



Women in Business

Magazine

A voice for change



A force for change, **2,500 members** and growing.

ALSO IN THIS ISSUE:

Coverage of the WIB 5th Annual Awards 2015

Event Round Up for 2015 - 2016

4 Exclusive Interviews with Leading Business Women

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Women in
Business

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Design: Sonia McCourt Design
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Chairs Message



As we move towards the new growth of Spring and ahead of the warmth of Summer our resolutions made in the cold dark of Winter are often long forgotten.

We all start with so many resolutions, usually the same ones year after year! I know mine is to lose weight - but every year I start I am usually a few pounds up on the previous year. The only guarantee I have each January is that I am a year older, a few pounds heavier and have to pay my tax bill at the end of January.

But so far this year has been different, because I am now accepting that there are some things I can change and some I can't.

My husband has arranged a health check for the whole family as an Easter treat! What is wrong with another handbag or even furry slippers one may ask but he always tries to surprise and delight with alternative presents! Let's hope we won't have too many shocks when the reports come back from our health check.

One of the few things I was able to change in 2015, which I kept for 2016 was my attitude. I no longer automatically say 'No' to things. I try where possible to embrace new challenges and opportunities which is why I am now writing this message as the new Chair of Women in Business. If I had continued to turn things down or step back from opportunities, I would have missed the great privilege of becoming Chair of Women in Business.

As business women, we should all try to see the opportunities in life, work and at home. As the years fly by, we know that time is like a flowing river, we can never feel the water beneath our feet twice, so much like the water, opportunities and moments rarely will pass us by again. So seize each moment as it presents to us, accept the challenge and run with it.

Consider saying "yes" to new experiences, challenges and opportunities. Let's see the difference that will make in all our lives.

By the end of 2016, I hope that the teeth, face and stocks do not fall and that the blood pressure, cholesterol and mortgage rates never rise. Yes, Yes, Yes.

Imelda

Women in Business delighted to announce your network is over **2,500 members** strong and growing



Women in Business is the largest and fastest growing business network for female entrepreneurs and business leaders in Northern Ireland.

OUR MISSION IS SIMPLE BUT POWERFUL:

To equip women with the skills they need to start, and grow, their own business or develop their careers, rising into senior manager and leadership positions. By positively impacting all its members, WIB aspires to 'Create a New Economy'; whereby all females in Northern Ireland significantly contribute to the economic success of our society.

In keeping with these values, WIB facilitates women's positive contributions to the economy and society of Northern Ireland by developing every member's professional skills, connections and confidence to achieve their ambition. WIB promotes the fact that women are an integral and invaluable

part of every business, and we celebrate women's professional achievements.

Our 2015-2018 Strategy, which seeks to increase membership to 5,000 by 2018, will cement WIB's legacy as Northern Ireland's most progressive and extensive business network.

To help us achieve our ambitions, WIB launched a special rebrand offer, providing membership for just £25 per year. We are now delighted to announce that the new pricing strategy will continue, eliminating any financial barrier to membership.

The new pricing strategy means that members signing up to an annual Direct Debit will be able to continue to avail of **membership at the discounted rate of £25 inc VAT.**



We look forward to meeting all our new members over the next year and look forward to welcoming new members across Northern Ireland into the network.

Roseann

CEO of Women in Business

Women in Business Awards Finalists Enjoy Motivational Retreat in Edinburgh

Women in Business 2015 Awards finalists were invited to an exclusive overnight retreat at RBS Conference Centre in Gogarburn, Edinburgh ahead of the fifth annual awards ceremony. They join an elite alumni of WIB Awards finalists bringing their ranks to 178.



Roseann Kelly, Chief Executive of Women in Business said; "2015 marked the fifth anniversary of our awards. We are proud to have been able to offer finalists of our most recent Awards the opportunity to spend two days at such a prestigious and inspiring location."

World-famous RBS headquarters Gogarburn boasts six business houses arranged around a central street layout, offering a range of retail outlets and meeting spaces. Included on the campus are nursery, leisure facilities, a 300-seat conference centre and business school.

"The Gogarburn complex provides a world class working environment aimed at fostering innovative and forward-thinking businesses," said Roseann. "I can't think of a more apt venue for our worthy

finalists to have convened in advance of the Awards night."

The finalists took part in a full schedule of activity at RBS Gogarburn.

"The retreat was the perfect opportunity for finalists to network with like-minded women and make new business connections – essentially it was two days out of their normal schedules to take stock of their achievements and learn from each other's successes."

"Facilitated by former WIB chair, Kate Marshall, the event gave them a great opportunity to network and make new business connections, benefit from bespoke business master classes, workshops and breakout sessions as well as hearing from inspiring speakers, not

least Scotland's Minister for Youth and Women's Employment Annabelle Ewing.

One of the finalists who attended the Retreat shared what the experience meant to them.

Sinead Murphy, director at Shnuggle, a baby products company, and a winner in the Best Small Business category, said; "The WIB Retreat left such a lasting impression; not only can I reflect on the conversations with like-minded businesswomen, but I came back to my own business with a fresh perspective.

"It is a rare opportunity to take time out and share ideas with other women in business. The WIB finalist class of 2015 will always have a special bond well into the future and I feel honoured to be part of that group."



Women in Business Awards 2015



Women in **Business**

On Thursday 19th November, Women in Business celebrated their 5th Annual Awards at the Culloden Estate & Spa.

With almost 400 men and women from the business community attending it was an evening of celebration and an acknowledgement of the hard work and achievements of some of Northern Ireland's most successful entrepreneurs, sole traders and leading business women.

Chief executive Roseann Kelly said; "The Women in Business Awards are a prestigious event in the local business and social calendar when we acknowledge and celebrate the determination, success and achievements of women from the business community across Northern Ireland.

"It was a pleasure to cheer on the finalists and after hearing from our fantastic guest speaker, Madam Justice McBride, to congratulate the deserving winners. The interest and support from the local business community has as always been terrific and I think everyone had a thoroughly entertaining evening."

The winners of the 2015 Women in Business Awards were:

AWARD FOR ADVANCING DIVERSITY IN THE WORKPLACE

Deirdre Vaughn Daly,
Former Staff Commissioner for
Education and Library Boards

AWARD FOR BEST CUSTOMER SERVICE

Maria McDonagh, Adventures Day Nursery

AWARD FOR BEST EXPORTER

Jacqui Walsh, Kitchenmaster NI LTD

AWARD FOR BEST IN PROFESSIONAL SERVICES

Shauna Burns, Ulster Bank Limited

AWARD FOR BEST MARKETING CAMPAIGN

Lynsey Redpath, Argento

AWARD FOR BEST NEW START UP

Adrienne Hanna, Right Revenue

AWARD FOR BEST SMALL BUSINESS

Sinead Murphy, Shnuggle Ltd

AWARD FOR ENTREPRENEURSHIP AND INNOVATION

Kate Burns, Ocean Veg Ireland

AWARD FOR EXCELLENCE IN IT

Marion Rybnikar, Chain Reaction Cycles

AWARD FOR OUTSTANDING MANAGEMENT AND LEADERSHIP

Tina McKenzie, Staffline Group Ireland

AWARD FOR YOUNG BUSINESSWOMAN OF THE YEAR

Katie Waddell, Spoon Street

AWARD FOR OUTSTANDING BUSINESS WOMAN OF THE YEAR 2015

Tracy Hamilton, Mash Direct



L-R: Roseann Kelly, WIB, Tracy Hamilton, Mash Direct, Kate Marshall, WIB



Our fabulous host Pamela, with us for all our awards, a role model herself.



L-R: Roseann Kelly, WIB, Kate Marshall, WIB, Imelda McMillan, O'Reilly Stewart Solicitors, Madam Justice Denise McBride



L-R: Kate Marshall, WIB, Lynsey Redpath, Argento, Laura Dowie, WIB



L-R: Roseann Kelly, WIB, Adrienne Hanna, Right Revenue, Shauna Burns, Ulster Bank



L-R: Kate Marshall, WIB, Marion Rybnikar, Chain Reaction Cycles, Gary McDonald, The Irish News

L-R: Kate Marshall, WIB, Maria McDonagh, Adventures Day Nursery



L-R: Madam Justice McBride, Tracy Hamilton, Mash Direct and Roseann Kelly, WIB: 3 women achieving their ambitions



L-R: Avril McCammon, John McKee Solicitors, Sinead Murphy, Shnuggle, Kate Marshall, WIB



L-R: Roseann Kelly WIB, Deirdre Vaughn Daly, Former Staff Commissioner for Education and Library Boards, Evelyn Collins, Equality Commission for Northern Ireland



L-R: Kate Marshall WIB, Katie Waddell, Spoon Street, Cate Conway, Q Radio



L-R: Roseann Kelly, WIB, Kate Burns, Ocean Veg Ireland, Councillor Deirdre Hargey



L-R: Roseann Kelly, WIB, Tina McKenzie, Staffline, Jackie Henry, Deloitte



L-R: Kate Marshall, WIB, Jacqui Walsh, Kitchenmaster NI, Sinead Dillon, Fujitsu



L-R: Dr. Stephen Farry MLA, Shauna Burns, Ulster Bank, Roseann Kelly, WIB



Whatever your requirements, we have the solutions

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Apprenticeships for Women

NIE Networks holds a number of annual open days specifically targeted at young girls to encourage them to try new disciplines in what is perceived to be an all male field. Meet two of NIE Networks' current employees and see if you think an apprenticeship is just a job for the boys!

Joanna Barclay joined NIE Networks as an apprentice in 2009. After completing her apprenticeship as an overhead lines person her career path took a new direction when NIE Networks offered the Apprentice to Graduate programme. The programme, first introduced by NIE Networks in 2013, sponsors successful apprentices to undertake an Electrical Engineering degree with Queen's University. Joanna was the first apprentice to avail of the programme and is now a full time Electrical Engineering student.

Do you enjoy Electrical Engineering?

It's very interesting. At first it was hard to adjust from a practical job, where I was working outside, to studying in the classroom but I'm really enjoying it now. I'm a very determined person who loves a challenge and I love the problem solving involved within the course.

Did you have a role model in mind when you chose your career?

From a very young age I have always had a keen interest in electricity. I think this interest may have come from my father who worked as a cable jointer on the underground network. I've always wanted

to pursue a career in the electricity industry and I believe that undertaking the degree will help me achieve this.

Would you recommend this career to other women?

I would highly recommend a career in Engineering. It opens up a lot of opportunities, such as working in other countries etc. There's lots of variety and if you enjoy science and maths subjects it's the perfect job field. Engineering is traditionally seen as an all-male environment but there are more and more women working in this field. In my spare time I'm an amateur boxer so I'm used to challenging perceptions.

Kelly Frizzell joined NIE Networks as a apprentice surveyor in September 2015. Describe your role: I work in the Connections Business providing new electricity connections to homes and businesses, as well as planning changes to the network.

Best bit of the job so far: The best bit about my job is the variety. One week I could be working in Newry on a job for the distribution network and the next week I



could be in Enniskillen planning routes for Small Scale Generation. I love that there is a good mixture of office work and being out on site so I am not tied to a particular routine and get to meet new people all the time.

I also loved the start of the apprenticeship as we got to see all aspects of the business. We were given the opportunity to try out each of the different disciplines within the company, I found the underground cable jointing most enjoyable. We then spent some time going out with overhead lines teams and underground cable jointing teams. This gave me a better understanding of the network and helps me in my every day choices when putting jobs together.

Visit nienetworks.co.uk/Careers to learn more about the opportunities available at NIE Networks.

Lifestart Growing Child

Lifestart Resources Ltd is a social enterprise specialising in the delivery of parenting support.

