

Chamber Chatter



Beechworth & District
Chamber of Commerce & Industry Inc
Represent / Support / Promote / Act

Chamber Update October 2011

This month:

- Christmas Windows
- Assess your own Disaster Recovery Prospects
- Free Green Waste Disposal
- Community Christmas
- Seven Steps to developing a New Habit
- Indigo 2030
- Build a Better Toolkit
- Community Organisation Spotlight - Rotary
- Re-invent 2011
- Useful Business Links
- Articles for Chatter
- Membership
- Member to Member Discounts
- Calendar of Events
- Quotes

Beechworth & District Chamber
of Commerce & Industry Inc.
P O Box 172
Beechworth Vic 3747

Christmas Windows...

Christmas is not far away and visitors & locals look forward to the beautiful window displays from many of our businesses. The Beechworth Chamber will again be hosting the Christmas Window Competition.

**Thanks to chamber member
North East Broadcasters - 3NE/EdgeFM
we are offering the following prizes:**

- 1st Prize \$1000 advertising package to be used on 3NE and/or Edge FM
- 2nd Prize \$500 advertising package to be used on 3NE and/or Edge FM
- 3rd Prize \$250 advertising package to be used on 3NE and/or Edge FM

This competition is not limited to businesses in the main shopping district. Any business in the Beechworth district can join in and have the opportunity to win one of these fantastic prizes.

**Businesses wishing to be part of the
Christmas Window Display competition
need to register by emailing Karen on
contact@mybeechworthsecretary.com.au**

Judging will take place on Saturday 10th December, during the Community Christmas event and the winners will be announced at the Businesses Drinks later on that day (more news about that soon)



Assess your own Disaster Recovery Prospects

From Peter Rowe - Talking Business

Nearly all of us now operate businesses which rely increasingly upon electronic data processing and storage, but many have not given much thought to managing the risk posed by losing accounting systems, data storage, stock records, product pricing and strategic contact information, to name just a few of the prime “disaster” candidates.

Given the rise in computer viruses, Trojans, spyware, phishing, cyberfraud and a whole raft of other malware designed to infiltrate or damage any unguarded computer systems, the risk of data and function loss or corruption is rising.

Then factor in the increasing complexity of computer systems that we innocently regard as “plug and play” (it is a true miracle that anything that complex works with any reliability at all), and it’s another miracle that disasters are so relatively rare!

Rare, that is, until it happens to you!

So what are the basic steps that you should take firstly, to guard against system failure, sabotage and intrusion and, secondly, to recover from any event involving your access to and use of your commercial data?

I’m going to be a tough Coach on this one, and rather than provide a simple “checklist” answer, I’m going to do you a favour and ask you a few key questions related to Computer Disaster Recovery instead:

1. What would be the approximate cost in lost productivity if your business was unable to function for one day? For two days? For a week?
2. What would be the cost of losing access to your accounting system for a day? A week? For good? (not much point ringing debtors, with a, “Hi, I’d just like



to ask you if you owe us any money. Do you?”) No prizes for guessing the most common answer!

3. What impact would a computer disaster have on your sales? (I’ve seen a business grind to a halt in a simple blackout because the GenY staff did not know the price of anything – no scanners – and even when provided with pricing by an elder, could not perform mental math to calculate the bill – or to work out the change to give! What would a “system” meltdown create?)
4. If the hard drive on which your data is stored fails, how will you be able to restore your system? Your data? Your business? (Hard drive manufacturers expect their drives to last around 4 years under normal use. How old is yours?)
5. How is your data backed up? How often? How often is the backup verified? (I’ve seen too many disasters with backup systems that don’t! Back up, that is!)
6. Who has access to your critical business data? Do you have a firewall

(Continued on page 3)

Disaster Recovery - continued...

(Continued from page 2)

installed to prevent outside hacking?
Do you have confidentiality clauses in your workplace agreements to preclude departing staff from taking data with them? (What is your customer or pricing file worth on the open market?)

7. How much of your data is out there, unprotected on laptops, PDAs, memory sticks, home computers?
8. Who in your employ knows what to do in the case of a system failure? If there's not more than one you have a risk that needs to be managed. Is there a drill for disaster recovery? (Have you ever tested it, or are you hoping it will work when needed?)
9. When would be a good time to call a meeting of the team to talk about this?
10. Would it be a good idea to consult your/a system provider for advice on what you can do to manage the risk that your technology presents?

