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**WOMEN IN BUSINESS NI**

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WIB NI welcomes our new members

Special thanks go to members Cai Graham [info@caigrahamphotography.co.uk](mailto:info@caigrahamphotography.co.uk) for photography at our recent events and Elaine McComb [elaine.mccomb@gmail.com](mailto:elaine.mccomb@gmail.com) for her contribution to editorial work on our website and magazine.

## 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](http://www.womeninbusinessni.com)

# Chair's Message



As I reach the end of my first year as Chair of Women in Business NI I reflect on the past year and I am amazed at the Journey. I had the privilege to meet many women from various industries all inspirational in their own individual way yet I could see the same thread running through them; self-belief and determination. It is that determination to succeed that gets you up on a bad day, which turns a no into a yes, which finds a solution to a problem and displays leadership amidst confusion.

These very women are you, the members of Women in Business NI that continually attend our events, master classes, business lunches and mentoring programmes to grow your business and accelerate your personal development.

I look forward to the year ahead with excitement for the future of Women in Business NI and the plans for development. As a board we are determined to succeed in growing the organisation whilst helping you grow your business. We will continue to support all our members through innovation whilst building regional, national and global links.

If I ask one thing, it is that we keep the responsibility for the future of the younger generation at the forefront of all we do. We are known globally for our skilled workforce and we cannot lose this to unemployment. Ladies keep doing what you are doing and create the jobs to develop our economy and this in turn will give our young people skills and hope.

Women in Business NI going forward will make women richer in every sense of the word.

**Edel Doherty**  
Chair, Women in Business

## Our Events

### March – June 2011

Women in Business NI is delighted to announce a series of events that will help you reach new heights within your business. Make your membership work for you by attending these events and driving your business forward.

To book for any of the above events please contact Lindsey McVarnock at WIB NI Tel: **0845 607 6041** Email: [info@womeninbusinessni.com](mailto:info@womeninbusinessni.com) or online via [www.womeninbusinessni.com](http://www.womeninbusinessni.com)

#### **WOMEN CREATING THE NEW ECONOMIC FUTURE INTERNATIONAL WOMEN'S DAY CONFERENCE**

WIB NI joint event with the IOD sponsored by Vodafone  
Tuesday 8th March, 9am to 3.30pm  
Venue: La Mon Hotel

#### **WIB NI JOINT NETWORKING WITH NORTHERN IRELAND CHAMBER OF COMMERCE EVENT**

Thursday 24th March, 12 noon to 2 pm  
Venue: Europa Hotel

#### **BUSINESS LUNCH AT THE HOLIDAY INN**

Thursday 31st March

#### **CONNECTIONS WEEK 2011**

Commencing Monday 11th – Friday 15th April  
Venue: Weavers Court, Belfast

A week of events which will help members to maximise on their WIB NI membership.

#### **EASY BANKING WITH NORTHERN BANK MASTERCLASS**

Wednesday 13th April

#### **BUSINESS LUNCH AT THE RAMADA HOTEL**

Friday 15th April

#### **MARKETING MASTERCLASS**

Wednesday 4th May

#### **BUSINESS LUNCH AT QUEENS UNIVERSITY BELFAST**

Thursday 12th May

#### **WIB NI BUSINESS FORUM 2011**

Thursday 19th May, 9.30 am to 2.30 pm  
Venue: Stranmillis College

#### **WIB NI BBQ AND QUIZ NIGHT**

Thursday 9th June, 6pm to 9 pm  
Venue: Radisson Blu Hotel

#### **BUSINESS LUNCH AT MALONE LODGE**

Thursday 16th June

#### **NETWORKING THE NETWORKS EVENT**

Friday 17th June  
Venue: Long Gallery, Stormont  
A WIB NI & Network Ireland Event



Our events are supported by InvestNI

# Women in Business NI welcomes Kate Marshall as new board member.



Kate heads up the Leadership and Management team. She is a highly experienced Facilitator and Executive Coach and works mostly at senior levels including Board Directors in a variety of large blue chip companies in Ireland, the UK and USA.

Before moving into training and development, Kate held a variety of senior executive roles, up to director level, in the retail and manufacturing industries. She had particular responsibility for sales, marketing, staff development and business growth.

Kate joined MaST Ireland in 2001 and became a Partner in 2004. She attends conferences world-wide in search of latest context and perspective on Leadership. She has been a guest speaker at conferences across Ireland on Leadership.

Kate has an impressive track record of achieving results by developing high performing, motivated individuals and teams where the emphasis is on the individual's strengths and core capabilities. Passionate about leadership and developing others, she challenges leaders in her workshops to look at the 'inner leader'. Kate believes that before you can lead others well, you must first lead yourself well.

Her major strengths lie in enabling individuals to achieve their full potential by developing and identifying their key strengths that will deliver personal, team and business growth.

### Relevant experience:

- 18 years as Coach, Consultant and Facilitator of management and leadership development programmes.
- 12 years experience working from 1st line manager to Company Director sales and Manufacturing
- Executive Coaching assignments for PLC directors

### Qualifications and Memberships:

Board Member Women in Business  
Committee Member Institute of Directors  
Committee Member Association of Coaching  
Kate holds an MSc in Coaching and Leadership Development through the University of Portsmouth and a Diploma in the Management of Training and Development through the University of Ulster. She is a member of the IoD, the CIPD, the Institute of Management, and Association of Coaching and The European Coaching Federation. She is certified to facilitate the Insights Discovery psychometric profiling system.

# The balancing act...



Look around the average boardroom and you will see a team of highly-experienced and knowledgeable professionals, each with their own unique offering of expertise to bring to the table.

The chances are, though, that vast majority, if not all, of these board members will be men -since reports have shown that the percentage of women board members in the UK is just 12%, compared to over 40% in our neighbouring European countries such as France and Spain.

Regardless of reason for this, it is time to redress the boardroom balance in line with our European counterparts. In order to rebuild the economy, we need to make some changes to how we go about doing business, and that includes putting an end

to the 'unisex board'.

This applies to all businesses, including women-led organisations. Up until recently, Women in Business has been led by an all-female board of some of Northern Ireland's leading business women.

However, I am pleased to announce the recent appointment of two men to the Women in Business Board. Joining the ranks are David Elliott Managing Partner at Resolute Public Affairs' and Tommy Maguire of Core Systems look forward to the different outlook and range of expertise that these businessmen will bring to our otherwise female board, and am confident that the organisation will see the benefits as a result.

*Roseann Kelly CE Women in Business NI*

# Free Subscription to Ulster Business magazine



*Sylvie Brando (Greer Publications / Ulster Business), Roseann Kelly (CEO WIB NI)*

For over 20 years, Ulster Business has given professionals the insight, information and inspiration they need to make smarter decisions about business, finance and careers. Ulster Business serves up in-depth, cutting edge editorial coverage and exclusive insider access to the sharpest minds in Northern Ireland Business.