We aim to produce better child development outcomes by making available to parents evidence-based knowledge and information on how young children develop and learn. We implement our mission by supporting the delivery of the Lifestart Growing Child Programme to parents of children from birth up to pre-school or school entry.

The expert designed Growing Child programme has been empirically tested in Ireland (Northern Ireland and the Republic of Ireland) through a Randomised Controlled Trial (2008-2015) based on a rigorous experimental design (Miller & Dunne 2015). The RCT, involving 848 parents and children, proved conclusively that the Lifestart programme works as predicted, producing statistically significant positive outcomes for parents and improved outcomes for children. Parents who received the Lifestart programme were found to be less stressed, had

greater knowledge of child development, demonstrated higher levels of parenting efficacy, were more confident around child discipline and boundary setting, reported better parenting mood and increased feelings of attachment and felt less restricted in their parenting role. Positive effects for children were better cognitive development, better socio-emotional development, improved behaviour and fewer speech and language referrals. These effects are expected to accumulate over the child's life course.

All parents need some support in their child rearing role and parents can purchase the Growing Child programme at a cost of £48 per annum by contacting headoffice@lifestartfoundation.org. The Growing Child makes a great gift for new parents!

Other parents need additional support and this can be provided by organisations holding a Lifestart franchise whose staff are licensed by Lifestart Resources Ltd to deliver the programme through a home visiting service.

Lifestart Resources is the commercial arm of the Lifestart Foundation which holds the distribution rights for the Growing Child and through social franchising it licenses a variety of voluntary and statutory service providers to deliver the Growing Child programme. The company has an experienced service delivery support team who provide programme materials and train and quality assure delivery staff.

The average cost of a 3 year Lifestart Franchise for up to 5 delivery staff is £14,700 or £25,000 for up to 12 delivery staff plus the programme materials @ £48 per family. The franchise includes 5 days initial staff training, programme manuals, annual quality assurance and 2 days professional development training.

For a prospectus contact headoffice@lifestartfound.org



WIB Interviews

WIB Member

**Orla Corr,
OBE**

**Business Development
Director of the McAvoy
Group Ltd**



The McAvoy Group works mainly in the education, health and sports sectors, constructing 'modular' and portable buildings and 'pods' which are environmentally friendly and quick to build. Orla has been instrumental in the growth and success of her family business and was the first winner of the Outstanding Woman of the Year Award at the Inaugural Women in Business Awards in 2011.

Tell us about your business

McAvoy is a forward thinking offsite modular construction provider embracing the future of the construction industry through our niche offering of 3D modular buildings and 2D panel system builds. Our design and build projects range from complete permanent buildings, extensions to existing buildings and hire products servicing the education, health, commercial and infrastructure markets. As a principal contractor we operate an inclusive transparent process from design concept through to final completion of contracts ranging in value from £200k to £20M.

What has been the most rewarding moment of your career?

The diversification of the family farm into Mash Direct meant that we had to learn about a number of different markets, product development and market strategies. I felt there was a need to upscale my qualifications to keep in touch with the business world.

What's been the best advice you have received that has helped you succeed in business?

The most rewarding period of my career was during December 2012 and January 2013 when McAvoy were awarded the contract to design manufacture and construct 3 number school bundle programmes amounting to 13 schools with a value totalling £70M. This was a first for the Education Funding Agency (Department of Education London) to procure schools directly using Off-site Construction technology. Our business development strategy realigned to adapt to the recession was delivering tangible results. This was a game changer for the business. It catapulted McAvoy to being a credible principal contractor competing against the GB based Main contractors. Another was being honoured with an OBE in 2011 New Year's Honours list for services to the Construction industry - it certainly helped to raise our profile.

What's been the biggest lesson you've learned in business?

I have learned not to be complacent or arrogant - in other words "we've made it"! One thing that is certain in life and also applies to business is that things

will change. You must have or create the ability to adapt. Survival does not go to the strongest but to those who adapt best.

What woman inspires you and why?

Carolyn McCall Chief Executive Officer of EasyJet is a real inspiration. Her strategic focus since joining EasyJet in 2010 is delivering real results in terms of customer experience and operational performance. She is selfless in her commitment to UK business with her presence on other Boards and within organisations who can benefit from her experience.

What habits or mind-set do you think have helped you be successful?

I would say vision in that I think I have the ability to look ahead and plan for the future and then ensuring the business is aligned around this shared vision.

What do you think makes a good business leader?

I think good business leaders must be role models for their organisation. Their words and actions must match. They must take ownership and responsibility for their actions and decisions. Good business leaders should be accessible and willing to learn.

What do you think is the most significant barrier to female leadership/entrepreneurship?

Market failure. There is a lack of any clear competitive disadvantage associated with poor gender representation. This can make some business leaders reluctant to take any responsibility and generates reluctance to change.

In our sector women are getting more and more skilled in engineering, construction and maths. My advice is to hire women, set up career paths and fast track the best. What is really going to drive business is brain power and a talented workforce. There is no substitute for it.

How do you measure your own success?

I measure my success I suppose by assessing desired outcomes - happy family, engaged workforce, satisfied customers and a healthy banking relationship!!

How do you keep a healthy work life balance?

My mind-set has changed over the last few years from working "in" the business to working "on" the business. I remain passionate for the business but amazingly the change in approach has relieved a burden which I ignored for a long time. Personally this has created a healthy work life balance and a more effective me.

What is your Number One Business Goal you plan to accomplish over the next year?

Putting it simply to oversee the successful implementation of McAvoy's 2015/16 business plan outlined in our 20/20 Strategy.

Susie Wolff

International Guest

WIB
INTERVIEW

Susie Wolff is a former racing driver from Scotland. She progressed through the ranks of motorsport, starting off in karting at a very young age and became Official Test Driver for Williams MARTINI Formula 1 racing. She was the first female to drive on a Grand Prix weekend in 22 years at the 2014 British GP. Susie retired from F1 in November 2015 and had since launched Dare to be Different, a high profile new initiative that aims to inspire, connect and celebrate women who work in every aspect of motor sport.



Tell us about your new initiative that you've just launched.

When I decided to hang up my helmet it was very clear that I wanted to give something back. I wanted to make sure that I could pass on everything I'd learned because many people saw me as a role model, as a trailblazer, but the truth was I was just a driver trying to make it to the top of my sport. But if my story inspired others then I thought to myself, 'OK I have to do something with that', that's where the idea of Dare To Be Different was born.

It's an initiative together with the governing body of UK Motor Sport - the MSA - and we just want to open up the world of motorsport and show that it's not quite as male dominated as it once was and there are many opportunities out there. Our mission is Driving Female Talent. Dare To Be Different will run five headline events where we are getting little girls to the kart track to try karting for the first time with a view to inspiring them. Not just on track, but off the track, they will be opened up to all avenues of the sport from engineering to fitness to journalism and we want to create role models out of the talented women who are working in the sport.

What has been the highlight of your career so far?

There are a couple of proud moments in my career. The first was getting

nominated for the British Young Driver of the Year Award. This got me noticed in motorsport by the right people. The next would have been joining Mercedes-Benz to race for them in the German Touring Car Championship. To race for one of the best car manufacturers in the world in the best touring car championship, that was something I was very proud of. The biggest highlight in my career was of course joining Williams Martini Racing team. It was always my dream to get into Formula One.

What's been the biggest challenge you've had to overcome?

In sport there is only ever one winner which means you do need to learn to cope with disappointment. You need to stay determined and never give up. This was sometimes hard but it was what ultimately led me to making it all the way to F1.

How have you dealt with working in a very male dominated industry?

I learnt early on that performance is power. Focus on doing a good job and you will earn the respect. Then your gender becomes irrelevant.

What do you think is the biggest challenge for the generation of women behind you?

I think the challenges are very similar to when I was racing. Through Dare to be Different I want to inspire and help the next generation. Create opportunities, showcase successful women to become role models, connect women so the next generation have mentors.

Which woman inspires you most and why?

I was lucky to grow up with great role models in both my Grandmothers and my mother. They were strong women who achieved success in their own right but still managed to balance this with

supporting their husbands and family. They taught me I could achieve anything in life if I work hard enough.

What's been the best advice you have ever received?

Never give up. There will always be bumps along the path, learn from them, gain strength from them and just keep going.

What advice would you give to anyone wanting to follow their dreams but afraid to step outside their comfort zone?

Dream and dream big. We all need to know where we want to go in life, what we want to achieve but always remember that a dream without a plan of how to achieve that dream... well that is just a wish.

How do you maintain a healthy work life balance?

I have a job I love so I wouldn't really class it as work. That is the advantage when you combine your passion and career. I am lucky that my husband is also involved in motorsport so we travel the world together. This is a huge advantage of which we know we are lucky to have.

What is your number one goal you plan to accomplish over the next year?

To stay healthy and happy. It really is that simple.

If you want to empower, inspire and help develop female talent in male dominated professions you can join the Dare to be Different Community by visiting www.daretobedifferent.org Each new member helps to create and fund our projects, helping to inspire the next generation to smash gender based preconceptions and prejudices.

WIB Interviews

WIB Member

Pamela Ballantine



Pamela Ballantine is Northern Ireland's very own TV personality, broadcaster and journalist. Pamela began her broadcasting career in Downtown Radio and has since gone on to host a number of programmes, both on TV and radio. Her new lifestyle and entertainment programme, UTV Life, kicked off in January this year.

Tell us about your newest venture

I am delighted to be hosting UTV Life, a new lifestyle and entertainment programme on UTV on Friday evenings, featuring interviews with celebrity guests, sports people, local people who are doing extraordinary things and generally showcasing life here.

What has been the highlight of your career?

There have been many from meeting movie stars like Daniel Craig and Angelina Jolie to having lunch with HM The Queen and HRH Prince Philip but also meeting some amazing people here who are not household names but have fascinating stories to tell.

What woman inspires you and why?

I love Helen Mirren's attitude to life and work and that she has never let age be a barrier to anything. I admire women who work quietly away to change their own lives and those of others while not seeking the limelight for themselves.

What does success mean to you?

I find success hard to quantify. It is not about having a healthy bank balance (although it helps if that is one of the outcomes) but I think it is important to be able to share success with others.

What's been the best advice you have received that has helped you succeed?

My Dad was a great inspiration to me and had a great work ethic. He taught me that if you want to succeed you have to work hard. No one will hand anything to you and do not expect to have things handed to you on a plate. Also to have no regrets and to give anything a go. I do not want to look back and say "I wish I had done"

What's the greatest piece of advice you've ever been given that's helped you succeed in life and in your career?

Dad had many pearls of wisdom for example "look after the pennies and the pounds will look after themselves", "never a borrower nor a lender be" or "to thine ownself be true". My parents also taught us that everyone is equal (although Dad did say that some are more equal than others) and no matter what a person's job is or status in life to treat them all exactly the same.

Have you any other career aspirations that you would like to achieve?

I must admit I do live very much for the moment and I am doing a job which I love. I like the informality of having a chat with people and would happily keep on doing it for many years to come. I would love to be a panellist on Loose Women but I don't know if my friends and family could cope! Being a female in my mid 50s I also like to highlight the fact that age is a number and not a barrier.

What do you think of the opportunities that exist for women in NI and how can we enhance them?

I joined WIB 6 years ago and in that time I have noticed a real change in the opportunities that exist for women and

part of that is down to women themselves not looking upon men as being the opposition nor stereotyping opportunities on a gender basis. I think women have had to graft that bit harder to get on but that is something they have been doing for centuries. It comes down to "don't expect to be handed things on a plate". I have met many women in my career who expected to get an easier ride because they were women or said they didn't try because they assumed a job would go to a man. You can't have it both ways. If you want it then go and get it.

What's been the biggest challenge you've had to overcome in your career?

