



Women in Business

# Magazine



Leading Global Ambition

## WIB Conference a Huge Success

Exclusive Coverage of the Women in Business Annual Conference

### ALSO IN THIS ISSUE:

New Events Schedule Autumn/Winter 2015

5th Annual WIB Awards Announced

WIB Programmes Launched

Summer Events Review

Member News

### Partners



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Women in  
Business

### Women in Business

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Material from this magazine is not necessarily endorsed by WIB

## Chairs Message



If you are like me with my eternal optimism we are still hoping for that summer sun to arrive, maybe an Indian summer and it occurred to me that somehow in life we get caught up in waiting for things to be better when we ourselves need to **Make it Better!**

Our special new relaunch fee of just £25 per member has been received fantastically. We now have almost 2000 members with many more to follow in the year ahead.

We have had a great response not only to our new pricing but also our new branding. We continue to explore ways to make sure your membership delivers great value. We've welcomed two new members of staff this month so onward and upward for us.

Our 5th Annual Awards in November is taking shape and we are looking forward to a record number of entries so if you've not already applied please nominate online today.

I read an article this week from Sheryl Sandberg COO of Facebook and author of *Lean in* – she recommends 7 must read books, the one that I was most drawn to was "A Short Guide to a Happy Life" by Anna Quindlin, her best quote being "you are the only person alive who has sole custody of your life. Your particular life. Your entire life. Not just your life at a desk, or your life on the bus, or in the car, or at the computer. Not just the life of your mind, but the life of your heart."

This reminds me it's never too late, to dream big, to set outrageous goals, to step out into a new venture or a new business. It's never too late to go for that promotion or set your sights on becoming the next CEO. It's never too late to decide that the most important job you need to undertake is CEO of your own family and take some time out from business to build the next generation.

My mantra these days to Leaders is "guard your heart – it's your greatest leadership tool"

So will we see an Indian Summer in Northern Ireland? I don't know - but I know I can choose to make the rest of my life a life long Indian summer – it's my choice – what's yours?

Kate



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John McKee Solicitors provides corporate commercial services to a wide and sector diverse range of clients throughout the UK, Ireland and internationally. We have experienced lawyers who are qualified to practice throughout the UK and Ireland and we have links to international law firms, which means we are able to provide a full service to our corporate clients.



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- **Agency, Distribution and Franchise Agreements**

Please email **Julie Huddleston** on [Julie\\_Huddleston@jmckee.co.uk](mailto:Julie_Huddleston@jmckee.co.uk) or call:

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# Women in Business CEO Roseann Kelly goes on a tour of Northern Ireland's new councils. But just how super are they?



Following a tour of the new councils, from CEO John Kelpie's office in Derry/Londonderry with those views over the Foyle to the gothic splendour of Steven Reid's offices in The Castle, ancestral home of the Ward Family in Bangor, there is no mistaking that these could be the super councils we all need.

The 11 councils now have responsibility for promoting enterprise. Therefore a key objective of my trip was to highlight the importance of specific female enterprise support. I am delighted to confirm that each and every one I spoke to said I was pushing an open door. In particular, Belfast City Council, long-time supporters of Women in Business, has their door held wide open via Chief Executive Suzanne Wylie and Assistant Chief Executive and Director of Organisation Development Jill Minne.

But let's look at the context first. According to the Total Early Stage Entrepreneurial Activity GEM Report 2013, Northern Ireland remains the lowest level for early stage entrepreneurship

in the UK. In Northern Ireland, there is less than half the amount of female early stage entrepreneurs as there are males. Furthermore, the numbers are lower in comparison to presence in other areas in the UK.

The European Institute for Gender Equality says that boosting the number of women entrepreneurs would: "increase the quantity and quality of the business population". The report "Maximising women's contribution to future economic growth" by the Women's Business Council contends that: "if women were setting up and running new businesses at the same rate as men, we could have an extra one million female entrepreneurs".

Figures released by the Women's Resource and Development Agency show that if women were to equal men in enterprise there could be 28,000 more female-owned businesses in Northern Ireland, and moreover if women achieved the same rate as those in Britain, there would be an additional 10,000 businesses. What a great opportunity to be grasped! The case is made and the opportunity huge, a minimum potential 28k jobs for NI with the potential of each of these business women recruiting staff!

This is a no-brainer but budgets are tight and specific support can sometimes be seen as more expensive so I would continue to encourage all the councils to keep in mind the potential results; and that female specific enterprise programmes have recorded over 50% of participants starting businesses; this is a much higher rate than generic programmes.

I shared with the councils the current results and feedback from our hugely successful Power of 4 Programme, supported by RBS. The Power of 4 is an innovative women's start up programme which builds confidence and takes ideas from concept to launch. It brings together women from all ages and backgrounds to participate in mini networks and gain from peer mentors, along with practical and specialist support.

The Power of 4 programme addresses the needs of women considering business start-up. While current mainstream support offers a business plan we see many women who lack the confidence or know-how to turn the plan into action. The uniqueness of the programme is based on access to peer mentors from our Women in Business network who mentor them during the programme and beyond with practical knowledge, contacts and support. We create mini-networks of 4 peers who will form a business support group. They also gain from a short intensive training course and specialist support.

Again this information was received very positively and welcomed by all.... some spoke of exploring a pilot programme in the very near future.

Ladies, watch out for or ask for a female specific enterprise programme in your area and get your business started. Your potential contribution to the NI economy is extremely valuable and must be supported in the most effective way possible.

Let's push the door and keep our councils SUPER.

*Roseann*

CEO of Women in Business



# See the Wood from the Trees

## WOMEN IN BUSINESS LAUNCHES 5TH ANNUAL AWARDS

Do you take the time to see the wood from the trees and analyse or celebrate your successes and achievements? Do you recognise your aims, goals and regularly chart your progress?

Taking the time to complete the online application form for the fifth annual Women in Business Awards will help focus your mind on the positives in your business to help you see the wood from the trees, according to Laura Dowie, WIB's marketing and events manager. This year's awards will see business women from across Northern Ireland recognised at a glittering event at the five-star Culloden Estate and Spa on Thursday 19th November.

Sponsors and partners include the Irish News, Q Radio, Department for Employment and Learning, Equality Commission, Ulster Bank, JC Decaux, Deloitte and John McKee Solicitors.

Laura said: "Our annual awards will celebrate the brains behind some of

Northern Ireland's most high profile and top performing organisations.

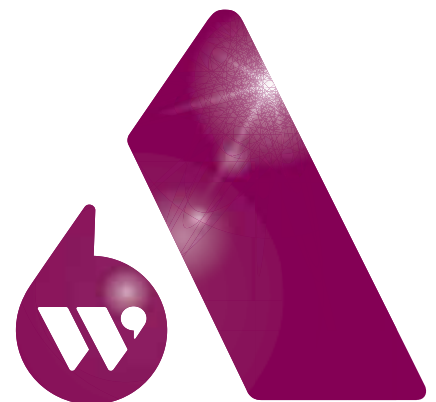
"The Women in Business Awards, hosted by television presenter Pamela Ballantine, has become a firm fixture in the business calendar and will recognise the highest achieving business leaders, entrepreneurs, start ups, sole traders and managers.

"Our awards alumnae boasts women who represent and own some of the most profitable of our leading organisations and I encourage women who think they belong in that network of role models to get their entries in for this year's awards".

With over 470 women and men attending last year's sell out event, guests are encouraged to book their places early for the 5th Annual Women in Business Awards. Tickets are priced at £80 + VAT for members and £100 + VAT for non-members. Tickets include a sparkling reception, four course meal, guest speaker and entertainment.

The deadline for entry is Friday 2nd October, and categories are:

- Young Business Woman of the Year
- Best in Professional Services
- Equality and Diversity
- Best New Start-Up
- Innovation and Entrepreneurship
- Best Marketing Campaign
- Outstanding Management / Leadership
- Best Customer Services
- Best Small Business
- Excellence in IT
- Best Exporter



Women in **Business**  
Awards 2015

To enter the awards, or to book your place today, log onto [www.womeninbusinessni.com](http://www.womeninbusinessni.com) and to keep up to date with further details about the event follow Women in Business on facebook at [www.facebook.com/womeinbusinessni](http://www.facebook.com/womeinbusinessni) or log onto [www.twitter.com/wibni](http://www.twitter.com/wibni)

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only  
**£25**  
Special relaunch  
membership fee



Being a member of WIB is a great way to **connect** and **network** with other women running their own business. It gives the opportunity to share experiences, learn from the best and inspire each other.



Naomh McElhatton, RUA



## WIB's New Innovative Start-Up Programme Over-Subscribed



PHOTO CAPTION:  
Power of 4 participants with  
Co-Ordinator, Roisin McDermott

**In March 2015, Women in Business launched its exciting new innovative programme 'Power of 4', a start-up programme for women, by women.**

Funded by RBS Inspiring Women in Enterprise Fund, the free programme delivers exclusive peer mentoring, individualised expert support and business seminars for any woman interested in launching a start-up. The powerful new programme aims to help participants build confidence and take ideas from concept to launch.

