

WOMEN BUSINESS NI

Making **business** connections
Winter 2014 • Issue 10

magazine



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INTERNATIONAL BUSINESS WOMEN'S CONFERENCE 12TH - 15TH MAY



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Chair's Message

2014 is the biggest year yet for our organisation and all the while the economy continues to challenge us all as we set out to deliver our strategy and goals for our businesses.

Stephen Covey, the master of effectiveness encouraged us to "begin with the end in mind" then "prioritise" with the most important things getting our attention first. My resolution for this year is to pay attention to what I need to do to remain focused on my important priorities. In our organisation our focus is "Creating a New Economy", one in which we help our members grow and succeed.

We have growing excitement for our International Conference which is taking place between 12th - 15th May in Belfast. Some of the speakers already confirmed are, Dr Anita Sands, former MD of UBS Wealth Management and now member of Global Irish Network, Les McKeown CEO Predictable Success, Lucy Gaffney, Chair, Communicor Group Ltd, Professor Lizbeth Goodman Director SMARTlab Digital Media Institute, Dublin, Julie Meyer, Founder, Ariadne Capital. And, of course, we are still waiting to hear if Hilary Clinton can be with us.

Find out more information and book your place at www.ibwc2014.com

Our new events schedule has just been released with a great mix of networking, skill development and inspiration with input from home grown industry leaders such as Martin Naughton founder of Glen Dimplex (a £1.8bn NI Company). Can I encourage you to book early for all our events this year as we expect demand to be high.

When reviewing 2013 the theme that was reinforced all year for me is the one of gratefulness, choice and appreciation of the present moment. I am sure like me your 2013 included joy and sadness and I know I have a lot yet to learn. So my choice is to make 2014 my best year yet, regardless of challenges and circumstances, not because of them. Beginning with the end in mind...2014 will be my favourite year and every day my favourite day.

I look forward to meeting you all at events during the year and to hearing your stories of your best year yet. ●

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WOMEN BUSINESS NI
 Making business connections

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INTERNATIONAL BUSINESS WOMEN'S CONFERENCE | BELFAST MAY 2014

12th – 15th May 2014



Creating...

A unique global showcase for business talent

Dialogue on global business issues

International business growth opportunities

Inspired leaders and empowered entrepreneurs

...a New Economy

For more information and to book your place visit:

www.ibwc2014.com



William J Clinton
Leadership Institute
at Riddel Hall



INTERNATIONAL BUSINESS WOMEN'S CONFERENCE BELFAST MAY 2014

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Pictured L-R launching IBWC 2014 are: Kate Marshall, Women in Business NI; Kathryn Thomson, Northern Ireland Tourist Board (Sponsor); Leona Loughran, Ulster Bank (Sponsor); Tracy Meharg, Invest Northern Ireland (Sponsor); Roseann Kelly, Women in Business NI and OFMDFM Junior Minister Jennifer McCann MLA.

Belfast means Business!

Take your place at IBWC 2014

2014 is a significant and exciting year for Women in Business NI as we host our first International Business Women's Conference; IBWC 2014 – Creating a New Economy.

IBWC 2014 (12th-15th May) will bring delegates from across the globe to the city of Belfast for three days of international business networking, group workshops, panel sessions, round table discussion and high profile keynote addresses. We want you to be part of it!

Unique opportunity

IBWC 2014 will celebrate the belief that by working in partnership, business men and women can unlock potential and maximise opportunity for all. Through exploring global issues and trends such as diversity in business, the impact of technology, the power of mentoring, exporting and global responsibility, the conference will provide a unique platform for our members, and the entire Northern Ireland business community – a platform for learning, leading and lasting connections.

Against the backdrop of world class venues in the city including The Waterfront Hall, City Hall, The MAC and Titanic Belfast, all

elements of IBWC 2014 will be built around empowering individuals to harness their potential and drive business growth.

Roseann Kelly, Chief Executive of WIBNI said, "We are extremely proud to be hosting our first international conference this year. Our focus has been on creating an event with international appeal that will empower, inspire and create international relationships for our members and delegates from across the global business community. We're delighted that plans are right on track for delivering this."

"We could not deliver this conference without the help of Conference Funders and Partners, and thus far we must acknowledge Invest Northern Ireland, OFMDFM, Visit Belfast, NITB, Belfast City Council, Ulster Bank, NYSE Euronext, Queen's University and the William J Clinton Leadership Institute at Riddel Hall."

"We are committed to bringing inspirational, world class individuals and business leaders from a wide variety of backgrounds and sectors to IBWC 2014, who will impart their knowledge, expertise and insight. Our invitation to Former US Secretary of State, Hillary Rodham Clinton to speak at IBWC 2014 and the fantastic range of high calibre individuals already confirmed as speakers, are testament to that commitment."

Good business sense

Roseann Kelly continues, "Our conference will shine the international spotlight on Northern Ireland's rich pool of business talent and the vital role that women play in our economy and will allow delegates to put their talent, their business, their product on a

global stage and form links with individuals who represent potential customers, partners and mentors. Put simply – being a part of IBWC 2014 makes good business sense."

Lasting legacy

"To ensure the long-term legacy of IBWC 2014 is of economic benefit to Northern Ireland, Women in Business NI will create a Global Mentoring Programme to solidify those international connections forged at our conference. We will support and encourage mutually beneficial business partnerships and a series of trade missions to further enhance these."

Roseann adds, "Recent years have only further proven that whilst Northern Ireland may be relatively small in size, our potential and talent is immeasurable. We have hosted Presidents and Prime Ministers, global sports events and major Hollywood film productions – and in 2014, Women in Business NI are proud to make Belfast the location for business."

Join us - together we can create a new economy.

Take your place

Women in Business NI warmly invites and encourages its members, business leaders (private and public), government representatives, policy makers, business owners (large and small), entrepreneurs, middle/senior management, business organisations, and members of the academia to sign up for IBWC 2014. ●

IBWC 2014 Selected Speakers

The International Business Women's Conference 2014 has a programme which will host 40+ international, inspirational and influential keynote and panel speakers.



Helena Morrissey (UK)
Founder, 30% Club

Helena is chief executive officer of a high-profile investment management company and an ambassador for increasing female boardroom representation through her 30% Club. She has managed to achieve all this while juggling the pressures of raising nine children.



Ann Francke, CEO, Chartered Management Institute (UK)

Ann brings her extensive global general management experience to the CMI and has a proven track record of developing people and delivering innovative strategies that result in sustainable growth. At CMI, she leverages her experience in leading organisations to promote best practices in management and leadership, and improve management standards across the UK and beyond.



Dr. Anita M. Sands (USA)
Former Group Managing Director of UBS and Member of Global Irish Network (USA)

Dr. Anita M. Sands is a global technology and business leader, public speaker, and advocate for the advancement of women. Anita holds a Ph.D. in Atomic and Molecular Physics and a First Class Honors degree in Physics and Applied Mathematics from Queen's University of Belfast.



Etta Cohen
MD, Forward Ladies (UK)

Etta Cohen is Founder of Forward Ladies, the UK's largest network for women in business, with a database of approx 13,500 professional women. Forward Ladies runs more than 350 events a year -after launching in the north of England, Forward Ladies launched in Scotland in 2011 and In London earlier this year.



