

WOMEN

BUSINESS NI magazine

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Winter 2015 • Issue 12



WIBNI Awards a Huge Success • Exclusive Coverage
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Chair's Message

Welcome to 2015! I'm already feeling 2015 has started with a sense of greater energy! I started a dance class last week and lets just say the Salsa is teaching me more than just about dance.

The instructor continually told us – take small steps, get the basics right, feel the rhythm and look confident. So my resolution for this year for me and my business is to do just that!

WIBNI has welcomed new board members this month, Sandara Kelso-Robb, Angela Moore, Aran Blackbourne and Catherine O'Neill and we wish them every success in this role. I want to take this opportunity to thank the board members who have recently stepped down for their input and contribution over the past few years, Tommy Maguire, Elaine McKeown, Lesley Hogg, David Elliott and in particular, I want to pay tribute to Edel Doherty, our past Chair. Edel leaves the board this month having made a lasting contribution to this organisation for many years and we wish her well.

Our organisational focus remains "Creating a new Economy", one in which we help our members grow and succeed and I am confident with the new board members supporting our CEO, Roseann Kelly, and the great office team we will achieve this. We have a new strategic plan and we will make some announcements regarding this in due course.

When we reflect on last year and what we have achieved I wonder how we managed to do it all. Our International Conference in May was a great success. All our speakers

were greatly impressed by our members and the passion for learning and growth they saw during the event. Thank you to all who helped make that conference a great success. We intend to follow up and build on the international connections to help make 2015 an extraordinary year for all our members. Our 2015 conference is on 21st May and is shaping up nicely so be sure to book early as this always sells fast.

Our new events schedule has just been released with a mix of networking, skill development and inspiration with input from homegrown industry leaders. 2015 will be another challenging year for Northern Ireland and with Public sector budgets squeezed further there is much pressure on the private sector to fill the gap and create jobs in both the service and manufacturing sectors. We are confident we can offer continued support to our members through creating opportunity to make valuable connections and develop relevant skills and contribute to our economy.

I look forward to meeting you all at events during the year and to hearing of your success. I hope you make time to create your own personal dance to make 2015 extraordinary for you and your business. So...get the basics right, feel the rhythm and look confident! Salsa on everyone!! ●

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Chair Kate Marshall
Chief Executive Roseann Kelly

Design: Sonia McCourt
Photography: Jim Corr

Women in Business NI
Executive Suites, Weavers Court,
Linfield Road, Belfast, BT12 5GH

T: 0845 6076041
E: info@womeninbusinessni.com
www.womeninbusinessni.com

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WOMEN BUSINESS NI

Conference & Exhibition 2015

Thursday 21st May 2015
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Entrepreneurial
Founder & Global
CEO of Alexander
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MEMBER RATE)

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Spring - Summer 2015 Events Schedule

Can you afford to miss these dates for your diary?

Each month Women in Business NI runs a series of networking events ranging from Masterclasses delivered by industry experts, business breakfasts and lunches, large events with inspirational speakers and social events. These regular networking events bring business women together to make valuable connections, helping them to achieve both personal and professional growth and be inspired by dynamic speakers and peers. The variety of events and timings offered throughout the schedule guarantees that members can get maximum benefit and value from their membership.

February 2015

NETWORKING BREAKFAST

Date: Thursday 5th February, 8.00am - 9.30am
Sponsored & Hosted by: The Fitzwilliam Hotel, Belfast

LEGAL HOT TOPICS FOR SMALL BUSINESSES MASTERCLASS

Date: Thursday 12th February, 8.00am - 10.00am
Sponsored & Hosted by: Cleaver Fulton Rankin, Belfast

MAKING EVENTS YOUR BUSINESS

Date: Wednesday 18th February, 10.00am - 12.30pm
Sponsored & Hosted by: Bridewell Tourist Information Centre, Magherafelt

MENTAL TOUGHNESS – WIBNI & CHARTERED MANAGEMENT INSTITUTE JOINT EVENT

Speaker: Mary Keightley, Managing Director of Mind Associates
Date: Thursday 19th February, 8.45am - 11.30am
Venue: Ramada Plaza, Belfast
Sponsored by: David Prentice

TRANSFERRING SPORTING SKILLS: FROM THE PITCH TO THE BOARDROOM MASTERCLASS

Speaker: Denise Watson, Freelance Journalist & Broadcaster
Date: Tuesday 24th February, 9.30am - 12.30pm
Sponsored & Hosted by: Crash Services, Newry

TOP TIPS FOR BUSINESS OWNERS OPERATING IN THE REAL WORLD MASTERCLASS

Date: Tuesday 24th February, 9.30am - 11.00am
Hosted by: Causeway Enterprise Agency, Coleraine

WOMEN'S LEADERSHIP DINNER

Date: Wednesday 25th February, 6.00pm
Sponsored & Hosted by: Ulster Bank, Belfast

NETWORKING YOGA

Date: Friday 27th February, 4.00pm - 6.00pm
Sponsored & Hosted by: Claire Ferry Yoga, Maitri Studio, Belfast

March 2015

NETWORKING LUNCH

Date: Thursday 5th March, 12.00pm - 2.00pm
Sponsored & Hosted by: Galgorm Resort & Spa, Ballymena

DEVELOPING YOUR SALES STRATEGY FOR 2015 MASTERCLASS

Speaker: Nicola O'Neill, Managing Director of Harvest Resources
Date: Tuesday 10th March, 9.30am - 12.30pm
Sponsored & Hosted by: InterTrade Ireland, Newry

ENGAGING EMPLOYEES – MORE THAN JUST 'LIKING' WHAT YOU DO MASTERCLASS

Speaker: Iain Adams, Associate Consultant at Emic Communications
Date: Thursday 12th March, 9.30am - 12.30pm
Sponsored & Hosted by: Ulster Bank, Belfast

GO WOMAN CONFERENCE

Date: Thursday 12th March, 7.00pm - 10.00pm
Venue: TBC, Coleraine

MENTORING ME

Date: Thursday 19th March, 11.00am - 2.00pm
Venue: Galgorm Resort & Spa, Ballymena

KEEPING THE BALANCE MASTERCLASS

Speaker: Jenny Grainger, Owner of Fresh Start Coaching
Date: Tuesday 24th March, 9.30am - 11.30am
Sponsored & Hosted by: Malmaison, Belfast

April 2015

PROMOTING YOUR BRAND ONLINE MASTERCLASS

Speaker: Denise Cowan, Digital Marketing Consultant, Digital Den
Date: Tuesday 14th April, 9.30am - 12.30pm
Sponsored & Hosted by: Crash Services, Newry

NETWORKING BREAKFAST

Date: Thursday 16th April, 7.30am - 9.00am
Sponsored & Hosted by: Malone Lodge Hotel, Belfast

NETWORKING HAPPY HOUR

Date: Friday 17th April, 4.00pm - 6.00pm
Sponsored & Hosted by: Malmaison, Belfast

EMOTIONAL INTELLIGENCE MASTERCLASS

Date: Friday 17th April, 9.30am - 11.30am
Hosted by: Causeway Enterprise Agency, Coleraine

INSPIRING SUCCESS THROUGH MENTORING

Date: Wednesday 22nd April, 8.30am - 11.30am
Venue: Riddell Hall, Belfast, Belfast

May 2015

HARNESSING THE POWER OF DIGITAL & SOCIAL MEDIA MASTERCLASS

Speaker: Angelina Fusco, Training & Consultancy
Date: Thursday 5th May, 9.30am - 11.30am
Sponsored & Hosted by: Edenmore Golf & Country Club, Magheralin

NETWORKING BREAKFAST

Date: Thursday 14th May, 8.00am - 9.30am
Venue Host: Ulster Museum, Belfast

WIBNI CONFERENCE

Date: Thursday 21st May
Venue: Hilton Hotel, Belfast
Keynote Speaker: Rosaleen Blair, Founder & Global CEO of Alexander Mann Solutions
 Visit www.womeninbusinessni.com for more information

EFFECTIVE COMMUNICATION SKILLS MASTERCLASS

Speaker: Adina Mulhern, Learning and Development Consultant
Date: Wednesday 27th May, 9.30am - 12.30pm
Venue: TBC, Newry

