

BARK

m a g a z i n e

ISSUE ONE | SUMMER '14





Welcome to BARK

I very nearly started this introduction with something along the lines of “We never thought when we started Spindogs that we would be celebrating 10 years...” But on reflection we did think we would be here 10 years down the line.

When we convinced our parents to lend us a few thousand pounds to start the business as an alternative to getting a part-time job, we had no doubt in our minds that this was going to be something that we were going to build and grow. We have experienced all kinds of challenges and hurdles but have had an amazing experience and have hopefully been a small part of the success that our lovely clients have enjoyed during that time.

Our first issue of BARK contains a whole host of features including interviews with recent clients such as leading law firm Hugh James, an amazing new technology company called Fuzmo from Swansea (pet lovers will like this one!) and a fantastic interview with social media consultant Mark Schaefer.

We hope you enjoy it, let us know if you do! Considering Facebook and Twitter didn't even exist when we started, who knows what we might be discussing in our 20th year edition!



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(Credit: Fuzmo and Wimbledon)

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Let us know what you thought of
the magazine!

Email us at info@spindogs.com
or tweet us your thoughts.

**For more follow us on Twitter
and Facebook.**



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Top Tech News

The past few months we have been keeping an eye on all the latest tech developments. Here are some of our favourites:

Facebook bought Oculus VR and felt the wrath of gamers

March

They might have spent \$19bn on WhatsApp the previous month but Facebook has now announced their plan to buy Oculus VR for \$2bn.

Oculus's start-up product is Oculus Rift, a headset which is supposed to change the way you experience video gaming. In essence it makes video games an immersive experience.

So why did this interest Facebook?

Well, Mark Zuckerberg believes that these new technologies will not just change gaming but everything; how we work, play and communicate. Unfortunately gamers were not thrilled at Zuckerberg's involvement, complaining that this made Oculus a "sellout". Ouch.

Heartbleed made the internet look vulnerable

April

Heartbleed has been named as one of the biggest security issues to face the internet. It emerged in early April and existed in a piece of open source software called OpenSSL.

This software codes the communication between a user's computer and a web server and meant that the bug could affect approximately half a million sites.

Everyone was urged to change their passwords to prevent the bug obtaining their personal information.

Social media joins the National Archive

May

The National Archive will now contain content from social media as part of their new online social media archive. They have already added thousands of posts from events such as the Queen's Diamond Jubilee, along with over 65,000 individual tweets from the UK central government departments.

Conveniently, the Archive will present tweets with a code that can tell future researchers the context including the date and time it was posted. It has never been so important to think before you tweet; now it could hold a place in history!

Google+ gets Insights

June

Now that Google+ is the second largest social media network it was time to give us an insight into how our content is performing. In mid-June, Google announced that Google Insights would be the new tool for Google + users to monitor their social content.

Insights is able to create reports which help us tailor and optimise our content, as it measures page impressions, what types of posts receive high levels of engagement and an overview of follower's demographics. It will be interesting to see how this develops in the next few months!

Research shows that Britons love their technology

July

We all know that gadgets now play an important part in our lives, but some new research has highlighted some startling figures. In a study commissioned by the European Samsung Lifestyle Research Lab, it was discovered that Britons spend almost seven hours using appliances outside of working hours!

That time includes four hours and seven minutes spent watching television. Although this might sound like an opportunity break up with our gadgets, Britons are actually not using them as much as other countries. For example in Spain the average is eight hours and 48 minutes!

So that must be what they are doing during their siestas! 🍷

Words by **Lucinda Reid**





Join the conversation

Twitter is now available for advertisers of all budgets and you can target users based on location, gender and much more.

So if your audience knows their hashtags from their retweets it's time to consider Twitter as your new advertising platform!

Our team can help you:

- Promote individual tweets or your account
- Engage with existing followers
- Target new followers
- Make the most of the 140 characters
- Find your voice

spindogs

The Curious Case *of* Hugh James



Sally Haines, Marketing and Communications Manager at Hugh James, explains why they chose Spindogs for their new website.

They say that you should never judge a book by its cover, but it's hard to ignore the grandeur of Hodge House in central Cardiff. This is home to Hugh James, an established Top 100 UK law firm which has a team of more than 500 people and offers a comprehensive range of legal services across the UK, with offices from Cardiff to London.

Hugh James stands strong in a competitive market because of their forward-thinking attitude and new accessible website, which is how I came to be standing outside their offices.

I was there to meet Sally Haines, Marketing and Communications Manager, who was heavily involved in the process of revamping their website. Sally has worked in this role for two years and brought different industry experience, from working with charities to software houses.

"Although I have quite a range of experience, coming into a corporate environment was a different challenge. Hugh James is quite a challenging company in a marketing sense as we have such a range of services and clients," said Sally.

Finding the balance

One of the main dilemmas that Hugh James faced with their previous website was that it struggled to convey their services to the right clients. Sally described how they needed to create an easy way for their visitors to find what they needed and strike a balance between the B2C and the B2B content.

This was core to their website redesign and they needed to find a company that would understand and help them to overcome this challenge.

“There was a tender process which we went through,” said Sally about the events that brought Hugh James to Spindogs. “We were looking for someone to understand what we were trying to do with the website.”

“We have very different client bases and very different needs and it needed to appeal to them, whilst looking clean and fresh.”

A tough decision

The new website needed to tick a lot of boxes so first Sally and her team had to decide on a suitable CMS (content management system). Their decision was between Sitecore and Wordpress, two very different systems that offered diverse services.

“But when we looked at Sitecore we realised it was giving us more than we needed,” admitted Sally. “We wanted something that was nice and simple, quick to update and offered flexibility. Part of the process was realising what we needed at this time.”

Consequently, the team decided that Wordpress was the right fit but needed an agency to turn their new website into a reality. Spindogs happily accepted the challenge!

“We went with Spindogs because you clearly understood what we were getting at and had some really good

ideas. We were looking for advice and someone to steer us in the right direction. You understood the brief and the needs of the business. Plus, we got on really well!”

I had to smile at this.

Sally’s easy going and relaxed nature illustrates how Hugh James is not a company full of “scary lawyers,” her words not mine!

“We want the image of Hugh James to be accessible and it is about making the business more human,” she said.

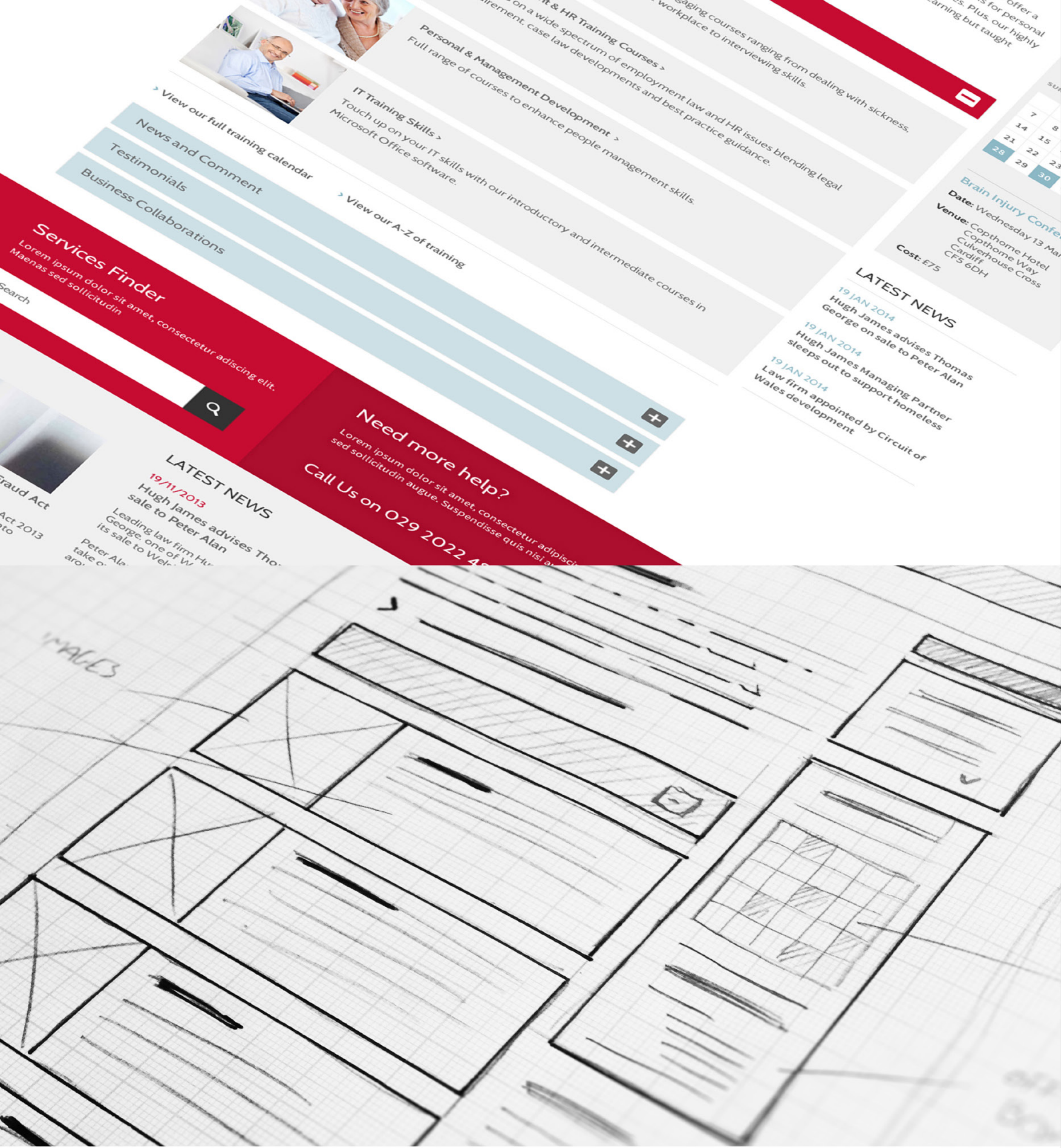
Accessibility was another important aspect of the website design and the Hugh James team were keen to be very hands on during this process. One of their hardest decisions was choosing what to include on the home page to suit a corporate environment and appeal to the individual.

