren.co.uk](http://www.keithwarren.co.uk)) promptly followed with an engaging and extremely useful presentation on ways to help sell JCI and communication skills, engaging in more than one sense as he was ably supported by his 3 young children who, along with Keith, had the room in fits of laughter! Leeds' Best Busker (as proclaimed by JCI Leeds!), Tristan Mackay put in a special guest appearance and played a half hour set over the coffee break. Tristan has been keeping the general public of Leeds entertained for months in the city centre on a Saturday afternoon, and having recently just signed his first record deal, it was a stroke of genius to have him add something truly dynamic to the event.

The day was brought to an inspiring close by Stuart Powell ([www.thehughescompany.co.uk](http://www.thehughescompany.co.uk)) who shared how he had personally turned inspiration into action and dealt with the inevitable challenges thrown his way, along with some wise words of wisdom from his great aunt! The day was a phenomenal success, with people leaving say it was the 'best Inspiration Day they had ever been to!' and has given JCI UK the very start it wanted to what will be a great 2008 for the organisation.



## President's Welcome at Inspiration Day

I asked JCI Leeds to organise an **Inspiring, Challenging and Rewarding** Inspiration Day, and they certainly did. In my opening to the day, I welcomed members from all over the country to Leeds and in particular, members Ed Jones and Adam Pledger from the newly launched JCI Cardiff.

I also made mention of the fact that as a National organisation it is **our 80<sup>th</sup> Anniversary** this year and so, arrangements are being made to celebrate that landmark in suitable style.

As we are a growing organisation with a lot of new members who don't yet know much about JCI, its resources and opportunities, it was decided that we would have a **trade show** of information at Inspiration Day for members to peruse or as I coined it, a JCI Gym where members could 'work out' what they want. This covered areas such as Administration, Finance, Marketing Materials & Merchandising, Training, Projects, International, Senate & Future Forum, Recognition and a Listening Desk where members could give me feedback on anything JCI. All this information is available on the JCI website which has a 'members only' section that provides lots of best practice and information.

I outlined the forthcoming **National events**:

- **President's Day on 10<sup>th</sup> May** – bid to be submitted by JCI Cardiff to host this event and will shortly be circulated to President's for email vote.
- **JCI National Community Day on 21<sup>st</sup> June** – my charity for the year is The Rainbow Trust Children's Charity ([www.rainbowtrust.org.uk](http://www.rainbowtrust.org.uk)) which provides practical and emotional support to families who have a child with a life threatening or terminal illness. The Rainbow Trust supports 1,000 families each year. You are asked to provide suggestions of events that could take place on 21<sup>st</sup> June to support the Rainbow Trust.
- **National Conference on 5<sup>th</sup> and 6<sup>th</sup> September** – as it is our 80<sup>th</sup> Anniversary this year as a national organisation, National Board will be hosting this conference in the Midlands to support the launch of chambers in that region. This conference will be the focus of our anniversary celebrations.
- **National Awards on 28<sup>th</sup> to 30<sup>th</sup> November** – bid to be submitted by JCI North West to host this event and will shortly be circulated to President's for email vote. The proposed theme for this event is Be Bolder, Be Better, Be Yourself and the proposed venue is the Old Trafford Cricket Ground in Manchester.

Speaking of **Be Better**, this is the new strapline of Junior Chamber International and I asked all President's to discuss this with their members and other stakeholders to see if we wanted to change our strapline of Developing Tomorrow's Leaders...Today to Be Better. This is very much a discussion at this stage and after a consultation process will be voted on later on in the year.

I outlined the following **National Projects** will be led by members under the eagle eye of my Projects Director, Catherine Berry:

- **Extempore and Public Speaking** – Nicola Lovejoy of JCI Doncaster
- **Debating** – Stuart Powell of JCI Leeds
- **The Rainbow Trust National Community Day** – Wendy Jay Jerome of JCI Wakefield and Tina Strack of JCI London
- **The Best Business Plan** – project leader to be confirmed
- **The Outstanding Young Person** – Jo Richardson of JCI Hull & East Yorkshire

I then introduced my National Board and each confirmed their name, home chamber, their role on National Board and their focus for 2008. You will find a list of my Board at the end of this Newsletter and so that you can get to know them better, there is more information on them on the JCI UK website.