NETWORKING MASTERCLASS

Venue: Coleraine, Details coming soon

June 2015

MINDFULNESS FOR A BETTER WORKING LIFE MASTERCLASS

Speaker: Bridgeen Rea, Owner of Immeasurable Minds
Date: Tuesday 2nd June, 12.00pm - 2.00pm
Venue: Canal Court, Newry

MAD HATTER'S AFTERNOON TEA PARTY

Date: Thursday 4th June, 3.00pm - 5.00pm
Sponsored & Hosted by: Cleaver Fulton Rankin, Belfast

BBQ QUIZ EVENING

Compre: Pamela Ballantine
Date: Thursday 11th June, 6.30pm - 8.30pm
Venue: Hillmount Garden Centre, Belfast

MAKING BUSINESS BETTER MASTERCLASS

Speaker: David McKechnie, Managing Partner of Interview Inc.
Date: Thursday 18th June, 8.30am - 11.00am
Sponsored & Hosted by: Fujitsu, Belfast

NETWORKING MASTERCLASS

Venue: Coleraine, Details coming soon

August 2015

FOOTBALL & BUSINESS: USING SPORT TO DEVELOP A WINNING MIND-SET

Host: Denise Watson, Sports Presenter & Broadcaster
Date: Friday 7th August, 1.00pm - 4.00pm
Hosted by: The Irish Football Association

Northern Ireland's Top Business Women Recognised



The crème of Northern Ireland business women were recognised at the fourth annual Women in Business Northern Ireland Awards in association with Invest Northern Ireland, which took place on 20th November at the Culloden Estate and Spa.



Women who have created thousands of jobs in the last year, increased their company turnovers, those who own and manage businesses punching above their weight across the globe and some of this country's top 100 companies descended on the Culloden Estate and Spa to celebrate the business women of NI.

Roseann Kelly, Chief Executive of Women in Business NI said: "As I looked around the room and considered the wealth of knowledge and experience in the audience at our awards, I felt an enormous sense of pride in the women who are making a phenomenal impact on our economy here in Northern Ireland and who are doing business on behalf of NI around the world. Women who have overcome the challenges and issues associated with starting a business and who have broken down barriers to development and growth with the support of Women in Business NI.

"This year we received 150 applications for the awards and the judges were overwhelmed by the sheer scale of achievement from some well known and some relatively unknown business women operating their business and developing their careers.

"With so many women at the top of their business game across a variety of industries, recognising Janet McCollum of Moy Park as this year's Outstanding Business Woman was not a decision we took lightly. Janet is an outstanding business woman in every sense of the word."

A genuine trail-blazer in a globally-interfacing company, she is a leader who has truly demonstrated the world-beating quality of women in Northern Ireland. As chief executive of Northern Ireland's largest company, Janet has had a number of senior roles during the last 20 years, including being its finance director, and she has been pivotal in helping

it evolve into a major force in the UK and European food industry.

Janet McCollum said: "I am absolutely thrilled and delighted to win this award. We have so many wonderful Women in Business NI right across Northern Ireland contributing to the Northern Ireland economy and I'm so greatly honoured to receive this recognition. To win this award is truly a great accolade to the Moy Park team, to such great people right across our company with such passion and energy who continually go above and beyond to ensure Moy Park is the successful and growing business it is today. Thank you so much, I'm absolutely overwhelmed."

This year's award winners are geographically spread across the six counties. Contributing to the economy, they include leaders of organisations creating some of the most innovative



Host, Pamela Ballantine

products on the market worldwide, sole traders who operate e-commerce businesses trading globally and managers representing global operations here. Invest Northern Ireland supported the Women in Business NI Awards for the fourth time this year.

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



l-r: Sinead Dillon; Fujitsu, Colleen Harte; Lucy Annabella, Kate Marshall; Chair of WIBNI



l-r: Ronnie Foreman; Foreman Consultants, Lisa Boyd; Cleaver Fulton Rankin, Kate Marshall Chair of WIBNI



l-r: Maire Hendron; Belfast City Council, Siobhan Allan & Carla Stronge; Extras NI, Roseann Kelly; CEO of WIBNI



l-r: Ellvena Graham; Ulster Bank, Mandy Little and Cathy Fay; Porcellana Tile Studio, Roseann Kelly; CEO of WIBNI

Janet McCollum Announced as "Outstanding Business Woman of the Year 2014"



The winner of Outstanding Business Women of the Year 2014 can lay claim to being a genuine trail-blazer in a globally-interfacing company, a leader who has truly demonstrated the world-beating quality of women entrepreneurs in Northern Ireland.

As chief executive of Northern Ireland's largest company, where she has had a number of senior roles during the last 20 years, including being its finance director, our winner has been pivotal in helping it evolve into a major force in the UK and European food industry.

After graduating in Business Administration and French at the University of Aston in Birmingham, her impressive work CV has included roles in Coca Cola, Schweppes Beverages and aircraft insulation firm Insoleq before she joined her present employer in 1993 in the post of European accountant.

After five years, she became deputy finance director, and then joined the company's executive board as overall finance director in 1999.

In that role, she played a significant role in guiding the company through a number of momentous events, including its multi-million pound acquisition by Brazilian-based Marfrig and the subsequent acquisition of rival O'Kane Poultry.

In little over a decade, under her watch, the business has grown its sales revenues from £200 million to more than £1.2 billion, putting it in the top echelons of business not just in Ireland, but in all of Europe.

Possessing a real energy and determination, passionate about what she does, and one of the most driven leaders in the Northern Ireland business sphere, winner of Outstanding Business Women of the Year 2014 is Janet McCollum chief executive of Moy Park.



Ir: Siobhan McKeown; The Outlet, Bernie McClelland; Rayanne House, Kate Marshall; Chair of WIBNI



Ir: Siobhan McKeown; The Outlet, Vicky Newman; NIHE, Kate Marshall; Chair of WIBNI



Ir: Evelyn Collins; Equality Commission NI, Tara Moore; University of Ulster, Kate Marshall; Chair of WIBNI



Ir: Gary McDonald; The Irish News, Lesley Brown; dotRetailer.com, Roseann Kelly; CEO of WIBNI



Ir: Jeremy Fitch; Invest NI, Clare Vallely; The Rug House, Roseann Kelly; CEO of WIBNI



Ir: Kate Marshall; Chair of WIBNI, Victoria Mann; The Mann Food Group, Ursula Lavery; Moy Park



Ir: Kate Marshall; Chair of WIBNI, Tracey Schofield; Tughans, Ellvena Graham; Ulster Bank, Jackie Henry; Deloitte; Roseann Kelly, CEO of WIBNI



Ir: Ellvena Graham; Ulster Bank, Irene McAleese; See Sense, Roseann Kelly; CEO of WIBNI



Ir: Dorcas Crawford; Edwards & Co. Solicitors, Kate Marshall; Chair of WIBNI



Ir: Kate Marshall; Chair of WIBNI, Aine McVerry; The MAC, Joanne Grant; JCDecaux



You can join Women in Business NI online at www.womeninbusinessni.com follow the organisation on facebook at www.facebook.com/womeinbusinessni and on twitter @wibni



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Women in Business NI Awards 2014 Winners

Women in Business NI Outstanding Business Woman of the Year Award
sponsored by Invest NI
JANET MCCOLLUM, CHIEF EXECUTIVE, MOY PARK

Outstanding Management and Leadership
sponsored by Tughans
JOINT AWARD:
Elvena Graham, *Head of Ulster Bank NI*
Jackie Henry, *Senior Partner, Deloitte*

Best Young Business Woman of the Year
sponsored by Moy Park
Winner: Victoria Mann, *Owner, The Mann Food Group*

Best New Start Up
sponsored by Ulster Bank
Winners: Mandy Little and Cathy Fay, *Directors of Porcellana Tile Studio*

Best New Start Up - Knowledge Economy
sponsored by Ulster Bank
Winner: Irene McAleese, *Director, Limeforge Ltd. (Trading as See.Sense)*

Excellence in IT
sponsored by The Irish News
Winner: Lesley Brown, *Director, doRetailer.com*

Best Exporter
sponsored by Invest Northern Ireland
Winner: Clare Vallely, *Director, The Rug House*

