



# News Flash

February 2009

International Business Women's Group  
Web: [www.ibwgdubai.com](http://www.ibwgdubai.com)

## IBWG Achievement Wall

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### **IBWG introduce their own 'Hall of Fame' .....**

*Throughout 2009 we would like our members to let the Committee know when they have achieved something spectacular, great or just plain terrific. An award - a recommendation - sponsorship - any outstanding event that you would like recognition for.*

*We will call for your input in these News Flashes and nail them to our Achievement Wall so that we can celebrate all of these great achievements at our end of year gathering .....*

see Diary Dates for 2009 on page 3

## Do You Know Your Committee

**Sue-Sharyn Ward** - joined the IBWG Committee in 1988/89. An Australian, Sue's current Career Focus is Consultant support in Improving Productivity in Offices and Short Term Projects. Sue has been instrumental in setting up several Business Groups over the last 30 years but says the IBWG gives her the most satisfaction because the Committee support and care for their Members and it shows.

**Lisa Steel** – joined the IBWG Committee in 2002. A British National, Lisa's current career focus is servicing the clients of her consultancy company The Change Associates, whilst also focusing on developing her hotel brand One to One Hotels. Lisa loves the support she gets from the ladies, *'to be the best I can be'*

**Claire Malcolm** - joined the committee in 2002. Originally from the UK, and an hotelier by trade, Claire's marketing and communications experience has taken her from the UK to France, Thailand and the UAE. She also worked in advertising before pursuing a career in journalism. *"Being an active member of the committee, and the group, has been consistently rewarding, motivating and inspiring. I believe you have to put in to get back,"* she says.

Check out our March News Flash for introductions to Val Abernathy, Yasmin Haji, Pansy Gonsalvez and Jan Harrison

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*"We Support, We Care – It Shows"*

*Sue-Sharyn Ward*

*IBWG Committee Member*

<http://www.ibwgdubai.com/>

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see Your Contribution on page 4

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**Throughout 2009 IBWG will celebrate 25 Years in the forefront of Business Women's Groups in the Region**

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## March 2009 Luncheon – We help you to get your Finances in Order

Kara THOMSON from HSBC BANK PLC HBIB will give you insights into ‘How to manage your personal banking - both on and offshore’, with an interactive session to answer some of those difficult questions. We also ensure you network effectively with table seating which will put you next to members you may not yet have had the opportunity to meet.

Our gift voucher strategy allows the winner to choose a business style book from the extensive selection at Right Selection - the online and mobile Resource Centre for Training and Development Initiatives which includes support for in house corporate libraries. Throughout 2009 Right Selection will offer a 25% discount on any books purchased from their book display at the luncheon.

The Display Table is available for Members to leave brochures, flyers, offers, vouchers, magazines or other items which they would like distributed to members at the luncheon.

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***“Enough doom and gloom already!”***

*IBWG Member Susan Macaulay, founder  
[amazingwomenrock.com](http://amazingwomenrock.com)*

*in response to seemingly overwhelming, and never-ending bad news on all fronts*

*w: <http://www.amazingwomenrock.com/>*

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## Networking Breakfast on Monday 23<sup>rd</sup> February

Yes our Breakfasts are great! At our January Breakfast 44 ladies contributed to find out ‘25 things IBWG can arrange to help our members to prosper in 2009’. We have some great ideas to move forward and will be sharing these with you soon.

Our February Breakfast will be equally rewarding with the theme ***Maintaining team - & personal - motivation in a challenging market environment*** - Doom & gloom or company cheerleader - how are you managing both your own personal motivation as well as that of your team/company?

Watch out for the booking notice one week beforehand.

## February Luncheon - A Huge Success

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***“Our Thanks to IBWG Member Tricia Evans for giving us the opportunity to showcase ReAct – Acting for Business to our Members”***

*Pansy Gonsalves*

*IBWG Committee Member*

*<http://www.ibwgdubai.com/>*

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The Forum Theatre with Miles & David lived up to our expectations - it was humorous, entertaining and informative. We had an excellent turn out and most of the ladies contributed with suggestions for ways in which the issues raised could be better dealt with by these extremely versatile actors.

Tricia Evans also had an evening for the coaches’ network which proved equally as stimulating and demonstrated the diversification in the approach to solving issues between entrepreneurs/business women and people who focus on coaching and mentoring in their career.

## Diary Dates for 2009

	Luncheon	Breakfast	Workshop
<b>February</b>		<b>Monday 23<sup>rd</sup></b>	
<b>March</b>	<b>Tuesday 10<sup>th</sup></b>	<b>Monday 30<sup>th</sup></b>	
<b>April</b>	<b>Tuesday 14<sup>th</sup></b>	<b>Monday 27<sup>th</sup></b>	<b>Saturday 4<sup>th</sup></b>
<b>May</b>	<b>Tuesday 12<sup>th</sup></b>	<b>Monday 25<sup>th</sup></b>	
<b>June</b>	<b>Tuesday 9<sup>th</sup></b>	<b>Monday 29<sup>th</sup></b>	<b>Saturday 6<sup>th</sup></b>
<b>July</b>	<b>Tuesday 14<sup>th</sup></b>	<b>Monday 27<sup>th</sup></b>	
<b>August</b>	<b>Tuesday 11<sup>th</sup></b>	<b>Ramadan</b>	<b>Saturday 1<sup>st</sup></b>
<b>September</b>	<b>Tuesday 8<sup>th</sup> (Iftar)</b>	<b>Monday 28<sup>th</sup></b>	
<b>October</b>	<b>Tuesday 13<sup>th</sup></b>	<b>Monday 26<sup>th</sup></b>	<b>Saturday 3<sup>rd</sup></b>
<b>November</b>	<b>Tuesday 10<sup>th</sup></b>	<b>Monday 30<sup>th</sup></b>	
<b>December</b>	<b>Tuesday 8<sup>th</sup> (evening)</b>	<b>New Year</b>	<b>Saturday 12<sup>th</sup></b>