“We must have gone through over 40 different images to find one that had the right colours, the movement and the right message!” said Sally.

That said, they could not spend weeks deciding on one image as they had a very tight deadline to meet. Their existing CMS was coming to the end of its shelf life and they needed their new site up and running before this deadline.

“You understood the brief and the needs of the business. Plus, we got on really well!”





The Brief:

- ◆ Generate more business for the firm
- ◆ Invest in something that is going to work hard for the team
- ◆ Able to work across our complex business
- ◆ Improve usability
- ◆ Clever call to actions
- ◆ Quality look and feel
- ◆ Social media and blogs need to grow with us
- ◆ Improved SEO and visibility online
- ◆ A responsive website

Positive feedback

After a lot of hard work from both teams the website was completed in April this year.

“The site has now been online for a couple of months and we are already seeing an increase in our enquires,” said Sally, “Overall we have definitely had very positive feedback from inside the firm and outside too!”

Sally is also delighted with the new website as it makes her job a lot more efficient. The new CMS means that the team can upload content in two minutes rather than twenty!

“Having that quicker CMS means that we can do a lot more with fewer people because there are probably only two of us working on it on a daily basis, and we can do everything we need!”

But the team are not becoming complacent as they now have plans to evolve the site. Sally explained that her next challenge was to tackle

“The new CMS means that the team can upload content in two minutes rather than twenty! “

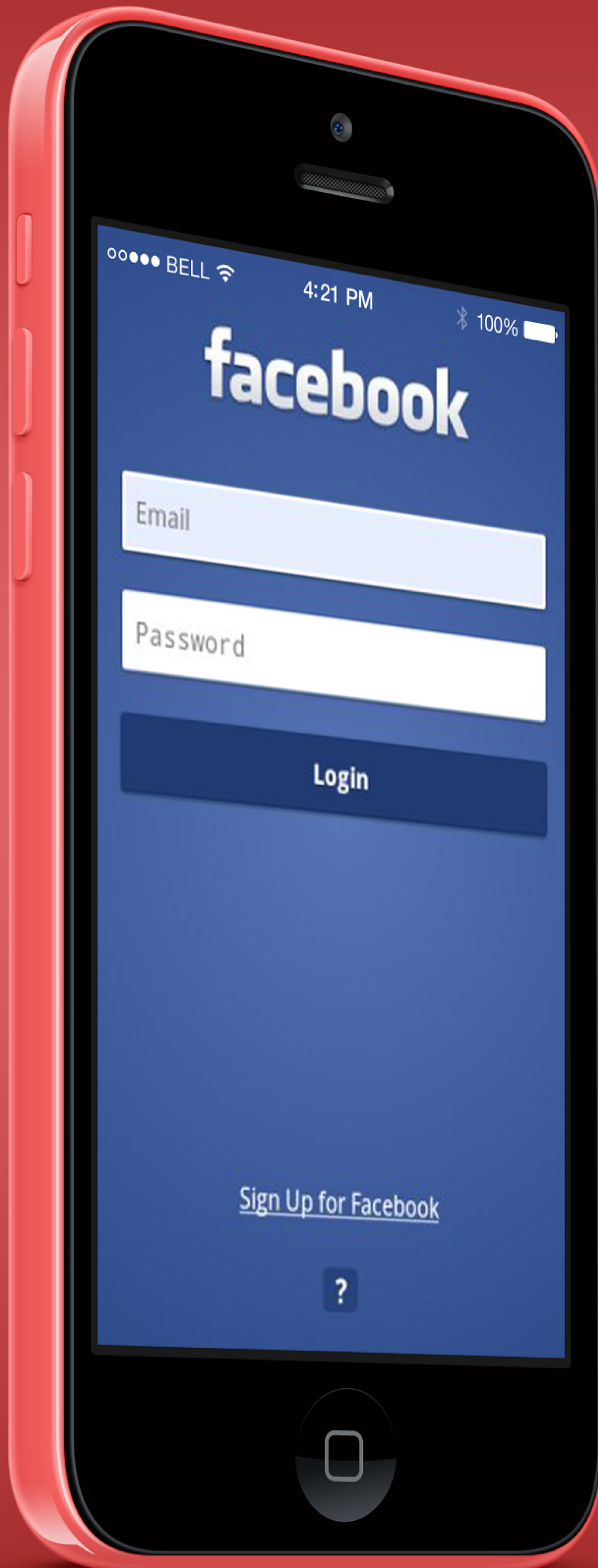
social media both on and off the website.

“When we first started a Twitter feed it was still a very new thing for the legal world,” said Sally, “Historically lawyers weren’t allowed to market their services. But now people are out there talking to us so we need to join in with that conversation.”

With a new website and an exciting future ahead it looks like there has never been a better time to start a conversation with Hugh James. 🐶

Words by **Lucinda Reid**





Connect with your audience

We have seen Facebook yield some great results for our clients and urge you to consider whether Facebook advertising could work for you!

It is a powerful advertising platform that allows you to reach users based on age, gender, location and interests and you can choose to drive traffic to your website or your Facebook page.

We can help you:

- Reach your target audience
- Drive traffic to your website
- Build your Facebook following
- Engage with your clients
- Promote your content

spindogs



After a meeting at Spindogs HQ about their exciting new app, we managed to grab Fuzmo for a quick coffee and a chat about why they decided to turn pets into a business opportunity.

How did Fuzmo start?

Elliot Thomas: Initially a mate of mine set up an Instagram account posting pictures of cute animals and it started to grow really fast. He got an account on the day it launched so his pictures were hitting the popular page when there weren't many users and this caused the initial growth. Then we started selling phone cases with cute animals on.

How did phone cases then turn into Fuzmo?

ET: Chris built a new site for the shop and we put a page on there, where we were posting pictures and videos. But that page was getting more traffic than the actual shop so we felt it was the right move to create a platform where people could share their own pictures.

What were the first challenges you faced?

ET: Once we launched Fuzmo we were quite stuck on the development side as Chris was in a full time job, Steve was, I was... We were really struggling for money. But me and my partner Jack were funding it through £300 a month on development.

Steve Tozer: Contributions were made with blood and sweat also!

ET: The four of us believed in it and didn't want to drop it before giving it a good go. It has taken a lot longer than we expected but we are here now.

How did you overcome your money worries?

ET: We decided to go crowd-funding via seeders and we raised £55,450. This then opened the doors to getting three angels investors from London who backed us further. That then allowed us to come to you guys to build the app.



From left: Elliot Thomas, Chris Edwards & Steve Tozer

Did you face any competition?

ET: We did have a little issue with one company, which I won't name, who we contacted. I Skyped them to see if they would advertise Fuzmo for us. Three weeks later they launched a competitor to us after that Skype call. But it's not really a competitor as they are more focussed on a different niche.

How is Fuzmo different from apps like Instagram?

ET: We concentrate on a niche, which is really popular on the internet; everyone loves animals regardless of who you are and what your background is!

Chris Edwards: We are trying to move off Instagram, we want to basically build something they could use instead of; they don't need to use Instagram to use this.

ST: It is the feel of the community too. It's so friendly, we blank out swear words and things, and it is a fun and friendly environment.

How has Fuzmo evolved?

ET: It has evolved a lot I would say, from selling phone cases to this!

ST: But there was that middle ground! We had two ideas originally, so there was 'Your Pets' a simple website to upload pictures and Fuzmo was going to be the app.

CE: But it sort of crossed the line, it became more like Fuzmo and less like the website.

How did you decide on the name "Fuzmo"?

ET: It took me ages and I was just writing down animal related things, like fuzzy, cute etc. Then I took bits from each word!

ST: It had to be a random word; it was hard to get a domain name as most things were taken.

What is your working relationship like?

ST: We don't always agree on everything, however we always find the common ground that is best for Fuzmo.

ET: We have quite a good working atmosphere as we are all very strong minded and not afraid to voice our opinions but we all do compromise and go with the majority vote.

ST: Ultimately we get the best out of every situation because of that!

How are you developing Fuzmo currently?

CE: I am working on API for the app, making sure that it is ready and we have got a couple of new features on the way. Plus there is the re-launch of the website!

How did you find Spindogs? Why did you choose us to develop your app?

ST: I basically googled app companies in Cardiff and looked for ones with a better website and portfolio. You were on the list!

ET: Me and Steve went to around 20 or 25 app companies between Swansea and Bristol and Spindogs were just the right company for us. Liam logged onto our website on the first meeting which was something no one else had done. He had pre-looked at what we were doing.

Where do you see yourself in five years?

All: On a yacht!

Aside from sailing away in the sunset..?

ET: We would like to see Fuzmo as a household brand name and as a key player in the social media industry. We would like to branch out with pet toys, food, branding, and turn it into an overall pet experience rather than just the pictures and the videos.

It sounds like you have a very exciting future!

ET: [laughing] Yes, we are taking over the world...one dog at a time!

ST: No, one animal! 🐾

Join Fuzmo today at www.fuzmo.com





MARK SCHAEFER

The social media specialist reveals why content is essential in a world ruled by hashtags.

“**T**witter really confused the heck out of me,” admitted Mark Schaefer, the globally-recognised social media consultant who spent six months trying to understand Twitter.

“It really was a mystery to me as people had their own language and it seemed like a wall of noise. But then I started to realise that this was really not about the technology but it was about human connection,” said Mark. It is easy to see why Mark would be drawn to something that is about genuine human interaction. When we conferenced Mark for an interview he immediately responded and could not have been more accommodating with our questions.

It is always refreshing to find someone who practices what they preach.

But when you look at how Mark has managed to obtain his 92K followers on Twitter, a few interviews along the way must have helped to secure his influence on social media.

One interview in particular stuck in his mind as he explained how he was interviewed by the New York Times regarding his blog, <http://www.businessesgrow.com/blog/>. Mark believes that the quality of his content, coupled with promoting it on social media platforms, has furthered his success. “You have got to have something deeper, something richer to power your social media presence. Your content is the catalyst for success on the web,” said Mark.

“Your content is the catalyst for success on the web”

In some cases this is easier said than done, as it can be hard to make content successful in an oversaturated market. Luckily Mark has the answer, with a simple acronym that promises to create shareable content. He encourages people to think about RITE which stands for: relevant, interesting, timely and entertaining content. If businesses write with these qualities in mind it should become a lot easier to improve their influence on social media. Once shareable content has been secured then it is time to devise a social media strategy.