Women in Business NI have partnered up

with Ulster Business to offer 10 WIB NI members a free subscription to Ulster Business every month from now until June 2011. Your subscription will be for 12 months from when it is activated.

Details on how to win an Ulster Business Subscription will be e-mailed to all members each month. So watch out for your opportunity to win!



## Leading companies 'get on board' with Women in Business NI

Women in Business NI has announced its new line up of strategic partners including Deloitte, Vodafone, Northern Bank and Fire IMC. The new partnerships were launched at the recent 'Growth through Mentoring' event held in Belfast's Harbour Commissioners Office. Pictured (Back to Front) is Pauline Quigley, Vodafone; Edel Doherty and Roseann Kelly, Women in Business NI; Rosamond Bennett, Northern Bank; Jacqueline Cullen, Fire IMC and Jackie Henry Deloitte.

Leading Companies 'Get on Board' with Women in Business Northern Ireland's fastest growing business networking group Women in Business NI has announced its new, dynamic line up of sponsors; Deloitte, Vodafone, Northern Bank and Fire IMC.

As official sponsors, these businesses have pledged to offer advice and expertise to Women in Business NI and will support network members by contributing to the wide range of events, newsletters and online content delivered by the organisation.

Roseann Kelly, CEO of Women in Business NI

said "Fundamentally our organisation is about supporting businesses to grow through networking, so partnering with such strong business brands across a diverse range of sectors is fantastic news for our organisation and members."

"The announcement is particularly timely as we are preparing for our major international women's day conference – 'Women Creating the New Economic Future' – sponsored by Vodafone and in partnership with the IOD, on 8th March. These new business partners, and the strong female role models who represent

them, are a fantastic testament to the theme of the conference."

"We believe that by working with dedicated and pioneering organisations such as Deloitte, Vodafone, Northern Bank and Fire IMC we can develop long term strategic partnerships that will encourage and assist the growth of local female entrepreneurship."

Founded by female entrepreneurs for local businesswomen, the network has a diverse membership of close to 400 women who either run their own businesses or work in existing organisations.



# 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 in various locations around Greater Belfast. 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 679 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.

#### News Letter – twice yearly

Mailed to over 2,500 business contacts, including 679 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](http://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!

# Women in Business Voices Heard at Stormont



*Professor Yvonne Galligan, Pamela Ballantine, Anna Lo MLA, Christine Boyle (Managing Director of Lawell Asphalt Company Ltd), Lesley Hogg (Director of Strategic and Regulatory Affairs for AES in NI), Tracy Hamilton (Director of Mash Direct Ltd)*

**V**oices Heard, the exclusive member's only annual event was held at a stunning venue: Parliament Buildings, Stormont Estate recently. Over the years members have dealt with many gender related obstacles and challenges, and this lively lunchtime event was no different.

New WIB member Pamela Ballantine, provided witty commentary while facilitating the panel and ensuring all members' questions were answered, and the event was kindly hosted by Anna Lo MLA, who highlighted the career challenges women still face today, urging them not to be complacent while there is still a gender pay gap and they are underrepresented in high level jobs and in politics, before introducing the impressive panellists:

#### **Lesley Hogg**

Director of Strategic and Regulatory Affairs for AES in NI.

#### **Professor Yvonne Galligan**

Professor in the School of Politics, International Studies and Philosophy.

#### **Tracy Hamilton**

Director of Mash Direct Ltd.

#### **Christine Boyle**

Managing Director, Lawell Asphalt Company Limited.

The importance of achieving a work-life balance, and, a women's ability to multi-task, were a common thread through Lesley Hogg and Tracy Hamilton's talk. Lesley relayed how being a women in business affects her daily life, and the challenges she faced keeping a work-life balance when being on call 24/7 and 'acting normal to her staff and family' while

dealing with the enormous strain of a business take-over.

When farming was becoming difficult six years ago, Tracy's husband decided to make champ! Although thrown in at the deep-end, Tracy was able to use her multi-tasking skills: taking courses in Clait, Sage, word-processing and now managing a staff of 94, and believes, to flourish as a women in business, Tracy says it helps to, 'have a positive outlook, believe in yourself and step out of your comfort zone'.

Christine's comfort zone was shaken, when, after a career-break, she took over the family business. Christine never expected to go into business, but believes it has been enormously helpful for, 'dealing with situations and major work crises... sole responsibility is good for your development and builds your confidence as you face your fears, taking you out of your comfort zone', and recommends, 'Eat the Frog - 21 Great Ways to Stop Procrastinating' by Brian Tracy, for a thought-provoking read.

Professor Yvonne Galligan's message was one of determination, when her career journey started after 18 years of Primary School teaching and she progressed to PHD level while off on maternity leave, that led to a full time post as a Researcher. After applying to become a professor three times, Yvonne's determination paid off, and her inspirational motto is, 'If at first you don't succeed try, try again!'

After this fascinating insight, questions from the floor ranged from: how do men in the Assembly treat women (and vice versa); why did it take three times to become a professor; how do women get into politics; to the

challenging, are women sacrificing too much to get to the top?

'If you are deeply passionate about the business it comes through to your customer', were Tracy Hamilton's positive closing words of advice. Inspiring, determined, multi-skilled, and passionate, all describe these women in business, who offer hope to all Women in Business.



*WIB NI members*

# In the Driving Seat



Karen Wilson (Invest NI), Edel Doherty (WIB NI Chair), Kelly Talbot (Radisson Blu), Joanne Grant (Managing Director of JCDecaux Ireland)

In the Driving Seat WIB NI Christmas Lunch 2010 took place on Tuesday 7th December 2010 at the Radisson Blu Hotel, Belfast.

A warm welcome of hot punch and live music awaited the Women in Business NI guests, for a festive meeting of minds at the Radisson Blu Hotel. Shopping, eating and talking: 3 favourite pastimes of most women, were catered for in abundance, from the Christmas Market selling handmade jewellery, soaps, and stylish leather goods, to the Benefit makeup counter. While enjoying a delicious 3 course Festive Fayre, crackers were pulled, prizes won, and the buzz of building relationships and natural networking took place around the tables. Coffee and mince pies were served while listening to Joanne Grant, Managing Director of JCDecaux Ireland, Europe's largest out-of-home Advertising Agency, talk about her career experiences.

Joanne has been with JCDecaux since 1997 and for 10 years was responsible for running the Northern Ireland business for JCDecaux. In February 2007 Joanne took on the role of Project Director to lead the team in the implementation of the Dublin City Council public realm contract, including the development and implementation of the now very successful Dublin bikes share rental scheme. An inspirational account, Joanne's powerful insight into the ups and downs of her personal career journey, and how she resolved that, despite negative experiences and overwhelming challenges, integrity would shape her strong work ethic.



