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## IBWG Membership Fee – Last Reminder

*For those of you who have paid your 2009 Membership Fee, thank you for continuing to support the Group. We hope you are enjoying our networking events.*

*For Members who have not renewed their membership or were approved for membership but have not yet paid their fee, we request you to do so as soon as possible.*

*Should you not be a paid up member by 31<sup>st</sup> May 2009 we will assume you no longer wish to be part of the group and your contact details will be removed from our database. You will no longer receive updates from us.*

see Diary Dates for 2009 on page 3

## An Evening of Wine & Cheese

*Dear Members*

*As promised your Committee has been organising various functions to help you to celebrate our long standing in the Community.*

*We have an opportunity to arrange an excellent special evening for you on Saturday 30<sup>th</sup> May. This is a delicious Wine & Cheese Evening for the very reasonable cost of Dhs 100/- per head in the prestigious Emirates Golf Club.*

*In order to book and confirm this function we need to know, by Sunday 24<sup>th</sup> May, how many Members and their Guests would like to attend .....*

*If you would like to attend please email the following message to [ibwg\\_dxb@eim.ae](mailto:ibwg_dxb@eim.ae) (press Control and click on link to go to your Outlook)*

**YES – WE (Nbr of pax) WOULD LIKE TO ATTEND THE WINE & CHEESE EVENING**

**Just copy and paste into the Subject Line and email to [ibwg\\_dxb@eim.ae](mailto:ibwg_dxb@eim.ae)**

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**Great Deals on the IBWG  
Notice Board ....**

Visit [www.ibwgdubai.com](http://www.ibwgdubai.com)

**NOW**

see Your Contribution on page 4

## 9<sup>th</sup> June 2009 Luncheon – Greening Your House & Home

David Rowden of Pacific Controls is our speaker in June and he will focus on the issues, the ethos and the solutions for ensuring you are decreasing your environmental footprint.

Each luncheon during 2009 we have been privileged to have members who offered to sponsor gifts for everybody attending the luncheon. All the way from delicious special cakes and pastries to o'bjects d'art, jewellery and home services.

Make sure you come along to the luncheons so you have an opportunity to network with a great group of ladies as well as receiving a special gift.

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*"In my personal belief you need a bridge. You need a door opener for women. And sometimes women do not want to take the risk.*

*Sometimes they are shy of achieving what they should be achieving. I had the opportunity and I had the trust from the government and the community, so to me, it is setting the example internally for the young women, and men by the way.*

*Be it in technology, or economy or e-commerce."*

*Sheika Lubna Al Qassimi*

*UAE Minister for Foreign Trade*

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## Networking Breakfast on Monday 25<sup>th</sup> May

Our May Breakfast will focus on

*Sharing knowledge & experience with the next generation of businesswomen* - Career mentoring & developing people. Do you have the time, inclination & opportunity to develop future business women & is there enough eager emerging talent in Dubai? Who was your most memorable career mentor?

## May Luncheon - A Great Turnout

Over 60 members and guests attended this event at the World Trade Club. As usual the food was excellent and the Networking was fast and furious.

The topic focussed on the recently released Real Estate Laws and was very relevant to many of the attendees. Both Jacqueline Latham and Patricia Kay were knowledgeable and answered a stream of questions from interested parties.

Member Hala Aluraibi gave away great prizes of manicures, pedicures and the likes to be carried out in the comfort of the winners' homes.

## Diary Dates for 2009

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

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*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*

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

### Pond scum' the ultimate in Green energy?

Valcent Products are looking to algae as a source of renewable bio-fuel for the future. The El Paso, Texas based firm joined forces with Canadian alternative fuel company Global Green Solutions to patent a revolutionary algae growing system. The Vertigro patented technology grows the algae in hanging and rotating plastic bags, removing the plant from grimy ponds.

Glen Kertz, CEO of Valcent: "By going vertical, you can get a lot more surface area to expose cells to the sunlight. It keeps the algae hanging in the sunlight just long enough to pick up the solar energy they need to produce, to go through photosynthesis."

Algae has great potential as eco-energy because it grows rapidly and up to 50% of its weight is lipid oil that can be used as a biofuel. An acre of land can produce up to 100,000 gallons of algae oil per year; far more efficient than corn (30 gallons) or soybean (50 gallons) biodiesel.

