

THE LOOP



Keeping you in it

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OFFICE REPORT

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PRESIDENT'S REPORT

Big doors swing on small hinges



It's one of those ridiculously simple statements, so trite, that we can overlook the immense wisdom it contains.

The gist of the message is, we all want the big changes to occur. An increase in sales or profits, our level of fitness or weight, even what we do or where we live. The innate wisdom of this concept is that all these big changes can happen with small compounding daily changes.

I can't remember when I first heard about the idea. It may have been in the early 90s, doing some study and reading the

infamous book by Steven Covey on the 7 habits. Covey wrote – 'it's the little things that count'.

We intuitively know this to be true. 20 minutes of exercise each day vs 3 hours every second week. Drinking enough water or getting an extra hour of sleep – all small steps that have compounding effects on our ability to enjoy life and change our long-term outlook.

In business life, large changes or overhauls can be daunting and may require significant resources. In contrast, smaller, incremental improvements can be more manageable and less disruptive to a business's operations. But they still add up.

Right now, there is an invitation for you to make a small contribution, a few hours, which could make a substantial change. We are consulting on our new strategic plan, and we want your input.

Think of it this way. In the next five years, the PBA will spend over \$2.5 million on growing the business environment in Pukekohe. That is a large door that could make a significant impact. We want your input into what the priorities are.

Is it preparation for Drury coming online,

is it safety and security, is it climate resilience, is it destination marketing for our town. What matters the most to you?

In other news, our Chenay is having a big change in her life. She is expecting her first child and we are all very excited for her.

“We are consulting on our new strategic plan, and we want your input.”

The PBA committee is very grateful to Chenay for her outstanding work, particularly when we didn't have a manager.

She has learnt and grown in her role to the extent that we could stop contracting out work that she has completed in house. We all wish her the best for her new arrival. Here's to the small hinges that swing the big doors.

Rupert Ross, PBA President

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NEWS FROM THE PBA

This month, we say farewell to Chenay as she begins maternity leave, and we provide a recap on our School Holidays in the Square event and Easter giveaway. We also welcome new staff member, Courtney, and encourage you to check out the latest stats regarding graffiti.



GOOD LUCK CHENAY!

We wish Chenay all the best with the upcoming arrival of her baby, due at the end of May.

You are welcome to join us in celebrating Chenay and her soon to be new addition, at a morning tea on **Wednesday 10th May** at the PBA office, 217 King Street, from 10am - 12pm.

Chenay doesn't know the gender of the baby, so come along and place your bets!

We'll miss her while she is on maternity leave for 12 months, but we can't wait to meet her bundle of joy and look forward to newborn cuddles.

Police Report

With Constable Keven Greasley

We have had more recent success with some prosecutions and lengthy sentences over the last couple of weeks.

We are, however, continuing to see shoplifting offences, especially with food and clothing being of particular interest. I encourage you all to continue to be vigilant while in store and always report incidents and suspicious behaviour.

It is also important that you ensure your premises are completely secure during non-operational hours.

Now is an ideal time to conduct a Warrant of Fitness on your premise and refresh staff on closing procedures.



SCHOOL HOLIDAYS IN THE SQUARE

Our latest school holiday event was well attended by families and children from the Franklin community. It was awesome to have our local emergency service crews in attendance, as well as Life Education Trust, Waiuku Zero Waste, Wilma's Children's Entertainment, Honotahi and Jay Pressnell with his VR Experience. Thank you to Franklin Local Board for supporting this event.

EASTER GIVEAWAY WINNERS

We received great engagement from the community for our Easter Giveaway! Kaitlyn & Veronica were the happy winners and went home with a delicious chocolate-filled Easter hamper, as well as a \$50 voucher each from their chosen businesses - Modish & Muse and Your Local Coffee Roasters. Stay tuned for our next giveaway!



WELCOME, COURTNEY

We are excited to welcome Courtney to our team, who will be covering Chenay whilst she is on Maternity leave.

Courtney's background is in photography, communications and social media. We look forward to working with her!

YOU BEAUTY!

Last month, the Beautification Trust crew removed 2,305 tags in the South & East Auckland area. Graffiti is an absolute eye-sore, if you notice it, we encourage you to report it through www.beautification.org.nz or call 0800 END TAGS.

If your business has been a repeat victim of graffiti, you can get a free quote from them to see if graffiti guard can work for you. And remember, we offer our Shop Front Tidy Subsidy which can help towards beautifying your shop front.

Ensure all windows and doors are secure, regardless of their position on the building. Make sure there are no large objects such as pallets or rubbish bins underneath windows which offenders often use to gain access to windows and CCTV cameras.

Check all alarms are working correctly and exterior lighting is on and/or sensors are working. Also remove any items from shop windows which could attract offenders.

Also don't forget to check with the Business Association regarding their Security Subsidy if you haven't already applied.

On another note, I am pleased to announce that the Communities Team will be staying the same for a further 12 months.

With Sergeant Paxton continuing to lead the team, Nardine and I have both requested and received extensions in our current roles. We will continue to be supported by Constable Booth and Constable Borrell, who are both assigned to our rural areas, however, assist with Pukekohe where and when needed.

