

THE LOOP

Keeping you in it

BUSINESS FEATURE

Bessie S

Christmas in Pukekohe

Have you entered?

Light up the night and win \$1000!

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PRESIDENT'S REPORT

New Blood



New Blood- Definition: Additional, fresh individuals regarded as an invigorating force, as in an organisation. For example, 'The board could really use some new blood next year.'

This metaphoric expression, first recorded in 1853, alludes to a blood transfusion and employs 'new' in the sense of 'fresh.'

As the rest of Pukekohe is planning for the end of the year and the Christmas season, The PBA is benefiting from some new members and ideas.

In October we hosted a well-attended and engaging AGM. It is very pleasing when business folk ask questions and suggest ideas. There was some great feedback for our manager Kendyl and her team.

After the AGM we welcomed three new members: Francesca Mills, Melissa van den Brink and Darren Singh. The board is grateful for your willingness to be involved and serve our local businesses. I am confident this new blood will be good for us.

I occasionally hear feedback that we are geared towards retail and the main street. With our new wider representation, only one out of eight committee members is involved in retail on the main street. We have a good mix from building and construction, industrial, automotive, through to finance, fitness and the business service sectors.

We still have one vacancy if you would like to be involved.

I am sure, like us, you are looking forward to a busy end of year. I have talked to several local businesses who are now busier than they were pre second lock down.

Some are booked up months in advance. Some have started a wait list for cancellations.

We can be grateful to our ever-supportive Franklin community. It is so good to live in a town where people genuinely care for each other and show their support in tangible ways.

Despite the restrictions, some businesses have done better in 2020 than 2019.

I hope you have a little space to contemplate your business in 2021. Is there some new blood required? Perhaps a great kiwi summer will allow you some scope for invigoration and something fresh.

Although COVID-19 has changed our Christmas plans, we still have some PBA activities to draw crowds into town. I hope your business will profit from this activity.

Here's to your success.

Rupert Ross, PBA President

BUSINESSES SUPPORTING BUSINESSES

We want to hear how your business supports other local businesses and you could win one of 5 x \$200 vouchers!

How often does your business utilise the services of other local businesses? We want to draw attention to the support that business owners show one another, and give a shout out to the amazing businesses that we as local consumers can also support in Pukekohe.

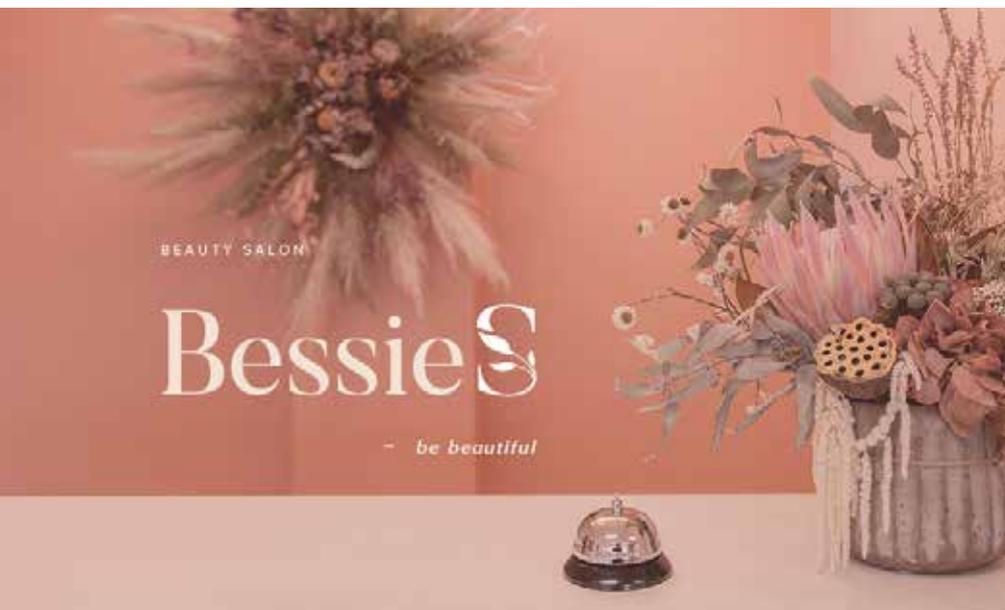
In January we will be running a special Facebook giveaway just for businesses. We will be asking you to tag a local business that you use and why you use them. For example, a local eatery might use a local printer to design and print their menus. Or a local mechanic might use a local accountant. You can tag as many local businesses as you can!