Advancing Diversity in the Workplace
sponsored by Equality Commission for Northern Ireland
Winner: Tara Moore, *Professor of Personalised Medicine, University of Ulster*
Highly Commended: Gillian Winters, *Engineering Training Council*

Best Small Business
sponsored by Belfast City Council
Winner: Siobhan Allan & Carla Stronge, *Co-Founders, Extras NI*

Best in Customer Services
sponsored by The Outlet
Winner: Bernie McClelland, *Owner, Rayanne House*
Highly Commended: Vicky Newman, *NIHE*

Best Marketing Campaign
sponsored by JCDecaux
Winner: Aine McVerry, *Director of Marketing & Communications, The MAC*

Best in Entrepreneurship & Innovation
sponsored by Fujitsu
Winner: Colleen Harte, *Managing Director & Founder, Lucy Annabella Organics Ltd*
Highly Commended: Dorcas Crawford, *Senior Partner, Edwards & Co. Solicitors*

Best in Professional Services
sponsored by Foreman Consultants
Winner: Lisa Boyd, *Marketing Director, Cleaver Fulton Rankin*

Women in Business NI Awards Finalists Retreat 2014

Sponsored by

GALGORM
RESORT & SPA



Finalists of this year's Women in Business NI Awards met at the beginning of November at Galgorm Resort and Spa for the annual retreat ahead of the fourth annual awards ceremony.

The day began with Christine Boyle, Managing Director of Lawell Roofing, giving an honest account of the highs and lows of running a successful construction business pre, during and post recession. She talked about diversification, staffing, her achievements and about keeping it real. A founding member of Women in Business NI, former Chair Christine shared how she found networking to be of real business benefit and spoke of the connections she had made over the years through the organisation. Christine focused on the fruits of investing in innovation and spoke of building the character so the business would follow.

Christine was followed by Sue McAllister, the Director General of the Northern Ireland Prison Service who left the awards finalists with her own top 10 tips on leadership and principles that lead to her success. A very open and honest talk that everyone could relate to.

Make up artist Ciara Daly and Dr Roger Brown of 352 Healthcare shared their insights on looking after yourself. One focused on the outside, the other on the inside before the finalists had the opportunity to take part in facilitated networking.

Ciara gave some insider tips to the delegates about getting the most from their make up for the awards. Her demonstration focused on how any awards finalist's make up should look and feel on the night!

Dr Brown asked those attending to consider their body, mind and spirit. He gave an insight into how women need to consider all three in order to fully function at optimum levels.

Roseann Kelly, Chief Executive of Women in Business NI, said, "The retreat is an integral part of being shortlisted for a Women in Business NI Award. It's proven to be a real benefit to those who attend every year as they come together for a day to focus on their business, what they've achieved and to share experiences and challenges. They come away with deep connections and learning from a peer group. A peer group that has grown to 120+ Alumnae in the three years of the Retreat The WIBNI Award Finalist Alumnae will be brought back together for further connections and peer support at least twice each year.

We would like to congratulate all our finalists and look forward to engaging with them in the future." ●



Mentoring for Growth

One hundred business women assembled for the highlight of the September event calendar 'Mentoring for Growth', as the organisation reaffirmed its commitment to mentoring.

The event kicked off with Shane Logan, CEO of Ulster Rugby, sharing experiences from his long and varied career. He spoke of his successes, achievements and the lessons he's learnt along the way.

Roseann Kelly, Chief Executive of Women in Business NI, said: "It's tremendous for Women in Business NI to attract someone like Shane to come and address our guests. His career has taken him to various countries around the world and the wealth of varied experience he shared with us provided invaluable insights for the 100 business women we had in attendance."

Following Shane's keynote address, delegates were then mentored by managing directors of local businesses.

Roseann added: "Women in Business NI will be celebrating its 12th anniversary this year and we have been developing the mentoring offering for our members since the organisation began. It was important for us to use our flagship event of this season to reaffirm our commitment to mentoring. I'm very happy that the women who gave of their time today to mentor our guests understand the benefits of mentoring and imparting knowledge as they themselves have benefited from mentoring throughout their careers."

The mentors at the 'Mentoring for Growth' event were Edel Doherty, Managing Director, Business Travel Solutions; Nancy Brown, Management Consultant, Full Circle Management Solutions; Karen Blair, Managing Director, Cleaver Fulton Rankin and Darina Armstrong, CEO, Progressive Building Society. ●



Engage with Entrepreneurship

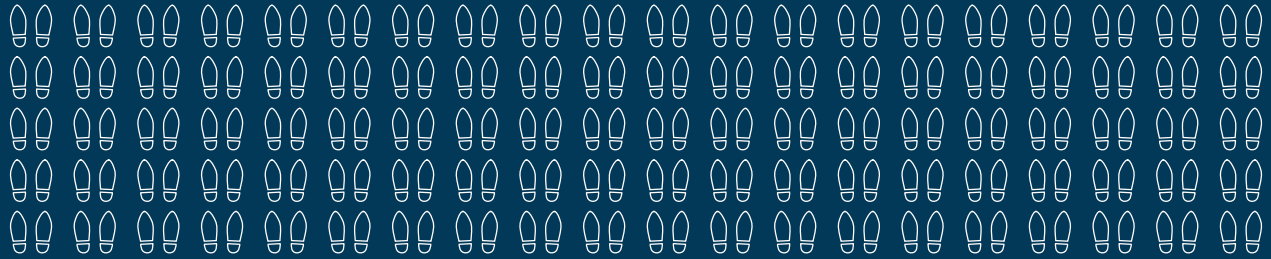
The Rita Duffy suite in the opulent Merchant Hotel was the setting for Engage with Entrepreneurship on 7th October. Hosted in the hotel most recently showcased in BBC drama 'The Fall', founder Bill Wolsey shared his passion, vision, determination, secrets of the innovative ways he does business and an insight into the self belief which took him from owning a public house in 70s Bangor to the stage of The Merchant to share his entrepreneurial journey in 2014. The breakfast event attracted members from a range of industry sectors eager to learn the tricks of the trade, some of whom are already entrepreneurs and some of whom are considering embarking on the self employed journey. Not only did Bill tell brutally honest stories about the difficulties of being self employed he also shared some of the joys, hilarious stories about where he started and where he is today, all with a little bit of professional soccer playing thrown in for good measure. Inspiring and thought provoking, the delegates were certainly motivated and ready to take on the world when the event ended. ●



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 Armagh
 BT61 9BS
 T: 028 93 325008

Coleraine Office
 10 Blindgate Street
 Coleraine
 BT52 1EZ
 T: 028 93 325205

Women in Business NI Christmas Networking Dinner



Women in Business NI was joined by over 80 members to help celebrate the festive season and mark the end of a hugely successful year.

2014 saw WIBNI grow its membership to almost 1,100 members, deliver an International Conference and help more business women than ever before make new connections, develop both professionally and personally and ultimately, grow their business.

The Christmas Networking dinner took place in the fabulous surroundings of Belfast's Ulster Hall where a few of Northern Ireland's highly successful business women came together to form a discussion panel. Hosted by Television Personality, Pamela Ballantine, the panel reflected on the year that was, discussed topics making the headlines in 2014 and shared their opinions on a variety of both fun and serious subjects!

The panel featured Heather Boyle, Managing Director of A Slice of Heaven, Cathy Martin, Managing Director of CMPR and Belfast FASHION WEEK and Valerie Gourley, Principal of Valerie Gourley Business Consultancy.

Roseann Kelly, Chief Executive of Women in Business NI said, "It's fantastic to see so many members come together to help mark the end of a very successful year for Women in Business NI. We have such a diverse membership base and it's great to see so many new connections being made at all our events. We are delighted to continue supporting local business women and help them grow their businesses through networking".

Delegates were treated to a round table networking dinner, a marketplace created by WIBNI members, allowing attendees to browse and buy gifts and an evening of fun and celebration! Fabulous prizes were donated by:

Galgorm Resort & Spa
French Vintage Vie
Stella & Dot
Lucy Annabella Organics Ltd.
The Present Tree
Troaire
WIBNI. ●



Women in Business NI Regional Events

Confidence for Life and Public Speaking Masterclass



With Roisin Starkey

With public speaking ranked as the number one fear among many professionals, Women in Business NI enrolled the help of Roisin Starkey, Facilitator of Courses in Public Speaking and Singer, to deliver a series of Masterclasses to help members overcome their anxiety and communicate confidently.