Not being taken seriously. I don't have a degree, I didn't do A Levels, not because I was stupid (I have 9 O Levels) but because I didn't want to go to University (I have no idea why). So I took a Private Secretaries Course in the College of Business Studies and started working as a secretary in Downtown Radio a month after the course finished. I was able to work in many departments, including broadcasting, which led me to where I am today but along the way I had a couple of bosses who did not look upon me as someone who could do the job because I did not have the relevant qualifications nor did I follow a traditional career path. Don't get me wrong, I do not regret any of my decisions. In fact I started work 3 or 4 years before most of my school friends who went to University and they struggled to find employment after. The challenge was trying to change the perception that the bosses had of not giving someone a chance because they didn't have the right qualifications or background rather than giving them a chance because of their potential and what they could do.

What advice would you give to young women just starting out in their career?

If you want something enough then go for it. Do your homework on any potential employer. If you get an opportunity to volunteer or help out in an organisation you want to work for then take it. Be persistent.

How do you keep a healthy work life balance?

6 years ago I did not think today I would be saying that I am happy to be working for myself. I had been employed since 1979 so it came as a shock to be self-employed. I am lucky that as a freelancer I can balance my time well now (it did take me a couple of years to get there). I have more freedom to work with other people and I have been able to mix a lot of my hobbies with work, for example I love my horse racing and I now work with both Down Royal and Downpatrick Racecourses. I tend to work a lot at weekends and evenings so if I have a day with nothing on I make the most of it, whether it is catching up with paperwork or booking a massage. I also try to keep time free to catch up with friends and family, although they are very understanding and if I get called to work at short notice then sadly it has to take priority as the bills have to be paid.

What is your number one goal you plan to accomplish over the next year?

To stay healthy so I can keep on doing what I am doing, whether it is on UTV or at events I am hosting.

Tracy Hamilton

WIB
INTERVIEW

Tracy Hamilton is Founder and Director of Mash Direct, an independent, family owned farming and food production enterprise that has become the market leader in quality, convenient vegetable and potato dishes. Tracy was won many accolades for her success in business and was recipient of the Outstanding Business Woman of the Year 2015 at the most recent Women in Business Awards.



Tell us about your business

Mash Direct was created out of necessity. Martin and I had been growing vegetables for the wholesale market for over twenty years. As the returns for the vegetables had declined significantly we had to look at other options.

In 2003, we decided to diversify by adding value to our vegetables to produce an innovative range of convenient vegetable accompaniments under the Mash Direct Brand.

With six generations of farming expertise, we grow heritage varieties of vegetables, steam cook to perfection for the delicious taste and texture of homemade food. We have over 40 products in the range supplying retailers, food service and food manufacturers throughout the UK, Ireland and the UAE.

Eleven years ago the concept of healthy convenient food options did not exist in the supermarket. We saw a gap in the market and had to carve our way in the marketplace. The diversity of our range allows us to provide quality, convenient and healthy vegetable accompaniments for a number of different target markets including: students, families, young professionals and the elderly. We have a wide range of products suitable for Vegetarians and Gluten-free diets. As a genuinely field-to-fork family farm and factory, Mash Direct aims to put a family face on the vegetable accompaniments sector.

What has been the highlight of your career?

The highlight of my career to date was winning the Outstanding Business Women of the Year at the recent Women in Business Awards. This award came as a hugely unexpected but very welcome surprise. I was delighted and honoured to accept this award.

"I cannot emphasise how important it is to become a member of Women in Business. It gives women the opportunity to network with business professionals.

I think it is inspiring and empowering for women allowing them to strive for better career and professional development. WIB offer a diverse range of events throughout the year meaning that there's always something for everyone no matter what type or level of business. I also find them incredibly useful as a marketing platform – certainly Mash Direct can attribute a percentage of our business growth in Northern Ireland directly to my membership of Women in Business.

What's been your biggest challenge or failure that you have had to overcome?

The diversification of the family farm into Mash Direct meant that we had to learn about a number of different markets, product development and market strategies. I felt there was a need to upscale my qualifications to keep in touch with the business world.

What's been the best advice you have received that has helped you succeed in business?

The best advice I have received and hear at many business events is 'Always push yourself out of your comfort zone'. I sit on the board of Northern Ireland Food and Drink (NIFDA) and Food NI and am an active member of Women in Business (WIB) and the Institute of Director's (IOD). I would strongly encourage businesswomen to become a member of a business forum as they facilitate networking to build sustainable business relationships and encourage you to reach your business potential. It is inspiring to meet other business professionals and learn from their experience.

What advice would you give to entrepreneurs starting out in business?

The path to success isn't always straight, there are a few bumps along the road but a little bit of guidance can help you find your way. I believe it is important to have a mentor and someone that you can talk with to gain insights and learn from their experiences. It is important to have a 'can do attitude' and to remain positive. I believe you need to have that drive and determination to succeed in business.

When starting a business you need to be prepared to devote yourself to the company, don't under estimate the amount of time involved. You need to be prepared to travel the length and breadth of the Country to promote your business. It is important to challenge yourself both personally and professionally to reach your full potential.

What do you think is the most significant barrier to female leadership/ entrepreneurship?

I think women can often be too modest and some believe they do not have the credentials to succeed.

What will be the biggest challenge for the generation of women behind you?

I think the biggest challenge for women will be believing in themselves and having the confidence to set up in business. There is more support for businesses than there ever has been, it is important to avail of these opportunities.

How do you keep a healthy work life balance?

It is important to have other interests. I am actively involved in the gardening world and manage the Historic Demesne on the shores of Strangford Lough. I am a member of the Irish Tree Society and sit on the Heritage Garden Committee. I manage the Countryside Management and Environmental programme of our farm as well as being a bee keeper.

I am also an active volunteer on the Mencap Special Events Committee and have been supporting this important for over thirty years.

What is your Number One Business Goal you plan to accomplish over the next year?

To grow the Mash direct business into a national household brand throughout the UK and continue to develop International Markets.

New Cosmetic Treatments

WITH DR LISA NELIGAN

Cosmetic anti-wrinkle treatments are now being performed by Dr Lisa Neligan at Kingsbridge Private Hospital, located on the Lisburn Road, Belfast.

Many questions are frequently asked about anti-wrinkle injections:

Why does skin age?

Aging skin and wrinkles result from a combination of many factors. It's not just about cellular changes, collagen depletion, hormone loss, or damage caused by free radicals. The 11s – those vertical lines that appear between your brows – result from muscle contractions. When you concentrate, squint, or frown, the muscles between your brows contract, causing your skin to furrow and fold. After years of frequent contraction, those wrinkles can linger even after the muscles are at rest.

What is Botox?

BOTOX® Cosmetic is a prescription medicine administered by a healthcare professional as a simple, nonsurgical treatment that is injected into muscles and used to improve the look of moderate to severe frown lines between the eyebrows (glabellar lines) for a short period of time (temporary).

Is the procedure painful?

Discomfort is usually minimal and brief. Prior to injection, your physician may choose to numb the area with a cold pack or anaesthetic cream. The entire procedure takes approximately 10 minutes.

When will I see results from a BOTOX® Cosmetic treatment?

Within days, you may see a marked improvement in the moderate-to-severe frown lines between your brows. Lines continue to improve for up to 30 days, and results can last for up to 4 months.

Will I still be able to make facial expressions?

Although the results are visible, a treatment with BOTOX® Cosmetic will not radically change your facial appearance or make you look as if you have 'had work done'. The muscle activity that causes frown lines between the brows is temporarily reduced, so you can still frown or look surprised without the wrinkles and creases between your brows.



What will happen to the frown lines between my brows if I choose not to continue treatments?

If you do not continue treatments, the moderate-to-severe frown lines between your brows will gradually return to the way they looked before treatment.

Do treatment results differ?

Yes, individual results may vary. To get the best results, it's important to go to an experienced doctor.

Introductory offer with Dr Lisa Neligan at Kingsbridge Private Hospital
1 Area £199
2 Areas £299
3 Areas £350



Dr Lisa Neligan graduated from the University College Dublin Medical School in 2001. She gained extensive experience working with patients in A&E, before training to become an anaesthetist and then a GP with the Royal College of Surgeons Dublin in 2009. Dr Neligan has worked as a GP in the NHS in Belfast ever since so you can be sure of excellent service with her wealth of experience.

To find out more information or to book an appointment please call 028 9042 3200 or email frontdesk@chelseaprivateclinic.com.

cosmetech

Treatments available include:

- Injectable Cosmetic Treatments
- Juvéderm® Dermal Fillers
- Semi-Permanent Makeup
- Cosmetic Skin Tag Removal
- Cosmetic Mole Removal
- Laser Hair Removal
- Varicose Vein Removal
- Facial Thread Vein Removal
- Skin Rejuvenation
- Cosmetic Surgery

(Available at Kingsbridge Private Hospital)

028 9042 3200
cosmetech@me.com
www.cosmetech.co.uk

Cosmetech Chelsea Private Clinic

The Courtyard, 250 Kings Road, London, SW3 5UE

Cosmetech Maypole Clinic

5-7 Shore Road, Holywood, BT18 9XH

Kingsbridge Private Hospital

811 - 815 Lisburn Road, Belfast, BT9 7GX

WIB Programmes

Welcome to our new Programmes Section, where we'll keep you up to date with developments on new programmes, latest news and events.

Programmes are strategically important to Women in Business. They allow us to provide a broader range of services and reach more women, supporting their careers, helping them grow strong sustainable businesses. Our programmes enable us to support women at every stage of their career, whether they are just starting out, considering a new direction or developing professionally.

Programmes also help us develop relationships with public and private sector funders. By directly funding WIB programmes funders learn more about the value of our work and actively support the growth of women in the Northern Ireland economy.

Our Connect Programme is specifically tailored for women who are unemployed or working fewer than 16 hours/week. Power of 4, for women with an enterprise idea, provides intensive training and mentoring to help turn those ideas in to a business. Our Mentoring Programme supports our members to develop and grow in their careers and businesses. Our Expositio programme is a bespoke 2-day training course in presentation skills, something we all could improve on. We are continually working to find more and innovative ways to promote women in their careers, businesses and in positions of leadership.

For further information visit our programmes page www.womeninbusinessni.com/programmes



L-R: Vicky Moore, Roseann Kelly, Fiona Coulter, Maureen Murphy, Niamh Shiells

Be the Mentor you wish you had!

Women in Business launched its Mentoring Programme back in October 2015. The programme has since been in high demand, proving a huge success, with a total of 52 women joining on the first cohort. The programme offers participants 12 months of mentoring with another highly accomplished, knowledgeable and experienced woman keen to support others in their development.

The programme is delivered by Women in Business (WIB), sponsored by Advance Coaching and funded by the Department of Employment and Learning (DEL). The programme aims to progress the businesses and careers of WIB membership. The mentors are drawn from a wide range of business and professional backgrounds, assisting their mentee in career or business development through transfer of skills and information, confidence building and networking. Mentors offer valuable knowledge, empathy and insight drawn from their own experience, learned over many years.

We are now actively recruiting for mentors to take part in the next cohort of the programme, due to launch in April. WIB has many highly accomplished members who have built up a vast array of knowledge and experience throughout their careers. We would be keen for any member who feels they could give the time and energy to be a mentor, to consider volunteering on the programme. Mentoring is a wonderful developmental partnership through which the Mentor shares knowledge, skills, information, perspective and networks. Research and experience shows that mentors themselves get great personal satisfaction and often report significant personal growth too.

If you, or anyone you know, would make a great mentor, we'd be delighted to hear from you. To find out more about the programme and register your interest, contact Vicky on 0845 6076 041 or vicky@womeninbusinessni.com





WIB PROGRAMMES

Entrepreneurs take off with help from the WIB Power of 4 Programme



Women in Business POWER of 4 programme is well underway with a second group of ladies joining the programme in October.

