

Pro-SY is Coming Alive ... Trevor Kelly, CEO



Welcome to the April edition of the Pro-SY newsletter. Much has been happening since the last newsletter and I hope as you read through our news you will agree that Pro-SY has come alive. The Pro-SY team has been meeting with various external organisations to discuss joint co-operation, has begun organising joint events, has received extensive media coverage and has received a number of enquiries about membership. Our events programme continues to grow and become more interesting. Pro-SY's name is spreading and no longer do I come across as many blank faces at the mention of Pro-South Yorkshire!

Over the past month I had a very beneficial meeting with our counterparts in Leeds, Leeds Financial Services, and in April Jill Boyington and myself are meeting with colleagues from Pro-Manchester and later Tony Gouldbourn and myself will be meeting with colleagues from Pro-Liverpool.

Our events programme so far for 2007 has proved popular and events are being planned for the rest of the year and into 2008, some of these joint events. We have been working with Insider on their South Yorkshire Dealmaker of the Year Awards on 27th June and you will soon see details of joint events with the ICAEW and the South Yorkshire International Trade Centre. Our Young Professionals Group has its inaugural event on 12th April at Takapuna Bar which I am delighted to say is proving extremely popular.

Our banking, property and business opportunities group have forthcoming meetings lined up and very positive discussions have started on forming a media group.

So, the last month or so has been a busy one for all concerned at Pro-SY. Pro-South Yorkshire has come alive and we hope our members will continue to support Pro-SY in its endeavours to represent them both locally and nationally...and maybe even internationally one day! We look forward to welcoming you and your colleagues to our forthcoming events.

News from Pro-South Yorkshire



Sheffield can be part of economic 'super region' Pro-SY Lunch with Ian Bromley

Sheffield, Leeds and Manchester should join forces to create an economic 'super region', according to a leading city regeneration expert. At a very successful Pro-South Yorkshire lunch in February, Creative Sheffield Chief Ian Bromley called for the three major cities to form an economic power which would be on a par with London. But significantly, he said Sheffield must embrace the whole South Yorkshire region first, including Barnsley, Rotherham and Doncaster, rather than think of itself in isolation as "Britain's biggest village".

Addressing members of Pro-South Yorkshire (Pro-SY), Mr Bromley said: "Before I took this job, I had visited England 20 times. The honest truth is I had heard of Sheffield but never had any desire to go there. Sheffield wasn't really on my radar and I had never, ever heard of Barnsley, Rotherham and Doncaster, so if we can't embrace the city region and the broader global region, including Leeds and Manchester, we are not going to succeed".

Mr Bromley paid tribute to Sheffield City Council for its forward-thinking and willingness to take a new approach to regeneration by setting up Creative Sheffield. He lauded the more recent regeneration attempts, which have enjoyed measured success, but pointed to the dangers of resting on laurels. And the way to do this is for Sheffield, Leeds and Manchester, cities that share interests, to combine working as a globally competitive region.

An economic 'super region' could ensure city professionals have successful businesses and need not worry about the reputation of the city as a provincial under-achiever. The ability to hit back at such parochial attitudes from business, politicians and the public could play a big part in finalising the regeneration programme for South Yorkshire.

Pro-South Yorkshire officially opens its new offices



Pro-SY officially launched its new offices on 22nd February and the Pro-SY team was delighted that members took the time to help mark the occasion by dropping in for a glass of wine .

Pro-SY Chief Executive, Trevor Kelly, said: "The launch of our new offices was really successful, with a number of company representatives calling in to see our new location. Pro-SY has come a long way and is developing into a significant membership body."

News Firms in Membership

Pro-South Yorkshire welcomes two new firms into membership:

City Invoice Finance Ltd
Halliwells

Information and contact details for each of the above firm can be found on www.pro-sy.com.



New Recruit at Pro-SY

Due to Pro-SY's current success, a new part-time administrator has joined the team to administer the day to day running of the Pro-SY Office.

Debbie Ducker joined on 12th March having previously worked at Hamilton's Insolvency Agency, RBS and Blundells.

Debbie will be working 20 hours per week, 11.30am – 4.30pm. She can be contacted on debbied@pro-sy.com.

"Long term planning – short term problem" – Pro-SY breakfast presentation by Cees Zwaard

Some 30 people joined Pro-SY for breakfast in March to hear some words of wisdom from Cees Zwaard, MD of Spada Ltd. Cees told a fascinating story of his business history, from EMI marketing director, to bringing Playstation into the UK to winning the BLSY Business Start Up Award in 2006 for his company based in Sheffield. His main words of wisdom to those starting up a business are:

- Remember that markets change
- Prepare 1-3 year plans but build in high and lower steps to enable you plan to move with surrounding changes;
- Work closely with all business partners – funds, banks, lawyers & accountants;
- Business is about credibility and changes.

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change" – Charles Darwin

Pro-SY Young Professionals Inaugural Event a Great Success

The Pro-South Yorkshire Young Professionals Group held its inaugural wine-tasting event on 12th April and it was an outstanding success.

"One of the best networking events
I have been to"

(extract from two e-mails received by Pro-SY the following day)

The Young Professionals Group has been designed for the next generation of the region's professionals. Joining the group will help in their professional development by developing networking skills with colleagues throughout the Region.

Ensure your 'Young Professionals' become involved in this Group – contact Jill Boyington to place their names on the mailing list. Details of future events will be available shortly.

"Networking is an essential part of building wealth"
- Armstrong Williams



For information on Pro-SY events & news visit:

<http://www.pro-sy.com>