I then closed by wishing all members at Inspiration Day an Inspiring, Challenging and Rewarding day just as I wish all our members that for their membership in 2008!

JCI Best Practice

## How to Succeed at Training

By Daniel Valentine  
JCI Manchester

*"Learn from disappointment and success"*

A summary of the breakout group held at JCI Inspiration Day:

1. **Choose the right topics** - what topics interest current and potential members? Ask them.
2. **Develop a training programme**, not a collection of unconnected training sessions - this makes your chamber more coherent and much easier to sell.
3. **Always aim to do more**, and better, than last year
4. **Choose good trainers** - mix of the best from the past, and new trainers.
5. **Insist on interaction** - training sessions are not lectures, people remember best when they participate.
6. **Use great venues** - use the offices of members and corporate partners. What impression does your venue give? Professional or casual?
7. **Get the year planned in advance** - aim to have the programme for the whole year by the end of April.
8. **Take publicity seriously** - get a professional flyer out 2-3 weeks before the event. Send confirmation to those who have booked, and reminders to those who haven't. Work hard on the flyer so it really sells the benefits of the training session.
9. **Don't cancel events** - this undermines faith in the programme and penalises people who wanted to attend.
10. **Prepare thoroughly**. Plan for every eventuality - what happens if the trainer or Training Director is stuck in traffic? Is the trainer bringing handouts? Do you know how the technology works? Cover every possibility. Sometimes it pays to be paranoid.

**Finally** - Learn from disappointment and success - The President and Training Director should review each session the following day (a phone conference is good for this) what went well? What can be improved? What was the feedback from attendees and the trainer? Etc, etc.

A summary of the breakout group held at JCI Inspiration Day:

1. **Website** - ensure that your website is always up to date; if possible include photos (jolly parties and serious business mix)
2. **Communication** - implement telephone ring round and/or telephone tree for larger JCs. Excellent way of talking to your members and encouraging them to come to other events too. Emails and/or electronic eBriefings are still good but remember not everyone likes intrusive emails popping up during work time. So compliment these with Presidents' Letters/Programme of Events in hard copy format say each quarter.
3. **Open Evenings** - ensure at least 2 are held each year - with relative theme, eg, individual development session/4 areas of Chamber. Ensure it is marketed as an "Open" evening rather than a formal "New Members" evening. More scope.
4. **Membership Packs** - bring membership/info packs to ALL meetings and not just Open Evenings thus treating each meeting as a potential for new members. Ensure info for packs is current and informative!
5. **Buddy System** - think about nominating a person as focal point

JCI Best Practice

## Inspiring Membership

By Angela Chapman  
JCI Hull & East Yorkshire

*"Get yourselves noticed.  
Be part of your Local  
Business Community."*

of contact for all prospective new members, suggest perhaps Membership Director or Deputy President (would give them a link to promote events/members for their year of office). Thus prospectives feel welcomed - and loved!!

6. **Existing Members** - don't forget existing members. Equally important. Wealth of knowledge. Retention.
7. **Membership Questionnaire** - think about devising a Questionnaire to send out to all members asking them why they joined; what they like best; hate; what they would change. Do an incentive for returns, e.g., bottle of wine for first questionnaire back.
8. **Promoting Other Events** - don't lose sight of the bigger picture. Market JCI as a whole, e.g., Regional events; National events; International events. Think about showing marketing/promotional DVDs of JCI and/or future Conferences.
9. **Media** - get a link in with the local Press/Radio Station/Society magazine. Get yourselves noticed. Be part of your Local Business Community.
10. **Support Other Chambers** - share best practice with fellow Chambers. Support their Open Evenings. Learn from them.