The business start-up programme has been piloted and been a huge success thanks to the Royal Bank of Scotland Inspiring Women fund.

The programme was designed to bring together the traditional elements of a start-up programme, namely training and mentoring, with the key features of Women in Business such as building networks, peer mentoring and learning from role models.

We hear from some of the graduates of the first programme about their journey in taking their business ideas forward.

Laura Nagamine, owner of recently launched Prettyinpetite.com. Her ecommerce business offers the more petite woman unique designer pieces that are a better fit at affordable prices. As a one-woman business, Laura had a strong background in fashion retail working at Barneys and Saks Fifth Avenue, but lacked a local network here in NI. "WIB and the Power of 4 Programme have opened so many doors for me," Laura said. "The role model women are so welcoming and inspirational, and have helped me with everything from digital marketing to media relations. Having the support of other female entrepreneurs is key, especially when you're starting up a business on your own."

Ritu Bhatt, a Senior Software Developer wanted to go out on her own to balance the needs of her family and lauched IEngageIT. Ritu simply wants to make life easier for local business and can look at any business problem, process or challenge and work out a solution. The programme has been great as while I am very confident about my technical skills I have never had to try and sell myself or my skills before as I was always an employee". She has now been offered a place on the Entrepreneurial Spark programme, an RBS initiative which will support entrepreneurs with high growth potential with premises, costs and mentoring support.

Niamh Taylor, a Digital Marketer, with a 20 year career in marketing, launched DigitalTwentyFour in 2015 and has already taken on her first employee. While highly skilled in digital marketing, running a business was a new journey for her. "The peer network has been the most useful for me, even though the programme has finished we are all still in touch, meeting up, going to events together and chatting through the online forum". Niamh has also been a great peer mentor to her colleagues, helping everyone get to grips with digital marketing.

The Power of 4 programme offers women 4 days expert training, 4 network meetings with a group of role model women, 4x 121 sessions with an expert mentor and participation in an online forum and other events. The programme has supported over 34 women and already has over 60% of them started in business. Women in Business hope to be able to offer the programme later in 2016, dependent on securing funding.



Learn to Fly with our Connect Programme



Connect is an innovative new programme designed especially for women who are unemployed or working fewer than 16 hours/week. The programme offers a combination of masterclasses, 1-2-1 mentoring and training to help you reach your goals.

You may be at the very early stages of setting-up your business. Connect offers half-day masterclasses including marketing, finance and securing your first sales to help your business fly. Also available is 1-2-1 mentoring. This gives you a one hour tailored session with a specialist mentor, focusing in on what you need.

Connect can also help if you've been out of work and need some advice to make your CV stand out, or hone your interview and presentation skills.

Our employment masterclasses will help you prepare yourself for returning to work. Confidence building and resilience are skills everyone needs and if you've been away from work for a while, the

programme will help you get your skills back up to speed.

The programme is absolutely FREE and is designed to be flexible. You can access as much or as little of the programme as you need.

Whether you'd like to find a new job or you're thinking of self-employment, Connect can provide you with the expert advice, training and support to help you achieve your goals.

"The Connect Programme has been instrumental in motivating and supporting me on the road to setting-up my own business. The advice provided has been invaluable and I've met some great people along the way. Whether you're just at the initial idea stage or almost set to go with your business, there is help and support for everyone. I cannot recommend this programme highly enough to other women." - Heather, Belfast

We are working in partnership with East Belfast Enterprise to deliver the accredited start-up training. The



programme is funded by Department of Employment and Learning, European Social Fund and Belfast City Council.

With a combination of masterclasses, training and 1-2-1 mentoring, Connect will help make 2016 your most rewarding year yet!

To find out more, visit our website www.womeninbusinessni.com/connect or contact Vicky or Kerry at connect@womeninbusinessni.com - 0845 6076 041

Develop Exceptional Communication and Presentation Skills

"Leadership is not about a title or a designation. It's about impact, influence and inspiration." - Robin S Sharma

Women in Business is delighted to announce a new training programme, **Expositio**. Facilitated by Andrew Toogood, Founder & Principal of Proclaim Consulting, the bespoke 2-day training course is specially designed for Women in Business members.

In life and in business the people who enjoy the most success & make the biggest difference are those that are able to effectively communicate. This course will improve the performance of leaders, executives, owners and managers through a combination of learning and practical application. The purpose is simple: to build knowledge, skills and confidence in order that you can influence and create impact through exceptional communication and presentation. Places are limited and so we highly recommend early booking on what is a hugely popular course!



EXPOSITIO

Exceptional Presentation & Communication

For more information please visit www.womeninbusinessni.com/programmes

Events 2016

The Women in Business Autumn – Winter schedule saw 40 events take place throughout Northern Ireland in the months from September to January. The events ranged from Networking Breakfasts to bespoke Masterclasses and from Social Networking Evenings to large scale events with some of Ireland's leading business women as keynote speakers.

In total, over 1,000 members attended events with another 400 business women and men attending the 5th Annual Women in Business Awards at the Culloden Estate & Spa in November.

Through tailored events Women in Business has helped develop the skills, talents and aspirations of working women right across Northern Ireland and we look forward to continuing this into 2016.

The new event schedule has launched and with events booking out well in advance early booking is recommended to help guarantee your place.



L-R: Roseann Kelly, WIB, Imelda McMillan, O'Reilly Stewart Solicitors, Moya Doherty

Riverdance Creator Inspires WIB Members

Moya Doherty, Creator of Riverdance, Founder of both Tyrone Productions and Today FM, and Chair of RTE addressed Women in Business members at Stranmillis College

The event, sponsored by the Chartered Management Institute, saw over 70 business women from all sectors and backgrounds come together to hear Moya inspire guests with the story of her rise to success and how she led a cultural revolution, helping to shine the spotlight on Ireland and capture the world's attention.

Moya encouraged delegates to 'never take no for an answer' in order to fully achieve their ambitions and drive better results. She also advised members to sometimes forget about the rules and regulations and corporate figures and instead, to let creativity be their guide.

Quoting from some well-known poets, Moya encouraged women everywhere to support each other and to not be afraid if they don't know where they're going in life, so long as they do everything to the best of their ability along the way.



100 Women Come Together to Achieve their Full Potential

The Coach who makes winning a habit for champions joined Women in Business and 100 of its members for a hugely motivating event that encouraged everyone to 'Achieve their Full Potential' at October's key WIB event, sponsored by the Chartered Management Institute.

Caroline Currid, Leading Performance Psychologist and Founder & CEO of Unica Performance, has been acknowledged for making winning a habit for top sports people and business leaders. Addressing Women in Business members on 13th October at Malone Lodge Hotel, Belfast, Caroline inspired and motivated the 100 strong crowd to 'Achieve their Full Potential'.



Caroline Currid is a leading performance psychologist who has achieved groundbreaking results around the globe. She says the women from Belfast and the north whom she has met has convinced her that the future lies with them.

"Northern women have a strength and resilience, determination and grit to survive, succeed and excel which I rarely see elsewhere. I was delighted to deliver today's talk to such an engaged and enthusiastic group of business women."

She says achieving our full potential looks different to many people; "For some it is earning lots of money, gaining a lot of power by achieving the big title and for others it is about finding a purpose, building a legacy or being fit and healthy."

Roseann Kelly, Chief Executive of WIB says: "If Caroline Currid can motivate the Kenyan Olympic team, Tyrone and Dublin GAA County Championship winners she can make an impact on women working in Northern Ireland!"

First Female CEO to Float Irish Company on the Stock Exchange Inspires WIB!

Women in Business had the pleasure of welcoming one of Ireland's most successful business women, Anne Hearty, as key note speaker at a recent event for members.

Anne Hearty, Founder and Chief Executive of Cpl Resources Plc. (Ireland's leading provider of specialist recruitment and outsourcing solutions) has played a central role in its establishment as one of Ireland's most successful employment services company, growing revenues to over €380 million.

Being the first female CEO of an Irish company floated on the stock-exchange is no mean feat and delegates were inspired as Anne shared her story on how she set up her company and has made it a huge success despite setbacks, tribulations and numerous difficulties throughout the years.



L-R: Aine Broly, Roseann Kelly, Anne Hearty

Anne also shared her insights into how local business women in Northern Ireland can successfully set up a company locally and still look at global horizons.

Guests were also provided with the opportunity to discuss key business issues and network with 80 local business women who attended on the day.

Celebrating Success and Planning for 2016

Women in Business was delighted to celebrate a hugely successful year in 2015 with its Annual Christmas Networking Dinner for members on 13th December at Malone Lodge Hotel.

Joined by both long standing and new members, guests had the opportunity to network during a sparkling reception and dinner and browse a festive marketplace created by member businesses. Guest speaker on the evening was Barbara Campbell, MD of Barbara Campbell Training & Consultancy who encouraged delegates to reflect on the year gone, acknowledge achievements and use the lessons learned to create a more successful 2016.



New Collaboration with Women in Enterprise

In Autumn 2015 Women in Business joined forces with Women in Enterprise (WIE), based in L/Derry, to offer local business women the opportunity to be part of both networks with just one single membership fee.

Designed to develop relationships and encourage collaboration among business women throughout Northern Ireland, the first joint event was held in September at the Innovation Centre in L/Derry.

WIE CEO, Patricia Greene, was joined by WIB Events & Marketing Manager to speak on the benefits of belonging to a network and the value of developing solid business connections through networking.

Local entrepreneur and business leader, Jean Kelly (CEO of Eglinton Eyecare) and WIE Secretary also took to the floor to share the story behind her success and offer advice to budding entrepreneurs. Delegates also had the opportunity to discuss business during facilitated networking sessions over lunch. More joint events will be announced over the coming months so watch this space!



wie women in enterprise
inspiring . connecting . sharing

New Events Schedule Spring 2016

Women in Business is excited to launch its new schedule of events that will run from February - June 2016.

Featuring Masterclasses with industry experts, informal networking breakfasts and large events with inspirational and role model speakers, members have the opportunity to use the events to help develop their career, make new connections and achieve their ambitions.

Events will be taking place in Belfast, Newry, Coleraine, Dungannon, Omagh and L/Derry. With over 2,500 members, there is also more opportunity to engage with a large number of members who span a wide variety of sectors and backgrounds, helping you develop your connections to grow your network.