This article is reproduced with permission from Peter Rowe of Profitune Business.

<http://www.profitune.com/>

talking business
with Peter Rowe



Did you know?

- 75% of your Intellectual Property is now contained in email?
 - 79% of companies accept email as written confirmation of approvals, orders and other transactions?
 - Business email will grow by 25-30% annually through to 2009?
 - 60-75% of email is spam?
 - 80% of viruses enter through the email gateway?
- And, according to a recent survey,
- 70% of businesses access their email via a phone or PDA, but
 - 69% didn't have password protection,
 - 74% didn't have Virus Protection and
 - 77% didn't have a firewall.

According to Symantec who put these numbers together, this indicates a huge security risk for the majority of companies in our economy.



Beechworth & District
Chamber of Commerce & Industry Inc
Represent / Support / Promote / Act

Chamber members are welcome to use the chamber logo on their website and marketing material to show their collaboration. Please contact the secretary for the correct format which must be maintained, plus a link to the chamber website.

Keep up to date with what's happening
in your chamber - find us on Facebook -
connect with us on LinkedIn



Free Green Waste Disposal..

Prepare for bushfire season

Indigo Shire Council is holding two Free Green Waste Disposal Weekends for residents in preparation for the coming bushfire season. The CFA is expecting this summer to have an above average threat of grassfires.

The weekends will coincide with Fire Action Week, which runs from Sunday 13 November to Sunday 20 November, and aim to encourage people to clean up around their homes to prepare for the bushfire season.

Indigo Shire Mayor Cr Ali Pockley said that Council is using the week to push the importance of fire prevention. "Victoria is one of the most fire-prone areas in the world. Due to the above average rain that we have had over the last year, we have seen increased plant growth in bush areas around our towns and homes," Cr Pockley said.

"The importance of preparing for a bushfire is clear, and November is a perfect time to start to prepare. I encourage all residents to make the most of this opportunity to clean out their gardens, and dispose of their green waste for free. It is not just about protecting your home, but your whole community," Cr Pockley said.

"This is also the perfect time of year for people to prepare their bushfire action plan, and know what they would do and where they would go in an emergency. Council has a number of Places of Last Resort around the Shire, and knowing where these are, how you get to them and how long this will take is a good start. Council's website has information on the Places of Last Resort in the Shire, so have a look for more information," Cr Pockley said.

The free Green Waste weekends will be held:

On Saturday 12 and Sunday 13 November 2011

Beechworth Transfer Station, Diffey Road, Beechworth	1pm – 5pm
Rutherglen Transfer Station, Cornishtown Road, Rutherglen	1pm – 5pm
Former Yackandandah Transfer Station, Steel Road, Yackandandah	8am – 12noon
Former Chiltern Transfer Station, Chiltern Rutherglen Road, Chiltern	8am – 12noon

On Saturday 19 and Sunday 20 November 2011

Beechworth Transfer Station, Diffey Road, Beechworth	1pm – 5pm
Rutherglen Transfer Station, Cornishtown Road, Rutherglen	1pm – 5pm
Former Yackandandah Transfer Station, Steel Road, Yackandandah	8am – 12noon
Former Chiltern Transfer Station, Chiltern Rutherglen Road, Chiltern	8am – 12noon

Green waste can be disposed of at any time at Indigo Shire Council's Transfer Stations in Beechworth Rutherglen for \$14.80 m³, so take advantage of these free weekends.

For more information on how to be bushfire ready, visit the CFA website www.cfaconnect.net.au, visit Council's website www.indigoshire.vic.gov.au or contact Indigo Shire Council on 1300 365 003 or 02 6028 1100.



Beechworth Community Christmas...

The vision of the weekend is to create a festive atmosphere bringing together community groups, businesses, families and individuals.

Saturday 10th December

The Steering Committee have planned a market for community groups on the Saturday morning in the historic precinct, buskers in the streets, Santa roaming around, face painting, and lots more.

