

## Arcedia News - Spring 2010

The last few months have seen refurbishments going on in some of our major cities, Cardiff, Wolverhampton, Bristol and Birmingham have all expanded into new office space giving them plenty more room for their continued growth. We have invested tens of thousands of £'s but judging by the reaction of the people visiting these offices it was definitely money well spent.

This year has also seen the launch of our new website: [www.arcediadirect.com](http://www.arcediadirect.com). Jam packed with lots more company updates and articles it will be a great way for anyone wanting to find out more about the company to keep up to date. If you haven't already then log in and check it out.

# What a start to 2010!

The first event of the year kicked off on February 6th when we saw over 400 of Arcedia Direct's managers, assistant managers, crew managers, agents and administrators gather at the Holiday Inn in Birmingham city centre for a good old knees up. The evening got off to a cracking start with Simon Morley (director) wasting no time in welcoming to the stage Arcedia Direct's newly promoted director, Pete King. Pete has collected many accolades throughout his career with Arcedia, two times Manager of Year, Office of the Year for Birmingham, high rolling office of the year, divisional manager to the Scottish power division and MVP - most valued person to mention just a few but reaching directorship has always been a long term goal. For the many people that have had the pleasure of working with him during his career with Arcedia it was a great chance to show him some appreciation for the many opportunities he has had a big hand in creating.



Pete then welcomed to the stage Iton Moyston whom he has worked alongside in Birmingham managing the Utilities division. Iton received his full promotion to management from Pete, Simon and a roaring crowd!

Each of Arcedia Direct's managers took to the stage to present leadership awards to the people within their organisation who had really stood out from the crowd in the months since the summer rally in August 09.

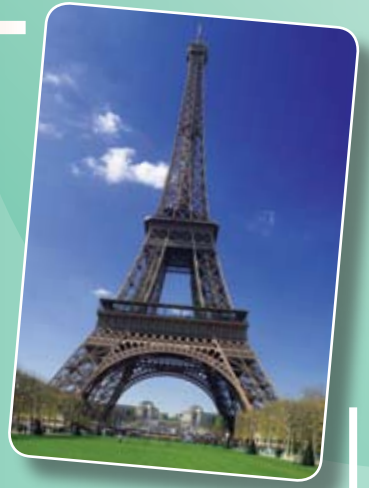
Once these awards had been given it was back to Pete King to present Callum Mason (also from Birmingham) with his award for promotion to full management. Closely followed by Scott Sullivan (Charities-Cardiff) who presented Craig Beach with his promotion to full management (find out more about Craig inside). To add to the excitement Simon then introduced a special guest to the stage. Christian Mukadi - manager in Paris. Until that point there were not many people aware of the European expansion that had taken place at the end of 2009 but as soon as Christian took to the stage everyone was intrigued to find out more. (For those of you not at the event check out all of the details on page 2)

With the awards all presented and everyone more focused for the future we headed to the bar to kick off the evening's celebrations. With the wine flowing and the music playing the evening was a complete success and a fantastic opportunity for all of Arcedia's rising stars to rub shoulders with those who had received awards and get some career altering advice.



# Europe here we come

For many years as we've watched the company grow and spread across the country the long term goal was always to go international. Back in the days when managers R&Rs involved 15 people, rather than the 50 they tend to now, the conversation by the pool invariably turned to future offices in far off, warmer climates. Well, 2010 got off to a flying start as we opened our first overseas office in Paris, France.



What makes it even more exciting is that there are no other companies like ours in France. Arguably there are no other companies like ours in the UK but in France nothing even pretends to come close. This obviously provides unique opportunities as well as unique problems. It reminds me of the story of the 2 shoe sales men. The first represents a company looking to expand into new markets and heads out to a nameless small country in the middle east. He gets off the plane, looks around, sees nobody's wearing shoes and rushes to the pay phone - 'Nobody here wears shoes' he says 'You've got to get me out of here!'. The second represents a similar company looking to expand into new markets and heads to the same nameless small country in the middle east. He gets off the plane, looks around, sees nobody's wearing shoes and rushes to the pay phone - 'Nobody here wears shoes' he says 'You've got to get me more shoes!'. Well, no one in France has got an opportunity like we have!

