



Angela Barons

After spending time in Australia, Chris and Angela Barons settled in the small Waikato town of Tamahere in 2001. A year later a neighbour mentioned that he'd seen "a lovely place" in Napier that he felt the Barons should purchase – otherwise he would!

Chris had only ever been to Napier once many years prior and it was Angela's first visit. They both instantly fell in love with the boutique, green and white County Hotel and within three weeks were the proud owners of a significant piece of Napier's heritage. Angela is quick to admit that their enthusiasm made up for their naivety. "There are a lot of restrictions and regulations that apply to historic buildings that make me wonder who really owns them!"

The County Hotel was built in 1908 and was one of only two buildings that survived the 1931 earthquake. Originally built as the County Council Chambers, it housed all banking and local government administration including the issuing of licences, etc.

The Barons' purchase coincided with the Mission Concert and their fully booked hotel included the lead performer, Engelbert Humperdinck. Ironically, the Barons couldn't find anywhere to stay in the Bay and eventually had to rent a room en route to Gisborne!

Within six weeks they decided to proceed with extensive renovations to the hotel which included expanding the accommodation from twelve to eighteen rooms and overhauling the bar and restaurant. The large vault has been converted into a cellar and the original safes (one of which

is conspicuously located between the first and second floor) are still intact as is because they enhance the building's unique character. (Rumour has it they were also too heavy to move!)

During this time the Barons stayed on the top floor and commuted to Tamahere – sometimes as often as three times a week. They moved to Napier permanently in 2003.

Angela is responsible for all the sales and marketing of these two landmarks. Being awarded a 5-star Qualmark rating within five years of owning the hotel has been a major achievement that she is justifiably proud of. Continually striving for perfection, it has provided a benchmark for all aspects of their business and they are now operating on a par with some of the best hotels in New Zealand.

In 2007, the need for more parking spaces for guests motivated the Barons to purchase another historic site, the AMP Building, which they have successfully converted into the New Zealand Wine Centre – the only specialist wine shop in central Napier which also houses the "ultimate wine tasting adventure".

"It's been a great ride. This is home! We've made so many friends. We've discovered our passion - it's easy to do what one loves."



Cindy Ford

In September this year Cindy will celebrate twenty years in business. Originally Elaine's was a small perfumery located in Ocean Boulevard and Cindy had one part-time assistant. Determined to be successful, she worked hard and learnt as much as possible about operating a business, hosting events and networking.

In 1999, (eleven years later) Cindy jumped at the opportunity to relocate her business to Emerson Street. The move was adventurous, gratifying and costly. Back then she paid \$20,000 for a Lancome counter unit – excluding the stock! She now employs six staff who play a pivotal role in the success of the business. The Hair Corporation operates from the same premises, providing a complete beauty destination. Working in the inner city appeals to Cindy. "We don't always appreciate just how beautiful our environment is."

According to Cindy, "My motto is to choose, train and treat my staff well. There is a lot to learn in the cosmetic industry and staff need to be well informed about all the products. They're a big investment and therefore it's important to nurture potential and gain their loyalty and enthusiasm because it encourages continuity and unity. I have never had anyone leave to work elsewhere in the same industry within Hawke's Bay."

It's been important to Cindy not to compromise her business by maintaining her upmarket focus and avoiding the temptation at times to lower her standards to accommodate and cater for a broader range of people. Approximately 10% of their clients are males and increasing.

Cindy is adamant, "Success is only for today. We don't know what tomorrow holds. We treat our customers and clients with genuine respect and value their feedback. Our core business is return business and we wouldn't exist without them." It's also important to Cindy to keep her finger on the pulse – she does all her own paperwork and oversees activities on a daily basis.

Elaine's on Emerson specialises in skincare, makeup and fragrances and have consistently been in the top ten stores throughout New Zealand for Lancome sales. It's no surprise that the business is so successful – Cindy leads with dignity and integrity.

News around town

Napier Inner City Marketing

DECADES OF DOING BUSINESS Rick Hopkinson

Rick hails from the UK and obviously has good taste – he married a kiwi girl from Masterton. After working in top advertising agencies in London for many years, he and his wife Judi, decided to pursue a lifestyle change. In December 1987 they arrived in New Zealand with their nine-month old twins and toured around the North Island in a campervan. Sitting on the balcony of friends in Napier overlooking the estuary, admiring the sunset, they instantly felt a sense of belonging and decided to make Napier their home.

Thumbing through the yellow pages Rick discovered there was only one advertising agency in Napier then – Adplus. He offered his services as a creative copywriter and hasn't looked back since! Rick made a conscious decision to use his skills to impact the effectiveness and promotion of smaller businesses, particularly those in retail. Watching them develop and grow and helping make their hard-earned money work more effectively, still gives him immense satisfaction.