Valcent researchers claim there are 65,000 species of algae that can be put under the microscope and tailored for specific energy – truck diesel or jet fuel. The big oil desert state of Texas seems an unlikely place for the future of a small algae biofuel industry. But with the soaring price of all energy forms, conventional wisdom does not hold.

### Worthwhile Projects for Sustainability

The study – "A Clean Revolution in the Energy Sector" – conducted by the Energy Watch Group says there has been an exponential growth in wind power capacity since the 1990's in Africa.

Wind energy has come a long way going from the traditional huge ineffective windmills of the 1980's to high energy efficient ones of today; wind is totally complimentary to hydro as in wet years generally there are low winds and high in dry allowing water reservoirs to recover, this is especially the case in Kenya where hydro is the main source and also at almost total capacity.

[Lake Turkana Wind Power](#) plans to produce 300MW by 2012 by harnessing renewable wind power in northern Kenya. The project, once complete could meet about a quarter of Kenya's total energy demand, now standing at an estimated 1,200M.

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[www.smartcompany.com.au](http://www.smartcompany.com.au)

*It won't be news to anyone that while 12 months ago a shopper wandering around a mall would have ended up with a handful of shopping bags, with different logos and containing many impulse purchases, now we shop with a list and a purpose. The climate has made us feel both time poor and cash poor, even if really we are neither.*

## 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

### How We Got into this Mess

How we got into this mess .... *Start with a cage containing five monkeys. Inside the cage, hang a banana on a string and place a set of stairs under it. Before long, a monkey will start to climb the stairs towards the banana. As soon as he touches the stairs, spray all the other monkeys with cold water.*

*After a while, another monkey tries to get the banana and again all the other monkeys are sprayed with cold water. Pretty soon, when another monkey tries to climb the stairs, the other monkeys will try to stop him.*

*Now, put away the cold water. Remove one monkey from the cage and replace it with a new one. The new monkey sees the banana and wants to climb the stairs. To his surprise and horror, the other monkeys attack him. After another attempt, he finds out that if he tries to climb the stairs, he will be assaulted.*

*Next, remove another of the original five monkeys and replace it with a new one. The newcomer goes to the stairs and is attacked. The previous newcomer takes part in the punishment with enthusiasm! Likewise, replace a third original monkey with a new one, then a fourth, then the fifth. Every time the newest monkey takes to the stairs, he is attacked.*

*The monkeys getting the beatings have no idea why they were not allowed to climb the stairs or why they're helping to beat the newer monkeys.*

*After replacing all the original monkeys, none of the remaining monkeys have ever been sprayed with cold water. Nevertheless, no monkey ever again approaches the stairs to try for the banana.*

***Why not? Because as far as they know, that's the way it's always been done around here.***

Chilling stuff, when you think about it. ... This behavior is what kept GM building monster SUVs when they should have quit 30 years ago. This is why, when people saw their neighbors buying McMansions they couldn't afford, they figured they should buy one too. (And why lenders gave them the money to do it. Hey - why not? Real estate values would always keep going up, wouldn't they?)

This is why companies (and people) keep doing things the same way long after they quit working. Sometimes we just do what the other monkeys are doing even if they're not getting bananas for it.

There's a theory that the only way we learn anything is through our mistakes, and in this case I fervently hope that's true.

Maybe the lessons we're learning with this recession will stick. Maybe we'll finally start driving fuel-efficient cars and taking public transit. Maybe we'll take windmills and solar panels seriously. Maybe we'll plant gardens. And maybe we'll finally, painfully, learn that we, as individuals, must change the habits of a lifetime.

***What are you doing differently these days, at work or at home?***

## IBWG Achievement Wall

*We are waiting for more news on how you are succeeding with 2009 goals - Remember to email your news to us and we will nail them to our Achievement Wall so that we can celebrate all of these great achievements at our end of year gathering .....*

Please send your entry to [susharyn@ibwgdubai.com](mailto:susharyn@ibwgdubai.com) in the following format:

**Name:**

**Company:**

**What You Achieved (25 words)**

**When You Achieved (date)**

These achievements should be here in the UAE affecting the local market & your local products or services. The IBWG takes no responsibility for the accuracy of your statement & will remain totally impartial in any disputes which may arise as the result of your claims.

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