WIB NI Christmas Market

# The Power of Partnerships



Ruth Morrow (Tactility Factory), Michael McIntyre (Envision), Edel Doherty (Chair of WIB), Sharon Polson (Invest NI)

Women in Business NI invited members to benefit from considering 'The Power of Partnerships' by taking expert advice on how to profit from strategic alliances in November 2010. As with all Women in Business NI events, there was also the opportunity to make new contacts through facilitated networking.

Keynote speakers at the event were:  
**Michael Mc Intyre, Principal Consultant, Envision Management Consultants**

Michael is a highly experienced business advisor with over 20 years of experience in sales and marketing, management development and consulting, with a focus on sales development and project management. Michael has been programme and project manager for a number of the province's

leading business growth and capability development programmes and has extensive experience in working with SMEs. Michael is a firm believer that there are extensive business opportunities available to those who form strategic partnerships.

**Ruth Morrow, Co-founder, Tactility Factory**

Ruth paired up with Trish Belford to establish a business, which is a great example of partnership and innovation across seemingly diverse fields concrete and textiles! Each partner has had a successful career straddling industry, design and academia. Ruth strongly believes in the need for an entrepreneurial and collaborative approach and she has been Professor of Architecture firstly at the University of Ulster and more recently at Queens University Belfast.





# Accelerate your business Speed Mentoring and Speed Networking Event



Professor Debbie Boyd (RE3), Mark Ennis (SSE Renewables), Edel Doherty (Chair of WIB), Bro McFerran (Allstate), Tracy Meharg (Invest NI).

Nearly 100 businesswomen from across Northern Ireland gathered for the Women in Business NI 'Accelerate Your Business' event in Belfast, which was supported by Invest Northern Ireland and strategic partner Deloitte.

The event, which was held at the Invest NI headquarters, gave members the opportunity to seek advice from some of Northern Ireland's most prominent business leaders in a series of facilitated speed mentoring sessions, as well as making new business contacts through speed networking.

Delegates received top tips on how to accelerate their business from the panel of mentors, which included Bro McFerran (Allstate), Professor Debbie Boyd (RE3), Mark Ennis (SSE Renewables) and Tracy Meharg (Invest NI).

Tracy Meharg, Invest NI Managing Director of Innovation and Capability Development said: "Mentoring and coaching can provide a vital role in developing businesses. At the

event the delegates were given practical advice on a range of issues, including setting and attaining goals, communicating effectively and focussing on customers. Those businesses which tackle these issues effectively have the opportunity to differentiate themselves from their competitors."

Women in Business NI Chair Edel Doherty said: "Events like this are more important now than ever as Northern Ireland begins to focus on rebalancing its economy in favour of the private sector.

"Our businesswomen have a key role to play in growing our private sector, so our mentoring expert advice today around some of the issues and challenges faced in business is particularly timely, equipping them to survive and thrive in the current climate.

"This is just the first in a series of events aimed specifically at helping our members to develop and grow their businesses.



Mark Ennis & WIB NI members

# Crank Up Your Profile



Gwynneth Cockcroft, Managing Director, dcp strategic communications, Roseann Kelly Chief Executive Women in Business NI, Hugh Black, Centre Manager, Victoria Square

Women in Business NI members gathered at BBC Blackstaff House on Thursday 14th October for the 'Crank Up Your Profile' event, which featured top tips on profile building and reputation management from industry experts Gwynneth Cockcroft of dcp strategic communications and Hugh Black of Victoria Square.

Women in Business NI Chief Executive Roseann Kelly said "As Northern Ireland's fastest growing business network, we are always seeking ways to improve and, in the coming year, we are offering our members more than ever before. We've taken on board what they have been saying and our calendar of activities, has been specially created in response to issues raised by them.

"The 'Crank Up Your Profile' event is just one of a whole series of events which we have designed to specifically support members in the current climate."





# Getting direct with Tracy

Degree at Trinity and is now studying for a Masters in International Studies and Diplomacy at SOAS (School of Oriental and African Studies) in London.

Mash Direct was established as Martin and Tracy looked to diversify within their farming business. As the market value of farm produce was in general decline by adding value to the raw materials and producing totally natural products (no artificial additives, preservatives or colourings) the products meet the needs of today's busy lifestyle.

Mash Direct has become the Brand Leader on the island of Ireland supplying quick-serve quality vegetable products and customers now include hundreds of independent stores throughout the UK, all the symbol groups and major multiples in Ireland and Scotland including Asda, Sainsbury's and Tesco, and most recently Morrisons throughout the UK. Mash Direct is now also available in New York, Connecticut and New Jersey.

Tracy majors on the marketing of the Company and the proper control of all administrative aspects. She is the first female to sit on the Board of NIFDA (Northern Ireland Food and Drink Association) and also sits on the Board of Food NI and the Food Industry Advisory Panel.

Amongst her many interests Tracy is involved in the gardening world and manages

the family Historic Demesne on the shores of Strangford Lough where they also live. She is also involved in the Environmental aspects of the farm relating to Countryside Management. Tracy sits on the committees of the Northern Ireland Heritage Gardens and the Irish Tree Society.

Tracy and has been a very active member of the Mencap Special Events Committee since 1986 organising high profile Events raising very substantial, very necessary funds for Segal House Nursery in Belfast, the only place of its kind where very young children with a learning disability and their parents can get specialist help and support.

Tracy has been very instrumental in entering Awards. Mash Direct has won many very prestigious awards the most recent being Small Company of the Year ( Food Manufacturing Excellence Awards) at the newly refurbished Savoy Hotel, London in November.

Mash Direct has had many exciting visitors including the Duke of York, Jamie Oliver and Jimmy Doherty. In May last year, David Cameron toured the site fitting a visit to Mash Direct into his hectic schedule within the first week of his election as Prime Minister. He quoted " I wish we could have more businesses like this- it's a credit to all of you."

Tracy studied Business Studies at the University of Ulster. She is a descendant of the famous Mackie's engineering family, and carries with her a natural business sense. She is a partner in the farming business that she and Martin, her husband, have been running since 1986 and is a Director of Mash Direct Ltd, the processing element of the farming enterprise which was established in 2004. She has two sons, Lance an Agri-food Business and Marketing graduate who joined Mash Direct in 2008 and Jack who has just completed a four year History and Sociology



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# The King's Hall - large and versatile

The King's Hall Complex in Belfast is the largest and most versatile venue in Northern Ireland, with capabilities to host any meeting, training day, gala dinner, exam or conference. This landmark venue offers a range of suites in the conference centre and additional benefits such as excellent transport links and free onsite car parking for all conference centre delegates.

**The President's Suite** offers the perfect setting for meetings or training days. Overlooking the Showground's, this room provides the perfect location for any smaller business event.

**The Abercorn Suite** is a light and airy room, suitable for medium sized conferences. It is situated beside the bar, which can be used as additional meeting space. It can also be used as a relaxed setting for hospitality during your conference or meeting.



