

## new members

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## wboc coming events

april-may 2005

**Speed Networking and Wine Tasting**  
Tuesday 12 April, 6:30pm-10pm  
Picture This, 6/F Office Tower, 9 Queen's Road Central  
www.picturethiscollection.com  
Members and guests \$150  
Perfect your "Elevator Speech", practise your networking skills over a glass of wine among friends, and enjoy the fine artworks. Members, bring a friend – if they join the WBOC that night, you can attend your next WBOC event for free (offer valid until June 2005).  
Grand Prize: Time Technology course valued at \$5,000, donated by Time Technology Ltd. (www.timetechnology.net); plus other lucky draw prizes.

**Effective Advertising & PR in Hong Kong**  
Wednesday 27 April, registration 12:15pm, seminar 12:30pm-2pm  
FCC, Central  
Members \$170, guests \$200 (sandwich lunch and cash bar)  
An advertising executive and a PR executive offer tips on how to use advertising and PR as investments in your business, and how to get results.

**Building Good Relationships with Accountants, Lawyers and Financiers**  
Tuesday 10 May, 6:30pm-10pm  
Hong Kong Football Club, Happy Valley  
Members \$250, guests \$399 (dinner, lucky draw and networking sessions included)  
Learn how to work effectively with accountants and lawyers in order to minimise the fees you have to pay, and find out what financiers look for in your business before they lend you money. Please send your questions in advance to [suzanne@hongkongcpa.com](mailto:suzanne@hongkongcpa.com) so the three speakers can tailor their speeches to your needs.  
Lucky Draw Prize: Time Technology course valued at \$5,000, donated by Time Technology Ltd. (www.timetechnology.net).

**Tech Toys**  
Wednesday 25 May, 12:15pm-2pm  
FCC, Central  
Members \$170, guests \$200 (sandwich lunch, cash bar)  
Find out how the latest technological products and services can enhance the way you live and do business.

For details, and to register for any of these events, go to: [www.hkwbc.org/events.htm](http://www.hkwbc.org/events.htm)

## book review

**He's just not that into you – the no-excuses truth to understanding guys**  
Greg Behrendt and Liz Tuccillo

This very funny book about relationships was inspired by an episode of *Sex and the City* (thanks to Suzanne Liu Duddek for lending it to me). The authors offer brutally truthful advice for any woman who accepts BS excuses or tries to figure out a guy who doesn't call or won't commit to a relationship: accept that it means "he's just not that into you", stop wasting your precious time obsessing about him and just move on, because you're a fabulous, attractive woman who deserves better. They suggest that if a guy really does want to have a relationship with you, he'll find a way to call you, no matter how busy he is. That got me thinking: perhaps the

same theory applies to us in our businesses as we seek to attract and retain customers. How much time and energy do we waste following up lost causes, or obsessing about whether a potential customer will place an order? What excuses do we accept from customers who are in fact just not that into us? Wouldn't it be more efficient and effective (and healthy) to simply let go and move on in order to find the customers who really do want to do business with us, and who are willing to pay the right price?

Kay Ross

*Read a good business book lately? Send a review to the Editor.*



newsletter, april 2005

# WBOC

## WOMEN BUSINESS OWNERS CLUB

a non-profit organisation to promote the interests of business owners

## our aims

To support the owners of existing businesses

To encourage those who aspire to own a business

To educate through regular seminars

To provide a network of friends and colleagues

## how to start and run your own business

12 march 2005



Time Technology prize-winner Di White (centre) with Glenn Ulmer (left) and Greta Henley (right)



MYOB prize-winner Pamela Jones (centre) with event organisers Greta Henley (left) and Suzanne Liu Duddek (right)



The speakers (from left): Janet Hunt, Glenn Ulmer, Suzanne Liu Duddek, Stephen Barnes, Greta Henley and Kay Ross

forty-three people, including many prospective new members, attended our "How to Start and Run Your Own Business" seminar at the FCC on 12 March. The event was a repeat of our sell-out seminar held on 30 October last year.

Six successful business-people (all WBOC members) shared practical tips and personal experiences:

- Stephen Barnes, Emigra Asia Limited – immigration and visa issues
- Greta Henley, Board of Directors – business plans
- Suzanne Liu Duddek, S. Liu & Co. – legal set-up, accounting, tax and finance

- Glenn Ulmer, Time Technology – IT outsourcing
- Kay Ross, Kay Ross Marketing – marketing and copywriting
- Janet Hunt, SAR International Ltd. – wills

In the lucky draw, Pamela Jones of Jones-Hahn Consulting Group Ltd. won MYOB accounting software, and Di White of InSite Ltd. won a Time Technology course. We thank our sponsors, MYOB Hong Kong Ltd. and Time Technology, for their generous donations.

