



# VISION

Semester Two 2004 - Issue Two

» Wednesday 13<sup>th</sup> October 2004

## Annette Presley 'The Internet Queen'



As a young girl attending McAuley, a Catholic girls' school in South Auckland, Annette Presley dreamed of one day owning a luxurious home on Takapuna beach. That dream came true. At age 25, she set up her own personnel company specialising in IT recruitment.

Co-Founder of ISP *Slingshot* and Telco *Callplus*, Presley has been dubbed 'the internet queen of NZ'. In 2003 she debuted on the *NBR* Rich List.

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» Wednesday 20<sup>th</sup> October 2004

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DATE

## Maggie Eyre 'The professional self-promoter'



### Afraid of standing up and speaking in public?

Maggie Eyre is the author of *Speak Easy: The Essential Guide to Speaking in Public*, and admits that she too was once afraid of public speaking. The solution? 'Fake it till you make it'.

The former head of Auckland's Performing Arts School, Eyre now charges hundreds of dollars an hour to coach some of the country's top business people on how to improve their image and public speaking ability.

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## Annette Presley 'The Internet Queen'

Presley is perhaps best known for 'looking glamorous and taking Telecom to the High Court'.

Her guiding maxim is "Feel the fear and do it anyway" - "If you're not failing, you're not learning. If you're not making mistakes, you're not risking. And if you're not risking, you can't succeed."

The topic for Annette's upcoming appearance at The Breakfast Club is **'Entrepreneurship against the odds: Forging a position within New Zealand's telecommunications monopoly'**.

» Wednesday 20<sup>th</sup> October 2004

## Maggie Eyre 'The professional self-promoter'

She is perhaps best known for reinventing Helen Clark's icy image and transforming the Prime Minister into one of the country's most popular politicians.

Eyre covers all aspects of a client's persona in her coaching, from first impressions and body language to health and personal grooming.

The 'fake it till you make it' mantra is one of 10 key tips that Eyre outlines in her book. Hear more from Maggie at The Breakfast Club on October 20<sup>th</sup> 2004.

# Peters slams economists

by Nic Daley

New Zealand is a Third World country on the road to impoverishment, according to New Zealand First leader Winston Peters.

He condemned the sale of state assets and the high level of overseas investment in New Zealand's economy in a speech to The Breakfast Club on August 25<sup>th</sup> 2004.

Peters quoted a report by *The Economist* magazine in which New Zealand is described as the only First World country that has become a Third World country in the last 50 years.

His criticism comes after the Government announced it was disbanding the Overseas Investment Commission (OIC) and relaxing restrictions concerning foreign investment.

Peters said closing down the OIC makes little difference as it did not perform its investor gate-keeping role anyway.

"The OIC was a toothless poodle that spent most of its time rubber stamping everything that came over its table."

He was also scathing in his attack on "commentators" who say that the economy is strong.

"Every commentator says we are



PICTURE / OLIVER LI

living through a boom, excepting 85 per cent of the country can't smell, taste or feel it. A grotesque proportion of wealth that is being generated in this country goes overseas."

New Zealand is slipping economically in comparison to the rest of the world and there is little the Government is doing to stop it, he says.

"You don't need a PhD in economics to see that taking money out of the economy on the scale it's happening now will impoverish this country in the long term.

"Selling the family silver has never been a way to build the family fortune."

After arriving late to the breakfast, Peters asked the 180 strong audience to name any sizable business that New Zealand has started in the last 20 years.

"What is new around New Zealand in the last 20 years apart from a Warehouse in every provincial town and brand new garages everywhere?"

The New Zealand First leader also criticised both Labour and National, despite previously suggesting he may have to join with one of them at the next election.

"You remember Don [Brash], he's the one that's got a wife who was born in Singapore, and keeps on telling people ad nauseum."

National have been falling in the polls since March, Peters says, and they are "in trouble".

"In trouble because they have chosen a leader who can't find the parliamentary toilets.

"And being the governor of the Reserve Bank is no qualification for this job."

**Article taken from *Te Waha Nui* "The Big Mouth" – an AUT journalism publication (No. 4 - Sept 6, 2004) with the kind permission of the editor.**

PHOTOS FROM

# *an evening with the Prime Minister*

SPECIAL THANKS TO THE PRINCIPAL SPONSOR



## fake it till you make it!

We have 2 copies of Maggie Eyre's book 'Speak Easy' to give away at the Breakfast on October 20<sup>th</sup> 2004.

Terms and conditions of entry on RH side.



To be in to win a copy of Maggie Eyre's book 'Speak Easy' please complete your details in the spaces provided below, detach and place this voucher in the entry box at the door on the morning of the event (Oct 20<sup>th</sup>). Only members and paid guests are eligible to enter.

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

# Students In Free Enterprise Auckland University of Technology

*in association with*

## The Breakfast Club

*Proudly presents*

# Dr Don Brash

**Date** Thursday 14<sup>th</sup> October 2004

**Time** Afternoon refreshments served from 3:30pm  
Presentation begins 4:00pm  
Function concludes 5:30pm

**Venue** Wellesley Campus Conference Centre AUT  
Level 2 (Ground), A Block (below the Library)

**Tickets** Members \$5  
Non Members \$20

Tickets can be purchased at the conclusion of the Annette Presley breakfast (Wednesday 13<sup>th</sup> October)

Non Member Enquiries & Registration  
[breakfastclub@aut.ac.nz](mailto:breakfastclub@aut.ac.nz)  
(09) 917 9999 Ext 5379

### join the team

We're on the lookout for a group of energetic and self-motivated individuals to join our planning team for 2005. You must be an AUT business student, preferably in your second year or with at least another year of study to go.

The Breakfast Club is run as a small business and by becoming a member of the planning team you will have the opportunity to put elements of your study into practice – not to mention impress prospective employers!

If you would like to become a part of the running of this fantastic student initiative and ensure the club's future success please email a [one-page covering letter](#) and [one-page CV](#) to [breakfastclub@aut.ac.nz](mailto:breakfastclub@aut.ac.nz) (Attention: Matt Dickson) by 5:00pm 29<sup>th</sup> October 2004.

### contact us

Please direct any correspondence or feedback to:

[breakfastclub@aut.ac.nz](mailto:breakfastclub@aut.ac.nz)

Phone: (09) 917 9999 Ext 5379

Facsimile: (09) 917 9976

[www.autbreakfastclub.info](http://www.autbreakfastclub.info)

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Win a ticket to the upcoming event with Dr Don Brash.



To be in to win a ticket to the upcoming event with Dr Don Brash please complete your details in the spaces provided below, detach and place this voucher in the entry box at the door on the morning of the breakfast with Annette Presley (Oct 13<sup>th</sup>). Only members and paid guests are eligible to enter. There are 20 tickets to be won in total.

**Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_