Taking place in both Newry and Belfast, over 60 women took part in interactive sessions which saw members put what they had learned into practice before finishing with an uplifting and fun group singing exercise.

Thoroughly enjoyed by members, one delegate commented, "Roisin was fantastic and I found the session very beneficial in helping me build my confidence. The atmosphere was perfect and I now have great, practical tips to help me improve public speaking. The topic is extremely relevant to Women in Business NI today and I really enjoyed the event".

Leading the Way at Ardtara House

Kicking off the new event schedule in September, over 40 regional members came together at the elegant Ardtara House in Upperlands, Mid-Ulster to be inspired by guest speaker, Tracy Hamilton, Director of Mash Direct. Tracy shared her story of business growth and success and members took part in table discussions and facilitated networking.



Jacqueline McGonigle, WIBNI Regional Ambassador for Mid-Ulster said, "It's great to see so much interest in the Mid-Ulster events and to see the network grow throughout Northern Ireland. Tracy is a fantastic speaker and role model in the business community and was enjoyed by everyone. We're looking forward to continuing with our regional events throughout 2015!"

Networking at Beaufort Interiors



As part of Women in Business NI's goal to reach more members and make events even more accessible to those with varied working schedules, we recently held one of our first Networking Evenings in Beaufort Interiors, Moira. Members had the opportunity to network informally over canapés and wine whilst browsing the interior of the opulent and luxurious setting. Ruth Wilson, Interior Designer & Owner of Beaufort Interiors, enlightened members on her career and success and also ran an intimate session on interior design with delegates.

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Event Round Up 2014

2014 was a hugely successful year for Women in Business NI! Delivering over 50 events and a 3 day International Conference for over 750 business women, we have enabled over 1,000 members to connect, engage, grow their business and develop their careers. Offering continued support to our members, we have provided unique opportunities to hear from leading, world class business women to inspire and motivate, industry experts to provide knowledge and the environment to develop new and existing business connections. Already looking forward to delivering an even larger programme of events in 2015 here's an event round up of what 2014 had to offer!

FEBRUARY

Executive Presence - Do you have the It Factor! Masterclass, Newry

Networking Breakfast, Belfast

Women's Leadership Dinner with WIBNI & CBI, Belfast

In Camera with Minister Simon Hamilton, Belfast

PR Masterclass, Upperlands, Mid - Ulster

Leadership and Entrepreneurship - WIBNI & CMI Joint Event, Belfast

MARCH

Networking Lunch with Martin Naughton Founder and Chair of Glen Dimplex, Newry

Sales Strategy Genius Masterclass, Ballymena

International Women's Day Celebration: Go Women Conference, Portrush

The Art of Business - WIBNI & Arts and Business NI Joint Event, Belfast

Networking Business Lunch, Belfast

APRIL

Networking Happy Hour, Belfast

Networking Evening, Belfast

Leading Change Masterclass, Belfast

Marketing Masterclass, Newry

Essentials for Small Businesses Masterclass, Belfast

MAY

Funding for Business Growth Masterclass, Belfast

Gearing for Growth Masterclass, Belfast

Marketing & Advertising Masterclass, Mid-Ulster

Smart Public Speaking: How to make a success of speaking in public, Belfast

JUNE

Health & Beauty Workshop with Boots, Belfast

Leading on Performance Management Masterclass, Newry

BBQ Quiz Night, Belfast

Managing your Reputation Online, Coleraine

AUGUST

August Networking Breakfast, Belfast

SEPTEMBER

Networking Evening at Hobbs, Belfast

Charity Lunch with Action Medical Research, Belfast

Networking at Beaufort Interiors, Moira

Mentoring for Growth, Belfast

Business Networking Breakfast, Belfast

Leading the Way at Ardtara House, Upperlands

Networking Happy Hour, Belfast

LinkedIn Masterclass - Build Relationships That Drive Results, Newry

OCTOBER

Engage with Entrepreneurship with Bill Wolsey, Belfast

How to Use Instagram and Pinterest for Business, Coleraine

Business Networking Lunch, Belfast

Communications & PR Masterclass, Newry

Funding for Start-Ups... And Beyond with NISP, Belfast

NOVEMBER

Confidence for Life and Public Speaking Masterclass, Newry

Celebrating Marketing Month with CIM & CIPR, Lisburn Road

November Networking Happy Hour, Belfast

Learning to Lead: The Key to Growing your Business, Coleraine

Women in Business NI Awards 2014, Culloden Estate & Spa

Networking Morning, Toome

DECEMBER

Christmas Networking Lunch, Newry

Christmas Networking - Here Come the Girls!, Coleraine

Communicating with Confidence Masterclass, Belfast

Christmas Networking Dinner, Belfast

JANUARY

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For further details and the full job descriptions please see our website. If you have any questions about the roles, please contact Louise O'Driscoll (Louise.O'Driscoll@hsf.com).

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- a law graduate with first-rate academics, ideally with postgraduate legal experience.

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We are interested in hearing from you if you are a qualified England & Wales real estate or England & Wales/Northern Ireland corporate/commercial/funds solicitor with a fantastic CV.

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We are currently recruiting for senior commercial contracts lawyers (at least 3 years' post qualification experience) to develop and expand our commercial contracts capability. The successful candidates will have the opportunity to help design that offering, working closely with the senior management team in Belfast.

WWW.HERBERTSMITHFREEHILLS.COM/CAREERS

porcellana

TILE STUDIO

Porcellana is Belfast's most exclusive Tile & Stone Design Studio. Housed in the impressive Carnegie Building on the Donegall Road, Porcellana opened its doors in October 2012.

The Studio has retained all the original features of the building with high ceilings, pillars and the original Victorian windows which flood the studio with natural light. This iconic building is the perfect home to show old favourites such as travertine and porcelain and of course present new and exciting ranges of tile, porcelain, marble and stone, many of which are exclusive to Porcellana.

Mandy Little and Cathy Fay, owners of Porcellana Tile Studio, have a combined 40 years experience in the tiling industry, source all their products personally and are keen to bring the best Italian designs to Belfast. Having returned from their annual visit to the Tile Show in Bologna, Italy, last September, the girls renovated some of the floors in the Studio to ensure that the latest designs, including patterns, were on show for their Clients to view. They pride themselves on their personal service and enjoy working with their Clients as well as Architects, Interior Designers, Kitchen or Bathroom suppliers to provide a comprehensive, co-ordinated service.

Clients will also be impressed with Porcellana's 'Vision' - a CAD system which allows Clients to view their projects on a screen - this is certainly of benefit to those who find it difficult to visualise their dream kitchen or bathroom. Porcellana's Clients can also avail of a full design service, technical advice and project management if required.



Mandy and Cathy were delighted to be presented with an award at the recent 'Women in Business NI' awards dinner in The Culloden Hotel. The award was in recognition of an outstanding business less than 3 years old which demonstrates high levels of innovation, service and product. The event was attended by the leading Women in Business in Northern Ireland and the calibre of all the finalists was exceptional - Cathy said 'Mandy and I were honoured to be considered and chosen for this prestigious award and have the chance to celebrate with other winners and finalists'.

Porcellana also have dedicated parking so calling to the Studio is easy - telephone for an appointment or just call in - Mandy and Cathy are full of enthusiasm and keen to pass their passion for tiles onto their Clients.



WIBNI Member News

Judi Boyle, Learning Holidays NI



For the past eight years now Northern Island Ltd, a local company, has been bringing over European teenagers to Northern Ireland to perfect their English and stay with local families for 2-3 weeks during the summer.

Visitors come from France, Spain, Italy and Portugal and are normally aged between 12-17 although we have had some clients in their 70s too!

Every year as summer looms large many local families find themselves wondering how to fill the long school holidays and keep their children entertained. We believe that we offer an original way to occupy at least a few of these weeks!

We offer many different opportunities for local families to get involved. The basic

programme involves hosting a boy or girl around the same age as their own, involving the visitor in family life and showing them a little bit of their local area. Showing off our beautiful country is a great way to be proud of our beautiful landscapes and cultural heritage and it is also a great excuse for families to motivate their own kids to visit places in Northern Ireland that they might not have got around to seeing yet!