Mark writes about incorporating social media into business in his latest book, ‘Social Media Explained:

Untangling the World’s Most Misunderstood Business Trend’. He has already had great success with his previous books about social media, including the Tao of Twitter, a book he felt he needed to write because of his initial scepticism about the network.

“..what if you aren’t the president of the United States of America?”

“I decided to write that [Social Media Explained], because it is amazing to me how this stuff is not new anymore and even large companies are struggling to figure this stuff

out. So this book puts it in perspective and tries to answer the questions that everybody asks.”

Content is Key for Success on the

Yet some of those questions were easier to answer than others as Mark admitted that he struggled to write the chapter about measuring success.

"I feel very strongly about measurement and social media," said Mark, "I have some perspectives on it that others don't have so I spent a long time on that chapter trying to get it right."

One popular way to measure success is via Klout, a tool which claims to "help people who want to be great at social media." Mark agrees that this is a very useful tool but believes that it is slightly misunderstood. He explained that Klout is more of a relative measure of how well people can move content on the internet. For example, Barack Obama could post something on social media and it would immediately get retweeted and favoured, consequently accumulating in a high Klout score.

But what if you aren't the president of the United States of America? Well, it then goes back to creating shareable content because this is how to put businesses on the right path for social media success. If there is any doubt remaining, Mark Schaefer is a good example of how to put great content on social media and turn it into a career.

"I don't think it is too bold to say that Twitter has changed my life," concluded Mark, before he jetted off to recount his wisdom to another eager audience. 🐦

Words by **Lucinda Reid**

Read his blog:

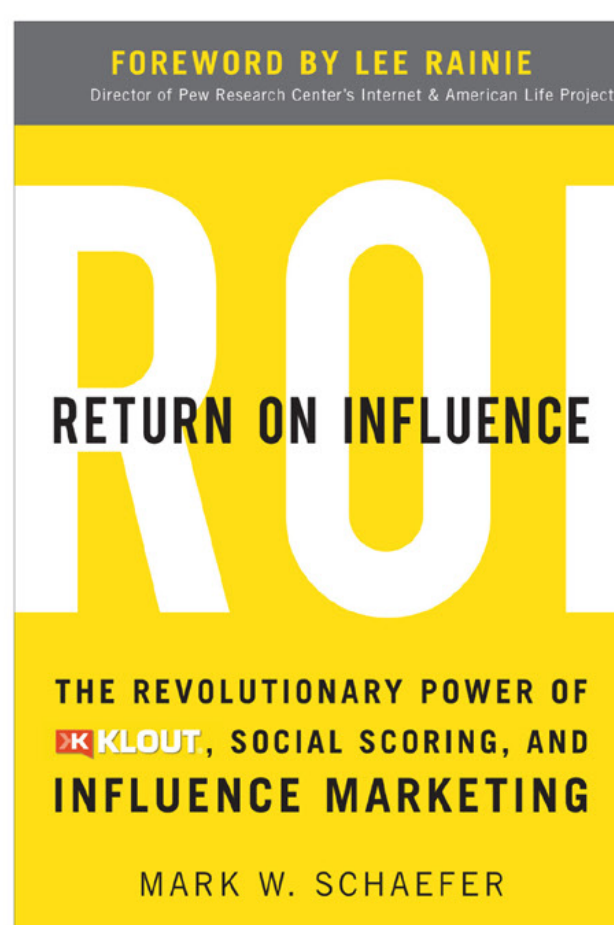
businessesgrow.com/blog

**Social Media Explained:
Untangling the World's Most
Misunderstood Business Trend:**
buy from amazon.co.uk

RITE

Mark has the answer, with a simple acronym that promises to create shareable content ▶

- Relevant
- Interesting
- Timely
- Entertaining



Return On Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing

*'We are on the cusp of a marketing revolution -
And it is being led by you!'*



Born to Blog

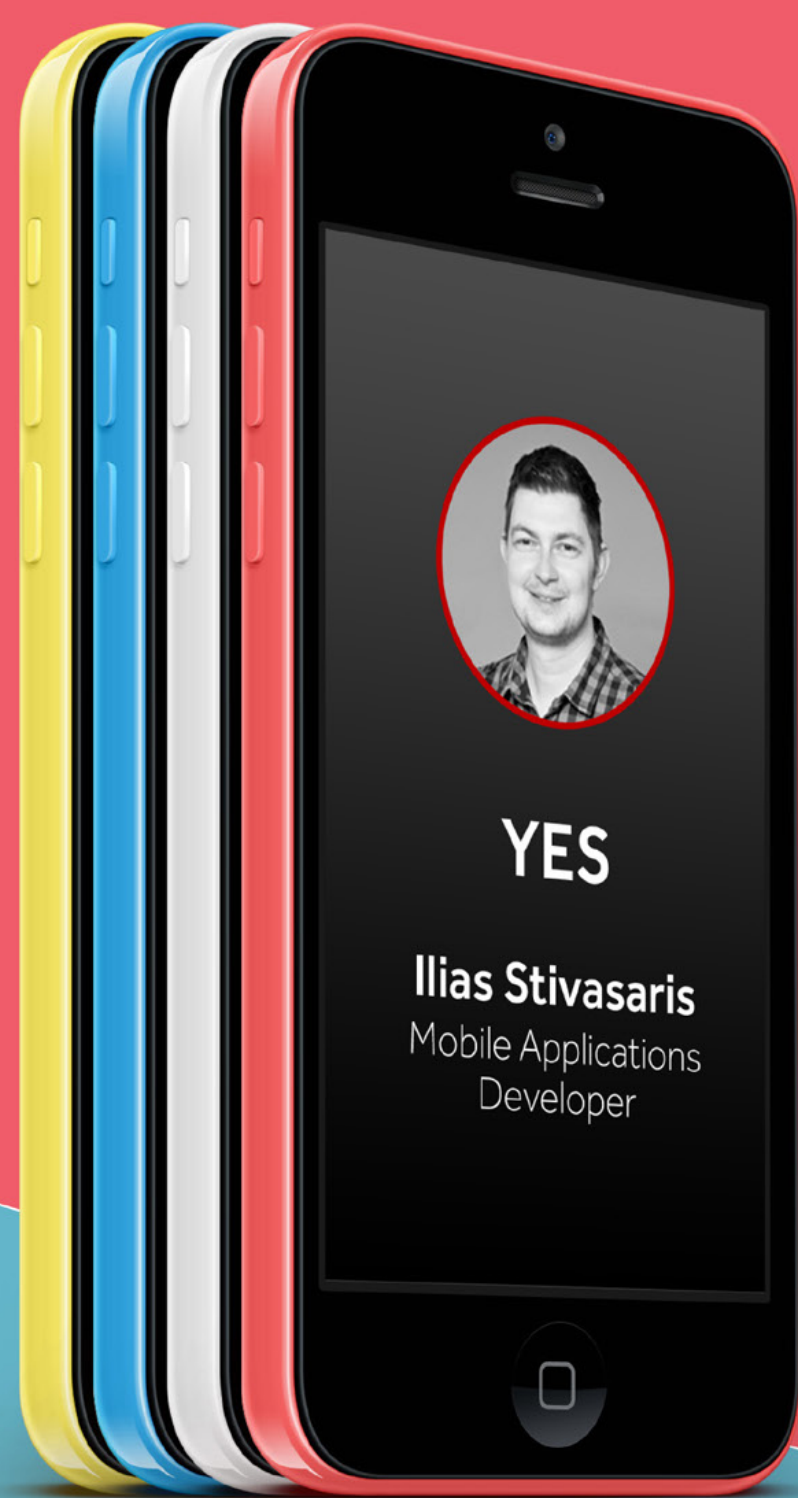
Blogging beginners and seasoned pros alike will find valuable advice they can put to use immediately."

LEO WIDRICH, cofounder, Buffer



Is iOS better for developing Apps?

We asked two of our developers to explain why there are always two sides to every argument.



I could start and finish with only one word, that you don't usually have to worry about when you are an iPhone developer: fragmentation.

For example when you build an application targeting 2-3 specific devices it is a lot easier than dealing with 200+ which might have different sizes and specifications.

Unlike the other mobile platforms, iOS applications have to go through Apples approval process. Yes, it takes a bit longer for an app to appear on the Apple store but the user knows that when you download the app it will follow Apples guidelines and you get a safer and better quality app reaching the end user.

Following the introduction of SWIFT, developing for iOS is even better! SWIFT is the first industrial-quality systems programming language and the big idea behind it is that programmers can write their code and see the results in real time.

Apple users are usually very loyal to the company and so are the developers, with a huge developer community supporting it after all these years. You can find a solution to any problem that you might have and the tutorials or books cover anything that you might need.

Based on these points, I think that iOS is a better platform to develop apps.

Apple's IDE is awesome because developing for one is developing for all, unlike other mobile platforms. Does this make Apple's process better? NO!

