

Rotary Club of Cooma Inc

Meeting – 19 February 2014

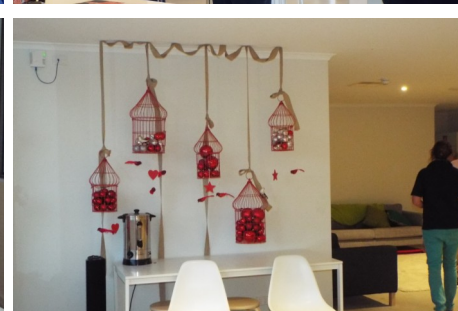
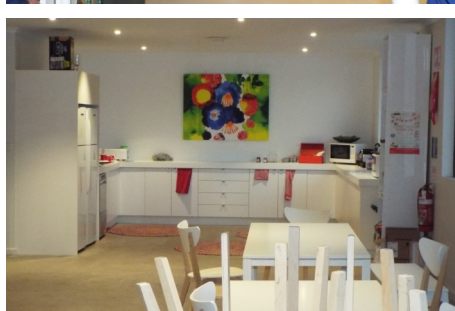
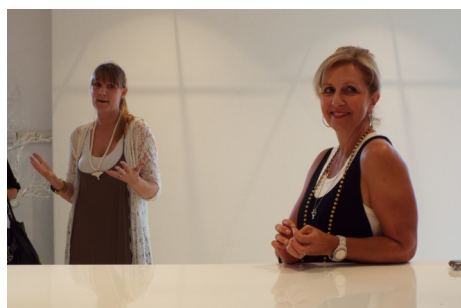
Jane Cay @ Birdsnest



Birdsnest started as a small retail store in the main street of Cooma. Many people were concerned when the business decided to move to the present location but the store is growing more than expected. The store has 4 main wardrobe areas, which are supported by shoes, accessories, children's wear and gifts. This stock on the floor stock are size 12's or mediums. All other sizes are available to try on and can be ordered via the in-house computer system. The order then arrives within 3 to 5 minutes for trying on. The IT requirements for the business were developed from scratch due to the unique nature of the store.

They employ approximately 120 people who all understand the value of customer service. They trade 6 days per week and they have people from all over Australia coming to Cooma to visit and experience the store. They also host specialty tours. They have 2 warehouses full of stock where everything is bar coded to make locating items easier, rather than going on a treasure hunt. Along with an in-house photo studio which is used for advertising, creating window displays and for displaying stock on the website. They have found that having a web presence creates a greater market share both for selling and for attracting suppliers.

Their most recent innovation has been to develop their own label. They employed 2 newly graduated young fashion design students who have moved to Cooma to undertake their new careers.



THOUGHT OF THE WEEK: Brian J

If you believe you're lucky - you are

THREE MINUTER

The 3 Minuter this week was present by Darrell. He was born in Sydney in 1941, his father, mother and himself moved to Inverell in 1948 where the family had a General Motors business. This is where he grew up and went to school. In 1959 after completing his leaving certificate he got a job with Thomas Davis & Co Chartered Accounts where he spent 2 1/2 years studying accountancy. His father knew he was interested in the motor industry so Dad spoke to Sir James Oswald, Managing Partner of Oswald & Co, Accountants who did audits and accounting for General Motors dealerships all over South East Australia. It was arranged for Darrell to get a job with them. In July 1961 at the age of 19 he drove himself to Temora in Western NSW and started with J. Oswald & Co. Darrell worked in a variety of places including Narrabri, Port Pirie, Melbourne and a number of other towns in Victoria, it provided great experience. While attending a farewell for a co-worker in 1965 the boss said you want to get into a dealership don't you, Darrell said yes, then the boss said you've got one, Darrell said where and the answer was Cooma. Darrell said Nicholson Motors, when do I start. The reply was Monday, so over the weekend he drove to Cooma and started work on Monday. The manager was a Rotarian, Laurie Melville and when Darrell walked in he was asked who he was and what was he doing there. Darrell told him he was there to be the Accountant. The previous Accountant had given notice to travel and Darrell settled in there from 1965 to 1970 as the Accountant. In 1970 Laurie decided he was leaving and Sir James rang and asked if Darrell wanted to take over the place, so he was in charge until 1988. This was when he decided to leave to manage a new food place called Swensons. This didn't come about so he ended up unemployed for a short time. Then people started to ask for accounting work to be done and also about purchasing cars. Darrell got his motor traders license and started Maypole Motors in 1989. In 2008 he had an offer from a Queensland business man to sell the business, the price was right so he said yes. He moved across the road to manager the Nissan dealership which had also been brought by the same person. In December 2008 he got a call to say all the businesses this bloke had brought were defunct. Darrell had the horrid task of telling the staff not only did they have no job but they had no entitlements either. It was the worst day of his life. On 30 June 2009 Darrell brought Maypole Motors back.



