

Welcome to the Martians Reunited Newsletter for February 2010.

This month we feature a report on the Mars US retirees survey, some new articles by members on management and marketing issues and an account of a new brewery being set up by a group of former Martians. There's also a round-up of selected items of interest on Mars in the press, which include Martians Reunited's first press appearance.

Current Martiansreunited.com membership figures:

Active members	Current associates	Former associates	Countries represented	Gender balance
2713	845	1868	41	66% m 34% f



### New this month

New items this month include an account of the **Mars US Retiree Outreach Survey**. Mars contacted all Mars US retirees - 5862 in all, to explore ways that Mars can reach out to them and to identify what information they want and what questions and concerns they have. Read the full report [here](#).

Paul Jackson, in a new article, reflects on what's changed recently in Marketing thinking and practice [Paul Jackson on How 2009 changed the Marketing Landscape](#).

You may want to look at this article of Paul's too - [The Role and Value of Advertising](#). We posted it last month but the link from the newsletter didn't work so a number of people told us that they were unable to access it.

And we are delighted to welcome a new contributor, Philippe Bellande, who writes about Management Derailers and what to do about them [Philippe Bellande on Five Management Derailers](#).

And look out for our Interview with Andy Weston-Webb, President of the European Chocolate Business, in a few days.

### New projects

Jim Morrison, with two other ex Martians, writes about his latest project, building the first brewery in Windsor, with Windsor (down the road from Windsor Castle), for over 70 years.

In telling us about the brewery, he said that the objectives of the project include:

- To show what a bunch of people with a real passion can achieve
- To demonstrate that you can still run a manufacturing business right in the heart of a busy community
- To get youngsters involved and show them that engineering, manufacturing and science are still important, and that it's about vision, creativity and passion rather than nuts and bolts
- And to show that local is still important.

### Not yet a member of Martians Reunited?

Click here to join: [Register Now](#)

### Do we have your current email address?

Please keep your contact details up to date so that we can continue to send you the monthly Newsletter

Click Member Profile at the top of the Home page to update your details.

The project has a page on Facebook and Jim is trying to get to 5000 fans, ideally by the end of today (1st March). If you would like to help, click on the page [Windsor and Eton Brewery](#) and Become a Fan

And to read more about the project, see [Jim's entry on the Forum](#).

### Mars in the Press

This month we feature items on sustainability initiatives and a blog entry on how Mars heads the top 10 global chocolate and confectionery brands in Pakistan.

And Neil Craven, in The Mail on Sunday, writes about the number of Martians in key FTSE roles - and about Martians Reunited (see below).

For more information please see [Forum - new press articles](#).

Have a good month

Mike and Lis



## How firms have been infiltrated by the Martians

IF you ever wondered who was to blame for the use of 'colleague' or 'associate' in British vocabulary rather than plain old 'staff', blame the Martians.

Former Mars food company executive Allan Leighton introduced the painful Americanism to Asda during the Nineties and even wore a badge — 'Allan, Happy to Help'.

Along with a coterie of other former Mars high-flyers — known among themselves as Martians — he used these and other Mars tactics to turn the ailing retailer into a success. In doing so, he helped seal Mars' reputation as a hothouse for developing talent.

Alumni include Sainsbury's chief executive Justin King, Simon Laffin, chairman of pubs group Mitchells & Butlers, and Argos managing director and

Mitchells & Butlers non-executive Sara Weller.

The skills they learn at Mars make them highly prized by other businesses. But some critics accuse them of acting as a Freemasonry, concealing their links and secretly helping each other to advance their careers.

Graduates join in handfuls — only seven joined the British confectionery division in 1983, when Weller and King came aboard.

The British headquarters of American group Mars were established in Slough, Berkshire, in 1932 as a bridgehead into Europe by Forrest Mars after a disagreement with his father.

The factory produced the first Mars Bar and later reunited with the US company to create today's global giant,

whose products include Uncle Ben's rice and Whiskas cat food.

The ethics of the business are stamped on newcomers' minds from day one: quality, responsibility, mutuality, efficiency and freedom.

Responsibility is given straight away and staff are encouraged to consider others as potential partners or a resource.

That bond is carried with them through their careers.

Each year, Martians hold a Pastmasters

dinner. There is even a social networking site, Martians Reunited.

It's no coincidence that many Martians end up in key roles at FTSE 100 firms or on boards.

Other former executives include Richard Baker, former Asda director and Boots chief executive; Peter Erskine, Ladbroke's chairman and former O2 chief executive; Adam Crozier, Royal Mail chief executive; and Brian Flanagan, non-executive at Morrisons.

— NEIL CRAVEN

**NETWORKING:** Former staff can stay in touch online

**Martians Reunited**

Welcome to Martians Reunited, a global network dedicated to building and maintaining relationships based on shared values and our shared experience of working at Mars.

We hope that you find this website, and the Mars network of current and former associates...

[Read More >](#)

[Why Join? >](#)

[A message from Mars President & CEO >](#)

The Mail on Sunday, January 24 2010

Any suggestions or contributions, please email [Editor@Martiansreunited.com](mailto:Editor@Martiansreunited.com)

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