

# Sefton Advanced Motorists

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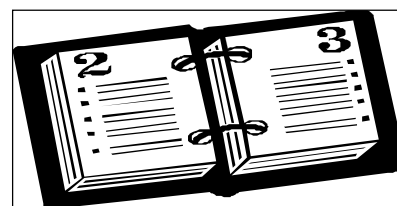
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March 2008

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## Forthcoming Attractions



**Monday, 17th March;** tonight we have as our guest **Inspector David Keegan from the Roads Policing Unit.** His department monitors Sefton's roads aiming to halve the number of deaths and serious injuries caused by speeding vehicles by 2010.

**Monday, 21st April;** tonight **PC Rachael Fiddler** is coming along to talk about **Police Driver Experiences - Road Death Investigation and Motorway Patrol.**

**Monday, 12th May;** encourage your friends and relations to come along to the **New Associates Meeting** and enrol for the May course. Learn a "Skill for Life".

**Monday, 19th May;** **Annual General Meeting of Sefton Advanced Motorists.**

**NB:** Paulette Haigh is planning to organise another round of **Skid Pan Instruction Days.** So, if any member is interested, please contact Paulette without delay; 01772 816610.

Please make a note of these events in your diary and try to come along and support our guest speakers who give up their free time to come and speak to us. All meetings are at the Royal Clifton Hotel, Southport, unless otherwise stated, and start at 8 pm.

# From the Chair

Our March meeting in the Royal Clifton is in the Belvedere Suite which is the room at the front of the hotel. We will be moving to this room (March only) to avoid a clash with the ladies who sing! The room, however, is a little smaller than our usual accommodation and so if we get a good turn out, as I expect, it could be a little cosy!



Those waiting for test dates are experiencing some delay at present. This is because our main examiner, Terry Martin, has been in hospital. We wish Terry all the best and hope to see him again soon.

We are trying to compile a list of members' email addresses and send newsletters by email where ever possible. How times change. Looking back to the end of our first year in 1985 we moved from printing our own newsletter on a bander machine and manually collating it to having it commercially printed. We were even looking into having labels printed. High tech indeed! Up until then Marie Hunter from Crosby had done the organising and my Mum, Muriel Williams, had done much of the typing, printing and collating.

Full members will find a subscription renewal form in the Newsletter this month. In 1985 the subscription was £4, or £6 for joint membership. I don't think the subscription has increased that much over 23 years!

Stella Owen  
(Chair)  
Sefton Advanced Motorists

**NEW ASSOCIATES**

**Sefton Group extends a warm  
welcome to**



**Daniel Harvey** from Lydiate

**George Milburn** from Parbold

# A Quartet of Qualified Advanced Drivers

.... they obviously hit all the right notes when on test!

Below, we see **Ann Vernon** being presented with her certificate by her observer Arthur Heighway.



Above, **Angharad Trenear** is pictured with her observer, Cam Cunningham, and her brand new certificate.

Below is **Walter Klahn** showing off his certificate to the camera whilst Terry Gray congratulates him.



**Anthony Major** (on the left) is receiving his certificate and congratulations from his observer, Kevin McAllister.

# Sefton Group is Putting on a Show ...

..... well, three shows actually!

We are intending to make our presence felt in the local area in a much bigger way this year. We have three events that you may like to visit with your friends and relations where Sefton Advanced Motorists will be present with the IAM's mobile display unit.

## Southport Plant, Food & Country Fair, 12th & 13th April.

Stanley Sports College, Fleetwood Road , Southport PR9 9TF.

This is a new event to Southport but other shows staged by the organisers have included appearances by celebrity gardeners, gardeners corner, trade stands, health & beauty pavilion, antiques, dog agility & displays, lawnmower racing and even pig racing. Could be an interesting and varied show to see; and it's local.



## Southport Historic Car Show, 21st & 22nd June.

Victoria Park, Rotten Row, SOUTHPORT, Merseyside, PR8 2BZ.

Another local event that has been on the calendar a little longer is the Southport Historic Car Show. The show features hundreds of quality historic and modern motor vehicles, including vintage, veteran and classic cars. Motor cycles old and new, customised cars, super sports cars, and a special Americana display are also included. Main dealers presentations will be there featuring all the very latest cars and of course lots of auto accessory displays.



Commercial and military vehicles, live action stunt displays, including car demonstrations and children's activities, also feature on the programme.

## Woodvale Rally, 2nd & 3rd August.

This one needs no introduction to us as Sefton Group has been a regular exhibitor at this event for many years, now. Our attendance last year was particularly successful, thanks to the commitment of all those members who volunteered to staff the IAM's mobile display unit.

