

DIARY
NOTES:

- 15 August—
Brisbane
EKKA Show
Day
- 24 August—
Daffodil Day
- 13 May—
Mother's Day
- 31 August—
Gold Coast
Show Day
- 2 September—
Father's
Day

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Release of New "Smart" Hob

Ever visited a business and seen a lovely reception desk only to see a monitor sticking above the top of the hob? Rapid improvements in technology in both software and hardware have seen the introduction of the flat screen monitor more and more into the workplace.

A major area of this implementation is at the reception desk where impressions on the first point of contact with the customer are paramount.

Due to this current trend, the standard reception hob has become outdated and impractical and an upgrade overdue. Our Veil reception facade has been selling strongly so we have developed a new reception hob to cater for the flat screen monitor.

The new "Smart" hob has a raised centre section which is 425mm clear and will house a 19" flat screen whilst the 350mm clear end sections comfortably fit A4 lever

arch files. Rebates in the bottom of the dividing partitions allow cables to pass through the entire length of the hob.



Fittings are provided on centre divisions to allow fixing to desk tops. Because of the smaller lengths used in the design construction, flat packing of the unit will come in shorter and a more user

friendly parcel size. Transport costs and storage can be minimised.

An add on feature available for these hobs is the acrylic floating tops which can also be utilised vertically on the front as a feature. They are a different size so need to be ordered separately.

The design of the "Smart" hob allows the larger centre modesty panel to be made in the same melamine colour as the top or a feature melamine colour at no extra cost. This enhances the look of the hob and gives a more visual impact to the reception area.

Pricing of the "Smart" hob is to be at an introductory pricing level the same as the standard hob and is only available in 1800mm long as the smallest size and can go up to 2400mm.

WIN A "SMART" HOB FOR YOURSELF OR YOUR SHOWROOM VALUED AT \$356 (SEE OVER FOR DETAILS)

DeskKing™ Advertising

The DeskKing brand name was first introduced over 18 months ago in order to identify our quality Australian made product within the industry.

The labeling has been amazingly successful not only identifying our product to your customers but also to provide you, the retailer, an element of ownership when selling it. It is no longer Aspire Design's furniture,

it is a quality Australian made product stocked by you.

A number of retailers initially felt threatened by the identification of our products believing that we were planning to deal direct with the public. This was not the case.

This year, we have decided to increase our level of support to our loyal retailers by advertising the DeskKing brand on Google

and with the Yellow Pages. We couldn't have done this using our company name.

We will continue to invest in getting the DeskKing name out into the industry and to make it as easy for you as possible to sell our product.

For marketing materials or suggestions, please contact Julie on (07) 5535 0099 or email info@aspiredesign.com.au

Durston Racing looking for Sponsors

Nathan Durston is an amazingly talented 17 year-old with all the attributes that epitomise a terrific kid with a fabulous future.

We're lucky enough to have Nathan in charge of building our drawer-boxes and mobile pedestals. He started with us at the tender age of 15 and has become an integral and much respected member of our young and dynamic team.

Nathan also has another love—speedway racing. He started speedway racing at 13 years of age, running in the Sigma Junior Class at Brisbane International Speedway with excellent results for a driver of his age.

Last year, Nathan placed 2nd at the Aussie Titles and the Brisbane Track Championships and 1st at the Queensland Titles.



With the new AMCA Nationals season approaching fast, Nathan has been preparing his new car and is looking to bring on new sponsors.

Sponsors will expect to receive coverage and wide exposure for their products and/or services at all the ACMA events throughout South East Queensland and Northern New South Wales.

These race events normally attract an audience of more than 10,000 with some television coverage. At least ten events will be held in Brisbane this year.

Nathan comes from a very solid and grounded family backing and we are very proud of him.

