

'Network, innovate and diversify for growth' says Rosemary Stalker... pg 6

If you are an entrepreneur who has what it takes to be on the cutting edge of international success... pg 15

Innovator Orla wins outstanding Business Woman of the Year title... pg 16

WOMEN BUSINESS NI magazine

Making **business** connections

Spring 2012 • Issue 04

A woman with blonde hair, wearing a red jacket, is shown in profile from the waist up, speaking at a dark wooden podium. She is gesturing with her right hand. A microphone is positioned in front of her, and a glass of water is on the podium to her right. The background is a blurred indoor setting.

Investing in women pays dividends

Photo: John Harrison Photography

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Chair's Message

Keep Your Focus



All too often people are so busy "doing the doing" that they forget why they are doing it.

The board and I are very pleased that we are still on course with our Strategic Plan and are still very much focused on our Purpose, Vision, Mission and Values. This is very good news for our members, our plan is very customer focused, success for us will mean we have delivered for our members.

OUR PURPOSE

To increase the number of business women in N. Ireland who contribute positively to the economy and society.

OUR VISION

To positively impact every members business.

OUR MISSION

To be the most innovative and effective regional business network with global connections.

OUR VALUES

- We will maintain our legacy of a Business focused organisation.
- We are responsive to the needs of our members.
- We will act with Integrity in all our dealings.
- We treat all members equally.
- We are committed to sharing our resources.
- We will aim for Excellence in all that we do.
- We will put customers first.

We are delivering more events, different types of events and we now have a regional events schedule too.

We have more members, nearly 650, from all sectors, both self-employed and employed. We are very conscious that we have a large and diverse membership and that those members will have different needs. We are looking at hosting sector events and specific events for self-employed and employed members. We have introduced new membership bands to be more flexible and more payment methods to accommodate the growing mix of members.

We will continue to innovate in order to be the most effective we can be, in 2012 we will continue listening to our members, we will continuously ask for feedback and we will review and evaluate our delivery to ensure our members get best value from their membership. Our annual survey will take place in May and we will take on board all feedback as we plan our 2012/13 Schedule.

In the current economic climate people have their heads down working very hard; a phrase I have heard used is "doing twice the work for half the money" or "keep my head down and keep going". I believe the current climate is going to be with us for a while so I would encourage all business people to... lift your head for a moment, make sure you are still focused in the right direction and focus on delivering for your customers.

Edel Doherty
Chair of WIBNI
MD Business Travel Solutions

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We extend a warm welcome to
members who have recently joined
Women in Business NI. |



Our Events

February 12-June 12 2012

Women in Business NI is delighted to announce a new series of topical networking events for members. They are now more varied than ever before and the regional events provide even more networking opportunities for your business.

For more information and to book online please visit:
www.womeninbusinessni.com
or contact us on
Tel: 0845 607 6041 or Email:
info@womeninbusinessni.com

FEBRUARY 2012

Networking Business Lunch
Tues 7th, 12noon – 2:00pm
Venue: Canal Court Hotel, Newry

Networking Business Lunch
Thur 9th, 12:00 noon – 2:00pm
Venue: Malone Lodge, Belfast

Resilience- Soft Skills for Tough Times Masterclass
Presented by Niamh Shiells
Thurs 16th, 10:30am – 1:00pm
Venue: Weavers Court, Belfast

Innovation Mentoring & Speed Networking Event
Sponsored by Invest Northern Ireland
Thurs 23rd, 11:00am – 1:30pm
Kindly Hosted by: NYSE, Belfast

Social Media Masterclass
Sponsored by Invest NI
Presented by Mags Byrne,
Digimums NI
Tues 28th, 11:00am – 1:00pm
Venue: Invest NI, Newry

MARCH 2012

Women's Leadership Conference Sponsored by Vodafone
Joint WIBNI & IoD Event
Thurs 8th, 9:00am – 3.45pm
Venue: La Mon, Belfast

Business Networking
Tues 13th, 10.30am – 1:00pm
Venue: Norbrook, Newry

Online and Offline Networking Masterclass
Presented by Mags Byrne,
Digimums NI
Thurs 15th, 9:30am – 12:30pm
Venue: Weavers Court, Belfast

WIBNI & NICC Annual Joint Event

Presented by Valerie Pierce, Clear and Critical Thinking
Thurs 29th, 11:30am – 2:00pm
Venue: Ramada Plaza, Belfast

APRIL 2012

Motivational Masterclass
Presented by Kate Marshall, MaST Ireland
Thurs 12th, Time TBC
Venue: Weavers Court, Belfast

Joint Event with Newry Chamber of Commerce
Tues 17th, 11:00am – 1:00pm
Venue: Canal Court Hotel, Newry

Networking Business Lunch
Thurs 19th, 12:00 noon – 2:00pm
Venue: Malone Lodge, Belfast

Charity Lunch with Action Medical Research
Friday 27th, Time TBC
Venue: City Hall, Belfast

MAY 2012

Networking Business Lunch
Thurs 10th May, 12:00noon – 2:00pm
Venue: Riddel Hall, Queen's University, Belfast

Business Lunch
Tues 15th, 12 noon – 2:00pm
Venue: First Derivatives, Newry

WIBNI Business Forum 2012
Thurs 17th, 9:30 – 3:30pm
Venue: Stranmillis College, Belfast

JUNE 2012

BBQ Quiz Night
Thurs 7th, 6:00pm – 8:00pm
Venue: Malone Lodge Hotel, Belfast

Digital Leadership Masterclass
Presented by iON
Thurs 14th, 9.30am – 11:00am
Venue: Weavers Court, Belfast

Cross Border Networking Event
Friday 15th, Time: TBC
Venue: Dáil Éireann, Dublin

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**WOMEN
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Chair **Edel Doherty**
Chief Executive **Roseann Kelly**

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Investing in women pays dividends

Women in Business NI is growing from strength to strength, with over 650 members throughout NI, delivering both local and regional events to over 1500 business women, covering all business sectors and with a membership that includes Owner/ Managing Directors, Sole Traders, Partnerships to Senior Executives and Managers in Corporate Industry.....

Women in Business NI is growing from strength to strength, with over 650 members throughout NI, delivering both local and regional events to over 1500 business women, covering all business sectors and with a membership that includes Owner/ Managing Directors, Sole Traders, Partnerships to Senior Executives and Managers in Corporate Industry.....

Yes, blowing our own trumpet. But this is a success for everyone in Northern Ireland in particular, the business community. I would urge all our business people, politicians, and civil servants to celebrate too; an organisation that supports and encourages women to grow their businesses, to develop further in their career, to be leaders will help bring to business the diversity we need to help take us out of this recession. We need to understand that investing in women pays dividends.

This message is not new. There is a growing realization that the world's progress — whether measured in economic growth, peace and stability, higher standards of health and education, enjoyment of human rights or overall well-being of a population — is intrinsically related to the status of women in a society.

At the recent World Economic Forum in Davos this was an important theme, they hosted a plenary session entitled "Women as the Way Forward". Last week on Feb. 1, some of the most powerful companies in the

United States (Accenture, Coca-Cola, Ernst and Young, Goldman Sachs, and others) signed on to a worldwide campaign to bring women into the economic mainstream. Called the Third Billion Campaign, it is an alliance including corporations, governments, and nonprofits—to enable 1 billion women to become members of the global economy by 2025.

Bringing women into businesses creates what Michael Porter and Mark Kramer of Harvard Business School call "shared value"—it helps companies while helping communities too.

And just a few months ago, U.S. Secretary of State Hillary Clinton, chairing the first-ever Asia-Pacific Economic Cooperation (APEC) High-Level Policy Dialogue on Women and the Economy, made this point emphatically: "By increasing women's participation in the economy and enhancing their efficiency and productivity, we can have a dramatic impact on the competitiveness and growth of our economies... Any country or company that wants to succeed in today's economy must unlock the power of women's potential."

In her remarks, Secretary Clinton recounted some of the evidence: The Economist found that the increase in employment of women in developed economies during the past decade contributed more to global growth than did China. In the U.S., a McKinsey study found that women went from holding 37% of all jobs to nearly 48% over the past 40 years, and that the productivity gains

attributable to this modest increase in women's share of the labor market now accounts for approximately 25% of U.S. GDP. That works out to over \$3.5 trillion – more than the GDP of Germany and more than half the GDPs of China and Japan.

"So investing in women is not only the right thing to do," Clinton said. "It's clearly the smart thing as well."

The evidence is clear. The success of Women in Business NI Ltd is a success for us all. We will celebrate our 10th Birthday in October this year and with the full support and understanding of the business community going into the next ten years, the dividends will hopefully be even more impressive.

Roseann Kelly, CEO Women in Business NI Ltd : roseann@womeninbusinessni.com

“...Any country or company that wants to succeed in today's economy must unlock the power of women's potential.”

*Hillary Clinton
U.S. Secretary of State*





Rose Mary Stalker, Operations Director of McMullen Architectural



Tracey Meharg, Invest Northern Ireland's Managing Director of Innovation and Capability

Women encouraged to network, innovate and diversify for growth

More than 140 Businesswomen from across Northern Ireland have heard how networking and leadership are key aspects for growth in business at an event hosted by Women in Business NI (WIBNI) at Hillsborough Castle.