MARCH

MEDIA AND PRESENTATION SKILLS MASTERCLASS

Speaker: Aidan Browne, Broadcaster
Date: Thursday 3rd March, 9.30am - 11.30am
Hosted by: e3, Belfast Met, Belfast

BUSINESS BREAKFAST: MAINTAINING INNOVATION IN BUSINESS

Speaker: Nancy Brown, Director of Jakna Consulting
Date: Tuesday 8th March, 7.45am - 9.00am
Hosted by: Apple Store, Belfast

CREATIVE APPROACHES TO HAPPY TEAMS

Speaker: Heather Carr, Director of 10 Minutes More
Date: Tuesday 15 March, 9.30am - 11.30am
Venue: The MAC, Belfast



GO WOMAN CONFERENCE

Date: Thursday 10th March, 6.00pm - 9.30pm
Venue: Portstewart Golf Club
Host: Sarah Travers
Key Note Speaker: Paula McIntyre

WOMEN IN LEADERSHIP: FINDING YOUR PURPOSEFUL PASSION

Speaker: Jacqui Jolmes, Head of Business Project & Lesley O'Hanlon, Client Delivery Manager at Parity Professionals
Date: Wednesday 16th March, 9.00am - 11.30am
Hosted by: Parity, Belfast

THE 'HOW TO' OF BUSINESS BLOGGING

Speaker: Michelle Carolan, Digital Content Manager at Purple Dot
Date: Tuesday 22nd March, 9.30am - 12.00pm
Hosted by: Dungannon Enterprise Centre, Dungannon

PRESENTING YOUR BEST SELF MASTERCLASS

Speaker: Lisa Duffy, Director of Bright Young Things
Date: Tuesday 22nd March, 9.30am - 12.00pm
Venue: Newry Conference & Banqueting Centre, Newry

APRIL



GAINING ADVANTAGE THROUGH CONFIDENCE AND LEADERSHIP | IN PARTNERSHIP WITH ULSTER UNIVERSITY BUSINESS SCHOOL

Speakers: Grace Davitt, Former International Rugby Player & Alasdair McKee, Founder & CEO of Offload Rugby, Nancy Brown, Lecturer in Management Development at Ulster University Business School
Date: Friday 8th April, 12.30pm - 4.00pm
Venue: Ulster Business School, Jordanstown campus



ATTRACTING TALENT FOR BETTER BUSINESS MASTERCLASS

Speaker: Neal Lucas, MD of Neal Lucas Recruitment
Date: Tuesday 12th April, 9.30am - 11.30am
Hosted by: InterTrade Ireland, Newry

BUSINESS INSIGHTS: GOOGLE ANALYTICS

Speaker: Kevin McCaffrey, Online Lead Generation and Digital Marketing Expert
Date: Thursday 14th April, 9.00am - 11.30am
Venue: Hilton Hotel, Belfast

BUSINESS BREAKFAST: EMPOWERING WOMEN: THE SCENIC ROUTE TO SUCCESS

Speaker: Amanda Verlaque, Producer & Writer at Verlaque Films
Date: Thursday 28th April, 7.45am - 9.00am
Hosted by: Apple Store, Belfast

MAY



KEY
EVENT



LEADERSHIP LESSONS FROM THE TRAVEL INDUSTRY: FLYING, FEMINISM, FUN AND FREEDOM.....

Speaker: Chris Browne, Former MD of Thomson Airways and Chief Operating Officer of TUI Aviation
Date: Wednesday 11 May, 5.30pm - 7.30pm
Venue: Riddel Hall, Belfast

NETWORKING BUSINESS BREAKFAST

Date: Thursday 12th May, 8.30am - 9.30am
Hosted by: Malone Lodge, Belfast

ESSENTIAL BUSINESS SKILLS: PRESENTING THE PERFECT PITCH

Speaker: Ken Whipp, Excellence Engineer at Entrepreneurial Spark
Date: Wednesday 18th May, 2.00pm - 4.00pm
Hosted by: Hatchery at Lombard House, Belfast

BRANDING YOU: BUILD A PERSONAL BRAND AND BEAT YOUR COMPETITION

Speaker: Debbie Rymer, Senior Associate & Tutor at Belfast Academy of Marketing
Date: Thursday 26th May, 9.30am - 11.30am
Venue: Stormont Hotel, Belfast

KEY
EVENT



LEADING BUSINESSES IN 2016 WITH NEWRY CHAMBER OF COMMERCE

Date: Thursday 19th May, 12.00pm - 2.30pm
Hosted by: Canal Court, Newry

JUNE



INAUGURAL WOMEN IN BUSINESS CHAIR'S LUNCH 2016

Chair: Imelda McMillan, O'Reilly Stewart Solicitors
Keynote Speaker: Senior Government Official
Date: Thursday 9th June, 12.00pm - 2.30pm
Venue: Titanic, Belfast

KEY
EVENT



MANAGING STRESS FOR BETTER PERFORMANCE

Date: Wednesday 8th June
Hosted by: Slieve Donard, Newcastle

NETWORKING BUSINESS MORNING

Date: Friday 10th June, 10.30am - 11.30am
Hosted by: Ramada Encore, Belfast

MARKETING CONTENT CREATION MASTERCLASS

Speaker: Eimear Kearney, Managing Director of Magnitude Digital Marketing
Date: Thursday 16th June, 11.00am - 1.30pm
Venue: Stranmillis College, Belfast

Member Benefits

All business women, owners, sole traders, employers, employees, managers and CEOs reap the benefits of a being part of Women in Business.

WIB events always feature facilitated networking — to encourage peer support, collaboration, partnerships and explore opportunities for growth. With more than 250 women attending events each month, members can make invaluable connections and develop relationships, helping them to develop both personally and professionally. Furthermore, our world-class speakers, masterclasses and networking events develop members' skills, knowledge and confidence.

Remember, membership includes many additional marketing benefits so take a minute to remind yourself of these to ensure you are getting the greatest value from your membership.

WIB MEMBERS ENJOY:

- 70+ events and an annual awards and conference
- Access to exclusive WIB business programmes
- Networking opportunities with almost 2,500 members
- Information on business training and support programmes
- Opportunity to feature an article or press release in monthly ezine
- Articles published in WIB Magazine to promote their business
- Opportunities for free PR/Promotion through press coverage
- Interactive website with exclusive member area
- Member-to-Member Offers
- An online business directory exclusive for members
- Reduced advertising rates on the WIB website and magazine
- Personal and professional development for employees

JOIN WITH US AND WE WILL ACHIEVE OUR AMBITIONS TOGETHER.

Horsing Around with a Purpose

Team days. An important 'time out' for businesses and an integral part of relationship building for staff.

Everyone realises the importance of taking time out of the office to help develop and strengthen relationships between staff to positively impact its success. But very often, the experience is contrived, uncomfortable and seen as just a tick box activity.

In mid-January Women in Business had the opportunity to work with June Burgess, Founder of Life & Leadership – Horse Inspired. June is an entrepreneur with a wealth of experience in the corporate world but is also a former competitive rider. In 2015, June decided to rethink her career path and take a practical approach to business training. As a result, she combined her passion for horses with her coaching qualification and business knowledge to develop insightful, experiential, personal and leadership led training programmes.

Deciding on and agreeing a team building activity was difficult before discovering June's programme. It offered something completely new and unique to Northern Ireland, was hands on and appealed to all members of the team.

We set off quite unsure of what we'd be doing or taking part in but felt quietly confident after being reassured by June that



we would be safe yet challenged, all while having fun!

The day consisted of some theory based training, thought provoking and reflective exercises and opportunities to feedback on a variety of skills, doubts, concerns and abilities. That was the straight forward part! The main activities that the day centred round took place overlooking Stangford lough. And of course, not only were we accompanied by June and her team, but by former racehorse champions! The experience was totally different to anything we had ever taken part in before.

It was challenging, forced us outside our comfort and as the saying goes, that's where the magic happened. Through a range of bespoke activities we achieved so much, both as a team and on a personal



basis. At the end of the day, everyone had a greater understanding of how each other worked and we were able to recognise the benefits this would bring to the workplace. For those who were a little apprehensive to begin with, June was on hand to offer support, advice and feedback. Each individual member of the team developed a deep level of self-awareness, increased their confidence and developed a sense of pride and achievement through the activities June organised.

If you're looking for something unique to Northern Ireland and a rewarding and worthwhile experience, Women in Business would definitely recommend looking just a few miles outside of Belfast where June is based.

To find out more visit juneburgess.com

What makes a great leader?

Leadership means different things to different people, and is a term thrown around in all kinds of contexts.

Sometimes it's interchanged with the word 'management', sometimes it refers to people at the top of an organisation to distinguish them from the rest of the pyramid, and sometimes it's used disparagingly after a fallout – 'a total lack of leadership'.

You might look to people recognised as leaders to see what traits they have in common. Only there isn't an archetype you can discern from the various leaders you admire. No wonder there is such confusion about what leadership is!

When we created the William J Clinton Leadership Institute we were faced with this same dilemma: How would we define leadership?

After much research and debate we came to these conclusions:

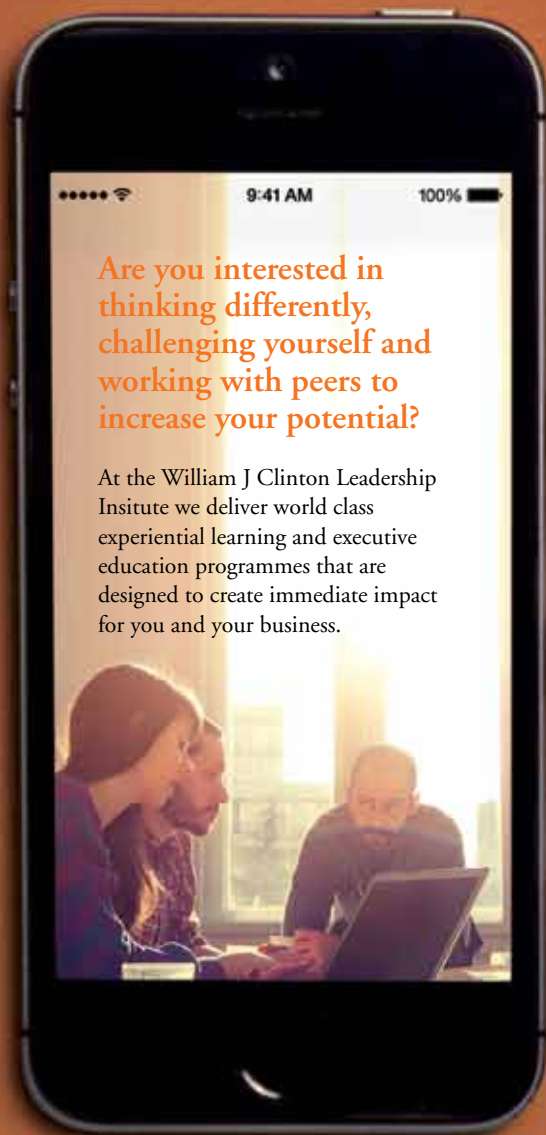
1. Leadership is a mindset and attitude, not a position.

2. Leadership is about what you do and who you are, it's not a job title.
3. Leadership is dispersed. Anyone in any position in an organisation can choose to be a leader if they have a vision for the future, if they engage people in getting excited about working toward creating that future, and they make happen what wouldn't otherwise happen had they not decided it was important.
4. Leaders are authentic. Rather than trying to form themselves into a particular mould, leaders recognise their unique strengths, life stories, values, experiences, preferences and gifts that make them who they are, and then use that self-awareness to be their best self. They don't try to imitate or copy someone else.
5. Leaders learn. They work to improve themselves through reflection, feedback, and self-development but not to become someone other than who they already are; the best version of themselves.

6. Leaders model the way. They set an example through their authentic leadership that others find inspiring.
7. Leaders challenge the status quo. Challenge is the crucible of leadership. They are constantly scanning the environment to anticipate change, and then proactively adapt themselves and those around them.
8. Leaders are ambidextrous. They are skilled at doing two things at once. They zoom in and out; looking at the detail and the big picture, managing today while shaping tomorrow, and challenging while supporting people around them.

The good news in all of this is that you don't have to wait to be a leader! You can lead now. From where you are. Be who you are. And you can start today!

Sales Leadership Programme delivering proven results



Empower yourself...

To find out more about our Spring 2016 Programmes and to book your place:

028 9097 4394
leadershipinstitute@qub.ac.uk
www.leadershipinstitute.co.uk



PROGRAMME

Sales Leadership

Sales Leaders need to be at the heart of business strategy. This exclusive programme is targeted at those wishing to bring sales directly into the boardroom with a strategic approach to their sales effort.

CLIENT TESTIMONIAL



The Sales Leadership Programme at the William J Clinton Leadership Institute is invaluable for those looking to gain a more meaningful insight into sales strategy. A combination of group learning and discussion sessions result in a high degree of clarity leading to solutions, plans and renewed vitality in your role.



Catherine McCambridge,
Sales Manager,
Denman International Ltd



WE ARE QUEEN'S UNIVERSITY BELFAST
We are exceptional

Every Customer Counts!

