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Women in Business NI magazine is published by the Word Works Partnership (Limited). Material in this magazine is not necessarily endorsed by the publisher or WIBNI

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Make the right business connections

**WOMEN
BUSINESS NI**
Making business connections



Join the fastest growing network
for business women in NI

Women in Business NI supports and empowers new and established women owned businesses and women in management positions, by providing information, encouragement and business connections throughout Northern Ireland.

Tel: 0845 607 6041 www.womeninbusinessni.com

Chair's Message



Now that the Ministers are in office we all hope to see some decisive political leadership. Lowering the rate of corporation tax is and has been the big issue with business but there are other things just as important on the agenda.

A streamline government that delivers political and economic stability will no doubt attract inward investment and this coupled with an export lead strategy supported by our financial institutions will be key to economic growth.

While we on the ground continue to grow our businesses and positively impact on the Economy we must keep the pressure on our political representatives to put the economy as their number one priority.

Our economy thrives and grows on the efforts of small business. Northern Ireland depends on small business to be innovative, forward-looking and entrepreneurial. That's why we have called on the banks to be more supportive of our efforts and understanding of our needs. Every sound business plan that is rejected and every overdraft that is cut back preventing investment and growth is a barrier placed in the road to recovery.

I am pleased that see the establishment of The Business Growth Fund which has been established to help the our small and medium-sized enterprises (SMEs) with an annual turnover of around £10 million to £100 million. That is certainly a step forward, but for most of us we continue to depend on our local banks to help us and they need to take a more helpful approach to small business.

Meanwhile the work of Women in Business NI continues and a key goal has been to celebrate the success of Northern Ireland's business women. The Inaugural Women in Business NI Awards will recognize inspirational women who are high achievers in business life. It will also be an encouragement and motivation to younger, aspiring women. It recognizes many women who go about their business quietly and without acclaim but make a valuable contribution to the economic life of Northern Ireland. Full details will be circulated via our website and Media Partner The Irish News so I expect to see lots of applications from our members over the next few months.

Edel Doherty
Chair, Women in Business

AWARDS

Calling all Businesswomen!

A very important date for your diary...

The inaugural
Women in Business NI Awards

Thursday 17th November 2011
Ramada Plaza, Belfast

More information to follow soon at
www.womeninbusinessni.com



We asked you to tell us what you think of Women in BusinessNI - and here's what you said

Thank you to the members who responded to our call for feedback and congratulations to Claire Caughey (Andras House), Lisa Millar (Beauty Culture) and Cathy Dixon (Cunningham Coates Stockbrokers) who each won a voucher for a meal for two at Filini Restaurant Radisson Blu, Belfast.

Overall the survey response was very positive and we have some very clear indicators on what our members like and want more off.

The key reason for joining is to make business connections and WIBNI are delivering this through facilitated networking, the key events and the business lunches which have proved very popular too.

A result we are very pleased with is that 94% of our membership feels they are getting good value for money. In current climates this is crucial for all organisations and we will continue to focus on this for our members.

Some key findings

88% say the main reason for their membership is to make business contacts, 76% to facilitate networking and 70% to participate at events and see key speakers

There are high satisfaction levels with all WIB NI services, with 77% satisfied with business lunches, with 84% satisfied business contacts, 82% satisfied with facilitated networking and 90% of respondents satisfied with WIB NI events and key speakers.

82% are satisfied with the balance of networking / key speakers at events.

In terms of opportunities for members to promote their business, 88% of respondents are aware of the WIB NI website, 86% the ezine and 85% the magazine.

Respondents believe the ezine

to be the most effective way of promoting their business, with 87% rating it as quite or very effective

In relation to website content, members are most interested in the members directory (99%) and 98% in the promotion and booking of events.

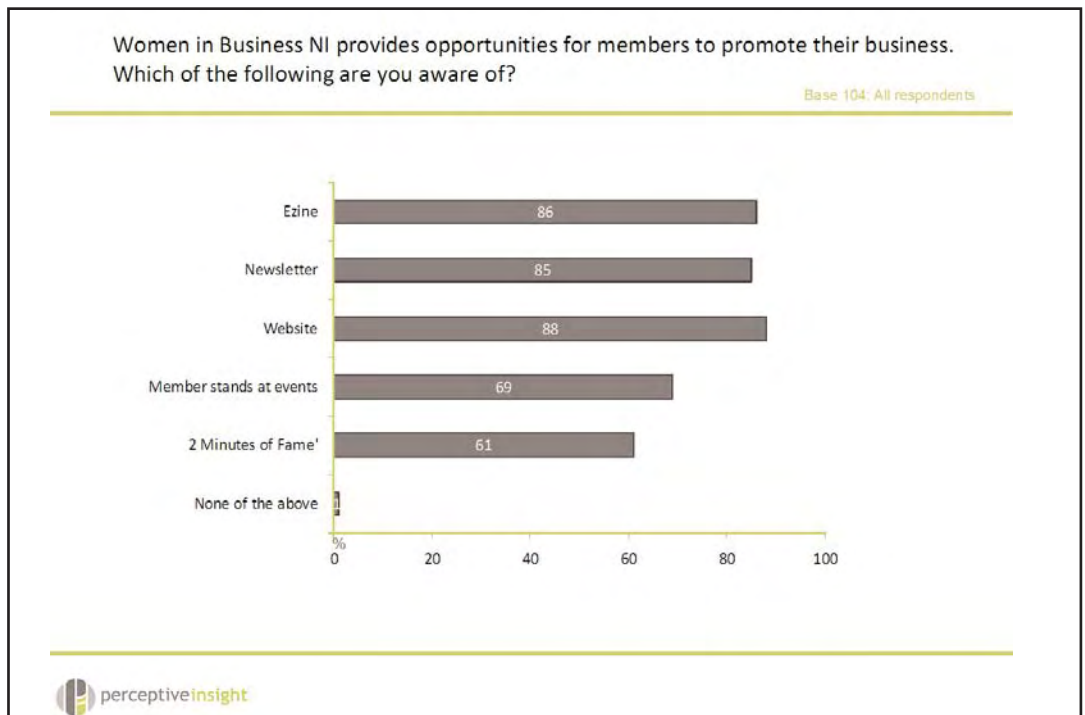
We will endeavour to continue to improve in all areas, in particular we will look at introducing more business lunches or other innovative ways to ensure that business contacts are made.

It is encouraging also that members are aware of the many opportunities available through the network to market their businesses and we will encourage members to avail of these opportunities as they become more and more valuable as our membership and databases grow.

Please remember that we encourage feedback throughout the year and that we are more than happy to get your feedback; good, bad or indifferent at anytime. Contact me on **9022 4006** (roseann@womeninbusinessni.com) or the team on **0845 607 6041** (info@womeninbusinessni.com)

Finally thank you to member Maureen Treacy, Managing Director Perceptive insight www.pmir.co.uk for conducting this survey on our behalf every year.

Roseann Kelly, chief executive Women in Business NI



Julie moves to new pastures



Fond farewell to Julie Fitzsimmons our Business Development Manager who is moving on at the end of June to head up the Sales Team at the Ramada Plaza at Shaws Bridge.

Julie has been an important member of the WIBNI team over the last 12 months and has achieved success in developing the membership base and growing relationships with WIBNI members.

We wish Julie lots of luck in her new role and look forward to working with her at the WIBNI Business Awards on Friday 17th November at the Ramada Plaza, who are the hosting this prestigious event.

If you wish to keep in touch with Julie or would like to arrange a meeting with her at the Ramada Hotel, please contact her at:

Ramada Plaza:
Shaws Bridge
117 Miltown Road
Belfast BT8 7XP
028 9092 3500
Or connect with her on [linkedIN](#)

New WiBNI Buddy System

Women in Business NI have recently introduced a new 'Buddy System'.

WIBNI Buddies provide informal support to other members at monthly events, business lunches or over the phone to encourage others to make the most of their membership like they have- and how to do this.

If you are a new member or simply feel you could benefit from the Buddy System please contact us at info@womeninbusinessni.com or tel: 0845 607 6041.

Equally if you feel that you would like to act as a buddy please contact us.

Your WIBNI Buddies:



Cai Graham

Cai Graham is a photographer based in County Down who covers commercial assignments and weddings & portrait shoots. Cai has been in business since 2006 and

has been a member of women in business for about 3 years. Cai Says "I love the support and advice that the organisation offers. By using the Buddy System, we can help make Women in Business work for you."



Caroline Duffy

Caroline is an experienced Management Consultant and Executive Coach with 15 years experience in both industry and consulting. She currently works as an associate for a

select number of prestigious Consulting Houses alongside her own thriving coaching practice.



Deborah Swain

Deborah works for local IT company Xperience and specialises in CRM software sales (Customer Relationship Management). She also plays a key role in lead

generation for all areas of the business including hardware & infrastructure, accounting software & IT support. She has a degree in Modern Languages and is an avid social networker in her spare time.



Juliana Sloan

Founder of Ireland's exclusively Professional Networking Consultancy - Juliana Sloan Associates. Throughout her career, Juliana has innately practiced the Art of

Connecting, gaining her exceptional links and opportunities.

This idiosyncratic ability - to create and value connections for the benefit of any business or individual has led to the creation of Juliana Sloan Associates.

Juliana resides on the Board of Women in Business NI.



Lisa McCrink

Lisa has nearly ten years of public relations, marketing, online and communication experience, working for a range of companies and is currently the Public

Relations and Sponsorship Manager for Bank of Ireland. Lisa has been a member of Women in Business for over a year and believes that is a vital vehicle through which women can share their professional experiences and encourage other women to develop their career along with their passion for business.



