STIRRING GREEN SHOOTS

WITH SPRING RAIN

This is it; the end of 2009, an historic year in which we suffered the worst recession since the Second World War.

But do not think for a minute we are out of the woods yet.

However, while some people think I am a "the-end-is-nigh" person I actually make much effort in my life to be a "glass-half-full" man and I believe strongly that attitude, motivation, commitment, dedication and positivity make all the difference.

I am no economist – I still need an abacus to count to 10 – but it is interesting to note how negativity begats negativity and likewise positivity begats positivity.

The more assertive and positive we are in our day-to-day lives the better equipped we are to survive the bad times in both our personal and business lives.



Now that is all fine and dandy but when you go to the bank, ask for a loan or for overdraft facilities to be extended and "the bank that likes to say yes" – or indeed any other institution – says no, however positive and energised you are seemingly does not make a jot of difference.

Or does it? A positive mental attitude gives you the strength and motivation to go on, to ask the next bank and the next bank, or come up with other solutions that do not involve banks to enable your business to thrive, such as addressing staffing issues, supplier costs, lease terms, pricing, menu range, opening hours, service....all subjects we have covered in *SalonFocus* over the past couple of years.

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At the time of writing **Mervyn King, Bank of England** governor, warned many would continue to feel the effects of the recession "for some while" as he doused hopes of a swift rebound in the economy.

But none of us can be sure what is in store in the year ahead, good or bad, or the many shades of grey in between.

The NHF and *SalonFocus* will continue to give members the support which has been invaluable for many during these turbulent times.

As editor, I give you my pledge to ensure that all the news, views and advice you need will be found within the pages of this magazine.

And the NHF's head office staff are just a telephone call or e-mail away to answer your queries and the forthcoming new website will be a mine of information.

Should you feel there are any important topics you think we have not covered, drop me a line.

Martin Leach, from **Arena Hair**, in Nottingham, did just that. His call formed the basis of our article on the flat rate VAT scheme on page 08.

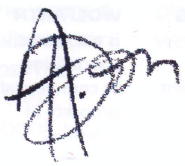
Remember the old **BT** ad line, *It's good to talk?* Call me, write to me, e-mail me. I want to know you and your business.

We've got a great line-up of new writers for you in the new year, including **Regis International** managing director **Jackie Lang**, long hair guru **Michael Barnes**, **Harringtons** founder **Simon Shaw** and a new column from **Beverly C MBE**.

I also look forward to continuing to receive your creative work on CD. If they do not appear in the magazine, it is no judgement about the quality but a space issue. But I love seeing them. They enable me to understand more about who *you* are and what *you* and *your* business are all about. Where space allows, I will include what I can and keep them on file for possible future use to accompany appropriate features and news articles.

It has been a privilege to edit this magazine over the past two years.

Merry Christmas and happy new year to you all.



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