

**Minutes of the 23rd Meeting held on Tuesday 11<sup>th</sup> October 2011 in  
The Elgar Room, The Council House, Great Malvern.**

Thirty Two people attended this meeting, including Guest.

Apologies were received from Mel Scott, Adrian Burden, Emma Phillpotts, Lisa Ventura, Jed Marson, Helen Astill, Helen Reid, Rhys Humm and Joel Keller.

As usual, the meeting started at 7.00pm with a short networking session while welcoming newcomers.

The meeting commenced with Sascha McDonald (Chair) explaining the procedures of the meeting and welcoming the new guests, with Steve Borwell-Fox taking applications from potential members.

We welcome the following newcomers at this meeting:

- Phil Brown, Phil Brown Consultancy
- Suzanne Korb, ePublishing
- Clare McKee, Malvern Marketing
- Richard Collins, Collco Engineering Services
- Elizabeth Longmail, The Colwall Cuckoo and Style Point
- Chris Hardy, Elmera Web Creations
- Sue Edmonds, Elmera Web Creations
- Helen Donnelly, DNS Planning and Design
- Mike Glasser, APSF Machinery Ltd.

There was the 60 second introduction round where new and present members introduced themselves and their services to the forum.

Celebrate the MSBF second birthday! It is the end of our second year with an ever increasing membership of all small business.

# MALVERN SMALL BUSINESS FORUM

Connecting Small Businesses

Bryan asked all members to look at our website, [www.msbf.biz](http://www.msbf.biz). Please send your feedback, for improvements, to Bryan at [judson374@btinternet.com](mailto:judson374@btinternet.com)

By clicking on the business name in the Members section, you should find details of that business. If YOUR business and your details are not there, please contact Bradley Smith at [Bradley.Smith@borwell.com](mailto:Bradley.Smith@borwell.com).

Please note. The site is in two sections, one for everyone and the other for members only. This latter section includes business contact details, but requires you to log-in with your user name and password, obtainable from Steve Borwell-Fox.

Also there is a blogging section so please use it even if only for your first experiment.

Bryan also asked if there was any interest in holding an evening for questions from those just starting up in business. During networking time Eoin suggested this should be a 'Question Time' evening for which the committee would organize a panel of 'experts' and invite questions from any members.



Presentation: Jane Anson of Independent Design

Jane Anson gave a very descriptive presentation of her company "Independent Design", demonstrating how branding has a positive effect on companies,

Jane and her partner founded "Independent Design", a small graphic design agency a couple of years ago. Now based in Leigh Sinton, their past experience of working in London and the Midlands has given them a broad experience in working with a variety of organizations from SME's from different sectors to design consultancies.



1969 Gap- clothing manufacturing rebranded 2009

1971 Shell Oil

1976 Apple

1978 Nike- famous for their sports and leisurewear used the easiest image of a tick after the Greek goddess of victory. (The company was originally founded on January 25, 1964 as Blue Ribbon Sports but re-branded on May30 1978) Look at the success it has become during this present time.

1985- The Coca Cola design in with the eyes following “Santa Clause” road train.

1997 British Airways tried to rebrand with a Tail design with multi-coloured patterns that did lose its identity and was reversed back to using the union flag in 2001.

2007 London Olympics 2012 has had mixed opinions for its zany design

Jane handed out some samples of their impressive work which has also helped local businesses such as Core Systems, Hands on at work and Nepeta naming but a few which also include website work in all industries and sectors.

The presentation was followed by an enthusiastic “questions and answers” session and then a networking which finished at 21.00 hrs.

The Forum’s next meetig will be at 7.00pm on Tuesday 8<sup>th</sup> November, in The Elgar Room, Council House, Great Malvern