19 participants took part in the first round of the programme with the objective of

turning their business idea into reality. Participants benefited from a 4 day training programme delivered over 4 weeks with four expert trainers. With formal training completed, participants are receiving ongoing support and mentoring which includes monthly group meetings with access to business role models. Programme Participant, Theresa Messenger said: "I thoroughly enjoyed The Power of 4 programme and think the rich content has provided me with excellent

business support as a start-up. I now have a lot more focus which is what I wanted to achieve and I have met some great people along the way!"

Roisin McDermott, Programme Coordinator said, "I am really delighted with how the first programme has gone so far. The calibre of women is impressive and there is a real mix of skills, ideas and backgrounds. But the part I am most impressed with is the mini network that has formed between them all - they are all tweeting, facebooking and emailing each other, sharing ideas and they are also not afraid to ask each other for help. That's what makes the programme different to other start up programmes - it covers the base information and start up advice through training and mentoring but also creates a buddy forum that will last beyond the life of the programme"

Programme 2 is due to launch in Autumn 2015, for more information or to download an application form visit the Women in Business website at [www.womeninbusinessni.com](http://www.womeninbusinessni.com)





PHOTO CAPTION L-R: Roseann Kelly; CEO WIB; Minister Arlene Foster; Kate Marshall; WIB Chair, Clare McCollum, Broadcaster & Host

**Leading  
Global  
Ambition**

# Women in Business Conference 2015

Roseann Kelly, Chief Executive of Women in Business, said: "This year's theme of 'Leading Global Ambition' allowed us to engage speakers who are truly ambitious, great leaders and operating at a global level but more importantly they are local role models. It was important following the success of our International Conference last year that we showcase our home grown talent. The message is to everyone regardless of size that you are a leader, you should be ambitious and you should look globally for new markets and trends.

"From Irish native Rosaleen Blair of Alexander Mann Solutions to Argento founder, Pete Boyle from Strabane, and Grainne Kelly of Bubblebum from Derry-Londonderry, we had a real mix of entrepreneurial styles and business passions which was extremely well received by those attending.

"Our speakers touched nerves, challenged ambitions, provoked goals and thoughts, inspired and motivated the delegates, and they left the conference empowered and ready to lead their business with a real sense of global ambition."

Ellvena Graham, Head of Ulster Bank Northern Ireland, who were

key sponsor of the Conference, said: "Ulster Bank has a strong track record of supporting female entrepreneurship, through initiatives such as our BusinessWomenCan networking events and resources, and we would encourage local women to engage with the bank as we can provide support for their exciting plans for growth."

This year's conference offered delegates a new element in the 'Mentoring Market' where pairs of mentors offered advice in breakout sessions from sectors including agri food, creative industries, local government, manufacturing and financial. This session was followed by facilitated networking where delegates had 30 minutes to discuss the findings, learnings and secrets of success shared by the speakers and mentors.

Speaking about the conference one Women in Business member said: "This year's Conference was absolutely fantastic! I really feel motivated & inspired to be better and braver in my career path and with a network like WIB it's made that bit more accessible, achievable & tangible."

Another member commented: "This is my 4th WIB Conference. I definitely detect a marked growth in the confidence of



Women in Business in Northern Ireland. I believe this is due in a large part to the work of WIB and their impact on working women. Today's conference was very inspirational and I have learnt so much from the speakers who I founds inspirational, uplifting, empowering and hugely memorable."





PHOTO CAPTION: Angela Moore; Managing Director of Ravensdale Investment and WIB Board Member



PHOTO CAPTION L-R: Kate Marshall; WIB Chair, Roseann Kelly; CEO WIB, Rosaleen Blair; Founder & MD Alexander Mann Solutions, Ellevna Graham; Ulster Bank.



## Your Thoughts from the Women in Business Conference...

"It was great to be in a room full of positive energy, enthusiasm and inspiration!"

"Fantastic mentoring from real people."

"Motivational day with hugely inspirational speakers."  
 "The 'buzz' of energy in a room full of empowering women was amazing!"

This event will fire you up to start or restart your business."

"Brilliant opportunity to network and be inspired."



# Events 2015

So far, 2015 has a busy time for Women in Business. In addition to a successful, exciting and vibrant re-brand campaign taking place in late Spring, Women in Business saw over 650 business women attend events in just two months. Ranging from an Annual Conference to Networking Breakfasts, and from Masterclasses led by industry experts to sporting events, Women in Business has played an integral part in helping members grow their connections, develop ideas and provide them with the skills to help grow their business.

Regular events have taken place in Belfast, Newry, Coleraine and Mid-Ulster. With now more regional members than ever before, WIB will be extending events to include L'Derry, Dungannon and the Mid-West with the aim of helping members make connections nationwide and providing the support needed to business women throughout Northern Ireland.



## Competitive Spirits Soar at WIB's BBQ Quiz Night

Women in Business's Annual BBQ Quiz, Sponsored by the Chartered Management Institute, took place on 11th June at Hillmount Garden Centre, Gilnahirk. 70 women (and a few brave men) gathered on the sunny evening to enjoy a BBQ before letting their competitive sides loose with a team quiz.

Hosted by local television personality, Pamela Ballantine, guests were treated to entertaining quips and comebacks all in the name of fun at the popular social networking event.

The winning team on the night was Cleaver Fulton Rankin's alter egos, "Can't be Named for Legal Reasons". Leading from round one, the only team with

male team mates, proved that diversity trumps time and time again - not just in the boardroom but at quiz nights!

Joanne Maguire, Marketing Executive at Cleaver Fulton Rankin said, "We really enjoyed taking part in the Women in Business quiz evening - it was a great event and a great networking opportunity that allowed us to meet a wide range of Women in Business members!"

The evening came to a close with informal networking over a glass of wine. Thoroughly enjoyed by everyone, we will be back again next year for our favourite social event of the year!



# Introducing WIB's New ESF Programme – Connect!

LAUNCHING AT BELFAST CITY HALL THIS SEPTEMBER



**We could all do with some support or practical advice when faced with the challenges of finding a job or starting a business. That is where the CONNECT programme can help.**

On 15th September, at Belfast City Hall, Women in Business will launch its new ESF (European Social Fund) funded programme, CONNECT. The launch will be attended by Department for Employment and Learning Minister, Dr Stephen Farry. The event is an opportunity for WIB to demonstrate the strategic importance of CONNECT to the future direction of the organisation. We are delighted to be leading this exciting programme.

WIB is the foremost organisation promoting the huge potential of women and the role we play in the economic development of Northern Ireland. WIB currently offers a broad range of support and networking opportunities, promoting the careers of women across Northern Ireland. CONNECT will work directly with women who are at the very beginning of that journey, looking for support, guidance

and training to return to employment or self-employment. The programme provides a one stop shop for any woman who is currently unemployed or economically inactive who may find themselves at a crossroads. It offers a range of ongoing support including training, mentoring and peer support. It aims to inspire, support, motivate, and encourage women to move into further training, secure jobs or to start up their own business. Delivered in a supportive environment, CONNECT is tailored to the needs of women considering their future. Evidence shows female-specific support is most effective in progressing women, particularly by providing support through female peers and role models. The programme is flexible and accessible, fitting with other commitments and responsibilities. The programme works specifically with women who are currently out of work, many in the most deprived communities. As a result, the programme will not only maximise the potential of participants, but also those communities who afford to gain most.

The programme will be overseen by new Programme Manager Vicky Moore. Vicky has almost 15 years' experience of programme management within the voluntary and social economy sectors. In recent years Vicky has become

particularly interested in economic development, specifically working in areas of deprivation to increase skills and improve employability. In her previous post Vicky managed a young people's employability and enterprise programme. She also served as Chair of Rathcoole Neighbourhood Renewal Sub-group and represented the area on North Belfast's Economic Chair's Forum. Vicky has an MSc in Political Communication and is currently working towards an ILM in Practical Economics.

CONNECT is delivered by Women in Business NI, in partnership with East Belfast Enterprise, funded by Department for Employment and Learning- European Social Fund, and Belfast City Council.



**VICKY MOORE, PROGRAMME MANAGER**

If you, or someone you know would be interested in taking part in the programme, we'd be delighted to welcome you at our launch on the 15th.

To register, contact Kerry Harding:  
[connect@womeninbusinessni.com](mailto:connect@womeninbusinessni.com)

If you aren't able to attend, you can still register for the programme on our website:  
[www.womeninbusinessni.com/programmes](http://www.womeninbusinessni.com/programmes)

If you are keen to learn more about the programme log on or contact:  
Vicky Moore, Programme Manager  
[connect@womeninbusinessni.com](mailto:connect@womeninbusinessni.com)  
028 9022 4006

## Funders



Belfast City Council



# What's life without goals?



**What's life without goals? That was the focus of the recent WIB event, hosted by the Irish Football Association, "Developing a Winning Mind-Set through Sport".**

Almost 100 business women and men came together to hear from speakers Sara Booth, Women's Domestic Football Manager at the IFA, Oonagh O'Reilly,

Director of Sales & Marketing, IFA and Roisin McFeely, Founder & Managing Director of Amazing Brains.