Louise Friel

After 16 years in IT and Telecoms Louise set up Desktop Genie in early 2004, offering IT consultancy and training to small businesses.

Desktop Genie's business management consulting and solutions implementation is aimed at maximizing businesses productivity with particular focus on use of IT in terms of business systems and staff training.



Rosemary Morrison

Rosemary Morrison from Directus Training & Consultancy has worked with start-up & growth businesses for over 8 years. Specialising in marketing & finance she takes a

common sense approach to business development & a personal interest in the success of her clients. Having started her first business aged 24, she has personal experience of food retail, outside catering and business consultancy as well as a foreign holiday letting business which she also currently runs.



Susie McDonnell

Susie is a successful new business development and account manager, with field team management experience within the telecommunication sector for almost 10 years now.

Accustomed to working in fast changing environments on projects from inception, Susie is now working in Tibus, part of the UTV Media Group plc, to establish a new Partner Sales Channel of Resellers and Dealers.



Thana Thammavongsa

Thana is based on the North Coast, chef and owner of event catering business and Thai food specialist: Whoosh Ltd.

She works and networks across the country, enjoys meeting new faces and is a great believer in networking. Joined WIB in 2009 and has since developed a great network of contacts through WIB event attended.



L- R Roseann Kelly, Women in Business NI Ltd, Anne Dargan, Rapid Change Consultancy, Edel Doherty, Barrhead Travel and Chair of WIB NI, Patricia O'Hagan, Core System, Christine Boyle, Lawell Asphalt Ltd, Lesley Hogg, AES, Sharon McKinney, Grafton Recruitment, Aislinn Rice, Andor Technology and Janet Mc Collum, Moy Park

Experienced voices call for INNOVATIVE approach to early learning

by Suzie Fisher, DCP

The Women in Business Leaders' Forum launched and facilitated by WIBNI Ltd on the 12th May has come together to look at ways in which the group can help contribute to the Northern Ireland economy both now and in the future.

The Forum, made up of leading Northern Ireland business women such as Cathy Mc Cory from Grafton, Tracy Hamilton from Mash Direct and Nikki Mc Quillan from The Streat, agreed that a key priority for the group is a policy change that would allow for the "Integration of Entrepreneurship into the Education Curriculum at Primary level".

This is a challenging task but one that the group kept coming back to as a key issue for the long term growth of the NI economy. I am sure everyone will agree that this is a great aspiration for the group and as we are looking for policy change it is at a level that will have a real impact on the future economy of Northern Ireland.

Speaking about the initiative, Patricia O'Hagan of Core Systems said, "Teaching entrepreneurship

at a young age means empowering young people with ambition, desire and self-belief. It is vital that we drive competitiveness and productivity by creating conditions where enterprise and innovation can flourish."

"All career options need to be on the table from the start if they are even to be considered. If a child of five can see themselves as an astronaut, or in my four year old's case, a pop star vet - then there is nothing to stop aspirations such as "most famous, most successful and most brilliant business person in the world!" We just need to make sure the opportunities are presented to our children." Roseann Kelly of WIBNI Ltd.

Roseann continued, "In recognition of this, the UK coalition government has announced new measures to help entrepreneurs from all backgrounds to access capital and sustain business after the start-up phase. While there are a number of important enterprise education initiatives aimed at young people, these tend to be aimed at post-primary level.

In order to capitalise on this initiative in the

future, it is critical that we introduce young people to the concept at an early age to stimulate their imagination and self-belief. We strongly believe that if this was supported by Government and industry bodies, we could see an increase in the number of young people actively pursuing their own business dreams.

"Many people have aspirations to run their own business, but just nine per cent of business employer owners/co-owners across the UK are aged under 35.

"The Women in Business Leadership Forum has made contact with Dr John Kelly who has undertaken local pilot studies with Brian Cummings of Stranmillis College on enterprise and has published a paper *EntreBRAINeur* which investigates entrepreneurial learning preferences. He will address our next meeting and help shape our campaign to influence policy at the highest levels which could then help drive future economic regeneration and initiatives," she added.



The Positive Exploitation Membership Programme

Plan to put **your** membership to work

Women in Business NI offers members a substantial list of valuable marketing and business opportunities in the form of member benefits. These benefits offer members the ideal platform to market themselves, their services and their products to a wide and growing audience of potential business contacts.

Benefits are there to be positively exploited for self advantage by members they are offered to assist members in growing their business and encouraging a more effective and profitable outcome from membership.

At Women in Business NI we encourage positive exploitation of benefits and below are ways to take advantage and maximise your membership fully.

Benefits Exploitation Activity

Monthly Events

Women in Business NI events are held on a monthly basis. All of our events have keynote speakers, talking on a wide range of subject from Motivational Speakers, Business and Finance topics, with facilitated networking at all of the events. Study the events schedule and identify events you wish to attend.

- Register in advance for events to guarantee your place.
- Include as a key activity in your Promotion/Sales Plan.
- Be proactive and network with other members at the event.
- Have a target of at least 5 new business contacts per event.
- Follow up all new business contacts and a build data base.
- Provide WIB NI with promotional material for member display and distribution.
- Take a good quantity of business cards to all events.
- Sign up to Two minutes of Fame opportunity if available.
- Free stands where available.

Monthly Business Lunches

The ideal platform for networking and connecting with like-minded business women in an intimate and informal setting, small groups of 16 – 20 members. Study the business lunch schedule and identify the lunch you wish to attend.

Email WIB NI to request a place at the Business Lunch. (please note these lunches have limited spaces and are served on first come first served basis)

- Have a target of at least three new business contacts at the lunch.
- Follow up all new business contacts and build data base.
- Send introductory correspondence to all attendees on the guest list.
- Don't forget your business cards.

Members Ezine – Every 6 weeks

Sent to over 2,000 business contacts, including 460 Women in Business NI Members.

- Look out for WIB NI email requesting for member articles for the ezine.
- Forward the article, including image and graphics to WIB NI.
- To maximise this opportunity further create a schedule of articles for placement in all ezines...remember repetition encourages brand awareness.
- Encourage interaction in your articles, for example directing readers to your website through a competition.

Magazine – quarterly

Mailed to over 2,500 business contacts, including 460 Women in Business NI Members

- Look out for WIB NI email requesting for member articles for the newsletter.
- Promote your business and book your space promptly.
- If you miss out on a space, book your space for the next Newsletter.
- Enhance your profile/article with an advertisement,
- Include special offers in your article to catch attention and direct readers to your website

Women in Business NI Website

www.womeninbusinessni.com

- Creating a Weekly Forum, get members talking about your business, service or product.
- Creating a member to member offer and refreshing it on a regular basis.
- Developing your network by searching the online member's directory for useful contacts.
- Checking out the Business Resource Centre for informative business documents.
- Adding a document to the Business Resource Centre.
- Submitting news articles for WIB NI Other News Section
- Submitting event dates for WIB NI Other Events Section.
- Submit PR stories and special promotions.
- Take a button linked to your website at reduced rate.

Exploitation key tips

- Develop a Membership Plan, including objectives and outcomes
- Discuss ways to maximise your membership with WIB NI
- Be proactive, consider all opportunities...create own opportunities.
- Take advantage of benefits offered and keep ahead of the game.
- Take action...take a chance...take initiative!



Join Women in Business NI on or before the 31st July 2011 and you will be entered into a prize draw to win **two months free membership** to the fantastic Spa at the Culloden courtesy of Hastings Hotels.

The winner will be announced in August 2011.

Membership of WIBNI is £120 per year and joining is simple; go online at: www.womeninbusinessni.com or print off the application form (also located on the website) and post in with a cheque to

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

If you require further information on this offer or on WIBNI membership please call 0845 607 6041


THE SPA
AT CULLODEN

WOMEN
BUSINESS NI
Making business connections

Masterclass Series 2011



Heather Major, BITC Julie Fitzsimmons, WIBNI Brian Adgey The Linen Hall Library, and Lyle English, CCS Training Services

The WIBNI Masterclass series 2011 kicked off with 'Cash Flow Management Masterclass' presented by WIBNI Partners Deloitte on Tuesday 25 January.

In February WIBNI member Cathy Martin of CMPR presented the hugely popular 'Big Headlines for Small Businesses' masterclass, followed by the 'Selling Made Simple' workshop at Linen Hall Library, Belfast in March. This workshop was presented by Lyle English and Co-hosted by Women in Business NI, Business in the Community, CCS Training Services, and sponsored by ESB Independent Energy.

April saw the 'Straight Forward Business Masterclass' delivered by WIBNI Partners Northern Bank, which was part of the successful WIBNI Connections Week 2011. Elaine McKeown of Elaine Marketing rounded up the Masterclasses series with an interactive Marketing Masterclass in May which was designed to help members recognize the importance of marketing to achieve sustainable growth.

Business Lunch Series 2011

Women in Business NI would like to extend thanks to the hotels and venues that have

supported our Business Lunches so far in 2011:

- January – **Ten Square Hotel**
- February – **Merchant Hotel**
- March – **Holiday Inn**
- April – **Ramada Hotel**
- May – **Queens University**
- June – **Malone Lodge Hotel**

The Business Lunch series designed to allow for smaller groups to network in an informal way has been a fabulous success with all lunches booked out. Look out for our series of dates next year and get booking.



“Great event, high calibre speakers. Well done.”