The purpose of this promotion is also to showcase the breadth of services that are available locally to encourage businesses to use local where possible.

By participating in this promotion, you will go in the draw to win one of 5 x \$200 vouchers to be used (you guessed it) locally in Pukekohe! You can either use the voucher at the business you've tagged or you could try another local business of your choice.

We can't wait to hear the stories that come out about how much we can all support each other.





Interview with Bessie S

HOW LONG HAS YOUR BUSINESS BEEN IN PUKEKOHE?

I have been out on my own for the past 4 years, I started from humble beginnings working from a spare bedroom from home. For the last 2 years I was based in the Seddon Medical Centre in the Alurea Appearance Medicine Clinic on Hall Street but have recently moved into our brand new beautiful premises at 61 Devon Lane.

WHAT DO YOU LOVE MOST ABOUT YOUR JOB?

Meeting new people and making them feel beautiful, natural and confident. I especially love doing makeup for weddings - it's so special being a part of someones big day. I am also partial to a brow makeover.

WHAT INSPIRED YOU TO START OR BUY YOUR OWN BUSINESS?

After working in the beauty industry for other companies I decided I could make it work on my own. I wanted to create Bessie S - Beauty Salon a place where anyone from any age could come in and have a relaxing experience in a warm inviting space. My goal is to make everyone that comes in, leave feeling pampered and beautiful.

WHAT DO YOU LIKE MOST ABOUT PUKEKOHE?

I have family ties to Pukekohe with the Stenbridge family. I love hearing all about the history of Pukekohe from my grandparents - they have lots of old photos of what the town used to look like.

WHAT IS SOMETHING PEOPLE MAY NOT KNOW ABOUT YOU OR YOUR BUSINESS?

I designed and decorated the new salon with my mum - we made a Pinterest board and got stuck in ourselves - a lot of people think we had an interior designer do it.

BUSINESS FEATURE

Bessie S

Bessie S is a boutique beauty salon located in the heart of Pukekohe

After leaving Pukekohe High School, Bess studied to be a Beauty Consultant. Her first break into the beauty industry was in 2014 when she was hired as a make-up artist at Phoenix Cosmetics based on King Street. A year later she went to Wellington to study a Bachelor of Design (Stage and Screen) and whilst there continued to work part time in the Phoenix Cosmetics store on Cuba Street.

After her studies, Bess came back to Pukekohe and realising that she had found her passion, decided to continue her career as a makeup artist and beauty consultant. After discussions with her family, Bess decided to take the plunge and go it alone, originally working from her family home and then her partners'.

Dr C Reddy and Dr R Santram, two local GP's, very kindly and generously helped her to further her career and gave her the opportunity to work out of Alurea Appearance Medicine clinic in the Seddon Street Medical Centre. Her clientele was now really starting to grow. Always wanting to learn and upskill, Bess trained in more procedures including lash lifts, lash extensions and furthered her training in advanced skin treatments including Laser, microcoding and microblading.

In June of this year, another opportunity presented itself when a premises at 61 Devon Lane, formerly a beauty clinic, became available to lease. Despite there being a global pandemic, Bess didn't hesitate and seized the opportunity to expand her business.

Bessie S specialises in a variety of beauty, relaxation and advanced skin care treatments

She re-branded and had new marketing materials designed including a new website. She and her mum redesigned the salons interior and with the help of family, refurbished and redecorated the new salon.

Bess has recently employed a fully qualified full time Beauty Therapist to help her serve her growing clientele.