Hosted by sports journalist & Broadcaster, Denise Watson, each of the speakers took it in turn to share their experiences on how sport has helped them develop vision and focus, overcome challenges in business and succeed in what is still a predominately male dominated environment.

Encouraging women to have a steely determination to achieve their goals and to celebrate their successes, each speaker

provided a unique set of lessons that can be applied not only in business, but in life. Speaking about the event WIB Member, Ruth Mercer, Quality Manager at Hughes Insurance said: "I really enjoyed all of the speakers. Their presentations reaffirmed there are many women in the marketplace with the same concerns and issues as me. It gives me the confidence to fight for my convictions and learn to recover from the "no's" knowing that I'm not on my own!"

Event speaker Sara Booth said: "It's amazing to see so many delegates attend this event and to champion the women who are succeeding in business today thanks to the skills and mind-sets that they have developed through sport. The Irish FA are delighted to be collaborating with Women in Business. It's a fantastic opportunity to promote what we do and to highlight the importance of the role of women and contribution that they make in all areas."

**For more information on Women in Business events please visit the website at [www.womeninbusinessni.com](http://www.womeninbusinessni.com)**

For full details on all upcoming events please visit our website at [www.womeninbusinessni.com](http://www.womeninbusinessni.com)

## Mash Direct's Vegetable Burgers shortlisted for prestigious award in London

Mash Direct is celebrating the news that its Vegetable Burgers are up for a Grocer New Product Award this October.

The Grocer's New Product Awards are an extremely prestigious set of awards, which are widely respected throughout the industry. The awards celebrate the outstanding innovation and quality in both food and non-food product categories, with winners chosen by a combination of consumer research and panel of experts.

Mash Direct's Vegetable Burgers are shortlisted for the Vegetarian Sausages & Burgers Category where the winners will be announced on Friday 2nd October 2015 at the London Marriot Hotel, Grosvenor Square.

Tracy Hamilton, Managing Director of Mash Direct said: "At Mash Direct we are at the forefront of food innovation and it is wonderful to be recognised at this level. With the Vegetable Burgers we wanted to keep the traditional flavours of our vegetables rather than being a mere meat alternative. It is already our best-seller in London and Dubai and we think that it is a game-changer for us".

Vegetable burgers have traditionally sat in the frozen section of supermarkets, focusing on imitating a burger rather than celebrating the vegetable aspect. By concentrating on the origin and flavour of the vegetables Mash Direct have been able to produce a Vegetable Burger that is a not only healthy but also convenient and gluten-free.

As the farmers, Mash Direct can guarantee complete traceability for the vegetables which are grown and gently steam cooked on the family farm making it the only field-to-fork Vegetable Burger on the market. Unlike other Vegetable Burger products, Mash Direct use their Great Taste Award winning vegetables to celebrate the flavours of their heritage varieties rather than hiding poor quality vegetables in a different form.

Mash Direct's Vegetable Burgers are available in a variety of stores across Northern Ireland including Asda, Tesco, Spar, Dunnes Stores and NISA.



# New Events Schedule Autumn/Winter 2015

Women in Business is excited to launch its biggest and best schedule of events yet! With almost 2,000 members there are events to suit everyone from the sole trader and entrepreneur, through to the small business owners and corporate leaders. Specifically designed and bespoke events mean that there are more opportunities to connect, engage, grow your business and develop your career than ever before.

With almost 40 events on offer between September and January, members are encouraged to plan their diaries in advance to ensure they have the opportunity to hear from leading world class business women and inspirational speakers, and develop both personally and professionally with a wide variety of Masterclasses covering a vast array of topics. Delivering events in Belfast, Newry, Ballymena, Dungannon, Coleraine, Omagh, Coleraine and L/Derry means that members from throughout Northern Ireland can connect and grow their business.

For a full list of events and speaker details visit the Women in Business website: [www.womeninbusinessni.com/events](http://www.womeninbusinessni.com/events)

## SEPTEMBER



### TALKING SUCCESS WITH ANNE HERATY

Date: Wednesday 16th September, 9.30am - 12.30pm  
Venue: Hilton Hotel, Belfast  
Speaker: Anne Heraty, CEO and founder of CPL Resources PLC

KEY EVENT

### PRESENTATION SKILLS MASTERCLASS

Date: Tuesday 22nd September, 9.30am - 12.30pm  
Venue: Crash Services, Newry  
Speaker: Linzi Conway, Managing Partner at Key to Success Consultants

### LEARNING THE KEY TO SUCCESS

Date: Friday 25th September, 12.00pm - 2.00pm  
Venue: Silverbirch Hotel, Omagh  
Speaker: Colleen Harte | Owner of Lucy Annabella Organics Ltd

### CONFIDENCE IN WOMEN - AN ASSET NOT A CRIME!

Date: Friday 25th September, 9.30am - 11.30am  
Venue: Causeway Enterprise Agency, Coleraine  
Speaker: Fiona Bradley, Owner of Fiona Bradley Training and Consultancy Ltd.

## OCTOBER

### LET'S BLOG MASTERCLASS

Date: Monday 12th October, 9.30am - 12.00pm  
Venue: Dungannon Enterprise Centre, Dungannon  
Speaker: Claire O'Hanlon, Business Development at Purple Dot Consultancy



### ACHIEVING YOUR FULL POTENTIAL

Date: Tuesday 13th October, 9.30am - 12.30pm  
Venue: Malone Lodge, Belfast  
Speaker: Caroline Currid, CEO & Founder at Unica Performance Ltd.  
Sponsored by: Chartered Management Institute

KEY EVENT

### EMPLOYER BRANDING - ATTRACTING TALENT MASTERCLASS

Date: Tuesday 20th October, 9.30am - 11.30am  
Venue: Crash Services, Newry  
Speaker: Managing Director at Neal Lucas Recruitment Ltd.

## NOVEMBER

### BUSINESS INSIGHTS - GOOGLE ANALYTICS MASTERCLASS

Date: Tuesday 10th November, 9.30am - 12.30pm  
Venue: Crash Services, Newry  
Speaker: Kevin McCaffrey, Conversion Optimisation Consultant

### DISPUTE RESOLUTION IN BUSINESS MASTERCLASS

Date: Friday 13th November, 8.30am - 10.30am  
Venue: Stranmillis College, Belfast  
Speaker: Dorcas Crawford | Senior Partner in Edwards & Co Solicitors

### WOMEN IN BUSINESS AWARDS

Date: Thursday 19th November, 6.00pm - Late  
Venue: Culloden Estate & Spa

KEY EVENT



Women in Business Awards 2015

## DECEMBER

### DIGITAL VIDEO MADE EASY MASTERCLASS

Date: Monday 7th December, 9.30am - 12.00pm  
Venue: Dungannon Enterprise Centre, Dungannon  
Speaker: Brian McAuley, CEO of Dungannon Enterprise Agency

### CHRISTMAS NETWORKING DINNER

Date: Tuesday 15th December, 6.00pm - 8.30pm  
Venue: Malone Lodge, Belfast  
Speaker: Barbara Campbell, Training Consultant & Coach at Square Box Training Consultancy

KEY EVENT

### CHRISTMAS NETWORKING LUNCH: PLANNING FOR 2016

Date: Thursday 17th December, 12.00pm - 2.00pm  
Venue: Canal Court, Newry  
Speaker: Rosemary Morrison | Director of Directus Training & Consultancy

## JANUARY

### ALL ABOUT MENTORING

Date: Tuesday 12th January, 9.30am - 12.30pm  
Venue: Crash Services, Newry



### TALKING SUCCESS WITH MOYA DOHERTY

Date: Thursday 21st January, 9.30am - 12.30pm  
Venue: Stranmillis College, Belfast  
Speaker: Moya Doherty | Director of Riverdream Productions  
Sponsored by: Chartered Management Institute

KEY EVENT

### NETWORKING BUSINESS LUNCH

Date: Wednesday 27th January, 12.00pm - 2.00pm  
Venue: Galgorm Resort & Spa, Ballymena

WITH THANKS TO OUR REGIONAL PARTNERS: women in enterprise



**PHOTO CAPTION:**

Professor Marie McHugh, Dean of Ulster University Business School with Gerry Mallon, Chief Executive of Danske Bank and Chairman of the Distinguished Alumni committee which is overseeing the 40th Anniversary celebrations.



# Celebrate With Ulster University Business School

2015 marks the 40th anniversary of the Ulster University Business School and is a major landmark in its history. With over 6,000 students and 60,000 alumni the School is one of the largest of its kind in Britain and Ireland and has made a significant contribution to the development of the Northern Ireland economy.