Les McKeown
CEO, Predictable Success (USA)

Les McKeown is a renowned speaker, author and advisor on accelerated business growth. He has started over 40 companies in his own right, and was the founding partner of an incubation consulting company that advised on the creation and growth of hundreds more organisations worldwide.



Una Fox
VP Walt Disney Company Corporate Technology Group
VP Head of ITLG's Women in Leadership Group (USA)

Una Fox is a VP in the Walt Disney Company Corporate Technology Group. Una joined Disney in 2008 and has a specific focus on online marketing technologies, Brand Management and Customer Business Intelligence. Prior to joining Disney, Ms Fox was a Director of Partner Services at Yahoo, Inc.



Lucy Gaffney, Chair
Communicorp Group (IRL)

Lucy is the Chairman of Communicorp Group Limited, an expanding communications group with media interests in Ireland, Europe and the Middle East. Communicorp has 40 radio stations across Bulgaria, the Czech Republic, Estonia, Finland, Hungary, Ireland, Jordan and Latvia.



Mary McKenna
Entrepreneur and Founder of Learning Pool (NI)

Mary McKenna is the co-founder of Learning Pool, the e-learning company established in 2006 to provide online learning that helps people and organisations improve performance at work. Mary has been instrumental in building this successful start-up in Derry, Northern Ireland as a vibrant, growing company employing more than 60 people. Crucially, she has been at the forefront of helping Learning Pool customers in UK government save in excess of £100m by using new technology in innovative ways.



Julie Meyer
Founder, Ariadne Capital (UK)

Julie Meyer is one of the leading champions for entrepreneurship in Europe and the UK and is seen as a force for growth and inclusiveness. She believes that Individual Capitalism enables the use of people's ingenuity to solve the world's problems at the macro and micro levels and to accelerate the future.

Visit the website www.ibwc2014.com for more details on confirmed and invited speakers.

FULL CONFERENCE PACKAGE INCLUDES:

Monday 12th May

Pre-Registration with Meet & Greet @ **Belfast Waterfront**

Welcome Gathering @ The MAC - Belfast's newest creative arts venue in the heart of the City's Cathedral Quarter

Dine Around in the Square @ St Anne's Square,
Cathedral Quarter



Belfast Waterfront

Tuesday 13th May

Full Day Business Sessions @ Belfast Waterfront

IBWC Exhibition and Networking

Mayor's Civic Reception & Traditional Evening @ Belfast's Historic City Hall - share the "craic", culture and cuisine of N. Ireland.



Belfast City Hall

Wednesday 14th May

Full Day Business Sessions @ Belfast Waterfront

IBWC Exhibition & Networking

Gala Evening @ Titanic Belfast - hosted in the iconic building including 4 course meal and show stopping entertainment



The MAC

Thursday 15th May

Mentoring Walk @ Stormont Parliament Buildings

Other IBWC 2014 partner events



Titanic Signature Building

Find out more about IBWC 2014 programme and host venues at

www.ibwc2014.com @ibwc2014 

INTERNATIONAL
BUSINESS WOMEN'S | BELFAST
CONFERENCE | MAY 2014



Stormont

Women in Business NI Events

To whet your appetite for our impressive 2014 events schedule, we thought we'd share a flavour from some of last year's events.

Just in the last four months of 2013, 1500 business women attended:

- **One awards ceremony**
- **Six business lunches**
- **Nine masterclasses**
- **Six inspiring networking events**

The season kicked off at Hillsborough Castle where, not only did the head of Microsoft in Ireland share the highs and lows of her journey to success, delegates also got a behind the scenes exclusive viewing of an exhibition of The Queen's clothing.

Hilary Devey CBE attended the third annual awards ceremony and inspired a room of almost 500 business women and men with her tales of woe and wonder which ultimately have enabled her to create one of the UK's most successful businesses.

At last year's events, delegates found out how to keep your business thriving by being innovative and reinventing- like Cathy Martin's Belfast Fashionweek has done over the years, they learned how to make the perfect business pitch, at the Christmas celebration, guests were encouraged to walk tall and dress for success and across the autumn/winter schedule masterclasses and workshops considered topics such as finance, leadership, marketing and entrepreneurship.

The lasting legacy of our autumn/winter events schedule is that the awards, business lunches, masterclasses, workshops, regional events and networking breakfasts provided members with unrivalled sustainable networking opportunities and more than 5,000 business connections. ●



Networking for Growth Event at Hillsborough Castle
'Excellent opportunity to meet and grow my connections, leaving inspired and energised' – Event Attendee



3rd Annual Women in Business Awards
 LR: Roseann Kelly CE of WIBNI, Kate Marshall Chair of WIBNI, Hilary Devey CBE, Marie-Clare McCabe, Eva Adams and Laura Dowie WIBNI



These Dreams are Made for Walking Masterclass
'Great event – a positive mind will be returning to the office'
 – Event Attendee



WIBNI & CIM Women in Marketing Event



Christmas Networking Event at Ulster Museum
"Absolutely brilliant event, had a fantastic time and met lots of new people"
 – Event Attendee

February – June 2014 Events Schedule

Can you afford to miss these dates for your diary?

In 2014, Women in Business NI is offering members and non members the most ambitious events schedule to date. The Power of Networking can be underestimated but these events are imperative for those who are planning to develop their careers, grow their businesses and ultimately succeed in 2014.

Alongside exclusive networking lunches, masterclasses, workshops and the annual summer BBQ, from 12-15 May the inaugural International Business Women's Conference will afford an opportunity for business women from across Ireland to join with business women from across the globe to 'Create a New Economy'.

Miss these events and you really will miss out!

February 2014

NETWORKING BREAKFAST

When: Thursday 6th February, 7.30am - 8.30am

Hosted by: BDO, Belfast

WOMEN'S LEADERSHIP DINNER WITH WIBNI & CBI

Speakers: Alastair Hamilton, CEO of Invest Northern Ireland & Mark Ennis, Chair of Invest NI

When: Wednesday 6th February, 6.30pm - 9.30pm

Hosted by: Ulster Bank, Belfast

IN CAMERA WITH MINISTER SIMON HAMILTON

When: Wednesday 12th February, 12.00pm - 2.00pm

Hosted by: NYSE Euronext, Belfast

PR MASTERCLASS

Speaker: Jackie Logan, MD of Naked PR

When: Thursday 13th February 2014, 10.00am - 1.00pm

Venue: Old Mill Coffee Shop, Upperlands, Mid-Ulster

LEADERSHIP & ENTREPRENEURSHIP – WIBNI & CMI JOINT EVENT

Speakers: Kate Speers, Owner of Ivory & Pearl & Kate Marshall, Principle of KM Consultancy,