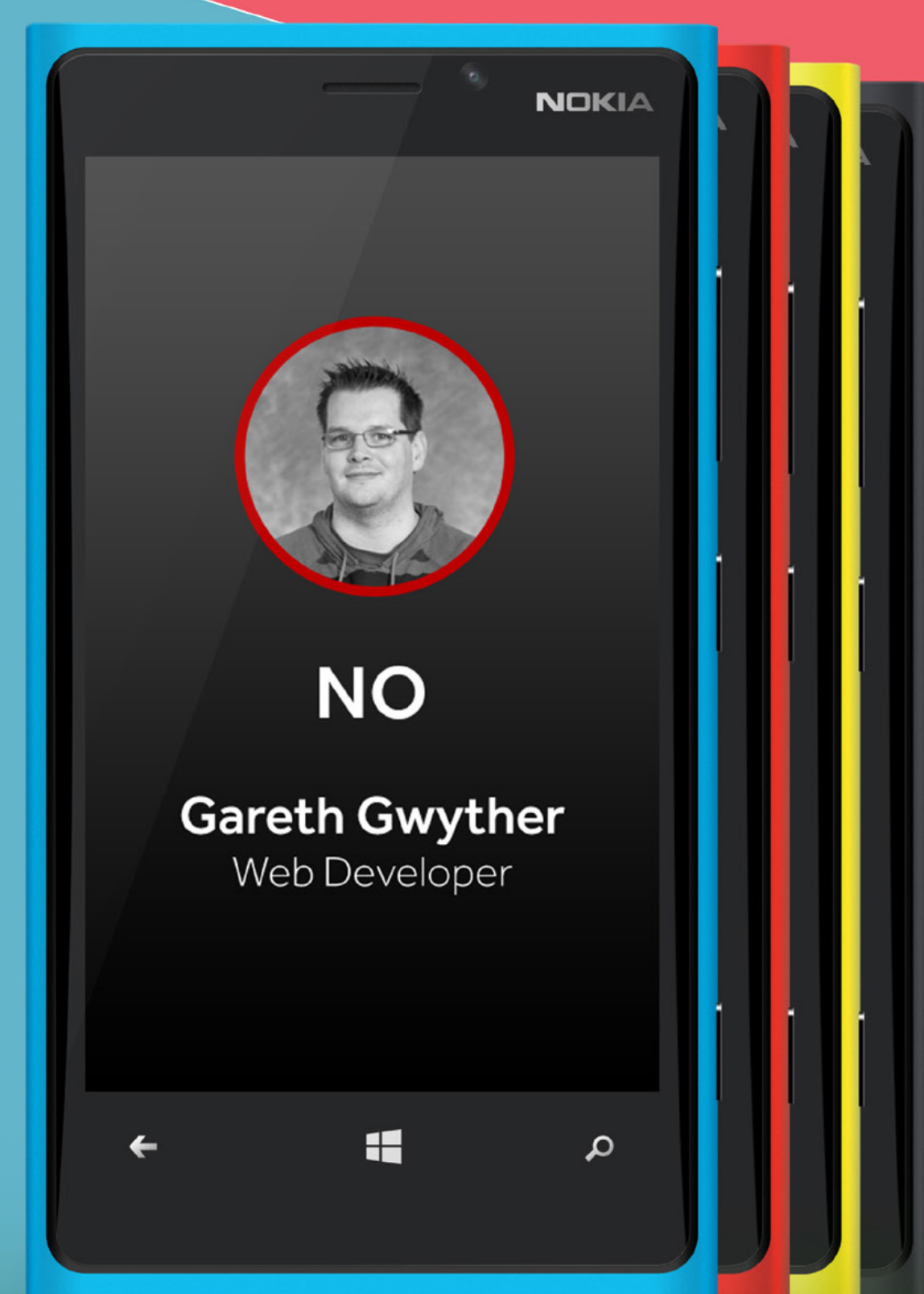
Let's start with the iOS approval process to get an app on the iOS store. Your app has to be vetted and approved and this can then be rejected for a variety of reasons. Android for example will be up and in store usually within 24 hrs max.

iOS apps can only be distributed through the app store, but with Android you can distribute the app to the vendor.

I am also not a fan of iOS documentation. The navigation is awful because it takes a minimum of six clicks to find an answer. It's badly organised and some things are not even documented.

Objective-C is the programming language for iOS and to learn it is quite a steep learning curve. Until recently this has been the only option to develop iOS apps natively.

Due to the approval process, documentation and language learning curve I'd say that iOS is not the best for developing apps.



Your Questions Answered

With Angharad & Kas



Angharad Yates and Katarzyna Fijolek are the support team here at Spindogs. Their role is to manage any support queries and requests after the website has gone live.

They are happy to help in any way they can, offering advice where needed, and using their own technical and creative experience to manage requests quickly. We asked them to answer some of the popular FAQs that they tackle daily:

Words by **Angharad Yates**

Q

“I don’t seem to have the option to change the font and colour of the text I add to my site, why is this?”

A

Each website has specific fonts and styles that are determined by the designs of the site. Only those proposed in the initial design layouts are available for use in the content areas, in order to keep the design of the site consistent. Within the text area in your content management system (CMS) you will see different format options, including various heading options and a paragraph option. These follow the styles used through the site, in order to give a clean overall aesthetic, and are all different to give you an element of flexibility. There is always the option to change the fonts used on the site, just let us know if you wish to do so.

Q

“I’ve copied text into the text editor but when I change the format the text looks different. Please help?”

A

It sounds as though some of the text you have pasted in is retaining some preformatting from the location you copied it from, and is therefore not fully taking on the styles of your site. This often occurs when pasting content directly from Microsoft Word. To resolve this, highlight the text you are experiencing the issue with and click the eraser icon, this will remove any preformatting. In order to avoid this in future, either copy the text from a plain text location, such as Notepad, or prior to pasting the text into the editor press the ‘Paste in Plain Text’ button.

Q

“I can only view my site when I add www. before the web address. If I do not add www. it says the site is not found, why is this?”

A

This suggests that your domain has not been fully directed to your website. A domain (e.g. spindogs.co.uk) has different DNS records that control information associated with it. There are various DNS record types which are used for different purposes, such as website, email etc. To resolve the issue you are experiencing you need to login to your domain control panel (where your domain is registered) to make an adjustment to the DNS records. From here, you need to copy the IP address for the www. A record that is currently in place, and add a new ‘A record’ (without www.) using the IP Address you have copied. 

10 'ears *of* spindogs

Where it all began...



From left: Liam and Elywn at their Leavers Ball in 2004



From left: Elwyn, Liam and Dave graduating from @Wales

It was 2004, Facebook had only just launched in Harvard, Twitter hadn't been invented and nobody owned an iPhone. Today it is hard to remember a world without those three inventions because we have become so accustomed to using them in our daily lives. But at this time there was also another company being born.

It began with two UWIC students, Liam Giles and Elwyn Davies, who were in the process of completing their degrees in Product Design.

"One of our lecturers was constantly saying, "wake up and smell the coffee", he was a big fan of entrepreneurship," explained Elwyn, "So the business started as a module in university and then we thought, let's do it!"

Unsurprisingly one of the first things they had to decide on was the name of their business. After a game of squash Elwyn and Liam were discussing different names at the pub until they settled on Spindogs.

"There is no good story!" laughed Elwyn.

This was however, the start of the story, as Spindogs had begun in Liam's university bedroom with their first clients just family and friends. This was not uncommon at this time because there were many micro-companies being set up in bedrooms across Cardiff.

"There were so many micro agencies at the time because the industry hadn't established. You had the .com boom and there were lots of competitors working in their bedrooms," said Elwyn, "We were right in the middle of lots of companies who had the same type of capabilities."

Then they received their first lucky break.



“Our first proper client was Chase View Vets, who are still a client today. It was my landlord’s daughter and we didn’t really know what we were doing,” confessed Liam. “And the good thing was that they knew that!” said Elwyn. “They were patient with us, so we created the brand for them, then business cards and a leaflet and then that evolved into a website in about 6 months”

Once this client had been secured this didn’t mean that the hard work was over, and they soon came across some problems.

They were using a third party CMS Platform and soon it became evident that having their own CMS would make their business a lot more effective.

This was when Dave Morgan stepped into Spindogs, a computer science graduate that was good friends with Claire Swindell, our Account Director, and Elwyn.

Dave had been busy creating a CMS system, which would conveniently eliminate the problem that Elwyn and Liam were facing by using a third party product.

“I remember teaching clients how to use bold italics with underlined tags, training is much easier these days!”

“They said one of the problems was with their third party CMS not being AA accessible,” explained Dave, “So separate to Spindogs, I built a CMS in my own time and that was the first thing I built before I started working here.”

Now that Dave was on board the team began seeing the benefits of their own CMS.



Clients were surprised that they were able to have a website where they could change the text themselves. That said, it was still very different from today’s CMS as there weren’t options like bold or italics; they had to know the html for each change.

“I remember teaching clients how to use bold italics with underlined tags, training is much easier these days!” said Elwyn.

Their determination to give clients the best possible service was something that they agreed from the outset. Dave, who is now Technical Director, explained how this contributed to the growth of the business.

“Any client that we did work for always had a hosting and support bundle, as we recognise the importance of looking after clients,” said Dave, “That massively helped our growth and our client network.”

Once they had secured their first client they moved into free office space at GTi in Abercynon. This was specifically for people that lived outside of Cardiff or went to Glamorgan University. Liam and Elwyn managed to charm their way into the space as they turned up every day hoping they would be let in!

Luckily they did get some space in an open plan shared office, but the team decided to empty out one of the cupboards and turn it into their own personal office.

“Now GTi have warm-desking where you pay for your own space which they credit us for inventing!” said Liam.

“...Because we moved some boxes!” laughed Elwyn. “I have only found that out in the past couple of years when I bumped into the woman that ran it,” continued Liam. Their cupboard space didn’t last long though as Spindogs was thriving and enjoying lots of new opportunities.

“I would have to mention that one of the first milestones was NFU Wales,” said Dave, “That was the first substantial tender we won. That was just a crazy big project!”

They were still learning and with each new project came even more responsibility and hard work, but nothing dampened their spirits. Their client base was also growing because of a strong networking ethic, with Liam attending many events, making sure that the Spindogs name would become well known locally.

“We started to go to events like BNI and started to meet people,” said Liam, “I just went to everything for four years solid. At least three or four events a week I would guess.”

This dedication paid off when the company moved into their first proper office, Pascoe House, Spindogs HQ for the past six years.