Professor Marie McHugh, Dean of the Ulster University Business School explains, "Our vision has always been to provide our students with a professional education to prepare them for professional life. To continually deliver that vision our approach has evolved and developed significantly over the last four decades reflecting the rapidly changing social and economic environment and workplace challenges faced by our graduates. As Northern Ireland's leading business school we have much to celebrate this year and over 60,000 alumni to celebrate it with us."

On Friday 20th November a celebratory lunch will be held in Titanic Belfast for over 300 alumni and friends of the Business School to celebrate its past, present and future. The Master of Ceremonies will be alumnus and veteran business journalist Jamie Delargy. During the event he will be joined by a panel of other distinguished alumni for a wide ranging discussion on the School's influence both at a personal level and on a Northern Ireland basis.

The panel will comprise Helen Kirkpatrick MBE, Non-Executive Director Kingspan Group and Non-Executive

Director UTV Media; Jill Minne, Director of Organisational Development, Belfast City Council; Professor Marie McHugh; Ian Larmour, Managing Director, HTMi Hotel and Tourism Management Institute Switzerland and CEO Swisstouches Hotels and Resorts; and Colin Walsh, Chair of CBI and Chief Executive, Crescent Capital.

**Women in Business members are invited to join the celebrations with colleagues and friends. Simply click on to [www.business.ulster.ac.uk/events](http://www.business.ulster.ac.uk/events) to book your place or for more information phone Lynn O'Hara at 07712 117342.**





## 40th Anniversary Ruby Lunch

Friday 20 November at Titanic Belfast | 12pm - 3pm

This year marks the 40th anniversary of the Ulster University Business School, representing a major milestone in our history. The highlight of the year is a celebratory lunch for alumni and friends to celebrate our past, present and future.

The lunch will commence with a networking drinks reception, followed by a panel conversation with distinguished and influential alumni.

Further information regarding the 40th anniversary celebrations and forthcoming events can be found at [business.ulster.ac.uk/forty](https://business.ulster.ac.uk/forty)

### Event Queries

If you have any queries please contact Lynn O'Hara:

E: [l.o'hara@ulster.ac.uk](mailto:l.o'hara@ulster.ac.uk) T: 028 9036 6259 or 07712117342



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## Dalata Hotel Group Invests In Central Belfast Hotel

Dalata Hotel Group has signalled its intention to expand its footprint in Northern Ireland by announcing the opening of Clayton Hotel Belfast on the city's Ormeau Avenue.

The largest hotel operator in Ireland will have 13 hotels across the UK and Ireland under the Clayton Hotels brand by the end of 2015, in locations including Galway, Dublin and Manchester, after purchasing a portfolio of properties from Bewley's Hotels and Moran Hotels. Among the properties acquired was the Holiday Inn on Ormeau Avenue.

Clayton Hotels is a 4 star brand with a focus on the corporate market – the principal distinction between Clayton Hotels and the more family orientated sister hotel group – Maldron Hotels. The company is investing €27m in the redevelopment and upgrade of both brands across the island.

The acquisition of Clayton Hotel Belfast, a modern, city centre based property with excellent conferencing facilities, is part of Dalata's strategy to assemble a portfolio of high quality hotels in key city locations. The company intends to embark on an extensive refurbishment project at the hotel.

The hotel will also be investing in staff training and development to bring a people-focused service experience to customers under its 'your stay, your way' approach.

Pat McCann, founder and chief executive officer of the Dalata Hotel Group PLC said: "It's an exciting time for the Dalata team. Our strategy is to leverage the group's core asset management, hotel operation and development capabilities to grow the business. It is fantastic to see this coming to life with the launch and forthcoming roll out of Clayton Hotels across Ireland and the UK."

Stephen Redden, general manager of the Clayton Hotel Belfast, said: "The investment by Dalata Hotel Group is a real vote of confidence in Belfast's economic prospects and the resurgence of Northern Ireland's tourism and hospitality sectors.

"Dalata Hotel Group is aiming to be in key cities in the UK and Ireland and

considers Belfast to be a vital location in their growth strategy. Even with the recent announcements about plans for new hotels there is the feeling that there is still a need for capacity in the area and the sector has room for significant growth. We are entering the market at a particularly competitive time but we are confident that Clayton Hotel Belfast will bring a new and welcome personality to the hospitality sector," he added.

"We will be bringing a quirkier offering to the hotel market, with a renewed focus on food and a takeaway style room service and we will be working closely with the corporate market to bring them impressive conferencing and meeting facilities."

WIB members, Clayton Hotel will be hosting a series of networking breakfasts, lunches and coffee mornings so be sure to register your place for the opportunity to network and experience the Clayton brand.

# Member News

## Renewal of Vows Ceremonies on the Increase in Northern Ireland



There must be something in the air this summer (apart from the rain)! It seems that more and more couples want to renew their marriage and civil partnership vows here in Northern Ireland.

Many enquiries I receive come from couples who have recently married overseas and want to renew their vows as a 'second wedding' back home for family and friends. I have clients in Australia, America and Canada who are all coming home to celebrate their marriage with Renewal of Vows ceremonies.

Some couples celebrate landmark wedding anniversaries with a Renewal ceremony and exchange new rings or other tokens of commitment. Some repeat their vows from 'first time around' and others make new vows.

One couple chose to surprise their guests with a Renewal ceremony at their Silver Wedding Anniversary party. It was beautiful, funny and romantic and there wasn't a dry eye in the house!

Celebrant Services NI creates beautiful, bespoke ceremonies for weddings, civil partnerships, renewal of vows, namings and funerals – and you can find more information and inspiration on my website at [www.celebrant-services-ni.co.uk](http://www.celebrant-services-ni.co.uk), call me on 07877 267180 or email [julie.antonette@uksoc.com](mailto:julie.antonette@uksoc.com).



PHOTO CAPTION:  
Richard Gardiner & Clare Galloway, RSM McClure Watters are pictured with Niall Creighton of the Creighton Group



## RSM McClure Watters Launches New Business Advisory Service - "RSM LifeCycle"

Accountancy firm RSM McClure Watters has launched a new business expansion service called RSM LifeCycle to help Northern Ireland companies capitalize on the opportunities created by a recovering economy.

Headed by Richard Gardiner, a Partner of RSM McClure Watters, the new service aims to provide rapid and relevant answers to local businesses, no matter where they are in their lifecycle.

The leading accountancy firm, which is part of the RSM International network and has over 25 years' experience in advising and assisting companies in all stages of their growth, is taking the step because it believes businesses need access to a wide range of skills to take advantage of the new opportunities and challenges created by the current economic environment.

The partner-led service will offer customers advice on everything from early stage essentials such as company incorporation, taxation, company pensions, business health checks, management accounts, payroll and annual accounts, right through to creating business plans, negotiating funding offers, property acquisition plans, business expansions, succession planning and property disposal.

Richard Gardiner explained: "At RSM McClure Watters we cover the full range of audit, tax, consulting and advisory services. In recent years we have worked to help companies preserve what they had but the upturn in the economy and advances in technology has seen a growing demand for proactive business advice. RSM is a firm with global reach and local perspective, so we are well placed to deliver innovative solutions that help companies see further, adapt faster and grow stronger."

Clare Galloway, Business Development Manager for RSM McClure Watters, added: "We are pleased to be able to launch this new service, which brings the firm's expertise in audit, tax, infrastructure, outsourcing, corporate finance, property and restructuring together in one place and provides clients with a one-stop shop for business advice."

Business at different stages in their lifecycle require different services. Some are looking to become more efficient, others for accounting advice and services, outsourced payroll assistance and tax planning advice, while other companies now want to invest cash that has been sitting on their balance sheets.

Northern Ireland continues to enjoy modest recovery and jobs growth, driven mainly by domestic consumption. RSM believes companies need the right guidance if they are to become sustainable businesses or wish to compete on the world stage.

Niall Creighton, Creighton Group, said the advice he has received from the firm has been invaluable.

"We have worked with RSM McClure Watters over many years, as we have grown our business organically.

"Through each of these stages of growth, RSM McClure Watters have provided professional advice and support across all of our business areas. Historically we have always looked to exceed our customers' expectations and for us, the Partners and staff at RSM do the same."

Richard Gardiner said: "The LifeCycle Programme ensures all our highly experienced, multi-disciplinary team is able to advise clients from an initial idea for a start-up project right through to how to structure their company, guiding them through all the other business essentials and help them navigate the potential pitfalls on the way."



# French Inspired Interiors

Since launching her own business, French Vintage Vie, in 2014, Louise Scott-Heatley has been on antique furniture sourcing trips to Paris, Toulouse, Beziers, Avignon, Rouen and L'Isle sur la Sorgue with a customer shopping list!

