



Accomplish More

accomplish more

News from the Company85 Global Challenge

Success in our sights



Alan Priddy (left) and Company85 Sales Director Bill Trim (right) made a great double act at our London Boat Show launch.

Welcome to a new newsletter, to our title sponsor Company85, and to a new name for the boat. Indeed, "Accomplish More" does rather fit the way the project has developed since we began building our round the world superboat last year.

We started out with the sole aim of breaking the UIM powerboat circumnavigation record of 60 days 23 hours 49 minutes set in 2008 by *Earthrace*. Only as successive scientists looked at the specifications for the boat and did all sorts of fuel / weight / drag calculations did we realise that the boat had it in her to accomplish more.

For a start, if you disregard the route, the fastest powered marine circumnavigation of the world remains the 60 days 21 hours record set in 1960 by the US nuclear submarine *USS Triton*, which circled the world via the Magellan route submerged, and undetected by friend or foe. They've said we'll be faster than that.

Faster

Until 6th January, the Guinness World Record for a surface circumnavigation of the world was 48 days 7 hours 44 minutes, set in 2010 by Frenchman Franck Cammas in the sailing yacht "Groupama 3". They've said we'll be faster than that.

Just how much faster they think, it's probably best not to reveal. With a voyage of over 20,000 miles, we know that nothing is definite until the finishing line is in sight. But with a properly funded project, we can work to eliminate many of the possible glitches that might slow us down.

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Accomplish More: New boat name

Accomplish more is the rallying cry of our new title sponsor, Company85. It encapsulates the firm's standards and values, and the phrase has a natural synergy with the aims and aspirations of the circumnavigation team.

The word 'accomplish' means more than simply achieving to the best of one's ability. It stands for completion. It stands for results. And it stands for taking you to the next level.

Company85

accomplish more™

Company85 is an independent British technology consultancy specialising in cyber security, data storage and IT transformation.

Company85 provides advisory and project services to private and public sector organisations, from blue-chip FTSE100 corporations to local authorities and regional police forces. Global technology companies and international outsourcers rely on Company85's expertise to help deliver innovative solutions for their end customers.

Headquartered in London, the firm has delivered projects in the UK and internationally in Europe, Africa and the Middle East. Company85 helps ambitious businesses adapt and thrive in a challenging economic environment, working collaboratively with them to lead change, strip out cost, and safeguard data.

Company85 was awarded a medal for organisational excellence at the UK IT Awards 2011, organised by BCS (the Chartered Institute for IT) and Computing Magazine, and was also shortlisted by Computer Reseller News (CRN) for its 2011 Channel Service Provider of the Year award.

Strange but true

Company85 first became involved with Alan Priddy's new powerboat project by virtue of the fact that in his spare time, onboard journalist Clive Tully plays bass guitar in Firewire, Norfolk's premier party rock covers band. On lead guitar and vocals is Laurie Menear, in his day job a marketing and PR consultant, with Company85 as one of his clients.

Laurie initially proposed Company85 as one of our sponsors because he thought the aspirations of the Global Circumnavigation Record project tied in rather nicely with the "Accomplish More" ethos of Company85. The relationship blossomed after a very well-received



Above: Clive Tully
Left: Laurie Menear

www.firewireband.co.uk

presentation by Shelley Jory-Leigh and Alan Priddy at their London office, and here we are!

So in the words of that great Abba track, "Thank you for the music..."

Star turn

We would have been happy enough simply with the 150 or so people who turned up to our reception at the London Boat Show. Apart from a fair number of sponsors and supporters, the media included TV, radio, specialist boating and general press, both print and online. But for me the icing on the cake was the celebrity attendees interested enough to come along and hear what we had to say.

We'd known in advance that Sir Robin Knox-Johnston (first person to sail around the world single-handed, non-stop) would be there. But also in the audience was eight times world champion powerboat racer Steve Curtis MBE, Olympic sailing gold medallist Iain Percy OBE, and one of my favourite adventurers, Jock Wishart. It was Jock who set the first official UIM powerboat circumnavigation record in 1998 on "Cable & Wireless Adventurer" (which Alan Priddy and I tried to break 10 years ago in "Spirit of Cardiff"), and who last year rowed a boat to the North Pole.

"Accomplish More" skipper Alan Priddy and Company85 Sales Director Bill Trim came on stage to announce the title sponsorship and the boat's new name, making a pretty slick double act. When they'd finished their presentations, there was a moment when the crew gathered on stage to a blizzard of camera flashes - no doubt a useful introduction to what we may have ahead of us!

Clive Tully

Faster record

As we were holding our London Boat Show reception on Friday 6th January, the 40 metre maxi-trimaran "Banque Populaire V" was in the very last hours of a record-breaking circumnavigation of the world. She crossed the Jules Verne Trophy finish line in Brest at 2214 GMT, smashing the existing record by nearly three days.

So now, while the powerboat record is still the 60 days 23 hours 49 minutes set in June 2008 by "Earthrace", the ultimate mark to beat is 45 days 13 hours 42 minutes and 53 seconds.



Twin TV! Alan Priddy (right) recording a piece for global motorsport programme producers Greenlight TV, while Clive Tully (centre, background) is being interviewed for Anglia Afloat magazine's online portal.



Getting the show on the road - Alan Priddy and Bill Trim announce the new name of the boat.

Honorary Degree

Congratulations are due to David Radcliffe, Chief Executive of HRG Worldwide, Company85 Global Challenge's travel organiser. David has been awarded an Honorary Degree by Glion Institute of Higher Education in Switzerland, one of the top hospitality management schools in the world, in recognition of his services to the corporate travel industry.



Front row, "Accomplish More" crew L-R: Clive Tully, Jan Falkowski, Joe Mearns, Alan Priddy, Shelley Jory-Leigh, Charles Stewart, Steve Mason, Peter Giovannoli.

Rear row, Company85 L-R: Laurie Menear, Duncan Kaye, Caroline Thornton, Bill Trim, Steve Watterson, Carina Hotson, Adrian Spink.