**The Octagon Suite** is the largest room in the Conference Centre with seating for up to 600 delegates. It offers versatile and flexible accommodation for conferencing, dinners, exhibitions, award ceremonies and much more.

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# Government pledges to tackle mental health, what about you?

by Tanya Kennedy, Workplace Director,  
Business in the Community



Last month Deputy Prime Minister Nick Clegg pledged to combat the stigma attached to mental health and to treat it with the same priority and importance as physical health. At this point business leaders should be sitting up and taking notice as work-related stress, often the root cause of more serious mental illness, is now recognised as one of the top health problems impacting business and productivity substantially.

We need to collectively take action now to ensure that this offer is extended to the working population.

A sound economy requires an educated, healthy and dynamic workforce. The physical and mental health of our people should be at the forefront of our minds as we continue to address the current economic challenges. We need people who have the energy and drive to contribute positively throughout their lifetime, yet with the Sainsbury Centre for Mental Health estimating the total related cost to employers at nearly £26 billion per year in the UK with some 40% of all days lost due to sickness absence being attributed to mental ill health – this is a serious business issue.

The reality is that reduced functioning arising from mental illness and low levels of wellbeing may be one of the greatest undermining factors to achieving Northern Ireland's full potential.

Unfortunately mental health problems often remain undiagnosed, or become apparent only when severe enough to force the individual to be absent from work for a substantial period, yet nearly 3 in every 10 employees will have a mental health problem in any one-year – the great majority of which will be the most commonly experienced mental health problems of anxiety and depressive disorders.

Employers should note that people in the highest and lowest income groups are more likely to experience mental ill-health than people in middle income group as are people in rural areas over those in urban areas. Additionally, whilst the incidence of depression and anxiety is higher among women than men, there are also risk factors which can increase the likelihood of mental health problems such as negative life events (relationship breakdown, disability, long-term illness), social isolation and exclusion, deprivation and inequality.

Whilst this information is useful in helping to identify potential risk factors within the business, organisations need to stop focussing on ways to prevent mental illness, start addressing mental health from a positive perspective and try to 'think outside the box'.

There is now overwhelming evidence that interesting and fulfilling work can be generally beneficial for mental health, whilst poor conditions in the workplace can cause stress and exacerbate mental health problems. So employers should be encouraged to foster work environments that are conducive to good mental wellbeing.

Foresight, the Government Thinktank, recently concluded that five simple steps incorporated into daily life can fortify mental health and contribute to a more productive and fulfilling life, these are to connect, be active, be curious, learn and give. The resulting report is intended to inform strategic and long term choices facing Government departments, business and society as a whole. For individuals this means taking more proactive personal responsibility for lifestyle choices and wellbeing. For organisations it means going beyond the legal 'duty of care'.

To help employers address the challenge

and make sense of workplace health and wellbeing priorities, Business in the Community nationally has developed a Workwell model:

By focussing on promoting positive mental health rather than constantly considering ways to prevent mental illness employers can move towards an approach that pro-actively and strategically addresses organisation-wide factors and creates a healthy, nurturing and sustainable work environment. This can only come about through a deep cultural and structural change within all employment sectors.

Sadly, organisational development in this area remains inconsistent with focus remaining firmly fixed on absence and the implementation of individually targeted interventions. In most cases wellbeing remains a 'bolt-on' to the Human Resource or Occupational Health functions, as opposed to an integral part of a People strategy that supports wider operational plans.

Without a paradigm shift, we will not be successful in developing a working community of happy and flourishing people who feel a sense of belonging and who view themselves as trusted team members, playing an integral part in driving business success – a position to which most employers aspire.

For more information on Business in the Community, visit [www.bitcni.org.uk](http://www.bitcni.org.uk)



Tracy Ennis is a business development executive for Sogeti Ireland, a global IT services provider. Weomen in Business magazine met up with her to find out more about her role.

#### What is your main area of responsibility?

I am responsible for developing the business within Northern Ireland and the ICT Sector within Leinster.

#### How do you see your role?

I see my role being about partnership. My role is about building relationships and gaining trust with prospective clients. Our business model works on long-term

## Selling in an IT WORLD

partnership and investing people in our clients business. It takes time to understand our clients and their critical business drivers. My immediate goal is to meet as many companies as possible and to understand the challenges they face.

#### Have you a background in IT?

My experience is in business development rather than IT. In this role I focus on building relationships, understanding my client's business needs and matching our services to their needs. I believe long-term relationships are based on integrity and our pre-sales consultants, who work with me on defining solutions and addressing technical issues, are honest and upfront, which I find refreshing.

#### Your portfolio of clients is highly technically minded people, how do you deal with that if you're not technically minded?

We believe in team selling and account management. My role is as a team coordinator and to listen to and represent the views of the customer. I have excellent pre-sales consultants and project managers on the team to address the technical issues and specific industry sector requirements. As part of the global Sogeti organisation I know that I can call on an appropriate resource no matter how specialised the requirement is. In fact, our global slogan is "Local Touch – Global Reach".

#### Typically The IT world is predominantly male, is that a challenge?

No, except when I am rushing to a meeting with a male colleague and I am trying to walk in heels. They have no empathy for me and expect me to keep up; the higher the heels the more confident I feel!

#### How do you manage work life and family life?

I am very lucky my partner has a flexible job so he is home a lot more than me and the roles have reversed. I have a 13 months old daughter and as much as I love every minute I get with her, when I was on maternity leave I really felt the need for some sort of challenge and structure to my day. I love my work, the cut and trust of the corporate world, and I now realise I am a far better mother working than if I was at home.

#### What are your expectations in business for the months ahead?

I want people to know who I am and who I work for. I am new to the business world in Northern Ireland and I want to get to know people and have them get to know and trust me. Joining Women in Business will help me get out there and meet other women in business. I plan to be an active member, so please come say hello to me if you see me any of the events.



## Sogeti your Local IT Partner

Sogeti is one of the world's leading providers of IT services.

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Interested in finding our more? Check out [www.sogeti.ie](http://www.sogeti.ie)

or contact Tracy Ennis at [tracy.ennis@sogeti.com](mailto:tracy.ennis@sogeti.com)

telephone +00-353-86 178 4492

### Sogeti Ireland

Plaza 256, Blanchardstown Corporate Business Park 2,  
Ballycoolin,  
Dublin 15.

# Propel programme helps Rose's business bloom



When Rose Kane accidentally discovered a new way to bake bread, which she realised would appeal to children, she decided to turn it into a business. With support from Invest Northern Ireland she developed a home baking kit for kids that produces loaves of bread with logos or doodles on every slice, and so Doodle Bread was born.

Rose, who has a design degree and previously worked as a chef, set up the business with Denis Anscorb, and her husband, Ronan. The business quickly attracted attention and won a national design award.