Dolores Visher, DVPR

WIBNI Business Forum 2011 Stranmillis University College



Stranmillis University College was the elegant venue for this year's Business Forum on the 19 May, which was supported by Invest NI, McNeill business travel and Stranmillis University College. The fully booked event of 150 members had a busy agenda, enjoying inspirational speakers: Valerie Pierce, Aislinn Rice, Rosemary Morrison and keynote speakers Grainne Kelly and Alyson Hogg, 60 seconds of fame, a networking session and a buffet lunch.

Alyson Hogg, former TV presenter, and now the force behind the Vita Liberata beauty brand, began her online and retail success journey 8 years ago. She's now known as 'the tan lady', with celebrities, Sienna Miller, Jude Law, and the official X Factor brand as major clients. For those of us who are waiting for that 'big break', it is with refreshing honesty that



Aislinn Rice, Andor Technology Sales Director

Alyson explains it took her around 8-10 years to get an idea developed to on-the-shelf selling. Recent rebranding and investing in an ad campaign transformed the business. Alyson believes success takes 'flexibility, tenacity, determination, and most of all vision'.

Vision is not something Valerie Pierce is short off. Founder of 'Clear Critical Thinking', she created this programme over 10 years ago to develop better work practices. The idea behind it is for our thinking to remain clear in order to get what we want to achieve. So far so good! Valerie's fascinating talk, using first-hand experiences in an amusing and thought provoking manner, showed us how to turn a negative situation into a positive, and encouraged an interactive approach to help members appreciate her philosophy, and take home, as Valerie's slogan maintains, 'thinking that is sharper, leaner and one step ahead'.

Last but certainly not least on the morning agenda, Rosemary Morrison of Directus, business training and consultancy held an informative seminar on the value of branding, and touched on, the effect of branding, brand loyalty, the importance of protecting your brand and the importance of market research. Rosemary concluded with three steps to great branding: do a SWOT analyses on your business, deliver what you promise, and, match your brand value to your customer.

Aislinn Rice, having joined Andor Technologies in 2004, is now head of international sales and responsible for a team of over 50 staff across 40 countries. Early in her career she was going to a business meeting in San Jose, ended up in Porto Rico, and now known as the Costa Rican Queen, she says 'embrace those times when things don't go



Valerie Pierce

your way! Benefiting from many mentors and years of experience, Aislinn believes if you, 'lead with intent, inspire through passion' and surround yourself with talented people this will reap rewards.

Keynote speaker Grainne Kelly owned a successful travel counsellors franchise, before inventing the Bubblebum in 2009, the world's first inflatable car booster seat for children. She single-handedly co-ordinated the manufacture, design, IP protection and crash testing of the product before setting up her sales force to enable global distribution. Bubblebum is now available for sale in over 17 countries and its founder was voted Belfast Telegraph NI Business Woman of the Year 2010-11.

**by Elaine McComb,
Elaine McComb Editorial. 9048 2754**

“Get on board” say Northern Ireland’s businesswomen



l-r Joanne Stuart IOD, Edel Doherty Chair of WIBNI, Pauline Quigley Vodafone and Lynda Bryans.

Two hundred and fifty of Northern Ireland’s female business leaders attending a Women’s Leadership Conference in Belfast have agreed that there is a need for more women to apply to positions on Boards. Delegates feel that even if Lord Davies’ recent report had recommended imposing quotas for the number of women on boards, this action alone would not redress the low numbers. One key concern was that highly qualified and extremely talented women were simply not applying.

The Women’s Leadership Conference was supported by Vodafone and organised by the Institute of Directors and Women in Business NI. Prior to the conference, Eileen Mullan of Strictly Boardroom, carried out a survey on the obstacles to women achieving boardroom positions. The results showed that 68% of respondents had not applied for a board position in the past five years, yet 74.5% of those who did apply were successful in being appointed.

The reasons respondents gave for not applying included time constraints and family commitments, and a lack of confidence that they had the right experience and qualifications for the role.

Eileen Mullan says “The research clearly shows that where women apply, women succeed. However more work needs to be done to engage and encourage them to do so. There are many challenges and barriers with the current Public Appointments process in Northern Ireland. Reform is needed if we are to truly get greater diversity on our public boards.”

At the conference itself, delegates were given the opportunity to discuss how to overcome the perceived obstacles to women achieving board positions. The delegates agreed that more women need to be encouraged to apply for board positions. Hearing from the experiences of people who have already served on boards would help increase women’s confidence that they have the skills and abilities to sit on a board, while mentoring and coaching would address specific concerns.

Employers could help women by allowing them the flexibility in their working arrangements to take up external board roles; the business case for doing so includes the new experience and knowledge that will be brought back into the organisation.

Chairman of the IoD in Northern Ireland, Joanne Stuart, points out that the Institute’s members have access to a huge network of experienced business leaders: “IoD members can tap into a wealth of expertise through networking and our Young Directors mentoring scheme. And of course we have a track record of over 100 years of providing high quality training and professional development for generations of business leaders.”

Edel Doherty, Chair of Women in Business NI, says that “by continuing to provide innovative and effective business support to our members we will encourage women to participate in all aspects of business growth and development including joining public boards and forming Boards for their own businesses.”

The businesses of fifteen local women were showcased at the conference in a marketplace format sponsored by Invest Northern Ireland. The stallholders had the opportunity to meet the other businesswomen and discuss their companies with them.

Growth through Mentoring joint event with Business in the Community



What better way to spend a lunch-time, than to sit in the grand surroundings of the Harbour Commissioners office listening to words of wisdom from three successful business women, and, then encouraging feedback from three Women in Business members on Business in the Community's Connections programme.

The fully booked, Growth through Mentoring event with Business in the Community, had this in store and much more!

Eleanor Roosevelt once said, "A great leader inspires people to have confidence in themselves", and the panel of successful business-management mentors:

Margaret Colton, Sales & Marketing Manager with ESB Electric Ireland and a professional commercial marketer; Rose Mary Stalker, Group Operations Director with McMullen's Architectural Systems and a business leader with multi-national experience, and Patricia O'Hagan, Managing Director of Core Systems with over 20 years' experience in the IT industry, provided inspiration in abundance.

From hearing their diverse career journey's, to having the unique opportunity to pick their brains, they offered first-hand advice on the importance of on the job management training and support, the various ways a small business can market themselves and find their

way through the minefield of large organisations, how taking a risk can pay dividends for your business, and, the importance of having a mentor when you are starting out in business.

Mentoring, a topic high on Heather Major's agenda, presented Business in the Community's Connections' programme. This exciting initiative is designed to bring together the owner of a small to medium business with in-house experts from large companies, to help them address specific development issues.

Heather introduced three Women in Business members who are benefiting from the mentoring support: Christine Boyle of Lawell Asphalt Roofing mentored by Susan Kanane from ESB Independent Energy; Sara Bell of Your Music School, mentored by Mark Walker from Northern Bank, and, Lisa Hamilton of Bailies Auto Refinishers, mentored by Andrew Dobbin from Reach EPS.

All were in agreement that the mentoring was invaluable to the business because their mentor could offer key contacts tailored to them, one-on-one support from 'someone already successful in business' and who 'was on their side', and, were in the position to give an 'outside view' of how they could expand their business.

A resounding successful joint event with Business in the Community, the lunchtime occasion ended on a high with a light lunch and the opportunity to catch up with old business colleagues, and network and connect with other members.

Networking with Northern Ireland Chamber



Ann McGregor, NICC, Mike Dolley, Deputy Director of Campaigning for the Conservative Party and Edel Doherty, chair WIBNI

Women in Business NI and the Northern Ireland Chamber of Commerce held a joint lunch time networking event at the Europa Hotel, Belfast in March 2011. The event began with a welcome introduction from Edel Doherty Chair of Women in Business NI, Ann McGregor Chief Executive NICC and Evelyn Collins Chief Executive Equality Commission. Keynote speaker Mike Dolley, Deputy Director of Campaigning for the Conservative Party delivered a high impact presentation where he described his own experiences of networking within a political context.

Mike highlighted the importance of a well maintained database for effective marketing and communications. Social networking and direct marketing were the most effective methods of delivering the Conservative Party message in 2010 with Mike conceding "If no one spoke to anyone, the world would be a pretty dull place!"

The event also featured both 'speed networking sessions' and a networking lunch where members of both WIB NI and the NICC could browse exhibition stands and network in an informal manor. Overall delegate feedback from the event was very positive with comments such as "the event was the perfect opportunity to make business contacts", "well organised and effective", "useful and insightful" and an "interesting and innovative approach to networking".

WIBNI Connection Week

Connection Week offered Members an opportunity to understand more about what Women in Business NI has to offer and detailed information on all the benefits, demonstrating ways that members can maximise and exploit their membership to their best advantage.

It also provided a platform for facilitated networking for members. As well as the two 'Connect & Exploit Your Membership' Seminars, Connections week included a 'Straightforward Business Masterclass' which was sponsored and hosted by WIBNI partner Northern Bank in their premises at Donegall Square, Belfast.

The masterclass offered members the opportunity to learn about; Assessing Capital,

Working Capital and Cash Management and how to prepare a Business Plan. The Masterclass was a huge success with members who enjoyed the hospitality, networking and knowledge provided by team of financial experts at Northern Bank.

Connections week was rounded up on Friday 15 April with a VIP business lunch hosted by the Ramada Hotel, Belfast.

On arrival guests were invited into the Executive VIP Room for cocktails followed by a show around of the hotel by the General Manager. Next delegates lunched in the Private Dining Room taking the opportunity to network with one another and make valuable business connections.



