

UKLEO Update

Summer 1999

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New UKLEO Policies To Aid Your Business

We at UKLEO want to ensure that you, our members receive support and value-added service in return for supporting UKLEO. Accordingly we are launching several new policies immediately:-

All members will receive £100 refund for exhibiting at the Photonex show this October. If non-member companies wish to join UKLEO then they will receive this refund also, provided they join as members by the time of the show.

In addition we are launching a series of seminars and training sessions for members that we think will be a real help in today's fast-moving commercial world. The first to be held at our next members meeting on 24th September is a Masterclass on Websites and e-Commerce. See page 2 for more details.

The next programme will be a series of customised sales training sessions run by John Arthur Associates for both experienced and new sales people. UKLEO is

Under New Management

Dr Bridget Marx will be stepping down from UKLEO to concentrate on her other consulting roles and Shaun Coles (below) joined as secretary in July 1999. He has taken over the editorship of this newsletter, which will be published bi-monthly. His other immediate task is to revamp the UKLEO Website and ensure it is regularly updated as well as introducing new features and capabilities.



Shaun entered the scientific instrument industry over 30 years ago as an application chemist for Perkin-Elmer in the UK and USA. He subsequently worked for Bob Carless at Spectra-Physics, before working abroad again in N America for Beckman. In 1985 he founded Burleigh Instruments UK and after 12 years as M-D, is now an independent consultant, producing marketing materials for companies such as newsletters and Websites.

UKLEO

Seminar on e-Commerce

We will be running a Masterclass at the next meeting of UKLEO to be held on Friday Sept 24th at the Novotel Coventry North. The seminar is entitled : *The Expanding World of e-Commerce*. Subjects covered are as follows:-

- Why have a Website?
- Reasons why not to have a Website
- How should you use your Website?
- What should be on the Home Page?
- Registering with the common Search Engines
- How Search Engines work
- Searching keywords using Search Engines/Databases
- Monitoring Website performance
- Differences in browsers
- Common errors to avoid
- How to get names of customers who browse
- Ratio of Lookers to Buyers
- The power of PDF downloads
- Hyperlinks
- Ordering on-line
- Bulk e-mailing
- The future?

Further details are available from the editor. Attendance is free for up to two people from each paid-up member of UKLEO. Non-members may also attend at a cost of £35 per person, the charge

ALERTT update

ALERTT is a two-year technology transfer programme supported by the DTI. It aims to promote UK production and useage of laser and electro-optics devices and instruments. The project is going great guns. Coordinator Dr Geoff Hogan has sent out hundreds of questionnaires, either directly or through the UKCPO member organisations. He has also been busy setting up the ALERTT and UKCPO web site, which is the focus for dissemination of the information collected. It allows your customers to find out about optical products as well as providing an overview of research group's and users' work. The site went live this month, so why not check it out? The address is:-www.alertt.org.uk

Laser Industry News

Lambda Photometrics added a new salesperson this spring, Matthew Ball joined them from Cranfield Precision to specialise in vision products. Adrian Harrison reports that they are experiencing good growth in fibre optic products.

Elliot Scientific moved in January 1999 to their own new premises in Allied Business Centre, Harpenden, occupying 2600 sq. feet including demonstration and warehouse facilities.

David Welsh (right) joins them as Sales Director from Newport Ltd. Chris Brady has been promoted to Sales Manager, Components Group.



Edinburgh Instruments has refocused its activities on the development, manufacture and sales of its own products. Edinburgh Sensors will be reabsorbed into the parent company. The distribution business will be spun out into a new company, Photonic Solutions which will move into new premises in September. They will act as the sales agent of Edinburgh Instruments in the UK and Eire.

From October Edinburgh Instruments will operate out of new customised facilities in Livingston. New contact details are telephone: 01506 425300, fax: 01506 425320. For more information see their website at <http://www.edinst.com>.

Spectron Lasers has appointed Riccardo Tomassoni as Sales and Marketing Manager responsible for the market development of the new range of CO2 OEM industrial lasers within Europe. Riccardo brings to Spectron 13 years of experience in lasers and optoelectronics, notably in senior management positions previously with Electrox and Convergent Energy. Riccardo holds a BSc in Physics and MSc in Optoelectronics.

Dr. Mark Greenwood has been appointed as the new Managing Director of Spectron Laser Systems following the recent retirement of Dr. Paul Sarkies. Dr. Greenwood has been with Spectron for over 5 years. He will now be taking over responsibility for the whole Spectron operation including the USA and Germany. This is an important milestone in the company's growth since its acquisition by the ESC Group.

Labsphere, the New England-based manufacturer of integrating spheres and diffuse reflectance materials, has now opened sales offices in France and Germany in addition to its UK office in Poynton, Cheshire. Labsphere Ltd is run by Robert Yeo.