Doodle Bread operates mainly through an online presence and so far Rose has sold over 1,000 Doodle Bread kits online. "We've built up an online community and now also have a presence in retail outlets including the House of Fraser. Our vision is to be the Lego of educational food toys," says Rose.

With such an ambitious plan Rose felt she needed more support to develop her business skills so signed up for Invest NI's Propel programme. The programme is designed for entrepreneurs with ideas for businesses that have the potential to scale up and reach significant export growth. Propel

provides salary support, initial seed investment, master classes, mentoring from local and international experts, and access to potential investors.

Rose says: "The Propel programme gave me the ability to focus and streamline my thinking. It also helped me get the business ready to seek investor funding. We've been awarded the E-Synergy Proof of Concept grant for £40,000 but will be seeking further investment to allow us to develop our range of products. Propel is excellent in that as well as providing group master classes and expert advice, we had access to a mentor on a one-to-one basis, which was invaluable."

Invest Northern Ireland is currently looking for entrepreneurs with new fast knowledge based businesses ideas to participate in the Propel programme. The programme is designed for entrepreneurs with ideas for businesses that have the potential to scale up and reach significant export growth.

The deadline for applications for Propel is Friday 15 April 2011 and applications can be made online through the dedicated website [www.propelprogramme.co.uk](http://www.propelprogramme.co.uk).

## Are you working on a business idea that has the potential to go global?

Then Invest Northern Ireland's **Propel programme** might be the key to help accelerate your business. But with only thirty places - you've got to be a fast mover.

The Propel programme can help turn your concept into a hi-growth export focused business in just 12 months. Funded by Invest NI, it is tailored for entrepreneurial individuals with innovative business ideas that have the potential to reach international markets.

You'll get personalised support including funding through salary support grant, the experience and knowledge of industry mentors, and connections and exposure with investors and tutors unmatched by any other programme.

The Propel programme is open to all potential entrepreneurs resident in Northern Ireland. Places are limited and competition will be tough. If you're creative, ambitious and determined to succeed, register for one of our Awareness Events at [www.investni.com/registration](http://www.investni.com/registration) or apply online [www.propelprogramme.co.uk](http://www.propelprogramme.co.uk) Closing date for receipt of applications is **Friday 15 April 2011**.



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Provided by Invest Northern Ireland and part-financed by the European Regional Development Fund under the European Sustainable Competitiveness Programme for Northern Ireland.



### Find out more by attending one of our Awareness Events.

**Date:** 15 March 2011, 08:00 - 10:30  
**Venue:** Invest NI Office, Omagh

**Date:** 16 March 2011, 08:00 - 10:30  
**Venue:** Invest NI Headquarters, Belfast

**Date:** 22 March 2011, 08:00 - 10:30  
**Venue:** Lough Neagh Discovery Centre, Oxford Island, Craigavon

**Date:** 24 March 2011, 08:00 - 10:30  
**Venue:** Council Offices, Coleraine

**Date:** 30 March 2011, 08:00 - 10:30  
**Venue:** Braid Town Hall, Ballymena

# Reaching a better you

As a woman in business do you find it difficult to fulfil the ideal physical lifestyle? Do you eat as well as you should? Do you exercise as frequently as advised? Are you injury and pain free?

Situated in Newtownabbey, BodyLab NI is a private clinic which uses a three pronged approach as the basis of its treatment packages. A personal programme designed for you with input of personal training, physiotherapy and nutrition to improve and maintain the physical well being of the individual client.

Whether you want to lose a few inches, gain some fitness, bust some stress or relieve some aches BodyLab NI can help you get there the healthy way!

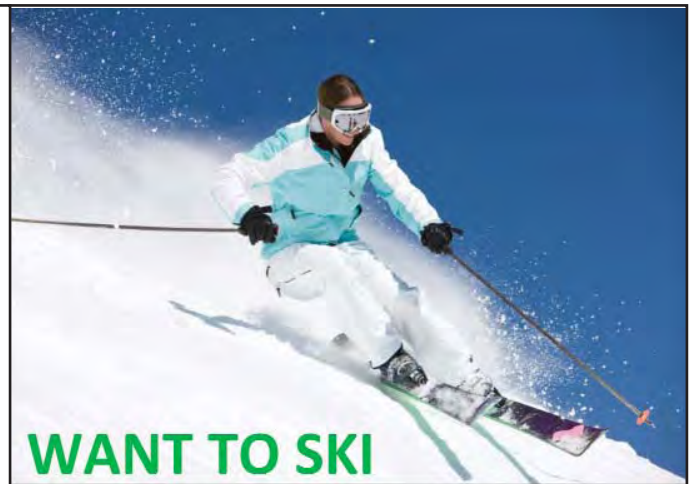
It is not just the individual who can benefit why not take advantage of the benefits that physical exercise, therapy and nutrition has to offer for your business? Be it sport massage, a new diet plan, physio treatment or simply a wake up call for some cob webbed joints; treat yourself, and/or your employees, to a Body Lab NI package your company will reap the benefits of an improved performance from a workforce with a happier physical lifestyle!

The team of registered professionals recognise that research is supporting the link between improved physical wellbeing and its positive effects on the mental state. BodyLab NI aims to promote, a long term lifestyle adaptation that not only results in physiological change but also mental attributes such as self confidence, decreased stress levels and a motivational boost.

Body Lab NI also offers the option of single profession treatment (e.g. nutrition/ personal training/physiotherapy only) and does not require the collaboration of all disciplines.

Unlike gyms or sports clubs there is no monthly or annual subscription fee offering a general set of exercise regimes and personal training instructors. Body Lab NI offer highly motivated professionals to work and mentor your every step through your programmes to achieving your ultimate goal A BETTER YOU!

All services are available from Monday-Friday with appointments catering to pre and post work hours. Why not give us a call to book your free consultation on **9085 9698** or visit our website at: [www.bodylabni.com](http://www.bodylabni.com) for more information.



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Email: [info@bodylabni.com](mailto:info@bodylabni.com)

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# Meet Janice Hewitt

I have been in telecoms for over 20 years and any of my friends who know how much I love to talk are not surprised I have ended up working with phones!

During this time I have seen many changes throughout the industry & gone are the days when the phone line is just another utility – how many of us could manage without our fax machines, broadband & let's not even mention our BlackBerrys!

Let's face it; none of us can afford the time to plough the market looking for the best deal for all our communication needs.

Here at OK we aim to offer a simple uncomplicated approach to mobile & landlines. We have a strong partnership with BT and are also able to offer mobiles on all the major networks.

With a recent survey showing that one in six Northern Ireland businesses expect a 30 minute turnaround on new business emails – we very much need to address this.

60 per cent of Northern Ireland Employers questioned in this survey believe that all employees will need mobile web access in the near future. The absence of mobile email, combined with the recent disruption caused to local business due to adverse weather conditions, can lead to the wasting of valuable working time. This is time that businesses can ill afford if we want to continue to be successful.

