

AMSA Business Bulletin

(July/August 2008)

Dear Members,

Welcome to this inaugural issue of AMSA Business Bulletin. Its purpose is to inform members on events and topics related to business and personal development. This service is part of AMSA Business Networking which comprises of three activities: business seminars, email broadcasting like this Bulletin and publishing through "Passages".

By using these three channels of communication at different times of the year, you will be continually informed of events and news of interest. We hope you enjoy and benefit from this issue.

AMSA-Matrade Business Seminar – Wednesday 20th August 2008

We have an exciting line-up of topics and speakers for this event. In partnership with AMSA, MATRADE will host this seminar on their premises at Spring Street, Sydney on Wednesday 20th August 2008. Please see details below.

Topics:

Trade Opportunities in Malaysia for Australian Businesses (Mr Ong Yew Chee, Malaysian Trade Commissioner, MATRADE, Sydney)

- Overview of the Malaysian economy
- General business climate in Malaysia
- Specific trade opportunities
- Collaborative opportunities between businesses
- What you need to do
- How MATRADE can assist
- Where to from here?

Investing for Wealth Creation (Ms Judy Yan, Senior Financial Planner, Commonwealth Bank)

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| <ul style="list-style-type: none">• Investing<ul style="list-style-type: none">- risk and return- investment types- diversification- compounding- regular investing- managed fund | <ul style="list-style-type: none">• Building Your Wealth<ul style="list-style-type: none">- saving and managing debt- gearing- superannuation- retirement- insurance- estate planning |
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How To Achieve Continuous Business Improvement (Elvan Tong, Director, Benbon Business Improvement)

- Previewing the 'how' and your business
- Analysing your whole business
- Identifying critical issues for improvement
- Formulating strategies and action plans for improvement
- Implementing action plans and monitoring progress
- Writing and reviewing your improvement plan

When:

Wednesday 20th August, 6.00pm for 6.30pm start, 9.00pm end.

Where:

Malaysian Airlines Building, Level 4, 16 Spring Street, Sydney.

Sustenance:

Coffee, juices, mee goreng and kuih.

Who should attend:

Business owners, executives of larger enterprises, professionals, employees, retirees and the mature-age.

About the presenters:

Mr Ong Yew Chee is the current Malaysian Trade Commissioner, MATRADE, Sydney. He holds a BA Honours degree from the UKM, Masters in Finance from Japan and Diploma in Public Administration from INTAN.

He started his career in the Ministry of Home Affairs in 1985 before joining the Malaysian Administrative and Diplomatic Service in 1986. He served as the Assistant Director in Trade and Industry Section as well as the Privatisation Taskforce of the Economic Planning Unit (EPU), Prime Minister's Department; and as Principal Assistant Director in the Energy Section of the EPU before becoming a full-fledged Malaysian Trade Commissioner, firstly in MATRADE Shanghai in 1992 up until his current post in January 2006.

We are very fortunate to have Mr Ong enlighten us on the vast potential of doing business in Malaysia.

Ms Judy Yan is a certified financial planner since 2001, being currently a Senior Financial Planner with the Commonwealth Bank. Judy has worked in the banking industry for the last ten years. Her specialties include wealth creation, wealth protection, superannuation and retirement planning, very topical issues for the greying and affluent population. More importantly, Judy has gained considerable experience through the years from looking after the differing and often special needs of a substantial number of clients from different Asian backgrounds.

At this particular time managing debts is a serious issue. We are delighted to have Judy tell us how we can build our nest egg and still keep it.

Elvan Tong is the founding Director of Benbon Business Improvement, a boutique business consultancy since 1998. He retired in 1998 from active employment overseas and in Australia spanning over 30 years. He has worked at corporate, divisional and small business levels, holding executive positions in marketing, product management, marketing research, planning and business analysis. Elvan holds a B Ec degree from Sydney University and is the author of seven business-related books, including one for TAFE colleges.

Elvan would be privileged to show how to work on the business rather than in it.