*Please put these dates in your Outlook, mobile phone and diary so you don't miss out on any of our exciting 25<sup>th</sup> Anniversary events*

*Don't forget our website address .....[www.ibwgdubai.com](http://www.ibwgdubai.com)*

## Emergency Contact Information

ICE (which stands for "In Case of Emergency") is a program started in the UK to help hospital personnel contact family members in cases where patients are unconscious and can't provide information.

### Perseverance

*"Making your mark on the world is hard. If it were easy, everybody would do it. But it's not. It takes patience, it takes commitment, and it comes with plenty of failure along the way.*

*The real test is not whether you avoid this failure, because you won't. It's whether you let it harden or shame you into inaction, or whether you learn from it; whether you choose to persevere."*

—**Barack Obama**

To participate in the program, just include in your cell phone's stored numbers a listing such as this: "ICE Mom" along with mom's number. Apparently, most hospital personnel are becoming aware of the program, so they regularly check cell phones for ICE numbers.

In fact, you can go one step further by putting an ICE sticker on your cell phone, which immediately alerts ER personnel that your phone contains an emergency contact number. You can read more about this program and place an order for ICE stickers on the website [www.icesticker.com](http://www.icesticker.com).

## Big Companies Stay Up in a 'Down Economy'

During an economic crunch, Texas Commerce Bank held focus groups with employees to determine what procedures most frustrated employees and customers. Result: Using the feedback, the company nearly doubled its \$50 million cost-savings goal.

Amid severe cutbacks, Best Buy has set up online surveys to solicit ideas from its employees for cutting costs. Result: Some 900 ideas were submitted in just the first three weeks, which have led to significant cost savings.

## Your Contribution

If you have any interesting news or information that you would like to pass on to your fellow members use the Notice Board on the Website

### Your Best Defense against Stress

Why not choose to make this year unlike any years past and combat your stress at the same time? How? By putting yourself back on your own "to do" list. When you consider your current success with exercise, nutrition, or sleep, which area needs the most attention? Choose just one self-care practice to begin with and consider these "*me as priority*" ideas to enhance your 2009 self care plan.

#### Sleep Your Way to the Top

If you're feeling chronically sleep deprived your first order of business should be to increase your *zzzzzzz's*. Sleep deprivation is a form of stress that not only hampers productivity and contentment levels but has a negative impact on your health. While everyone varies as to optimal amounts of sleep, our goal should be a minimum of seven hours of sleep per night. This week, start by going to bed 30 to 60 minutes earlier than usual.

#### Eat for Enjoyment

If your nutrition took a holiday beating, there's a good chance you're thinking, "Okay, it's time for a food overhaul!" The problem with this kind of all-or-nothing thinking is that it takes all of the joy out of eating and increases the likelihood of falling back into less healthy eating habits. Instead, choose flexible nutrition goals that work a little bit on your food choices but are not absolute. Simplify by balancing health *and* enjoyment.

#### Exercise Less for Success

Whether you're just starting out or working to a new level, set your exercise goals based on the available time in your schedule *today*. If your busy schedule allows for less exercise than you're used to, don't wait for more time to materialize (it won't), just start with less. Fitness is *indeed* a life-long commitment, so it shouldn't be overwhelming.

Look to this year as a time of renewal and growth. Make a commitment to take care of yourself (even in small steps) when the pressures of career and home life seem to be pushing against you. No matter how crazy life gets, the best way through is a good solid stress defense that includes enough rest, healthful eating and regular activity to keep the cobwebs clear and the machinery running at optimum

## 2009 - What's ahead for entrepreneurial companies?

### 2009—A good year to:

- Start or grow a company. Rents will be cheaper, labour will be more plentiful and less expensive, and you'll have fewer strong competitors.
- Buy a company. Many people who own businesses—even healthy companies—are throwing in the towel. You'll be able to buy at bargain rates.
- Invest in a company. With many investors sitting on the sidelines, those who do invest will find entrepreneurs with great ideas and get more equity in return for their money.
- Rent or lease new space. With companies downsizing or going out of business, it means lots of empty buildings and landlords who'll have to negotiate.
- Gain market share. Your competitors are cutting back on their advertising, trade show exhibitions, all types of marketing. Keep up your marketing!

### 2009—A bad year to:

- Get credit. Yes, I know the Central Bank is making it easy to get banks lending again, but they're going to be cautious.
- Raise money. Many private investors—hard hit by seeing the values of their portfolios plummet—are going to sit 2009 out.
- Sell a company. There will be fewer buyers, and those who do buy will want a great deal.
- Go public. 2008 was a terrible year for initial public offerings (IPOs), and 2009 is likely to be even worse. Those companies that do go public will have to be great.

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