Louise says, "People are looking for one-off unique pieces of furniture that really makes a statement in their home. Plus the current trend for mixing antique and vintage furniture in a contemporary setting is very fashionable. My personalised sourcing service offers them the opportunity to find a hand-picked bespoke item which would be very difficult to find here in Ireland. France has a wealth of beautiful well-made antique furniture which has been handed down through generations – From the distinctive Louis XV style armchairs and delicate cabriole legged tables to large farmhouse tables or shabby dressers and sideboards. My customers also love

the decadence of original chandeliers or antique gilt mirrors. One of my favourite items which you can't find locally is the typical French armoire which can be placed in a bedroom, bathroom, hallway, living room or even in a kitchen or dining room".

As well as individual private customers seeking furniture for their own homes, Louise also sources antique, vintage, retro and industrial furniture or quirky collectables for commercial premises such as hotels, restaurants, bars and on behalf of interior designers.

A small retail space at 7 Wellington Place, just a stone's throw from Belfast City Hall gives Louise a platform to display some of the antiques and vintage treasures she has found on her travels throughout France. She shares the space with interior designers, Atelier Design, and is collaborating with them on a new Designer's Guild Showroom, where some of her antique chairs and sofas will be re-upholstered in their fabrics. Louise also offers a professional furniture painting service for those who like the French painted style.

Louise continues "Whilst my sourcing service saves people the hassle of searching, expense of travelling and shipping, I understand some people enjoy



"the find"! So I am currently planning new "Escorted Brocante Tours" which will allow my customers to search for their own antique and vintage treasures, but I will be on hand to help with haggling in French and of course getting their items home".

## Copy vs Content

By Jo Rourke, Translator & Director, Silver Tongue Translations



When it comes to business writing, you'll often hear the words content and copy being used interchangeably, as if they're one and the same. Understanding the difference between the two can help you get the most out of your business writing – whether that's increased engagement... or revenue. To explain content and copy, it's handy to think of marketing and sales. They're not the same either; they carry out two different, albeit complementary, functions. Your marketing guys are

getting customers into your metaphorical shop. The sales team is responsible for convincing them to actually buy something. If your marketing is good, the sale becomes easier.

With all the benefits that being online affords us, copy and content can work together harmoniously, and even borrow techniques from each other. Content that segues gracefully into copy, i.e. marketing that links well with the sales process, means you achieve the holy grail of selling to customers without them feeling they're being sold to. After all, nobody likes being on the receiving end of a sales pitch.

Your content should also focus on positioning you as an expert in your given field – your customers will trust your knowledge and want to engage so they can increase their knowledge. The value of great content and copy writers is the authority with which they write on a subject. Sometimes, it's not enough to know the subject inside out.

Communicating expertise in a relatable way can be an indispensable tool for engaging and retaining customers. By imparting knowledge you reinforce your position as an expert. In turn, your prospects feel they're already receiving something – without having paid a penny. It sounds counterintuitive, but this "free" information makes prospects much more likely to become paying customers.

You'll see by now that content and copy are massively important – and massively personal. What works for one company won't work for another, so you need to establish your end goal. Regardless of whether it's a sale or a sign up, connecting with your customers is both the start and end point. Finding out what they need will give you the tools you need to devise content and copy to solve their problems. How do you do this? Talk to them. Ask them what problems they've got, then ask some more. And listen.

Only then do you try and figure out if your product or service can actually help them.

# North East Region Launches Resource Efficiency Packs to Businesses



The North East Resource Efficiency Programme has successfully supported 40 SMEs to identify and implement resource efficiencies in their business and reduce energy, waste, water and raw materials costs. The programme introduced these companies to the need and the benefits of becoming more resource efficient, offering flexible, client-led, practical support to help companies realise actual cost savings through improvements in resource efficiency.

The Resource Efficiency Programme was delivered by the InnoTech Centre in conjunction with Fathom Energy and B9 Solutions. All partners are recognised regionally and nationally as leading consultancy and mentoring practices in the area of renewable energy, sustainable development and resource efficiency with the InnoTech Centre at South West College securing an International Green Award in 2012.

PHOTO CAPTION L-R: Mary Laverty; Invest NI, Jacqueline Reid; Mid & East Antrim Borough Council, Cllr. John Blair; Antrim and Newtownabbey Borough Council, Nicola Quinn; SWC College, Martin Clark; Causeway Coast and Glens Borough Council

## The North East Resource Efficiency Programme launched New Legacy Packs for businesses to use as a guide to improve their Resource efficiency and reduce their costs.

These new packs include information on topics such as Water Efficiency, Waste Minimisation, Solar, Biomass and Packaging. They provide small businesses with guidance on some practical tips and

techniques that they can apply to their business to reduce their resource costs and increase their turnover. The aim is to help businesses in the North East Region gain a better understanding of how to run a resource efficient business.

The North East Resource Efficiency Programme was part - funded by Invest Northern Ireland, and the European Regional Development Fund under the Sustainable Competitiveness Programme for Northern Ireland. The Councils of Mid and East Antrim, Causeway Coast and Glens and Antrim and Newtownabbey also part funded the project.

Nicola Quinn, Programme Manager at the InnoTech Centre, said the programme presented a key opportunity for local businesses to avail of valuable practical one-to-one support to help achieve real savings, "Each business received a resource efficiency audit which provided a complete overview of the efficiency of operations and identified where improvements could be made. They also received a Bespoke Action plan detailing opportunities for making efficiencies in terms of energy, waste, water/effluent and raw materials and a range of other aspects including investigating the innovative use of new renewable energy technologies."

# Trends for Christmas 2015

## I'm dreaming of a....

A sense of nature and new life typically associated with the spring season inspires fresh Christmas decor. Think of an abundance of white glittered snowdrops and flower bulbs nestling on traditional fir trees, wreaths and garlands. This is a very economical way to revamp your existing Christmas greenery.

Promotional Idea: Host a "Special Christmas Planting Workshop" at your premises where a local Florist shows how to plant a spring bulb pot. Perhaps also offer a small gift bag of snowdrop bulbs to your loyal customers – not forgetting to promote your business!

## When you Wish....

Alternative Christmas trees have become increasingly popular as innovative design drives consumer spending habits. For

2015, trees are flattened and hung from the ceiling, secured onto walls or simply placed standing on flat surfaces. Finishes include highly contemporary wire to burnished brass in traditional shapes. The use of typography on decorative signs is another concept to try.

Promotional Idea: Have a "Christmas Wishing Tree" in your reception or store, and invite your customers to write their Christmas Wish on themed gift tags. Offer an incentive for every wish hung on the tree and use the opportunity to grow your database.

Mags McAlpin is a creative retail consultant who works with independent businesses throughout NI, Rol and the UK. Her clients include accountants, lawyers, estate agents, market traders and independent local retailers. Please call 07586 355 355 for your complimentary consultation and follow @retailmagicni





# Member News

## A Healthy Back at Work



Back pain has become the leading cause of long-term sick leave in the UK. Millions of work days are lost to this condition each year. The main causes of workplace back pain are bad posture at the desk or while driving, poor lifting and carrying techniques and stress.

With today's work force becoming more desk bound back pain has become more prevalent. There are many factors that can affect the back including; chair support, computer screen and keyboard position and seat height. It is easy to see why more time at your desk leads to an increased risk of back pain.

- Be sure to take a break away from your workstation every 30 minutes
- Make sure your workstation is set up right for you:
  - Your chair height should allow your feet to be flat on the floor
  - The keyboard should be at the same height as your elbows
  - Your chair should have good lumbar support
  - Your screen should be at eye level

If you are suffering from back pain physiotherapy can help to relieve pain and stiffness, and improve posture. Rebound Physio is a new state of the art physiotherapy clinic, specialising in musculoskeletal and sports injuries. We are the only social enterprise clinic in the UK and Ireland with all profits going to the charity Brain Injury Matters. To find out how physiotherapy can benefit you, or to join a physio led pilates class please contact us at 028 9099 2444.

## Make your match made-to-measure



Only a professional and reliable made-to-measure approach can guarantee success in matchmaking - that was the message as Soirée Society, Northern Ireland's first homegrown accredited matchmaking agency, was officially launched in Belfast. The agency was set up by former banker Claire Hughes, who was joined recently by associate Denise McNally. Soirée Society is the first agency headquartered in Northern Ireland to receive official approval from the Association of British Introduction Agencies.

Soirée Society's approach is to match males and females to potential partners following extensive research and profiling. One to one consultations screen personality, values, emotional availability, body language and physical appearance - none of which are possible through an online application. Relying on the centuries old tradition of matchmaking, Claire and Denise's exclusive focus is to facilitate mutually beneficial introductions for Northern Ireland's unattached population through their professional and confidential service.

Speaking at the launch, Claire Hughes said: "Our combined experience and intuition in relationship management, psychology and coaching allows us

to provide an ethical, professional and reputable service which meets the needs of discerning clients who prefer a customised and discreet matchmaking service.

"The era of meeting in dancehalls is over and people are starting to see the downside of online dating sites, with concerns around false profiles, security issues and a lack of privacy.

Disillusionment with the 'one-size-fits-all' approach of websites means that matchmaking is becoming an increasingly attractive option for all ages. There is a gap in the NI market which we intend to fill with our 100% customised, confidential and offline service. We're bringing a fresh and modern approach to what is a centuries old tradition," she added.