Beechworth Montessori are producing their shopping voucher booklets which will be marketed throughout the region, promoting Beechworth as the perfect Christmas shopping destination

Sunday 11th Dec- Carols by Candlelight in Town
Hall Gardens

The Beechworth Chamber will be coordinating the Christmas Windows competition - time to start planning your spectacular display.

It is also planned that businesses will be able to bring their products out onto the footpath - trestle tables and bright tablecloths will be available to add to the festive atmosphere giving a stream of colour throughout the streets. More news on this, as soon as finalized.



CONTACT

- For the Community Market or community groups wishing to become involved in the weekend is Anne Stelling, astelling1@dodo.com.au,
- For Beechworth traders wishing to include an event on the program is
- Karen Nankervis , contact@mybeechworthsecretary.com.au
- For aspiring buskers is Fleur Stelling, fleur@candlebarkcottage.com.au,
- For feature entertainment and live music is Dannielle Bell, danniellebell@gmail.com

Seven Steps to Developing a New Habit

From Brian Tracy

How long does it take to develop a new habit? The time period can be any length from a single second to several years. The speed of new habit pattern development is largely determined by *the intensity of the emotion* that accompanies the decision to begin acting in a particular way.

Many people think, talk about and resolve to lose weight and become physically fit. This may go on for years. Then one day, the doctor says that, *"If you don't get your weight down and improve your physical condition, you are in danger of dying at an early age."*

Suddenly, the thought of dying can be so intense or frightening that the individual immediately changes his diet, begins exercising, stops smoking and becomes a healthy and fit person. Psychologists refer to this as a *"significant emotional experience,"* or a *"SEE."* Any experience of intense joy or pain, combined with a behavior, can create a habitual behavior pattern that may endure for the rest of a person's life.

For example, putting your hand on a hot stove or touching a live electrical wire will give you an intense and immediate pain or shock. The experience may only take a split second. But for the rest of your life, you will have developed the habit of not putting your hand on hot stoves, or touching live electrical wires. The habit will have been formed instantly, and endure permanently.

According to the experts, it takes about 21 days to form a habit pattern of medium complexity. By this, we mean simple habits such as getting up earlier at a specific hour, exercising each morning before you start out, listening to audio programs in your car, going to bed at a certain hour, being punctual for appointments, planning every day in advance, starting with your most important tasks each day, or completing your tasks before you start something else. These are habits of medium



complexity that can be quite easily developed in 14-21 days through practice and repetition.

How do you develop a new habit? Over the years, a simple, powerful, proven methodology has been determined for new habit development. It is very much like a recipe for preparing a dish in the kitchen. You can use it to develop any habit that you desire. Over time, you will find it easier and easier to develop the habits that you want to incorporate into your personality.

Seven Steps to Developing a New Habit

First, make a decision Decide clearly that you are going to begin acting in a specific way 100% of the time, whenever that that behavior is required. For example, if you decide to arise early and exercise each morning, set your clock for a specific time, and when the alarm goes off, immediately get up, put on your exercise clothes and begin your exercise session.

(Continued on page 7)

Developing a new habit - continued

Second, never allow an exception to your new habit pattern during the formative stages. Don't make excuses or rationalizations. Don't let yourself off the hook. If you resolve to get up at 6:00 AM each morning, discipline yourself to get up at 6:00 AM, every single morning until this becomes automatic.

Third, tell others that you are going to begin practicing a particular behavior. It is amazing how much more disciplined and determined you will become when you know that others are watching you to see if you have the **willpower** to follow through on your resolution.

Fourth, visualize yourself performing or behaving in a particular way in a particular situation. The more often you visualize and imagine yourself acting as if you already had the new habit, the more rapidly this new behavior will be accepted by your subconscious mind and become automatic.

Fifth, create an affirmation that you repeat over and over to yourself. This repetition dramatically increases the speed at which you develop the new habit. For example, you can

say something like; "I get up and get going immediately at 6:00 AM each morning!" Repeat these words the last thing before you fall asleep. In most cases, you will automatically wake up minutes before the alarm clock goes off, and soon you will need no alarm clock at all.

Sixth, resolve to persist in the new behavior until it is so automatic and easy that you actually feel uncomfortable when you do not do what you have decided to do.