We can analyse your bills & tailor a solution that works with you...including an All Ireland Tariff for those of you who work throughout Ireland.

If you want to ensure your business is being as cost effective as possible, while improving efficiency, then give us a call on **9185 7777** or [www.oktele.biz](http://www.oktele.biz)

# Keep taking the tablets - top 5 business technology predictions for 2011

by **Adrian McCourt, Barclay Communications**

2010 was the host of a number of exciting new technologies. Apple began another revolution with the iPad, 3D TV entered the market, we saw augmented reality games with the Parrot AR. Drone and Google began to pull social media feeds into search - giving us real time search results.

Here WIB NI members and business communications provider Barclay Communications reveals five technologies that could make a big impact on businesses in 2011. They include mobile technology, cloud computing and social media.

## The tablet explosion In The Workplace

In 2011 the iPad is set to hit some real competition as big names such as HP, Acer, LG, Google, HTC, Motorola, Intel and Microsoft enter the tablet marketplace.

While the 2nd iPad is predicted to be launched in 2011, it is Research In Motion's (RIM's) Blackberry Playbook that is expected to make the biggest impact on businesses.

Already the smaller, 7 inch tablet's specifications appear to trump the iPads. It has two cameras - one of which is front facing for video conferencing - 1 GB of RAM over the iPad's 256MB, it also supports Flash and is enterprise ready.

Mike Lazaridis, President and Co-CEO at RIM stated in a Playbook press release "The Blackberry Playbook solidly hits the mark with industry leading power, true multitasking, uncompromised web browsing and high performance multimedia."

Although the Playbook has no 3G connection, you can still access the internet on the go by pairing the device with a Blackberry Smartphone.

Tablet PCs are going to create a big stir this year. Some of our team are already using the iPad, but we are really excited about the Playbook's enterprise capabilities and we wouldn't be surprised if you see Blackberry Smartphone and Playbook deals appear on its release."

## Enterprise Mobile Apps

In quarter three of 2010 Gartner reported that Smartphone sales hit 81 million worldwide and showed a 96 per cent sales increase from the same quarter in 2009.

With a strong marketplace demand for Smartphones we are already seeing mobile apps developing beyond games and turning into applications that are enhancing peoples' everyday lives. For example Tesco has a shopping app and Ulster Bank has a banking app, and now some businesses are beginning to realise the operational benefits in adopting enterprise apps."

A recent Wall Street Journal article revealed that Aflac Inc and Life Technologies Corp were building or adopting dozens of apps for their employees in order to help them with sales, marketing, customer service, consumer research and much more.

Barclay Communications predicts that in 2011 more businesses will follow in these US companies' footsteps by adopting enterprise apps such as Crystal Ball's mobile phone tracking and monitoring applications, Pronto Forms' data capture app or Salesforce's CRM app.

## Cloud computing hits the mainstream

Simply put Cloud computing or "the Cloud" is internet based computing where you can share software, information and resources on the web. This service is supplied on an on-demand basis and it can be in a private or public format.



Cloud computing allows you to access business resources from anywhere around the world, which increases your workforces' mobility and is particularly handy if you are snowed in or hit by an ash cloud. It also reduces IT costs and frees up memory on your PCs or servers - as you are now able to save a number of documents on the Cloud.

Although Cloud computing has been around for a couple of years, adoption in businesses has been slow, but technology such as Salesforce and Google Docs is set to push the uptake forward this year."

In fact, IDC believes spending on the public Cloud will grow by 30% in 2011.

## Mobile Advertising

As Smartphone and mobile internet search continues to grow, so does mobile advertising - something that won't come as good news to all mobile phone users.

Currently Google, who is the market leader in mobile advertising, offers ads on mobile web pages, Google search results and apps. They have even introduced a hyper-local service, which uses a phone's GPS to display locally relevant ads and the user's distance from them.

Apple's iAds are also due to hit the UK. They have the potential to reach millions of iPhone and iPod Touch users through the apps they use.

With so many Smartphones in the marketplace mobile advertising is an obvious progression for the advertising industry, and the data suggests that it will really flourish in the next couple of years.

## Social Communications' Growth in Business

Social communications are everywhere. The internet is littered with blogs and instant messaging services like MSN messenger; social networking sites such as Facebook and Twitter, plus social sharing sites like YouTube, Digg and Flickr.

Now they are set to fully infiltrate businesses, with the IDC believing that 40 per cent of SMBs will have integrated social networking exercises into their promotional activities by the end of this year.

While Gartner predicted social communications will be amalgamated into most business applications by 2016.

In a couple of years social communications could be fused into businesses practices as successfully as email. However, companies have to be aware of the security risks and consult with an IT professional before opening their systems to any social communication sites.

Barclay Communications can help your business in all its technology endeavours in 2011 and beyond contact **9096 0366** or email **info@barclaycomms.com**



## Meet Claire McCadden

WIB member Clare McCadden has worked for the ground-breaking Cathedral Eye Clinic in Belfast for two and a half years. Having started as receptionist just three months after the clinic was opened, she now manages the business. Clare started working in Cathedral Eye Clinic upon returning to Belfast after having lived in Bristol for eight years.

"I studied Psychology and French at university, my background is working with children with learning difficulties, and as a trainer in the hospitality industry.

"Whilst this provided me with a lot of grounding in dealing with the public and customer service, at Cathedral Eye Clinic I have learnt a lot about all aspects of running a new business.

"As well as doing a lot of independent learning, I'm looking forward to starting an Advanced Diploma in Business Management this month."

"Cathedral Eye Clinic has changed and developed in many ways since I started working at the clinic. The clinic first opened its doors just a few months before I started working here, so in many ways I feel like I have been here from the beginning.

"Just after I started to work here, we became heavily involved in the government's Waiting List Initiative, through which we treated a lot of NHS patients who were waiting for appointments within the Belfast Trust. When this all came to a close it was time to concentrate on promoting the business and the services that we offer."

"At Cathedral Eye Clinic we pride ourselves in offering bespoke eye-care using only local ophthalmologists, with the most state of the art equipment. As well as laser eye surgery, we are currently promoting our MPlus Lens Implants - this is an alternative treatment for the over 40's who may not be suitable for laser eye surgery.

"This procedure eradicates the need for you to have to wear glasses for near and distance vision, and the results are permanent. It also removes cataracts: or if you haven't yet got cataracts, the treatment will prevent you from getting cataracts later on in life."