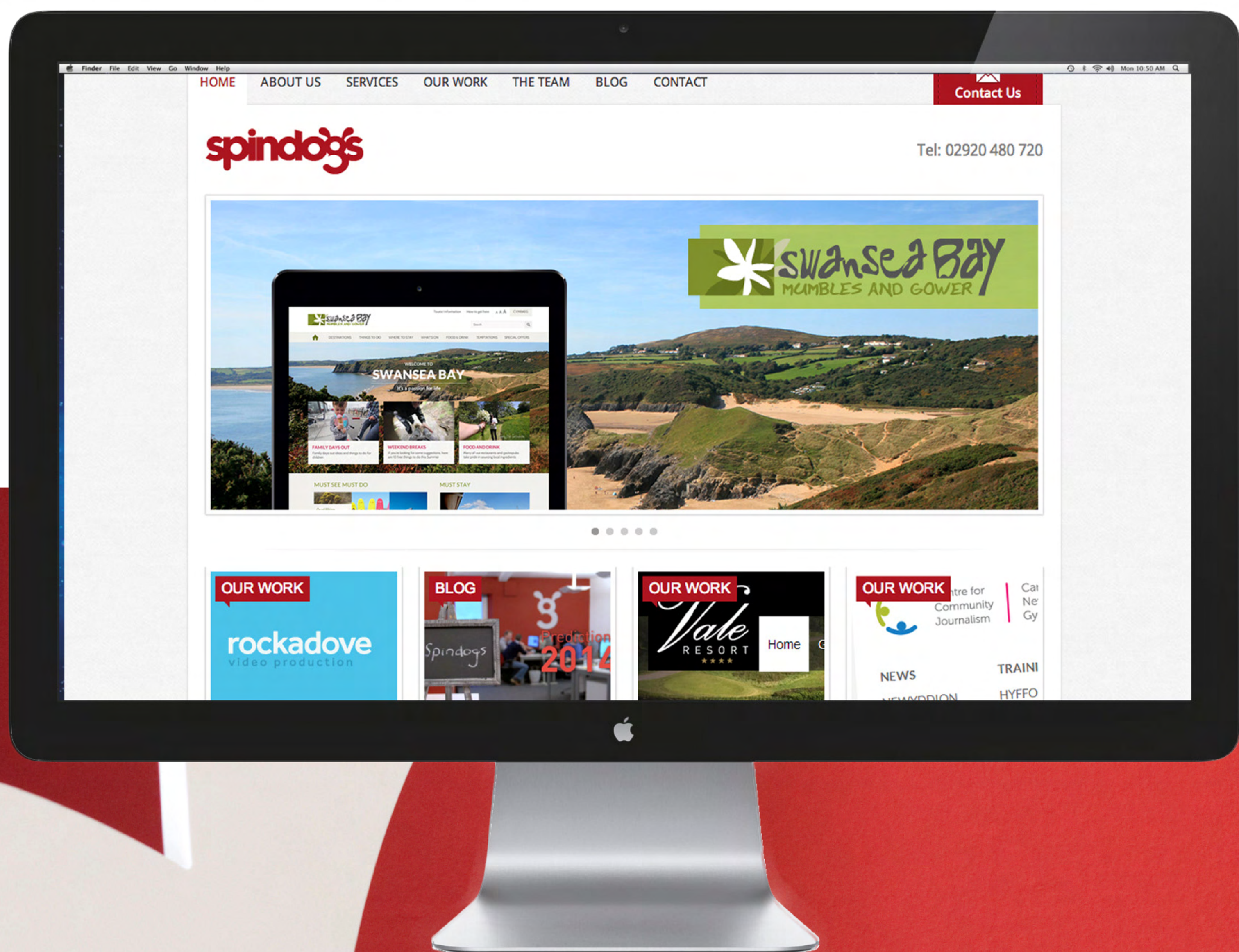
They moved in with a team of six, a clear example of how much the company has grown in the past few years.

Today, Spindogs has a team of 23 and is flourishing by the day! But this growth has not occurred by chance, the management team made sure that they implemented procedures and processes to allow for steady progression.

We are now looking forward to the future and the prospect of celebrating the next 10 years and beyond.

“The vision is for clients to know that if they have an issue, on the tips of their tongues is that they know we are the people to solve it. It is exactly the same from a team perspective,” said Liam. “That is what is really important to us.” 

Words by **Lucinda Reid**



Here's to
the next
10 'ears



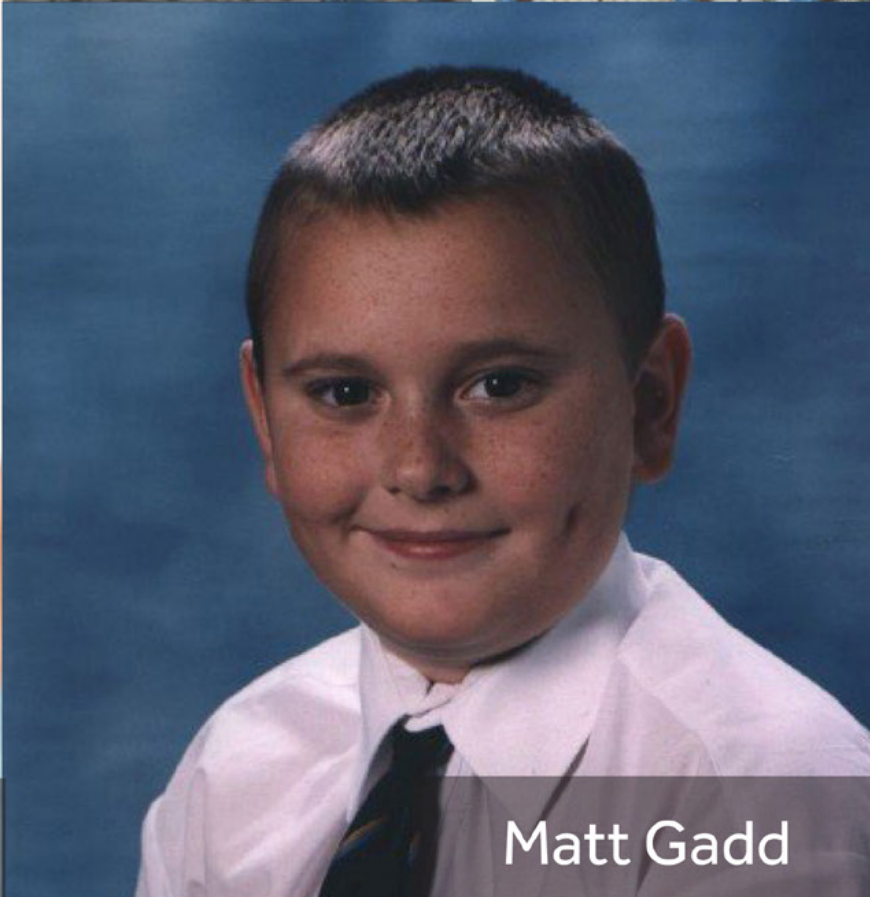
Lucinda Reid



Claire Swindell



Ilias Stivasaris



Matt Gadd



Liam Giles



Elwyn Davies



Jon Bauer



Sean Giles



Rhys Ashman

WHEN WE WERE 10!

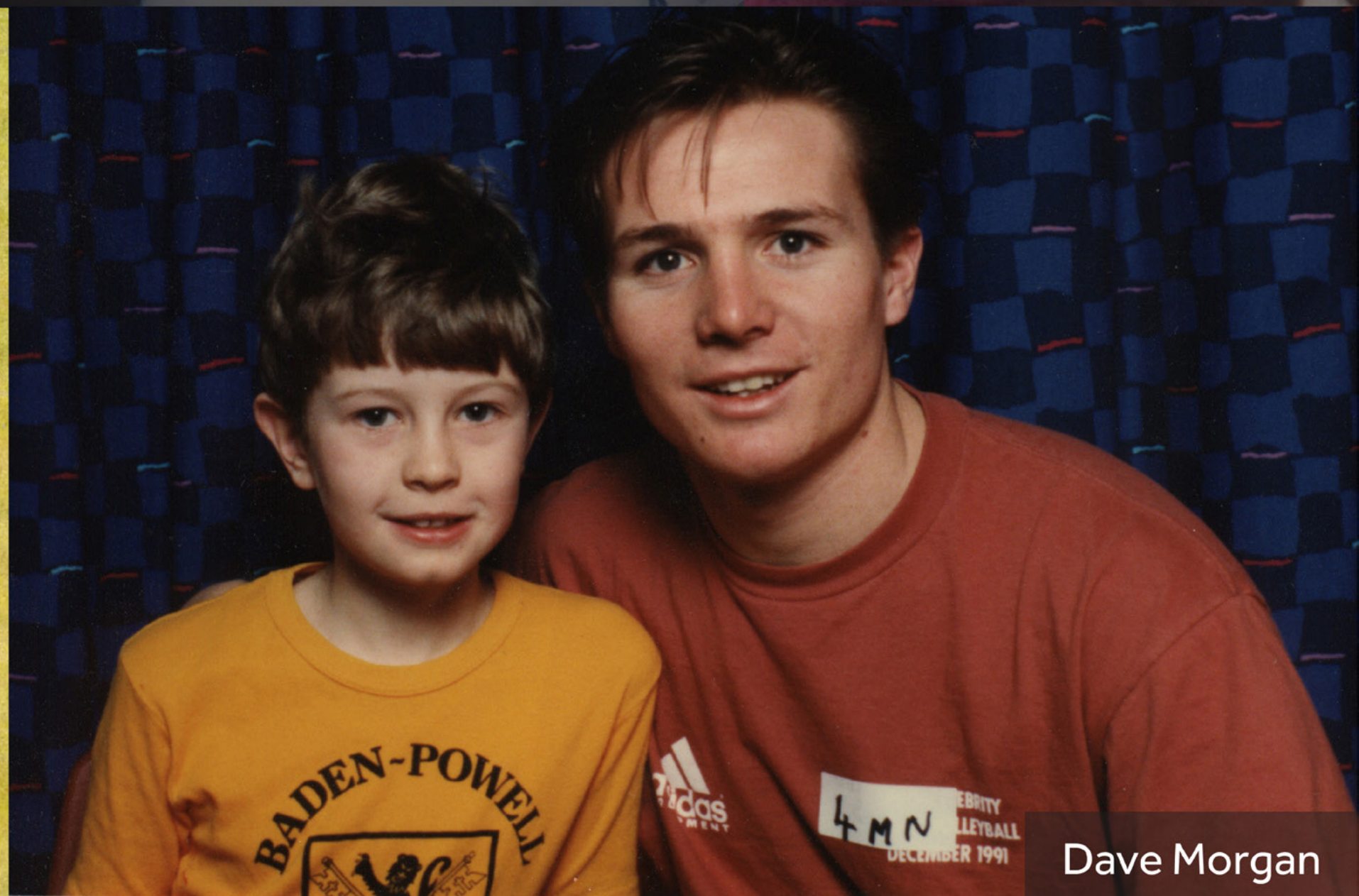
We asked some of the Spindogs team to share a photo of their 10 year old selves.