Of course many of the WIB readers are busy working Mums and entertaining a visitor might not fit in with logistics. In this case we also offer to enroll visiting and host students into a local adventure camp keeping everyone busy all day long!

Our visitors are placed with a local host family who have a boy or girl of a similar age in order that friendships might be formed. In fact we have lost count of the number of boys and girls from Northern Ireland who have indeed kept in contact with their student and gone out to visit them in their country of origin. This is part of what motivates us most: widening cultural horizons and seeing these friendships develop despite a language barrier!

Local families with an interest in golf, tennis, horse riding or sailing are also sought

for those visitors who have an interest in practising one of these sports during their time with us.

There are also limited opportunities for adults to host a young person or adult during the summer or throughout the year.

Really it is fantastic to see how Northern Ireland has developed as a tourist destination since our beginnings in 2007. It is a pleasure to bring over visitors to Northern Ireland and to have them receive such a warm welcome from local people. Of course it is even better when they want to come back again the next summer, and the next!

Northern Island is once again looking for families to take part in the programme in 2015.

In order to be eligible hosts should be available for two or three weeks at any time during the summer holidays.

For further information please look at our dedicated website:
www.nihostfamilies.com

For further photos or any other questions regarding our programmes:
judi@northernisland.net
028 9581 0275 / 07955 232 563
www.facebook.com/nihostfamilies/

Delivering Great Communications – Empowering your Teams



We often think about the need to market our products and services to our existing and potential clients, but how much emphasis do we put on delivering great internal communications to our staff and helping them to understand the direction the business is taking?

Whether you are a business with 1, 10 or 100+ team members, organisations can be most powerful when they clearly define their mission, vision, goals, objectives and values, and subsequently communicate

these on an on-going basis. Your mission is what you do each day; your vision is all about looking ahead, typically 3+ years – this is what gives your mission a long term focus.

Businesses also need to ensure that a process exists to communicate regular updates about what's happening in the business which can range across a breadth of topics including new clients acquired, awards won, ideas that they'd like to hear back from staff and new hires and promotions. This can take place in many ways, from structured emails and newsletters to the more formal 'All Hands' type meetings or informal Breakfast sessions. Equally you can bring more creativity in your messaging

through short informal podcasts or introducing Ideas Boards to the office.

The most successful organisations do not assume that news will be spread by 'osmosis', but rather take a structured approach to defining what their key messages are by defining these in a Communications Plan.

Whether you have built out a clear view of where your business is at and where it is going, or you are in the early stages of trying to determine what direction to take, the New Year is a perfect time to step back and look at your strategy and see does it need to be re-energised or indeed to lay the foundations for a new one.

Great internal communications ensure that all team members feel truly connected to where you are going, understand the role they each play in implementing an organisation's strategy, feel that they can have a 'voice', and ultimately feel empowered to do the best possible job for your business.

Out of the Box I consulting works with organisations of all sizes on building their strategy, ensuring they have the right organisational structure and processes in place and delivering great communications.

For further information, please contact:
Yvonne Mitchell
yvonne@outoftheboxconsulting.co.uk
07771 866 141
<http://uk.linkedin.com/in/outoftheboxconsulting/>

Claire Hunter, Marine hotel in Ballycastle



Claire Hunter, 39, lives in Armoyle with Brian, her dairy farmer husband, and three children. In March 2013 she and Colum McLornan bought the derelict Marine hotel in Ballycastle and reopened same in June 2013.

Claire has also run www.toastabags.ie and www.toastabags.co.uk selling toastabags and related products at trade shows, consumer shows and online for the last 12 years.

2014 has been our first full year in business. It's been full of challenges all of which have been met head on. Michael

Yates, general manager joined us from Connaught hotel in Galway in March 2014. With his wealth of experience in managing sales strategy and booking engines as well as extensive operational and customer service skills we have achieved a successful year against budget.

A number of key events in the tourism year have helped us on our way. The Giro D'Italia Big Start showcased Northern Ireland in the very best light. Ballycastle as a destination received great coverage and the hotel itself was a focus point for cyclists from all over NI as the race passed right outside our door. Footage and promotion of the event internationally has built popularity in cycling this route and we've seen a surge in business in the form of independent cyclists and

the 1500 cyclists who now come annually for the Giant's Causeway Sportive which begins and ends from outside the hotel.

The popularity of Game of Thrones tours have produced great business for everyone in the area while the filming of Dracula puts the North Coast up there as a shoot location. Again, Ballycastle and the hotel are right in the centre of the GOT attractions of the Dark Hedges, Murlough Bay and Ballintoy Harbour.

One of the challenges we've faced is the lead in time for weddings and group business. Having put a sales strategy in place over the last 18 months we are now reaping the benefits of our hard work by picking up tour group series and budgeted wedding numbers for 2015, 2016 and 2017.

Other achievements in the hotel this year include the Marine hotel becoming the only hotel in NI to be fully compliant and recognised by the coeliac societies of UK and Ireland where our menu is over 75% GF. Antony Worrall Thompson presented us with a 'highly commended certificate' for serving great freefrom food - at the inaugural FreeFrom Eating Out Awards 2014.

Running a seasonal coastal hotel in a small community will always have its challenges, from a sales, staffing pool and overheads point of view but we are pleased to announce the refurbishment of 15 of our bedrooms this January and we'll continue to welcome local, national and international guests with great local food, service and accommodation.

At your time of reading I will have produced Baby Hunter number 4, due on the 22 January so 2014 has been a busy year all round.

See www.marinehotelballycastle.com

Your Home. Your Choice. Propertyhop one of the newest online estate agencies.



As a Women in Business NI member you probably run your own business already, which means you are most likely organised, personable, multi tasking and pretty clued in on how business transactions work. So if you were going to sell your house how much help do you think you would need from an estate agent?

Propertyhop is one of the newest online estate agencies in Northern Ireland. Our aim is to give home owners more choice in how they sell their house. Did you know that

95% of people go straight to Propertynews when house hunting? Gone are the days of traipsing around estate agency windows and collecting brochures. And when you sold your last house did your estate agent do all your viewings or did you do most of them?

At Propertyhop our 'shopping list' type menu enables you to pick and choose which options you want to pay for and which parts you are happy to do yourself. Most people prefer to do their own viewings. Not

everyone wants a For Sale board. If you bought your house less than 10 years ago you won't need another EPC. With today's digital cameras anyone can take great shots of their rooms, you just need some guidance on how to make the most of your pictures. Clever women (and men) do not need an estate agent to do many of the aspects of house selling, so why pay the hefty fees for services you don't need? At Propertyhop we are always there to help and guide you through the process and will certainly take over any of the aspects as and when you need the help.

As a special offer to all Women in Business NI members we are offering 2 things – firstly, if you sell a property through Propertyhop we will give 10% discount off your total fees, just mention this magazine article. Secondly, if you recommend a friend to Propertyhop and they subsequently sell a property through us, using selling option 2 or 3, we will give you a £50 voucher for a shop of your choice - just make sure they mention your name and this magazine article.

Your Home. Your Choice.
Call Lisa or Fiona on 028 9060 0333
to find out more or check out our website
www.propertyhop.co.uk

WIBNI Member Profiles

Caroline Prunty

Women in the Law – Millar McCall Wylie



Member, Caroline Prunty, is described by the Legal 500 as 'one of the most commercially minded lawyers in Northern Ireland' who 'continually delivers outstanding results'.

Caroline started her career in 1990 and since that time Caroline has risen through the ranks to Head of Commercial Litigation. Caroline is also now a Senior Partner within Millar McCall Wylie, a leading regional law firm, and a firm which has come a long way since its inception in 1996. The firm boasts a wide array of

female talent which in addition to Caroline includes Julie Byers who's family practice recently received a Corporate INTL Award for Family Law Firm of the Year and Senior Associate Abbie Long who specialises in Commercial Property and Media Law. Other members of the wider team include Pamela Charters, a specialist in Wills and Residential Property and Laura Henderson of the Litigation team. ●



Angela Bennett



Angela is the financial director of Belfast-based Fire & Security Alarm Company, Diamond Systems.