Maire Campbell, Artistic Director, Arts Industry

When: Thursday 27th February, 9.30am - 12.30pm

Venue: Malone Lodge Hotel, Belfast

March 2014

NETWORKING LUNCH WITH MARTIN NAUGHTON, FOUNDER & CHAIR OF GLEN DIMPLEX

When: Tuesday 4th March, 10.30am - 12.30pm

Venue: Canal Court Hotel, Newry

SALES STRATEGY GENIUS MASTERCLASS

Speaker: Valerie Gourley, MD of Valerie Gourley Business Consultancy

When: Thursday 6th March, 9.30am - 12.30pm

Venue: Galgorm Resort & Spa, Ballymena

INTERNATIONAL WOMEN'S DAY CELEBRATION: GO WOMAN CONFERENCE

When: TBC, 6.00pm - 9.00pm

Hosted by: Magherabuoy House Hotel, Portrush

THE ART OF BUSINESS

WIBNI & ARTS AND BUSINESS NI JOINT EVENT

When: Thursday 20th March, 12.00pm - 2.00pm

Venue: The Mac, Belfast

NETWORKING BUSINESS LUNCH

When: Thursday 27th March, 12.00pm - 2.00pm

Hosted by: Belfast Cookery School, Belfast

April 2014

NETWORKING HAPPY HOUR

When: Friday 4th April, 4.00pm - 6.00pm

Venue: Malmaison, Belfast

NETWORKING EVENING

When: Wednesday 9th April, 6.30pm - 8.30pm

Hosted by: Milk & Honey, Lisburn Road, Belfast

LEADING CHANGE MASTERCLASS

Speaker: Anne Clydesdale, Director of Leadership, QUB

When: Thursday 10th April, 9.30am - 12.00pm

Venue: Titanic Suites, Belfast

MARKETING MASTERCLASS

Speaker: Elaine McKeown, MD of EMK Marketing

When: Tuesday 15th April, 9.30am - 12.30pm

Venue: Newry, TBC

ESSENTIALS FOR SMALL BUSINESSES MASTERCLASS

Speakers in: PR, Customer Services and Cash Flow

When: Wednesday 16th April 2013, 9.30am - 12.30pm

Venue: Ulster Bank, Belfast

May 2014

FUNDING FOR BUSINESS GROWTH MASTERCLASS

Speaker: Lorraine Acheson, Director of Acheson Consulting LTD

When: Thursday 1st May, 9.30am - 12.30pm

Venue: Titanic Suites, Belfast

GEARING FOR GROWTH MASTERCLASS

Speaker: John Armstrong, MD of Armstrong Medical

When: Thursday 8th May 2013, 9.30am - 11.00am

Hosted by: Armstrong Medical, Wattstown, Coleraine

MARKETING & ADVERTISING MASTERCLASS

Speaker: Sinead McKeever, MD of SM Marketing

When: Thursday 22nd May 2014, 10.00am - 1.00pm

Venue: The Vintage Tea Rooms, Moneymore, Mid-Ulster

INTERNATIONAL BUSINESS WOMEN'S CONFERENCE BELFAST MAY 2014

INTERNATIONAL BUSINESS WOMEN'S CONFERENCE

When: Monday 12th May - Thursday 15th May 2014

Venue: Waterfront, Belfast

www.ibwc2014.com



June 2014

HEALTH & BEAUTY WORKSHOP WITH BOOTS

Speaker: Clarissa McSorley, Boots Flagship Pharmacy Manager

When: Thursday 5th June, 9.30am - 12.00pm

Venue: Boots, Donegall Place, Belfast

LEADING ON PERFORMANCE MANAGEMENT MASTERCLASS

Speaker: Christine Hammond, Advance Coaching

When: Tuesday 10th June, 9.30am - 12.30pm

Venue: Newry, TBC

BBQ QUIZ NIGHT

When: Thursday 12th June, 6.30pm - 8.30pm

Hosted by: Hillmount Garden Centre, Belfast

MANAGING YOUR ONLINE REPUTATION MASTERCLASS

Speaker: Debbie Rymer, Business Development Consultant

When: Thursday 19th June, 9.30am - 11.00am

Venue: Causeway Enterprise Agency, Coleraine

Make time to attend events...your network is your net worth!

For more information and to book online please visit

www.womeninbusinessni.com or tel: 0845 607 6041



Huge Contribution to Northern Ireland Economy Celebrated at Women in Business NI Awards

Sponsored by Invest Northern Ireland



The contribution of female led businesses, female business leaders, organisations with female management teams and female sole traders was celebrated for the invaluable contribution they make to the Northern Ireland economy, at the third annual Women in Business Northern Ireland Awards in association with Invest Northern Ireland in November 2013.

The only ceremony of its kind in Northern Ireland, named Patricia O'Hagan MBE of Core Systems as Outstanding

Businesswoman of the Year. Patricia has been with her current company since 1999, and since she took over the role of managing director in 2005, she has led the company to glowing success particularly in global markets.

Since 2011 she has also served on the Economic Advisory Group, providing independent advice to Enterprise, Trade and Investment Minister Arlene Foster. Speaking of the accolade, Patricia said: "Thrilled is not the word for it. I'm overwhelmed that from all the wonderful female business women we have in this country that I have been honoured with the title of being outstanding. It's such a privilege to be recognised by the judges and I would like to pay tribute to the dedicated team we have at Core Systems who have certainly contributed to me receiving this award."

Roseann Kelly, Chief Executive of Women in Business NI, said: "I believe that it is vitally important that the phenomenal

contribution women make to the Northern Ireland economy is recognised and our annual awards ceremony is the perfect platform for doing this.

"Patricia's success has a certain familiarity to it with that of our awards speaker Hilary Devey CBE as both chose to carve out careers in what many perceive to be industries more suited to the male population. Proof that gender does not matter when a strong business idea can be developed and nurtured into a company trading globally."

Tracy Meharg, Invest NI's Executive Director of Business Solutions, said: "Invest NI is pleased to play a part in encouraging entrepreneurship and recognising the significant contribution women are making to the growth and development of Northern Ireland businesses. These awards offer an important opportunity to celebrate the achievements of women such as Patricia and recognise their success." ●



Women in Business NI 2013 Awards Winners

**Overall Award 2013 Women in Business NI
Outstanding Businesswoman of the Year**
sponsored by Invest NI
PATRICIA O'HAGAN MBE, CORE SYSTEMS

Best Small Business

sponsored by Belfast City Council
Winner: Shelly Taylor, *Taylor'd Workwear Ltd*
Shortlisted: Rhonda Montgomery, *Montgomery Food Consulting*, Judith Totten, *Keys Commercial Finance Ltd*

Outstanding Management / Leadership

sponsored by Department for Employment and Learning
Winner: Darina Armstrong, *Progressive Building Society*
Highly commended: Moya Johnston, *Survitec Group Ltd*
Shortlisted: Karen Blair, *Cleaver Fulton Rankin*, Eithne Kelly, *The Keystone Group*

Advancing Diversity in the Work Place

sponsored by Equality Commission
Winner: Lynda Gordon, *Southern Health and Social Care Trust*
Shortlisted: Samantha Lewis, *Drumlins Integrated Primary School*, Janette O'Hagan, *Heatboss T/A okotech Ltd*

Best Marketing Campaign

sponsored by JC Decaux
Winner: Christine Adams, *Abbey Insurance Brokers*
Shortlisted: Ashley Loughrey, *SLA Mobile*

Excellence in IT

sponsored by The Irish News
Winner: Jacqueline McGonigle, *Whatsonni.com*
Shortlisted: Deirdre McLaughlin, *Sign2music*, Tracey Rooschuz, *CME Group*, Stacy Mallon, *NYSE Euronext*

Best New Start Up

sponsored by Ulster Business School
Winner: Tori Higginson & Andrea Martin, *Stamp Promotions*
Highly commended: Alison Allen, *Driving Miss Daisy Driving School*
Shortlisted: Orla McKeating, *Boden Park Coffee Company*, Tara Mullan, *Doodle Bugs Creative Workshops*