Event Photography:
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 Email: info@caigrahamphotography.co.uk
 Telephone: 02891853478

Public and private sector need to reap the gender dividend by investing in women

As returning sponsors of Women in Business NI, Jackie Henry from Deloitte explains why capturing women's insight in the workplace and embracing their role as powerful consumers is key to economic growth and competitive advantage in 2011



As governments around the world debate the best policies, regulations, and practices to spur economic growth in 2011 and beyond, they would benefit from giving as much weight to demographics and the vital role women play in driving economic growth as they do to analysing regions and industries, according to a new report published recently by Deloitte, *The Gender Dividend: Making the Business Case for Investing in Women*.

Jackie Henry, Partner at Deloitte Belfast, comments: "Investments in women can yield a significant "gender dividend," both from women as workers and as consumers, as our report identify. This is all about the steady benefit that can accrue from wise, balanced investments in developing women as employees and into leadership roles, as well as understanding women as consumers and their impact on the economy and the bottom line."

According to Deloitte's report, the role women play - or don't play - can affect economic competitiveness. With an ageing population and a shortage of skilled workers looming, economies must be ever more resourceful in making efficient use of all the talent available. Women make up nearly half the working population in many regions around the world, and make a big impact in shaping household spending and consumer choices.

Policies and investments targeted at advancing women will be critical in a global economy that is increasingly dependent on the intangible assets of people, brand, and intellectual property. Planning to realise the gender dividend can be reflected in increased sales, expanded markets, and improved recruitment and retention of key talent. And to achieve the dividend, organisations need the collective perspectives of both men and women, which can lead to better decisions and more effective leadership.

One critical step concerns the involvement of women at leadership level. Whilst many leading

companies will have several women-focused initiatives in place at any given moment, these don't seem to be achieving the goal of consistently moving women into key decision-making and leadership roles – the roles that have the most impact on business success.

"This report shows that failing to capitalise on women as employees, leaders, and consumers, has a real impact on the bottom line and the overall success of an organization," Jackie continues. "To tackle this, investing in women must be taken out of the realm of ideology. Advancing women to more senior roles needs to be viewed as any other business decision – and that involves building a solid business case. When a company proposes to invest in cyber-security or seek to become more vertically integrated or decides to switch to a new technology platform, the impact of the bottom line is always analysed and weighed. Investing in women should follow the same rationale.

"Even then, we see that in many companies, the business case is accepted, it has been followed through with programmes and initiatives to promote and support women, but progress has stalled when it comes to women in the most senior levels of the organisation. We believe that reaping the Gender Dividend demands more deliberate and sustained commitment to make women a seamless part of management. That commitment has to be driven by, and led by, the Board and the executive level. That's why Deloitte's Chairman, David Cruickshank, is one of the business leaders behind the 30% Club, which encourages company leaders to commit to do everything they can to increase the proportion of women on their boards, and to encourage other corporations to do the same."

David Sproul, who took over as chief executive of Deloitte on June 1st of this year, has reinforced Deloitte's commitment to the agenda. Of the fourteen roles on his new Executive, 28% will be

held by women. David comments:

"In our own business, we have had to specifically focus on ensuring a greater proportion of women make it to senior roles. The women in our Partnership make big and valuable contributions to our clients and in leading our people; they definitely also bring a fresh perspective to our business strategy and how we execute it. We have acted to accelerate women into positions where they can make that contribution at the top of our firm. This has demanded regular and sustained intervention by our leadership, championed by the CEO."

"For example, over six years ago we defined a minimum number of Board roles that would be occupied by women. We've already seen women who have had that Board experience progress to senior leadership roles across the firm, including in my new Executive team and important business unit roles across Deloitte. We are now reshaping our Board, as our leadership changes, and expect to double the number of women Board members as that process concludes. This is still work in progress, and keeping it on the agenda is we believe essential to the future impact and success of our firm."

"This report shows that the current operating model in many organisations is to think of talent as a cost and women as a niche group. Companies, including our own firm, can't let up in their focus on moving beyond this mindset, and ensuring that women make their optimum contribution to successful business and wider economic prosperity."

The Gender Dividend: Making the Business Case for Investing in Women, the first in a series, is a road map for constructing the business case for smarter investments in women. The report lays out the core rationale for why governments and organisations must look to women as key to their economic growth. To read the full paper visit www.deloitte.com/genderdividend

Straightforward cash management

By Katherine James Head of Specialist Business, Northern Bank

Effective cash management is essential for every business, no matter how large or how small; but for many businesses, it can seem time consuming and confusing.

Chasing debtors while, at the same time, being careful not to impose harsh conditions that will push them toward competitors; ensuring that creditors are paid on time without paying them too quickly, which could ultimately result in over trading; trying to find the time to process wages and invoices, but without taking away from valuable time that could be spent selling or growing the business in other ways. Sometimes it seems like you are in one of those "Catch 22" situations and just can't win.

But it needn't be like that. With sound and effective financial management and support from your bank, staying on top of your business finances can be a simple process, and at Northern Bank that's our priority - making cash management as straightforward as possible for our business customers; be it through our unrivalled expertise and relationship banking, or use of our industry-leading technologies or financial resources.

Our advisory tool for example, Cash Management Optimisation, can help you to ensure that your cash is working as hard as you are and identify opportunities to optimise your cash flow and minimise costs.

You will be assigned a cash manager who will review your company's purchasing, sales, personnel and liquidity processes and, based on the particular challenges faced by your company, you will be presented with suggestions to help you optimise your processes and keep as much liquidity as possible in your company, while creating resources needed for more.



Invoice Finance, meanwhile, is an example of a financial tool which we provide that, for many businesses, can improve cash flow and release the working capital necessary to fund growth. As a specialist service, invoice finance is often misunderstood but, put simply; it describes a range of financial products that will ease cash flow for most businesses that sell goods and services on credit terms. Invoice finance bridges that gap between the delivery of the goods or service and receipt of payment from the customer.

Instead of having funds tied up in invoices that have yet to be paid, up to 85% of its value can be released to the business. The remaining balance, less charges, is released when their customer pays.

Having access to these funds means that a business doesn't need to miss out on an opportunity because they are awaiting payment, or it can simply ensure sufficient working capital to support day to day running costs.

No business wants to lose sales and profit through a lack of working capital. Much of our work with business clients is to ensure that they don't find themselves missing a business opportunity because of cash flow constraints. Invoice finance also helps fledgling businesses with insufficient trading history to apply for conventional bank facilities.

In spite of the uncertainties of the recent past, many companies in Northern Ireland are making strides forward, encouraged by favourable exchange rates, export potential in new markets, or entrepreneurial flair.

Much is made of Northern Ireland's potential and need for enterprise in order to grow the economy and, if we are to achieve this, our local businesses need to be supported by financial expertise that not only makes funding available, but ensures that working capital is really doing that – working hard for local businesses.

To talk to a member of the Northern Bank team about cash management systems which could support your business contact: Sylvia Robinson, Specialist Business Telephone Direct line **9004 8044**

E Mail: sylvia.robinson@northernbank.co.uk



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COM689

a stitch in time....

by **Cherrie Stewart , Ansons**

If only... It's a pity we didn't... We should have... all words muttered in hindsight and when it comes to the protection of Intellectual Property words which are all too common. If only we had filed a patent application... it's a pity we didn't register our trade mark..., we should have protected our innovation, our invention, our design...

Intellectual Property is an umbrella term which encompasses, among other things, patents, trade marks, design right and copyright. These terms are often confused but, put very simply, a patent could protect the way a product works; design right or design registration could protect the way a product looks; a trade mark would be the element used to distinguish your of the product; and, if we painted a picture of the product, copyright would subsist in the painting.

Every business, large or small, has a trade mark, i.e. a sign which would distinguish their goods or services from the goods or services of another business. Recognition of your trade mark and the reputation or goodwill that subsists in that trade mark can make or break a business. Would Coca cola, Mercedes or Apple continue to be successful if tomorrow they changed their trade mark to one which was unknown?

Many businesses are established to commercialise an invention or innovation, new products are continually being designed and developed and existing products are constantly being improved. If these innovations and invention are not protected it is all too easy for a third party to take advantage.

The old saying is "a stitch in time saves nine", when applied to the subject of Intellectual Property it would read "money spent now saves a lot of trouble in the future".

As it is intangible, Intellectual Property is often overlooked. However, it can be bought and sold just like any other asset and it is often one of the biggest assets a company has.

Patent and Trade Mark Attorneys can help you to protect your Intellectual Property.

Trade Mark attorneys look after the registration and protection of trade marks on behalf of clients. They advise on the filing and prosecution of applications at the UK Intellectual Property Office, European Community Trade Mark Office (OHIM) and throughout the world. They also advise clients on the adoption, correct usage and protection of trade marks.

Patent attorneys meet with clients, discuss the clients' commercial needs for protection of their innovations and subsequently, prepare and file UK, European and International patent applications, as appropriate. They also advise on patent infringement risks that may be associated with bringing a product onto the market.



For a quarter of a century Ansons has been helping to protect the Intellectual Property of Northern Ireland's businesses. Founded by Scotsman Bruce Robertson in 1986, Ansons is Northern Ireland's longest established IP firm. In 2002 the firm formed a strategic alliance with a Dublin based firm of Patent & Trade Mark Attorneys, MacLachlan & Donaldson, thereby enabling the firm to offer its services across the whole of the island of Ireland. Bruce Robertson retired in 2008 and Ansons is now managed by Trade Mark Attorney, and Women in Business Member, Cherrie Stewart who says:-

"For 25 years Ansons has been advising on patent, trade mark and design matters. Word of mouth recommendation has always been, and still is, the basis of our success. Our clients appreciate the service we offer and are happy to recommend us to others. We are looking forward to servicing Northern Ireland's Intellectual Property needs long into the future."