Originally set up as an events company in 2013, Soirée Society also organises regular meet-ups across Northern Ireland for single people who want to meet and mingle with like-minded individuals. These are designed as informal events where people can meet to discuss shared interests and get to know one another in a relaxed setting. It also gives Claire and Denise an opportunity to outline just how matchmaking works to those unfamiliar with the concept.

"Soirée Society aims to bring professionals together at informative and entertaining events where people can socialise. Matchmaking is a tradition which is undergoing a renaissance and we want to meet and engage with anyone interested in getting involved," added Claire.

Those requiring further information or who wish to attend a meet-up can find further information at <http://www.soireesocietyni.co.uk>

## Your Polish Translator



Did you know that even as much as 61% of potential exporters believe that the language barrier is stopping them from expanding abroad? Your Polish Translator is a Belfast-based company established by Kasia Pranke DPSI DipTrans MCIL.

"My aim is to help local businesses who wish to export their goods and services to Poland in building a credible brand.

Thanks to being a member of the Women in Business network I have a chance to meet more local businesses, talk to them and understand their needs even better", says Kasia.

On her blog at [www.yourpolishtranslator.com](http://www.yourpolishtranslator.com) Kasia writes about the Polish market, which with its population of over 38 million is the best point of entry to the Central and Eastern European markets. You will also find there some useful advice about the communication aspects of selling goods and services overseas.

Would you like to know more? You can connect with Kasia via multiple channels:

**LinkedIn:** [uk.linkedin.com/in/kpranke/](http://uk.linkedin.com/in/kpranke/)  
**Twitter:** @kpranke  
[www.yourpolishtranslator.com](http://www.yourpolishtranslator.com)



## Good Decisions = Successful Businesses

### How good are you at making decisions when you are tired, stressed and have low blood sugar?

Women in highly stressful jobs have a nearly 40 percent increased risk of heart disease and heart attacks, a 60 percent greater risk for type 2 diabetes and are more likely to become alcoholics compared those in less stressful jobs. Adequate sleep is essential for the body and mind to recharge. Sleep deprivation can lead to short-term memory problems; decreased attention span; moodiness; weight gain; diabetes; and heart disease.

To get a good night's sleep, start to relax an hour or two before you go to bed. Turn off the technology; take a hot bath; meditate; eat your last meal as early as possible and keep it light as your body cannot sleep and digest at the same time. Clear the bedroom of electronic devices - electromagnetic smog disrupts your biorhythms. Use an old fashioned alarm clock instead of your phone.

For the brain to function well, hydration is essential. The best options are spring water, filtered or mineral water in glass bottles. Plastic from bottles leaches into water (and indeed any other liquid or food contained in plastic) and disrupts the endocrine glands and hormones.

When you are eating easily digestible food high in nutrition, sleeping well and moving your body, you can cope with the ups and downs of life more easily. A well nourished body doesn't suffer from dips in blood sugar that need to be fuelled by coffee, sugar or a glass of wine. Eat real food, avoid the convenient, pre-packaged foods full of sugar and additives. Instead, eat real food (fresh and organic); superfood and green smoothies; fermented foods and drinks; add seaweed and fresh herbs to your food, Make it a habit to have a high nutrition snack in your bag such as trail mix made from brazil nuts, goji berries, coconut chips and raw cacao nibs.

For more information on taking the very best care of yourself and your employees, contact **Barbara Faibish on 028 4488 1683, [barbara@eatrawfeelgreat.co.uk](mailto:barbara@eatrawfeelgreat.co.uk)**

## Kick Off into Sponsorship!

The team at Whitespace consider themselves a sporting and competitive bunch. Director Fiona Murray is an ex Northern Ireland international athlete, business partner Ronald Hogg an enthusiastic cyclist, and contracts manager Robert Magowan has completed the "toughest footrace on earth" - the gruelling Marathon des Sables! Succeeding in business and succeeding in sport requires very similar determination but a little bit of external help never goes amiss. This was why Whitespace decided to sponsor Co Down Junior Football Team's training kit for the 2015 Dale Farm Milk Cup.

As well as the kit, Whitespace is also sponsoring individual player, Kai Wardlow. Kai is a left back / left winger

with an electric burst of pace and fantastic first touch. The kid from Belfast plays his club football for Ridgeway Rovers and has represented Northern Ireland at international level. Kai will certainly be one to watch at this year's event.

While the Milk Cup opening ceremony fell victim to Northern Irish summer weather, the elements didn't put off the Co Down Juniors who won their first tournament game 4-0!

**For more information about Kai and other Milk Cup news click the link provide below or follow Whitespace on twitter @whitespace\_ni <http://www.whitespaceni.com/news/2015/july/kick-off!.aspx>**





# Member Profile

WIB Member

## Julie Huddleston

JOHN MCKEE  
SOLICITORS



Julie is a partner in the firm of John McKee Solicitors. Before joining McKees in 2006, Julie worked as a Senior Legal Adviser for PwC in Belfast and as a Solicitor in Dublin. Julie is qualified to practice law in Northern Ireland, the Republic of Ireland and England and Wales.

Julie advises on corporate/commercial issues to Northern Irish, UK, Irish and international clients, relating to all aspects of company law and corporate governance. Julie has acted on behalf of a wide range of clients, from sole traders and start-up companies, to multi-national IT and telecoms providers and public sector bodies, with a current focus on advising family businesses. Julie advises clients on a wide range of investment and corporate/commercial work, covering everything from shareholders agreements, partnership and joint venture structures, succession planning for businesses, company buy backs of own shares, mergers and acquisitions, to being involved in a listing on the Dublin and London Stock Exchanges.

Away from the office, Julie has a special interest in early years issues and youth organisations, having been a non-executive director on the boards of Early Years and Start 360 and is involved in fund raising for local children's organisations, including those attended by her three young children.

WIB Member

## Deborah Anderson

CAMBRIDGE  
WEIGHT PLAN



I am an Independent Consultant with Cambridge weight plan. The plan was developed over 30 years ago in the UK as a meal replacement diet but has grown to become one of the world's most successful weight loss and long term management programmes, which now offers more than just meal replacement, but also a healthy living, with food, steps programme. Although it is widely used and available in the UK mainland it was still relatively unknown in Northern Ireland when I moved back here 7 years ago to build my business. I had never seen myself as a business woman before, but saw a golden opportunity to grow what I hoped would be a successful business. In that time I have worked hard to establish my business and have helped over 400 clients successfully lose weight and change their lifestyles. Some of my clients have even won awards at the annual slimmer's convention. I have also won awards for the sheer hard work and dedication I have shown to my clients and the brand. I have been Regional consultant of the year for the last 2 years.

I have built up a team of Consultants, all previous clients, who also help build the profile of Cambridge weight plan across Northern Ireland. I currently work from home, but joining Women in Business has given me the confidence to expand into premises. I will be opening a weight plan centre in Ballymena in August.

Becoming a Cambridge weight plan consultant is not only a fantastic business opportunity, but the best decision I have made. It has given me the opportunity to do something that really does change people's lives!

If you would like more information on the plan or how to become a Consultant, please feel free to contact me on  
Tel: 07595 653 456



WIB Member

## Sherena Deveney

ERNST & YOUNG LLP

Sherena Deveney joined EY in April 2015, to lead their Northern Ireland Private Client Services practice. 'EY is a dynamic firm who invest time and resources in their people and clients to provide solutions which are more than just tax and accounts. I am delighted to be part of a business that bucks the trend and wants to stand apart from the competition and traditional pretences of accounting and taxation.'

Sherena, originally from England, has been in Belfast for seven years previously working for BDO, and has embraced the transition. 'There is a distinct difference in the business community here. Whilst there is business to be done, and opportunities to nurture, it really is a friendly and respectful community full of enthusiasm, where you can build lasting business and non-business relationships. I really enjoy the challenges and opportunities that Northern Ireland is presenting to me.'

Sherena has 22 years of experience in private practice, of which 18 have been spent specialising in private client tax matters. 'In the seven years I have lived in Belfast, the market has ridden the economic rollercoaster but in recent times, things are starting to look more positive, with more small businesses opening their doors, and entrepreneurs having the confidence to take the plunge and fulfil their ambitions. Sherena heads up a growing Private Client tax team in Belfast who work closely with the Private Client team in Dublin, to deliver both ongoing tax compliance requirements, as well as tax advice on a wide range of issues, such as business structuring, inheritance tax and wealth planning, and cross-border tax planning.

A recently joined member of Women in Business, Sherena is looking forward to getting to know the Women in Business community, and hopes to form some great contacts and friendships in the future. Sherena Deveney, Head of Private Client Services, EY, Tel: 028 9044 3500  
Email: sdeveney@uk.ey.com

WIB Member

# Stephanie Sproule

## BLACK & SPROULE COMMUNICATIONS



### LEARN UP ON LINKEDIN

Many clients come to us about hosting a LinkedIn page for their business, but don't have the time to set it up, maintain it - or really understand why they want to be on there to begin with.