Bess is now welcoming clients old and new into her new salon at 61 Devon Lane, Pukekohe.

Bessie S
09 238 1666
www.bessie-s.co.nz

NEWS FROM THE PBA

It's Christmas in Pukekohe! It's been a tough year for us all so we've put together some exciting promotions and events to celebrate Christmas and the back of 2020. We also share some exciting news about Kendyl!



12 DAYS OF CHRISTMAS

Our popular 12 Days of Christmas Facebook promotion kicked off on Tuesday, 1st December.

This year we have some amazing prizes worth over \$2,500 to give away.

Thank you to our very generous members who donated prizes for this promotion;

Adrenaline Forest, Computer Food, Craniums, David Mills, Footloose, Franklin's Bar & Eatery, Just Cuts Pukekohe, Pokeno Bacon, Pure Indulgence, Va'aga & Sons, Wrights Jewellers and Your Local Coffee Roasters.

Make sure you follow us on Facebook - @pukekoheba to enter.

CHRISTMAS VIDEO

After the amazing success of our "We are back" video, the PBA are producing 6 further videos to support our business sectors.

To kick this off we are producing a Christmas in Pukekohe video encouraging locals to shop local. Keep an eye out for this on our Facebook page.



CHRISTMAS IN THE SQUARE

As the Combined Service Clubs of Pukekohe have had to cancel the Pukekohe Christmas Parade this year, the PBA has decided to bring some festive cheer to town by holding a one-day Christmas event.

Mark your calendar for Monday December 21st for a day of free festive fun, right here in Pukekohe!

Photos with Santa, Christmas Craft Station, Christmas carols, and FREE carnival rides are just some of the activities on offer.

Keep an eye on our Facebook page for updates and event info. (COVID -19 alert levels permitting)

CHRISTMAS ADVERTISING

Have you seen our DLE in your mailbox advertising Christmas in Pukekohe?

This advertising showcases all of our Christmas promotions as well as encouraging people to visit our website for Christmas shopping hours and VIP nights so let us know if you would like to be featured on this page.



CHRISTMAS TREE

Last month, you may have noticed our huge 8 metre Christmas Tree was installed in the Pukekohe Town Square.

This tree and decorations are owned, and installation funded by the Pukekohe Business Association.

Unfortunately we have been unable to install the hanging decorations and flags this year due to late concerns brought to our attention regarding the fixtures on the light poles. With health and safety being our number one priority, the decision was made to evaluate the fixtures to ensure their safety and unfortunately due to timing we were unable to undertake this in time for the decorations to go up this year. However, now that we are aware of this issue we will ensure these are evaluated as soon as possible to enable the decorations comeback in 2021.

We are extremely disappointed in this timing, however, safety comes first.

Read below how you could help brighten our town this Christmas.

LIGHT UP THE NIGHT AND WIN!

The PBA are proud sponsors of the inaugural "Light up the night" Christmas event.

This is a great opportunity for Pukekohe businesses to show our Christmas spirit and light up the town!

Decorate your shop front with fairy lights, Christmas trees and Santa's elves and you could win \$1,000!

For more information or to collect an entry form, contact Cameron Hooper from Harcourts Pukekohe on 0276506500 or cameron.hooper@harcourts.co.nz.

Harcourts Port Realty

Light up the night
Business

Supported by Pukekohe



Pukekohe's business & residential light competition!
Voting opens Dec 4th and closes Dec 21st



\$1000 SHOPPING SPREE WINNER

With a whopping 75K comments and over 1.4K likes, we announced Natasha H, as the winner of our \$1000 shopping spree in Pukekohe.

This \$1000 was shared by these Pukekohe businesses; Stirling Sports, Footloose, Pak N'Save, Liquorland, Farmers, MJ Hair Design and Preview/ District, as chosen by the winner.

Thank you to everyone who entered.



Kendyl's having a baby!

PBA Manager, Kendyl Sullivan, will be heading off on maternity leave at the end of this month.

Kendyl is expecting baby number 2 with husband James in early January.

