



Innovative Team Wins Award!

The 2008 Penrith Business Awards proved to be an exciting night for the **white river design** team. Thinking that we were only up for the Professional Services Award, we were more than a little surprised to be announced at the awards dinner as a finalist for the **Outstanding Innovative Business Award**. We were even more surprised to actually win it!

The award was based on our development and production of the Glenmore Park and Kellyville Rouse Hill Business Directories.

The Glenmore Park Business Directory is now in its sixth year. Due to the popularity of this publication we extended into the Kellyville and Rouse Hill areas. The second edition of the Kellyville Rouse Hill Business Directory has just been published.

Defence Force Housing has used the directories to put into the welcome kits for staff that have to relocate to either Glenmore Park, Kellyville or Rouse Hill.

Directories are also used by real estate agents, in The New Rouse Hill media kits as



well as by many residents and businesses.

"We have been overwhelmed by the response from the local community and businesses who have given us such amazing feedback. It's quite incredible how far this has come since our humble beginnings when my first child was only 4 months old."

Applications for the next edition of the **Glenmore Park Business Directory** open on the 1st July 2008. Call us on 4733 7668 for the Early Bird advertising option!



I was recently at a one year old's birthday party where I was struck by how much this little girl had grown in such a short time.

It got me thinking about the speed at which time flies and the reality that we are now half way through 2008. The shock is that in a few months time we'll be designing Christmas brochures!

For some, this is a time to plan for the new financial year - to get all those things done that you didn't quite manage due to lack of time... and funding!

For others this is a great opportunity to utilise the end of the financial year to get your stationery, brochures or other collateral ordered so that it all goes through the 2007/2008 tax year.

Remember, for this to be an effective strategy, you need to have paid by 30 June. This also means that if you are wanting to take advantage of this tax saving scheme, you need to contact us sooner rather than later so that we are ready to go to print in time.

So, don't delay - whether it's those business cards or brochures you've had sitting in the pipeline, now is the time to act! Call us today and we can get the ball rolling!

Kind Regards

Debbie O'Connor

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End of Financial Year SALE!



FREE celloglaze
with every business
card order in June!

SAVE \$55!

Minimum order of 500 full colour cards.
Single sided gloss or double sided matt.
Strictly valid until 30 June 2008 only

Congratulations!

- To Antonella Sanderson from **Sanderson Partners Lawyers** for her win at the recent Penrith Business Awards and taking home the trophy for Outstanding Professional Services. Well done!
- To Margaret Babb from **Gloria Jeans Glenmore Park** who won the Young Achievers Award **also** at the Business Awards. Margie makes an amazing coffee and is one of the many friendly faces at my local coffee destination!

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

www.whiteriverdesign.com



Dear Debbie

The Retirement Village Association (RVA) commissioned White River Design for the design of its monthly newsletter and a couple of brochures recently.

White River Design carried out this work with the utmost efficiency and professionalism. It was as though the RVA was its only client. We will have no hesitation in commissioning White River Design for further work in the future.

Christine Johns
 Communications Manager
 Retirement Village Association



Congratulations go to Geoff Ryan from **Master Coaching in Penrith** for being the winning business card drawn from our Penrith Valley Business Expo draw. Geoff won a gorgeous hamper from **The Complete Basketcase**.

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Stepping Up in Business



Megan and Debbie at the Graduation Expo

Megan Gilchrist from Aclipz Hair Design in Winmalee is one of 16 new graduates from the recent Young Entrepreneurs Stepping Up Mentoring Program which is funded by the NSW Department of State and Regional Development and was facilitated by Biznet and Binarix.

"After hearing that I could receive a grant to participate in the course, I decided to give it a go. I have been in business for four and a half years and nobody has offered anything like this before" said Ms Gilchrist.

The program ran over five weeks and consisted of business training evenings with guest speakers, as well as 8 hours of one-on-one mentoring from successful local business owners. "Through the course I have learnt how to network and be involved with the business community. It has also given me a great mentor," commented Ms Gilchrist. "Before the program I felt isolated but now I have all these fantastic people to network with. It has taught me how to get new clients and how to keep them coming back to my business."

"Through the program I learnt about another course which I did, so the rewards are ongoing and I have taken away so many great ideas that I can now implement in my business".

Ms Gilchrist was amazed at what she was able to learn from her mentor, Debbie O'Connor over such a short time. "The most rewarding part for me was working with Debbie. She rebuilt my confidence and always had some good ideas for me. I would like to say thanks to Debbie and hope our new friendship and work relations will last for a long time."

Ms O'Connor runs a dynamic graphic design studio which she attributes a large part of it's success to the DSRD programs that she participated in during the early stages of her business. "I learnt so much from my mentor while completing the Women In Business Mentoring Program a few years ago, that it was an easy decision to accept the invitation of becoming a mentor." Ms O'Connor adds "This is my way of giving back. To be honest, I was inspired by Megan's passion for her business and her eagerness to learn and grow, so it proved to be a fantastic experience for both of us".

More information of the programs run by the NSW Department of State and Regional Development can be obtained through their website at www.business.nsw.gov.au. Alternatively you can contact Heather Shepherd at Biznet on 4782 530 or log onto www.biznetbm.com.au

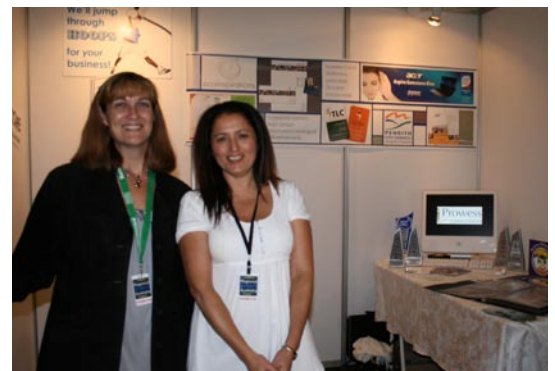
Expo Update

white river design was a Gold Sponsor of the Penrith Valley Business Expo which was held on 14 and 15 May at the Panthers Exhibition Pavilion. The expo showcased a number of local business as well as delivered over 30 business development seminars.

The **white river design** team had great fun enticing visitors to 'shoot a hoop' with the promise of chocolate as a reward.

We met some wonderful business owners, were able to reconnect with a lot of our current clients and we hope to get a heap of work flowing through our doors!

Debbie presented a seminar on 'Branding: A powerful marketing tool for small business' which was very well received and got even more passers by to stop at our booth.



Michelle & Lillian at the Expo

Debbie is available to speak to groups on the topic of branding and corporate identity. For more information contact us on 4733 7668.