Paula Paddick



David Frederick



Dave Morgan



Laura Hodges



Jon Walker



Angharad Yates



Olivia Farrell



WIMBLEDON

Our annual summer party had everything from ping pong to Rodger Federer!

For years we used venues in the Bay and the city centre to host our annual Summer and Christmas parties, but then there came a point in 2012 when I thought, hang on, our office is great, why not have it here! It was a challenge to transform the office into an unforgettable party experience (there are a LOT of computers in our office!) but it worked brilliantly from the outset and thankfully we haven't looked back. Since the first 'Casino Royale' party we have had a luau, a winter wonderland and now Wimbledon!

Wimbledon was the perfect summer theme and we transformed the office by laying green grass throughout the party area. Throw in jugs of Pimms, a ping pong tournament and a Roger Federer lookalike and you have the makings of a great party!

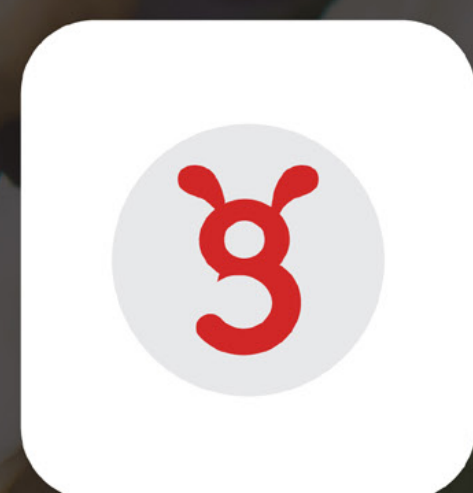
The party is a chance for people to kick back and relax, have a drink, and lots of fun! We always encourage fancy dress and there is a prize for best dressed, with 3 potential contenders this year – two strawberries and Henman Hill.

Planning is already underway for the Christmas party and you can be sure there will be more twinkle lights than you can shake a stick at! There will also be great food, drink, entertainment and, of course, company! Hope to see you there!

Words by **Claire Swindell**





 **60**
Sweatband's



Jazz
band



Ltr's of
PIMMS



Giant tennis balls



novelty tennis
rackets



Becca Lloyd, Eleri Wynne & Rachel Jones (Arts and Business)



Rachel Ellis, Jane McGill, Helen Hallam, Helen Martin & Vikki Union (ACT Training)





Elwyn Davies (Spindogs), Philip Roberts



Emma Waddingham, Liam Giles (Spindogs) & Abi Carter (Forensic Resources)



Adele McGregor (Working Word) Rachel Pewsey (Traveline) & Olivia Farrell (Spindogs)



Richard Newton (RNC) Lisa Buckley (Tenovus) & Ruth Mclees (artist)



Jazz Band (RWCMD)



Huw Lewis (MPCT) Claire Swindell (Spindogs) & Huw Moores (MPCT)



Elwyn Davies (Spindogs), Nick Corrigan (Media Academy Wales), & Mark Bishop (Youth Offender Team)

ROGER FEDERER

aka **ANDREW COBB**

After being ace at our party we caught up with our new favourite lookalike!

1. When did you first realise that you looked like Roger Federer?

It's been about 10 years now since I noticed I looked like Roger Federer. A friend text me whilst I was on holiday saying, "You have a twin playing in Wimbledon." After that I had so many comments from friends and strangers alike that I decided to work as a lookalike and have been doing so for the last 8 years.

2. Have you ever met Roger?

Unfortunately I have not met Roger as the opportunity has never really arisen. I'm not sure what his reaction would be but I expect he would be fine although he may find it a little bit strange!

3. What is your profession aside from being a lookalike?

I work in marketing as an Event Manager. This generally coincides well with the lookalike work as the flexibility of the job enables me to work as a lookalike when the jobs arise

4. Do you play tennis?

I can play tennis to a reasonable standard which is definitely handy when you look like Federer!

5. If you could look like anyone else who would it be?

I have never really thought that much about who else I would like to look like. Generally I'm just pleased the person I do resemble is well liked and seems to be a nice guy. Luis Suarez might not be so great! 🍷



Our Charitable Mission

From golf to running, Team Spindogs will be putting their best foot forward in the name of charity



From August 2014 we are going to increase the number of events that we support with the hope of raising a minimum of £10,000 by August 2015!

To mark a decade of Spindogs we have a very special year lined up. We work with some amazing charities, so we have decided to hold a year of events to raise money for them and other charities close to our team's hearts. We felt there was not a better way to celebrate our 10th birthday!

Although we already do a lot of fundraising for charity, from August 2014 we are going to increase the number of events that we support with the hope of raising a minimum of £10,000 by August 2015.

As a team we will all be making an effort to raise money by participating in a range of events.

We already have some team members signed up to the next St David's Day run so they're keen to practice their running skills!

Our 10th birthday is on 1st August, and we will be kicking off our fundraising with a 'Ladies Evening at the Races' held at Chepstow Racecourse on August 14th. All the funds from our ticket costs are being donated to the Tree of Hope

charity, to support the 'Help Ruby Walk' campaign.

We are also hosting a golf day in conjunction with IoD Wales on September 10th and all proceeds from this day will be donated to the Noah's Ark Appeal.

Make sure you also check out our Twitter and Facebook pages to keep up to date with our events.

We have had an amazing 10 years and we are very excited for the next 10 to begin! if you have any unique fundraising ideas let us know! 

Words by **Laura Hodges**

Make sure you also check out our **Twitter** and **Facebook** pages to keep up to date with our events.



Help Us to Support Them

Ty Hafan:

- What:** Rainbow Run
- When:** 27th September 2014
- Where:** West Wales - Pendine Sands, Carmarthenshire
- How:** People can register to take part at rainbowrunwales.co.uk. £10 for an individual or £30 for a group (3-5 people)
-

Bobath:

- What:** Fundraising events including Welly Walks, Wear Your Wellies to Work Days and a Horse Race Night
- When:** October 2014
- Why:** The aim of the month is to raise awareness of cerebral palsy
- How:** For further information please visit our website at www.bobathwales.org/cerebral-palsy-awareness-week/ or email claireb@bobathwales.org.
-

Touch Trust:

- What:** Skydiving Sponsorship
- When:** 13th September 2014
- Why:** Sponsor Megan and Dilys so that Touch Trust can continue to provide unique music and creative art therapy for many special people
- How:** www.justgiving.com/touchtrust



Cooking *with* Spindogs

Prawn Wonton Soup

We serve up a heart warming soup to tantatlise your tastebuds

Ever since I started cooking I have always wanted to be able to cook Chinese food at home that tastes authentic and looks great. Before I found and tried this recipe I was previously putting some meat and veg into a wok, adding some black bean sauce and serving it with noodles...Not the most exciting meal in the world and it always seems to taste the same!

Then I picked up a copy of 'Gok Cooks Chinese' because I had seen some of the accompanying TV show and thought it looked worth a go. This was where I found the prawn wonton noodle soup, which Gok likes to call 'Happiness in a Bowl'.

This dish whisks you off to the Orient from the moment you start to make it until you inhale the last drop of broth out of your bowl. The simmering stock fills the kitchen with the spicy smell of ginger while you prep and make the wontons.

This is easily the most challenging part involved in making this dish but if you remember that the wonton wrappers have a bit of give in them and are stronger than you think then it is pretty easy to do.

When I see 'soup' I think of a starter, but this soup is actually much more filling and is great to have as a meal in its own right. Alternatively you can scale down the portion and it makes a fantastic start to a feast worthy of any Emperor. 🍜

Happy cooking!

Words by **Sean Giles**

"This dish whisks you off to the Orient from the moment you start"





SERVES 2



For the fish stock

A 3 cm piece of **fresh ginger**, cut in half and roughly bruised

1 **stick of celery**, snapped in half
good quality fish stock (can use cubes)



For the soup

4 **tinned water chestnuts**, drained and coarsely diced

4 **tinned straw mushrooms**, drained and coarsely diced (you can just use button mushrooms)

10 **raw king prawns**, roughly chopped
salt and ground white pepper

1 **egg**, separated
cornflour, to dust

8-10 **wonton wrappers**

A handful of **fresh thin egg wonton noodles** (or as many as you want)

1 teaspoon of **sesame oil**

2 tablespoons **oyster sauce**

2 teaspoons **light soy sauce**

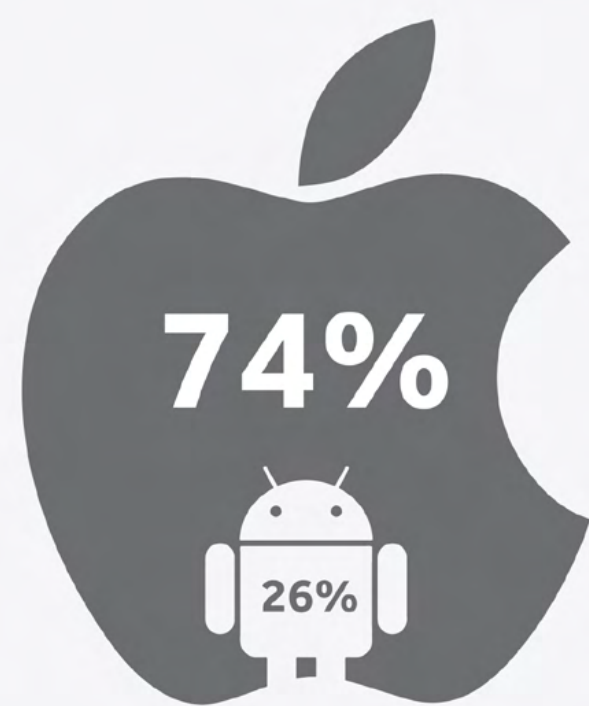
1 teaspoon **fish sauce**

2 **spring onions**, chopped

DID YOU KNOW...

