





hairyLemon™

**2011**  
**February 22<sup>nd</sup>**  
**12:51 pm**

# What happens next?

# The Tragic Loss of Life



# The Collapse of Infrastructure and Transport





# The Collapse of Infrastructure and Transport





# The Luckiest Truckee in NZ





# Need to Engage 4WD



# Mass Destruction of Buildings





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# Mass Destruction of Buildings



# The Collapse of a City





# Hairy Lemon HQ – CBD

## 123 Victoria Street – Opposite Christchurch Casino



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## 123 Victoria Street – Opposite Christchurch Casino





*“Immediate Response”*  
Evacuate  
*Staff*  
*Loved Ones & Your Home*

*“We thought we were prepared”*





*“We thought we could get going quickly”*



# *“The cultural collapse of the organisation – and recovery”*





*“We seek to do it Better”*

*“We do it with laughter”*

*“We believe there is never a bad idea”*

*“We thrive on pulling together”*

*“We love to grow people and relationships”*

*“We want to deliver the best solution”*

Organisational Values

# “Desperate Times - Innovation”



the I.T. team :  
take me to your server

 0800 IT TEAM (0800 488 326)  [enquiries@theitteam.co.nz](mailto:enquiries@theitteam.co.nz)

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ENABLING BUSINESS  
**with fixed rate  
I.T. solutions**

*See how we've helped TSBC*

[VIEW CASE STUDY >](#)





*“Insurance – Have I got another 3 Hours  
to speak?”*

**Lumley**   
Insurance

part of Wesfarmers Insurance

# *“Staying Positive”*

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# Moving

ON UP, WE'RE MOVING ON OUT. MOVIN' ON UP, NOTHING CAN STOP US.

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**WE MISSED OUR  
VICTORIA STREET  
FRIENDS!** *Moving to this location in*  
**2013** *WE WISH WE COULD BE MORE SPECIFIC...*

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**OUR STORY:** IN 2009 OUR RICCARTON OFFICE WAS EXPLODING WITH LEMONS. IN APRIL 2010 WE MOVED INTO OUR NEW HOME AT 123 VICTORIA STREET FOR A GLORIOUS 8 MONTHS BEFORE IT WAS SHAKEN AWAY. HORNBY HAS BEEN OUR SAFE HOUSE FOR THE PAST 2 YEARS, BUT NOW WE ARE MOVING BACK INTO THE NEIGHBOURHOOD!

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visit us: [www.hairylemon.co.nz](http://www.hairylemon.co.nz) // call us: 03 377 0031





# *“Staying Positive”*



# *“New Beginnings”*





# *“New Ways of Thinking and Doing Business”*



*“No longer boxed in”*





# *“Restoring Faith”*



# *“Challenges”*

Council could lose consenting powers

Desperate red-zoners pay for rock blasting

Swindlers not yet a concern in Canterbury

Roadworkers bear brunt of motorists' anger

Quake-hit residents now face flood risk

Record approvals see building costs soar



*“We think Strategy”*

*We'll take your vision and develop a strategy to grow your online presence and help you excel on the web and in your markets.*

*“We think Creative”*

*We exist to create. Using our creative powers we invent fresh and original ways to express your message and impress your audience.*

*“We think Technology”*

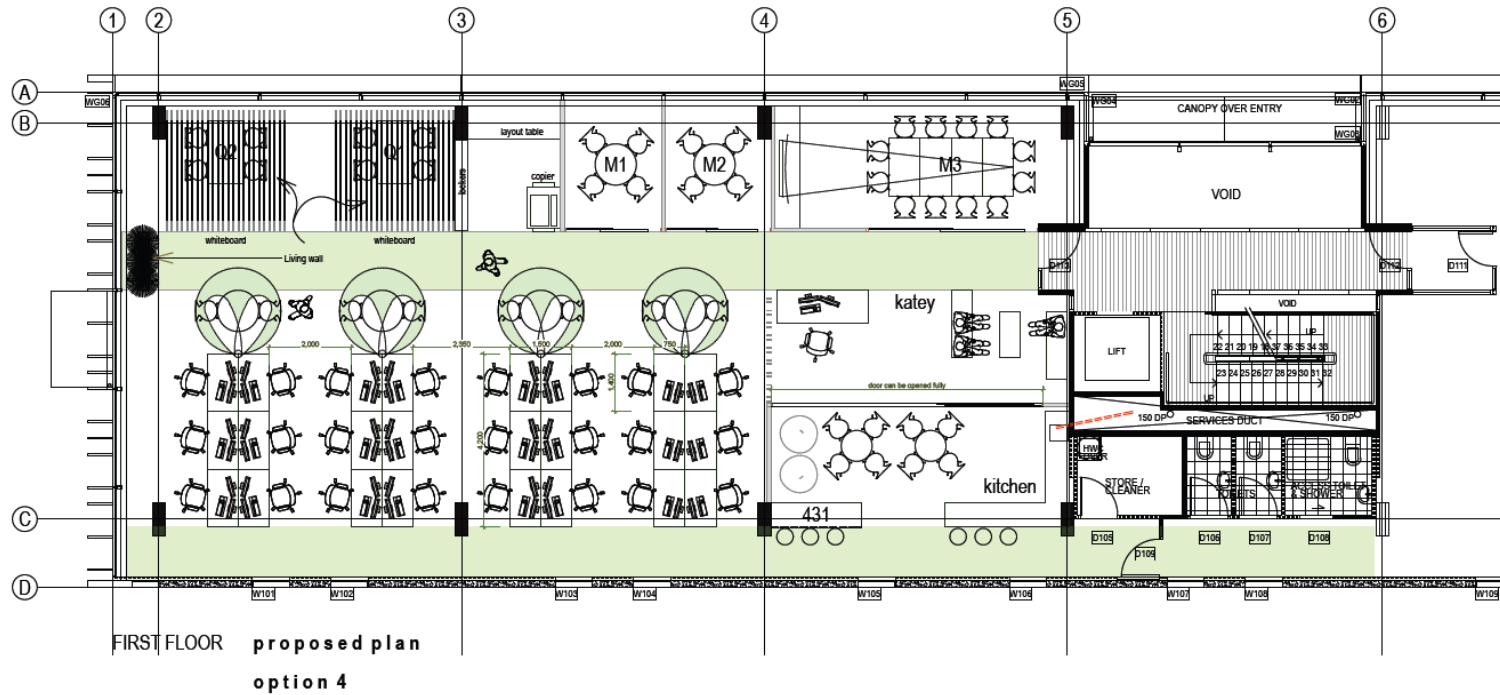
*Our tech-savvy team have the smarts to  
construct slick, highly functional web and  
app experiences that really work.*



*“We think Traffic”*

*Our digital marketers showcase your products and services via the most powerful online channels, resulting in the ultimate goal: visits to your site that convert.*

# *“First Impressions count”*



# *“Second Impressions count”*





*“Always Smile...”*





*Thank you*