If you would like to sponsor Nathan and see your company supporting this amazing talent, please contact Brad Durston on 0410 812 443 or email—durston-racing@bigpond.com

Rain From Nowhere—A Poem by Murray Hartin



*His cattle didn't get a bid, they were fairly bloody poor,
What was he going to do? He couldn't feed them anymore,
The dams were all but dry, hay was thirteen bucks a bale,
Last month's talk of rain was just a fairytale,
His credit had run out, no chance to pay what's owed,
Bad thoughts ran through his head as he drove down Gully Road.
"Geez, great grandad bought the place back in 1898,
"Now I'm such a useless bastard, I'll have to shut the gate.
"Can't support my wife and kids, not like dad and those before,
"Crikey, Grandma kept it going while Pop fought in the war."
With depression now his master, he abandoned what was right,
There's no place in life for failures, he'd end it all tonight.
There were still some things to do, he'd have to shoot the cattle first,
Of all the jobs he'd ever done, that would be the worst.
He'd have a shower, watch the news, then they'd all sit down for tea
Read his kids a bedtime story, watch some more TV,
Kiss his wife goodnight, say he was off to shoot some roos
Then in a paddock far away he'd blow away the blues.
But he drove in the gate and stopped – as he always had
To check the roadside mailbox – and found a letter from his Dad.
Now his dad was not a writer, Mum did all the*

*cards and mail
But he knew the writing from the notebooks that he'd kept from cattle sales,
He sensed the nature of its contents, felt moisture in his eyes,
Just the fact his dad had written was enough to make him cry.
"Son, I know it's bloody tough, it's a cruel and twisted game,
"This life upon the land when you're screaming out for rain,
"There's no candle in the darkness, not a single speck of light
"But don't let the demon get you, you have to do what's right,
"I don't know what's in your head but push the bad thoughts well away
"See, you'll always have your family at the back end of the day
"You have to talk to someone, and yes I know I rarely did
"But you have to think about Fiona and think about the kids.
"I'm worried about you son, you haven't rung for quite a while,
"I know the road you're on 'cause I've walked every bloody mile.
"The date? December 7 back in 1983,
"Behind the shed I had the shotgun rested in the bragalow tree.
"See, I'd borrowed way too much to buy the Johnson place
"Then it didn't rain for years and we got bombed by interest rates,
"The bank was at the door, I didn't think I had a choice,
"I began to squeeze the trigger – that's when I heard your voice.
"You said 'Where are you Daddy? It's time to play our game'*

*"I've got Squatter all set up, we might get General Rain."
"It really was that close, you're the one that stopped me son,
"And you're the one that taught me there's no answer in a gun.
"Just remember people love you, good friends won't let you down.
"Look, you might have to swallow pride and take that job in town,
"Just 'til things come good, son, you've always got a choice
"And when you get this letter ring me, 'cause I'd love to hear your voice."
Well he cried and laughed and shook his head then put the truck in gear,
Shut his eyes and hugged his dad in a vision that was clear,
Dropped the cattle at the yards, put the truck away
Filled the troughs the best he could and fed his last ten bales of hay.
Then he strode towards the homestead, shoulders back and head held high,
He still knew the road was tough but there was purpose in his eye.
He called his wife and children, who'd lived through all his pain,
Hugs said more than words – he'd come back to them again,
They talked of silver linings, how good times always follow bad,
Then he walked towards the phone, picked it up and rang his Dad.
And while the kids set up the Squatter, he hugged his wife again,
Then they heard the roll of thunder and they smelt the smell of rain.*

ASPIRE GOSSIP
Our beloved Shaun, Production Manager, recently celebrated his 30th birthday and on the same day announced that he and his wife, Tash, are expecting their first child. We think he'll make a wonderful dad!

Aussie Made, Aussie Grown...

The famous Australian Made logo has just been updated to include Australian Made, Australian Grown and has welcomed two of Australia's largest retailers as Campaign Partners—Coles and Woolworths.

Also joining the campaign is AUSVEG, the peak industry organization that represents the interest of Australian vege-

table growers, and the City of Melbourne who has recognized the importance of supporting local manufacturers and producers.

The new advertising program to support Australian Made, Australian Grown—Global Quality begun airing on national TV on 10 June.

As customer awareness grows

for the Australian Made, Australian Grown Campaign, the importance of providing your customers with a choice is more relevant than ever.

Have a say in your children's future and protect your family's health -buy Aussie Made, Aussie Grown.



WIN a DeskKing™ “Smart” Hob

Your chance to win a DeskKing “Smart” hob including a vertical acrylic feature in your choice of Express colours valued at \$356.

All you need to do is make the most single words out of the brand name

“DESKKING”

The entrant with the most words received from “DeskKing” will win the Smart hob for yourself or your showroom.

Entries close on Tuesday, 31 July 2007. The winner will be notified directly by one of the Aspire Design team and will be publicised in the next DeskKing newsletter.