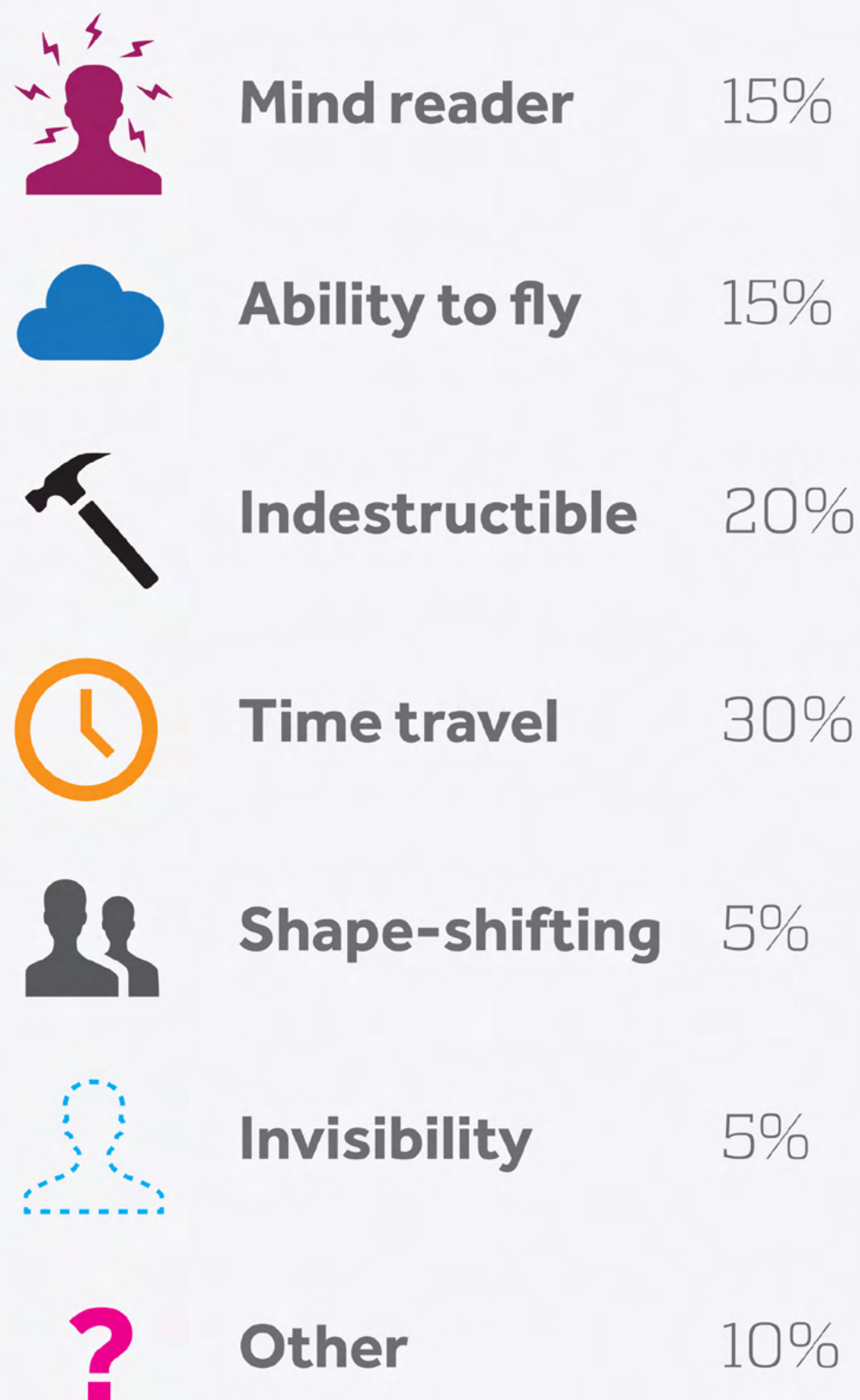
Sometimes the only way to find out what the Spindogs team really think is to create a questionnaire filled with some very random questions.

As some of the results made us smile we thought it was only fair to share them with you...



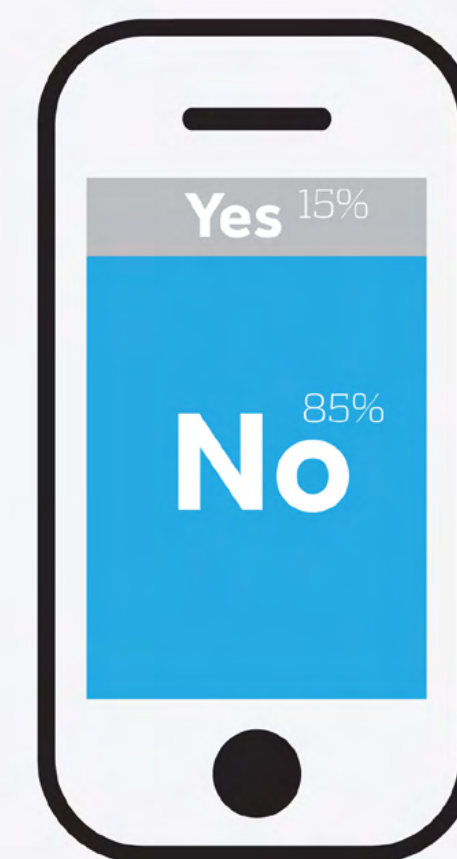
IOS VS ANDROID.

IF WE HAD SUPER POWERS.



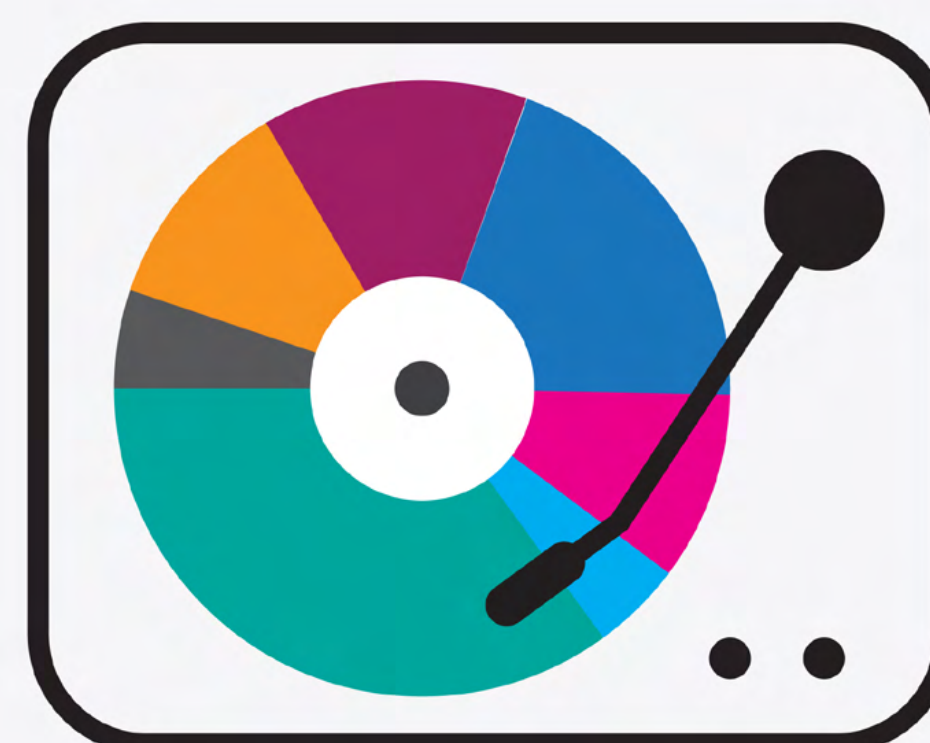
LIGHTS OUT.

Are you someone that falls asleep with your phone cradled in your hand? Well, it seems like we can't turn it off either!

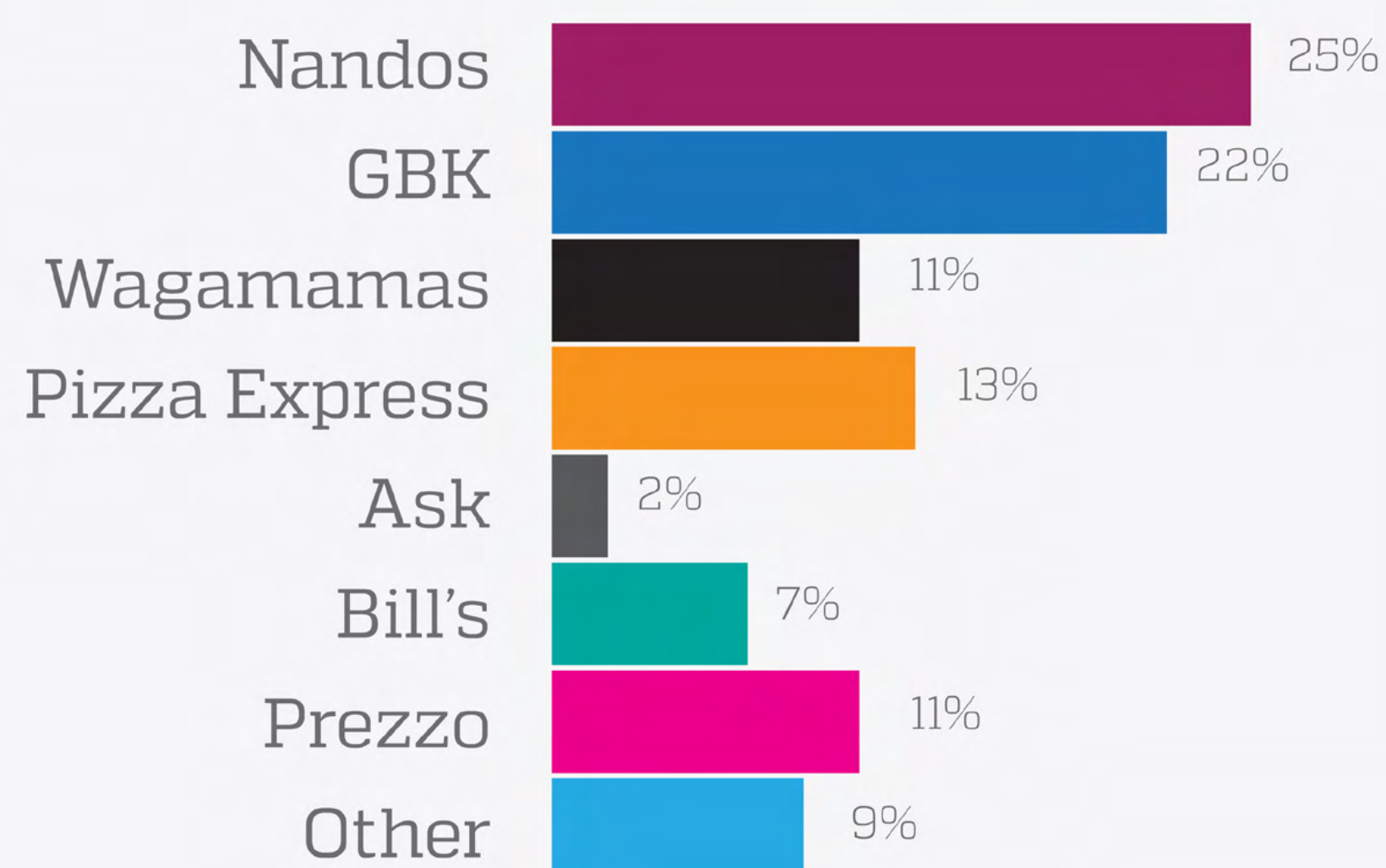


PREFERRED MUSIC GENRE.