Best Young Business Woman of the Year

sponsored by Progressive
Winner: Catherine O'Neill, *Amelio*
Shortlisted: Melissa Elliott, *Director, Network Recovery*, Rachael Garrett, *Emergency Fire and Safety Ltd*, Jane Harnett, *Harnett's Oils*

Best Customer Service

sponsored by Asda
Winner: Mairead Mackle, *Homecare Independent Living*
Shortlisted: Bernie McClelland, *Rayanne House*, Deirdre McLaughlin, *Sign2music*

Entrepreneurship / Innovation

sponsored by NYSE Euronext
Winner: Anne Murphy, *Delegate International Recruitment Ltd*
Highly commended: Jane Harnett, *Harnett's Oils*
Shortlisted: Deirdre McLaughlin, *Sign2music*

Best Exporter

sponsored by Business Travel Solutions
Joint winners: Grace Weir, *Stealth, Translations Ltd*; Ruth Wilson, *Beaufort Interiors*

Best in Professional Service

sponsored by Ulster Bank
Winner: Johann Muldoon, *Manor Architects*
Shortlisted: Lisa Boyd, *Cleaver Fulton Rankin*, Catriona Gibson, *Arthur Cox Solicitors*, Sharon Johnston, *Sharon Johnston Designs*



Tori Higginson and Andrea Martin are presented with the award for Best New Start Up by Kate Marshall, Chair of WIBNI, and Ellvena Graham of Ulster Bank



Jane Harnett of Harnett's Oils is presented with the Highly Commended award for Entrepreneurship/Innovation by Claire McIntyre of NYSE Euronext and Kate Marshall, Chair of WIBNI



Catherine O'Neill is presented with the award for Best Young Business Woman of the Year by Darina Armstrong of Progressive Building Society and Roseann Kelly, Chief Executive of WIBNI



Mairead Mackle of Homecare Independent Living is presented the award for Best Customer Service by Roseann Kelly, Chief Executive of WIBNI, and Kate Oakes of Asda



Moya Johnston of Survitec Group is presented the Highly Commended award for Outstanding Management/Leadership by Shauna Mullan of Department for Employment



Patricia O'Hagan MBE of Core Systems is named Outstanding Businesswoman of the Year at the third annual Women in Business NI Awards. Celebrating with Patricia are Kate Marshall Chair of WIBNI, Tracy Meharg of Invest NI and Roseann Kelly, Chief Executive of WIBNI



Shelly Taylor of Taylor'd Workwear Ltd is presented the award for Best Small Business by Belfast City Councillor Deirdre Hargey and Kate Marshall, Chair of WIBNI



Darina Armstrong of Progressive Building Society is presented the award for Outstanding Management/Leadership by Shauna Mullan of Department for Employment and Learning and Roseann Kelly, Chief Executive of WIBNI



Lynda Gordon from Portadown of Southern Health and Social Care Trust is presented the award for Advancing Diversity in the Work Place by Evelyn Collins CBE of Equality Commission and Kate Marshall, Chair of WIBNI



Jacqueline McGonigle of www.whatsonni.com is presented the award for Excellence in IT by Valerie Gourley of The Irish News and Kate Marshall Chair of WIBNI



Alison Allen of Driving Miss Daisy Driving School is presented the Highly Commended award for Best New Start Up by Roseann Kelly, Chief Executive of WIBNI and Ellvena Graham of Ulster Bank



Ruth Wilson of Beaufort Interiors is presented with the award for Best Exporter by Roseann Kelly, Chief Executive of WIBNI and Edel Doherty of Business Travel Solutions



Christine Adams of Abbey Insurance Brokers is presented the award for Best Marketing Campaign by Roseann Kelly, Chief Executive of WIBNI and Joanne Grant of JC Decaux



Grace Weir of Stealth Translations is presented with the award for Best Exporter by Roseann Kelly, Chief Executive of WIBNI and Edel Doherty of Business Travel Solutions



Anne Murphy of Delegate International Recruitment is presented with the award for Entrepreneurship/Innovation by Claire McNlyre of NYSE Euronext and Kate Marshall, Chair of WIBNI



Johann Muldoon of Manor Architects is presented with the award for Best in Professional Service by Helen Fee of University of Ulster, Ulster Business School, and Kate Marshall, Chair of WIBNI

Women in Business NI Awards Finalists Retreat 2013

Sponsored by
Ulster Bank
Translink

Twenty-five of Women in Business NI Awards 2013 finalists boarded the Enterprise courtesy of Translink and took a trip to the Ulster Bank Headquarters in Dublin for a motivational retreat and networking afternoon ahead of the awards ceremony at the Culloden Estate & Spa.

Roseann Kelly, Chief Executive of Women in Business NI said: "We had a very worthwhile afternoon with our finalists. The event provided each of them a great opportunity to network and make new business connections – taking a day out of their busy schedules allowed the finalists to take stock of their achievements and learn from one another's successes. We have found from previous Women in Business NI events that networking on the train journey to Dublin gives

people time to really connect with one another and build on their networks. We would like to thank Ulster Bank and Translink for kindly hosting such a valuable event."

The packed scheduled saw Fidela Greene, a Change Management expert, speaking to the assembled finalists about 'Leading a New Economy' and she was followed by Image Consultant Frances Jones who shared with the guests how they can best 'Look the Business'. Ulster Bank representative Geraldine O'Donoghue welcomed the Women in Business NI Awards finalists and spoke about the women lead initiatives at Ulster Bank including Business Women Can. On the return train journey the guests participated in facilitated networking in groups of four in the first class carriage. ●





Women in Business NI Networking for Growth Event at Hillsborough Castle

Kindly Sponsored by



For the third consecutive year WIBNI held the popular 'Networking for Growth' event in the opulent surroundings of Hillsborough Castle. Over 120 business women attended and heard from invited speaker Cathriona Hallahan MD of Microsoft Ireland, who was appointed Managing Director of Microsoft Ireland in February 2013. Cathriona, who joined Microsoft in 1986 and over the past 27 years has held a variety of senior roles in both Finance and Operations gave attending delegates and insight into her career journey to the top and imparted some useful knowledge and advice.

Members enjoyed a networking lunch and facilitated networking sessions – ensuring members make as many business connections as possible.



Members who attended the event said:

'Excellent opportunity to meet and grow my connections, leaving inspired and energised'

'Fabulous day – thoroughly recommend WIBNI to all of our businesswomen in Northern Ireland'

'Excellent event demonstrating the power of women'



These Dreams are Made for Walking Masterclass

with Best Selling Author Christine Marmoy



Women in Business NI Members gathered in the ultra high-tech e3 Belfast Metropolitan College building to discover Christine Marmoy's secrets of success in an innovative business masterclass recently.

Christine is a Best Selling Author, a Dream Team Designer and a Marketing Mentor. Her book 'Success in (High) Heels' became a Best-Seller in just 9 hours. She masters the power of collaboration and inspires women around the world to gather and work together to shape a better world using their businesses and their dreams as a vehicle. ●



Members who attended said:
'Great event – a positive mind will be returning to the office'
'Great to meet so many positive women'
'A very useful reminder of how to stay focused'

Women in Business NI Christmas Networking Dinner at Ulster Museum

The Women in Business NI Christmas Networking Event took place at Ulster Museum Belfast where over 80 delegates heard from guest speaker Billy Dixon. Billy Dixon is widely recognised as one of Europe's leading personal and Corporate Image Consultants. Attending business women were treated to a delicious round table networking dinner, a market place to browse and buy gifts with a fun prize draw to round up the evening. ●



Members who attended said:
"Absolutely brilliant event, had a fantastic time and met lots of new people"
"Women inspire each other!"