At a time when unemployment figures amongst women are at their highest in decades, those attending the seminar heard from keynote speaker, Rose Mary Stalker, an award winning leader with over 26 years' experience in complex multi-national organisations. She shared her perspective on what she considered to be the key elements of leadership;

"Growth is key to business success and leadership skills are essential for growth. It is important for each of us, as businesspeople, to continually strive for improvement and growth in our businesses. Whether it is doing more with less or finding new customers, new markets or improved products and services, success is largely dependent on the quality of the leadership driving these activities. I was impressed with the passion and the enthusiasm

of the delegates, keen to develop their businesses and their leadership capabilities."

Tracey Meharg, Innovation and Capability Development Group Managing Director at Invest Northern Ireland, discussed the importance of innovation, export and business diversification in the current challenging market;

"Leaders and effective leadership are crucial for business growth. Our economy needs them to navigate the challenges ahead. Invest NI is committed to supporting businesses and business leaders like the women here today to continually develop, innovate and perform to their full potential.

"Through our support of networks, like the Women in Business Network, Invest NI is supporting collaboration which we know stimulates innovation and creativity, deepens the skills base

and helps develop connections between our companies and the wider global economy - all of which help to drive economic growth."

Also speaking at the event, Women in Business NI Chair and Managing Director of Business Travel Solutions, Edel Doherty, was keen to stress the importance of networking and sharing ideas during this difficult economic time;

"Building business relationships and sharing ideas can be very beneficial to businesswomen from all backgrounds, particularly at a time when there are more women out of work than at any time since the last century," said Edel. "Our members are keener than ever to make use of the networking opportunities we offer and we are doing all we can to support and encourage the entrepreneurial spirit of women who are diversifying, innovating and starting their own businesses.



"It is important for each of us, as businesspeople, to continually strive for improvement and growth in our businesses."

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“In the current business climate it’s important to tie up with others to ensure best practice – and best results for everyone...”

Cathy Martin, CMPR



Roisin McDermott and Geraldine Dean



Christine Nesbitt and Andrea Close



Rebekah Patterson, Miglio Jewellery

WIBNI collaborate on successful networking event



Martina Connolly, Eimear McCracken and Geraldine Dugan



Eileen McGuigan and Annette Young



Treena Clarke, Maggie McCann and Una Brown

Queen’s University played host to a ‘Queen of Your Business’ themed event, run by Women In Business NI, and over 100 women gathered to share their unique knowledge and insights into how collaboration helps create queens in business.

Edel Doherty, Women in Business NI Chair said: “Our amazing network of ladies, involved in all aspects of commerce in Northern Ireland, provides us with a huge wealth of business knowledge and experience that, when shared, can genuinely help others succeed. This networking event was all about collaboration and our hope is that our members get some useful contacts and ideas that they can use in their own businesses to achieve success.”

Guest speaker, Cathy Martin, Managing Director of successful PR and event management company, CMPR, as well as director of the hugely successful collaboration project which is Belfast FASHIONWEEK, was invited to share

her business insights with the assembled guests.

“In my experience you can’t have business success without collaboration – both with other people and in some cases, other companies. And in the current business climate it’s important to tie up with others to ensure best practice – and best results for everyone. It was so encouraging to see so many women share their stories and best practice examples with each other - only good can come of it.”

Edel said: “Women in Business NI supports and empowers new and established women owned businesses and women in management positions, by providing information, encouragement and business connections throughout Northern Ireland all year round.

Introducing Women in Business NI Regional Events for 2012



Pictured above: (l-r) Jennifer Malone, Newry & Mourne Enterprise Agency, Edel Doherty, Chair of WIBNI; Laura Dowie, Membership and Event Co-ordinator WIBNI; Marie-Claire McCabe, Marketing and Administrator WIBNI



Women in Business NI is delighted to announce an exciting series of regional events in 2012.

scheduled a range of events to suit our members in regional areas.

Following the success of the business lunches and masterclasses which took place in Banbridge Enterprise Centre, Canal Court Hotel and Crash Services Offices in Newry in 2011, we have

We also strongly recommend our members based in Belfast and Greater Belfast to broaden their networking opportunities by attending regional events in 2012 - remember to attend as many events as you can and use your membership to its fullest potential.



WIBNI Regional Events 2012

FEBRUARY 2012

Social Media Masterclass
Sponsored by Invest NI
Presented by Mags Byrne,
Digimums NI
Tues 28th, 11:00am – 1:00pm
Venue: Invest NI, Newry

APRIL 2012

Joint Event with Newry Chamber of Commerce
Tues 17th, 11:00am – 1:00pm
Venue: Canal Court Hotel, Newry

MAY 2012

Networking Business Lunch
Tues 7th, 12noon – 2:00pm
Venue: Canal Court Hotel, Newry

Business Networking
Tues 15th, 12 noon – 2:00pm
Venue: First Derivatives, Newry

MARCH 2012

Business Networking
Tues 13th, 11:00am – 1:00pm
Venue: Norbrook, Newry

JUNE 2012

Business Lunch
Tues 12th, 12 noon – 2:00pm
Venue: Canal Court Hotel, Newry





L-R: Dr Vicky Kell Invest Northern Ireland's Trade Director, Edel Doherty WIBNI Chair & MD of Business Travel Solutions, Mary Keightley Founder & Director of Mind Associates, Anna Lo MLA, Celine Grant Re-Gen Waste and Barbara Hughes Sales Director/ Owner of Boozeberries Liqueurs.

Voices Heard at Parliament Buildings Stormont

The annual Voices Heard event, hosted by MLA Anna Lo was attended by over 100 Women in Business NI delegates.

Keynote speaker Mary Keightley-founder and director of Mind Associates Ltd, provided a thought provoking presentation on three key questions all business leaders must ask themselves:

- How will the new economy affect my business?
- What changes must I make now and in the future?
- What skills will my employees require?

The event was also supported by Women in Business NI Award winners Barbara Hughes from Boozeberries and Celine Grant from Re-Gen Waste who shared their experiences and success stories of export in Northern Ireland as well as Dr Vicky Kell Trade Director for Invest Northern Ireland.



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Fashionweek Sprints Back for Thirteenth Season



Ireland's leading fashion extravaganza, West Coast Cooler FASHIONWEEK, launched its eighth year and thirteenth season of exciting shows and fashion events recently.

Celebrating Spring/Summer 2012's key trends including pastels, sports luxe and shimmer, the programme – which runs from 14-18 March - includes three days of catwalk shows, master classes, the Culloden's Fashion Teas and the popular Style Sunday event - and it promises to have something to suit fashion fans of all ages and tastes.

Director of Belfast FASHIONWEEK, Cathy Martin, said: "On opening night, Wednesday 14th March, Northern Ireland's regional designer boutiques get the chance to wow audiences with their latest ranges; stores include Logans of Cloughmills, Candy Plum in Hillsborough, Notaria in Larne, Diamond Dolls in Banbridge, Yoke, Jourdan and Blush in Belfast and Armani at The OUTLET in Banbridge. Also from the OUTLET, we'll have collections from DKNY, Calvin Klein underwear and Chloe – as well as many others."

"On Thursday 15th March the hottest local design talent takes to the catwalk with their latest creations. They include talented milliners John Paul from Derry and Belfast's very own Grainne Maher. Lizzie Agnew, Maria Cardenas, Lisa McCabe, Zoe Boomer and Una Rodden as well as newcomers Ruedi Maguire and Dave Henderson who will all do their very best to impress FASHIONWEEK audiences.

"The always popular high street show, on Friday 16th March, will feature collections from online fashion store boohoo.com as well as French Connection, Exhibit, Marks & Spencer, George at Asda, and stores including Oasis, LK Bennett, Kurt Muller and Pilot from The OUTLET in Banbridge. CastleCourt stores GAP, New Look, Designers at Debenhams, Miss Selfridge, Dorothy Perkins and Republic will also showcase.

"Our official legwear sponsor theRightTights.co.uk will ensure our models' outfits throughout FASHIONWEEK are accented perfectly with their gorgeous tights as well as bang-on-trend pop socks and ankle socks. Likewise eyewear partner William Morris will certainly have the eye on trend as their latest collections complement the fashion looks on display."

Sarah Harvey from FASHIONWEEK's sponsor West Coast Cooler commented on the eight year partnership saying: "The ideal choice for a night out with friends or a fun night at home, West Coast Cooler matches perfectly with the ethos of FASHIONWEEK, providing a chic and refreshing accessory to the style on the catwalk. And we are very much looking forward to seeing what's on trend for Spring Summer 2012."

As well as the main catwalk shows, the programme also welcomes a new fringe event this season – and one that budding fashion stars of the future can enjoy – as the team

at FASHIONWEEK have paired up with Belfast Children's Festival and The Fashion Souk to host a free designer master class for children aged between 10 and 13 who have a passion for fashion design and style.

Alyson McElroy, from The Fashion Souk, whose design team will deliver the event in association with local designers said: "The event, being held at The Europa FASHIONWEEK Centre on Friday 16 March, is totally free and will give the kids exclusive behind the scenes access to the hottest fashion show in town as well as giving them the opportunity to interact with experts and professionals involved in showcasing a top fashion event."

Back by popular demand are the Fabulous Fashion Teas at the Culloden Estate and Spa featuring clothing from designer retailer, CRUISE in Victoria Square.