Rick identifies with most people and often spends his lunch break walking around the inner city generally observing changes and chatting to people. He senses a unity in the marketplace that he believes stems from loyalty and a lack of pretentiousness – values that he personally embraces.

Napier's significant progression over the past twenty years continues to inspire and motivate Rick. He enthusiastically acknowledges the significant role the city's Art Deco heritage has played in her growth and development, as well as the burgeoning cafe, wine and food culture. Rick still gets excited about the potential that is yet to be unleashed in our fair city.

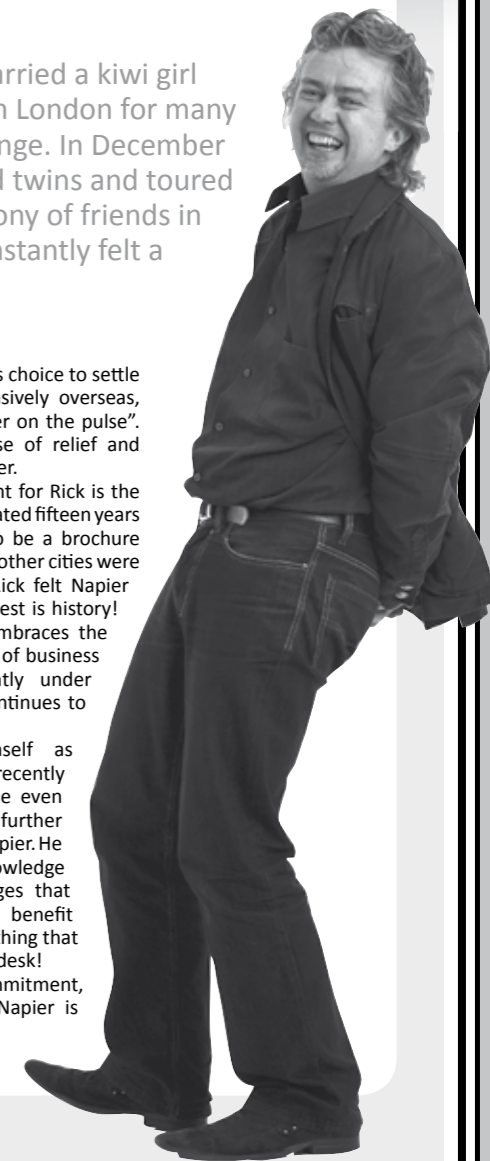
Rick regards the Napier Win a Life campaign as one of his biggest successes. It created a real buzz and people are still talking about it. Promoting Napier to the rest of the world was very rewarding

- it epitomised and endorsed Rick's choice to settle in Napier. Having travelled extensively overseas, Rick has enjoyed having "his finger on the pulse". However, he always feels a sense of relief and gratitude when he returns to Napier.

Another professional highlight for Rick is the Napier Life magazine which he initiated fifteen years ago. Originally it was intended to be a brochure about the city, but given that most other cities were pursuing that publicity avenue, Rick felt Napier should focus on its lifestyle. The rest is history! The publication highlights and embraces the city's richness and evokes a sense of business and community pride. Constantly under review, the annual publication continues to go from strength to strength.

Rick, who identifies himself as an adventurer and explorer, recently made a conscious decision to see even more of the world and explore further opportunities that could benefit Napier. He is determined to build a better knowledge base and embrace new challenges that will ultimately be transposed to benefit Napier's ongoing progress – something that can't be achieved sitting behind a desk!

Driven by passion and commitment, Rick's energetic contribution to Napier is infectious.





Viv Blackmore

Air New Zealand has had a travel agency on the corner of Station and Hastings Streets since September 1971 with an original staff complement of 26. Currently known as Air NZ Holidays, the store has been managed by Viv for the past nine years. With 31 years of experience in the travel industry, including long stints in the USA and UK, she has witnessed a number of significant changes.

Technological development has played the biggest role in the travel industry's evolution. Originally individual airlines used big white boards to record and monitor flight sales and all tickets were laboriously handwritten. Over the years the cost of airfares has reduced considerably due to computers, efficiencies and competition. There has also been a noticeable increase in cruise travel internationally. Viv says, "It's the most relaxing way to holiday - especially in the winter to escape the cold. Everything is taken care of. It's truly stress free and not that expensive anymore."