In the meantime, Shawna and Chenay will be holding down the fort.

We will keep you all updated on baby number 2's arrival!



WHERE TO EAT GUIDE

This month, the lovely team from CPNZ Franklin will be hand delivering a copy of our 2020 Where to Eat Guide to your business.

This handy guide is full of options for all your brunch, lunch and night time dining needs. We are so lucky to have such a fantastic array of Hospitality businesses in Pukekohe.

We will be producing and delivering an updated Where to Eat Guide early next year so keep an eye on your mailbox.

6 MONTH UPDATE

We are pleased to give our members an update of our achievements of the first 6 months of this financial year.

Due to COVID-19 our plans changed slightly with the cancellation of the Best in Business Awards and our School Holidays in the Square events.

We have lots planned for the next 6 months so make sure you follow us on Facebook and keep reading our Loop magazine and mass email to be kept up to date.

CHRISTMAS SHUT DOWN

The PBA office will be closed for the Christmas holidays from 2 pm, Tuesday 22nd December and will re open Monday 11th January.

We would like to wish everyone a prosperous, safe and happy Christmas and New Year!

The PBA Team, Kendyl, Shawna and Chenay



NEW MEMBERS

THE PUKEKOHE BUSINESS ASSOCIATION WELCOMES OUR NEW MEMBERS



BRILLIANZ LTD

Brilliantz Ltd is a New Zealand-based company that has been providing IT solutions and support to local businesses and organisations since 2011.

Level 1, 26 Sweetcorn Place, Pukekohe
09 368 4815
brilliantz.co.nz

SOCIAL PANTRY CATERING CO

The Social Pantry Catering Co is a new catering business servicing the Franklin area. If it's a morning/afternoon tea, lunch, salads, canapes, or a private dinner you're after, Holly is here to help.

85 Edinburgh Street, Pukekohe
021 425 251
@thesocialpantrycateringco

VA'AGA & SONS

Va'aga & Sons are a Husband and Wife team offering showroom standard car detailing at an affordable price giving you that once lost new car feeling again.

170b Manukau Rd, Pukekohe
027 225 9555

WELCOME TO OUR NEW ASSOCIATE MEMBERS

ADRENALIN FOREST

Adrenalin Forest is a multi-level aerial obstacle course that is designed to progress you higher and higher into the trees.

12 Stone Road, Bombay
09 236 0485
adrenalin-forest.co.nz

RJM LEGAL

Rosalie of RJM Legal can assist you in the following areas of expertise; Refinancing, Subdivisions, Wills, Enduring Powers of Attorney, Relationship Property, Trusts & Estate Administration, Leasing and Business Sales & Purchases.

0800 RJMLEGAL
www.rjmlegal.co.nz



Email us at
info@pukekohe.org.nz to find out about becoming a member.





GIVE IT A WHIRL WITH

THE GOOD HOME



ARE YOU OUR NEXT GIVE IT A WHIRL FEATURE?



If you would like us to come and check out your business and what you offer, we will promote our experience through our advertising channels. Get in touch with us today
09 910 0137 OR
info@pukekohe.org.nz

For this month's edition of Give it a Whirl we headed to The Good Home Pukekohe for a cocktail making lesson with General Manager and cocktail pro, Steve.

Shawna was first up and out came the vodka, triple sec, cranberry juice, and lime juice for a Cosmopolitan. Next, Chenay created a taste of Mexico with a Margarita and finally our resident Mum-to-be (again) Kendyl, made a yummy mixed berry mocktail.

Steve taught us how to mix, shake and strain the perfect cocktail and told us of his experience in Mexico where he learnt new skills from a 93-year-old Grand Master of tequila.

Whilst we weren't there to sample the menu this time around, The Good Home Pukekohe has an

extensive and delicious lunch and dinner menu. Treat yourself to lunch served from 12pm-5pm. Dinner from 5pm until 9pm. Snacks available all day and all night.

Make sure you also check out their Monday Quiz nights at 7 pm for the chance to win yourself cash prizes!