Cathy told guests at the launch what to expect: "In October last year over 100 ladies enjoyed an afternoon of teas, delicious sandwiches, pastries and chic cakes, as well as a welcome cocktail from West Coast Cooler and of course an intimate look at some very cool designer collections from CRUISE. This was a sell-out very early on last season, so we would recommend anyone wanting to book a place to do so sooner rather than later to avoid disappointment. The show is personally compered by charming store manager and seasoned stylist Stephen Mageean who is fantastic at reading body

shapes and answering personal styling dilemmas for ladies of all shapes, sizes and shopping budgets. Tickets cost £30 and can be purchased by calling the Culloden directly on 02890 421066."

Style Sunday at James Street South restaurant, on 18 March, also makes a welcome return this season as the event finale, and will feature stunning fashions from Lisburn Road Boutique, Please Don't Tell, as well as seasonal style tips from top Northern Ireland designer, Una Rodden. The chic event, which supports charity Mencap, features a delicious three course luncheon prepared by chef Niall McKenna, and also hosts some of Northern Ireland's top make-up and hair experts. This season, the team from Cloud 9 hair products – official hair partner for FASHIONWEEK - will produce some serious session hairstyles for the guests while FASHIONWEEK's charming and entertaining official make-up artist Paddy McGurgan will talk make up for the Spring 2012 season. Places are £45.00 per person and can be booked directly through the restaurant on 028 9043 4310.

Throughout the week, breast cancer charity Pretty'n'Pink will collect funds at all shows to support women who need to feel better about themselves after undergoing debilitating breast cancer surgery or treatment."

The full show schedule is available online at www.facebook.com/belfastfw or at www.belfastfashionweek.com along with details of this season's trends plus links to all participant retailers and sponsors. Catwalk tickets, which cost £15.00 (or £20 for a limited number of exclusive front row seats) are available from the Belfast Welcome Centre on 02890246609 or via the website. Ticket price includes a fabulous goodie bag and a refreshing West Coast Cooler.



Ernst & Young
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do you have what it takes?

The 2012 Ernst & Young Entrepreneur Of The Year® Programme is now seeking nominations to find Ireland's leading entrepreneurs.

Energy, ambition and commitment to the spirit of enterprise are integral to achieving success in these challenging times. As innovators who are looking to the future, rather than the past, Ireland's dynamic entrepreneurs are spearheading the drive towards our next era of prosperity.

Now more than ever, we must celebrate the extraordinary achievements of Ireland's entrepreneurs who continue to champion the spirit of enterprise across Ireland and the globe to create the new vista of opportunity that is fundamental to the rebuilding of our island's economies.

So do you have what it takes? If you are an entrepreneur or if you know one, we want to hear from you.

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Entrepreneur Of The Year™ Awards

Over the past 15 years there have been many admirable recipients and participants in the Ernst & Young Entrepreneur Of The Year™ Awards Programme.

Among these pioneers and innovators have been a number of inspirational women, many of whom have led their respective businesses to international acclaim. Along the way, these leading lights have blazed a trail amongst their peers by breaking through the 'glass ceiling' and demonstrated the resilience, dedication and commitment necessary to achieve commercial success.

As our past female finalists have so often demonstrated, dynamic, intelligent women are vital to the success of any organisation, and each year, we strive to attract an ever-increasing number of nominations from female business

leaders who are committed to engaging, motivating and inspiring the next generation of global entrepreneurs.

Participation in the Entrepreneur Of The Year™ programme not only ensures national recognition and intensive media profiling but also provides invaluable business development opportunities and networking within a unique, 300-strong alumni community.

So, if you are, or know, an entrepreneur who has what it takes to be at the cutting-edge of international success, join us today for what may become the first step on the journey of a lifetime...



Mairead Mackle – Homecare Independent Living

Homecare Independent Living was established by Mairead Mackle in 1995 and over the past 16 years has become one of the leading private Community Housing and Healthcare providers in Ireland.

Homecare Independent Living has grown rapidly since 1995. From its humble beginnings of providing 20,000 hours of home-based care in its first year, the company will deliver over one million hours of care, support and housing-related services across Ireland this year and currently employs more than 950 staff.

"Reaching the final of the Entrepreneur Of The Year™ Awards in 2011 was a truly fantastic experience. Even though we are not operating within the same business sectors as other members of the EOY community, it was inspiring to hear their stories and learn how they overcame the various and numerous challenges faced by any growing business.

At every stage of the programme, we were challenged and encouraged. Meeting so many like-minded individuals has created long term partnership opportunities for us to develop and grow new products and services."

www.homecareindependentliving.com

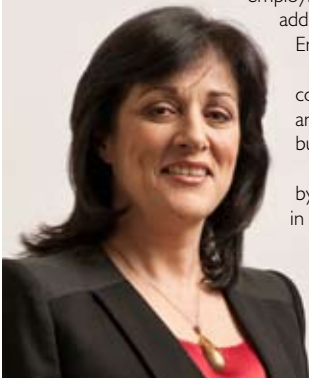
Anne Heraty - Cpl Resources plc

Cpl Resources plc, founded by CEO Anne Heraty, is a provider of recruitment, staffing and outsourcing services. The company provides these in Spain, England, Poland, Bulgaria, Slovakia, Czech Republic and Hungary, by matching the capabilities of candidates in jobs, with the needs of its clients.

Anne established the business in 1989 and has played a key role in developing it to become Ireland's leading employment services company. Cpl has approximately 3,800 temporary staff in addition to 500 contractors working on client site. Anne was named Ernst & Young Entrepreneur Of The Year™ in 2006.

"People are our greatest point of differentiation and the clear source of competitive advantage for Cpl. Our success depends on our people's attitudes and skills. We hire people who are performance driven and passionate about the business and the success of our customers."

"The EOY alumni community – both here in Ireland and globally - is shaped by a motivation and willingness to constantly question, challenge, and innovate in order to grow and succeed in even the most challenging markets, and the Entrepreneur Of The Year® Awards provide an invaluable and unparalleled level of recognition of the immense achievements of such entrepreneurs. They honour not only the commercial achievements of participants but also celebrate the many positive impacts that their success has had upon local communities, their countries and the wider world."



Grainne Kelly – Bubblebum UK Ltd.

The Derry-based company has achieved significant global sales to-date and is currently selling into major retailers within 20 countries. Five people are now employed at the company's facility in Derry's Rath Mor Centre. Kelly was an Entrepreneur Of The Year™ finalist in 2011.

The Bubblebum range is currently for sale with the world's biggest car-rental brokers and is available in-flight with both BMI and Emirates airlines.

"Becoming a finalist in the Entrepreneur Of The Year™ Programme was a wonderful acknowledgement of the hard work and dedication that we have put in to make Bubblebum UK an international success.

It was so inspiring to be in the midst of such a positive group of energetic and enthusiastic people who are not only a network of valuable business contacts, but a group of creative and innovative individuals, many of whom have become real friends, who I know I can contact at any stage to discuss any issues or challenges that may arise within my business."



WIBNI CEO Roseann Kelly Wins Two Business Accolades

Two Business Awards in Two Months for WIBNI CEO Roseann Kelly

Women in Business NI CEO Roseann Kelly has won the Belfast Business Top 50 Award as well as a Services to Enterprise Award at the Advantage Young Entrepreneur of the Year Awards!

The seventh annual Belfast Business Top 50 Awards took place in Stormont Parliament Buildings and the prestigious event spotlights fifty champions of business who are creating jobs and wealth even in the teeth of a crippling recession.

Less than 2 months later, Roseann then won the Services to Enterprise Award at the Advantage Young Entrepreneur of the Year Awards hosted at Stormont in 2011.

Roseann received the award for her efforts in developing and promoting female entrepreneurship in Northern Ireland. Also pictured are Craig Young, Operations Director, Advantage and Kevin Kingston, MD Business & Corporate Banking, Northern Bank.

Roseann's passion and vision for the network, coupled with a determined, conscientious and hard working style, has brought results beyond expectations. Women in Business NI has now grown to over 650 members, is an independent self-sustaining network and has gained recognition and profile within the business community.



Pictured with Enterprise Minister, Arlene Foster is Roseann Kelly, CEO of the Women in Business network, who won the Services to Enterprise Award at the Advantage Young Entrepreneur of the Year Awards hosted at Stormont (Thursday 10th Nov).

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With a New Year starting, many of us are resolving to improve our diets, health and fitness- but in the face of increasingly hectic lifestyles how feasible is this?

Staying healthy is a big challenge in day-to-day life. We're constantly being told how important it is to eat healthily and ensure that we receive the correct intake of vitamins and minerals.

Today's busy lifestyles afford us less time to prepare the nutritious, wholesome meals we need but it is possible to eat a diet filled with nutritious foods even when you are busy with a career and family. Mash Direct offer a healthy meal solution for time conscious consumers with no washing, peeling, steaming or mashing ... no pots and pans to clean.

Mash Direct, the innovative award-winning Farming and Food Production Enterprise, produces an innovative range of delicious, quality, convenient mashed potato, root vegetable and cabbage products suitable for microwave and oven heating. Mash Direct is the perfect answer, making it easy to contribute towards a well balanced diet.

Mash Direct grow, steam cook and package on the farm. Vegetable varieties are grown for taste rather than a uniform appearance. Our bespoke steam-cooking process allows nutrients and vitamins to be retained, thus offering Good Food Fast!

All products are free from artificial additives, preservatives or colourings and offer the taste and texture of homemade food- 'Totally Natural'. They are low in salt and are a good source of dietary fibre. Five a day the easy way- Mash Direct - are the smart, healthy nourishing choice for all the family. Taste the Goodness all year round.