Working in the travel industry is certainly challenging and no two days are the same. Travel computer programmes are regularly being revised and consultants are expected to seamlessly operate different ones on a daily basis. Then there's finding the best last minute deals for travellers - for example, Air New Zealand has 11 different fare structures for the Napier to Auckland route and 89 for the Auckland to London route. So, it doesn't always pay to book on-line!

25% of the travel Viv organises is business

related and the rest is leisure. She enjoys helping clients plan their holidays - many of them spend a lot of time and money making their dreams a reality so it's very important that the trip fulfils their expectations. She is always gratified when she receives a postcard or a trinket from a satisfied traveller. An intrepid traveller herself, Viv has visited many fascinating places including India, China and the Caribbean Islands (to name but a few!) and none of them have been work related.

Working in the inner city is a real bonus and over the past 39 years the Air New Zealand store has become a well-known destination. According to Viv, "There's parking close by for clients and we are able to participate in inner city promotions (including shining the public's shoes!). I also get to trim the bushes outside the store, create window displays, take morning tea to corporate clients, record radio advertisements and work with great staff. How could it not be enjoyable?"

Did you know...the busiest airport in the world is in Atlanta, followed by London, Beijing, Chicago and Tokyo.

A 10th Anniversary Celebration



Sunday 7th March dawned..... the waves were pounding onto the beach, there was a fresh south easterly blowing and the day was overcast and threatening to rain.

The street lights illuminated the two, large kitchen marquees that had been erected and equipped the previous day, the refrigerated trucks and chiller trailers were humming in unison with the generators and the empty stage seemed to wait expectantly.

Suddenly, at 6am the tranquil scene came alive.....

Dozens of helpers and workers arrived, the hire company trucks rolled into the Soundshell and unloaded 125 trestle tables as well as linen, crockery and cutlery. Six and a half hours later, a record 1000 numbered place settings had been laid and covered with hundreds of metres of plastic sheeting and table weights to prevent the intermittent showers from wetting the tableware. Simultaneously, sponsors' signage was erected, the sound system was installed and tested, a 100 metre windbreak shield was placed behind the foliage on the seaward side, fifty kitchen staff prepared their equipment for plating and serving the guests, seventy waiting staff and the security team were briefed about

their duties and the ice buckets were filled.

At this stage guests started gathering on the footpath.....

Local band *Black Snapper* and guest vocalist Kim Willoughby took the stage. All the while, the *Court Jesters* from Christchurch and three "bag ladies" mingled and also entertained the guests with their antics. Later on in the afternoon guests took the opportunity to jive to a 70s disco.

The sumptuous three-course menu created by celebrity chefs Al Brown and Steve Logan was ably prepared and presented by Dish Catering. Al and Steve also interacted with guests and handed out complimentary copies of *Celebrating 10 Years* - a publication containing recipes, photos and details from New Zealand's ten longest lunches hosted on Napier's Marine Parade.

After dessert had been served, Kate Radburn, Chief Winemaker and Managing Director of CJ Pask Winery, asked guests to charge their glasses and proposed a celebratory toast to the 10th anniversary of this iconic event.

From top left: Steve Logan delivering the main course; the "bag ladies" (actually paying guests); Al Brown checking on the ice buckets; The confetti cannons being released; Court Jesters.



Business Movement

In recent months a number of businesses have opened their doors in the CBD. We welcome them all!

New businesses

Marbecks	62 Emerson Street
Cotton On	111 Emerson Street
Bras N Things	113 Emerson Street
Specsavers	205 Emerson Street
ts +14	223 Emerson Street
Ten Salon Nail and Spa	232 Emerson Street
Molly N	113 Hastings Street
Adoro Cafe	142 Hastings Street
Rum Jungle	173 Hastings Street
Napier Mart	208 Hastings Street
Highlander Combat Academy	122 Dickens Street
123 plus	138 Dickens Street
Passionz	Civic Court
Downunder Pilot Shop	120 Tennyson Street

Relocated businesses

Manchester Unity	cnr. Dickens Str & Clive Square East (from the end of April)
Beattie and Forbes	70 Tennyson Street
State Insurance	100 Tennyson Street
Globe	186 Emerson Street
Eko	143 Hastings Street

Board Details

Nic Magdalinos, Chairperson Paris Magdalinos Architects	835 6173
Barbara Mawson, Deputy Chairperson Epic Health	833 6325
Graham Edwards, Chairperson BDO Spicers HB	835 3364
Graham Bell Alexanders on Tennyson	835 5152
Kathie Furlong Napier City Council	835 7579
Hanno Hasselman Napier City Pak'nSave	834 3450
Lani Morris Business educator and facilitator	843 8740
Staff Meg Rodel - Manager	834 3916
Perry Hornby - Co-ordinator	834 3917

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