***The first event in April will soon be upon us so, if you can help man the unit at one of these events, contact Tom O'Malley on 01704 228715 or e-mail tom\_om@tiscali.co.uk***



The IAM is letting members and associates know that a number of events are already in place for 2008, with others under discussion. They include:

### **Multi Activity Driving Day, Donington Park; May 17th.**

Based around the famous Derbyshire race circuit at Castle Donington, this half day event will include a 4x4 trek, a driving dynamics competition (emergency reaction training and ABS appreciation; parking and manoeuvring; Formula Finesse and a slalom autotest) and a tour of the world renowned Donington museum. Participants can choose between a morning event from 9.00-12.30 or an afternoon one from 2.00-5.30.

Anybody keen in attending should register their interest without delay by calling Lyn Francis at IAM House on 020 8996 9668. **The cost, inclusive of all catering, will be £110.**

### **3 Rider Skills Days, Mallory Park; April 10th, July 3rd, October 9th.**

Following the enormous success of last year's inaugural motorcycle Rider Skills Day, three more are planned for 2008, the first of which is scheduled for April 10 at Mallory Park, Leicestershire. **Further details** of the days can be found at [www.iam.org.uk/events](http://www.iam.org.uk/events)



### **IAM Escorted Holidays to Holland and Norway; April/September.**

Full details of these fabulous IAM-exclusive trips were given in the Winter issue of *Advanced Driving* and details of the Norwegian one, for which a few places still remain, can be found at [www.traveldestinations.co.uk/IAMNorway](http://www.traveldestinations.co.uk/IAMNorway). Alternatively, members can call the appointed ABTA tour operator, **Travel Destinations, on 08700 339923.**

Among interesting machines registered for the Norwegian jaunt are three Morgans and a Ford Mustang!

### **IAM at the Moto GP of France; 16-18th May.**

Motor racing doesn't come any more exciting than Moto GP and, with that in mind, the IAM has created an exclusive package for its members to attend the French round of this series in May. The cost is £295 per bike and rider (£249 for passengers). Further details are available from Travel Destinations on 08700 339923.

### **IAM at the Le Mans Classic, 11-13th July.**

The IAM is offering members the chance to experience the fabulous Le Mans Classic weekend, which attracts some 70,000 spectators, 6,000 car clubs, 400 competing cars and 1,000 drivers from 30 countries. The **cost per person runs from £209 to £330** depending on the choice of accommodation. Further details are available by calling Travel Destinations on 08700 339923.

## Two New Managing Directors Join IAM

The IAM (Institute of Advanced Motorists) has confirmed two new senior appointments at its Chiswick head office.

Simon Best joins the IAM as Managing Director, Membership and Corporate Services, while Seb Goldin takes over as Managing Director (Fleet Group).

Simon, 42, joins the IAM from GE Capital Solutions where he was responsible for a \$750m BT business partnership, thought to be the largest partner programme of its type in Europe.



An accountant by profession, Simon was previously the sales director at Liberata and before that spent ten years at Lex Vehicle Leasing, where he eventually became Corporate Sales Director.

Simon's role at the IAM will focus on the membership growth in order to tie in with the IAM's strategic objectives. He will take day to day responsibility for Finance, IT, Procurement and Facilities, HR and sales functions within the core IAM.

A keen runner and cyclist, Simon enjoys driving and is a former Lotus Elise owner. His current car is a BMW Z4M.

A family man with two children, he lives in St Albans, Hertfordshire. Simon has been an IAM member since 1995.

Seb Goldin, Managing Director (Fleet Group) is a Cranfield Business School graduate who joins the IAM from Royal Mail where in his role as Partnership Director he was responsible for client relationships in the telecoms and utility markets, with revenues of £120m. Seb previously held sales and marketing leadership roles at Hertz, Zurich and American Express. Seb, 39, takes over the IAM Fleet Group of companies (IAM Fleet, IAM Pro-Drive and Drive & Survive) which between them provide occupational driver training for roughly 40 per cent of the UK market. He will also oversee IAM Ireland, which recently became the service provider to the Hibernian Driving School.

Seb enjoys sailing, tennis and running, competing in 10k events and is a keen driver with an interest in classic cars, owning a fully restored Jensen Interceptor and is an active member of the Jensen Owners Club. He lives with his young family in Kew, London.

Welcoming both MDs, IAM Chairman David Kenworthy said that the two new senior appointments marked a turning point in the IAM's history.

"At its core, the IAM's work continues to be driving road safety. But in practice, of course, success in various initiatives leads to inevitable expansion and a diversification of our mission.

"That is why I believe these two complementary roles are key. Each of the IAM's new Managing Directors has the right pedigree to enable us to meet future challenges at home and overseas".

SEFTON ADVANCED MOTORISTS  
GROUP No. 5143

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