Mash Direct continue to conduct research to meet the demands of health conscious consumers. New studies from the United States, Europe and other Countries around the world indicate that the number of people diagnosed with Coeliac Disease has dramatically increased in the last decade. It is now thought that 1 in 100 people suffer

from the disease and many have yet to be diagnosed. Mash Direct are testing products for approval from the Coeliac UK Society to display the Crossed Grain symbol allowing consumers to easily and safely identify Gluten Free products in the range.

A number of Mash Direct products have recently been approved by the Vegetarian Society, giving consumers additional reassurance of the company's vegetarian credentials and sustainability policy.

Mash Direct are also undertaking research with healthy eating groups including Slimming World, Weight Watchers and Unislim to allow consumers to understand the number of "syns" and "points" in products allowing them to make lifestyle changes and decisions on eating habits to adopt a healthier balanced diet.

For further information visit website: www.mashdirect.com



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AWARD WINNING

Good Food Fast... Naturally

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Good Food Doesn't Come Any Easier

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www.mashdirect.com





1. Outstanding Businesswoman of the Year Orla Corr
 2. L-R: Roseann Kelly (Women In Business NI), Orla Corr OBE (The McAvoy Group), Jackie Henry (Deloitte) and Gary McDonald (The Irish News)
 3. L-R: Heather Boyle (Slice of Heaven) and Melanie McGimpsey (Mood Event Decoration) Saleswoman of the Year



Innovator Orla Wins Outstanding Business Woman



Celebrity guest speaker Ruby Wax with Pamela Ballantine

Orla Corr OBE, Business Development Director of building solutions firm The McAvoy Group, has scooped the prestigious title of 2011 Business Woman of the Year at the inaugural Women in Business NI Awards, sponsored by Deloitte.

Orla, whose successful approach to business also saw her lift the Award for International Innovation/ Entrepreneurship sponsored by Vodafone NI, impressed the judges with her innovative management style and her drive and determination to deliver the McAvoy Group's creative construction packages to all sectors of the construction industry.

Comedienne Ruby Wax flew into Belfast to entertain the guests at the event in her own inimitable style and Pamela Ballantine, herself a member of Women in Business NI, hosted the glittering awards ceremony which was held at the Ramada Belfast.

Roseann Kelly, CEO of Women in Business NI, praised Orla and all those who were honoured at the event saying:

"My congratulations go to Orla and all of those who have won or been short-listed in the inaugural Women in Business NI Awards. The standard of the entries we received was outstanding. Every category was hotly contested and all of those who were shortlisted can be very proud of what they have achieved,"

said Roseann.

"It is significant in a time of economic uncertainty that the Innovation and Entrepreneurship category was so competitive that we had to split it into two sections.

"Business women across Northern Ireland are demonstrating that they have the skills and determination to succeed in a challenging business environment and it has been a pleasure for Women in Business NI to have had the opportunity to recognise and reward those women who are leading the way in their chosen fields," she added.

In recognition of the exceptional skills Orla holds in business, she will now become the first-ever 'Entrepreneur-in-Residence' in the new Leadership



L-R: Celine Doherty (Re-Gen Waste) **Best Exporter** and Tracy Meharg (Invest NI)



L-R: Shauna McMullan (Made Not Born Manager), Ann McGregor (NICC) **Outstanding Management Leadership** and Edell Doherty (Women in Business Chair)



L-R: Sharon Poulson (Invest NI) and Barbara Hughes (Boozeberries Liqueurs) **Best New Start-up**



L-R: Brenda Morgan (British Midland), Phyllis Agnew (Tughans) **Best in Professional Services** and Roseann Kelly (CEO Women In Business NI)



L-R: Orla Corr (The McAvoy Group) and Pauline Quigley (Vodafone NI) **Award for Innovation/Entrepreneurship (International Category)**



L-R: Jacqueline McGonigle (whatsonni.com) **Best Sole Trader** and Valerie Gourley (The Irish News)



L-R: Caroline Currie (Autoline Insurance Group) **Best Customer Services** and Maureen Lynn (Lynn Recruitment)



L-R: Shauna McCarney (Heavenly Tasty Organic Ltd) **Award for Innovation/Entrepreneurship (Indigenous Category)** and Pauline Quigley (Vodafone NI)



L-R: Janet McCollum (Moy Park) and Cara Macklin (Director of the Macklin Group) **Young Businesswoman of the Year**



L-R: Tracy Hamilton (Mash Direct Ltd) **Best in Marketing and Communications** and Joanne Grant (JC Decaux)

"To have won the award for Innovation was fantastic but to have also been selected as the overall WIBNI Business Woman of the Year is overwhelming..."

Orla Corr, Outstanding Businesswoman of the Year

of the Year title

Institute at Queen's University Management School. The tenure will see her act as a coach and mentor to students and bring a 'real-world' perspective to the classroom, helping to empower students on their journey to becoming tomorrow's outstanding business women and men. Speaking after the ceremony, Orla Corr said; "It has been a wonderful evening and I feel very honoured to receive these awards. To have won the award for Innovation was fantastic but to have also been selected as the overall WIBNI Business Woman of the Year is overwhelming, especially when I consider the illustrious company I am in. I am really excited to be going

forward as the first 'Entrepreneur-in-Residence at Queens and I look forward to working with and encouraging the business women and men of the future.'" Over 350 guests saw the following outstanding business women honoured with their awards. Those recognized on the night were; Barbara Hughes, Managing Director of Boozeberries Liqueurs who won the Best New Start-up Category (Sponsored by Invest Northern Ireland); Shauna McCarney, Managing Director of Heavenly tasty Organic Ltd who won the Award for Indigenous Innovation/ Entrepreneurship and Orla Corr who won the International Innovation/ Entrepreneurship title (sponsored by

Vodafone NI); Ann McGregor, Chief Executive of NICC who took the Outstanding Management/ Leadership category (sponsored by Made Not Born); Tracy Hamilton, Director of Mash Direct Ltd who picked up the award for Marketing Communications (sponsored by JC Decaux); Celine Doherty, Director of Re-Gen Waste Ltd, who won the Award for Best Exporter (sponsored by Invest Northern Ireland); Heather Boyle, Business Advisor at A Slice of Heaven Ltd, who won the Saleswoman of the Year Award (sponsored by Mood Event Decoration); Phyllis Agnew, Senior Partner at Tughans, who was recognized as Best In Professional Services (sponsored by BMI) Caroline

Currie, Sales Director of Autoline Insurance Group Ltd, who won best Customer Services (sponsored by Lynn Recruitment); Jacqueline McGonigle, Owner of whatsonni.com, who was named Best Sole Trader (sponsored by the Irish News); and Cara Macklin, Director of the Macklin Group who won Young Business Woman of the Year (sponsored by Moy Park). Women in Business NI Ltd (WIBNI) is the largest and fastest growing business network for Business Women in Northern Ireland. WIBNI is a not for profit limited company. Established 2002, the network has nearly 600 members spread throughout all industry sectors.



Looking Forward

- The Women in Business NI Awards 2012 -
Stand Up and Be Counted!

Now in its second year the Women in Business NI Awards are a great opportunity for the business women of Northern Ireland to acknowledge, celebrate and reward each other's successes.

These prestigious awards have established themselves within the business community in Northern Ireland as a high accolade to receive and being short listed or winning an award brings recognition of the achievements of the individual, in turn reflecting well on their company or organisation.

Celebrate with us on the night and be part of the experience! The 2012 Women in Business NI Awards will be launched in May 2012 and the Awards gala dinner will be at the Ramada Plaza Hotel, Shaws Bridge.

Keep an eye on womeninbusinessni.com for more details to follow soon.



Titanic Gala Ball

The Charity Event
100 years in the making

Northern Ireland Cancer Fund for Children invites you to step back to an era in which style and elegance reined at their Titanic Gala Ball, on Friday 4th May 2012 in Titanic Belfast, the World's Largest Titanic Visitor Experience.

This once in a life time charity event, which has been 100 years in the making, promises to be an evening of firsts, from the first class entertainment to the lucky ticket holders being among the first to experience Belfast's newest visitor attraction, "Titanic Belfast". As they mingle over a drinks reception, guests will be serenaded by Belfast Operatic Society who will be performing pieces throughout the evening from the award-winning show, "Titanic the Musical".

Speaking about the Gala evening

Joanne McCallister, Fundraising Manager with NICFC said,

"We will be introducing lots of fun elements to this exquisite black tie evening. With a backdrop of the elegantly refined Titanic suite, complete with a replica of the original grand staircase, guests will dine from a banquet inspired by the original Titanic's first class diner's menu. It is a night to get together with clients and colleagues and celebrate the best Northern Ireland has to offer, from style to entertainment, whilst raising vital funds to support children and families living with cancer throughout Northern Ireland".

Demand is high for this unique evening of opulence and glamour, with over 450 tickets snapped up to date. Tickets are priced at £100 per guest or £1,000 for a table of ten.

To purchase tickets or for sponsorship opportunities please contact Joanne McCallister, Fundraising Manager: E: joanne@nicfc.com or T: 028 9080 5599. www.nicfc.com



Jenny Craig and Aaron Ferris takes a step back in time at the launch Northern Ireland Cancer Fund for Children's Gala Ball to be held on Friday 4th May 2012 in Titanic Belfast, the World's largest Titanic visitor attraction.