Venue Sponsor



WIBNI & CIM Women in Marketing Event

Cathy Martin, of Cathy Martin PR and the driving force behind Belfast Fashionweek, shared the sweet smell of success with business women at a recent Women in Business NI and Chartered Institute of Marketing Ireland Masterclass. Fashionistas and marketers packed into Hillmount Garden Centre in the Castlereagh Hills to learn whether fashion ever goes out of fashion and to hear first hand from Cathy about maintaining longevity and profitability in an ever changing marketplace. ●



Women into Business Conference Opened by Dr Stephen Farry



Employment and Learning Minister, Dr Stephen Farry opened the Women into Business Programme event entitled 'Turning a New Leaf' at the Assembly Buildings Conference Centre, Fisherwick Place, Belfast in Autumn 2013.

The Women into Business Programme which is run by Women in Business NI, aims to support and empower unemployed women into sustainable employment by providing mentoring and interpersonal learning opportunities. The programme is funded under the European Social Fund administered by the Department for Employment and Learning and supported by Invest NI. The Turning a New Leaf event was aimed particularly at helping unemployed women aged between 16 – 24 years old.

The Minister said: "This initiative complements the extensive training and employment programmes my Department has put in place to assist young people who are not in education, employment or training. Intervention models such as the Women into Business programme have a key role to play in further engaging young people, and indeed others, to increase their awareness of training and employment opportunities."

A panel of female business leaders and small business owners shared their experiences and provided advice and guidance on career options and job searching techniques. Khara Pringle of Khara Pringle Photographic relayed her journey

of entering into self employment and starting her own business.

Marie-Clare McCabe, Marketing Co-ordinator for the Women into Business programme at Women in Business NI, said: "The Women into Business programme offers unemployed and economically inactive women the opportunity to join an organisation for free where they can meet like minded people, engage in networking and mentoring, and seek practical advice on how they should progress to the first or next step on the career ladder."

The Minister concluded: "I have no doubt that the career journeys of local successful business women not only inspired, but strengthened participants' confidence, increase their self belief and create the conditions where young women can indeed fulfil their potential. Business leaders and entrepreneurs, equipped with the relevant competences and attitudes, are key to future economic success."

If you know someone who is currently unemployed or economically inactive and would like advice and support on how to start a business or find a job please contact info@womenintobusinessni.com or visit the website www.womenintobusinessni.com.



WIBNI Member Profiles

Hayley & Lisa Harrison



IN! Magazine is now Northern Ireland's top selling monthly glossy after only five years of hitting the shelves. The magazine which celebrated its fifth birthday in November, has come a long way since it was launched in 2008 by sisters Lisa and Hayley Harrison around their kitchen table.

In addition to high magazine sales, the company was the first Northern Irish publication to embrace mobile app technology, with the IN! Magazine app going live on the iTunes store in May 2011. While Ireland remains the primary market for the app, the publication has noted a significant increase in the number of people across the USA and China downloading it.

Lisa Harrison, Publisher of IN! Magazine, comments; 'The way people digest content is constantly changing and it's essential to engage with them in whatever way suits them best, whether it's in the form of print or mobile apps. With emigration high, we're delighted to see that those who can't pick up a copy of the magazine are opting to keep up with all the latest news from home through our app'.

As part of its marketing activity, the publication has invested heavily in corporate social responsibility, getting involved with local charities and communities, through the IN! Magazine Awards, a yearly awards ceremony which

celebrates the great people, events and personalities of Northern Ireland, all voted for by the IN! Magazine readers.

Over the past four years, the awards have raised over £50,000 for a variety of Northern Irish charities. With plans to build on this success, the magazine and Randox Health have partnered for the fifth annual IN! Magazine Awards, which take place in the City Hall on 22nd March 2014, hosted by high profile celebrities Eamonn Holmes and Ruth Langford.

Hayley Harrison, Managing Director of IN! Magazine says; 'In the world of business, we understand that the key to being successful is communication. We communicate with our audience through the magazine, social media, and our awards; however it is also essential that we communicate with our business peers. Both Lisa and I are members of Women in Business NI and find the events and seminars extremely enjoyable and informative. It is great to be inspired by the women in business in Northern Ireland.' ●

Phyllis Agnew

Phyllis Agnew is one of Northern Ireland's leading property lawyers and Senior Partner at one of Belfast's largest commercial law firms, Tughans.

A solicitor with Tughans since 1981, she became a Partner in 1988 and took over as Senior Partner a couple of years ago. Not surprisingly, the law was a very different place when she started work 30 years ago.... with few women solicitors and even fewer in senior positions.

In fact, when she was appointed as a Partner in the later 1980's, she became one of the first female lawyers to take on the role at any of the Belfast law firms. Even now, whilst the number of female lawyers continues to rise, there is still a relative scarcity of women in partnership positions around the city.



Phyllis heads up a dedicated Real Estate & Construction Department within Tughans. One of the most experienced and highest-rated property lawyers in Northern Ireland and beyond, she works on behalf of a number of leading local and London based property developers and property owners, and is a well-known figure with the banks and wider commercial property fraternity.

The Tughans real estate team has been involved in all but one of the top 10 investment property deals which have taken place in Northern Ireland over the last year the total value of which exceeded £160 million.

Today Tughans is led from the top by a team of three. Phyllis Agnew works closely with Managing Partner Ian Coulter, and the experienced John George Willis, one of Belfast's most highly regarded commercial lawyers.

The firm has a total headcount now of 120, including more than 60 lawyers. That makes it one of the biggest in the area, and it operates in a sector which has become increasingly competitive over recent years.

"It is much more competitive than it has ever been," says Phyllis Agnew. "There are a lot of good firms out there. We know that. But not too many can rival our size, our service levels, our experience or the quality of our client base."

Phyllis Agnew is clear on the benefits of being involved with Women In Business Northern Ireland.

"We're pleased to be member of WIBNI, and to be able to take advantage of the networking opportunities the organisation provides as well as the chance to learn from other business leaders and inspirational speakers throughout the year." ●



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WIBNI Member Profiles

Heather Boyle

I am Managing Director of "A Slice of Heaven Ltd", which makes luxury hand-made desserts for the food service and retail trade.

I have worked in the food and catering industry in Northern Ireland for over 30 years.

Things didn't quite start as planned for my career. I became a single mum at 20. I needed a job that would fit around a baby, so I joined Tupperware. I became an Area Supervisor, holding meetings and parties with my son David under my arm! But things went fantastically well and within a short time my group achieved the best sales figures in the UK. I quickly realised that sales was most definitely my vocation.

Having gone on to have a successful career in sales with a major food service company for over 16 years, I started to look around for something I could run as my own business.

Slice of Heaven was an existing company in Newtownards but it was deep in debt and in danger of closing. I saw the company's potential and I pledged to turn it around.

I took the decision that the desserts should be made and delivered fresh as I believe this is the only way to get a product that tastes as good as making it at home. People in the industry thought I was mad: in a recession, price is a major factor and there were hundreds of competitors in this market. But I decided to sell quality hand-made products at a fair price.

