

Recruit a new member in the month of SIN

The best way to recruit new members is by personal recommendation. How many colleagues, friends or acquaintances have you introduced to the RGGB in the past 1-2 years?

As an existing member, presumably you are persuaded of the advantages of the RGGB, which can be summed up in one word SIN!

Not what you might expect but:

SOCIALISING
INFORMING
NETWORKING

The RGGB is capable of giving its

members all of the above or any combination thereof. We would now like to seek new members for the Group by introducing them to SIN.

In addition to the monthly meetings and other functions we have a number of Special Interest Groups (Aviation, Construction, Finance and Business Services) with which to tempt newcomers.

During the month of June we want you to think very seriously about a potential new member who will help the Group achieve its basic objectives which are to:

- promote UK Plc

- benefit British businessmen in the business and social context.

You must know someone who is eligible to become a member of the RGGB. Just give them a copy of the application form printed overleaf.

It has never been easier to introduce a SINner - do it this month!

If you need help, please call the Membership Secretary or another Committee member. (See useful contact numbers on Page 26)

The Editor's Ramble

Running the newsletter committee has one compensation at least. It gives me a chance to ramble on about anything that interests me to anyone who's foolish enough to keep on reading.

This edition around it could have been elections and democracy, both worthy subjects of course, but I think that enough has been written and spoken about them elsewhere.

Most recently my mind has been on image. As an advertising professional it's something I've been involved with for years. Many of my clients have been companies seeking to improve the way they are seen by customers, investors, employers and other target audiences. One common factor I've found over the years is that organisations are often willing to spend millions trying to change their image but when it comes to making real changes - to actually be different - there is usually much greater reluctance to take action.

Interestingly the RGGB has been quite different. Two and a half years ago when I came to Riyadh I found that the

RGGB was widely seen as elitist, old fashioned and unwelcoming. When I joined the Business Development Sub-committee a year later I found that this was recognised as a reality rather than an image problem and a programme for change was being developed. Some examples of this programme are the development of the BDSC as a think tank drawn from a variety of business sectors, the establishment of special interest groups to develop informal and social contacts amongst British businessmen with mutual interests and the investment made in this newsletter to create more interest and involvement amongst the members.

These changes have brought in a number of new members who have discovered that the RGGB is enterprising, incisive and most importantly offers a warm welcome; the leopard really has changed its spots. And it hasn't stopped. The new Chairman John Freel made it clear in his first address to the RGGB committee (see page 4) that he envisages further, more exciting changes which will make the RGGB

more democratic, more active and more involving. The obvious aim of this is to expand the membership on the basis of the greater benefits now on offer.

Now comes the task of bringing image up to date with reality. And that's where we can all play a role because word of mouth is still the strongest way to change people's perceptions. You must all know a British businessman who could, and maybe should, be a member but who has an old and unfavourable impression of the group. Tell him what's going on, invite him to a forthcoming event or give him a copy of this newsletter so that he can see for himself.

From now on we will publish an application form in every edition and I hope that many of you will actively use it to promote membership.

As Mike Parkhouse encourages in his accompanying article above-

don't just lie back and think of our image,
get out there and SIN.