Will see you all out there.

Keven



PUKEKOHE BUSINESS EXCELLENCE AWARDS

CONGRATULATIONS

The 2023 Pukekohe Business Excellence Awards recognize exceptional performance in various areas of business operations. Congratulations to all finalists and winners who will attend our awards ceremony.

Excellence in Community Contribution – Sponsored by Crosbies Security

Bakers Delight Pukekohe	Ebbett Pukekohe	NZHL
Barfoot & Thompson Pukekohe	F45 Training Pukekohe	Pukekohe Toyota
CFR Fitness & Boxing	Franklin Private Hospital	South Auckland Motors - Used Vehicles
Challenge Pukekohe	Habitat for Humanity Re Store Pukekohe	St John Opportunity Shop
Columbus Coffee- Inside Mitre 10 MEGA	Kiddie Academy Pukekohe	
Connecting Together - Occupational Therapy	Liddells Pharmacy	
	Loom Shared Space	

Excellence in Customer Service – Sponsored by Mitre 10 MEGA Pukekohe

Baby on the Move Pukekohe	Ibuy Pharmacy	Shoe Science Pukekohe
Bonanza	JBM & Associates Ltd	Sisu Pilates
Connecting Together - Occupational Therapy	Kiddie Academy Pukekohe	Sky View Photography
Crystal Bliss	Kitchen Inspirations	South Auckland Motors - Used Vehicles
Custom Threadz	Lash FX Beauty	Stirling Sports Pukekohe
Designer Flowers	Mag & Turbo Pukekohe	The Daily Goods
F45 Training Pukekohe	Muse Salon	Wash Zone Pukekohe
Guthrie Bowron Pukekohe	Netpoint	Your Local Coffee Roasters
Harrington West	Pascoes the Jewellers Pukekohe	Zeeland Lakminu
Hypernails	Pik n Mix Lollies	
	RAWK Hairdressing	

Employer of the Year – Sponsored by Franklin Law

Active + Pukekohe	Guthrie Bowron Pukekohe	Razor Web Design
Charleston's Restaurant & Bar	Harleh Laser Clinic	Red Office
Columbus Coffee - inside Mitre 10 MEGA	Liquorland Pukekohe	Smith & Sons Renovations - & Extensions Franklin
Ebbett Pukekohe	Muse Salon	Your Local Coffee Roasters
Franklins Bar & Eatery	Navigation Homes	
Franklin Private Hospital	Pit Stop Pukekohe	
	Pukekohe Rental Cars	

Thank you to



CELLENCE AWARDS 2023

S TO THE FINALISTS

gnises and celebrates businesses that have demonstrated operations. The following businesses have been named as ds ceremony on Saturday, July 22nd.

Excellence in Innovation – Sponsored by Innovation Franklin

Blue Ox Babe BBQ
Bonanza
Computer Food
Crosbies Security

Franklin Private Hospital
Jessica Stebbings Accountant
Loom Shared Space
Modish & Muse

Whisk Cafe
Zeeland Lakminu

Excellence in Sustainability – Sponsored by Counties Energy

Computer Food
Elsie Wolfe Decorative -
Antiques
Habitat for Humanity Re Store -
Pukekohe

Natasha Boustridge Hair
Represent Boutique
SPCA Opportunity Shop

The Urban Market
Wash Zone Pukekohe

Excellence in Manufacturing – Sponsored by Cairnscorp

Carlielle Kitchens
Cutting Edge Cabinetry
Harwood Goldsmiths

Kitchen Inspirations
SignMax
Superior Cabins Ltd

The Stone Collective
Pit Stop Pukekohe

Excellence in Marketing – Sponsored by Razor Web Design

Barfoot & Thompson Pukekohe
Bessie S
Charleston's Bar & Restaurant
Columbus Coffee- Inside Mitre
10 MEGA
Computer Food
Customkit Buildings Ltd

Ebbett Pukekohe
F45 Training Pukekohe
Flex Fitness Pukekohe
Kiddie Academy Pukekohe
Loom Shared Space
NZHL
Pik n Mix Lollies

Pukatowi Pak and Pride
Pukekohe Toyota
Smith & Sons Renovations -
& Extensions Franklin
The Stone Collective
Vintage Love
Whisk Cafe

to our sponsors



BUSINESS FEATURE

Body Liqueur

Running a thriving beauty salon as a first-time business owner

Having been a stay-at-home-Mum for the past 28 years to her three children, becoming the owner of a Beauty Therapy clinic was never on the cards for Body Liqueur Owner, Christine Ranger.

But an exciting opportunity presented itself and the rest as they say, is history.

Christine had been a long-term client of Body Liqueur and knew the previous owner well. "I could see that the business needed a little bit of TLC so approached the owner about purchasing the business," says Christine.

She purchased Body Liqueur in 2020 and moved to a new location at shop 1/6 Roulston Lane.

After a 'hairy' start with two long COVID-19 lock-downs, the business was finally able to experience consistency, and Christine's first full financial year is now under her belt! This is largely thanks to their loyal client base that persevered with them throughout the recent turbulent years.