Since joining the family business as Financial Director in 2008, Angela Bennett has seen the company grow from strength to strength as they continually evolve to meet the ever-changing industry demands.

Now in its second generation, the family owned and operated business, based in Belfast's Harbour Estate offers a complete solution for all electronic fire and security requirements. Diamond Systems designs, installs, commissions and maintains a full-range of products including fire and intruder detection and alarm systems, IP CCTV, access control as well as emergency communication and refuge.

Catering to a vast selection of customers from small domestic systems through to large shopping centres and entertainment venues, Diamond Systems, is proud to have delivered a number of prestigious

projects including The Odyssey, The Ulster Museum and Cardiff Millennium Stadium.

Having previously worked as an accountant with Grant Thornton for 6 years, and qualifying as a Chartered Accountant in 2005, Angela brought much experience to her new role in the family company. Working alongside her brother, Managing Director, Steve Snoddon, Angela is responsible for the administrative, human resources and financial aspects of the business, including environmental compliance.

"It's great to be able to carry on the family business into its second generation as it has always been part of my life from a very early age. Although at times it can be challenging, it is definitely a very rewarding and satisfying experience."

Heading into 2015 the future looks bright for Diamond Systems with continued company growth on the horizon. "It is great to be in a position to create new positions of employment and we hope to grow the business within Northern Ireland and even beyond into ROI and GB," explains Angela.

Angela joined WIBNI in 2014 to network with other female professionals and business owners.

You can connect with Angela on LinkedIn at uk.linkedin.com/in/angelabennett ●

Catriona Carmody



Catriona Carmody, Business Adviser, Bank of Ireland UK
I am a Business Adviser with Bank of Ireland UK based in High Street, Belfast.

I have a varied and exciting role managing a portfolio of business customers and developing new relationships with businesses to help them achieve their goals.

One of the things I love most about my job is that I am able to work with local Start Up businesses and see them develop and grow into

fully trading business. I consider myself as the virtual partner of the businesses in my portfolio and I pro-actively look for ways where I can provide support to each business, whether it's to help fund expansion or growth, or manage currency risk whilst trading in Republic of Ireland or further afield.

Recently I helped a business that was looking to expand by setting up a base in the Republic of Ireland. I was able to provide key funding to assist with the acquisition of an existing business in ROI and introduce the customer to the Bank of Ireland UK's local Global Markets team who ensured the company's foreign exchange risk was managed appropriately.

I see great benefit being involved with WIB, especially through networking opportunities. I would encourage other colleagues to get involved for both business and personal development.

If anyone would be interested in talking to me about my role or how I can help you, feel free to contact me on 028 9043 3355.

Clare Mullin



Edenmore Golf Country Club is a family run business situated just outside Moira. Situated in 110 acres of stunning

parkland the 18 hole golf course is complimented with a gymnasium and spa, a thriving restaurant, an indoor golf studio and a variety of event rooms suitable for weddings, conferences, meetings, events and private dinners.

My background in event co-ordination and sales in a similar environment led perfectly to the position of Conference &

Events Manager at Edenmore, overseeing events and the sales and marketing of the facility with a particular focus on corporate accounts and weddings. Edenmore had a fantastic team in place already and it's been a pleasure to join it! I'm looking forward to an exciting 2015 with various developments on the horizon!

I didn't hesitate in joining Women in Business NI - it's a fantastic network to be a part of with informative yet, enjoyable events, the opportunity to meet a large variety of women from various industries and great marketing opportunities! I look forward to hosting a Women in Business NI masterclass at Edenmore in May. ●

Getting equality right is essential

Dr Evelyn Collins CBE, Chief Executive, Equality Commission NI



Although women make up almost half of the Northern Ireland workforce, leave school with better qualifications than men, and are more likely than men to enter further and higher education, they still face many inequalities in employment.

If we are to tackle persistent areas of inequality there are structural and policy issues which have to be confronted. These include better child care provisions, a culture of proper work-life balance at all levels of business, and a determined challenge to persistent stereotypical assumptions which still exclude and discriminate against women.

It continues to be the case that, of the large number of calls the Equality Commission receives from women who feel that they have been discriminated against; the most common ground of complaint is that they have suffered discrimination because of pregnancy or maternity.

Helping employers to get equality right is core business for the Equality Commission, but it is also of great benefit to all businesses. Those who have built equality of opportunity into their ethos, who have taken the time to put policies and procedures in place, can attest to the positive impact this has had on their business.

The Commission focuses considerable resources on meeting the needs of employers because getting equality right in the workplace is essential, both for our goals and for the business community itself. We provide free and confidential support and expertise to help with all equality related issues. Our training and advice includes compliance with equality legislation, how to avoid discriminatory practices and also the development of proactive policies promoting good practice and positive action strategies.

The Commission is a resource to be used by all employers and we would encourage everyone to avail of our information and advisory services so as to make Northern Ireland a fairer and better place to work.

The Commission can be contacted through our advice line on 028 890 890 or on our website at www.equalityni.org

Equality Commission

FOR NORTHERN IRELAND

Ulster University Business School Celebrates its 40th Anniversary

In 2015 the Ulster University will celebrate 40 years of providing business education in Northern Ireland. A year-long programme of events, both social and academic, is planned and the organisers are keen to keep as many alumni as possible informed and invited to the celebrations. There are potentially 60,000 of you out there!

If you were an under-graduate or post-graduate at the Ulster University, in Jordanstown, Belfast, Coleraine or Magee from 1975 onwards and pursued a Business related course such as Accounting, Finance, Hospitality, Tourism, Marketing, Entrepreneurship, Human Resource Management or International Business then please register at:

www.business.ulster.ac.uk/forty

Our alumni have helped make the Ulster University Business School one of the most successful and highly regarded schools in the UK and we would like to be able to include everyone in our celebrations.

Please register now!



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WIBNI New Members

Kate McKeogh

Personal Styling



Having trained at Nicky Hambleton-Jones Style Academy in London and with over 20 years experience in the Beauty and Fashion industry, Kate is perfectly placed to give you and your wardrobe that perfect New Year tonic.

But why a Personal Stylist you may ask. Have you ever looked at your bulging wardrobe and said "I have nothing to wear"? Have you ever spent frustrating hours shopping for an outfit and either bought something you did not really want or like, or indeed bought nothing? This is where a Personal Stylist can help.

After an initial consultation to understand the style that best suits you and your body shape, Kate can revamp your wardrobe, matching outfits and accessories you would never have considered and helping you free up that all important space, so that the morning rush to choose an outfit becomes easier, faster and so much less stressful.

Kate can also take the "pain" out of those shopping trips by helping source what's missing from your wardrobe, find the perfect outfit that you were looking for, or indeed refresh you for the coming season.

"Looking good" in business helps you "be good" in business, and as Rachel Zoe once said: "Style is a way to say who you are without having to speak"

For information on styling services or with any other fashion queries please contact me on 07436 033 522 or email Kate at: kate@kmpersonalstyling.com ●

Lorna McAlpine

STEM Business Co-ordinator



Lorna McAlpine has worked in Business and Education for over 30 years and is currently seconded to the role of STEM Business Co-ordinator from her post as a Senior Development Officer in the Northern Ireland Council for Integrated Education. STEM stands for Science, Technology, Engineering and Mathematics and is regarded as a key skill area for the economic growth of Northern Ireland. However it is also an area where women hold only 25 per cent of the posts.

Her work for the STEM Business group, in support of the Success through STEM strategy, has included the publishing of a report entitled 'Addressing

Gender Balance- Reaping the Gender Dividend in STEM', working with the Equality Commission, the launching of a STEM Charter to enable employers to demonstrate their commitment to equality in STEM and the setting up of a network for STEM Employers to examine the 22 good practice guidelines in the report.

To further encourage young people, especially young women, to take up STEM course and careers Lorna has worked with the main daily newspapers in Northern to produce several STEM supplements, which have been very received, by parents, teachers and students.

Information about the gender report, the STEM Charter and network are all available on the Equality Commission website: www.equalityni.org/STEM
T: 028 9090 5378
E: lorna.mcalpine@stembusinessgroupni.com ●

Partner News

Almac crowned overall Ulster Bank Business Achiever

Craigavon pharmaceutical development company Almac has been crowned overall winner in this year's Ulster Bank Business Achievers Awards at the final at the Mansion House in Dublin.