It turns out that this risky decision has been one of our pillars of success. Customers love the fact that our products are the next best thing to home-made. To know that leading hotels, restaurants and café's across Ireland are happy to pass our desserts off as their own gives me a real buzz!

Since 2008, the workforce has gone from two to 11. Turnover is up 600% in just over four years, exceeding £500,000 last year, with projected figures of £650,000 this year.

I take Slice of Heaven all over Ireland and UK to trade shows,



food fairs and events. I am extremely passionate about Ulster food and local business and I love meeting people.

The most important people though are the team around me. Without them we couldn't deliver the growth we are achieving. I love to see people develop to reach their full potential.

I fully understand that young people need to be given a chance in the workplace. I work with Queen's University and local schools to provide work placements and interview skills training and I sit on a panel for Ards Business Club.

I'm always looking forward. Under our umbrella brand Heavenly Good Food, we have just launched a new salad range, A Side of Goodness. We have also ventured into the wedding business offering Gourmet Wedding Cheesecakes which has proven very successful.

Looking to the future, we are hoping to franchise our business in the next 12 months, setting up another Heaven HQ in mainland UK. We have already had franchise enquiries from Hungary and Dubai. We are working with an American airline company on a range of gourmet desserts to be served on board their flights. And down the line, a chain of Heavenly Good Food shops is on the agenda.

My vision for Slice of Heaven is to become the number one supplier of high-end, fresh desserts to the food service and retail sectors in UK and Ireland, whilst providing employment and experience to good people and of course injecting a little dollop of fun along the way ●

Christine Watson

Bsc (hons) DipM MCIM Chartered Marketer



Christine Watson is the Managing Director of Watson & Co. Chartered Marketing, a consultancy, mentoring and training business that delivers marketing with impact projects and licensed WorldHost customer service training to clients across Ireland and beyond.

A Chartered Marketer since 2007 Christine was elected Chairman of The Chartered Institute of Marketing Ireland by her marketing peers across Ireland in May 2013.

Having founded her business in October 2005 to deliver marketing mentoring to small businesses via the European Union Western Innovation Network programme Christine delivered successful award winning marketing strategies and campaigns in full time marketing positions in both business to business and business to consumer environments until 2010.

Since 2010 Watson & Co. Chartered Marketing has delivered training to more than 400 individuals including service professionals in Malone Lodge hotel, Hillmount, Maryville House,

Café Renoir, Linen Hill restaurant, G4S and Select Security and worked on marketing with impact projects for over 100 organisations across all sectors; delivering award winning strategies and campaigns that result in double as well and even triple digit sales growth. From Newcastle, County Down, where the mountains of Mourne sweep down to the sea, Christine started working in hotels from the age of 13. Moving into retail at 16 with Eurospar, followed by Tesco Stores Ltd, Christine was also a young award winning Avon lady, a mystery shopper and a market researcher.

A graduate of Queen's University management school and The Chartered Institute of Marketing (CIM) postgraduate Diploma in Marketing, Christine has worked as a knowledge transfer partner for Queen's University and the Centre for Competitiveness.

Awarded Chartered Marketer status in 2007 her commitment to continual professional development, in an industry that is ever-changing, is demonstrated in achievement of more recent professional qualifications such as the CIM Diploma in Digital Marketing and the CIM Diploma in Mobile Marketing.

A member of The Chartered Institute of Marketing, Northern Ireland Assembly and Business Trust, Arts and Business Northern Ireland and Women in Business Northern Ireland, Christines success to date is demonstrative of the importance of membership organisations for professional development, business development and networking.

The WorldHost customer service training calendar for Watson & Co. Chartered Marketing can be found at watsonsmarketing.com/events ●

You can connect with Christine on [facebook.com/watsonsmarketing](https://www.facebook.com/watsonsmarketing), [linkedin.com/in/watsonmydear](https://www.linkedin.com/in/watsonmydear) and on Twitter @watsonmydear

Further information on professional marketing body 'The Chartered Institute of marketing' can be found at www.cim.co.uk/ireland

Rachel Fowler

Rachel is a Director within Cavanagh Kelly, where she specialises in Corporate Finance and Recovery. She joined the firm in 2009 after completing her chartered accounting training contract within PwC.

The specialist skills she gained in PwC have stood her in good stead and since joining the practice she has built a rapport with clients, banks and other professionals. Her extensive network of contacts means that Rachel can bring in specialist support as and when needed to meet and exceed client expectations.

On joining the firm Rachel's time was primarily spent working with businesses and individuals facing the financial pressure associated with the economic downturn.

This is a specialised area which requires a balance of technical

and commercial skills to really provide a solution that makes the best out of a bad situation. 'People often get a sense of relief from sharing their problems and realising that there is a way out of the financial difficulties they face' says Rachel.

As the economy improves Rachel is enjoying using her skills more and more in businesses within the development and growth phase of the business cycle. For example, in the past 6 months we have seen a sharp rise in requests for business planning services. Our clients have also taken the opportunity to review their systems and structure, more often they want help developing the right platform to take advantage of the opportunity that an improved economy can bring. Rachel thrives on the challenge of applying her 10 plus years of experience across various business sectors. She is focused

on adding value and identifying opportunities for growth and development. Her approachable and straight talking advice enables clients to assess and make the decisions required to take their business forward in confidence.

Rachel joined the Women in Business network in 2011 shortly after the firm opened an office in Belfast. The aim at that stage was to identify opportunities to network and raise the firm's profile in the Belfast market place. In just a short time the Cavanagh Kelly team has got much more from the network. The range of events and the quality of the speakers has been of benefit to all the Cavanagh Kelly team. 'Seeing what can and has been achieved by others is a great way to keep motivated' says Rachel. The events are well organised and always allow time to share experiences and meet other



women in business. 'Whether we meet a new contact, a potential client or benefit from the experience of others we have taken something positive from every event'.

We look forward to another full calendar of activities from Women in Business and hope to build and extend the relationships we have made through the network. ●

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Radox Health

If I were to ask you what the primary cause of sickness absence is within the UK workforce each year, what would you guess? Cold & Flu? Back pain? The Health and Safety Executive provides the clarity; a staggering 10 million working days were lost due to stress between 2011/12. In addition, each individual case of stress related ill health leads to around 27 days off work.

Some of Northern Ireland's employers aim to relieve staff of tension through a range of innovative solutions; desk massage sessions, lunchtime yoga and while each of these initiatives has merit, what if employers could operate an early warning system, identifying and targeting stress before it leads to illness?

Pioneering health profiling company, Radox Health has developed a unique test for evaluating stress. Collaborating with the world renowned Karolinska Institute in Sweden, Radox Health has discovered specific markers in the blood, directly linked to stress-related illness.

Through ground-breaking research, Radox Health has discerned that levels of certain proteins and hormones were significantly higher in the blood of workers on long term sick leave, due to stress; than those tested as part of a control group, who were healthy full time employees.

As a result of this scientific innovation, Radox Health has created a dedicated screening package for stress. With just one blood test, Radox Health scopes the body at a molecular level, searching for specific hormones and proteins which are indicators of stress. Based on the results, Radox Health's elite medical team can provide the individual with a complete picture of how they are presently coping with pressure, as well as alerting them to warnings in their body of possible stress-related illnesses which could occur in the future. Dr Laura Graham from Radox Health, is encouraging Women In Business members to screen their employees for these early indicators of stress:

"We know that stress can affect staff in even the best managed businesses, we can help WIB



Dr Laura Graham

members combat stress in their organisations, before it leads to sickness absence.

