

Management training.

Two salient phenomena of commerce over the past fifty years have been the burgeoning of:-

- 1) McDonalds
- 2) Business Schools.

I will argue that

a) much as growth of these may be correlated, causality is limited. In my experience, business students typically despise any suggestion that they might work for McDonalds, as a holiday job if not as a career.

b) this reaction stems from a failure to distinguish between *process* and *product*. A personal dislike of hamburgers is no reason to ignore McDonald's as epitomizing business success. How has McDonalds prospered in the face of a worldwide concern for healthy food and global warming, but for the cultural differences among nations eating under the national

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28 September 2010

Dear

Yullah in Tandem

Further to my email earlier this year, I called in at The Ackers last Sunday and met Marion. She kindly gave me your name and showed interest in my vision of a potential new and energetic recreation on narrow canals such as you have in Birmingham.

Briefly, this vision is that city youngsters would build rafts which they could propel by single-oared sculling, also known by the Chinese terms 'Yullah' 'Yulloh' or 'Ro'. But I would like to break new ground with a raft that would accommodate two crew, one paddling in the conventional way over the stern, and the second in a 'well' amidships. I am discussing with a professional the design of such a craft.

Lack of money and facilities prevents me from building my own raft, but I believe I could demonstrate the principle using my own paddle on two canoes lashed together side-by-side. If I understood Marion correctly, this is something you already do at Ackers.

With a hard copy of this letter I'll be enclosing some publicity I've that expands on my ideas. I'm also sending a copy to of this letter to Daniel O'Donoghue of the Richmond Fellowship on the Kennet & Avon in Wiltshire, since last year he opened my eyes to the special attraction of tandem yullah to the physically or mentally challenged.

I am out of the country for most of the winter, but look forward to demonstrating yullah to you next summer. In the meantime, I would be delighted to hear from you by email.

Yours

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