Kay Ross

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## The Accounting Expert for Expats

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## from the chairwoman



## exit strategies

16 March 2005

Our "Exit Strategies" seminar on 16 March at the FCC was a success in many ways. As our first lunch event of this term, it proved to be a popular alternative to our evening meetings. Thirty-five members and guests heard Terry Grose speak about "If, How and When to Sell your Company". Terry got people thinking about who might be interested in buying their company, as well as the issues they would encounter during the negotiations. A new WBOC member, Esther Lam of Alteria, said afterwards that Terry had inspired her to come up with a wider list of potential buyers for her company than she'd first considered possible.

Kim Whiley

## opportunity

Would you like to submit a book review, a member profile or news about a milestone in your business? Please contact the Editor. Also, would you like to recommend a speaker, or even volunteer to be a speaker yourself, at a WBOC meeting? Please contact a WBOC Director.

March was a big month for the WBOC, with three great seminars: "Hiring and Firing in Hong Kong" on 8 March; a repeat of our popular seminar "How to Start and Run Your Own Business" on 12 March, and "Exit Strategies" on 16 March. We couldn't manage to conduct these seminars without the help of our dedicated directors and our fantastic administrator Esther Lowe.

I'd like to thank all our directors for their hard work, and to use this space in our monthly newsletter to make a plea for more members to step forward and serve as directors. Becoming a director gives you the opportunity to help steer the club and get to know other small business owners. It's also the best way I know to force yourself to learn to speak in public. I will admit that before becoming a director, I wouldn't even speak at "Marketplace", and while I still don't relish public speaking, I do it without spending the week beforehand worried and distraught at

the very thought of it. Being a director does require time and effort, but the rewards are more than commensurate with the tasks. If you'd like to know more about serving on the board, please feel free to call any of the directors.

Finally, the WBOC would like to thank the donors of the wonderful prizes we give away at our events: MJ Jennings, Director – Training and Executive Coaching, Active Communication (free attendance at their "Powerful Presentation Skills" course); Eric Tai, Business Relationship Manager, MYOB Hong Kong Ltd. (MYOB Accounting Software); Christine Petersen, Managing Director, Time Technology (three free places on her "Time Technology" course), and Eve Roth Lindsay, Savvy Style and Color Me Beautiful (a Color Makeup Makeover and Makeup Lesson). Be sure to attend our events for your chance to win.

Laurie Lemmlie-Leung  
laurie@sapphire.com.hk

I was born in West Africa, and worked in my family's watch and jewellery store in the Caribbean island of St. Maarten before getting married and embarking on my journey to Hong Kong in 1995.

## member profile

SERENA KHEMLANI  
VOILA Timepieces (Intertime F.E. Ltd.)



My husband, an entrepreneur, started his watch company in 1992. Before 2002, we did OEM (original equipment manufacturing) of watches for world-renowned labels. But by the late 90s we realised we couldn't win the price game against cheaper mainland manufacturers, and we started designing and marketing (OBM – original brand manufacturing) our own in-house label, VOILA. Today, we are one of the few companies in the Hong Kong watch industry that solely designs and produces its own watches.

Although it was always in the back of my mind that one day I wanted to own a recognised label, it was not an easy task. I realised that if I were to be successful, I had to be different, so I attended several courses on branding and marketing, and we sought the services of a local consultant to guide us through our transition stages. My favourite book is Richard Branson's *Losing My Virginity*, in which he shares his experience of building the Virgin brand over the years. People see the similarities, especially in our innovative publicity campaigns and our low budget for creating brand awareness – for example, when we

didn't have the budget to air a commercial on TV, we e-aired it through viral e-mail around the world. And during SARS, we created an online showroom, at very low cost, by offering our webmaster a deal to be our web retailer.

The greatest challenge I've faced is to prove to the world that "made in Hong Kong" does not necessarily mean "cheap". I've been criticised and laughed at for my decision to create a Hong Kong brand. But we've always made the most of opportunities that have come our way, because we believe: "Nothing ventured, nothing gained."

Voila is currently distributed in over 30 countries, including Hong Kong (at Lane Crawford stores in Canton Road and Times Square).

Serena Khemlani  
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*Opportunity knocks! To contribute a Member Profile, contact the Editor.*

## accolades

Joanna Hotung (Kids' Gallery Ltd.) has been short-listed for the prestigious Veuve Clicquot Award 2005. The aim of the award is to salute women who not only successfully participate in the business world, but who are also living symbols of entrepreneurship, audacity and vision. The winner will be announced on 18 April. For more information, visit: [www.clicquot-asia.com/award](http://www.clicquot-asia.com/award)

Suzanne Liu Duddek (S. Liu & Co.) was featured in a "first person" profile in the *South China Morning Post* on 17 March. Suzanne shared her experiences of being a woman in business, and gave an excellent plug for the WBOC.

Eve Roth Lindsay (Savvy Style/Color Me Beautiful) was featured in an "up close" profile in the *South China Morning Post* on 29 March. The article focused on Eve's makeup consultations and makeovers.

Kay Ross (Kay Ross Marketing) had her "Sell the Sizzle" article published in the Hong Kong Women in Publishing Society's anthology, "IMPRINT 2005", which was launched in March. Kay was also one of nine WiPS members featured in the amusing poster that promoted the book, and which garnered lots of publicity around town.

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