Through our unique technology we can test employees to see if their bodies are showing any signs of stress; find and treat any emerging stress-related illness and of course search for the all-important bio-markers which mean that a person may succumb to stress in the future. Prevention is the key, our medical advisors can help the individual make some positive changes and by ultimately improving their health we can reduce incidents of stress related sick leave."

Corporate packages are available for WIB members please contact Radox Health on 0870 1000 010 or visit www.radoxhealth.com today! ●



Radox Health

Stress – what to watch for:

EMOTIONAL SYMPTOMS

Increased reactions – tearful/sensitive/aggressive
Staff who appear withdrawn/lacking motivation and confidence
Mood Swings
Twitzy/Nervousness

MENTAL SYMPTOMS

Staff who display confusion/indecision and lack of concentration
Poor memory and poor performance

CHANGES IN NORMAL BEHAVIOUR OF THE STAFF MEMBER

Different eating habits
Changes in attendance such as regularly arriving late and taking more time off
Increased smoking or drinking

Montgomery Food Consulting

Serving Up Expertise for Businesses in the Food Sector



IF YOUR business operates in the food sector, are you fully prepared for the forthcoming changes to legislation?

This year alone, food businesses are facing a major challenge in preparing for the forthcoming EC 1169/2011 legislation which will require all loose food sold e.g. meals to stipulate food allergens. This is where Montgomery Food Consulting can help by offering a competitive solution that ensures companies operating in the food sector become fully compliant.

From working with some of Ireland and the UK's largest food companies, such as the Hilton Meat Group, to develop and implement new food safety standards, to helping local suppliers, such as Island Salads, achieve BRC certification, Montgomery Food Consulting is one of Ireland's most respected food consultancies.

Headed up by Proprietor, qualified food nutritionist and Women in Business member, Rhonda Montgomery, Montgomery Food Consulting has grown by 400% since its first year's trading in 2011. The company was a finalist in the category of 'Best Small Business' at the 2013 Women in Business Awards and impressed judges with its growth to date, range of services and ambitious plans for the future.

With the ever-increasing number of changes to food safety and hygiene, Rhonda and her team are delivering expertise to a vast client base that includes local restaurants, gastro pubs, hotels, delis and food manufacturers. Montgomery Food Consulting offers solutions to businesses in

the food sector. Rhonda and her team specialise in nutritional breakdowns, food allergens, calorie counting, food safety & quality management systems, food legislation, food labelling and in delivering various training packages.

If you require advice on the EC 1169/2011 legislation or any other food consultancy services, please contact Rhonda on 07766 395 738 / 028 855 49906 / rhonda@montgomeryfoodconsulting.com

Montgomery Food Consulting will be exhibiting at the International Business Women's Conference in May 2014. For more information on Montgomery Food Consulting: www.montgomeryfoodconsulting.com ●

WIBNI Member News

How safe is your business data?

“What? I’ve lost all of it?” These are the words you never want to have to say to an IT Consultant.

As busy women we often run not only our businesses but our homes from our lap tops – spreadsheets, invoices, letters, important dates, family photos etc, the list goes on. But how many of us back up this data regularly?

The process of backing up files involves copying and archiving data so it can be used to restore the original if it is lost. The loss could occur through a number of events - an operating system may fail and corrupt data on your hard drive, a user may delete an important file, a virus can

wipe out data, hard disks can fail, electrical power failures can destroy a computer's hard drive, or the actual laptop or computer could be stolen or destroyed in a fire.

Important computer files should be backed up at least weekly, but preferably daily to ensure maximum protection in the event of a loss. Each individual will need to determine the value of the data that needs to be backed up. Examples of what you should backup could be: documents, files, photos, Web browser

bookmarks, contacts, databases, music and many more.

Depending on the extent of data a simple back up device could be a USB drive. For larger amounts of data an external hard drive is advisable. In addition to an external hard drive backing up to a cloud based server is an additional safeguard. This would mean you have your data backed up in two separate locations.

Back up devices and cloud storage solutions are relatively inexpensive compared to the cost

MSI | IT IT SOLUTIONS

of losing valuable data. With a suitable backup solution in place you could survive an IT crisis and return to work quickly and efficiently to your normal business.

To find out what backup solution is most suitable for your business contact Lisa Wightman, MSHT at lisa.wightman@msi-it.co.uk ●

Outdoor advertising works for your brand



If you have a brand, service, or idea to sell, the advertising options can be overwhelming. Outdoor advertising is one of the most traditional media and should be first on your media plan.

More adults in N.Ireland consume TV and Outdoor media compared to any other media format. Large Format Billboards work best when you have a message that is simple and to the point. They are excellent for product launches, rebrands or simply as brand reinforcement.

With 1,000 of billboards to choose from throughout N.Ireland. At JCDecaux, we can plan an effective campaign for you locally or across the entire province.

Launched in N.Ireland in 2010, Joint National Outdoor Research (JNOR) can tell you how many people will see your campaign, and how often. JNOR calculations take into account factors such as size, viewing

distance, distance from the kerb, illumination, obstruction etc. to tell us how many contacts each panel will get.

The latest news in outdoor is that JCDecaux will begin selling Digital advertising N.Ireland's top retail destination, Victoria Square, in February 2014. Digital outdoor advertising is the next step in advancing the medium to perform at its best and allows advertisers to create high quality, dynamic content. Consumers are twice as likely to view Digital compared to static posters.

77% of adults have seen some form of Outdoor advertising in N.Ireland in the past week. That's more than 1.1 million consumers. There has never been a better time to choose Outdoor advertising thanks to the value, quality, range of formats and opportunities for innovation. Get in touch with us to find out how we can help your brand. ●

JCDecaux Ireland
T: 028 9062 4606
E: eimear.collins@jcdecaux.ie
www.jcdecaux.ie/ni or
on twitter @jcdecauxireland
Sources: NISRA, NI TGI 2013, JCDecaux UK Research 2013



Independent HealthCare Solutions



Independent Healthcare Solutions (IHS) is Northern Ireland's largest independent corporate and private health insurance broker and is based in Hillsborough, Co. Down.

Established in 2002 by managing director Audrey Spence, IHS offers specialist and independent advice across a number of areas including group and individual medical insurance, cash plans, new and existing schemes, competitive renewals and lower premiums, discounted corporate schemes and assistance in removing health and exclusion issues.

As an independent healthcare broker, IHS has set up and renewed hundreds of medical insurance policies each year in Northern Ireland and believes that local companies are throwing away vast amounts of money by automatically renewing their annual healthcare policies. "Local companies are simply not shopping around for a better deal when it comes to renewing their annual healthcare policies, which is costing them a lot of money," says Audrey.

"With the pace and pressures of modern day business, a lot of company bosses are happy to renew their healthcare policies

automatically, more often than not because they feel they don't have the time to devote to shopping around," she said.

"This is a huge mistake as the savings that can be gained from examining the market can be very significant and, importantly, directly affect a company's bottom line.

"At Independent Healthcare Solutions, we have maintained a proud record of never having lost an existing client to a competitor and I would go as far as saying we can make a substantial difference to around 95% of all policy renewals that come our way due to the fact that we're totally independent and are only concerned in securing the best possible deals for our clients," added Audrey.