The World's Largest Titanic Visitor Experience
opening 31st March 2012
titanicbelfast.com

Titanic Ball

**A Night to Remember
Friday 4th May 2012,
Titanic Belfast**

Celebrate the centenary of Titanic in style with Northern Ireland Cancer Fund for Children and be among the first to enjoy fine dining and live entertainment in the architecturally stunning, Titanic Belfast.

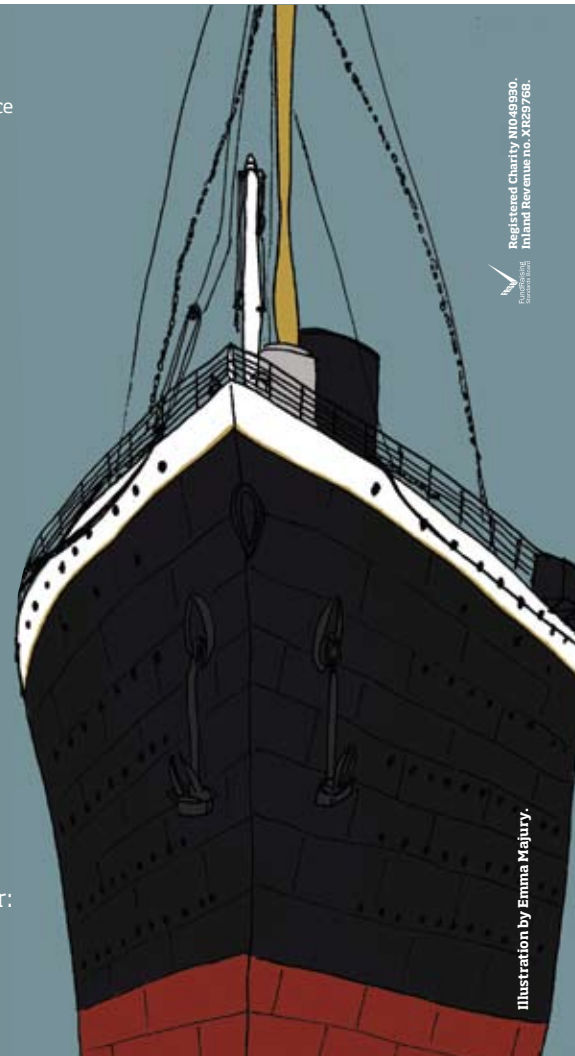
From the unique 21st century exterior of Northern Ireland's new World Class visitor attraction, you will be transported back 100 years to the opulent first class surroundings of the world's most famous ship and its banqueting room, complete with the famous sweeping grand staircase.

In the elegant and stylish surroundings of the Titanic Suite guests will enjoy a drinks reception, sumptuous four course meal, and spectacular live entertainment.

**Tickets £100 per guest
Table of 10 - £1,000**

For more information contact
Joanne McCallister, Fundraising Manager:

**T: 028 9080 5599
E: joanne@nicfc.com
W: nicfc.com**





MICHELLE DARCY

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If you answered YES then you will want to work with Michelle Darcy, Business Mentor and Coach to Successful Female Entrepreneurs.

Michelle took her kitchen table dream of gaining freedom and flexibility for her family to running her first business which earned £1 million PROFIT in its first year of trading.

She now works with women who are committed to changing their lives for the better through setting up their own businesses and managing them effectively while

nourishing their personal and family lives in the process.

If you are already a woman in business or ready to take that first important step then Michelle's unique programme **START UP TO SUCCESS** is your fastest and most effective path to achieving what you want from your life.

Based on her own business successes and coupled with coaching and the latest worldwide research in marketing Michelle can help and support you every step of the way.

WHAT YOU'LL GET

You will benefit from sound business advice from someone who has been there before that will move you through the obstacles you may find in your way.

You will succeed because you will learn how to have a successful mindset at all times.

You will receive the encouragement and support you need to raise your self belief and confidence to meet challenges

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or email michelle@michelledarcy.com for more information.

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Business Leaders and Politicians discuss

Boardroom Elephant – Childcare Affordability

“...these tax savings for parents and employers are a no-brainer! The lack of awareness is a real barrier.”

Employers For Childcare Charitable Group held a business breakfast on 18 January bringing together business leaders and politicians to address missed Tax Savings worth millions of pounds for our local economy, with parents being the biggest losers.

Tax credits and Childcare Vouchers, neither of which comes off the Northern Ireland block grant, help to bring down the cost of childcare.

Marie Marin, CEO of Employers For Childcare said “Many families are struggling with monthly bills which include childcare and no one can afford to be losing out on potential help with finances. The elephant in the boardroom is childcare affordability, these tax savings for parents and employers are a no-brainer! The lack of awareness is a real barrier.”

Currently in Northern Ireland there are 16,600 parents claiming the childcare element of Working Tax Credits and approximately 10,000 parents using Childcare Vouchers. With 211,000 families with dependent

children in Northern Ireland, there are only 13% of families claiming what that they are entitled to.

Bro McFerran, Managing Director of Allstate NI and Chair of the business breakfast stated: “The Childcare Voucher scheme saves both employer and employee a considerable sum of money. As an employer it makes excellent business sense to actively promote this scheme.”

On the back of this business breakfast a petition for both employers and parents on raising awareness on childcare affordability has been initiated. In such an economic climate the savings available to the economy should not be missed.

Back this petition by going to www.change.org/petitions/childcare-affordability-ni or email your support to info@employersforchildcare.org
To find out more about Childcare Vouchers go to our website: vouchers.employersforchildcare.org or call freephone 0800 028 3008.
Keep updated and follow us on www.facebook.com/employersforchildcare



Only **13%** of families are claiming what that they are entitled to

Endeavouring to get IT right!



Hi! I'm Blaithin and I'm a partner in Endeavour Information Solutions. Endeavour was established in 2010 and offers a complete range of IT services to organisations in Northern Ireland and beyond.

My role in the business centres round software development using Microsoft Technologies as well as Sage customisation but any solution that we provide is designed to offer value for money as well as improve business efficiency.

Having spent 20 years as a Chartered Accountant, I believe that it's really important that every organisation looks at its business processes to identify where technology could reduce administration thereby allowing staff to concentrate on business growth

and reducing the cost of overheads. I encourage our clients to ask “If only.....”. For example “If only I could select my customer and the address would magically appear in my Word document”. That's where technology can help and I enjoy providing solutions that can address these issues.

Endeavour is a member of the Microsoft Partner Network with a gold competency in providing solutions using Microsoft SharePoint as well as 5 silver competencies in areas including Virtualization. We offer IT solutions designed to lower on-going IT costs such as

network virtualisation and managed IT services, IT training, disaster recovery planning, general IT consultancy, forensic IT services, assistance with financial systems and software development.

Outside of work, I enjoy playing and listening to classical music; my degree is in music. Most people think that music and growing a business are at opposite ends of the spectrum but I find that both satisfy my creative needs. Not sure about creative accounting though!

We offer a free IT consultation to businesses so if you have any “If only...” thoughts, give me a call on 028 9048 8660 or email me at blaithin@endeavour-is.com

Bosses usher in an end to '9 to 5'

Vodafone survey finds managers in organisations of all sizes are open to new ways of working and employees doing personal tasks during 'traditional' work time



Seventy per cent of managers think that the old idea of '9 to 5' working is dying out in favour of more flexible working arrangements, according to a new survey commissioned by Vodafone. Among these forward-looking bosses, nine out of ten enable their staff to work flexibly to some extent, rather than expect them to stick rigidly to traditional working hours.

Pauline Quigley, Head of Vodafone Northern Ireland: "What this research shows is that a cultural shift has started. For many people, the way we work is changing. Bosses are realising that successful businesses must focus on generating results, not on monitoring what employees do at their desks."

TRADE-OFFS NEEDED AS WORK AND PERSONAL LIFE BLUR

The 'quid pro quo' is that nearly two-thirds of managers (65 per cent) ask their employees to work outside of traditional office hours, at least occasionally.

Differing attitudes towards working outside of the 9 to 5 are also obvious between men and women. More female (38.6 per cent) than male bosses (30.6 per cent) said that they never ask their staff to work outside of normal office hours. Likewise, 15.4 per cent of male managers say it's expected for staff to work outside of working hours, compared with only 9.6 per cent of women.

Of the bosses who do ask their employees to work outside work hours, the vast majority (93 per cent) think that it is only fair that staff sometimes attend to personal tasks during work time, although mostly (73 per cent) with the caveat that it has to be done in moderation.

Pauline Quigley commented: "A new generation of workers is coming through the ranks. They prefer fitting work around their lives rather than the other way around. People don't mind doing some work in the evening or at the weekend, but in return, they expect bosses to allow them to see to personal chores."

TECHNOLOGY AT THE HEART OF CULTURAL SHIFT

The survey also showed that bosses appreciate the impact of technology on modern working patterns: 62 per cent think the line between work and personal life has become blurred since people started using smartphones and working from home. This was felt more strongly in the private sector (66 per cent) than in the public sector (56 per cent).

The trend towards mobile and home working is well established, but still has some way to go. Altogether, six out of ten managers (59 per cent) said that they allow their employees to work from home to some extent. However, only 15 per cent provide employees with the tools for doing so (such as laptops, broadband connectivity and remote access to company systems), while just over

two-fifths (43 per cent) of managers rely on employees using their own technology if they want to work from home.

Currently, only 12 per cent of bosses equip their employees with smartphones as standard, while around one-third (34 per cent) give smartphones to some staff. Another 15 per cent reimburse employees for using their own smartphones.

