

November 2009



**HANNO HASSELMAN**

I was born in Rotterdam and arrived in New Zealand about forty years ago. I have enjoyed living in the Bay apart from two years spent working in the iron ore mining industry in Australia.

In 1985 I bought and built the first discount food warehouse called Safeway, in Tamatea which eventually became Pak 'N Save. In 2003 I heard that Foodstuffs had leased prime inner city land and I was determined to secure it. The opportunity to operate one of the largest businesses on the fringe of the CBD was too valuable an opportunity to miss. In December 2004, Napier City Pak 'N Save opened its doors to the public and I haven't

looked back since. Napier's inner city continues to develop and is an exciting place to be a part of. The wellbeing of my staff impacts on their productivity and we reap the benefits of being in a rewarding location. I don't have to sell the advantages to prospective staff - the CBD does it for me!

I have been on the NICM Board of Management for five years. As an experienced retailer and businessman I can appreciate some of the challenges our members face. Listening and talking to customers has always been my priority - their feedback is invaluable. They have shaped the way we do business.



**GRAHAM BELL**

I was born in Gore and spent my youth there. I was actively involved in athletics, amateur and professional theatre and singing in various bands. My wife and I moved to Hastings in 1972.

I was chairman of Greater Hastings, a committee member of the Hastings Retailers' Association and became involved in amateur and semi professional theatre in Hawke's Bay. In addition, I was a member of Hawke's Bay's first Tourism Board.

In 1976 I opened Alexanders in Napier and was chairman of the Napier Retailers' Association. I was actively involved in the Design Group which was responsible for the re-development of the CBD. As an original committee member of Napier Inner City Marketing, I have served

on the Board of Management for eleven years. In 2005 I received a Spirit of Napier Award.

I am passionate about Napier - it's a city that evokes passion and pride that's hard to replicate in other centres. The 1931 earthquake highlighted the city's triumph over tragedy and made us aware of our unique history. This has been recognised and fostered through astute leadership and vision. Over the past thirty years Napier's progressed from a state of sleepwalking to pioneering! The ongoing challenge is to maintain the momentum and vision that promotes Napier's special qualities, attitude and ambience.

We have a son and daughter and two adorable, small grandchildren that we try and visit as often as possible.



**LANI MORRIS**

With the unique Art Deco buildings, the sea, the wonderful shops, Napier is a treasure to be preserved and developed. It's wonderful to be a part of ensuring its continued growth.

I bring to the Board a passionate commitment to seeing my home town become nationally and internationally recognized as a very special place to come to stay, to shop, to explore; to say nothing of a very special place in which to live and do business.

I've had over twenty years as a practicing, and award-winning artist, followed by twenty years experience as

a business consultant and lecturer. I've worked with small, medium and large organizations in New Zealand, Australia and the United Kingdom. I have two Masters degrees in management and have run two of my own businesses, so I understand the challenges of small businesses as well as the needs of large businesses.

It's a privilege to be on the Board and to work with the people of Napier's inner city. I'm inspired by what you do and inspired by what we can do together to increase the beauty, charm and vibrancy of our city.



**MEG RODEL - Manager**

I've had a wonderful life so far - a great childhood in South Africa (closely shared with a twin sister) and lots of interesting experiences and opportunities along the way. As a qualified secondary school teacher I've taught in a number of different schools, managed informal, education centres for underprivileged children, sold real estate, part-owned a gift shop and most recently, worked in a marketing and liaison role at EIT.

My husband and I and our son and daughter emigrated to New Zealand in January 1994. We spent two years in Dunedin prior to settling in Napier and haven't looked back since. I never imagined that one day I'd have the pleasure of marketing one of New Zealand's most

unique, attractive and vibrant provincial cities.

Accommodating almost 400 diverse businesses in NICM's various marketing initiatives is a challenge. We want to make a difference and continue to stimulate activity that enhances the inner city's vitality and appeal. I am fortunate to work with a Board of Management team who are skilled, committed and visionary.

P.S. I've an aversion to heights, balloons and champagne corks popping. I enjoy family reunions, socialising with friends, calligraphy and sudoku. I welcome challenges and am currently learning to play another musical instrument (a lute).