Seventh, and most important, give yourself a reward of some kind for practicing in the new behavior. Each time you reward yourself, you reaffirm and reinforce the behavior. Soon you begin to associate, at an unconscious level, the pleasure of the reward with the behavior. You set up your own force field of positive consequences that you unconsciously look forward to as the result of engaging in the behavior or habit that you have decided upon.

<http://www.briantracy.com/>



INDIGO 2030

FINISHING SOON...

The Indigo 2030 project involves Indigo Shire residents imagining the future and how it might be achieved. We are asking residents to think big about the direction of their towns in the next 20 years and beyond by exploring topics including the needs in 2030 of our young people, our senior residents and families, the changing climate, our educational needs, the environment, our culture, the economy, and much more.

People communicate in many different ways, and we are interested in them all!

Our community is full of busy people. Many people are interested in contributing to the shape of their areas but are unable to attend meetings.

Local business owners are invited to attend another 2030 conversation...

5.30pm on Tuesday 25th October at 48 Wood St, Beechworth.

Please RSVP to Karen Nankervis on 57281924 - contact@mybeechworthsecretary.com.au

Better Build Toolkit..

The “Better Build Toolkit” is a series of four Guides designed to inform a range of development in Indigo:

1. residential build;
2. home renovation;
3. commercial development; and
4. subdivision.

Each Guide is intended to encourage innovation and excellence above existing industry standards when developing our communities. The concept for the toolkit was identified as a priority action within Indigo Shire Council’s Environment Strategy (2009).

The Guides focus on how enhanced comfort levels and reduced running costs can be achieved through better building choices, while caring for the health and wellbeing of the occupants and the environment. There are a number of trends making improved design and development more attractive. These include:

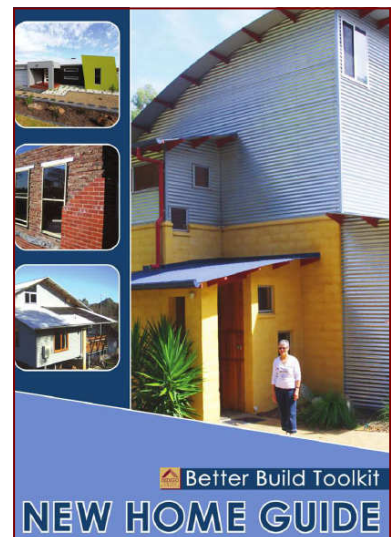
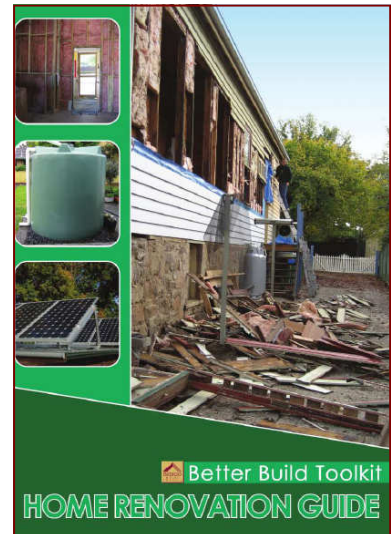
- increases in energy and water prices;
- a growing desire to reduce our environmental footprint;
- incentives such as grants, rebates and renewable energy targets; and
- products such as water tanks, photovoltaic (PV) cells, solar hot water and double glazing being more readily available and affordable.

Two of the four Guides in the toolkit are complete and are available for download below, or also available in electronic or hardcopy form from the Indigo Shire Council offices. The remaining two Guides are expected to be completed by June 2012.

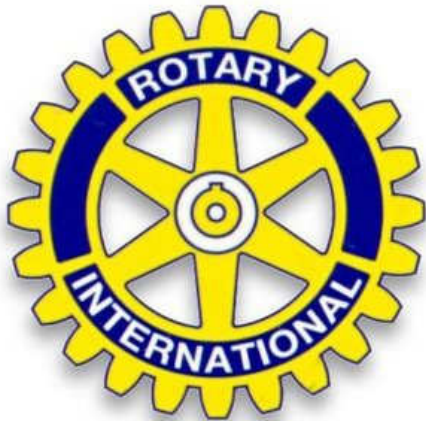
For further information please contact Environmental Projects Officer, Helen Jones, on (02) 6028 1100.

Go to :

www.indigoshire.vic.gov.au/What_We_Do/Greener_living/Better_Build_Toolkit



Community Organisations Spotlight...