To celebrate their 25th anniversary the management and staff of Ansons are planning to celebrate in style later in the year and will be running a number of Intellectual Property Seminars, the next of which will be held on the 23rd June 2011.

As if celebrating 25 years of being in business was not enough, Ansons moved premises in February of this year from the Upper Newtownards Road to its new location next to Belfast City Hall. "More and more people are becoming aware of the need to protect their Intellectual Property and as it is becoming a central issue we felt that, in order to better meet the needs of the business community, we should be centrally located" says Cherrie, "We love our new offices and the energetic atmosphere of the city centre where we look forward to going from strength to strength for another 25 years".

For further information on the protection of Intellectual Property, or if you wish to attend an Intellectual Property Seminar, please contact Ansons, 4th Floor, Imperial House, 4-10 Donegall Square East, Belfast, BT1 5HD, Northern Ireland. Telephone **028 9065 6103 / 028 9047 1182**, Fax **+44 (0) 28 9023 8338**, e-mail: info@ansons.co.uk website: www.ansons.co.uk

please help me with my difficult presentation **ANXIETY**



Dear Gill,

I have to give a presentation at work in six weeks, but am overwhelmed with anxiety. I know everyone will notice this and think I'm incompetent. What can I do? Yours anxiously, Jean.

Dear Jean,

Public speaking is one of the most feared situations. From the moment you agree to give a presentation, it is common to feel a terrifying nausea in the pit of your stomach. The fact that the talk is six weeks away is of little comfort. It only gives more time for the anxiety to escalate. We tend to imagine that no one else entertains such fears, but about one in twenty of us will undergo performance anxiety at some point in our lives, particularly in the world of business.

Understanding and reducing anxiety

All accomplished public speakers were initially anxious. Why did their anxiety reduce? There's no great secret – just one word – practice.

It might seem logical to avoid anxiety provoking situations, or to use reassurance-type behaviours such as focusing on PowerPoint slides rather than the audience, speaking very rapidly to get the talk over quickly, or grimly steeling oneself to face the audience.

But what are the effects of these reassurance type behaviours on the audience? Poor eye contact may result in boredom and loss of connection, while rapid speech may cause audience frustration. Grimly steeling yourself may result in your appearing aloof, when you're not.

What are the effects of such avoidance on us personally?

Well, if we focus on the slides rather than the audience; avoid eye contact with them and speak rapidly, not only will we give a poor speech but also we are not learning to overcome our anxiety

about public speaking. We are also confirming our belief that public speaking is something to be very anxious about and that there is nothing we can do to feel confident and become skilled. In avoiding frightening situations, conversely we learn fear them all the more.

Behavioural methods of reducing anxiety

Practise is the key. Could you begin by talking into the mirror at first, and/or by recording yourself and playing it back until you get used to the sound of your own voice? You could then ask some friends or colleagues to listen and comment on your talk and make any improvements afterwards. If you need to give more talks or you want to become really proficient, then you could even join a debating group to gain some experience. Or you could attend classes to enable you to develop confidence and acquire assertiveness – we run them here at the Centre.

Anxious thoughts and how to change them

- The audience will notice my shaking hands/ high pitched voice/ dry mouth and think less of me
- I will have a panic attack in front of everyone
- I am being weak, stupid, irrational

Such thoughts escalate our anxiety and when the anxiety escalates the symptoms of anxiety such as trembling hands, high pitched voice and dry mouth escalate too.

We can address these symptoms by changing the anxious thoughts to more realistic ones e.g. 'If


I focus on my anxiety, the symptoms will get worse, so I'm not going to do that. Instead I'll try to focus on the message I need to convey rather than on my anxiety'.

If the irrational thought "Everyone will see me shaking uncontrollably and think I'm incompetent at my job" dominates your mind, you will remain anxious.

An alternative and less anxious way to think about it is, 'Except for professional speakers, everyone is anxious for the first part of any talk. That's normal, and I know that if I concentrate on my anxiety it will escalate, so I'm not going to do that. I have already practised speaking in front of others and I've become reasonably confident. I know the risks of avoiding the audience and of rushing the talk, so I'm not going down that route either. This is a skill I really want to get good at, and to do that I need to come out of my comfort zone and practise. That's what I'm going to do and this talk is an opportunity to do it'.


Thus we can choose to think more balanced thoughts, which reduce our anxiety, rather than irrational thoughts, which increase it. Not initially an easy task, but it is a skill that can be learned through frequent practise.

You may even end up feeling more compassionate towards ourselves – you will have had to come way out of your comfort zone after all, and that takes courage. You can also begin to recognise and take some pride in your innate ability in developing a new and important skill for business success. Few are born with innate confidence; most of us have to acquire it the hard way but that's what makes it all the more satisfying in the end.




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Corporation Tax - how will its change affect your business?



Women in Business Northern Ireland has added its voice to the call for a lower Corporation Tax. Throwing the organisations support behind the recent papers from the Economic Advisory Group and the call from the Chartered Accountants Ulster Society that every business in Northern Ireland supports the move, WiBNI Chair, Edel Doherty, has ensured that your voice will be heard.

Addressing the call for a reduction of Corporation Tax to 12.5%, Women in Business NI Chair, Edel Doherty, said, "We are in full support of the recently published paper from the Economic Advisory Group (EAG) on the 'Impact of a Reduced Corporation Tax' on the Northern Ireland economy. This is an important issue which will have a serious affect on our economy and we need to be aware of the full implications of its introduction.

"I would encourage every Women in Business NI member to read the EAG document - along with other papers and consultations - to inform themselves of what it means to us all."

Speaking on behalf of the EAG, its Chair Kate Barker said: "To fulfil its role in providing independent economic advice to the DETI Minister, the Group commissioned analysis to help estimate the likely economic impact on the Northern Ireland economy of a reduction in the Corporation Tax rate to 12.5%."

She continued, "The Group is convinced that a reduced rate of Corporation Tax would bring major benefits to the Northern Ireland economy. Given the expected boost to employment levels, not just with Foreign Direct Investment (FDI) but with local business, the measure could substantially increase living standards across

Northern Ireland."

"It is the view of the EAG that with this measure, Northern Ireland should be expected to achieve significant convergence toward living standards experienced elsewhere in the UK. Furthermore, with a lower rate of corporation tax, the economy should achieve the necessary rebalancing toward greater private sector activity, with increased productivity levels and export-led growth. It is important to note the 'business-as-usual' option shows that Northern Ireland is forecast to remain significantly below UK living standards."

The EAG Chair pointed out that, "The Group believes that this policy could provide benefits that would accrue not only to businesses but right across society. But the policy is not a silver bullet. As the report also indicates, it needs to be part and parcel of other steps to raise employment, wages and productivity in Northern Ireland."

The Chair also added, "As the report highlights, the ability to retain the yield from other taxes will be an important part of the strategy to help manage any public expenditure consequences and make the policy more affordable for the Northern Ireland Executive / Assembly."

The Chair concluded, "Over the coming weeks the Group will be developing its response to the

HM Treasury consultation paper, drawing on the findings in the paper we are publishing today. EAG would encourage a strong positive response from the NI business community and other stakeholders to the consultation, in order to present a convincing case to the UK Government to devolve these valuable powers to the NI Executive."

The EAG paper on the 'Impact of a Reduced Corporation Tax' on the Northern Ireland economy is available from www.eagni.com.

Edel Doherty added, "I also agree entirely with the Chairman of Chartered Accountants Ulster Society, Michael Black, when he says that the results of the inquiry into corporation tax in Northern Ireland by the Westminster Northern Ireland Affairs Committee, is 'as a careful and balanced analysis of the tax, legal and economic issues'.

"There is no room for complacency and WiBNI will play its part in the call for action."



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With the recent launch of Northern Ireland's very own group buying website, TreatTicket.com, consumers from busy executives to stay-at-home mums can look forward to enjoying feel good treat offers at huge discounts from some of Northern Ireland's top spas, hotels, restaurants and entertainment outlets.

By registering for free with **TreatTicket.com**, people right across Northern Ireland have the opportunity to get fantastic daily treat offers sent directly into their inboxes each day; so even without the pre-recession funds we all once had for treats, it's a fabulous way to sample a luxury lifestyle, but at a hugely discounted rate which works for the pocket!

Businesses too can benefit by signing up to offer discounted treats to a whole new range of potential customers, indeed the directors believe that TreatTicket should be an integral element to any company's marketing mix as it opens up business to potentially thousands of people through the daily emails, a heavy online presence and social media marketing which the company will be involved in.

Managing Director for Treat Ticket Mary McCall, said: "Everyone's lives are so busy these days so we really need to make the time to relax and enjoy ourselves. Austerity is in fashion and money is tight, plus our local businesses need the people of Northern Ireland to support them - so TreatTicket works for everyone."

So, whether it's a deluxe salon haircut, manicure and massage combo for just £24.00, a discounted meal at one of Northern Ireland's top restaurants or a day out with the family at a great selection of venues throughout Northern Ireland, TreatTicket.com is the place to go to.

With lots of partners right across the entertainment and hospitality sectors, as well as a sign up process that's completely free with no obligation to ever buy a treat, it's the perfect choice for busy mums or business executives alike. And the choice of offers makes gift-buying easier too.

To sign up to Treat Ticket, log on to www.treatticket.com and start treating yourself a little more – while your pocket stays happy.

Elegant, chic and graceful...and that's just the horses!