Independent Healthcare Solutions works with all major and local healthcare providers to ensure that it can offer the most competitive policies. It currently has a wide client base which includes some of Northern Ireland's biggest companies such as Belfast City Airport, Donnelly Group, Value Cabs and McAvoy Group as well as a number of individual clients with private healthcare insurance policies.

Anyone can contact Independent Healthcare Solutions for a free 'no obligation' consultation to discuss individual or corporate medical insurance requirements by calling 028 9268 1010 or visiting www.indhealthcare.co.uk ●

WIBNI New Members

Mairead Fagan



Business Development, 3fivetwo Group

The 3fivetwo Group is Northern Ireland's largest private healthcare company offering a comprehensive range of private medical and dental services ranging from fertility treatments to cosmetic dentistry to training to surgery across a wide range of specialities and much more. They also offer same day access to their Private GP and Private Casualty services.

H3 Health Insurance is part of the 3fivetwo Group and offers local, affordable health insurance for individuals, families, businesses and children. ●

For more information on the 3fivetwo Group and what they offer please visit www.3fivetwo.com

Catherine Cunningham



Catherine Cunningham is Managing Director of The Present Tree, an online shop selling luxury, green gifts. The Present Tree's beautifully gift wrapped trees and shrubs include the ancient meaning, a hand written personal message and free delivery in EU to create a meaningful, long lasting, memorable gift. The Present Tree, founded in 2012, has established its brand online, in 2014 it will continue to develop business in the wedding, corporate and floral industries. ●

Jayne Martin



SPECSAVERS' store manager, Jayne Martin, Park Centre, Belfast, has recently become a member of Women in Business NI.

Jayne has worked for Specsavers for eight years, beginning her career in the Ann Street store where she worked for six years. Jayne is now the manager of the Park Centre store, and is a fully qualified dispensing optician.

Specsavers, Park Centre, recommends that you always aim to have your eyes tested once every two years. You can contact the store directly on 02890 268 680. The store is open seven days a week and you can check the website for full opening hours www.specsavers.co.uk/stores/belfastpark. ●

T: 02890 268 680
W: www.specsavers.co.uk/stores/belfastpark

Paula & Fiona Heaney



Skinny Malinky's Real Juice & Super Foods began when sisters Paula and Fiona Heaney realised that Belfast was in desperate need of some healthy choices. Having both lived in Australia and the USA they had experienced the health benefits of having a fresh juice shop just around the corner.

"Our bodies can do amazing things, all they need are the right ingredients, that's why at Skinny Malinky's our aim is to make healthy, nourishing food accessible to as many people as possible."

We specialise in delivering to your door, super healthy, live, enzyme packed juices, smoothies, salads & soups, in a range of packages from bespoke to 14 days.

Paula and Fiona are really looking forward to networking at Women in Business NI events and meeting like minded people passionate about business. ●

T: 0777 1317 185
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www.facebook.com/skinnymalinkys
@skinnymalinkys



Grace Taggart



Grace is a qualified Chartered Accountant with 25 years' experience in private practice and industry. She combines a friendly, flexible, quality service at reasonable rates.

C G Taggart Accountancy Services is a newly-formed accountancy practice providing accountancy and taxation services to individuals and SME's.

'Small enough to be flexible, flexible enough to provide tailored accountancy services according to your needs and circumstances.'

Established by Grace, it helps businesses keep up-to-date records for compliance with HMRC and Companies House and to enable business owners make properly informed decisions. Of WIBNI Grace said, 'I came across the organisation via the internet and it was just what I was looking for. Professional, relevant and proactive, it offers great opportunities for networking and peer support. I joined immediately and haven't looked back.' ●

M: 07792 831 667
E: gracetaggart@btinternet.com



Hilary McMurray & Shelley Martin

Hilary McMurray, Managing Director and Shelley Martin, Business Development Director
4Beauty Group

Hilary McMurray and Shelley Martin are a dynamic mother and daughter team whose entrepreneurial drive and business acumen has led 4Beauty Group from humble beginnings to

become a leading manufacturer and exporter of beauty products to international markets.

Based in Carryduff, consumers now access 4Beauty Group brands through some of the world's best known beauty retailers and thousands of professional beauty salons - each of whom are serviced by a large network of top flight distributors.

4Beauty Group's expanding portfolio of brands includes the award-winning professional tanning range He-Shi, retail tanning brand Tantastic, newly launched skincare brand, Skinician, and innovative eyelash range, Lashaholic. ●

T: 0845 301 1060 E: shelley@4beautygroup.com www.4beautygroup.com

Photo L - R: 4Beauty Group Managing Director, Hilary McMurray, Business Development Manager, Shelley Martin

Become a WIBNI Member...

Women in Business NI is a cost effective way of reaching hundreds of potential new contacts. We are the fastest growing business network for female entrepreneurs and senior business leaders in Northern Ireland with over 1000 members spread throughout all industry sectors.

Individual Membership

Annual Payment £120+VAT
Monthly Payment £10+VAT

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)

Find out more and join online today at www.womeninbusinessni.com or contact Marketing Co-ordinator: Marie-Clare@womeninbusinessni.com or tel: 0845 607 6041

RubyBlue® toasts success at Liqueur Masters 2013

Northern Ireland's Hughes Craft Distillery Company is celebrating success in Liqueur Masters 2013, an international event to find and signpost the finest liqueurs on the world stage.



The event ranked entries in silver, gold and master categories based on the findings of a team of experts brought together by the influential Spirits Business.

Hughes Craft Distillery, based at Lisburn in county Antrim and owned by husband and wife team Stuart and Barbara Hughes, gained a series of awards for their RubyBlue branded Craft Spirit..

The small artisan distillery gained the top award – a Master in the Bottle-Aged Liqueur category for RubyBlue Wild Blackcurrant 17%.

RubyBlue Wild Cranberry Liqueur 17% was awarded Gold,
RubyBlue Chili Pepper 17% ,

a recently launched product, was also awarded Gold and RubyBlue Wild Blueberry Liqueur 17% was awarded Silver.

Barbara Hughes, director, commenting on the results, says: "Winning these awards in such a prestigious competition is a marvellous endorsement of the quality and innovation which underpins our range of liqueurs and will be an immense benefit to us as we seek to drive sales in all our target markets especially in Ireland, London, US, and Europe.

"The awards are an important showcase for a small business that is essentially an artisan distillery."

Hughes Craft Distillery has developed a range of original 100% Natural liqueurs that are made with real ingredients such as Berries or Chillis which are emerged and aged inside the bottle with Irish grain spirit to provide a clean True flavour. Not syrupy and Sweet as often expected the RubyBlue liqueurs are as beautiful to enjoy over ice, as a champagne topper or an ideal mixer for a wide range of cocktails. ●

E: Barbara@RubyBlueLiqueur.com
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Important Information

Ulster Bank Limited. Registered in Northern Ireland. Registration Number R733. Registered office: 11-16 Donegall Square East, Belfast BT1 5UB. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority, and entered on the Financial Services Register (Registration Number 122315) except in respect of our consumer credit products for which Ulster Bank Ltd is licensed and regulated by the Office of Fair Trading.

✱ **RBS** Ulster Bank is part of the
Royal Bank of Scotland Group