WANT TO KNOW MORE ABOUT ROTARY?

Have you ever thought about joining a Rotary Club but did not know enough about Rotary to make that initial phone call? Now is your chance. The Rotary Club of Beechworth is holding an information night for prospective members on 15 November at 7 pm in the Hotel Nicholas.

Rotary is a network of 34,000 clubs around the world that provide global community service: an international network of community volunteers. Members are men and women of any adult age. The Beechworth Club has a varied membership but is always on the lookout for new members and is now seeking to add to its committed membership.

The question members are always asked is 'What does Rotary Do'? Rotary club members contribute in their local community and worldwide. The Beechworth Club carries out humanitarian projects both locally in Beechworth and overseas to address such issues as poverty, health, hunger, education, and the environment. For instance, the club undertakes local projects such as maintaining Rotary Park, supporting the town's Community Christmas lunch, giving local schoolchildren opportunities to participate in science and leadership programs, providing funding for the Bowelscan program. The club is also supporting Christchurch recover from the devastating earthquake and helping Papua New Guinea's Goroka Hospital Maternity Unit.

Eric Visscher, the membership Director, says 'We would love to have more members, young adults, men, women and the more mature come and join having fun whilst helping those less fortunate'. He issued an invitation to anyone interested in coming along to the information night to ring Charles Mason on 5728 2084 for more information or to book.

NO ONE WANTS \$2000!

LITTLE INTEREST IN ROTARY SCHOLARSHIP

Two thousand dollars is going begging and hardly anyone seems to want it!

The Rotary Club of Beechworth recently canvassed all senior schools in the area seeking expressions of interest from students who wished to apply for the Beechworth Rotary Club/Jack Tully scholarship. To the Club's surprise it has only received one application so far

President, Bill Wilson said, "I am amazed that we have such little interest from students transitioning from school to tertiary education in applying for a \$2000 scholarship". The scholarship is awarded to one student annually and may be used by the student to assist with defraying the costs associated with the first year of study.

- The criteria for award of the scholarship are:
- Be an Australian citizen or permanent resident of Australia.
- Be enrolled as a full time student in an accredited Australian undergraduate degree in the year in which the award is made.
- At the time of application, reside within a 20 kilometres radius of the Beechworth Post Office.
- Have undertaken secondary education in the North East of Victoria or the Murray Border Region.

Not be in receipt of any other bursary, scholarship or similar funds at the time the award is made, and, be prepared to complete an application by the end of January in the year first attending a tertiary institution.

Bill Wilson said "I really hope we receive more applications so we can see there is interest out there in students competing for this scholarship, I encourage all students thinking of going on to tertiary education to apply".

For further information call Bill on 5728 1656, write to PO Box 118, Beechworth or students should ask staff at schools, expression of interest forms are available at each school.

Do you belong to a local community organisation that you would like to spotlight.

Chamber members are invited to send information to
chatter@beechworthchamber.com.au

Re-inVEnt 2011



o x
/ p
u o
n
t
e
e
r

**Smooth and shine your
group's rough edges**

Workshops, discussions, and
shared success stories to help
voluntary organisations with

- Grant writing
- Strategic planning
- Social networking
- Risk management
- Succession planning
- Recruiting



Tuileries Function Centre, Rutherglen

Sunday November 13

10am - 4.30 pm FREE!

Lunch and afternoon tea included

Places strictly limited. Further information and registration forms available at
council service centres, or by phoning Scott Landella on 1300 365 003,
or by emailing slandella@indigoashire.vic.gov.au

Useful Business Links

Have you found a useful website, blog, YouTube, podcast etc?

Let us know - chatter@beechworthchamber.com.au

www.business.vic.gov.au



Business Victoria is a comprehensive online resource designed to help you *start, run and grow your business*. On this website you can:

- access information about key business issues and get your questions answered
- access information about specific industry sectors and rural and regional businesses
- identify the government licences and regulations that apply to your business
- step through interactive guides customised to your business situation
- register for a free Business Victoria account to save important information and get access to additional tools and services
- find relevant financial support, advice and training
- search across multiple business-related government websites

Who publishes this website?