Lynn Beggs, Zara Beggs & Kerri Girvin

For the second year in a row The Down Royal Afternoon Teas brought fashionable flair to the May Day race meeting this year. Adding to the already decadent and indulgence feel of race day, chic boutique Candy Plum, which is located in Hillsborough, showcased the hottest spring summer looks on some of Ireland's top models, while guests enjoyed a traditional pre-race afternoon tea.

While savouring lavish nibbles and various teas, guests had a giggle, filled up on food and drinks and unwound before the stress of the races. Pamela Ballentine was on hand to shed light on the racing system and gave guests her top tips on how to fill in their betting card. To top off this fabulous afternoon, Franca Robinson was awarded Candy Plum's 'most stylish' title

and won an incredible £250 Candy Plum voucher.

Manager of Down Royal, Mike Todd, said, "I am delighted that for the second year in a row we gave guests the thrill of brand new, eye catching fashion coupled with exhilarating racing. The blissful sunshine gave this May Day meeting the perfect summer excitement, and there was a real style buzz in the air as ladies donned their new summer attire! Candy Plum's styling was fabulous as always, and my staff were on hand to cater to each lady's every whim, another winning combination for the perfect day at the races."

For more information on the next Down Royal meeting visit www.downroyal.com



Andrea Brown & Claire Brown



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Exploring Enterprise Short Course



Business woman Lisa Rice helps participants from the Exploring Enterprise programme at Belfast Met, during a residential workshop focusing on stress management and relaxation techniques.

Exploring Enterprise is an innovative programme aimed at helping people progress into employment or self employment and is free to eligible participants.

The course covers a range of topics and necessary skills such as developing professional confidence, business insight, marketing, networking and employability skills. It also provides opportunities to learn from local entrepreneurs and visit business support organisations.

The Exploring Enterprise programme is part financed by the European Social Fund and the Department for Employment and learning under the Northern Ireland ESF Programme 2007 -13.

The course runs 18th October 2011 to 20th Dec 2011 Tuesday night's 5-8pm; 2nd November-7th Dec Wednesday's 10-4pm; Jan 25th -7th March Wednesday's 10-4pm and 17th April - 19th June Tuesday evenings 5-8pm. Free to eligible participants.

For more information on the course and to find out how to get on board, contact Rosemary Martin on tel: **028 9026 5041** or by email: rmartin@belfastmet.ac.uk

C&H Jefferson join WIBNI

C&H Jefferson was established in 1898 and is now one of the largest legal practices in Northern Ireland. Our office has always been located in Belfast City Centre from where we have established a reputation as one of the leading law practices in Northern Ireland.

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We at C&H Jefferson have the expertise, determination and commitment to achieve the best outcome for you, so contact us today to see how we can make a difference to your legal requirements.



Ciara McCloskey – Partner

Ciara obtained her law degree from Queen's University, Belfast and has been working at C & H Jefferson since completing her apprenticeship with the firm in 1995. Ciara became a Partner in 2005 and specialises in commercial property, banking and insolvency. Ciara has been identified in Chambers Guide to the UK Legal Profession as one of the "bright young stars" of the firm's real estate practice. Ciara is married to Scott and has two small children who keep her busy outside of work!
ciaramccloskey@chjefferson.co.uk



Julie Galbraith – Partner

Julie obtained her Law Degree in 1998 from Queen's University in Belfast. Julie completed her apprenticeship with C & H Jefferson and qualified as a Solicitor in 2000. Julie was made a Partner in June 2007 and specialises in Commercial Property primarily advising on Landlord and Tenant issues. Julie regularly provides advice on the business tenancies legislation and represents clients at the Lands Tribunal. Julie is married to Alan and has an active toddler who ensures that life is always eventful!
juliegabraith@chjefferson.co.uk

Coca-Cola celebrates 125th anniversary!

Coca-Cola, one of the world's most iconic brands, is celebrating its 125th Anniversary in Northern Ireland and across the globe. On this day, 125 years ago, the first Coca-Cola was sold in Atlanta, Georgia. To mark this milestone in Northern Ireland Coca-Cola has launched the 'Coca-Cola 125 Years Thank You Fund', a Fund that will grant £110,619 / €125,000 to non-profit community, voluntary and charitable organisations across the island of Ireland.

The 'Coca-Cola 125 Years Thank You Fund' has been developed and will be operated in partnership with the Northern Ireland Council for Voluntary Action (NICVA) and The Wheel in Dublin. It has been designed to support projects and initiatives that are having a positive impact on the quality of life of communities on the island of Ireland. A total of 15 grants will be made – ten of €10,000/£8,849 and five of €5,000/£4,424.

Speaking today Marcel Martin, General Manager

for Coca-Cola HBC on the island of Ireland, said: "Our 125th anniversary is a great day for Coca-Cola and we are celebrating this milestone on the island of Ireland with a range of celebratory activities including the launch of the 'Coca-Cola 125 Years Thank You Fund'. Coke would not be where it is today without the loyal support of our consumers over many years, and we feel that giving a little something back to their communities is an appropriate way to thank them."



Jenny Curran is pictured with Marcel Martin, General Manager for Coca-Cola HBC (centre) and Seamus McAleavey, CEO of NICVA



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Contact Peter Martin on 028 9064 1131 or email info@directordevelopment.org

Hotelier recognised for service to tourism



General Manager of Belfast's 5-star Merchant Hotel, Adrian McLaughlin, has been recognised for his services to tourism and hospitality by Tourism Ireland and the United States Tour Operators Association (USTOA)

Adrian, who is responsible for the management and operations of the luxury hotel was presented with the "Spirit of Bob Award" at the Bob Whitley Golf Classic in Connecticut (a golf memorial event to honour to USTOA's past president.) The award was in special recognition for his efforts in looking after the wife of a USTOA board member when her husband was hospitalised for 9 weeks during a golfing trip to Northern Ireland last year.

Adrian arranged for the board member's wife to stay at The Merchant Hotel, with his compliments, until the couple were able to return home.

Speaking of the award Adrian said: "I am extremely honoured to have received this award recognition, and also very thankful to Tourism Ireland and USTOA for inviting me to partake in the golf memorial event. Bob Whitley was a regular visitor to Ireland and a great friend of mine and of the Hotel so it's an honour to be able to pay homage to such an admirable man.

After the memorial Adrian stayed in Connecticut to participate in a volunteer project organised by Tourism Cares – the travel industry's charitable organisation for tourism preservation and restoration. Over 400 volunteers representing 147 companies came together to help with the renovation of a seaport museum in Mystic, Connecticut.

"Overall we completed more than 1 mile of fence painting, using over 135 gallons of paint, and saved more than \$60,000 in labour costs or the equivalent of one year's worth of facilities and grounds maintenance. It was, overall a very successful trip and a lovely way to honour Bob's memory."

Rezidor Ladies 'Yes I Can!' attitude



Women In BusinessNI aims to: "Support and empower new and established women owned businesses and women in management positions, by providing information, encouragement, ideas and business connection through networking, throughout Northern Ireland."

Similarly, The Rezidor Hotel Group, represented in Belfast by both the *Radisson Blu* and *Park Inn by Radisson* brands have long had at the core of their business plan the training and development of all employees in conjunction with our 'Yes I Can,' philosophy.

This focus has not gone unrecognised, with **Susan McIlveen** (People Development Manager for Northern Ireland) achieving the coveted accolade for People Development for two consecutive years at the Northern Ireland Tourist Board Awards. Also recognised for her professionalism is Sonya Roberts (Executive Housekeeper), finalist for Housekeeper of the year 2011 at the recent Janis Awards. Well done to the ladies and long may your success

continue!

Joining the team of highly successful women in business is **Yvonne Wilson**, City Director of Sales & Marketing. Yvonne will be responsible for the Sales & Marketing department across both the Radisson Blu and Park Inn By Radisson Hotels in Belfast.

Assisting Yvonne in this new and exciting challenge are, **Sally Grattan** who has been promoted from within the hotel group to City Sales & Marketing Manager and **Danielle McGinley** who has also been promoted from within the group to City Sales & Marketing Executive. Both Hotels are delighted to present such an experienced and talented team of ladies to lead the company forward from a Sales perspective.

As passionate members of Women In Business the Radisson Blu and Park Inn By Radisson brands would like to wish all members of the organisation the best with their current/ future endeavours in the business world.



Sheena Murphy is the founder and principal of Murphy Solicitors, established in Holywood in 1999 and has a wealth of experience in the legal profession. Sheena has developed a niche specialism in employment law and enjoys the challenge this complex area of law presents on a daily basis.

She prides herself in her proactive approach and explores, from the very earliest opportunity, what the prospects are of entering into a settlement, in the interests of her clients, be they an Employer or an Employee.

Murphys Solicitors

Sheena makes it her priority to manage clients' expectations dealing with problems efficiently and professionally. She adopts a flexible approach accommodating the specific needs of clients.

Murphys Solicitors ensures that all clients receive a very personal service which supports and assists each client in what can be extremely challenging circumstances.

Murphys Solicitors has a wide ranging and impressive client portfolio which includes a mixture of businesses within both the private and public sector, as well as individual clients.

CONTACT DETAILS

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The Europa Hotel, celebrates her big 'four o'

Hastings Hotels, Northern Ireland's largest independent and most successful hotel group, is celebrating the 40th birthday this year of the Europa, Belfast's favourite hotel.

"Although it's an iconic building, the Europa's success is down to more than bricks and mortar," says James McGinn, General Manager of the Europa. "It's really all about the people, both guests and staff. From the troupe of ladies who have been having afternoon tea uninterruptedly with us for decades, to the staff that have served them, from the most powerful man in the world to the lonely business traveller to whom the Europa feels like home, this is what has made the Europa what it is, and why we are looking forward so much to the next 40 years. Our hotel is, literally, a beacon of hospitality – you can see us across the city, and we shine at what we do!"