**PERRY HORNBY - Co-ordinator**

As a rural child the nearest "big city" and all the excitement it entailed, including exotic takeaway foods, was Napier! Napier still retains that excitement for me. I left Wairoa for schooling and work based in Auckland for several years before my husband and I returned with our six-month old son to start a business and make Napier our home. That baby is now 18 and has a younger sister.

Before this role I have generally worked with people in journalism, publicity, marketing and special events. I first worked as a newspaper reporter, then a time out year at Beattie & Forbes Bookshop led to being part of a publicity team with NZ book publishers Benton Ross and later marketing roles with other publishers. Returning to Hawke's Bay, Presbyterian Support East Coast provided

an opportunity to move into an area of special interest, marketing services for hospice, aged care and disability, and included co-ordinating charity and fundraising events. I always enjoy working with community-minded people so then took up the challenge to grow the HBDHB Volunteer Service, and later a social marketing role in public health.

Then there was the opportunity to work in the inner city with a diverse group of members on a daily basis. Along with manager Meg Rodel, I work with a Board who are passionate and dedicated to celebrating both Napier's inner city history and promoting a positive, vibrant future. I enjoy being part of a team working to make this happen.

## Meet the Napier Inner City Marketing Board and staff



**NIC MAGDALINOS - Chairperson**

Educated in the liberal arts and business, with strong interests in corporate governance, I am the Managing Director of Paris Magdalinos Architects, based in Napier.

PMA specialize in large scale commercial design and construction management across New Zealand. I am working to integrate a culture of obsessive improvement to help ensure PMA continues to grow and realize its strategic vision. I am responsible for

overall management, contract management, sales and marketing of the company. I also currently sit on the Management Board of Designgroup New Zealand, one of the country's largest architectural companies.

I am committed to the continuity of NICM - passionate about Napier, its past, present and future and wish to make a positive contribution to the city's vibrancy.

*More members profiles on our back page....*



**BARBARA MAWSON - Deputy Chairperson**

I am a physiotherapist and practice consultant and also work in Napier as a volunteer business consultant for "Business Mentors NZ" and as a member of the Napier Health Services Advocacy Forum.

I have enjoyed living in the city for the last 6 years, and have a strong desire to support the development of inner city businesses and community as a vibrant gathering place for visitors and residents.

I have developed and worked in my own business over

many years, both as a clinician, manager and as a member of several Boards including a government appointment to the Physiotherapy Board of New Zealand. I continue to provide consultancy services for physiotherapy nationally as well as running my own practice.

In my other life a supportive partner, grandchildren and large extended family come first, along with a commitment to music, faith, and an interest in anything pre loved and worthy of re-creating.



**JUDE MINOR**

As a part owner of Colliers Hawke's Bay and Sales Manager, I am involved in all aspects of the business and specialize in high value sales. I have been involved in most of Colliers Hawke's Bay current development sales.

I cover all the industrial property in the Hawke's Bay working together with Russell Lyndon. I have also focused on land development in both Napier and Hastings, working with individual owners, industrial users and developers.

Prior to joining Colliers International, I was Managing Director for two sales and marketing consultancies, one in Singapore and one in Malaysia. The businesses were exclusive agents for brands from Abbott Laboratories,

BASF Pharma, Healtheries of New Zealand and Boots PLC. My roles prior to this were as the country manager since 1996 for Knoll, BASF Pharma in Malaysia and subsequently both Malaysia and Singapore. My property experience has been in managing the supply and distribution sites as well as both countries marketing offices.

My early work history has been in sales and marketing through South East Asia, in North England and in New Zealand, all for BASF Pharma.

My wife, Pam and I live in Taradale where she works teaching English as a foreign Language at EIT. We have 4 school age children at primary and intermediate schools.



**KATHIE FURLONG**

As Deputy Mayor I have been Napier City Council's representative on Inner City Marketing for eight years and I have to say that it is one of my more pleasurable duties. It's very satisfying to work with a Board and Management who are so focused on the enhancement of the Inner City for both the businesses and the people who come to town.

