



Peter praises hidden talent

PETER STARBUCK has long been convinced that Oswestry and district is home to a wide range of hidden talent – and that’s why he is delighted to sponsor the Super Senior category in the *Advertiser’s* Community Awards.



Peter Starbuck (left) with world-renowned marketing professor Philip Kotler at the Global Drucker Forum

“I’m a great believer in the wide range of talent we have here,” said Peter, a former businessman who is now a leading writer and lecturer on management.

“There’s so much here that needs discovering, and the Community Awards are a great way of doing just that. They are a fantastic idea.”

Peter feels the Super Senior category will help prove that age is no barrier when it comes to making a significant contribution to the community.

“Healthcare has improved so much, and people are no longer all retiring at the traditional age of 65,” he said. “Many are making contributions well into their 80s and beyond we’re being pulled along by a national and international pattern.”

“And I’ve read recently that babies born in Britain today can expect to live to 105.”

Birmingham-born Peter moved to Oswestry in 1963 to manage a local building contractor and house builder. In 1966 he launched with partners his own construction training and house-building business, WSJ, which was the first of many entrepreneurial ventures.

In 1992, at the age of 56, his work pattern changed from production to investment organisations, and he now heads up a private “think tank” from his home in Llanforda,

lecturing and writing extensively on management-related issues.

Peter is recognised across Europe as a leading authority on Peter F. Drucker, the American/Austrian professor who is described as the “father of modern management”.

His thesis is the only one on Drucker deposited with the British Library, and he is one of only three honorary members of the Drucker Society Europe.

He has just returned from the Eighth Global Drucker Forum in Vienna, one of the leading management conferences in the world, and his first major assignment in the new year is a lecture in Lisbon in February.

In March 2014, Peter was appointed as Visiting Professor to the University of Chester, to enable his Drucker research to be incorporated into the syllabuses for the emerging University Centre Shrewsbury.

He has subsequently been appointed Founding Professor at the Shrewsbury centre, to which he has donated his extensive management library.

THE CATEGORIES

COMMUNITY Star of the Community



Sponsored by North Shropshire College
Recognising those people who do so much for their local community, making a huge effort to make where we live a better place.

Super Senior



Sponsored by Professor Peter Starbuck
There is an army of seniors out there doing all manner of great things in the community. Who deserves this award?

Inspirational Star



Sponsored by Beaumont Financial
Someone who has gone that extra mile in the community and deserves recognition. Who will it be?

CHARITY Best Fundraiser



Sponsored by ABP
A lot of people have come up with innovative ways to raise much-needed money for their favourite cause. Who in the community has gone that little bit further and deserves recognition?

Best Volunteer



Sponsored by Woodhead Sales and Lettings
We are looking for people who volunteer their services and give so much to the community.

Charity of the Year



Sponsored by Baldwins
Playing an ever-increasing role in society, charity and voluntary groups are vital to the wellbeing of our local community so we want to celebrate their hard work. Nominate those which you think do that little bit more...

Award for Special Achievement



Sponsored by The Station Grill
Who has achieved so much and never had the recognition they so deserve? This winner of this special award is selected by readers and judges together – so nominate the people you think they should consider.

SPORT

Sports Star



Sponsored by Oswestry School
Across the area there are sports people of all ages and abilities working hard to get results. Who deserves our award? You can nominate a team or an individual.

BUSINESS

Hospitality, Tourism & Leisure



Sponsored by Ocean Telecom
Hotels, attractions and events all help to project a great district image. We live and work in a fantastic holiday destination, and the winner of this category will be able to demonstrate a contribution to the local area by making the community stand out.

Small Business (up to 10 employees)



Sponsored by The Jools Payne Partnership
For this category, the judges will be looking for a business with up to 10 employees capable of producing a quality product while remaining committed to great client/customer service, as well as demonstrating innovation and marketing acumen.

Large Business (more than 10 employees)



Sponsored by Hartey Wealth Management
Entrants may have a local, regional, national or international market. Judges are looking for a company which can demonstrate their contribution to the local area through enhancing the town’s business reputation.

Outstanding Contribution to the Community



Sponsored by Ridgway Rentals
Businesses play a significant role in the community, and many firms consider it important to contribute through charity work and helping schools, colleges and community groups. This award aims to recognise local businesses who have taken the time to give something back.

Business Personality



Sponsored by the Oswestry Business Improvement District
The judges are looking for someone who can demonstrate their unwavering commitment, business acumen, and approach to the challenges presented by the business world has impacted upon their business’s success.

Market Personality



Sponsored by Morris Cook
Oswestry is a market town – and proud of it. There are plenty of stalls to browse every week. So which market trader stands out? Who runs the best stall? Who is best with customer service? Who epitomises the perfect market trader? Let us know.

Customer Service



Sponsored by the National Farmers’ Union
The winners of this award will demonstrate a creative and dedicated approach to customer service, and will be able to demonstrate that going that extra mile for customers is integral to positive business. This award will be chosen by the readers – they will vote for their winner from all the entries.

Place to Eat and or Drink



Sponsored by The Wynnstay Hotel
This category encourages entrants from restaurants, hotels, pubs or cafes which offer consistently high-quality food and drink in an enjoyable atmosphere.

Lifetime Achievement



Sponsored by Oswestry Town Council
The winner of this award will have made a major contribution to their businesses and to the local community over a number of years. If you know someone who has dedicated themselves to developing their business and contributing to their community, this is your opportunity to recognise and acclaim their success.

I would like to nominate:



and their contact details are
(please add phone number or email address)

in the

category

because: (add your reasons)

My name

Phone number

Send the form to:

Advertiser Awards,
16-18 Oswald Road, Oswestry, SY11 1RE,
or email the details to news@bordercountiesadvertiser.co.uk