**FRANK FLEMING, ADVICE & COMPLIANCE DIVISION,
EQUALITY COMMISSION FOR NORTHERN IRELAND**

“Are you open for business... for everyone?”

That's the question the Equality Commission is asking as part of its 'Every Customer Counts' initiative. If your business or organisation offers services to the public, you need to read on.

Every business, regardless of its size, has a legal duty to take reasonable steps to ensure that disabled people can access its services. It's not just because the law says so, there are good business reasons why you should stop and consider how accessible your business currently is. Every Customer Counts can help you open up to more disabled people – and Disabled Access Day is your chance to shine in service provision to this market.

This month, Disabled Access Day on 12 March is a UK-wide day aimed at encouraging disabled people to try going out and doing something that they've never done before. All over the UK, shops, leisure facilities, theatres and restaurants are gearing up to encourage disabled people to give their businesses a try.

We at the Equality Commission are running our own event on 10 March in support of Disabled Access Day – we're aiming to promote awareness of the help that's available from the Commission and elsewhere for business people and service providers to make the most of the opportunities the Access Day offers. More information will be posted on our website at <http://www.equalityni.org/Employers-Service-Providers/news-and-events/Event-Promoting-accessible-services>

You can widen your customer base, build customer loyalty and plan ahead for the future by including people with disabilities. 11% of Northern Ireland's population reported a mobility or dexterity problem in the 2011 census. Official population projections suggest that by 2022 – just eight years away – while the population aged under 65 will have grown by 1.5%, the population aged 65 or more will rise by 26%.

Reasonable adjustments should aim to provide equality in service provision for everyone, with the same level of access, dignity and choice. This doesn't have to mean massive physical changes or great



expense. Small changes to the way you work, how you present information and your premises can have a big impact on your customer numbers. Making sure that your staff can provide great customer service to disabled people often makes the biggest difference of all.

The aim of our Every Customer Counts project is to encourage businesses to do something to improve their service to disabled people. The Equality Commission website outlines the three stages to promoting accessible services – audit, taking action and promoting your commitment to welcoming disabled customers.

All the Equality Commission's advice, documents and useful links are now available online at www.equalityni.org/EveryCustomerCounts

Are you open for business... for everyone?



More and more people need reasonable adjustments that allow them to access your services.

There are around 360,000 people with a disability in Northern Ireland who may need reasonable adjustments. And you could be losing out on their business.

Remember, it's the law. The Equality Commission can help you comply, with advice, templates, publications to download and useful information all free online at www.equalityni.org/EveryCustomerCounts

Every customer counts!



**promoting
accessible
services**

Belfast Met Launches ICT Higher Level Apprenticeship Programme

Belfast Met commences its pilot ICT Higher Level Apprenticeship programmes for aspiring ICT professionals in September.

The apprenticeship requires an ICT employer specialising in software engineering and or computing infrastructure that will recruit, develop and upskill the apprentices as they train towards a foundation degree qualification at Belfast Met or potentially a Level 6 qualification.

These programmes have been designed to provide the ICT sector in Northern Ireland with employees who have the right industry practical and theory skills developed through Higher Education qualifications in Software Engineering and Computing Infrastructure.

Jonathan Heggarty Director of Curriculum stated:

"The new ICT Higher Level Apprenticeships are a fantastic opportunity for individuals to gain industry focussed skills whilst working within the exciting and dynamic ICT sector. From an employer's perspective, Higher Level Apprenticeships offer an additional channel through which they can recruit and develop talent which is essential to their organisations."

Employment and Learning Minister, Dr Stephen Farry, said:

"I am committed to growing and developing apprenticeships in Northern Ireland – creating gold standard provision as part of the new skills landscape that will benefit both young people and our economy.

"The benefits of apprenticeships are well documented with apprentices able to earn while they learn, develop and practice skills in the work environment and enhance their future career prospects.

"The development of this and other Higher Level Apprenticeships in priority skills areas are vital for the future success of the Northern Ireland economy. I am committed to the roll out these quality qualifications and later this year they will be available up to Degree and PhD level as we continue to deliver the skills needs of our economy."

If you are an employer and would like more information please contact Susan McCambridge at smccambridge@belfastmet.ac.uk or 028 9026 5065.



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Member News

Marianne Blaney

Daisy Mae Boutique



Daisy Mae Boutique is a newly opened vintage reproduction ladies fashion wear shop in Coleraine. After a couple of months working alongside the Prince's trust their doors opened in November 2015. They love all vintage galore at Daisy Mae and our aim is to bring the vintage twist to not only Antrim coast, but to whole of Northern Ireland too. Their aim is to help you discover your inner pin-up and bring out the Hollywood starlet or vintage vixen within!

Owner Marianne Blaney says, "My love of vintage fashion began when a friend planned a 50's themed party. I fell totally in love with the vintage theme and the glamour. I decided to order around 30 Lindy Bop dresses and I have wore a 50's style dress every day since. The 1950's dresses simply were the epitome of glamour, clothing was cut to flatter and enhance females all round.

At Daisy Mae we rightfully believe that every woman is a star and has a right to twinkle – each and every day I help lovely ladies create that, and for that, it's not a job, it's a passion – and I absolutely love it!"

Daisy Mae Boutique is located on Bell house lane in Coleraine – which is just down the side of Next and the First trust bank.

Follow us on Facebook at www.facebook.com/daisymaeboutique

Sonya Cassidy PR Wins Marketing, PR & Communications Award



Sonya Cassidy Public Relations, a locally based, press and marketing consultancy has been named as: Best Boutique PR & Marketing Consultancy - Northern Ireland & Most Successful Community Relations Campaign - "Rock Surveyors take to the Skies" in the Corporate Vision 2015 Marketing, PR & Communications Awards.

The prestigious 2015 Marketing, PR & Communications Awards celebrate the key players who work tirelessly to promote, communicate and build relationships for their company and clients.

Speaking about the awards, Awards Co-ordinator Heather Ryan said: "We go behind the scenes to explore the individuals pulling the strings behind major campaigns and forging new relationships that break down barriers towards further success. With so many exciting new changes happening across this sector, we are delighted to recognise the individuals who have truly excelled over the past 12 months. It is an honour to recognise all winners with these awards, and we hope that this achievement will spur them onto even greater success in the future."

Judges highlighted the importance of innovation and commitment to every aspect of the communications effort:

"Forming a successful business is all about building relationships, which is why effective, timely and relevant communication is such a vital cog in any ambitious company's machinery. Making up every marketing, PR or communications team are dedicated and highly trained individuals who are committed to telling their and their clients' stories to the world in the most imaginative and effective ways possible.

As companies continue to become more and more globalised, building and maintaining a strong corporate identity opens up new boundaries and presents a huge variety of fresh and different challenges and opportunities. As this award demonstrates, Sonya Cassidy Public Relations is firmly positioned among a select group of companies that have not only kept pace with these myriad transitions but continue to push the boundaries of this ever-expanding business environment – an achievement and reputation of which you can be truly proud."

Discussing the achievement Sonya Cassidy, owner and proprietor of Sonya Cassidy Public Relations says:

"It is encouraging to see a campaign succeed on a number of different levels. Sonya Cassidy Public Relations worked closely with the British Geological Survey to develop and implement this multi-platform, community engagement and marketing programme. The Tellus South West communication campaign brought together a diverse range of stakeholders with common interests in data, fostering new research collaborations and developing partnerships to explore data findings in greater detail for a variety of purposes.

"As the findings were made easily accessible and free of charge to the public this allowed communities to draw upon independent, factual information on the state of the environment in order to inform decision making related to future development and environmental change. It was an extremely interesting project and feedback from residents was positive. Providing opportunities for people to engage and shape future planning was really inspiring.

"Recognition for your effort is always satisfying, but it means much more when it comes from industry peers who set the highest of standards and analyse every aspect of your work. I'm genuinely delighted that the Tellus South West campaign has been awarded this accolade. I believe Sonya Cassidy Public Relations works to exceed client's objectives and having this recognised by others within the industry is encouraging."

Winners for these prestigious awards were chosen through a comprehensive process of vote counting, research and analysis. To learn more about Corporate Vision 2015 Marketing, PR & Communications Award winners, and the secrets behind their success visit corp-vis.com.

For further information, please contact Sonya Cassidy on 07824 467 897.

Why successful organisations focus on developing talent?

by Kate McKay Chartered Marketer MCIM, Director, AKU Training Ltd



More and more organisations are at last realising the importance of focusing on their internal market and the profound impact that this has on their success in external markets. Successful internal marketing requires recruiting the right people, training them, motivating them, communicating with them and ultimately co-opting them.

The aim is to develop a culture of self-organising teams, but what does this really mean in practice?

Self-organising teams are made up of individuals that feel empowered to take decisive action. They have the confidence and ability to take control of the elements that are within their remit, make considered decisions and adapt well to changing demands. By encouraging autonomy and self-organisation people feel a greater sense of ownership and

commitment to their work and to the organisation as a whole.

The approach feels fresh and modern yet simplistic. It fosters positivity and encourages people to become loyal ambassadors for their organisation. Cultural change of this nature does not happen overnight. For this approach to embed and flourish all internal stakeholders must have access to relevant, practical training in the key competencies required for their role.

Talent development programmes work best if they blend external training with internal on-the-job training to enhance effectiveness, provide key skills and help to move people through the ranks of the organisation. An external training programme should provide practical tools, techniques and guidance that participants can apply immediately to their work.

The secret to impactful training is a programme that has been developed based on experience and with the benefit of hindsight and lessons learnt along the way.

At AKU our training is practical, engaging and practitioner-led. Without exception, each of our training consultants has between 10 to 20 years' industry experience in their area of expertise. We believe that this greatly influences the way in which we deliver practical engaging programmes that truly develop talent.

The underlying aim of each of our programmes is to transfer knowledge and understanding in the most practicable and understandable way possible. As such, our motto is:

**“Tell me and I’ll forget,
show me and I’ll remember,
involve me and I’ll understand.”**

Powerful Solution!



Dr Joan Condell from Ulster University and Ana McColgan from EV-UTM Solutions, met by chance in April 2015 and together they saw an opportunity for an exciting new innovation: VAULTPROOF®.

Launching this month at the 2016 Skills and Technology Conference in London, this innovation proves that you don't need all the answers yourself, you need to network which in turn will put you together with the right person or company.

VAULTPROOF® an INI funded R&D project is the answer to a long-standing issue that EV-UTM Solutions was experiencing as they have large numbers of freelance trainers and facilitators working on various projects and they needed to verify their professional

qualifications, edit them and share them in a safe and secure environment.

“Sounds simple,” advised Ana, “but as many of these professionals have many qualifications, years of experience and many CPD hours, it was quite a maze of information. We also knew if we were having this issue, HR Departments and Recruitment Agencies would be experiencing the same difficulties, requiring a lot of man hours.”

There are various options available on-line to validate single academic qualifications, but not an option in a cost effective way to validate all qualifications on an ongoing basis with alerts for renewals and updates. VAULTPROOF® information needed to be current, relevant and up to date for both the professional and the external parties who would require access to this information.

VAULTPROOF® needed to offer security in line with data protection to the highest European and Worldwide standards. All information on a professionals' identity, qualifications and CPD had to be validated, verified and secure. The package needed to be easily accessible and able to be shared with third parties without allowing information to be edited in any way..... enter stage left Ulster University at Magee, in the form of Ulster University spin-out HidinImage® Ltd. HidinImage® provides secure digital watermarking; transmitting data through

hidden messages. Using HidinImage® the authenticated images and documents can be protected, distributed and shared in the knowledge that all information is safe and authenticated; whilst tampering is easily identified.

Using HidinImage® offered VAULTPROOF® an added layer of security that individuals can rely on when sharing their professional qualifications and identity. HR, Recruitment Agencies and Skills agencies have a joint assurance that VAULTPROOF® has validated all information. They now can have this information at their fingertips, desktop or mobile, saving hours of admin time.