France can be bigger than the UK and it will definitely happen quicker - it's like starting at the beginning but with the 10 years of knowledge we've gained from the UK. I know a few people around the company are already excited about our first outside deal in France. Paris is nice but did anyone say Nice? Cannes?? St. Tropez???



**We caught up with Christian Mukadi who after proving himself in Charities in Bristol is now spearheading Energy in France. (Remember, you never know where your career may take you!)**

**So Christian, Tell us a little bit about yourself. Have you always been in direct sales?**

I haven't no. I was a chef from the age of 15 and qualified as a plumber/electrician later in life.

So I've never been afraid of working hard and doing long hours.

**How are things going in Paris with the business in Paris?**

Paris is a great city, the city of love and magic! I am really excited about being about to recreate here in France what we have done during the last 13 years in the UK. We are definitely starting to build bit by bit a strong team of French warriors.

**For our English readers how does the business in France differ to here in the UK?**

Direct sales is somewhat a new thing over here so it is for us to make the people feel right on the door. We still get the same positive and negative reactions as we do everywhere and in the future we will be as successful over here as we are in the UK. For now, today in France is all about educating people to about the possibilities that Direct Marketing can hold.

**What have been the biggest challenges so far and how have you overcome them?**

In France you can get a lot of money from the government for not working so it is even more important for the guys to see that they have a bigger opportunity through me. As with any office fun and a great team spirit are essential to success so I have tried to establish a strong team from a very early stage and as a result we have got some interesting characters that are now starting to develop.

**What are your immediate plans?**

The immediate objective is to keep growing and to promote French managers at the upcoming summer UK rally.

**Where do you see yourself this time next year?**

This time next year we will be much more established around Paris, have many different clients and be expanding all over France. I think a French Rally with some English guests would definitely be the icing on the cake!

Watch this space! Unless you speak French of course in which case get yourself over here and be part of something massive - from the beginning. In case you're interested at the time of writing it's the middle of March and it's 18 degrees and sunny. It's raining in every city in the UK in which we have an office. Bonjour?

For those who don't speak French - we've been busy behind the scenes! Jason Frayne, our overseas product development manager has been finalizing contracts with a client in the Republic of Ireland. We should be ready to go in May, so work hard, set the pace and get yourself noticed. If you fancy being in on the ground floor in Dublin, getting a country started, we want to hear your name being talked about.

# PROMOTIONS TO MANAGEMENT



Craig Beach started life in the successful Cardiff Charities office. After his promotion to management he made the move 250 miles north to set up his office in one of his favourite cities, Newcastle-Upon-Tyne. Since arriving in Newcastle the office has gone from strength to strength. Here we catch up with him to find out more about him, his promotion and how the jorjy's are treating him.

## **What did you do before you joined Arcedia Direct?**

Before working at Arcedia Direct I studied Journalism at Cardiff University. I had a great time there; I learnt a lot and met some amazing people. After graduating, I was one of the thousands of graduates looking for work.

## **How did you get involved with the company?**

My mates and I got a house in Cardiff and I needed a job. I didn't really know what I wanted to do, but making money was a priority! I came in for an interview with Scott and I was turned on by the sound of the opportunity, and relished the challenge of getting promoted into my own office.

## **What are your first memories of the company?**

One day that stands out is a day that I went to Fernhill with Scott and Jon Mac. I didn't take to the sales side of things that quickly, so Scott decided to show me how it's done. We did The Sun crossword on the way up. The clue was "to lose blood" and with our combined brain power we came up with "death" as the answer. I think it was at that point I realised you obviously don't need to be a genius to succeed in this business. That day turned out to be a real turning point for me; I had a moment of clarity in the field, and have never looked back.

## **What were your biggest challenges on the road to management?**

I think my biggest challenge was having the belief that I could run a business all by myself. For anyone starting off as a merchandiser, management seems like a long way away. I didn't necessarily fly through every stage of the business, but with a lot of hard work and perseverance, I developed into someone who could build, manage and motivate a team of people. The best advice I can give to anyone building a crew, is not to focus on the doors that are closed, but on the next one that is going to open.

## **How long did it take to get to management? What were the highs and lows along the way?**

It took me about 14 months, to progress from someone who had never had worked in an industry like this, to running an office of my own. I have obviously taken some negatives along the way to get where I am now. But they are nothing in comparison to the good times, and rewards that the business has given back to me for all the hard work I have put in. I enjoyed last year's trip to Ayia Napa and I'm looking forward to the trip to Marbella next month!