About 30 years ago I was an inner city retailer (in the

days of through traffic, no weekend shopping, market days and the hectic late night on Christmas Eve) so I can remember well the highs and lows of running a small business in the city. After 6 years as a retailer, I went back to teaching for a while then became a city councillor. Blair and I have three children and 7 grandchildren and enjoy nothing more than brunch in town at the weekend.... with or without some of the family.



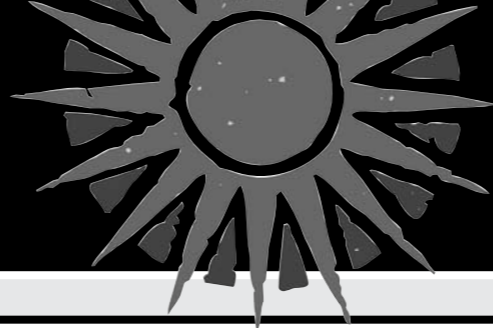
**GRAHAM EDWARDS**

I have been involved with Napier Inner City Marketing since its inception, having been appointed treasurer in the first year. My involvement with NICM has always been enjoyable - we have been fortunate to have had a group of motivated and talented individuals working for the betterment of the inner city business community - both at Board level and management. Having served as chairman for the last five years, I am now taking a lower profile as an ordinary Board member.

In my professional life, I am a partner at BDO (Chartered Accountants) - providing accounting services and business advice to small-medium businesses. I also have a close association with the NZ Institute

of Chartered Accountants, having been involved at branch level almost continuously since 1987, and I am currently serving as the Hawke's Bay representative on the national Council (my 10th year in that role) and sit on the Institute's Admissions Board.

At home I take every opportunity to enhance my culinary skills - not just on the BBQ - and my main form of relaxation involves a comfortable couch and more than a few decibels of surround sound. My wife Sharon appreciates the former but is less tolerant of the latter! We have four progeny who are progressively leaving home and becoming independent (in that order).



# Napier Inner City Customer Service Awards 28 October 2009

The fourth, annual Lexus of Hawke's Bay Napier Inner City Customer Service Awards were held at the Napier War Memorial Conference Centre. 379 inner city businesses were service assessed twice during the year by Customer Care, a Christchurch based specialist mystery shopping company.

Oliver Driver, Kiwi actor, director, radio broadcaster and TV host, was the guest speaker and master of ceremonies for the evening. His antics and quick wit kept the audience entertained.

The final scores amongst the top 20% of businesses were extremely close this year. The finalists in the three sectors' scores for their two combined service assessments (this is the new 'in' word for mystery shopping), ranged between 85% and 99%. This is an outstanding achievement.

Another motivating, emerging trend is that 10% of all inner city businesses have been finalists more than once.

These highly commendable results not only benefit individual businesses and the people who shop and do business in the inner city, but they also enhance Napier's image.

We are sending a clear message to the community, visitors and tourists alike - we take the importance and value of superior customer service seriously.



Helen Wildbore, NumberWorks'nWords, Winner of the HBS Building Society Business Service Award and the Mayor's Supreme Award

Sector	2006	2007	2008	2009	% total increase over 4 years	% of businesses with scores above the 2009 overall average
Business Services	66%	74%	76%	77%	11%	65%
Hospitality	66%	79%	76%	77%	11%	58%
Retail	54%	65%	68%	69%	15%	59%



## FINALISTS FOR THE EIT HAWKE'S BAY HOSPITALITY AWARDS



- Olive Branch Bread Company (finalist for the 2nd time)
- Singapore Restaurant (finalist for the 3rd time)
- Quest Napier
- Med Wine Bar and Bistro
- Glory Café
- Masonic Hotel
- Café Divine
- Starbucks (finalist for the 2nd time)
- Haralds Bread World (finalist for the 3rd time)
- Groove Kitchen Espresso

- 1st PLACE - Haralds Bread World  
2nd PLACE - Singapore Restaurant (for the 2nd successive year)  
3rd PLACE EQUAL - Olive Branch Bread Company, Starbucks & Med Wine Bar & Bistro