Rotary Theme of the Month:

World Understanding Month

Announcements

Allyson HJ called for donations for the Wine Auction to be held at the Sir William Hudson fete. The fete is on 30 March, she also needs a volunteer to co-ordinate the wine auction.

Keep Cooma Creek Clean Day - Sunday 2 March 2014 starting 9am - see back page for details

John K announce that the profit from the February market was \$1,431.00

February Rosters	
Attendance	Tom B
	Kevin D
Property	Les S
	Peter D
Fellowship	Margaret E
	Claire N
Market 16 March	John K - Co-ord
	Alyson - PA
	Mark JN
	Patrick K
	Wolfgang L
	Elaine M
	Claire N
	Ken P
3 Minute Talk	
26-Feb	Brian J
5-Mar	Tracey A
12-Mar	Club Assembly
Thought of the week	
26-Feb	Mark JN
5-Mar	Rob S
12-Mar	Des T
Introduction	
26-Feb	Elaine S
5-Mar	Claire N
12-Mar	Club Assembly
Thank you	
26-Feb	Dugald M
5-Mar	Des T
12-Mar	Club Assembly

Upcoming Speakers
26 Feb - Dr Kylie Fardell - Army Medicine
5 March - Sandra Mahlbery & Yvonne Robson ROMAC
12 March - Club Assembly
19 March - Pride of Workmanship Awards Elaine Mooney

MEMBER HAPPENINGS February

BIRTHDAYS

Elaine M - 25 Feb

JOINING DATE

None reported

ANNIVERSARIES

Des & Judy Trute - 5 Feb

Claire & Hans Neumeyer - 7 Feb

David & Kathy Byrne - 27 Feb

The Rotary Club of Cooma
The Secretary
PO Box 14
Cooma NSW 2630
Phone: 042 138 150
E-Mail: coomarotary@home.netspeed.com.au

This Weeks Attendance: 84.4%

Visiting Rotarians: Neil Russell (Southport)

Guests: Kathryn Russell (Neil R), Jan Sutcliffe (Les S), Neil Murdoch (Dugald M), Jeanette Barry (John C), Helen French (Graham F), Fiona & Charlotte Cooper (Mark C)

Apologies: Rebecca, Kevin D, Joe V, **Leave:** Peter A, Tom B, David B, John V

Make-ups: Joe V, Des T

We Also Missed:

The contact for making apologies and for notifications of guests for dinner meetings is

Les Sutcliffe on 6452 7442 during business hours or e-mail leecooma@bigpond.com

Keep COOMA CREEK Clean Day

SUNDAY MARCH 2, 2014

WHERE: Norris Park - Massie Street, 9am - 12noon

WHO: Everyone is welcome - including friends, family, kids

BBQ will be provided for all the volunteers on the day,
the recycling truck will also be on display for all the kids.

We will also be discussing the following:

WILDLIFE CONCERNS, keeping the environment clean for the ducks,
frogs and platypus that use the Cooma Creek as their home.

FLOODING CONCERNS, how to prevent flooding keeping Cooma Creek
free of rubbish, unblocking drains etc.

*Keep Cooma Creek Clean Day will cover Cooma and Cooma back creek from Albert Street to Mulach Street,
volunteers will be split into 2 groups.*

Cooma-Monaro Shire Council in conjunction
with Water Watch Cooma Region



Communities Caring for Catchments
Antia Brademann 0429 778 633



Contact
Dave Paterson
6455 1920
for more information
81 Commissioner St, Cooma

Designed by The Monaro Post