The Good Home Pukekohe

65 Edinburgh Street, Pukekohe,
 09 238 2325, follow them on Facebook and Instagram

LOCAL ACHIEVEMENTS AND NEWS



FRANKLINS BAR

Franklins Bar was lucky enough to feature on an episode of TVNZ's ASB Backing Business.

Congratulations to Sean, Eugene, Hannah and the team at Franklins Bar & Eatery for a great segment highlighting their wonderful restaurant & bar, and Pukekohe!

Franklins Bar & Eatery
 1 Queen Street, Pukekohe
 09 238 4680



PUKEKOHE SERVICE CENTRE HAS MOVED

From Monday 30th November, the Pukekohe service centre will integrate with the Pukekohe Library.

The full range of Auckland Council services including payments will still be available at their new location at the Pukekohe Library, on-line or by calling the contact centre on 09 301 0101.



NETPOINT ON THE COVER OF THE YELLOW PAGES

We spotted our member Joby, owner of Netpoint, on the cover of this year's Franklin Yellow Pages!

Netpoint provides fast and reliable computer repairs, maintenance, recovery and anything in between!

Netpoint NZ LTD
 Shop 4/41 Seddon Street
 09 238 6900

6 MONTHS IN REVIEW WHAT WE HAVE ACHIEVED



JULY

- Shop Local Voucher Booklet was extended until the end of July.
- Facebook Giveaway- \$400 worth of vouchers for local businesses were given away
- Support Local Campaign featuring the “We are back” video
- e-Commerce Subsidy addition
- Radio Advertising
- COVID-19 Business Survey



AUGUST

- Launched the PBA new branding and Loop design
- COVID-19 support and advocacy on Border restrictions
- Security Review
- Facebook Giveaway- donate a bouquet of Flowers
- South Magazine, Stuff and radio advertising



SEPTEMBER

- Facebook Fathers Day Giveaway- 2 x \$300 vouchers for local Pukekohe businesses
- Facebook Giveaway 2 x \$100 Pukekohe Dining vouchers
- South Magazine, Stuff and radio advertising



OCTOBER

- AGM
- Sponsorship of the Franklin Home and Lifestyle Expo
- Facebook Promo- \$1000 Shopping Spree
- NZ Herald travel section advertising
- South Magazine, Stuff and radio advertising
- Join our committee advertising brochure
- Advocating on behalf of Business to Panuku
- Police Business after 5 event



NOVEMBER

- Cash flow in Covid Times webinar
- Collection Point for Franklin Family Support's Smiles Appeal
- South Magazine, Stuff and radio advertising
- Installation of the Pukekohe Christmas Tree
- Advocacy on Drury development
- Membership packs updated with new branding



DECEMBER

- 12 Days of Christmas Facebook promo
- Christmas in the Square
- Sponsorship of Light up the Night promotion
- South Magazine, Stuff and radio advertising
- Security review communication
- Christmas in Pukekohe Video production

2020 has been a tough year.

Thank you to our locals for supporting local.

*Merry Christmas!
We'll see you in the New Year.*

Administration



Manager
Kendyl Sullivan



**Promotions
Co-ordinator**
Chenay Douglas



**Administration
Co-ordinator**
Shawna Coleman

Committee



President
Rupert Ross
09 238 1951
Vibra Train



Committee Member
Brandon Botting
09 238 3678
ITM Pukekohe



Committee Member
Francesca Mills
09 238 6352
David Mills Ltd



Vice President
Marie Peters
09 973 0979
Quinovic Pukekohe



Committee Member
Darren Singh
09 239 2194
Creo Fitness Pukekohe



Committee Member
Melissa van den Brink
0800 002 760
Smith & Sons Renovations
& Extensions Franklin



Treasurer
Philippa O'Mara
09 238 5939
Engine Room
Chartered Accountant



Committee Member
Erin Pellow
09 238 4163
Pellow Bros



**Local Board
Representative**
Alan Cole
Franklin Local Board

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pukekohe.org.nz
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@pukekoheba