It's the fourth successive time that a Northern Ireland company has won the accolade, this year beating off competition from a record number of entries from across the island of Ireland.

Two other Craigavon headquartered companies also enjoyed success at the national awards final. Avondale Foods was the all-island winner of the Food and Drink Award while Janet McCollum, Chief Executive of Moy Park, won a Judges' Special Recognition Award for her achievements.

The judges felt that Almac was the stand out company of the finalists noting its state-of-the-art drug discovery, world leading cancer diagnostics, research and development and support of global clinical trials. Employing 3,500 staff worldwide and with a turnover of £350m, the Almac Group was described as "truly a global leader in its field".

Family owned Avondale Foods, which celebrates its 50th birthday next year is a leading Irish and

UK manufacturer of coleslaw, side salads and chilled products, which employs 400.

Chief Executive of Moy Park Janet McCollum was singled out for her "extraordinary" achievements with a Judges Special Recognition Award. After joining the company in 1993 as European Accountant, she progressed to the Executive Board as Group Finance Director within six years and took up the position of Chief Executive Officer in January 2014.

Ellvena Graham, Head of Ulster Bank Northern Ireland, said: "The Ulster Bank Business Achievers Awards are a highlight of our calendar in Ulster Bank. It gives us the opportunity to recognise and reward great innovation and also gives us the opportunity to meet exceptionally talented people.

Ulster has traditionally punched above its weight in these awards and it's great news

that Almac is keeping the title of Overall Business Achiever in the region for another year. Congratulations to Almac and also to Avondale Foods and Janet McCollum, of Moy Park on their wonderful achievements."

The awards are run in association with Invest Northern Ireland, InterTradeIreland, the Belfast Telegraph and SmallBusinessCan.com. The companies were judged on a variety of merits including financial performance, company milestones and achievements, future strategy for business people and the business and the development of innovative products and services.

More information is available at www.businessachieversaward.com

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email businesswomencan@ulsterbank.com



Help for what matters

Ulster Bank

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Ulster Bank Limited. Registered in Northern Ireland. Registration Number R733. Registered office: 11-16 Donegall Square East, Belfast BT1 5UB. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority, and entered on the Financial Services Register (Registration Number 122315)

Women in Business NI Annual Feedback Survey

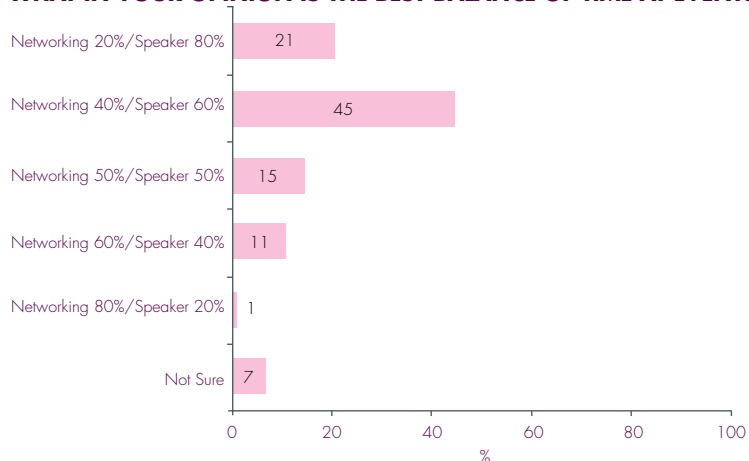
Women in Business NI (WIBNI) is Northern Ireland’s largest and fastest growing network for business women that was established over 12 years ago. The organisation has continued to grow and develop, successfully meeting the needs of our diverse membership base.

Each year we ask our members to complete a short online survey with the aim of understanding how our members’ needs are changing and how WIBNI can respond with appropriate events and support.

SUMMARY OF KEY FINDINGS

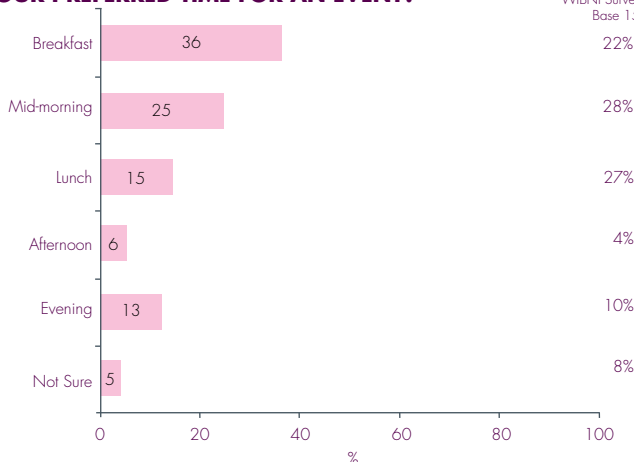
- In a change from 2013 figures, members are more likely to feel that breakfast time (36%) is the preferred time for events to be held for members instead of mid-morning (25%).
- Masterclasses were deemed to be the most important event to members with 56% rating these as quite or very important.
- Respondents believe the monthly e-zine is the most effective way of promoting their business, with 60% rating it to be very effective, followed by the magazine (56%) and website (52%).
- Over the last 12 months WIBNI members were most likely to have experienced business connections (64%), been exposed to inspirational role models (49%) and been involved in confidence building tasks (30%) due to their membership.
- The majority (63%) of members are very satisfied with the balance of the networking versus key speakers at events. The level of satisfaction has slightly risen from 58% in 2013.
- Similar to 2013, masterclasses were thought to be the most effective event in terms of personal development and career development, while business lunches were seen as the most effective for networking and making business connections.
- 38% have gained 1 to 5 new connections via WIBNI in the last 12 months, 20% have gained 5 to 10 new connections and 11% have gained 11 to 20 new connections.

WHAT IN YOUR OPINION IS THE BEST BALANCE OF TIME AT EVENTS?



WHAT IS YOUR PREFERRED TIME FOR AN EVENT?

Base 157: All respondents
WIBNI Survey 2013
Base 156



WHAT OUR MEMBERS SAID:

“I find WIBNI professional and informative while the team are pleasant and helpful.”

“I enjoy the events ran by WIBNI and find them extremely useful.”

“WIBNI provides me with great networking opportunities to help me grow my business.”

The WIBNI Member Survey was carried out by Perceptive Insight. Many thanks to both Maureen Tracey and Emma Lytle for providing a clear, detailed and helpful analysis of the survey findings. www.pimr.co.uk

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

For women who enjoy the sweet smell of success.



www.womeninbusinessni.com

Contact us today to find out more. Tel: 0845 607 6041.

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WIBNI New Board Members

Women in Business NI would like to extend a warm welcome to our new board members Angela Moore, Managing Director of Ravensdale Capital Investments LLC, Aran Blackbourne, Director of Karl Group, Catherine O'Neill, Managing Director of Amelio Group and Sandara Kelso-Robb, Executive Director and Company Secretary of the Lloyds Bank Foundation for Northern Ireland.

ANGELA MOORE



Angela Moore is a very experienced business woman, she holds an MBA and her areas of expertise are marketing and finance. She is a major shareholder in a whiskey distillery in the USA and through Ravensdale Capital has financed many technology start-ups.

She is currently Chair of the North American Board of Friends of the Lyric, a Board member of American Ireland Fund and is also a member of the Advisory Board of Crescent Capital, Belfast and the Irish Global Economic Forum.

Angela is also a board member of Somos Amigos Medical Mission. Somos Amigos Medical Missions run and operates a clinic in the Dominican Republic which was built by Angela and her late husband George. She speaks fluent Spanish and works at this clinic twice a year as a translator for the doctors. ●

ARAN BLACKBOURNE



Aran Blackbourne has been in business for over 25 years within the family owned Karl Group, which covers Property Development, Facility Management, Contracting and Airport Car Parking.

Aran was heavily involved in the delivery of Laganside Courts Complex in Belfast under the Private Finance Initiative and is still responsible for the delivery of the Facility Management of this building for the Northern Ireland Courts Service.

