



Winners are Grinners

What an exciting time we have had at White River Design of late. At the end of June we attended the **2005 Penrith Business Awards** dinner as a finalist in our category of **Outstanding Professional Services**.

There were about 500 people attending the dinner and we shared our table with Costless Holidays, Accounting and Taxation Advantage and another category finalist The Complete Basketcase™, who are all clients of ours.

The evening was great fun and we were thrilled to actually win our category! Thank you to all our wonderful clients who make coming to work each day a delight. We will endeavour to continue to provide you with *outstanding professional services!*



Spring is just around the corner and the days are slowly getting longer. With the new season comes the emergence of businesses that have had a quiet period over winter.

If you are one of these, you should already have your Spring promotions ready to go - if not already out there!

Planning is the key, and already we are getting orders in for Christmas catalogues & brochures!

The trick is to have everything ready by October/November, as the last few months of the year tend to fly by, and before you know it we are eating turkey & opening presents.

Please contact us if you require any assistance putting your promotional material together.

I'd also like to mention our new look website. Hop on and see if your designs are being showcased.

We also have a testimonial page where clients' kind words and artwork are presented and we offer a link to their website.

Kind Regards

Debbie O'Connor

white river design

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Fridge Magnet Special



1000 professionally designed and printed full colour business card sized fridge magnets (89 x 54mm)- only \$550*

**Offer ends 30 September 2005
Contact Debbie for more details:**

**on 4733 7668 or
info@whiteriverdesign.com**

*terms and conditions apply

Welcome Michelle!



A big welcome to Michelle Gulyas, my new Graphic Designer / Administration Assistant. Michelle is back behind the computer after spending almost 3 years doing the toughest job of all - taking time to be with her two young children.

With 17 years of design experience and having managed a team at Readers Digest, I am sure that it won't be long before she is up and running this office.

Initially working 15 hours a week, Michelle might take a little while to get to know all of you, but I hope that you will be understanding during this early period and make her feel very welcome.

If you have a success story please let me know and I will include it in further editions of **gushhh**.

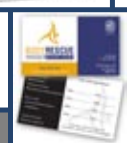
FEEDBACK



business cards
postcards
DL cards
mouse mats



corporate identity
logo design
brochure design
catalogues



New Look Website

I have recently revamped the White River Design website, which is cleaner and easier to navigate.



I have a page of testimonials, so if anyone would like to send one through, I will not only be adding your name and business, but will also attach a hyperlink from each reference to your website or email address.

This is a great way of receiving added exposure.

Hi Debbie

White River Design provided a very professional, friendly and well-supported service.... I am confident that I can recommend it to others.

The service was excellent!

Gladys Reed
City Centre Manager
Penrith City Centre Assoc.

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Dear Debbie

Warmest congratulations on your 2005 Penrith Business Award. You certainly deserve the accolade of Winner: Professional Services.

White River Design is a wonderful role model for other small businesses.

Wishing you continued success.

Roberta Jack
Believe & Achieve
Life Coaching

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10 Home Based Business Handy Hints

Running a home office has extreme challenges of its own, that other businesses do not have to contend with.



Here are some handy hints on how to manage this growing trend.

- 1. Morning ritual**
Get dressed and have breakfast before going into the office. This will get you into the right frame of mind to actually work.
- 2. Separate office space**
Try and designate an office space in your house so that it doesn't encroach on your home space.
- 3. Plan your day**
Take a few minutes to write a list of what needs to be achieved for the day. This ensures that even the 'nasty' jobs get done.
- 4. Hard jobs first**
If there is something you particularly don't want to do - do it first and get it out of the way. Then you can focus on what you enjoy

without worrying.

- 5. Phone manner**
Make sure that you answer your phone professionally every time - have an extra line put in or get a 'virtual' telephone number.
- 6. Answering machine**
Record a professional message on your answering machine. If you are out or not able to get to the phone, your potential client knows that they have reached the correct business.
- 7. Take a break**
It is important to take a break to collect your thoughts and recharge your battery.

8. No house work
When working at home, assume you are in an office. The dishes and laundry can't be done when you are off site - they will have to wait until after hours.

9. Join a network (or two)
Having a network to meet with is a great excuse to get out of the house, meet potential clients, make friends and prevent 'cabin fever'.

10. Close the office door
At the end of the day. Shut your computer down and close the door. That way you can spend quality time with your family or friends.