



Coast Confidential

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WE love it when charities find ways to help themselves and the community in the one action and this one from Lifeline is a beauty.

Branded as Business Lifeline, the concept is to hold seminars featuring top notch business people as presenters and aimed squarely at any and all persons who are interested in improving the way they make their daily bread.

Profits go to Lifeline and the work that they do is introduced to the guests who are also helping themselves and a great cause.

On Wednesday night, the folk with the answers were Zarraffa's bigboss and coffee bean counter Kenton Campbell and Peter Rowe from ProfiTune.

A roll-up of nearly 200 people to this inaugural seminar and their reaction guarantees that this will be an ongoing success story.

A nice tag at the end because Kenton was so impressed by Peter's presentation that he booked him for the next big gathering of Zarraffa's staff.