“The NI Universities are critical to the local economy and to the growth of local businesses” says Caroline McGoran, Head of Investment and Enterprise at Ulster University.

“The HidinImage/Vaultproof opportunity is an excellent example of how Ulster University research can be applied within local businesses to solve problems and add value to product and service offerings.” 2016 is an exciting time here in the North West and these two ladies have shown that getting together you will introduce a Powerful Solution for any problem.

www.hidinimage.co.uk
www.vaultproof.com

We would like to acknowledge support and guidance from INI North West [Leo Donnelly] INI R&D [Tom Gormley] Bank of Ireland [Roisin O'Reilly] Enterprise Ireland [Drew O'Sullivan] Digital Peer to Peer Initiative [Julie Taylor]

Beechgrove Interiors

Beechgrove Interiors is a complete interior design service that has been established for 30 years, primarily dealing in luxury home accessories such as custom made curtains, upholstery, designer furniture and wallpaper.



The business is owned by Interior Designer Louise Graham who, having established herself in her own name and built a thriving business for herself, was faced with the opportunity to purchase Beechgrove Interiors in 2013...

"I knew the interiors market was saturated, especially in the immediate area, I was faced with this proposition and felt it made perfect sense to purchase an already established business in the industry" says Louise.

The business has changed a lot over the years, there is no denying that it had once been one of the best that Northern Ireland had to offer but when the recession hit the business model changed dramatically. It went from operating in a large 2 story showroom full of individual room sets and employing 11 seamstresses to cope with soft furnishing orders at the peak in 2005 to, in 2011, downsizing to one small room used for consultation purposes - by appointment only - 3 days a week. Since purchasing the business, Louise has watched it grow and evolve. The business is now based in new premises in Ballymena town centre and open 5 days a week, no appointment necessary.

Louise explains that the purchase of the business has come with many challenges, including negativity from some employees and lost custom from a few previous customers but on the whole it has been a very positive experience. "When I look

back on the past 2 years, I see a change in the business that I am so proud of. Not everyone knows that Beechgrove Interiors is under new management but I am now in a position where I feel like I really own it. My style is gradually seeping through and I get immense job satisfaction working with loyal Beechgrove customers who have transitioned over to be my clientele. The business has developed and grown a lot in 2 years and I see positive signs of that continuing for many years to come"

New season fabric collections are launched every January and for 2016 Louise and her design team are noticing the two most popular prints filtering through are dogtooth and geometric designs. There is a real mixture of soft muted colour tones and neutral rich shades. When redecorating this season, take inspiration from the Pantone colours of 2016 - Rose Quartz and Serenity. These subtle pink and blue shades delicately compliment any colour palette, personality and style.

Contact Louise and her team today to get your next project underway!

43 Mill Street,
Ballymena BT43 5AA
028 2556 7264
www.beechgroveinteriors.com

Art Loves...Art in the workplace



First impressions count. When your clients or new employees walk into your office or working space for the first time, they take in the aesthetics of their surroundings whilst waiting for their meeting with you or your co-workers.

They notice you're branding, the sofa they sit on, magazines and books you display, the colours and textures within the interiors, and they look at the art on the walls and integrated throughout the building. All this visual information helps them gather their thoughts about the personality of your business, including

how cultured and how proud you are of your business and they will assess there and then the impression you want to give to them, your valued customer or staff member.

2015 has been the year of office design with a host of industry awards and with fresh thinking about how the workplace should be, with so many of us now spending well over 40 hours at the office its effectively become 'second homes' to a lot of business professionals, and the design and art integration should reflect this. Art is normally the last thing to go into a new office refurb, and is often the last thing that people think about when planning the overall interior, yet the importance of art and the message it is conveying is so significant to both the clients and the staff that it simply should not be ignored.

We have all heard that art in the workplace increases productivity in staff members and creates value for clients, and there are many reasons why. Art using intelligent digital technology boost futurists thinking and shows your business is ready to embrace the future. Challenging contemporary artworks will be inspirational talking points that ask questions, break the ice and help creative thinking. Relaxing landscapes

and seascapes can reduce stress by being contemplative and pleasant. Integrated art, using a mixture of bespoke art in paintings, prints, sculpture, glass, floors, and in furniture and lighting can create a working environment that has been well thought out planned beforehand, which will show your creativity and ability for forward thinking.

There are other benefits. CSR can sometimes be a challenge but by working with arts organisations across all areas of the arts will raise your CSR whilst you in turn help keep them alive...You can both help each other by creating value for each other.

Office and facilities managers get the call to 'put some pictures up', yet do not know where to start, and that is where we can help. Art Loves will try to understand your business ethos first and the message you want to convey to your staff and your clients and will tailor the art to suit the needs of your business, or create and commission art across all disciplines just for you. Art Loves want to help make your business make an impression.

Get in touch with Art Loves Founder and Director, Carrie Neely for a free consultation: carrie@artloves.co.uk

Herbert Smith Freehills: The Importance of Being Seen



“Never underestimate the importance of being seen. I firmly believe that visible – and authentic – female role models are one of the most powerful driving forces behind the career progression of women in business today.” So argues Lisa McLaughlin, Belfast Office Director at Herbert Smith Freehills (HSF) and former Women in Business mentor. “Women in leadership positions inspire success and help to dispel the self-doubt which can sometimes be a hindrance to women as they seek to progress their careers. They also act as fantastic mentors for those at earlier stages in their careers.”

Reinforcing this statement, a 2015 study of companies in the UK, US and India, carried out by accounting firm Grant Thornton, found that companies with at least one female executive on their board performed more effectively. Improved gender balance encourages better leadership and governance, as well as providing a greater variety of perspectives in the boardroom. So having female role models is not just good for women, it's good for business as a whole.

At HSF, we are dedicated to creating a culture of inclusiveness and an environment which supports diversity. Role models play a fundamental part in this - providing our team with leaders they can

identify with and emulate. That's one of the reasons why HSF has joined the 30% Club. This pioneering movement is committed to improving gender diversity at the senior levels of business organisations and encourages members to set measurable, defined targets. In 2014, HSF announced a 30% gender target for the proportion of women in its global partnership by 2019, making it one of the only global firms to publicly commit to international gender targets within an agreed timeframe. HSF is a firm which truly champions women. In our Belfast Office, women currently account for over half of our Senior Management Team. We have established an active Women in Business Committee, organising events such as

Wine Tasting, Wellbeing and Nutrition seminars and hosting a monthly Book Club. Our committee creates a vital network dedicated to promoting and imparting the knowledge and experience of successful women advancing in their careers.

Such commitments not only allow HSF to retain talent, with women looking to progress in their careers spurred on by successful role models, but also to attract it. When differentiating between HSF and its competitors, graduates understand that HSF does not just “talk the talk” when it comes to diversity and inclusion, it actually “walks the walk”: women are at the forefront of our business.

Can Working Mums be ‘Superheroes’?

By Una Tinnelly, Associate Director & Independent Stylist, Stella & Dot

Can working mums ‘have it all’? Or does having it all really mean ‘doing it all’ for today’s working mums?

A recent survey of 2000 women found that the majority of working mothers (80%) feel that they have to be “superheroes” to balance the demands of an office job and family life, and are racked with guilt at having to leave their children.

Nearly two thirds of women said that they had no other choice than to leave their children to go to work, with a higher proportion claiming that they were “constantly worried” that being away from their children could affect their school performance and quality of life.

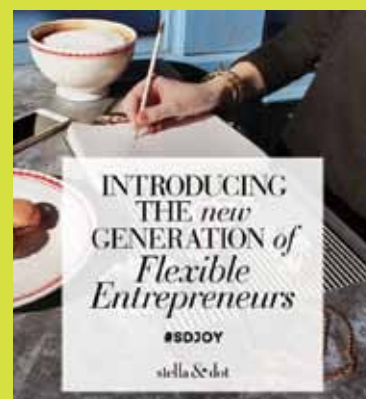
The survey, commissioned by Stella & Dot, a social selling jewellery business, and conducted by leading polling company One Poll, also found that three quarters of women feel that their children would be healthier and happier if they worked from home. And over half felt that their family’s quality of life would be better if they worked from home.

Moreover, 71 per cent of women said that it was important to them to have their own personal income separate from their partner. While almost half said that earning enough money, and spending enough time with their families, were equally as important to them.

Una Tinnelly, Associate Director and Independent Stylist with Stella & Dot said: “At Stella & Dot we believe that despite the increasing demands modern women face, they can absolutely have it all – a satisfying career, a healthy home-life and happy children.”

Stella & Dot stylists come from many different backgrounds and the many launch alongside an existing career. This has created opportunities for more than 2,500 women in the UK, who in 2015 collectively earned over £2.75 million. Stylists earn flexibly from a few hundred extra pounds a month to pay for additional treats, to those earning up to nearly £25,000 in just one month (November 2015). In North America, where the business is more established, there are Stylists earning over \$100,000 in a single month.

“Our research has found that many women are put off starting their own businesses by



barriers like the stress of finding a work/life balance, a lack of initial financial resources and a chasm of information and support for those wanting to get ahead.”

“I had always wanted my own business but had been too cautious to risk investment and not confident enough to develop business plans. Stella & Dot offered a fun, flexible way to earn money and set my own hours and goals. Best of all there was zero risk and lots of beautiful jewels!”

For more information on business opportunities with Stella & Dot please visit www.stelladot.co.uk/una or contact Una Tinnelly at unatinnelly@hotmail.co.uk

Member Profile

WIB Member

Lynda Graham

LYNDA GRAHAM
COUNSELLING



Lynda Graham works as a Counsellor in private practice in Carrickfergus and also has a therapy room in Donaghadee. As well as face to face work with clients in Northern Ireland, Lynda provides telephone counselling across the UK. Walk and Talk therapy is available if clients are anxious about sitting in a counselling room and would prefer to talk in a more relaxed outdoor environment. External supervision is available to managers who need time and space outside of their organisation and Employment Assistance work is also part of Lynda's portfolio.

Before qualifying as a counsellor Lynda worked as a Social Worker and has a wealth of experience with families, couples and individuals. Ten years ago she completed the Diploma in Person Centred Counselling at QUB and in 2013 finished her MSc in Counselling at UU. Lynda has worked with an adoption agency and has an interest in Post Adoption Depression – she is currently engaging on a series of workshops with the Health and Social Care Trusts and a national adoption organisation.

Counselling facilitates the sharing of thoughts and feelings and helps the person discover his/her own answers and feel more in control of their life - it provides a confidential and private setting where he/she is respected without judgement.

If you have any questions about counselling please contact Lynda on 028 9336 8657 or 07966 827 614.

E: lynda_graham@btinternet.com
www.lyndagrahamcounselling.co.uk

WIB Member

Ruth McEwan-Lyon

JEWELLERY DESIGNER



EYE CATCHING JEWELLERY CAPTURING NORTHERN IRELAND'S ICONIC LANDMARKS

Capturing the essence of Northern Ireland's (NI) iconic landmarks in an eye-catching piece of jewellery is silversmith Ruth McEwan-Lyon, business owner/designer of Holywood's NI Silver.

Drawing inspiration from the view from her home overlooking Belfast Lough, and through regular outings throughout the country, Ruth has provided a unique range of items designed to capture people's precious moments in Northern Ireland forever.

After a period of living in the UK and the Far East, Ruth and her family return to set up home here about 3 years ago, and shortly afterwards she set up her NI Silver venture.

Ruth explains, "I always wanted to produce something that gives people a memory that they can have with them wherever they are, and which whenever they touch or feel it, will remind them of a special time in their lives. A quality hand crafted item from Northern Ireland and about Northern Ireland."