Pauline Quigley explained: "Working smarter, not harder has become a bit of a cliché, but that's exactly what's needed, and the technology now exists to make this a reality. Therefore, finding ways to effectively harness technology to the benefit of businesses and employees should be high on the list of priorities for bosses."

GENERATION Y COMING THROUGH THE RANKS

The study reflected some of the impact of 'Generation Y' – those born after 1982 – coming through the ranks and into management positions. Generation Y employees are generally perceived as being highly connected and technology-literate, not drawing distinct lines between their work and social lives, and seeking a working environment with less rigid structures that they can emotionally engage with.

Pauline Quigley added: "Clearly bosses are open to the 'Generation Y' ways of working. However, they still have some way to go to realize fully how much this change in working culture and attitudes can benefit them."



Pauline Quigley,
Head of Vodafone
Northern Ireland

Stay Young with Think Skin Love Skin

www.thinkskinloveskin.com is an online organic beauty boutique based here in Northern Ireland. They have literally crossed the globe sourcing the very best products to bring to customers here in Ireland and the UK.



They carry skincare from Californian brands, Dr Alkaitis and Suki and UK brands Pai, Ila and Spiezia Organics. There are haircare ranges from US celebrity hairdresser John Masters and leading UK Colourist Louise Galvin. All brands that you will read about in magazines but that are not available in the High Street.

On their website you will find a number of different ways to search for the right products for you, helpful customer reviews and useful articles for a gorgeous, vital you.

"All our ranges have been chosen

because they have such high performing, problem solving properties. We decided to specialize in natural and organic skincare only, as after extensive testing and research, we found that these products were best for skin conditions such as rosacea and acne, but also enlarged pores, redness and dullness. Many of these conditions occur in our 30s and 40s usually due to stress, environmental and sun damage and as anti-ageing is a major area of interest for our customers, we are always on the search for products that help give that extra boost to skin and hair" says founder Annette Burns Young. Her tip for anti-ageing skincare this year is Facial

Oils – A wide range of which can be found at Think Skin Love Skin from the Akin Pure Radiance Rosehip Oil at £16 to the multi award winning Ila Facial Oil at £56.


"While we sell great products, I firmly believe in a holistic approach to beauty and what we eat and how we live our lives affects our skin and hair. That's why in our articles and blog we cover wellbeing, nutrition and fitness too. I am always on the lookout for information and ideas that keep us young and gorgeous! At Think Skin Love Skin we firmly believe that while getting older is inevitable, looking it is not..." says Annette.

10% DISCOUNT

For fellow WIBNI members Think Skin Love Skin is offering a 10% discount. Just use the promo code **WIB** at the checkout page.

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www.unislim.com/leader or call 028 30263703

From Unislim Member to Class Leader!

Growing up, I was always bigger than my friends. It's tough when you're young to be heavier than all your peers, so when I was about 15 I started dieting.

Of course, these weren't sensible diets, and while I might lose a couple of pounds initially, it wouldn't take long for me to pile them back on, with a few more added on for extra measure. It just became a vicious circle – I'd lose a little, gain it back, eat more because I was upset, go on another diet, it was terrible. I tried everything, from shakes to eating only crackers, but I knew it wasn't right and it never, ever worked.

FIGHTING TALK

I got married in July 2009 and I went on a diet beforehand. I lost a little bit of weight but, by the end of the

summer, the weight was back on. I was at a really low point, so I had a good old chat with myself and said 'nobody's going to be able to fix this but me'.

BIG CHANGES

I joined Unislim in November 2009 and it changed everything. I started going to classes, tracking my food, watching my portion sizes and how I cooked everything, and slowly, but surely, the weight started coming off. It was like a whole new world to me. It changed the way I looked at food... forever.

AMAZING FEELINGS

By Christmas I had lost some weight

and when the compliments started coming in it felt amazing. By the time February rolled around, I was celebrating a birthday, and friends who I hadn't seen in a while couldn't get over the difference in me.

MIND OVER MATTER

The last year for me has been so rewarding. I'm now healthier – I could barely run for a minute before joining Unislim, but I did the mini-marathon in June! I'm also happier – my dream has always been to open my own crêche and in September 2011 I did just that. Along with this I wanted to be able to pass on the knowledge I gained at my Unislim class to others, so I have now started my own Unislim classes

and I feel honoured to be able to help others. It's a very satisfying job and fits in nicely with my lifestyle at the end of the day I'm earning extra income too! Most importantly, that defeatist attitude I carried around with me is now gone. I know now, that when I put my mind to something, I can achieve it, and that's just an incredible feeling.

If you would be interested in becoming a Class Leader and inspire others to live a healthier life, visit www.unislim.com/leader or Call 028 30263703

Women in Business NI members at Tughan's rise to the Prince's Trust Million Makers Challenge

Women in Business members **Barbara Creed** and **Yvonne Bell** from **Tughans Solicitors** have stepped up to the mark and galvanised the support of their colleagues to form a team to join them in **The Million Makers Corporate Challenge** to raise funds for **The Prince's Trust**.



Barbara Creed, Associate Director with Tughan

The idea is that teams of employees within companies, from graduates to senior staff, work together to turn £1,500 seed funding into a profit for The Prince's Trust over the course of six months. All money raised then goes to help turn around the lives of disadvantaged young people in Northern Ireland.

"In this tough economic climate what better way to give to a valuable cause and raise the profile of the work undertaken by The Prince's Trust," says Barbara. "We saw this competition as an opportunity to invest in future generations to assist them in becoming independent and economically active, thereby stimulating our economy."

The Belfast based team has produced a stylish Ulster Rugby team calendar featuring 12 leading Ulster players, including all five of the province's international players.

"Press interest in the calendar has been fantastic with pick-ups in the Belfast Telegraph and Newsletter as well as television coverage of the launch night which was attended by over 200



Barbara Creed is pictured with colleague David Jones and Ulster player, Nevin Spence.

professionals, the Ulster Rugby Team and Irish Rugby legend Mike Gibson.

"We have been overwhelmed by the interest and support which the calendar has received both within our firm and externally and have relished the opportunity to develop many transferable skills such as leadership, motivation and decision making while raising funds for such a worthy cause," says Barbara.

Barbara and the team are now waiting with bated breath to see if their efforts will be enough to secure them a place at the London Finals for The Prince's Trust Million Makers Challenge

in April 2012.

The Ulster Rugby calendar retails at £7.95, and can be bought at Asda stores across Northern Ireland and other selected retailers. It is also available to purchase online via the Ulster Rugby Facebook store.

If any Women in Business members think you or your company has what it takes to be a Million Maker, and are not afraid of competition, then why not sign up for next year?

Contact **Arlene Creighton** for more information at **arlene.creighton@princes-trust.org.uk** or **Tel: 028 9075 8131**

Words etc.

A single spelling mistake can 'cost millions' in lost online sales.

Hard to believe? Not really. **BBC News** recently reported on website sales analyses carried out by online entrepreneur **Charles Duncombe**. It showed that poorly written website content, even a spelling mistake, can cut online sales in half. Remember, when you communicate or sell on the internet, 99% of the time it is done by the written word.



ENGAGE, COMMUNICATE, SELL, GROW

At best, effective website copywriting will engage, communicate, sell and grow your business and turn browsers into buyers, at worst it can put users off visiting your site ever again. Make no mistake: copywriting is as important to your website as design and navigation.

SIX SECOND WINDOW

At Words etc. we realise that writing for the internet is a different skill to normal business writing. Research has shown that users rarely read web pages word for word, but scan the page picking out individual words that relate to them. Web users don't want to get bogged down in lengthy unspecific copy; they want to know in an instant if something relates to them. In fact, you only get about six seconds to capture the viewer's attention.

COMPETITIVE EDGE

Cleverly written copy will help your sales message come across loud and clear. It will help you develop relationships with your clients and give you an edge over your competitors. Poorly written copy with waffly

sentences, spelling mistakes and too much information will have your customers going elsewhere.

Your website is a professional face for your company and has the potential to generate new business. Don't lose precious business over unprofessional and ineffective website content. Instead, invest in professionally written copy that could increase sales and gain customers' trust.

Elaine McComb, professional copywriter, member of the Society for Editors & Proofreaders, and, Director of Words etc. can help your business in various capacities:

1. **Make you money:** as research shows, professional website content increases sales, credibility and trust
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Dishing-up funding

Local company “dish-up” funding for schools, after government budget cuts!

Northern Ireland nurseries & primary schools get a major boost in funds with the launch of Swish Kids, which gives schools the opportunity to raise substantial funds to substitute the shortfalls faced by the new budget cuts. Swish Kids is inviting all primary school children to create a design using drawings, handprints or photos and we mould this onto a plate, clock or tray. For every product sold, we will give your school back a minimum of 20% profit!



“School Budgets in Northern Ireland will be robbed of more than £87 million because of Westminster cuts,” said a teaching union. Principals spending plans will be demolished, and kids will be missing out on those extra benefits in the classroom that those funds support.

This new company is born and bred in Northern Ireland and has a strong ethos in “keeping it local”. Sarah Cassidy, Managing Director said “ We will employ locally, manufacture in country and contribute to a brighter economic future for the kids of Northern Ireland” Fundraising Profits in the past have supported, new sporting equipment, before and after school care, excursions, computers and books as well as helping to cover running costs of the school.

This new company offers a positive outlook for schools in Northern Ireland with a “no brainer” business model that provides the school with everything they need to run a fundraiser, right down to the drawing pens, which they then donate to the school for future art projects.