"This year will be my third year in business and we are really starting to get into the swing of things and build up our client base, with new clients coming on board with my two wonderful therapists, Sylvie & Ammy." Christine tells us.

Body Liqueur is a comfortable, relaxed and stylish salon which offers a vast range of treatments, from Tinting and Waxing, to Collagen Induction Therapy, Dermaplaning and Microdermabrasion.

The lovely therapists also offer a 'Lash Lift' treatment which gives your lashes an instant root lift for 6-8 weeks - we might have to head back here again for our 'Give it a Whirl' segment!

"We would like to thank our wonderful clients for sticking with us through these last few rocky years"

Having support from the Pukekohe business community is of huge importance to Christine. "As a first-time business owner, it is great to be surrounded by a supportive network of people willing to help out when needed."

VISIT BODY LIQUEUR
1/6 Roulston Street, Pukekohe
09 239 3110
bodyliqueur.co.nz

Interview with Christine Ranger

WHAT DO YOU LOVE MOST ABOUT OWNING A BUSINESS IN PUKEKOHE?

The community spirit! You can talk to any of the business owners and get help or bounce ideas off them. Also the helpfulness of the Pukekohe Business Association has been invaluable to me as a first time business owner. Any queries or help I have needed is always met with a smile and nothing is a problem. We have a great range of clients and everyday is a joy to come to work.

WHAT SORT OF TREATMENTS DO YOU OFFER?

We offer relaxing Facial Treatments, Microdermabrasion, Skin Needling (Collagen Induction Therapy), all female and male waxing, tinting and henna brows, Lash Lifts, basic manicures & pedicures and Spray Tanning.

HOW DO YOU KEEP UP WITH THE EVER-CHANGING BEAUTY INDUSTRY?

As I am not a Beauty Therapist, I rely on my highly experienced Therapists to keep us up to date with the latest trends so we can adjust accordingly.

WHAT IS YOUR FAVOURITE TREATMENT TO RECEIVE & WHY?

I love having my nails done on a regular basis and also have been having Skin Needling and facials done every couple of months for rejuvenation.

WHAT WOULD WE FIND YOU DOING OUTSIDE OF WORK?

When I'm not working I'm usually on the treadmill at the gym, or looking after my family. My husband and I are starting to do some overseas travelling which is amazing.

BODY LIQUEUR

GIVE IT A WHIRL

Cutting Edge Plastic Surgery

This month, we visited the team at Cutting Edge Plastic Surgery for a total body skin check

At Cutting Edge Plastic Surgery, not only do they offer a wide selection of cosmetic and reconstructive plastic surgery procedures, but also non-surgical cosmetic treatments. They also happen to be a one-stop-shop for skin screening and treatment.

Shawna was offered a Skinurance® skin screening treatment which involves using a hand-held digital device called a dermatoscope.

It is similar to a magnifying glass and when used by expertly trained technicians is far more accurate than examining your skin with the naked eye.

After changing into a gown, Shawna was examined by Specialist Nurse and Dermoscopist, Annie, who took several photos for Shawna's record to get an overall picture of the location and type of current lesions on her body.

Annie then conducted a more detailed examination from scalp to sole, using the dermatoscope. Gel was applied to the areas being examined and the dermatoscope held close to the skin for a thorough inspection.

Photographs were taken of any abnormal looking lesions and Shawna was advised that the images would be personally assessed by Cutting Edge Plastic Surgery Owner and Skin Specialist, Adam Greenbaum.

If there are any concerning lesions, Shawna will be notified as they will need to be removed and sent for further testing. A follow-up appointment would also be booked to discuss the results and treatment options.

Shawna said that Annie made her feel comfortable and at ease during the examination.

Whether you've noticed a recent skin change that you want reassurance



about, or you'd like the peace of mind that comes from having an expert assess your skin, this service is here for you and priced so that you can choose.

Visit Cutting Edge Plastic Surgery
11-13 Roulston Street, Pukekohe
09 238 8881
ceps.co.nz

LOCAL ACHIEVEMENTS



MW INSURANCE

Congratulations to MW Insurance who recently celebrated 15 years in business!



EBBETT PUKEKOHE

Shout out to Ebbett Pukekohe for donating a new van to Bombay School!



PIK N MIX LOLLIES

Congratulations to Pik n Mix Lollies for taking out the Best of the Best People's Choice Award at the Auckland Business Awards!



F45 TRAINING PUKEKOHE

Happy 4th Birthday to F45 Training Pukekohe! Congratulations team.

NEW MEMBERS

NATASHA BOUSTRIDGE HAIR

Natasha's private salon allows clients to get a one on one experience, with her dedicating the full booking to only one client at a time.

72 Puni Road, Pukekohe
027 321 3933

PUKATOWI PACK AND PRIDE

A home away from home for your pet. With all their needs catered for while you're away, they'll help them have a happy stay.

70 Waiuku Road, Pukekohe
022 474 6519
pukatowipackandpride.com

SUPERIOR CABINS

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27 Adams Drive, Pukekohe
021 837 413
superiorcabins.co.nz

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

PUKEKOHE
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PEOPLE'S CHOICE AWARD

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