Marked throughout the year by special events and offers, the Europa's birthday will be celebrated in the inimitable style of this permanently popular hotel – a hotel with a rich and colourful history, which has developed and evolved in tandem with the city over which it towers.

A favourite of locals as well as guests to the city, both regular and celebrity, the Europa has hosted some of the biggest names in politics, film, music and journalism over its 40 year history. Head Concierge Martin Mulholland, the first President of Les Clefs D'Or from Northern Ireland,



has seen many interesting guests through the Europa's front doors in his years of service. Sir Bob Geldof, Victoria Beckham, Elvis Costello, Brad Pitt, Ewan McGregor, Boyzone and Julia Roberts have all been guests, as have many journalists who based themselves at the Europa during its first 30 years, and who have since become household names, such as Sir Trevor McDonald, Kate Adie, John Humphrys, Jeremy Paxman, Conor O'Clery, Robert Fisk and Martin Bell.

New member DPP

DPP is a large independent town planning consultancy working across all development sectors. It has a comprehensive range of core planning skills, with specialisms in sustainability, urban design and master planning, together with heritage and conservation planning advice. DPP has 35 years of experience and operates from a network of 10 regional offices throughout the UK and Ireland, enabling the firm to combine national coverage with local knowledge.

DPP has a strong presence in Belfast with clients across Northern Ireland and some just south of the border in the Republic of Ireland. Liaison between DPP's Belfast and Dublin offices is well co-ordinated for the benefit of all these clients. As Belfast grows with renewed energy the business opportunities multiply. DPP has an in-depth understanding of the development process, reflected in the fact that we advise some of the largest corporates and public sector organisations.

DPP has an enviable track record of success providing high quality and cost-effective services while helping clients reach their planning and development objectives, whether these be small self-contained developments or major mixed-use urban expansion projects. The firm's professional planners are noted for their professional and technical skills and experience, matched by a strong commercial outlook and a commitment to client service.

DPP is registered to the international quality management system standard, ISO 9001:2008 and gained ISO 14001. The firm has been awarded the prestigious 'Learning Partner' status by the Royal Town Planning Institute (RTPI) for its comprehensive staff training and

professional development programme.

Please contact us for more information:



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Need a Meeting?



Holding or hosting large meetings is not something every company has the space, or indeed the resources, to do on their own premises. As all meeting organisers know, it requires a lot more than the co-ordination of diaries and organisation of available office space.

Facilitating large meetings is something we at Legal-Island are renowned for, through our newly refurbished Island House Training Centre in Antrim. The Island House Training Centre is a low cost and flexible facility – the ideal alternative to a traditional hotel venue.

Located only minutes from Junction 7 off the M2 Motorway, and easily accessible by public transport, the Island House Training Centre in Antrim is the perfect venue for your meetings, seminars or conferences. With customers guaranteed exclusive use of all the training centre facilities, you can be safe in the knowledge that you'll remain undisturbed for the duration of your stay.

The main Island Suite can be configured in a number of different formations to suit your requirements. With a capacity of 40 theatre-style, 20 classroom-style and 12 boardroom-style, we can also deal with any catering requirements using excellent local suppliers.

The Island House Training Centre also offers free WiFi, digital projector and screen, free car parking and outdoor seating in comfortable surroundings – take the stress out of your day: book now!

With our flexible pricing, from only £15 per hour or £90 per day, room hire is available by the hour, half day and full day (applicable to all bookings between 9am and 5pm from Monday – Friday).

Plus, if you contact us quoting reference: WIB11, we'll give you 50% off the room hire rate of your first booking with us.

Let us take the headache out of organising your meetings, simply contact Donna Kirkpatrick at Legal-Island on **028 9446 3888** or email meetings@legal-island.com. A PDF brochure to download is available from www.legal-island.com/training-centre.

vodafone grand prix winner



Alexander Butler on Will Wimble, winner of the 2011 Vodafone Grand Prix at the Balmoral Show, is pictured with Roisin Fitzmaurice, Vodafone Business Account Manager and Robin Morrow President of the RUAS. As winner, Alexander took home the Chester Nugent Gold Cup and a £4,000 cash prize. Vodafone has been a platinum sponsor of the Show and sponsor of the Grand Prix for many years.

Women into Business winner



Enterprise Award Winner at Women into Business Awards 2011: Gale Sargeant Grafton Recruitment NI

Women into Business is Northern Ireland's premiere business women's programme aimed at encouraging and supporting the progression of women hoping to enter or re-enter the workplace, through employment or self-employment. It is funded through the European Social Fund Programme 2007-2013 and is also funded by Invest NI, Department of Education and Learning and the Skills Sector. The programme offers members advice, guidance and a dynamic package of practical and specific services to help make that transition. The Awards celebrate the success of the Programme by recognising the individuals that have made a significant contribution to that success.



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The I Factor

A few years ago you could be forgiven for thinking you only needed to be online if you were an "internet business", however those times have changed. Printed business directories are disappearing as consumers search online and ask their social networks for advice.

There are many reasons for this behavioral shift including the widespread availability of broadband internet and relative low prices of computers. Add to that a 70% growth in UK smartphone uptake during 2010 and your business details are potentially in the pocket of millions of consumers. These details come in many forms including official websites, directories, search engines and user generated content (such as reviews and social networks).

Business owners are looking for how to effectively use the internet to market themselves, however the landscape is constantly evolving and the options can be confusing. Search engine optimisation (SEO), pay per click (PPC) and email marketing have always been solid players; the massive buzz around social networking has led to an explosion in "social media marketing" over the past few years, and group-buying websites are dominating 2011 headlines.

However, if you are looking for the holy grail, there is none. It is not just about Facebook, Twitter, Groupon or SEO - these are merely tools and techniques which compliment traditional



marketing and networking. The secret is knowing your business objectives and creating a marketing plan utilising the techniques, tools and resources which will help you achieve them.

In the digital age your business needs "The I Factor". At the very least this means ensuring your business details are listed on the internet and can be found.

Investing in an internet marketing plan can yield a great return on a long term basis, however don't be duped into thinking "one size fits all" or "Facebook is the holy grail".

Carley Morrow is an internet marketing consultant and owner of www.spiderhousepr.com

Connect to new Business with TibusLink

Richard Charles formed Diverse IT in 2003 to provide IT Consultancy, Sales and Support to local businesses including large clients with 50+ users to small businesses with 1/2 users and have recently become a TibusLink Partner.

So Richard, why did you become a TibusLink Partner?

Well, we identified a missed opportunity to provide Broadband to our clients and the TibusLink partnership fills this gap perfectly. We can now supply the complete connectivity solution including hardware, software and internet connectivity to our clients.

So how has this Partnership benefited your clients?

With the flexibility to offer not only Broadband products but also high speed site-site connectivity for interconnecting local area networks at client sites, it has enabled us to help clients like Philip Johnston & Company, a leading Estate Agency in East Belfast that needed such a solution.



We have interconnected their two sites between which we have implemented a VoIP telephone system and links to the client database as well as the usual internet and email connectivity. This is cost effective, as it allows integration of all services onto one comms link.

The new Fibre to the Cabinet (FTTC) product has also allowed us to provide affordable high speed connectivity to many more clients. More and more of Northern Ireland is being upgraded by BT to deliver FTTC and in most cases speeds of up to 40Mbit/sec are realistically achievable. Small and Medium businesses can really benefit from this, whilst daily business is being more and more conducted on-line.

What's it like working with Tibus?

They're marvellous! I really appreciate Tibus' local presence and the ability to pick up the phone and speak to local support to deal with any issues that may occur. Both the pre-sales and technical service is excellent, just what a partner needs!

Harbinson Mulholland - a new WiBNI member

by **Treana Clarke, Head of Marketing**

For those of you who saw me present at the recent event in Stranmillis College, you would have heard me refer to Harbinson Mulholland as "Not your usual bean counters" – and some of you may have received a bag of jelly beans just to reiterate the point!

As Chartered Accountants and Business Advisers, we like to think we are a bit different – the firm started 13 years ago with only 15 staff and has grown into a team of 49, made up of 31 women and 18 men.

The story goes that all those years ago, Jeremy Harbinson & Paul Mulholland were discussing where they wanted to be in 5 years time. Both of them decided they wanted to create their own top class accountancy firm with a real "buzz", where excellence of service helped each client and their businesses reach their highest potential.

And so Harbinson Mulholland was born. We are hands on business advisors, offering professional services and practical solutions. Local businesses are our biggest clients and at the heart of what we seek to do is solve problems, save you time, hopefully save you money and have some fun in the process.

And we're not just accounts and tax planning – but a full business advisory firm, offering marketing consultancy, strategic business planning, personal financial planning, payroll services, corporate reconstruction and are also one of Northern Ireland's most respected forensic accountants.

What's important to us is that our clients have full control, stability, familiarity of people and a fast service. We offer a free consultation on any of our key services and if you would like to arrange a meeting, please do get in touch with me on **028 9044 5100**.

Looking forward to getting to know you all over the coming months.

www.harbinson-mulholland.com



how can I get my bank manager to say **yes**

If you are looking for a Bank to support your new business or help expand your existing business then it's very likely that you have had to deal with a Bank Manager. Depending on how well the Manager knows you very often you will have to attend an interview. Everything you do and say in the interview will have a bearing on whether you are assessed as a good or bad risk. Building rapport between you and the Manager is part of this process. Let's look at just some of the tools you can use to build rapport with your Manager.