In more recent years Aran led the team that developed Obel, Ireland's tallest building and dealt with the many issues that the property collapse brought upon the business and the family. He has a strong continuing involvement in property and is passionate about creating places to enhance the lives of people by linking properties and investors in the best possible developments.

Outside of the family businesses Aran is a member for the last 4 years of Business in the Community, Arena Network and Vice Chairman of Ballyclare Rugby Football Club. ●

CATHERINE O'NEILL



Catherine is the 25 year old Managing Director of AMELIO Utilities Ltd. Catherine founded Amelio whilst studying at Queens University, Belfast. She graduated from Queen's in 2012 with a first class master's degree in Civil Engineering.

Amelio Utilities Ltd is an engineering firm with particular emphasis on Drainage and Civil Engineering. Amelio focus on giving clients the optimum service, based on solid advice and expertise — and on utilising the most advanced and innovative technology and equipment available.

Amelio currently have offices in Belfast, Dublin & Gloucester and employ over 40 members of staff. Amelio aim to increase their market share of the civil engineering and drainage industry throughout Ireland and the United Kingdom within the coming months/years.

Catherine bases her success to date on being constantly innovative. She is young, enthusiastic and ambitious. She has been pro-active in the face of the current economic downturn and is constantly looking for ways to diversify and grow her business. ●

SANDARA KELSO-ROBB



Sandara has a BA Honors in Design, a Postgraduate Diploma in Marketing and a Masters in Executive Leadership.

She has extensive expertise of the Voluntary Sector and the Social Economy throughout Northern Ireland and further afield. She has served on a range of not-for-profit Boards and Advisory Groups including the Institute of Fundraising, CO3 and at a UK level for the Association of Charitable Foundations, all of which are membership organisations which makes her very keenly aware of the need to provide appropriate support to the often diverse needs of the members.

Sandara is currently Executive Director and Company Secretary of the Lloyds Bank Foundation for Northern Ireland, where she leads on a number of grant-making programmes and sector collaborations and also acts as Strategic Advisor to Giving Northern Ireland where she has developed a wide range of innovative initiatives to increase the level of strategic giving and philanthropy. Simultaneously, she has been Managing Director of Kelso-Robb Consulting for 14 years where she specialises in governance, strategic planning, communications, income generation and sustainability, executive mentoring and is an Associate Lecturer with Ulster University.

Sandara was recently appointed as the Northern Ireland Ambassador for The Diana Awards and is also currently the Chairman of the Northern Ireland Trusts Group. She is co-founder of Give Inc, Ireland's first and largest Giving Circle and plays a key role in championing philanthropy to other potential donors via publications, speaking opportunities and presentations. ●

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

Women in Business NI is a cost effective way of reaching hundreds of potential new contacts.

It is the largest and fastest growing business network for female entrepreneurs and senior business leaders in Northern Ireland with over 1,000 members spread throughout all industry sectors.

The most efficient and effective way to grow your business is through networking - at Women in Business NI our focus is always on networking and ensuring you make those important business

connections that can lead to a sale, a partnership, an opportunity to collaborate. Each month members benefit from business networking events with inspirational speakers, intimate networking breakfast and lunches, masterclasses in a range of topics delivered by industry experts and a range of social networking events. Events are delivered across Northern Ireland giving members the opportunity to make broader business connections.

Become a WIBNI Member...

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

Individual Membership:

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

2 Memberships:

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

3-9 Memberships:

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

10+ Memberships:

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

Member Benefits

- Monthly innovative and topical networking events with key speakers
- Joint events with other business networks
- Facilitated networking at all events
- Masterclasses
- Business lunches
- "2 Minutes of Fame" – opportunity to showcase your business at events
- Free distribution of promotional material at events
- Exhibition stand opportunities
- Information on business training and support programmes
- Free magazine – where members can promote their business
- Members ezine – an opportunity to promote your business
- Interactive website with exclusive members areas

New Members

COMPANY NAME	FULL NAME	COMPANY NAME	FULL NAME	COMPANY NAME	FULL NAME
A Stone Rose	Nicola Bamford	Ju-Tox	Nikita McDermott	Practical People Solutions Ltd	Cathy Doherty
Academy of Professional Physical Arts	Elaine Bailie	Karl Group	Aran Blackbourne	RaffertyHR	Orla Rafferty
Academy of Professional Physical Arts	Sarah Durrant	Kiddiwinkles Care and Learning Centre Ltd	Jill Hessin	Ravensdale Capital	Angela Moore
Action Cancer	Katherine Young	KMK Personal Styling	Kate McKeogh	Soirée Society NI	Claire Hughes
AMELIO Utilities Ltd	Catherine O'Neill	Lady Margaret Hall, University of Oxford	Anna Killough	Specialisterne NI	Sharon Didrichsen
Arthur J Gallagher	Lorraine McCausland	Arthur J Gallagher	Lorraine McCausland	STEM Business Subgroup	Lorna McAlpine
Babycare Nannies	Pauline Smyth	Legacy Wealth	Gillian Rea	The Mann Food Group	Victoria Mann
Belfast City Council	Ronan Cregan	Leisure Industry Academy	Lois Cameron	Utility Warehouse	Heather Neilly
Biteosavour	Jenna Stevenson	Look Crafty Events	Annette Hughes	Verified Background	Cecily O'Dowd Lewis
Bright Young Things Drama	Lisa Duffy	Lucy Annabella Organics	Colleen Harte	Verified Background	Emily O'Dowd Lewis
Business in the Community	Sheila Whelan Duffy	Macklin Group	Sally Gratton	Wilson Nesbitt	Stephanie Donnelly
Cambridge Weight Plan	Deborah Anderson	Magherafelt District Council	Davina McCartney	CORPORATE MEMBERS	
Cathedral Eye Clinic	Clare McCrory	Magherafelt District Council	Jacqui Elliott	Bombardier Aerospace	
Citigroup	Susanna Timoney	Making Great Leaders	Kathy Agnew	Fujitsu	
Claire Savage Editorial	Claire Savage	Making Great Leaders	Arthur J Gallagher	Grand Opera House	
Colour Me Beautiful - Style Consultancy	Judith Millar	Mammoth Brand Agency	Claire Trainor	Lambert Smith Hampton	
Contentissimo	Dean Langasco	MANHD Ltd	Martina Shields	Ross Boyd Ltd	
Deborah Oktar-Campbell Consulting	Deborah Oktar-Campbell	MANHD Ltd	Nicola McAree	WhiteRock Capital Partners	
Emma McNeil Public Relations and Commercial Writing	Emma McNeil	Marine Hotel (Ballycastle) Ltd	Claire Hunter		
EV-U Solutions Ltd	Ana McColgan	McStravick i Ltd.	Aisling McAughey		
Extras NI	Carla Stronge	Mid Ulster Auctions Ltd	Kehly Lennon		
Extras NI	Siobhan Holmes	Mid Ulster Auctions Ltd	Olivia McAleese		
Fujitsu	Beverly Elliott	McStravick i Ltd.	McStravick i Ltd.		
Fujitsu	Emma McCrory	Monavie	Marie McAleavy		
Imagine Flowers	Maureen Roberts	Norbev Limited	Rachel McCann		
IQ Financial	Tanya Martin	Norbev Limited	McStravick i Ltd.		
Jisc Regional Support Centre	Catherine Guy	PA Serv Ltd	Lisa Gorman		

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*Offer available to business users only. Plus £1,734 initial rental. Price shown excludes VAT at 20% and is for a 36 month Contract Hire agreement for a BMW 520d M Sport Saloon Auto, with a contract mileage of 30,000 miles and excess mileage charge of 13.53p per mile. Applies to new vehicles ordered between 1 January and 31 March 2015 and registered by 30 June 2015 (subject to availability). At the end of your agreement you must return the vehicle. Excess mileage, vehicle condition and other charges may be payable. Available subject to status to UK residents aged 18 or over. Guarantees and indemnities may be required. The amount of VAT you can reclaim depends on your business VAT status. Terms and conditions apply. Offer may be varied, withdrawn or extended at any time. Hire provided by BMW Group Corporate Finance. BMW Group Corporate Finance is a trading style of Alphabet (GB) Limited, Europa House, Bartley Way, Hook, Hampshire RG27 9UF. †Test drive subject to applicant status and availability.