LinkedIn is still a growing social media network, and as such, many businesses have yet to harness the professional opportunities and added value the platform presents.

People follow a business page because it is a company they either want to work for, do business with, or learn something from, so it is important to ensure its filled with up to date, engaging and relevant content.

To get your business page started, there are a few steps you can take to ensure its success:

#### The Small Print

LinkedIn allows you to enter lots of information about your business compared with Twitter or Facebook, so make sure all fields are filled out correctly, with a good quality logo and company description.

It's an additional front window to your business - so make full use of it!

#### Employees on board

It may seem obvious, but not everyone in the organisation may be aware there is a company page. Let them know in your internal newsletter, or send a staff email specific to the subject. Don't forget to send employees a direct link to make it as easy as possible for them to navigate and connect!

#### Maximise Engagement

When you post company news on your LinkedIn page, ask all employees (and friends!) to share, like and comment on the post. This extra engagement means the post will then appear on their individual feeds and encourage new followers and visitors to the page. This is one guaranteed way to grow the page quickly and expand your content reach.

#### Content Creation

Encourage everyone in the workforce to flag up interesting articles and company news to mention on the LinkedIn page. This can include ideas or short articles submitted by employees each month to reflect their successes, opinions and/or thoughts on the industry.

#### Make sure your profile information is kept up-to-date

It's really easy to forget to update information across every single social media channel and online listing. New offices should be added onto the list of addresses, along with new telephone numbers and so on. Also remember to remove admin rights for members of staff who leave the company.

Stephanie is a Director at Black & Sproule Communications. With experience of managing international brands including Heathrow Airport and Jameson Irish Whiskey, she develops robust marketing and communication strategies for a range of clients in Northern Ireland.

Stephanie can be contacted on  
Tel: 028 9050 0885 or  
Email: [stephanie@blackandsproule.com](mailto:stephanie@blackandsproule.com)

WIB Member

# Heather Carr

## TEN MINUTES MORE



New Women in Business Member Heather Carr is founder of the brand new Creative Consultancy Ten Minutes More. The business specialises in innovative ways to reward, engage and develop employees. As Heather explains 'I've worked with a lot of businesses over the years who have brilliant individuals who seem like they have the 'dream job' but something is missing - they are not enjoying their day as much as they should be or contributing as well as they could be. It's a real problem and employers

are always looking for new approaches to address this, to train, reward and engage their teams in really effective ways." Heather set up Ten Minutes More because she's seen first-hand how effective creative approaches can be in helping both employers and employees achieve that little bit more.

The difference is in the delivery. When you turn up at a Ten Minutes More event there will not be a Powerpoint screen in sight. "Everything we do is about doing rather than (kind of) listening," Heather explains, "we use experts in the fields of theatre, dance, music and comedy who apply their amazing creative skills to business challenges which means our training solutions are memorable, effective and above all fun!"

Ten Minutes More is also tackling work environments "It depresses me to see rows and rows of little blue cubicles" says Heather "How can you expect people to perform at their best when they are boxed up all day - the solutions are out there and they're really not difficult to implement. Why not set up a corporate choir or book club or let your team create their own art-work to enhance their office space - after all they spend the majority of their waking hours there. These small actions are proven to have a tremendous impact on team morale and productivity."

And traditional Christmas Parties are also on the firing list. Although the annual get together can be a great way to thank your team they can also be a hotbed for gossip, old grievances emerge not to mention inappropriate photocopier behaviour! There are so many much more positive ways to celebrate - you could record your own Christmas Single, create beautiful greeting cards or enjoy an in-house movie screening. These shared experiences not only say thanks but bring your team closer together through a positive shared experience.

Along with the usual marketing and business plans when setting up Ten Minutes More joining Women in Business was on the top of Heather's To Do list as she explains "I'd already benefitted so much from the advice and support from WIB and the connections with other inspirational business women it really was a no-brainer! Plus I was fortunate to get a place on the Power of 4 programme which has been so worthwhile and really kick-started my new business adventure!"

To find out more about Ten Minutes More see [www.betenminutesmore.com](http://www.betenminutesmore.com) or contact Heather on  
Tel: 07814 721 023  
Email: [heather@betenminutesmore.com](mailto:heather@betenminutesmore.com)



# Member Profile

WIB Member

## Aine Boyle

**AINE'S KITCHEN  
COOKERY SCHOOL**



Aine's Kitchen Cookery School based in Newry, Co. Down was founded by Chef & Nutritionist, Aine Boyle.

Opened in 2014, Aine's Kitchen Cookery School offers both hands-on and demonstration classes for adults and children with an emphasis on giving dishes a healthy twist. Aine is passionate about the huge health benefits achieved through a balanced healthy diet.

Aine also specialises in Kids & Teenager's Cookery Classes from 7 years upwards. These classes are designed to teach kids in a fun environment about cooking and baking. Once again, the emphasis is on encouraging kids to make healthy choices when it comes to their meals and snacks.

Aine's Kitchen also offers corporate services for businesses on Staff Health & Wellbeing in the workplace ([www.aineskitchen.com/nutrition](http://www.aineskitchen.com/nutrition)). Current clients include Diabetes UK, BE Aerospace Kilkeel and Newry & Mourne District Council. Full client list can be viewed at <http://www.aineskitchen.com/nutrition/client-list/>

Future plans: Fresh homemade healthy food products

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WIB Member

## Barbara Campbell

**SQUARE BOX  
TRAINING  
CONSULTANCY**

### MOTIVATING YOUR TEAM

The two most frequent questions I am asked as a trainer is 'How do I motivate people?', and 'How do I get my team to perform to the best of their capabilities?'

Bottom line is, when it comes to motivation, you need to look at yourself, first and foremost. Your team is a reflection of you and, if you are not motivated, how can you expect anyone else to be up for it? Communication is crucial when it comes to managing and motivating teams – it is a well known fact that 93% of all communication is non-verbal. Therefore, it is not what you say, it is how you say it and how you behave.

The more self-aware you are, of your mannerisms and habits, the more you will be able to play to your strengths. For example, a simple little trick, do you smile? I mean genuinely smile. It is amazing what a smile can do. Have you ever worked with grumpy people – the moaners and groaners? Did you notice how these 'mood hoovers' can bring others down with them?

This, then, links into a key factor in motivation – attitude. You can have all the talent in the world, have the best players but if they do not want to perform, it will not happen.

The job of the 'motivator' is to understand what makes each individual team member tick; listen to them and make them feel valued – it is then easier to motivate individually. Some are motivated by money, some by status, some just need a little TLC. Your skill as a motivator is to work out who needs what and when. No easy task in this challenging climate, however, I believe it is non-negotiable.

Using this form of Emotional Intelligence gives the motivator the ability or skill to identify, assess and control the emotions of themselves and others. The emotionally intelligent person can harness emotions, even negative ones, and manage them to achieve intended goals.

Where people can get carried away with their own egos, I have found the best motivators have the ability to refocus the team on one goal and then work together to achieve all their goals.

The key ingredients for motivating others are:

- Attitude – you have to want to do it
- Emotional intelligence
- Strong vision
- Ability to communicate at all levels and listen

As a motivator, if you can get people to believe and want to achieve, the capacity for success is unrivalled. Problems occur when individuals within the team do not know where they are going, are unchallenged or, worse case scenario, do not want to know.

Motivation comes from within and can be an unconscious skill that gains buy-in from those around you. Think about those charismatic individuals that you know and like being around; they motivate just by being there, they have a presence.

Each team requires a strong leader with these skills and a role model to look up to. It is all about the soft skills with the ability to show some 'tough love' when tough decisions have to be made.

In business, as in sport, no-one will give you anything, your talent alone is not good enough. Desire, hunger and a drive to achieve is what you need. So how much do you want to get the best from your team and motivate them to be the best they can be? Are you prepared to look at yourself first?

Barbara Campbell is a Trainer for Square Box training Consultancy

Specialising in people development in the retail sector, working with clients such as White Company, Mango, Coast, New Look, Karen Millen, Sainsburys, Spar, Cash Converters and many others. Square Box training Consultancy has crossed many sectors of business including working with International manufacturers such as Technip, Diageo, MPS, Wright Group as well as the sports industry including Belfast Giants, Nottingham Panthers, Celtic FC, Rangers FC, Chelsea FC as well as the GB Olympic Ice Hockey Team.

WIB Member

# Roisin McDermott

SEED MENTORING



**I spent 10 years promoting self-employment and helping others to get started before I finally set up my own business 7 years ago - as a trainer, mentor and project manager doing what I knew best - helping others understand the business side, writing their plans and strategies, working out the finance, and ensuring they had the confidence to deal with all the practical issues.**

And being honest it was probably "push" factors rather than "pull" factors that made me take the step....young children, tired of being a Manager and too much paperwork in my job, husband working long hours and most of my salary going back to the crèche! Something had to give....the flexibility of self-employment is just brilliant when you have a young family.