Reprinted from Manchester Evening News without further comment:

"Pup joins the board but won't bark out orders"

She may be a big player in the boardroom of a booming firm, but Kirsty (she's the one on the right) is more used to having a bow-wow than a pow-wow. For the new mover and shaker at Lynton Lasers is a sheep dog. Chief Executive Andrew Charlton decided to make the puppy a permanent fixture in the boardroom to improve business. He now reckons he's reaping rewards. The firm which normally sells two lasers a month has received ten orders since Kirsty's arrival three weeks ago.

Dr Charlton first brought Kirsty into the office since no one could look after her in his home. She made an impact on the first day, bursting into negotiations with Taiwanese clients. He later signed a £500,000 contract with the

First UK JIF Awards Made

The first awards have been made from the new UK Joint Infrastructure Fund (JIF), set up in 1998. 40 awards were made, at a total cost of about £150 million. One project funded was the refurbishment of and purchase of equipment for the Centre for Biophotonics at the University of Strathclyde, Glasgow. The total sum awarded to this project is £1.2 million. The lead investigators are Prof. Alison Gurney of the Department of Physiology and Pharmacology, Prof. Allister Ferguson and Dr. John Girkin of the Institute of Photonics.

The Centre for Biophotonics at the University of Strathclyde, will initially focus on multiphoton microscopy, a technique that produces high resolution three-dimensional images of living cells. Application of the technique to biology and medicine calls for close interaction between developers and users. Several different projects will be using the facility, from bio-engineers looking at the function of living cells in artificial medical devices to cell biologists following intracellular signalling in intact tissues. The latter work ranges from calcium signalling in neurones and muscle cells lining blood vessels, to a wide range of subcellular localization studies using proteins tagged



■ BORN TO LEAD: Kirsty the puppy takes her place at the boardroom table with chief executive Andrew Charlton

Calendar

QE14 Quantum Electronics Conference
Univ Manchester
6-9 September

Photonics East
Boston, Mass
20-22 September

OSA Annual Meeting
Santa Clara, California
26 September -Oct 1

ECOC'99 European Conference on Optical Communication
Nice, France
27-29 September

Opto Photonique 99
Paris Expo
5-7 October

Vision Show
San Jose, California
5-7 October

Photonex'99
National Agricultural Centre, Stoneleigh Park, Warcs.
20-21 October

Materials Research Society
Boston, Massachusetts
29 Nov-3 December

Lasers'99
Quebec City, Canada
13-17 December

Photonics West
San Jose, California
25-27 January 2000

Straw Poll Member's Views on Laser & Optics Shows

"Munich was OK. We thought the traffic through the hall was less though most companies reported similar or better leads than previous years. There were a lot of German start-up companies."

"We went to OFC: very buoyant. WDM and DWDM are hot technologies. We felt that CLEO and Lasers99 were not showing growth and were quieter. We are doing ECOC it was good 2 years ago in Edinburgh but only 20% of attendees were UK. We are looking forward to Photonex, it's claimed to be bigger and better. It's a shame there's no good fibre show in the UK. We are not doing QE14: it's been a waste of time the last 2 years."

"Photonex has been reasonably good, CLEO Europe was quite good. It's a shame there is no serious fibre show in the UK."

"Munich 99 was great much better than CLEO USA. CLEO Europe was very international and not much use for UK business. QE14 is apparently a whole new format: it's a last chance for us to support it. Photonex is ok in terms of cost and effort -it works"

"Our growth areas are in Metrology and Fibres. There is no fibre optic conference in UK since Fibrex disappeared."

"We've decided to pull out of shows this year. They have all been indifferent. *Our Website generated 33% of last years new business, mainly from customers we had not dealt with before.*"

"We did Munich this year it was very good, better than before, we were very happy. We are probably doing Photonex; we have done it once or twice and have some reservations."

"We did Munich, it was fantastic. CLEO Europe was not so bad. We don't do Photonex."

UKLEO Website

The UKLEO Website will be revamped very shortly. The Optics.Org searchable database link works very well but in addition we will be adding a 'Situations Vacant' page plus a facility for students and recruits to post their CVs for members perusal. Members may view this page via a pass-

Selling Science

John Arthur Associates is a long-established agency providing sales & management training in the technical & scientific field. We have arranged for them to provide courses & seminars for members at very special rates. Course titles include: Modern Professional Technical Selling; Technical Sales Management; Customer Care for Service Engineers.

Seminars include: Selling into Academia; Be Proud of your Price; Demonstration-based Selling. Depending on demand, some or all of these courses will be run over the next 6 months. Register your interest with the editor.

European Technology Transfer Mission

An international mission is in the planning stage to investigate Photonics Technology Transfer so that ideas and experience can be applied to the UK. This is expected to be funded by DTI and will be to continental Europe later this year. More details will be available shortly but if you are interested in participating then please contact Geoff Hogan at the Clarendon Lab:-
Tel: 01865-272205
Fax: 01865-272400
Email: g.hogan@physics.ox.ac.uk

Coaching Seminar

At the last UKLEO meeting in Manchester in May a seminar was presented by Chris Barrow on the subject of Business Coaching.

For more details on this interesting & valuable concept speak to Chris on 01625-251111 or check out these websites:
www.coachu.com
www.mindwalk.net

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