

Hello and welcome to the latest edition of the NEST newsletter.



**Gerard D Turvey**  
Managing Director.

**A**t the time of writing we are all seeking to take advantage of the busiest time of the year for martial arts schools as children return to school after the summer holidays. The new academic year for mainstream education heralds a fantastic opportunity for our businesses.

The volume of new agreements that we are seeing arrive into NEST, from all areas of the country, indicates that business opportunities continue to abound for those who plan and execute their marketing initiatives effectively.

While the news from our TVs and newspapers continues to portray doom and gloom this is certainly not the case for our industry. We have said many times, that the martial arts industry enjoys remarkable resilience and like for like sales across the NEST customer base continues to show tremendous positive growth.

Your success in the final quarter of 2009 depends greatly on planning all the activities required during the autumn and then focusing on a consistent delivery of those plans in the coming weeks between now and the end of November.

The year seems to be going at a real pace and soon we will all need to turn our attentions to the plans for 2010 and, in particular, the New Year period. This always provides great opportunities to acquire new students in numbers that can start the year with a "bang".

We will be talking about this a great deal in the coming weeks via both the PULSE and at the November network meeting.

In the meantime, we hope that you have a great start to the last important sales period of the year and please remember if you do need any guidance or help, contact us and our team will be pleased to assist.

Very best wishes



**Gerard D Turvey**

## Remember, remember the 5th November – NEST Network Meeting



**“This event really is not to be missed and we are expecting a large turnout due to the importance of the subject matter we have throughout the day.”**

**T**he final NEST network meeting of 2009 will take place on Thursday 5th November at the Hilton Hotel (off junction 24 of the M1), Derby Road, Castle Donnington, Derby DE74 2YW.

The Independent Safeguarding Authority (ISA) has been making the news recently and this will be one of the topics we are featuring on the day.

This event really is not to be missed and we are expecting a large turnout due to the importance of the subject matter we have throughout the day:-

- Main topic - ‘The new Vetting and Barring Scheme’ - Implications for Martial Arts Business Owners. By the Independent Safeguarding Authority. Implications for CRB checking and beyond. (Likely to be around 2 hours).
- Secondary topic - ‘ASDA Sporting Chance success’ – Lessons from 2009 and plans for 2010. Presented by Sarah Dennis - ASDA Sporting Chance.
- Tertiary topic - Introducing the ‘National Governing Body Award Programme’ presented by Martin Dixon, Chairman of the BJJAGB. Please note that this programme will be available to all NEST clients.

- Stephen Rooney - ‘Targeting Pre-school Children’ - A New Pre-School MA programme.

Early booking is advised. Call 0115 945 5030 now to book your FREE place(s). This event is for NEST clients only. All topics are subject to change at the discretion of NEST Management Ltd.

A DVD containing the highlights of the network meeting will be sent to NEST clients later this year.