The aim of Swish Kids is to kick start primary schools with self sufficient funding to cover the costs that the government have taken away from our

schools. It also provides a platform for the kids to use their creativity and develop a duty of responsibility to their environment, with the funds they have raised being used in their school. Kids love eating off a plate they have designed themselves which can promote healthier eating at meal times as well.

In the Committee for Education Official Report, Mr Jim Clarke from the council for catholic maintained schools says “We find it very strange that education, which is such a key driver for the economy, is so badly hit in the budget “

Mr Stephen McConnell from NI Voluntary Schools Bursars’ Association quotes “School closures, amalgamations and staff redundancies are very likely to be the only way in which the cuts can be achieved”

Swish Kids will assist local schools in meeting these challenges and help to raise money to reduce school closures and loss of staff.

- New Local Company dedicated to raising funds for Primary Schools and Nursery’s in NI
- Unique & High Quality products individual to each kid with their



drawing, photo or handprint.

- No Cost to the school – Everything is provided, so schools keep ALL of their profit mark up.

We are confident that we can boost the economy and support funding in Northern Ireland not limited to schools, but any children’s organisation struggling to raise enough funds to keep operating with the budget cuts. To order your free fundraising pack, call 02890731222 or visit us at www.swishkids.co.uk

Wine Dine and Design!

Whoosh Catering has teamed up with local Belfast artist, Jolie Dennison from Jolie Art to launch an exciting alternative to the traditional evening out on the town: Wine Dine and Design!

Wine Dine & Design was launched in January 2012 and is a monthly event, held every third Friday (evening) of the month in Belfast’s Cathedral Quarter.

This new concept will help you discover your creative side while having



fun in the company of good friends.

Novice and experienced artists alike will enjoy Jolie’s warm and engaging teaching manner as she guides you step-by-step through creating your own masterpiece. A few strokes of paint, a little wine, a casually elegant Thai buffet from Whoosh and a whole lot of fun is what it’s all about!

“Whoosh caters for a variety of corporate and private events across Northern Ireland. Our unique Southeast Asian menu, made up of a blend of Thai and Vietnamese food, is increasingly becoming popular. What we always aim to achieve while catering is to offer a memorable eating experience and now through the Wine Dine & Design concept, we are also able to offer a fabulous social experience – allowing people to create their own masterpiece in a fun, relaxed environment while sipping their favourite wine and enjoying delicious food.”, said Thana Thammavongsa, founder of Whoosh.

Can’t draw? It doesn’t matter if you can barely draw stick figures or haven’t a clue what the difference between blending and mixing is. You’ll be amazed at what you’ll be able to create with guided instruction. The experience is fun, relaxing and judgement free.

The event costs £40 per person and you will get step-by-step instruction, a canvas, use of paints and materials, some delicious Thai food and you even get to take home your masterpiece. All you need to bring is your own bottle of wine and a few friends – or come and make new ones.

The next Wine Dine & Design events are scheduled for 16th March, 20th April and 18th May 2012. Summer dates will be confirmed in due course.

For more information or booking details, contact:
Thana Thammavongsa
Tel: 07988 842497
E-mail: thana@eatwhoosh.com



A fresh approach to learning difficulties

Learning Support Services NI has been changing the lives of people labouring under the burden of ADHD, Dyslexia, Dyspraxia and Autism Spectrum disorders

FAMILIES, health professionals and teachers across Northern Ireland are noticing how children who are on the Learning Breakthrough Programme are progressing much better and faster and how the programme is having a positive affect on children in the classrooms and on their regular appointments to occupational therapy, speech therapy etc. One in particular noted a dramatic difference in a child's ability to speak after being on the programme for just 6 months.

Susan Steele is the founder of Learning Support Services NI. Her own two children struggled with ADHD and Dyslexia. Four years ago they completed a similar balance and coordination programme and they no longer have the symptoms – it's as simple as that.

Susan was so elated by the results in her own children that she researched and found the original Learning Breakthrough Programme compiled by Dr Frank Belgau. She established Learning Support Services NI in order to let other parents know that there is a light at the end of that dark tunnel and that our children do have a future.

The programme tackles the root cause of the problem, which research has shown to be an under-development in the vestibular system (balance system). Susan told Ni4kids, "I am often asked by parents, 'Why are we only hearing about this research now'. Of course the research has been in the public domain for many years. Since the 1960's, NASA has supported and funded scientific research that has attempted to understand how the sense of balance (The vestibular system) operates and how it affects brain processing and sensory integration. This research has shown that activities involving balance can have a significant impact on motor skills, visual processing, reading, learning efficiency and academic performance.

Occupational Therapy techniques have been successfully using balance boards and bean bags etc

for children with learning difficulties and stroke patients who need rehabilitation for many years. Over a period of 20 years, Dr Frank Belgau, founder of The Learning Breakthrough Programme, put all of the components together in a programme that is carried out at home, for 15 minutes twice every day for one year. This ensures that the changes that occur in the brain remain permanent."

Susan explains, "In a way it's like learning to play the piano. If you went for lessons, once a week but didn't practice every day in-between you would not make much progress but if you practised for an hour every day in-between lessons you would master the instrument.

Why? – because your brain has connected with your fingers and made the movements smooth, accurate and permanent.

As a teacher and parent of a child on the programme described it – Rather than looking at one aspect of learning, The Learning Breakthrough Programme successfully takes every aspect of learning difficulty eg. reading, processing information, fine and gross motor skills, organisational skills, concentration, the ability to sit still, keep friends, hold eye contact etc etc etc. and gradually tackles every area of the brain so that the symptoms are overcome.

It's a gradual progression towards the 'light bulb' being fully lit. It's the little things like being able to go straight to sleep at night, getting homework done straight away, tying shoe-laces, having normal conversations with the family. All of these things and many more add up to life simply being a whole lot easier, the child is happier, more confident and is finally able to reach for the stars."

Susan is now working with 52 families who are benefiting from the programme. "My main aim now is to reach as many families as possible and let them know about this amazing drug free treatment that is truly making a difference.

One child that Susan introduced the programme to received an award for the best improved pupil in literacy having finished the course.

After 3 weeks one mother noticed

that her child was spelling out words over the phone and her short term memory was much better. Another child, who had been diagnosed with Autism, last year had to be taught within a glass partition due to problems interacting with other pupils. He also would have been taken out of the classroom situation every 10 minutes for a break. He no longer needs either of these coping strategies.

Susan added, "These are just some of the examples of the amazing breakthroughs that have been made. Thanks to this programme, families are now seeing a bright future."

If you would like to get in touch with Susan for more information you can contact her at

Tel: 07790 245 145 or email: susan@learningsupportservicesni.co.uk Website: www.learningsupportservicesni.co.uk

How it works...

Based on a programme consisting of a daily routine of balance and co-ordination exercises for 15 minutes, twice a day, the programme also comes with an instruction handbook and work-along DVD.

Studies have shown that activities involving balance can have a significant impact on motor skills, visual performance, reading, learning efficiency and academic performance.

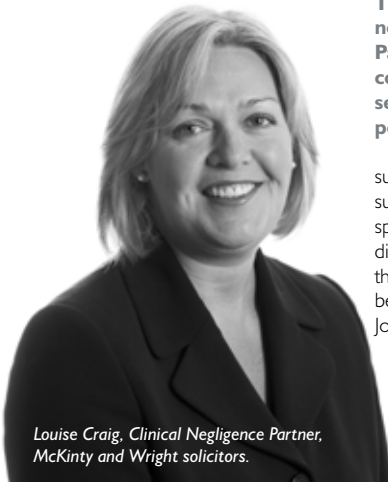
Full support and encouragement is provided throughout the process until individuals reach their full potential. Everyone is different and will have different difficulties and needs.





The Ugly Face of Cosmetic Surgery

Once restricted to the rich and famous, cosmetic procedures are now readily available on the high street at competitive prices.



Louise Craig, Clinical Negligence Partner,
McKinty and Wright solicitors.

They are elective and often not available on the NHS. Patients therefore turn to the commercially driven private sector, which can lead to a potential conflict of interest.

Often surgeons perform cosmetic surgery during their spare time to supplement their NHS practice. The sporadic nature of the work can make it difficult to maintain appropriate skills. If things go wrong the consequences can be catastrophic. Take for example Penny Johnson, a successful business woman

who sought minor corrective surgery for her nose and dark circles but was left with permanent nerve damage which affected her ability to operate in the commercial world and led to the failure of her business. More recent media coverage has focused on the safety of silicone breast implants and the PIP implant scare has raised the question of Regulation and who is responsible when things go wrong?

Regulation of the Cosmetic Industry in Northern Ireland is performed by the RQIA. However, there are gaps in the system. Non-surgical cosmetic procedures such as the use of muscle relaxing injections are excluded under the Regulations and laser and IPL treatments were deregulated in England last year but REMAIN regulated in

Northern Ireland. The Industry has attempted to address these gaps by launching the voluntary IHAS register of injectable cosmetic providers. However registration is voluntary and many view it as a mere marketing tool for the profession, rather than a means to ensure that standards of quality and safety are met.

A full review of the cosmetic sector has been promised by the Medical Director of the NHS. Hopefully this will improve the quality and safety of care through better governance based on better quality data collection and improved professional development.

If you wish to contact Louise please e-mail her at louise.craig@mckinty-wright

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Is promotional merchandise right for your business?

Cost effective advertising with promotional gifts is a great way to grow your business with an eye to both the short and long-term success of your business.