Book now!

This seminar is FREE. The diversity of topics and calibre of speakers are bound to generate strong interest. **Seating is strictly limited to 30.** To reserve seats for yourself and/or friends please call either Elvan Tong or Dr Bin Yap

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“How To Manage Time”

Time is a rare commodity in any business or situation. Customers demand time, your staff demand time, your job demands time, your family demand time. Manage your time and you will manage your work. Control it and you will control your life. People in supervisory or selling positions should be particularly conscious of time. Once spent you can't get it back.

One of the best ways of managing your time is to identify 'time robbers' and find ways to eliminate them. Use two columns as shown below. The suggested steps are:

- (a) Make a list of 'time robbers' in your own situation. Time wasted can be due to people, work or circumstances. For example, travelling between destinations, lack of planning in doing things, interruptions from people, lack of proper systems or procedures, procrastinations, unnecessary phone calls, unnecessary reporting requirements, not getting to the point, unnecessary arguments, and so on. These are all within your control.
- (b) For each 'time robber' develop a list of 'time management tactics' that you can implement to eliminate it. Think them through, discuss with others, your supervisor, or whatever.
- (c) Consciously put the time management tactics into practice. Consistently use a few tactics at a time and work through the list. Eventually these will become good habits.

| Time robbers | Time management tactics |
|---------------------|--------------------------------|
| | |

“A Tribute To My Competitors”

My competitors do more for me than my friends.
My friends are too polite to point out my weaknesses,
but my competitors go to great expense to advertise them.
My competitors are efficient, diligent, attentive and
would take my business away from me if they could.
They keep me alert and make me search for ways
to improve my products and services.
If I have no competitors, I would be lazy,
incompetent and inattentive.
I need the discipline they enforce upon me.
I salute my competitors.
They have been good to me.
God bless them all!

Words of Wisdom

“Example has more followers than reason”
“A fool always finds a bigger fool to admire him”
“A living failure is better than a dead masterpiece”
“Every man is my superior in that I learn from him”
“You cannot climb a ladder by pushing others down”
“We lose things certain in pursuing things uncertain”
“Your opinion of others is apt to be their opinion of you”
“It is better to try something and fail than to try nothing and succeed”
“We love ourselves despite our faults; we ought to love our friends in like manner”
“Discussion is an exchange of intelligence; argument is an exchange of ignorance”

How To Handle Unwanted Calls and Mails

Hello? No answer!

Have you ever heard your phone ring and when you pick it up there's no answer? This is a telemarketing technique using a machine that makes random phone calls to determine the time and day when you answer their phone call. This will enable the telemarketer to call you back on that time and day with some 'sales' talk. How do you prevent this?

Next time you pick up the phone and there's no answer, immediately hit the # **button** 6 or 7 times. This will confuse the machine at the other end and kick your phone number out of their system. I have done this many times. I no longer get 'phantom' calls.

Hello! Congratulations, you have won

If you have not had one of these phone calls you are very lucky. You get some real morons with a funny accent reading from a script and wouldn't let go despite your protest. How do you handle this?

Next time you get such a call just say “**Hold on please**”, put the phone down and walk away (instead of hanging up). This would make their call time consuming, the caller will lose patience and hang up. When you hear your phone go “beep, beep, beep” it's time to hang up yourself. It works wonders for me, with great satisfaction. (There is apparently a facility now for “DO NOT CALL' service from your provider).

Junk mail!

Have you ever received mails with “pre-approved” letters and “postage-paid” envelopes? E.g. from credit card, insurance and utilities companies. It cost them 50 cents postage if you reply, it cost them nothing if you put it in the bin. Why not make them pay? How?

Next time you get one of these, why not put your other junk mails, e.g. plumber flyers, pizza coupons, blank application form, and so on and **send them back**? The sender will have to pay for the postage. Make sure your name is not on any of the junk or envelope, though.

This Bulletin was prepared by Elvan Tong, AMSA Business Networking.

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