



**CHAIRMAN'S  
NEWSLETTER  
JULY 2008**

Dear All...

For the more observant of you, you will have noticed that the new DDBC website was launched last week. We've still got lots more information to put on the site, but it's looking great, don't you think? If you haven't seen it yet, direct your internet browser to [www.ddbc.co.uk](http://www.ddbc.co.uk)

Over the coming weeks, we will be taking some new photographs of you all at the regular meetings so the whole world can see your smiling faces beaming out at it!

To get us started with the member profiles, we would like all members to email (if possible) 250 or so words telling the world about their business, the type of work it does, and what it is currently looking for. If you can also add details of your USP, your logo and a link to your own website if that is what you want to do...it is your site after all. Sorry to those who might have provided copy in the past, but despite our efforts, it was not possible to transfer the data from the old site – still, this will give you an opportunity to start a fresh with some new copy!

Please email Emma at [emmawalker@ckpa.co.uk](mailto:emmawalker@ckpa.co.uk) and she will add your details upon on the site in a short while.

This month's speaker is an old mate of mine, Arthur Dawes. He runs a company called BRANDWEALTH which helps companies improve their sales and presence in the market place by helping them develop a brand, formulate the values behind that brand, and promote it more successfully – and Arthur should know having held senior positions in such luminaries as Nestles and Philips. A brand will set you apart from your competitors – come along and see how you can make the most of yours!! [www.brandwealth.co.uk](http://www.brandwealth.co.uk)

Just a little note about August as well. We are going to hold a BBQ at the Hagley Golf Club, this time on Friday the 8<sup>th</sup> August, from 6.30 pm. It should be a great social night and the whole family is invited along. I am sure that Pat and the team at HGCC will do us proud – please look out for the booking details on the website!

Right, enough from me – see you all at the next meeting on the 15<sup>th</sup> July 2008 7.00 for 7.30 pm start.

Stuart