This Business Victoria website is published by the State Government of Victoria, Australia and is managed by the Department of Business and Innovation (DBI).

www.becaustustralia.org.au

BEC Australia is a not-for-profit organisation whose primary role is to support and grow the national network of Business Enterprise Centres and provide representation on behalf of its members to key stakeholders.



Vision

A nationwide network of Business Enterprise Centres that are recognised as the first and best point of contact for small business operators seeking quality business information, advice and guidance.

Mission

Support and grow the national network of BECs by:

- Forming strategic alliances
- Promoting the network
- Communicating with members
- Improving professional standards

Murray/Hume BEC

3 Stanley Street, Wodonga 3690

Phone: 02 6024 0400

Email: wodonga@mhbec.com.au

1/320 Urana Road, Albury 2640

Phone: 02 6025 8455

Email: albury@mhbec.com.au

Website: www.mhbec.com.au

Business Articles for Chatter....

Would you like to submit an article for the Chamber Chatter?

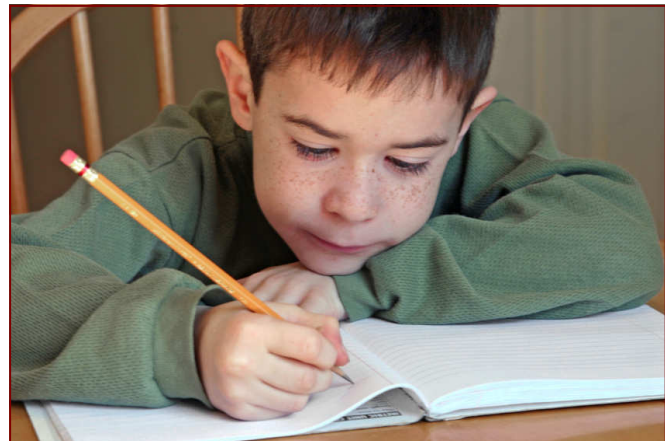
- Are you passionate about a particular topic that you think would be of interest to other chamber members?
- Have you discovered something that you'd like to share?
- Are you an expert in a field that would relate to Chamber members and are happy to share your knowledge?
- Do you have an interesting business journey that you'd like to tell us about?

We welcome articles from Chamber members.

Include a paragraph (about 50 words) about yourself, your business and contact details.

**Please submit to
chatter@beechworthchamber.com.au**

Articles cannot be blatant selling pitches of course and the editorial team reserves the right to edit/omit any articles submitted.



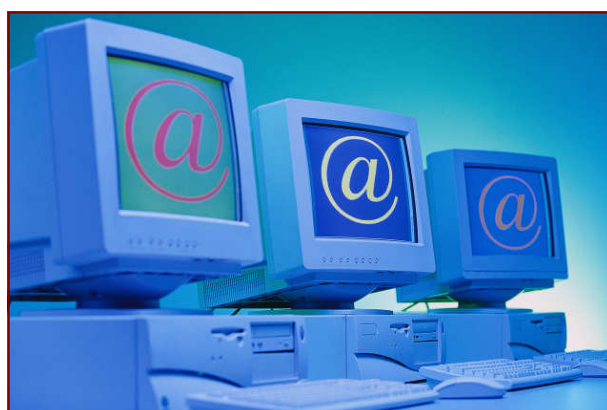
Events, Promotions for Chatter....

The Chamber Chatter aims to consolidate the many emails and letters that the Chamber receives throughout the month rather than bombarding your inbox each day by forwarding them on.

If you have something that you would like promoted to the Beechworth and district business community - festivals, community, special events within business, etc - please email it to chatter@beechworthchamber.com.au.

All articles are subject to approval by the editorial team

**All articles for the November issue of the Chamber Chatter
must be submitted by 10th November
for distribution by 20th November.**



**A strong membership is vital for our Chamber to thrive.
Please support your fellow Chamber members.**

Welcome to New Members

Indigo Community Development Group
Limited (Bendigo Bank)

Apologies

To Kathryn Hammerton for
misspelling her name.