Her jewellery comes in the form of bracelet charms, necklaces, cufflinks, earrings, keyrings and represents images such as Harland and Wolff's cranes, Titanic Visitors Centre, Giant's Causeway, "The Balls on the Falls" (The Rise), Scrabo Tower, Dark Hedges (Game of Thrones) and Nuala with the

Hoola (Thanksgiving Statue) on the Queen Elizabeth bridge.

This year Ruth has plans to launch five new pieces including Devenish Tower (Fermanagh), Peace Bridge (Derry/Londonderry), Belfast Castle, Carrick-a-rede Rope Bridge and a surprise!

In addition to NI landmarks, Ruth regularly undertakes commission work and she runs small workshops for private parties for 3 or 4 people. Her latest workshop was for a mother and her daughters who were all together in Northern Ireland for Christmas, and once again this provided precious memories of a special time together for the ladies concerned.

NI Silver's permanent stalls are located at the Dock Market, Titanic Quarter (2nd and 4th Sat of the month), and through the Creative Peninsula in Newtownards. She has recently completed 2 large exhibitions in Ards Craft Centre, Spacecraft, Belfast. Her latest exhibition will take place at Art in the Loft, in Portaferry during July, where she will be available so you can 'meet the maker' in person.

In a short space of time Ruth has made significant inroads and has already been a finalist in North Down business awards. Her jewellery has been exported to the United States of America, Australia, New Zealand, Germany, Scotland, England and the Republic of Ireland. Her orders include large corporate gifts too, so if you're looking for something unique for your staff, look no further.

Things are looking bright for NI Silver's iconic, unique and high quality Northern Irish produce.

WIB Member

Michelle Davis

SALES MANAGER AT THE RAMADA ENCORE, BELFAST



Michelle Davis is the Sales Manager at the Ramada Encore hotel in the popular Cathedral Quarter area of the Belfast city.

Michelle was first introduced to the hospitality industry after leaving Ulster University with an MSC in Marketing and Entrepreneurship, when she applied for the position of Sales Executive at Days

Hotel Belfast. It soon became apparent that the fast-paced hotel industry was ideally suited to her outgoing personality and offered the opportunity to excel in her career.

After working for Andras Hotels and the Mooney Hotel Group, Michelle took the position of Sales Manager for Ramada Encore Belfast when it opened in 2009 charged with growing this new hotel's customer base. Although a very challenging time for any new business to open, Michelle has since been integral to the growth and success of this contemporary hotel in a vibrant part of the city.

'I love my job! I spend my days meeting new people and networking. I have met so many inspirational business people in my years in hospitality- both clients and colleagues- and have learned a lot from

many of them. The team I work with at the hotel are young, accomplished and always striving to be the best at what we do which makes for a great environment.

I have watched Belfast on the rise, showcased on a global stage as our city hosted the Tall Ships Race, Giro d'Italia and the World Police and Fire Games. We are home to 'Game of Thrones' and many other productions have filmed here in recent years and we are attracting new office set ups from international companies like Baker & MacKenzie and Allen & Overy. This year will see the opening of the new Waterfront Hall extension allowing the city to compete for more association conference business. This market is dynamic and every year offers more. I am very lucky to work in a thriving industry with some great people.'

WIB Member

Stacey Angeline Kilpatrick

S.A.K.DESIGNS



Stacey Angeline Kilpatrick is the S.A.K. behind S.A.K.DESIGNS. A mum of two and lover of all things small, cute or sparkly.

Stacey grew up dreaming of becoming a professional makeup artist and started her own face painting company, Crazy Faces, when she was just 21.

Now a multi award winning professional makeup artist, aged 33, Stacey has trained in Belfast and London, competed at international level and become a well-known name in the makeup industry as well as in the face painting world across Ireland.

Although Stacey's roots lie in face and body painting, her true passion is bridal makeup. She says: "There is something extra special about playing such an important role in a wedding; sharing the laughs, tears and nerves and helping things to run smoothly and make people feel at their best."

S.A.K. DESIGNS is based in Glenanne, County Armagh but Stacey regularly travels across Northern Ireland, Southern Ireland and the UK mainland, bringing a little bit of makeup magic to her clients.

To find out more about S.A.K.DESIGNS please follow Stacey on Facebook www.facebook.com/s.a.k.DESIGNS and Instagram [@SAKDESIGNS](https://www.instagram.com/sakdesigns) or www.sakdesigns.co.uk

WIB Member

Colleen Harte

LABAROMA



Colleen Harte is the Founder of Aromatherapy software company LabAroma. LabAroma is a formulation tool for essential oil blends. A chemistry based, clinical aromatherapy focused, software tool that formulates the chemistry behind essential oil blending. Colleen Harte is also the Founder and Director of Lucy Annabella, a luxury organic bath and body company. Colleen is a Complementary Therapist and Clinical Aromatherapist who had been an organic health enthusiast for along time and lives by the ethos that 'Our health is paramount to our happiness'. Colleen had a private practice for 10 years where she specialised in complementary therapy with a client specialist of terminal cancer care and fertility care.

This professional experience coupled with her extensive knowledge gained while studying abroad led Colleen to build her two companies; LabAroma and Lucy Annabella.

To find out more about LabAroma; www.labaroma.com or about Lucy Annabella; www.lucyannabella.com You can contact Colleen on; info@lucyannabella.com aroma@labaroma.com

Member Profile

WIB Member

Catherine Blackbourne

**BLOOMSBERRY -
THINK CHOCOLATE !**



As an "almost" full time accountant and mother of three "almost" teenagers, was there room for anymore? But then there is always room for Chocolate!

The concept of Bloomsberry is a luxury chocolate

gift. Each 100g bar of milk chocolate contains 30% cocoa, or 70% for the dark version, and comes packaged in its own eye-catching gift box. Each is adorned with a quirky, funny message and a 'To' and 'From' section on the back.

With 64 different products (and more in the pipeline) the opportunities for giggles, uses and sales, is endless - a thank you, conference or party gift, wedding favour or simply to make someone smile.

For the full range have a look on our website: www.bloomsberry.ie - which one will be your favourite? We also work with businesses to develop their own custom made packaging.

As a new member to Women in Business I am keen to expand my network and share business knowledge with other like minded members. The Bloomsberry opportunity came over a coffee (and of course chocolate) with a friend, which proves there is always space for work we consider fun!

If you want to share some laughs, sample chocolate and explore opportunities with Bloomsberry then please contact me at catherine.thinkchocolate@gmail.com.

WIB Member

Lynsey Redpath

ARGENTO JEWELLERY

Lynsey Redpath is Marketing and E-commerce manager for Argento Jewellery. Graduating in 2012 from Heriot Watt University in Edinburgh with a First Class Master's degree in Management and Marketing Lynsey has always been passionate about pursuing a career in marketing and managing a team.

Lynsey describes working for Argento as "a girls dream job". Her favourite part of the job is the creative photoshoots working with stylists, models, photographers and make-up artists. In Lynsey's words "It is an amazing feeling to see the work you have created all around UK cities on buses, billboards and bus stops, it makes you feel very proud". Since joining Argento in 2012 Lynsey has worked on numerous marketing campaigns, working with leading high street jewellery brands Pandora, Nomination and Olivia Burton and running events and promotions to promote Argento as the number one jewellery brand in the country. Argento's retail presence has grown over 50% in the last couple of years and Lynsey's job role expanded to managing the growth of www.argento.com.

In 2015 Lynsey won a Women in Business award for 'Best Marketing Campaign'. In Lynsey's words, "It was such an honour to win this prestigious award and to meet so many amazing women and I look forward to keeping in touch with them".

Looking into 2016 Lynsey is excited to work with her team in Argento to continue building the brand and growing the success of the online store.



WIB Member

Katie Waddell

FOUNDER & CO-OWNER OF SPOON STREET



I am the founder and co-owner of Spoon Street. Spoon Street is the pioneer of self-serve frozen yogurt in NI. We offer 16 flavours and over 45 toppings making us the largest frozen yogurt bar in the UK & Ireland. I spent a year working in the US through University and discovered a gap in the market. After graduating from my Bsc Hons degree in Marketing in Ulster University, the first Spoon Street store opened in October 2014 in Ballyhackamore, Belfast. My fiancé and I have now opened our second store in Belfast City Centre and currently employ 25 staff. The journey so far has been challenging and exhilarating, every day comes with new challenges and opportunities. I was honoured to receive the accolade of 'Young Person in Business of the Year' with the British Chamber of Commerce in London recently and of course, 'Young Business Woman of the Year' through WIB. It is a very exciting time within Spoon Street and I am working hard to evolve and grow the brand. Spoon Street has established itself remarkably well throughout NI in a short space of time and I am extremely motivated to continue to build on the momentum and grow the brand to its full potential. Look out for Spoon Street No.3 very soon!

WIB Member

Kelly Neill

PANACEA DRINKS



Panacea Drinks is the brand new health drinks range developed by WIB member Kelly Neill. She was always looking for ways to be healthy but balanced, so she created a drink for her family that is low in sugar and full of goodness. It's made with pure spring water, healthy bacteria and all natural ingredients. It tasted so amazing she decided to share it with the world! The drinks have a range of health benefits including better digestion and increasing immunity and are great for everyone to enjoy.



Panacea Drinks was born in March 2015 and developed locally by Kelly to bring the amazing benefits of water kefir to everyone. With a background in natural health, Kelly was excited to find something that fitted in with her family's lifestyle and the brand was created. Kelly was successful in applying to be part of the fantastic 'Power of 4' programme through Women in Business and here she developed her business plan and met a great network of other female entrepreneurs.

There are currently three flavours available- Ginger One, Projito (mint and lime) and Pink Fizz (rose) and are sold through a number of retailers in Northern Ireland with new retailers coming on board every week.

For further information contact Kelly at
E: hello@panaceadrinks.com
www.panaceadrinks.com
facebook/Instagram/twitter
'panaceadrinks' or T: 07793 893 427

WIB Team Updates

Judi Browne Admin and Finance Officer



Judi is responsible for overseeing the Administrative and Financial side of Women in Business and is also in charge of membership.

Before joining Women in Business in October, Judi worked in various Sales and Financial roles in the tourist and telecoms industry. Judi also runs her own business, Sugar Pop Balloons. Judi says: "I'm excited to be part of the Women in Business team and involved with such an innovative and fast growing network. I'm also looking forward to meeting our members over the coming months and seeing first-hand what local business women are achieving".

Kerry Harding Programme Co-ordinator



Kerry is Programme Co-ordinator for Women in Business and joined the team full-time in September. She studied at Ulster University and has a degree in Marketing, French and Spanish with a Diploma in area studies. As part of her degree Kerry spent a year working and studying at the Business School of the University of Valencia in Spain. Kerry co-ordinates WIB's CONNECT, Power of 4 and Mentoring programmes. She has a particular passion for working with women at the business start-up stage and helping others re-enter the job market through skills training and development.

Moving On Laura Dowie

Events & Marketing Manager



After five years, WIB Events & Marketing Manager, Laura Dowie is moving on. Women in Business team and board are very sad to see her go but delighted to have been able to help and support her career development over this period. We wish her all the very best in her new role and every success for the future.

Laura will be joining the team at Belfast Met as Senior Marketing Officer from the beginning of March. Laura says: "I have really enjoyed my time at WIB and have loved watching the membership grow from just 500 members to over 2,500 members. Seeing the huge changes that the organisation has gone through, both in terms of growth and profile has been incredible. I have been extremely lucky to work with world class speakers at our events and be inspired on a daily basis by the great things our members are doing in their business and careers. I'm looking forward to a new challenge though and can't wait to watch the network grow and develop as a member!" If you would like to stay in touch with Laura you can connect with her through LinkedIn.

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