"I'm very optimistic about the future of Cathedral Eye Clinic as we continue to strive to establish the clinic and build up a good reputation in the Republic of Ireland as well as Northern Ireland. We have already treated one Women in Business member, Doreen McKenzie (owner of Knock Travel in Ballyhackamore) and we hope to treat many more Women in Business members in 2011. For more information 9032 2020 or email claire at [cathedraleye@gmail.com](mailto:cathedraleye@gmail.com)



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## Big enough to manage, small enough to care

Red Door Rentals first stepped through the door to become a property letting and management company in February 2010. Female entrepreneurs, Joanne Mahood and Kim Lawrence have a unique variety of experience in property letting, management, building and the development field.

Joanne, previously as a Project Manager for a Property Development firm was directly responsible for developments from design / planning stage through to build and sale. She has strong contacts with professionals such as architects, planners, contractors, agents and solicitors and has built excellent working relationships across the professional board.

Kim comes from a property management background and in the past three years before opening up Red Door Rentals had set up and successfully run a lettings department within a Property Development and Construction firm looking after a large portfolio of properties. She has a reliable and loyal base of contractors to guarantee any landlord the best price, reliability and workmanship.

Red Door Rentals differentiates itself from others in the market through our experience, approachable nature and variety of service. We offer a tailored services to suit each individual client. We understand achieving the maximum rental value for the landlord while maintaining a high standard of management for the tenant is priority.

We are members of the NALS (National Approved Letting Scheme) which is the only government backed accreditation scheme. When dealing Red Door Rentals you have peace of mind you are dealing with professional experienced people, who endeavour to make sure the properties they market are of good quality and are owned by informed Landlords, who are aware of their obligations.

Joanne and Kim have successfully grown the young company throughout the past year and have worked hard to gain excellent working relationships with clients and tenants collectively. Testimonials can be seen on the website to confirm the high standard of service. Red Door Rentals hope to expand further in the future while continuing to uphold the company motto of being 'Big enough to manage, small enough to care.'



## WIB NI member offers Online Fire Awareness training

Women In Business member AineMcAnallen explains how the Online Fire Awareness training developed by Fire Safety Solutions NI can not only save businesses money but also precious working hours.

She says "As an addition to the traditional fire safety training methods that Fire Safety Solutions NI offer we have also developed an innovative on-line training system.

This system takes only thirty minutes for staff to complete, saving your business time, the organisational headache and most importantly is extremely cost effective.

Aine explains "The on-line training solves the problem of getting all staff together for training courses and downtime while staff members are away on training courses. Each member of staff will simply log on to the system with their unique code and work through the various fire safety modules on-line.

On successful completion of all modules a certificate will be issued and the business owner will be sent notification that the member of staff has completed the course successfully."

This training will fulfil the legislative requirement to have fire safety training for all staff at induction and periodically thereafter.

As well as fire safety training Fire Safety Solutions NI also offer Fire risk Assessments and an extensive range of fire safety products and services all at very competitive prices. Aine tells us "We have recently moved to new premises at 1, Cregagh Rd, Belfast. Call in anytime and take home your essential fire safety products today" Call Aine at Fire Safety Solutions NI on **9020 2446** or email [enquiries@firesafetysolutionsni.co.uk](mailto:enquiries@firesafetysolutionsni.co.uk) to demo online fire awareness training or for further details.

Fire Safety Solutions NI  
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Belfast  
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We now have a training/meeting room to offer Women In Business members! Perfect for 12 1s / staff training /meetings or small networking events. Call us now on **9020 2446** or email [enquiries@firesafetysolutionsni.co.uk](mailto:enquiries@firesafetysolutionsni.co.uk) for details and availability.



# It seems too good to be true!

New member Anne Hamill, Operations Director with Beckinridge Training & Development, explains how you can avail of funded Management, Supervisory and Sales training and what it means to SMEs in Northern Ireland.

As Beckinridge Operations Director I have been delighted that SME's across Northern Ireland have taken advantage of this opportunity building the skills that they need to manage effectively and to increase their business development opportunities.

The training in First Line Management, Sales & Account Management, and Management Skills for Technical Professionals, is funded by the Department for Employment and Learning (DEL). This funding is available to SMEs and Social Economy Enterprises in Northern Ireland. The process is simple; interested participants simply book a place, complete a short eligibility form and if eligible attend the course. No pre-payments, no long application cycle.

We've trained over 850 people on these courses so far and have been greatly



encouraged by the diversity of companies that have attended and benefited. Our delegates have included Accountants, Architects, Care Home Supervisors, Librarians, Solicitors and Personal Coaches. Companies in Construction, Design, Retail, Landscape Architecture, Equipment Hire, Financial Services and the Food Sector have all benefited.

It has been identified by DEL (and we all know) that we need to enhance skills, including entrepreneurship, enterprise, management and leadership and increase the level of research and development, creativity and innovation in the Northern Ireland economy. That is fundamentally why this initiative is in place.

If you would like to develop and take advantage of this unique opportunity you can visit

[www.beckinridge.com/publicschedule.php](http://www.beckinridge.com/publicschedule.php)  
contact me at [anne.hamill@beckinridge.com](mailto:anne.hamill@beckinridge.com),  
or tel **38336400**

## Employers receive training incentive



Andrew Frazer and Caroline Bell

Teleperformance and Spar were among many employers who recently received an employer incentive payment of £750 for each employee who completed the Management ApprenticeshipNI programme with People 1st.

The ApprenticeshipNI programme for Supervisors and Managers ensures employees can work to quality standards, provides up-skilling in relevant management areas and proves competency with the employee's job role. The programme is available in numerous occupational areas such as Administration, Customer Service, Retail, Contact Centre and warehousing/Distribution, all with an employer incentive of £500 for each programme completed.

Some Management Apprentices had the following to say about completing the programme:

"The training has helped a great deal, I'm better organised. I now realise that I don't

have to be superwoman, I have staff that are more than able to carry out their roles (if I leave them alone)."

"Doing this course has developed me more in my role as I have learned different skills which has helped me become more confident and helped my personal development."

"I found it very beneficial and we have actually implemented quite a few things in the office that have come to light as a result of me attending the course."

In the picture, far left Mr Uel McCrea (Senior Operations Manager) Teleperformance (Newry) receives his cheque from Denise Cornett (Career Mentor) People 1st and to the right, Andrew Frazer (Manager) from Spar (Tandragee) with his incentive payment.

Should you be interested in the Management programme or an Apprenticeship in any other occupational area, please contact Caroline Bell on **9087 5875**.

# A tasty lunchtime treat with the Ulster Orchestra

Busy Belfast shoppers and office workers are being urged to take a well-deserved lunch break during 2011 and head down to the Ulster Hall for a feast of a different kind.

The Ulster Orchestra's lunchtime concert series, supported by JTI recommences in 2011 on Wednesday 16 February at 1.05pm with music from well-known composers Mozart and Haydn. Cellist Alice Neary will play Haydn's Cello Concerto in C under the baton of Kenneth Montgomery.

The monthly concerts – always held on a Wednesday – start at 1.05pm and end no later than 1.55pm, giving people working nearby the Ulster Hall time to get back to work.