Current Members

Barnsley House B&B
Beechworth Accounting & Financial Services
Beechworth Bakery
Beechworth Boudoir
Beechworth Building and Construction
Beechworth Bus Lines
Beechworth Classic Apparel
Beechworth Emporium
Beechworth Gas
Beechworth Ghost Tours
Beechworth Gold
Beechworth Home Hardware
Beechworth Honey
Beechworth Montessori
Beechworth Pharmacy
Beechworth Pizza
Beechworth Provender
Beechworth Squash & Fitness Centre
Beechworth Surgery
Best Western Beechworth Motor Inn
Bridge Road Brewers
Carriage Motor Inn
Country Charm Cottages
Freeman on Ford
Giaconda Vineyard
Golden Heritage Motor Inn
Hibernian Hotel

Indigo Shire Council
Inspiring Excellence
Kathryn Hammerton Beechworth
Kore Graphics
Lake Sambell Caravan Park
Lucas Mill
Lyn Clark Bookkeeping Services
Matilda's Cottages
My Beechworth Secretary
Newsexpress Beechworth
North East Broadcasters - 3NE/EdgeFM
O'Connor Festival Services
Ovens and Kiewa Veterinary Centre
Pennyweight Winery
Period Building Conservation Pty Ltd
Provenance Restaurant & Accommodation
Silver Creek Caravan Park
The Ardent Alpaca
The Beechworth Sweet Company
The Finer Things of Life
The Old Priory
The Spa at Beechworth
Trish Forrest Communications
WAW Credit Union
Wodonga Chamber of Commerce
WWW.ART Design Services

Membership renewals are now due, please ensure you have renewed to continue to be part of our dynamic organisation and to receive your chamber benefits

Member to Member discounts

Many Chamber members have been offering M2M discounts as shown below. The Executive would like to encourage more chamber members to be involved with this program by changing the presentation of these offers to include monthly vouchers.

**If you have an offer for fellow chamber members,
either ongoing or available for a limited time,
please let the chatter editor know at chatter@beechworthchamber.com.au**

October/November M2M OFFERS



THE ARDENT ALPACA



Chamber members receive 6% discount off stock (excluding items on special)
www.ardentalpaca.com.au

www.beechworthcarriagemotorinn.com.au



Free cooked breakfast for 2 and a bottle of local wine on arrival for members family, friends and staff.



My Beechworth Secretary

Get your first 500 recipients FREE when we produce your enewsletter. Get in touch with your customers and prospects before Christmas.



0407 261927 www.mybeechworthsecretary.com.au



Lake Sambell Caravan Park

10% off the going rate for Members families staying in Beechworth

www.caravanparkbeechworth.com.au



Get a free consultation with Korinne from Kore Graphics to discuss your next project. Need to update your menus, price lists or even stationery before the silly season begins. Get 25% off Kore Graphics hourly rate

www.koregraphics.com.au 0401 856 441

Bridge Road Brewers - chamber members can order a pick up take away large pizza for only \$14.50 Wed - Fri



The Power of Referral - All for One and One for All

The BDCCI believes the most powerful and inexpensive business tool you can use is to build up a referral network. Look for opportunities to refer customers to other Beechworth businesses and build relationships that create referrals to your business.

Good referrals are good for customers, good for you and good for Beechworth.



Calendar of Activities / Events

As we do not feature advertisements for businesses within this publication, this is the space that will be dedicated to letting the business community know what is happening.

If you would like your activity or event to feature on this calendar, please email the Chatter Editor on chatter@beechworthchamber.com.au or phone 5728 1924.

Upcoming Events Local

22nd & 23rd October 2011	Loads of Clothes Market	pandf@beechworthmontessori.vic.edu.au
4th - 6th November 2011	Beechworth Celtic Festival	info@beechworthcelticfestival.com.au
1st & 2nd April 2011	Connecting Rural Business Women Conference 2012	crbw@mybeechworthsecretary.com.au
1st Saturday of each month	Beechworth Farmers Markets	Boyd Collins 0408 859 282 or Jenny Anderson 0427 251 657
2nd Sunday of each month	Rutherglen Farmers Markets	Nadine Simpson (02 6033 6306)
3rd Sunday of each month	Lions Club Community markets Yackandandah	Kellie Parker 0418 122 921

Further afield

Any information about events outside the local area are most welcome



"We must not, in trying to think about how we can make a big difference, ignore the small daily difference we can make which, over time, add up to big differences that we often cannot foresee."

Marian Wright Edelman

American Activist for the rights of children