## **Why choose Newcastle as an office location?**

Newcastle is a great city to live in, it always appealed to me because there is so much happening up here, the people are mad, the nightlife lives up to its reputation, and I can't believe someone hasn't already got an office up here.

## **How is the office progressing?**

Things are going really well up here. We didn't have a flying start, but with a lot of hard work from Michelle (my administrator), myself and the guys, we are turning Newcastle into a city to look out for. Lots of promotions are happening, people are progressing, and the only way is up!

## **What are your goals for 2010?**

My goal for this year is quite a personal one. Jon Mac has always been a step ahead of me in the business. Like a big brother you can never catch up to! Now we are on a level playing field, I am motivated about beating him and picking up Rookie Manager of the year at the Summer Rally. Long Term I want to have made a £1 million by the time I reach 30. One step at a time but watch this space!!!

## **A Message from Scott Sullivan – Manager Charities Wales.**

**As Craig's promoting manager I just want to say well done to all the guys who made the move to Newcastle and have got the office in a positive position in such a short time. The results so far show that there's a lot of potential and I look forward to seeing what Newcastle can achieve in 2010.**

## **DOG'S TRUST RE-HOMING CENTRE VISIT**



At the end of last year the Dogs Trust and Charity Link invited all the charity division managers and their administrators to visit their flagship re-homing centre in Hairfield West London which at the time of the visit had re-homed an astounding 1100 of its dogs in 2009 alone.

Greeted by the centre manager we were given a guided tour of the centre and were all impressed with the environment that the dogs are kept in, the obvious passion the Dogs Trust team have for what they do and the lengths that they will go to in order to make sure the dogs get the care they deserve.

The occasion coincided with the news that Arcedia had just registered their 50,000th Dogs Trust donor and have raised in excess of £2,000,000 in the process. Funny, it seems like only yesterday that Simon Morley and Scott Sullivan were in the field working out a pitch for this campaign!

The day was a great success and to be personally thanked by the Dogs Trust means we know how much

they appreciate our hard work. People are 5 times more likely to become a new sponsor while talking face to face with one of our fundraisers than any other means of publicity or marketing the Dogs Trust use which shows the huge impact we are having in raising awareness for this charity each and every day.

Representing a charity is great fun and knowing that as well as working towards the opportunity Arcedia offers your hard work makes a difference to a worthwhile cause is sure to put a smile on your face!

The future in the charities division is bright. It has been a great start to the year with Dogs Trust asking us to double the number of donors we found for them in 2009. That means that the charity division is primed for some serious growth this year and we are looking to see who will stand out for making this possible in 2010.

# Rest & Relaxation weekend - May 2010

Set overlooking the Mediterranean Sea on Spain's Costa Del Sol the 5\* Guadalpin Banus Hotel is the ideal location for this years Managers R&R weekend.

For 40 of Arcedia Directs directors, managers and the chosen assistant and crew managers the weekend of the 28th of May will see departures from all around the country flying them out to the fabulous resort of Puerto Banus famous for its luxurious lifestyle and exclusive boutiques. Situated on the beach close to the prestigious 'Nikki Beach' resort the hotel will be the ideal base for a weekend of fun, sun, rest and relaxation.

There are still a few seats available so if you haven't already got an invite make sure you do all you can to get yourself on that flight.



# Managers Competition 2010

The race is on for the managers that achieved their promotion goals by the end of Jan to hit the necessary criteria to get themselves on Arcedia Directs most lavish managers weekend yet.

The top performers will be flow out to Puerto Banus for an all expenses paid week-end of sun, bars, clubs and very very fast cars!

Staying in a multimillion pound apartment and with the keys to a supercar of their choice I have a feeling that the managers that make it will remember this weekend for a life time.

The question is...What will you be driving?



Congratulations to Richard and Rachel Jellard the company founders on the birth of their third son - James William Jellard, born 24/03/2010. Isn't he cute!



## FORTHCOMING EVENTS

May  
July  
August

Managers R&R Weekend  
Managers Comp Winners Wend  
Arcedia Direct Summer Rally