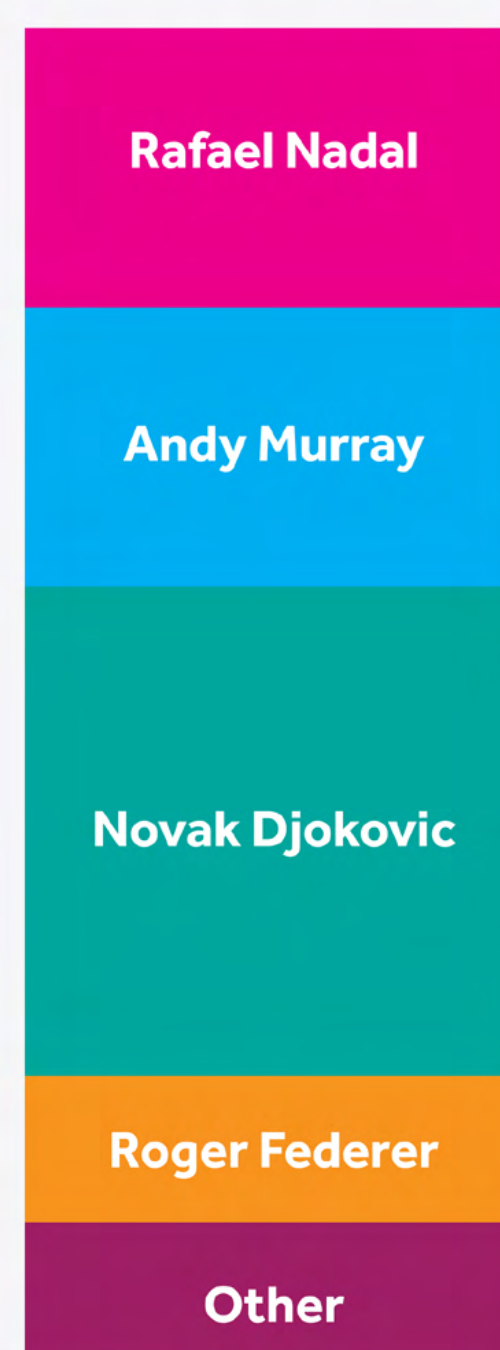
At Spindogs HQ we love our music and we always have a selection of genres playing throughout the day. There was some disappointment that 'Disney' was not an option!



WHERE SPINDOGS LIKE TO EAT.



WHO WILL WIN WIMBLEDON



NANDOS SAUCE.

Lemon and Herb

Mango and Lime

Medium

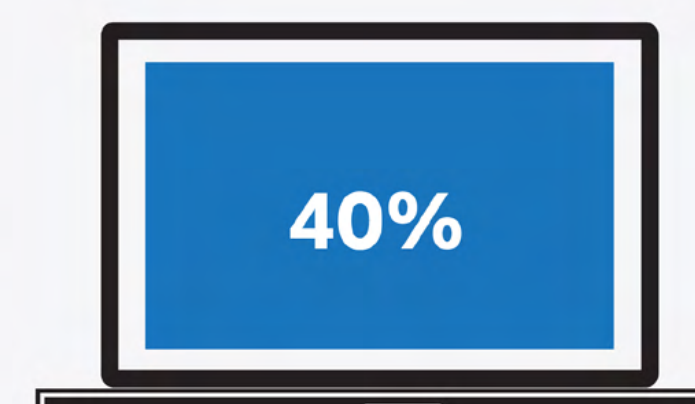
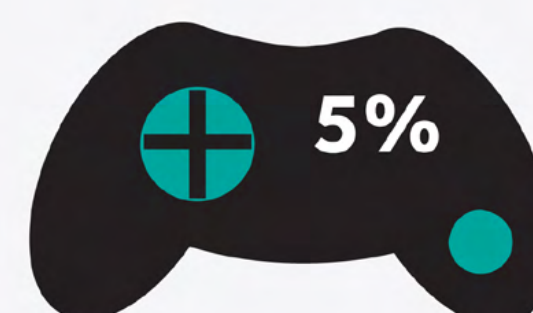
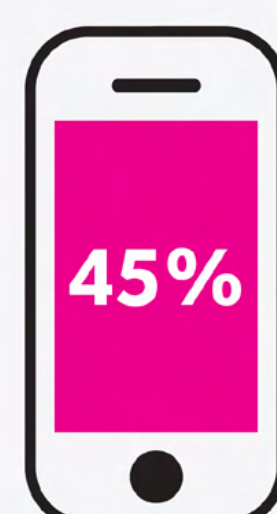
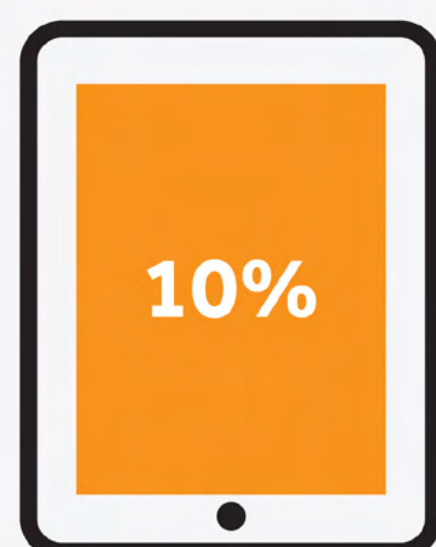
Hot

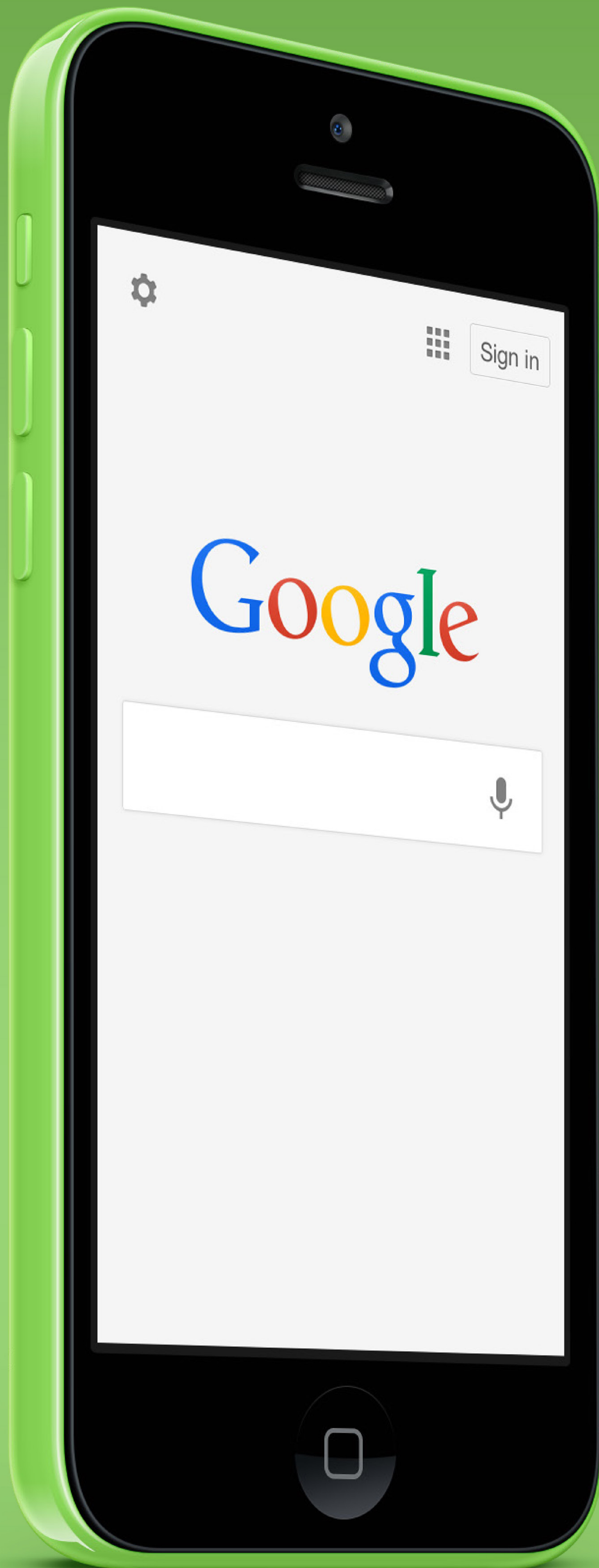
Extra Hot



IF WE COULD ONLY HAVE ONE GADGET.

Would you be able to survive with only one gadget for the rest of your life? It was an easy decision for some, you just can't beat the smart phone's flexibility!





Tailored to fit you

Are you thinking about running an online marketing campaign? Our approach with every client is to create a campaign bespoke to your specific needs, whether it is to generate more enquiries, increase sales or promote your latest piece of brilliant content.

We focus on what matters to you.

We can help you:

- Devise a strategy to improve rankings and traffic
- Produce well written, interesting content
- Gain quality inbound links
- Improve your user's experience
- Make your content relevant to search engines

spindogs