## JCI Best Practice

### Instigating A Great Business Program

By Sofie Sandell  
JCI London

*" . . . events at exclusive venues where members would not have access"*

A summary of the breakout group held at JCI Inspiration Day:

1. **Invite members to a brainstorming session** – what do they want to do?
2. **Always invite good speakers** – do not only invite a speaker for the "title".
3. **The events should be interesting for many different people** to attend and the audience should be energized when they are leaving the event.
4. **Allow people to mingle** before and after the event.
5. **Add PayPal to you web** – let non-members pay more then members.
6. **It normally takes 6-8 weeks** to arrange a Business Event.
7. **Do research** of other networks speakers and see if they were good.
8. **Call PR and Marketing departments** to get the right company contacts, they are always happy to help out.
9. **The Business Director** should have a small team of 2-3 people that are helping out for each event.
10. **Arrange some of the events at exclusive venues** where members would not have access if they were not members of JCI.
11. **Add your events at** [www.makeyourmarkconnect.org](http://www.makeyourmarkconnect.org)

## A Member Inspired By JCI To Set Up Their Own Business

### Why did you set up your own business?

It was such an easy decision. I knew what my passion was, developing talent and inspiring action, and I knew that to feed that passion I wanted to do things my way. I was thrilled to find in Kate, my business partner, someone who shared my way of thinking and so The Clear Thinking Partnership was born. I guess I reached a point where all roads seemed to lead to The Clear Thinking Partnership; my next career move was very logically into a business of my own, one where I set the direction and the agenda and created something that was completely in my control; or at least where I only had to agree with one other person!

When we started to tell people our plans they said, "Ooh you're brave!" and "I wish I could do that!" We started to wonder if there was something we were missing. It certainly didn't feel like a particularly brave step, just a natural progression and an incredibly exciting one at that. I remember at some point hearing a speaker in Junior Chamber talk about how working for yourself was the ultimate in taking control and how staying with paid employment was a bigger risk, simply because the nature of employment has changed so much and people no longer have a job for life. That resonated with me and the more I believed it the more my confidence in my own ability grew and the easier it was to start the business. I'm over simplifying it but that's the basis of the decision.

I think one of the other motivating factors has to be when you can see a market or a niche to squeeze into. We do know where we fit and there's plenty of room and we're exploring new markets and niches all the time and have yet to settle on anything too narrow. But then our business is still in its infancy and we're just enjoying testing the water and seeing what opportunities there are out there and how we might make the most of them.

### How has JCI helped you?

There are three key things that spring to mind:

1. I've seen my confidence and self belief grow throughout my Junior Chamber career. Much of that growth has been because of the encouragement I have received from my JCI colleagues. I've experienced amazing support from people and been inspired by members of the organisation to be better and do more. I can think of examples that I use in my own training now to illustrate how people in JCI have made a positive difference to me.
2. I've also been exposed to lots of amazing speakers and trainers around the world and that exposure has helped me to develop my own thinking around learning and development and personal growth. It dovetailed beautifully into my corporate life in terms of my own development and how I fulfilled my job role and much of what I have discovered through JCI informs the way I do what I do now.
3. As my career has progressed so JCI has become meaningful to me in different ways. What I value about the organisation now is different to what I valued over 10 years ago when I joined. What I have now is an incredible network of contacts! The word "contacts" doesn't actually do it justice. I have a network of "meaningful relationships," people who I respect for their friendship and for their professional prowess. When you set up on your own you need these meaningful relationships more than anything else. They are the people that offer you wisdom and guidance, opinions and challenge and sometimes proper paid work as well!!!!

### What do you know now that you wished you'd known before?

There's a great strap line to a Heineken ad that I saw recently... "Get the head right and everything else follows!" It makes so much sense and it sums up what I've learned over the past few months since we launched Clear Thinking. It really does matter what goes on in your head, and when you do get it right, when you make that little voice in your head say the right things to you at just the right moment, and you know what you want, and why you want it, everything else really does fall into place. People say running your own business is hard; actually it's been absolutely brilliant since day one. We're having more fun than you can shake a stick at, have met some fabulous people, we're working with some superb clients and we can't wait to see what tomorrow brings!

Bev Holden is the Director and Co-Founder of The Clear Thinking Partnership a people development business that integrates training and coaching to make learning stick. See a more detailed profile for Bev in the JCI UK Business Directory or visit the Clear Thinking website [www.clearthinkinguk.com](http://www.clearthinkinguk.com)



## Business Directory - Have You Checked It Out Yet?

Find out more about our members, share information about your business. The business directory has been launched with the support of The Clear Thinking Partnership. If you would like to be profiled on the business directory please visit it and contact Bev Holden.