Speak With Confidence

There's no getting away from it, human nature is such that we naturally feel more comfortable with people who are confident and can express their ideas and thoughts with conviction. Your voice has to convey your inner strength. It has to say to the listener, "I'm going to make a success of this business" or "I know that the additional money I'm asking for will help me increase sales turnover by 100%".

Your voice is an expression of the strong belief you have in yourself. People are drawn to those who are confident. Portraying confidence will help create rapport.

Make Plenty of Eye Contact

Stare her straight in the eyes when you want to put across a particularly powerful point; this demonstrates confidence.

Avoiding eye contact gives the impression you are so uncomfortable with what you're saying that you can't look her in the eye. Your discomfort could give the Manager the feeling that you either lack confidence or are lying. Not looking her the eye, especially during crucial statements, will lead to her asking herself questions such as, "She's trying to hide something. What is it? She doesn't seem very comfortable with what she just said. Has she got a problem with that area?"

Your eyes can give away so much about your thoughts. Make sure they say you are confident, not afraid of the task ahead and worthy of support.

Smile!

A miserable person is not going to endear themselves to anyone. It's a fact that we gravitate to people who are happy and smiling. They appear to be having a ball in life and we want to be part of it! If you walked into a department store and you had the choice of two assistants, one who was smiling and welcoming and one who was down-in-the-mouth, who would you choose to go to?

A smile has the power to melt away any opposition or ill feeling. It's another aspect of our body language, which shouts out confidence and helps build rapport.

Watch her body language

You will be able to gauge her initial reactions by observing her body language and reacting to that. If you learn to read body language then misunderstandings can be rectified early on and you'll get an important insight into what the other person is thinking.

Here are some of the things to look out for:

- If you see her leaning back in her chair, it's almost as if she's trying to get as far away from you as possible. The hidden meaning could be that she's trying to distance herself from what you are proposing; in other words she doesn't like your idea.

If you see this, you need to immediately find out what is on her mind, so ask a question. Ask if she has any comments on what you've said so far and this will give you the chance to get her back on your side. If she has misunderstood something which has led her to switching off, then it's important you clarify the problem, correct it and move on.

- If she has started supporting her head with her hands, it may be that she has lost interest in what you're saying. If you see this "loss-of-interest" signal, again ask a question such as "Do you have any queries so far?" Asking questions of someone who looks bored or left out, brings them back into the conversation and again gives you an opportunity to check their understanding of what you have covered.

- The opposite of the "bored pose", is where she starts leaning towards you. This may indicate a high level of interest in what you have to say and shows you that you're on the right track.

Spotting this will help improve your confidence even further. Crossed arms and legs may indicate a negative feeling towards your proposal. Again, ask questions to uncover what the problem or concern is, so you can clear up any misunderstandings.

- If she is maintaining a very "open" position i.e. arms apart, nodding in agreement, she is indicating that she's keen to know more about your project and so giving you the green light to carry on with your presentation.



- If you see evidence of negative body language, ask questions to get her to express her feelings or thoughts. Such questions would be: "What do you think about what I've covered so far?"; "From what you've heard so far, what are your impressions?"; "Have I made myself clear?"

Learn to use success-based words

As a successful or potentially successful businessperson, you do not want to be using the same dull words as the general masses. In line with your strong belief and confident talking style, you need to use words, which propel you above the average person and backup the belief you have in your success.

Your words have to shout out that here is a successful person who knows what she wants! The words you use have to convey your enthusiasm and energy - these are success-based words - all of which is necessary to run a successful business.

Success-based words are 'can do', 'will do' phrases. Changing your vocabulary to a "success-based" one will take some practice and constant vigilance on your part.

Try and think of the words you use on a daily basis. Do they convey what you really want to say? Are they non success-based or success-based? Can you change them to ones that are?

When you use success-based words, remember what we said about the use of emphasis. Success-based words are the ideal ones to emphasize.

Properly emphasised they do convey power, success, confidence and a strong belief.

I have looked at some of the tools you can use to help build rapport with your Bank Manager. All of them will help you get ahead of the game, so study them and practice their use.

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

Tara	Russell	31 Interactive Ltd	Jennifer	Cooke	Mt4uth
Adrienne	Bell	Abell Swimming Specialist & Reliv International	Ina	Henry	Ni Hospice
Caroline	Dunlop	Absolute Marketing Communications	Bridget	Nodder	NICMA-The Childminding Association
Lesley	Delaney	Absolute Marketing Communications	Ann	McGregor	Northern Ireland Chamber of Commerce
Lesley	Hogg	AES Kilroot Power Ltd	Rosemary	Moore	Nyse Technologies
Anna	Lo	Alliance Party South Belfast Constituency Office	Shauna	Park	Over the Moon
Clare	Doyle	Ambitions Consultancy	Kim	Anderson	Park Plaza Belfast
Jennie	Dunlop	Ards Borough Council	Wendy	Morton	Phoenix Trading
Majella	Hughes	ASM	Dawn	McKeown	Portfolio Portraits
Sabrina	Donnelly	ASM	Deirdre	Delahunt	Proprietor & Buyer
Aisling	Dickson	ASM Chartered Accountants	Pascale-Emeraude	Dejour	PS Thinking of You
Lisa	Millar	Beauty Culture (belfast) Ltd	Nicki	Scott	Purple Promotions
Audrey	Lyle	Benefit Cosmetics	Yvonne	Galligan	Queens University Belfast
Erin	Nixon	Bluecube Interactive/AV Browne Group	Yvonne	Wilson	Radisson Blu Hotel Belfast
Bronagh	Crawley	Box Architects	Margaret	Robb	RecruitNI.com
Lisa	McCaffrey	Bridge Chartered Accountants	David	Elliott	Resolute Public Affairs
Allison	Miller	Business in the Community	Moya	Johnston	Rfd Beaufort
Una	McGurran	Busy Bees Benefits	Eileen	Morgan	Shred-it
Nuala	Meenehan	CBS Outdoor	Martina	Maguire	Snowball Marketing Solutions
Alison	Hodgson	Celerant Consulting Ltd	Grainne	Heaney	Stewarts Solicitors
Chen	Clarke	Chen Clarke: Dedicated to Your Success	Christine	Nesbitt	Stranmillis University College
Nicola	Coe	Clarehill Plastics Ltd	Margaret	Walker	The Word Works Partnership Limited
Caroline	Murphy	CMurphy	Annalouise	Kenny	Therapie Clinic
Alison	McFadden	Continu Ltd	Tracy	Gilligan	Therapie Clinic
Tommy	Maguire	Core Systems	Heidi	Beavis	Tidi Services
Susan	Brew	Crimestoppers Trust	Tara	Beavis	Tidi Services
Cathy	Dixon	Cunningham Coates Stockbrokers	Yvonne	Bell	Tughans Solicitors
Heather	McHenry	Cunningham Coates Stockbrokers	Una	Duffin	Uhit Solutions Ltd T/a Gymophobics East Belfast
Bronagh	Hinds	DemocraShe	Pamela	Vasey	WWP Architects Ltd
Sinead	Devlin	Develop Associates Ltd	Kimberley	Kearney	WPA
Sarah	McDowell	Development Planning Partnership (DPP)			
Molly	McCluskey	Down Royal Racecourse			
Vicki	Moody	Down Royal Racecourse			
Teresa	Curran	Edwards & Co. Solicitors			
Blaithin	Surgeoner	Endeavour Information Solutions			
Emma	Gunes	Epitome Recruitment			
Amy	Madden	Equintiti ICS			
Jill	Wilson	Etain			
Kim	Cobain	FirelMC Ltd			
Denise	Curlett	Fleet Financial NI Limited			
Fraser	Nolan	Fraser Nolan Shutters			
Gladys	Greer	Greer Publication			
Stephanie	Hughes	GVA			
Ri Fang	Hao	Hao Clinic For Traditional Chinese Medicine			
Hayley	Harrison	Harrison Publications			
Lisa	Harrison	Harrison Publications			
Belinda	Morgan	Harrison Publications - IN! Magazine			
Heather	Craig	Heather Craig Interiors			
Angela	Thompson	Heritage Development NI Ltd			
Kerry	Vance	Inc Marketing			
Edith	Nesbitt	Jenkinson Consulting			
Susie	Kinley	Kinley Learning Solutions			
Nikki	Larkin	Ljk Communications			
Shona	Jago-curtis	Ljk Communications			
Rachel	Lowry	Lowe Refrigeration Ltd			
Julie	McCroy	Malmaison			
Tracy	Hamilton	Mash Direct Ltd			
Maria	Grimes	McKinty and Wright			
Elaine	McCosh	McNeill Business Travel			
Una	Brown	Mencap			
Caroline	Prunty	Millar Mccall Wylie Llp			
Julie	Byers	Millar Mccall Wylie Llp			
Stephanie	Gray	Millside Restaurant Cloughmills			
Ann	McGarry	Millside Restaurant Gracehill			
Julie	Haughey	mojo			

Corporate Memberships

Full contact details can be found at www.womeninbusinessni.com. Women in Business NI is pleased to welcome our Corporate Memberships:

Andras House Ltd	Harbinson Mulholland
C & H Jefferson	Inc Marketing
Grafton Recruitment	

WIB NI corporate membership gives businesses the opportunity to deliver cost effective professional development, peer mentoring and networking opportunities to their employees.

Businesses through membership can also demonstrate their Corporate Social Responsibility by showing their commitment to diversity, the advancement of women and in doing so gain public recognition as employers of choice through profile raising opportunities.

To find out more about WIB NI membership please contact Eva Garland on tel: **0845 607 6041** or email: eva@womeninbusinessni.com

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