I work now with many women who see an opportunity to fill a gap in the market, meet a need, or to follow a passion or an idea and I so admire their vision and energy. I love helping them develop their thinking and helping plant that first "seed" - hence my business name.

I am a passionate supporter of Women in Business, having set it up with a group of female entrepreneurs some 12 years ago. It grew from a seed of an idea, to bring women together to support each other. I love to watch that energy and drive and remember how it all began as a tiny seed.

I am back in my much loved role of running women's programmes by working with WIB to deliver their start-up Power of 4 programme. What impresses me the most is how with a little bit of coordination and facilitation, a mini network is formed and now they are all helping and supporting each other.

Contact Roisin McDermott  
Tel 07740 473702  
Email: roisin@seedmentoring.co.uk

WIB Member

# Claire Flanagan

MCAVOY GROUP



Claire Flanagan, Project Manager at the McAvoy group, demonstrated a flair for leadership roles in her student days when she earned a Diploma in Industrial Studies with commendation and a 2:1 Degree in Construction Engineering & Management at The University of Ulster. It was there where she balanced education with a position of responsibility; first as vice-President of Jordanstown Student Union followed by a two year post as President of the UU Student Union.

It comes as no surprise then that in just under two years Claire was promoted from Document Controller at The McAvoy Group - one of the most innovative off-site construction companies within the UK and Ireland - to Project Manager.

"Working for the McAvoy group is really interesting," began Claire. "It takes your traditional construction ideas and flips them around. It's also extremely fast paced so it takes a bit of getting used to."

Since July 2013, the McAvoy Group has helped Claire achieve her Appointed Person Crane Training and she's almost completed her MCIOB.

While acknowledging that a 'wide gender gap' in construction still exists, Claire notes that things are changing: "When I did my placement at Gilbert Ash in 2008/9 I was the only woman on site but now it's a bit more common. There are jobs in different areas meaning that being isolated as a woman in construction is not the case."

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# Do your line managers know how to handle diversity? Sure?

By Jacqui McKee, Director, Advice & Compliance, Equality Commission for Northern Ireland

As an employer, you are responsible for any breaches of equality law by people who work for you. This can be so even if you do not know about it or approve of it.

You can reduce the risk that you will be held legally responsible for the behaviour of your employees if you can show that you took all the steps you reasonably could to ensure staff know how to behave so as to remain within the law. In doing this, you will rely a good deal on your management team.

Line managers have an important role in setting the tone in the workplace. They will also have the initial responsibility for dealing with any complaints of discrimination that arise. It's important that managers know both the employment protections workers have under the equality laws and the policies and procedures that the company has in

place for investigating complaints of discrimination.

The Equality Commission offers a wide range of free expert training for you and your staff, including 'Equality training for line managers'; which is so popular that we are running five sessions in four locations around Northern Ireland between September 2015 and January 2016.

This session focuses on the particular responsibilities of the line manager in relation to equality law and will identify key equality issues that are part of their day to day work, such as managing performance and absence management, fair recruitment, managing harassment, disability, vicarious liability and the reasonable steps defence. Attendees will also examine some decisions and settlements in legal cases and learn the lessons from them.



All the details of our training events for the new season starting in September are now online at [www.equalityni.org/training](http://www.equalityni.org/training). You can book online or by phone on 028 9050 0560.

If you want more than training, our Advice and Compliance team can also give you free and confidential advice over the phone, by email, by post or in person. We advised well over 3,000 callers last year on equality issues in their organisations.

You can contact Advice and Compliance staff on 028 9089 0888 or email [edenquiries@equalityni.org](mailto:edenquiries@equalityni.org)

## Back to School – Coughs and splutters...

The new school year is nearly upon us again. Another school uniform, new shoes, new shirt, blazer and tie. Getting the haircut and the face washed.

Education has always been core to the development of children, but it is becoming even more important as the available jobs require specific knowledge, and a third level qualification is almost essential.

Keeping children healthy is therefore a must. They cannot afford to miss out on long chunks of school, because catching up is so much more difficult when the class has moved on. Knowing that you can get immediate help, without even having to go to a GP gives you complete peace of mind, not only that your child can get medical treatment, but also that any interference with their education will be kept to a minimum.

The school environment can make your child more vulnerable to becoming ill. Children bring bugs into school that are then shared around the classroom and the whole school environment. This means that there can be even more pressure on the NHS as parents bring their children to the GP to get to

the bottom of the problem and seek treatment. With a H3 Health insurance policy covering your child, you can call us, get an appointment with the right specialist and get started on getting your child better.

The H3 children's policy also includes access to the Kingsbridge Private Hospital Casualty. Even if it is a scratch, a cut knee, or you simply want peace of mind about something that is worrying you, how does a five minute wait sound in comparison to a visit to an NHS casualty? Caring for a sick child is one of the most stressful times for a parent. Our health cover also includes providing accommodation for a parent, as long as the child is 16 or under.

The H3 policy for children can cost less than 60 pence per day. With the development of medical procedures, the diagnosis of illness is improving every year, and the cover includes the tests that will be able to speed up the recovery of your child.



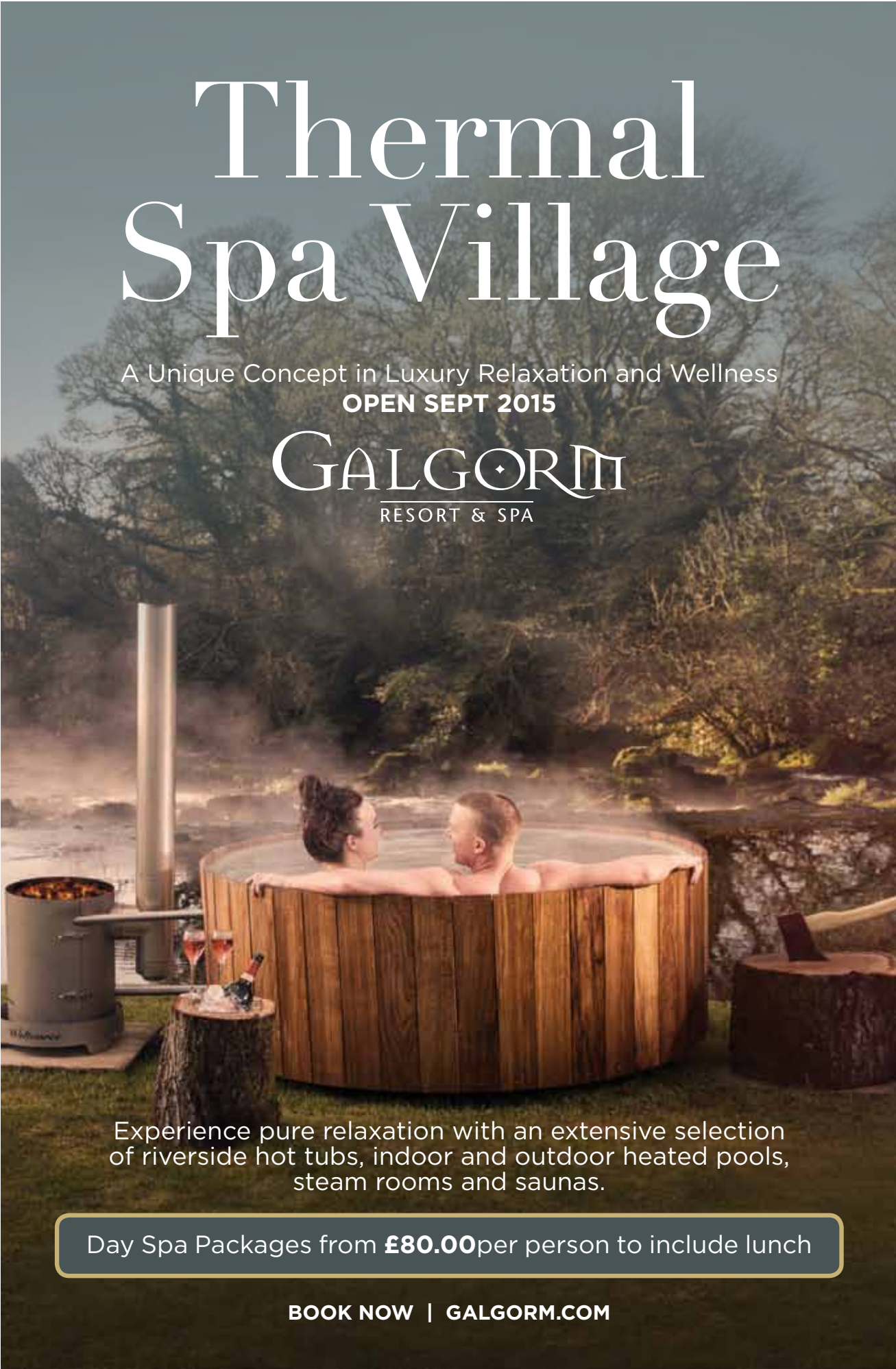
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