<http://jciukbusinessdirectory.bttradespace.com>

### Easy Money!

There are now two easy ways for you to help JCI UK raise funds - simply by logging on to the web.

#### Shop Online

easyfundraising is a shopping directory listing some of your favourite online stores including Amazon, NEXT, Debenhams, John Lewis, Toys R Us, HMV and over 400 other top name stores. Whenever you shop with any one of them using the links provided on the easyfundraising site, JCI UK will receive a donation of up to 15% of the purchase price every time! It really is that simple!

There's an extensive Business Services section where you can purchase all of your office needs with big name retailers such as Staples, Viking, PC World and DELL. You probably use some or

all of these suppliers anyway so why not log on to easyfundraising first and support us when you make your purchases.

You can support JCI UK from the comfort of your desk. All you need to do is register with easyfundraising for free at [www.easyfundraising.org.uk/jciuk](http://www.easyfundraising.org.uk/jciuk)

#### Search The Web

You can also raise funds for JCI UK every time you search online by using easysearch – a search engine with a difference!

Powered by Yahoo! easysearch works just like any other search engine, giving you fast, accurate results time after time. But the clever part is, when you search the web with easysearch, you'll raise about 1p for JCI UK with each search you make.

Search the web just 15 times a day and you could generate funds of over £25.00 a year – just by switching to easysearch!

Check out our unique easysearch page at <http://jciuk.easysearch.org.uk> - then set it as your homepage so you never forget to use it each and every time you search the web.

Jason Smith  
National Finance Director

## Trends Team, Design Team and Website Team

Our Trends Team keep an eye out for trends in the media that may be appropriate for JCI UK or your local chamber to focus on in our programmes. This is led by Andrew Morton of JCI HEY.

Our Design Team are reviewing all our marketing materials to decide if we need to update them etc. This is led by Charlotte Best, Deputy National President.

Our Website team are reviewing our website with a view to updating it. This is led by Sarah-Jane Mills.

Do you want to know more or be part of any of the above teams? If so, please contact Sarah-Jane Mills on [sarah-jane.mills@jci.org.uk](mailto:sarah-jane.mills@jci.org.uk).

**JCI UK Head Office**  
**PO Box 6638**  
**Grantham**  
**NG31 9BX**

**Telephone: 01476 404005**  
**Fax: 01476 404006**

**Contact: Lorna Bainbridge**

JCI UK is part of Junior Chamber International [www.jci.cc](http://www.jci.cc) Sign up for newsletters on the JCI website to find out more about JCI Worldwide

Check out 'members only' resources and benefits on the JCI UK website [www.jciuk.org.uk](http://www.jciuk.org.uk)

## National Board 2008

**National President** - Sarah Jane Mills

**Deputy National President** - Charlie Best

**Immediate Past National President** - Amanda Fitzsimmons

**National Finance Director** - Jason Smith

**Administration Director** - Karen Jamieson

**International Director** - Lesley Young

**Projects Director** - Catherine Berry

### Regional Group Chairmen:

**RGC Northern Ireland** - Mark Blackburne

**RGC North East** - Karen Jamieson

**RGC North West** - Richard Tong

**RGC Yorkshire** - Stephen Bailey and Joanne Baldwin

**RGC South** - Will Noble

## JCI UK Diary (February to June)

### February 2008

- 30<sup>th</sup> January to 2<sup>nd</sup> February JCI Media & Communication Conference in Athens, Greece
- 2nd JCI Boston Annual Dinner
- 9th JCI Doncaster Annual Dinner
- 20-24th European Presidents Meeting – Krakow, Poland
- 29th-2nd March National Organisation Member (Nom) to Nom Weekend – Amsterdam, the Netherlands

### March 2008

- 8th National Board (Executive) Meeting
- 29th JCI Wakefield Annual Dinner

### April 2008

- 1st Closing Date for European Academy applications
- 4th to 6th JCI Ireland National Convention (Provisional)
- 12th National Board Meeting
- 18-20 JCI Scotland Annual Conference, Edinburgh

### May 2008

- 10th Presidents Day JCI Cardiff
- 17th May National Board (Executive) Meeting

### June 2008

- 4-8th JCI European Conference, Turku, Finland
- 21<sup>st</sup> National Community Day in aid of The Rainbow Trust