If there are more than one entry with the same amount of words, the DeskKing “Smart” hob will be won by the first entry received with the winning number of words. The words must appear in the Macquarie Dictionary and cannot include names or slang.

Entries are to be forwarded by email—info@aspiredesign.com.au or by fax (07) 5535 0388 with your name and company.

www.deskking.com.au

Thoughts for Today & Always...

1. Give people more than they expect and do it cheerfully.
2. Marry a partner you love to talk to. As you get older, their conversational skills will be as important as any other.
3. Don't believe all you hear, spend all you have or sleep all you want.
4. When you say, “I love you”, mean it.
5. When you say, “I'm sorry”, look the person in the eye.
6. Be engaged at least 6 months before you get married.
7. Believe in love at first sight.
8. Never laugh at anyone's dream. People who don't have dreams, don't have much.
9. Love deeply and passionately. You might get hurt but it's the only way to live life completely.
10. In disagreements, fight fairly. No name calling.
11. Don't judge people by their relatives.
12. Talk slowly but think quickly.
13. When someone asks a question you don't want to answer, smile and ask “Why do you want to know?”
14. Remember that great love and great achievements involve great risk.
15. Say “God Bless You” when you hear someone sneeze.
16. When you lose, don't lose the lesson.
17. Remember the three R's: Respect for self; Respect for others; and Responsibility for all your actions.
18. Don't let a little dispute injure a great friendship.
19. When you realize you've made a mistake, take immediate steps to correct it.
20. Smile when picking up the phone. The caller will hear it in your voice.
21. Spend some time alone.

A true friend is someone who reaches for your hand and touches your heart.

It's true that we don't know what we've got until we lose it, but it's also true that we don't know what we've been missing until it arrives.

From Morning Tea to Daffodils

The Daffodil is the international symbol of hope and the Daffodil Day is your opportunity to raise funds and get involved for The Cancer Council.

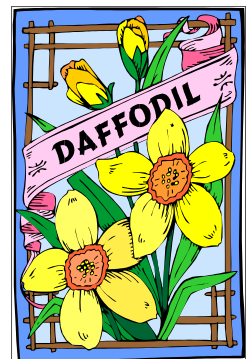
One in three people are diagnosed with cancer in their lifetime. Yet they have a better than 50% chance of successful treatment with our support.

Every year, thousands of Australians help to raise much needed funds and/or lend a hand on Daffodil Day.

Over the past 14 years, more than \$80 million has been raised to provide funds for Research into new and improved treatments, Education and prevention programmes and Support services for

patients and their families.

Again this year, Aspire Design Furniture will have Daffodil Day merchandise available for purchase from the showroom. Merchandise includes Dougal Bears, wristbands and pins. Tax deductible donations can also be made or call 1300 656585 to host your own Daffodil Day.



24 August 2007

**Supporting
The Cancer Council**

**ASPIRE DESIGN FURNITURE
FACTORY & SHOWROOM**

23-25 Prosper Crescent
WEST BURLEIGH QLD 4220
Phone: (07) 5535 0099
Fax: (07) 5535 0388
E-mail: info@aspiredesign.com.au



www.deskking.com.au

The Team @ Aspire Design

Hooly dooly, it's Julie...!

Julie Hivon is the newest office team member, recently taking up the position as Administration & Accounts Co-ordinator.

Soon after settling in Australia, Katinka and her husband Rolf decided to expand their family with an Aussie-born addition. With only a few weeks to go, Katinka has left Aspire Design to ensure that all goes well with her new arrival. Julie has joined the team to take over from Katinka.

"I am the newest member of our great team and organisation. I assist Sophia and Trevor and am responsible for the day-to-day

administration and running of the office.

Having worked in Administration/Accounts and in the Hospitality industry, I am passionate about providing a great service to all of our customers and particularly look forward to working with you soon.



**Julie Hivon—Admin & Accounts
Co-ordinator**

Outside of work, I am married to a wonderful man with five children between us. We enjoy going to the movies and going out to dinner with good friends. My hubby and I love to travel and try to go away at least once a year. Actually, we are off to Malaysia this weekend for two wonderful weeks.

I am a very keen AFL follower (go West Coast Eagles !) and also like to watch Rugby League.

Julie is now your first point of contact when ringing Aspire Design and can be contacted on (07) 5535 0099 or julie@aspiredesign.com.au