Traditional advertising can cost thousands of pounds for a single spot on television, radio, or newspaper while advertising using promotional gifts will cost you just a fraction of that and achieve the same, if not better, results.

While you only have the attention of your target market during the length of the traditional television or radio spot, advertising with branded merchandise allows customers and prospects to appreciate and use your gift time after time.

For just pennies per unit you can get an item that can be put in the hands of a potential customer that he or she will use over and over again, subconsciously reinforcing your brand name and

message. Did you know a pen can have up to eight owners in its lifetime?

Imagine a better low cost way to get your logo, website address and phone number into so many potential clients! And what about eco friendly shopping bags? They've a proven high re-use rate in comparison to cost and show how your business cares about the environment.

And as the promotional items you choose will say a lot about your company, take some time to pick the right ones. You don't always have to get a high ticket item. If you buy fewer promotional items but at a higher quality you're better off than buying a lot of smaller, cheaper items. But, if you find something that's good quality and cheap (price per unit, not quality) take

advantage of that opportunity. The right gift grabs attention, becoming a moving billboard and consolidating your product or service in the customer's mind over your competition.

Purple Promotions can help you build your brand awareness with carefully selected and high quality promotional gifts. Whether it's for a mailing campaign, exhibition, conference or simply to say thank you, Purple Promotions can help. We offer a personal service, tailoring the items to your company, budget and target audience.

So why not visit www.purple-promotions.net or call 028 92613411 for more information.



Women in the Family Business



Whilst most of you may have thought that this debate must surely have been settled a long time ago it's an area that, in the family business sector, is still open for contest.

In an ideal world there would be no distinction between the roles of men and women in family business, the unfortunate reality is that in too many cases, gender can still end up defining who does what in a company.

Traditionally, female family members have played a role behind the scenes. The mother, wife or daughter who occupies the position often referred to as 'chief emotional officer' contributes more to the family – as confident, protector of values and nurturer of successors – than to the business. But there are signs that this is changing. Family businesses have begun to acknowledge the skills that female members bring, and are encouraging their increased engagement in business life, while developing ways to empower the next generation of daughters - and sons – to emerge as entrepreneurs and leaders.

In part this is due to wider trends: more female students leaving school and university well educated in the commercial professions, with better career opportunities and choices than previous generations of women. A higher number of women in the UK than ever before as entrepreneurs, and more businesses are being

run as meritocracy to ensure that appointments are being made on skill and ability rather than gender.

Added to that, the growing acceptance of flexible working in businesses of all sizes, in all sectors, has made it possible for more women to continue their traditional roles at the heart of family life while taking on more responsibility in the boardroom. Women are making a tremendous impact in both executive and non-executive roles and also making huge contributions as owners – to the governance, ownership and philanthropic activities that surround family enterprise.

The BDO Centre for Family Business is committed and dedicated to providing the support and guidance to help family businesses tackle their unique and specific challenges. We have worked with a number of family business women over the past number of years and we recognise the potential each of these women can bring to the wider family business sector in Northern Ireland. In this context, in partnership with Queen's University, we are hoping to provide the networks and forums to encourage these and other family business women to get more involved and find a place where they can contribute best.

For further information on the BDO Centre for Family Business and the work we are doing please visit www.bdoni.com/services/familybusiness, or alternatively contact Cathy Booth at cathy.booth@bdo.co.uk

Northern Ireland Children's Hospice – official charity of the Deep RiverRock Belfast City Marathon 2012.

Making Time and Doing It For the Kids in 2012

U105's Sales Manager, Siobhan Lavery has registered for the Deep RiverRock Belfast City Marathon 2012 and will be running for the official charity – Northern Ireland Children's Hospice. The busy sales manager has encouraged breakfast show host, Maurice Jay and other colleagues to form a relay team for the event on Bank Holiday Monday, 7th May.

Delighted to be supporting the "Do It ForThe Kids" campaign, Siobhan Lavery said:

"Our media partnership with the marathon is now in its sixth year and the U105 team will once again be ditching our stilettos and upper leather soles for our trainers. What's great about the Belfast City Marathon is that it attracts people of all ages and abilities and the stories from participants are inspirational. Used to a fast pace, the busy sales manager and the team of nine, have a successful track record with a range of clients locally and nationally. The UTV Media Group station has grown by a staggering 68% in the last year. Evidence of the stations strong connection to its audience and customers is supported by 223,000 people tuning into U105.8FM weekly.

Siobhan's mantra for 2012 is 'make time' and the mum of three is juggling work and training to support the children's hospice. The U105 team will join over 20,000 runners who will hit the streets of Belfast and cover the 26.2 mile route across the North, South, East and West of the city. With something to suit people of all ages and abilities events include a Fun Run, Relay, Marathon, Walk and Wheelchair race.

Final cut-off point for entries will be Friday 6th April 2012. However entries with a late fee of £20 (Marathon Run, Marathon Walk, Team Relay Event and Wheelchair Race) and £5 (Fun Run) will be accepted until Friday 20th April 2012.

REGISTER NOW:

www.belfastcitymarathon.com and support Northern Ireland Children's Hospice - the official charity for the 2012 Deep RiverRock Belfast City Marathon. Go on, this year "Do It For The Kids". To receive your fundraising pack or for more information on running for Northern Ireland Children's Hospice, get in touch by: Tel: 028 9078 1836 or Email: marathon@nihospice.org



Charisma and your Career

Seven steps to killer interviews

Research shows that 85 percent of the reason you secure and progress in a job has more to do with people skills than technical knowledge. Charisma is the difference that will make the difference and in an interview it can be the vital ingredient that gets you the job.

Interview panels ultimately give jobs to people they like, people they see fitting into the company, getting on with others and able to bring lots of positive energy to the table. So while you are busy focussing on displaying your technical skills and competencies remember it is just as important to serve up a little charisma to really make a connection with your interview panel.

Some people just seem to be naturally charismatic, Barak Obama in the run up to the US presidency and Mother Theresa through her work with poverty. But if you're not ready to lead a country or save one you can start to learn how to feel more charismatic and how to project it.

Be Confident - You have to feel good about you and then you have to help your interview panel feel good about you too. Have a confident purpose and plan for your interview – What do you want to achieve, what impression do you want to make, what core skills and competencies do you want the panel to see in you, what key message do you want to leave hanging in the air when you exit the room ?

2 Take Charge - Often we make the mistake of believing that interviews are a passive affair for the candidate: they ask the questions and you give the answers! This is very far from the truth. You need to have a plan for how you want to influence the process and the panel. You need to be proactive and take charge on the information you provide.

3 Be Likeable - Give a firm handshake on arrival; look the panel straight in the eye, treat each person you meet as if he or she is truly important. Don't interrupt. Don't mentally cut off the other person. Don't reload while he or she is speaking. Listen! Listen! Listen!. Smile, nod agreement, and address the panel by name.

4 Focus - Focus your answers to the question and always ask the panel to repeat if you think you may have gone off track or if you need to buy a bit more thinking time. Structuring your answers to three points can be very helpful, grouping in threes makes information more engaging and memorable.

5 Have a killer Question - Have one or two "killer" questions that demonstrate your ability to see the big picture and that you are aware of emerging trends and issues coming up the track. Asking a question is your opportunity to sell yourself a little more, so don't waste it on "filler" questions on induction or opportunities for development.

6 Prepare your Pitch - Finish with a strong closing pitch summarising three key competencies that you bring to the role and an expression of your enthusiasm to work with this particular company. Our brains tend to remember the beginnings and the endings and so make sure that you close as strongly as you started. Go out with a bang not a fizz!!

7 Put on a performance - Interviews are a performance and while its not Othello or Scarlet O'Hara we are seeking to emulate: you do need to present a slightly louder, brighter, more energised and more boastful version of you!

Turn up the charisma and career and interview success will follow!

Niamh Shiells is an Executive & Career Coach, Director of Advance Coaching and Chair of Association for Coaching Ireland. Contact Advance today for professional help with Career Progression, CV's, Applications and Interview Preparation. www.advancecoach.co.uk



Welcome to WIBNI Newcomers

We extend a warm welcome to members who have recently joined Women in Business NI.

With over 600 members Women in Business NI is the largest and fastest growing network for business women in Northern Ireland.

In 2012 we have more on offer than ever before with our online pay monthly option from as little as £10 per month and the introduction of the WIBNI Regional events which will give members even more opportunity to network than ever before.

WIBNI PURPOSE

To increase the number of business women in Northern Ireland who contribute positively to the economy and society.

WIBNI VISION

To positively impact every members business.

WIBNI MISSION

To be the most innovative and effective regional business network with global connections.

Membership Options:

Whether you are from the private, public or charity sectors, members benefit from an excellent mix of networking opportunities in a context of business and personal development, with benefits for everyone.

Individual Membership:

Annual Payment £120 + VAT
Monthly Payment £10 + VAT
(minimum membership 12 months)

2 Memberships:

Annual Payment £200 + VAT
Monthly Payment £16.60 + VAT
(minimum membership 12 months)

3-9 Memberships:

Annual Payment £360 + VAT
Monthly Payment £30 + VAT
(minimum membership 12 months)

10+ Memberships:

Annual Payment £600 + VAT
Monthly Payment £50 + VAT
(minimum membership 12 months)



If you haven't already - join online today! Or if you have any questions about membership please either call the office on 0845 607 6041 or email info@womeninbusinessni.com.




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