

# Rock and Ruby

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When Gemma Stone received redundancy from Granada, she decided to set up her own business. Her business was event management and with ten years experience in this market she was sure it would succeed.

Since the launch in early 2004, Rock and Ruby has gone from strength to strength, organising ceremonies for the South Bank Awards, events for Tesco and for the London Film Festival.

Gemma has worked in the events industry since leaving college and loves the creative challenge, the build up of work as the date draws closer and the satisfaction of seeing hard work come together for the enjoyment and benefit of others. Owning her own company has given her the opportunity to do what she does best.

Part of Rock and Ruby's success is based on the fact that funding came only from Gemma and her partner, Steve, rather than from bank loans. The business has been funded solely through savings and redundancy. They were keen not to have the added pressure of loans to pay back.

Gemma admits that going it alone was daunting at first, with simple tasks such as registering the company seeming like a complicated process. But, after initial concerns, she reveals that the greatest challenge in the early days was deciding on the name for the business.

[www.rockandruby.com](http://www.rockandruby.com)

Source: *The Sunday Times*



# Fly Fishing for Fun

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Whilst fishing with his son, it occurred to Johnnie Jourdan, that there were lots of other boys out there who wanted to learn how to fish. However, the problem is that beginners are confronted with so much equipment and information in a fishing tackle shop that it's difficult for them to know where to start.

Johnnie decided to join forces with friend Patrick Lloyd, a fellow fishing enthusiast, to set up a venture which would encourage beginners, and particularly children, to start fly fishing. The business partners each put in £7,500 to develop prototypes, buy the initial stock and build a website - which cost about £5,000. They worked with leading English rod makers Bruce and Walker and produced five versions before coming up with "The Answer", a rod handmade "with young green bones in mind" and exclusive to Fly Fishing for Fun. The pack they produced includes everything essential to start you off fishing including sunglasses and a cap. To further encourage young beginners, a free fishing licence for 12-16 year olds, and junior membership of the Wild Trout Trust for under-17s is included.

Mr Jourdan claims that the business is not designed to make lots of money. "The profit it makes will be poured back into the business to encourage children to fly fish. We want to keep a balance between altruism and the commercialism which is essential to make it a success."

[www.flyfishingforfun.co.uk](http://www.flyfishingforfun.co.uk)

Source: *The Telegraph*