## FINALISTS FOR THE HBS BUILDING SOCIETY BUSINESS SERVICE AWARDS



- Sensible Sentencing Trust (finalist for the 3rd time)
- Venture Hawke's Bay
- Sumner Ryan Investment Advisers (finalist for the 2nd time)
- Healthy Inspirations
- Professionals (finalist for the 2nd time)
- Wine Country Credit Union (finalist for the 2nd time)
- Shelton-Carty Design
- HBS Building Society Radio Network
- Guru Hair Sculptors
- NumberWorks'nWords (finalist for the second time)
- HB Wine Country Tourism Association
- Public Trust
- The Pilates Centre
- TSB Bank
- Flight Centre

- 1st PLACE - NumberWorks'nWords  
2nd PLACE - Flight Centre  
3rd PLACE EQUAL - Professionals & Public Trust

## FINALISTS FOR THE CLASSIC HITS RETAIL AWARDS



- Cellacc (NZ) Ltd.
- Deco City Pets
- OOMA (finalist for the 2nd time)
- The Clock Shop
- Chris Wiig Suit and Menswear (finalist for the 4th time)
- OBJX on Dalton
- Toyworld
- Dymocks Booksellers (finalist for the 2nd time)
- Chantal Foods (finalist for the 2nd time)
- Rockshop (finalist for the 2nd time)

- 1st PLACE - OOMA  
2nd PLACE - Dymocks Booksellers  
3rd PLACE EQUAL - OBJX on Dalton & Chris Wiig Suit and Menswear

## FINALISTS FOR THE NAPIER MAIL PEOPLE'S CHOICE AWARDS



- Glassons
- Ujazi Café (finalist for the 2nd time)
- Farmers Trading Company (finalist for the 2nd time)
- Gahagans Unichem Pharmacy (finalist for the 2nd time)
- Chantal Foods
- Heavens Bakery and Café (finalist for the 2nd time)
- Elaines on Emerson (finalist for the 3rd time)
- Café Rosso (finalist for the 2nd time)
- Dotti
- Kingpin (finalist for the 3rd time)
- Supré - (finalist for the 2nd time)
- Jay Jays
- Groove Kitchen Espresso
- Postie +

- 1st PLACE - Heaven's Bakery & Cafe  
2nd PLACE - Kingpin  
3rd PLACE - Farmers Trading Co. Ltd.

## FINALISTS FOR THE DOMINION POST ADVANCEMENT AWARDS



- OBJX on Dalton
- Bank of New Zealand
- Chantal Foods

- Catwalk
- ANZ
- Advanced Hair Studio
- Living and Giving
- Beauty Haven
- Kiwi Outdoors
- Amor

- 1st PLACE - Advanced Hair Studio  
2nd PLACE - Living and Giving  
3rd PLACE - Kiwi Outdoors

## FINALISTS FOR THE NAPIER INNER CITY MARKETING EMERGING BUSINESS AWARDS



- Quest Napier
- Toyworld
- Med Wine Bar and Bistro
- TSB Bank
- Cellacc (NZ) Ltd.
- OBJX on Dalton
- Tasha's Beauty Supplies
- Macpac
- Evolution Clothing
- Groove Kitchen Espresso

- 1st PLACE - OBJX on Dalton  
2nd PLACE EQUAL - Toyworld & Cellacc (NZ) Ltd  
3rd PLACE - Med Wine Bar and Bistro

## WINNERS OF THE NAPIER INNER CITY MARKETING GOLD AWARDS



For consistently exceptional customer service over the past three, consecutive years viz. a score of 80+% for each service assessment

- Spex Eyewear (2nd time they've won this award) \*
- Hawke's Bay Wine Country Tourism Association
- Footloose
- Chris Wiig Suit and Menswear (2nd time they've won this award) \*
- Shoe Clinic
- Healthy Inspirations
- Sarah Horn Photographer

\* Spex Eyewear and Chris Wiig Suit and Menswear have achieved a score of 80+% for every single service assessment (7 in total) since the inception of this initiative.

## WINNER OF THE MAYOR'S SUPREME AWARD - NumberWorks'nWords



Photographs courtesy of The Napier Mail