"At just £5 per ticket, this is a great way to relax and unwind away from the stresses and strains of working life and daily routine," said Lydia Gamble, the Ulster Orchestra's Head of Marketing and Development.

"It is amazing how the music can just transport you to another time and place allowing you to return to work, or whatever you have to do, refreshed and ready for the afternoon! And the good news is, every month through to end of the 2010/11 Season in June there will be a lunchtime concert" she explained.

The March concert will be held on 9 March and will feature Tchaikovsky's Romeo and Juliet. The Ulster Orchestra's Chris Blake (Oboe) will perform an Oboe Concerto in C minor by Cimarosa.

There will be lunchtime concerts each month until 8 June 2011 and further details can be found at [www.ulsterorchestra.com](http://www.ulsterorchestra.com) or by contacting the box office on 9023 9955.

## LUNCHTIME CONCERTS AT THE ULSTER HALL

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## National Employment Saving Trust

### Who will it Impact (and when)

The Pensions Act 2008 puts into law reforms to the private pension system first proposed in the White Paper published in 2006. These reforms are aimed at encouraging more people to build up a private pension income.

### So how does this impact on you?

As an employer, commencing from October 2012, you must auto-enrol all of your eligible employees into a pension scheme. The date this directly affects you is determined by the number of employees you have.

In addition to auto-enrolment employers will be forced to make contributions. Initially this will commence at 1% rising to a minimum of 3%, employees will pay 1% rising to a minimum of 4% giving a total of 8% when you include tax relief.

As an Employer you will have to choose which 'qualifying' scheme you wish to use:

- A new or existing scheme established by you
- NEST scheme (centralised registered occupational pension scheme accountable to government)

### What Action do you need to take now?

Review your existing scheme - does it meet the minimum requirement to be deemed a qualifying scheme under the new definition?

If you have an exiting pension arrangement it may be prudent to review it now. This will ensure you have sufficient time to make any necessary changes to the scheme to deem it 'qualifying' prior to auto-enrolment.

No pension arrangement - explore the options open to put in place the most appropriate scheme for you, your employees and your business. It is possible to have more than one scheme, which allows you to tailor your pension provision for different employee classes.

Contact Fiona McKee for more details

ASM Financial Planning Ltd  
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9024 9222



[www.asmfinaancialplanning.com](http://www.asmfinaancialplanning.com)

## Is it TIME for Louise?

Louise Heaney, Director of TIME Associates is leading a 24 month transnational programme called European Employer of Choice (EEoC), funded with support from the European Commission., EEoC launched in October 2010 will be implemented by a consortium led by TIME Associates alongside partner organisations located in Germany, Italy, Hungary and Romania. EEoC a practical programme of support for organisations to improve business performance through achieving a positive and inclusive approach to managing a diverse workforce in a constantly changing workplace environment. TIME Associates will use their experiences of running "Employer of Choice" in Northern Ireland for the last nine years as a platform from which to support our EEoC partners to contextualise and transfer this innovative programme of support to organisations in their home countries to improve staff performance through creating a content, healthy and productive workforce.

Over the two year project duration the project partners, who have a combined wealth of skills, knowledge and experiences relevant to this topic, will conduct a series of key work packages that will ultimately lead to the design

and testing of an EEoC programme contextualised to the requirements of their country.

In summary we will conduct the following key activities:

- Identification of the need for EEoC in each partner country and address the critical success factors required for successful transfer to Germany, Italy, Hungary and Romania
- Customise EEoC products to reflect the language, cultural and other requirements of each partners business environment
- Pilot test, evaluate and accredit the EEoC programme products in each partner country
- Develop EEoC modules for E-learning
- Ongoing dissemination of project results within a regional, national and European context
- Develop and implement a commercialisation strategy for EEoC beyond 2012

For further information on this programme please contact Louise at TIME Associates, 9066 7557 e-mail [louise@timeireland.com](mailto:louise@timeireland.com).

## National Design Award success for Elin Johnston



Jewellery Designer / Maker and WiB member Elin Johnston, of 'pureadorn', has been awarded a 'Medal of Excellence for Design and Craft' by the City & Guilds of London Institute in their annual 'Medals of Excellence 2010-11' programme.

The judges at the nationally run competition cited Elin's 'outstanding talents in Design and Craft' as key to her 'inspirational success' and have further shortlisted her for their 'Lion Awards' culminating in the Lion Awards ceremony in London next May.

Elin says, 'It is of course a real delight to receive this important and valuable recognition which has already been of great encouragement and benefit for me in my business, and I am really looking forward to the celebrations in London at the Awards Ceremony'.

Elin describes her brand, 'pureadorn', as a highly distinctive series of contemporary jewellery designs reflecting refinement, taste, and beauty. Uncompromising on quality, service, and exclusivity, these one-off and limited edition pieces are designed and created solely by Elin ensuring bespoke individuality.

She also works to commission, so whether looking for yourself, a loved one, or corporate gift, you can discuss your ideas with Elin who will create a unique, desirable, and beautiful piece of jewellery specially for you.

If you would like to view the collections or discuss a commission, at home or work, please contact Elin for details.

Phone . 07778 343545, e-mail [studio@pureadorn.com](mailto:studio@pureadorn.com) or visit [www.pureadorn.com](http://www.pureadorn.com)

# Introducing the Women in Business NI Banking Partner

Northern Bank is delighted to be the Women in Business Banking Partner. In spite of slow recovery and in the midst of still uncertain times, banking needn't be complicated and shouldn't be another challenge or hurdle to progressive businesses.

So ask yourself the following – is your cash working as hard as you are, when you see an opportunity are you best equipped to seize it, and when you most want to be creative and innovative, is your business efficient enough to let you be most effective?

As Women in Business Banking Partner, Northern Bank not only brings the expertise you would expect, but an unrivalled and vitally important combination of relationship banking and market leading technology.

We will support Women in Business members through workshops on how best to approach your bank, how to create the most compelling business plan, help you to improve your cash flow through online banking, enable you to secure better control of your business finances, and save you time.

We want to hear from you. We can't of course answer your questions on behalf of other banks, but by becoming the WIB Banking Partner, we are able to put at your disposal an approachable team happy to listen to your challenges and provide guidance and expertise. Tell us what you would find most useful for your business career or company growth.

Our Chief Economist Angela McGowan will also share her insight into regional economic



*Katherine James, Head of Specialist Business, Northern Bank*

development and recovery, sectoral analysis and consumer confidence as well as the impact of the economic downturn on women in Northern Ireland and how women are creating the new economic future.

The Northern Bank team is privileged to meet entrepreneurial flair and talent every day in our business community. A forward thinking business needs a straightforward bank. So we look forward to meeting you at future events sharing our experience, and of course gaining valuable insight from the women in business

across Northern Ireland.

Whether your market is overseas or on your doorstep, your business is in one place or on multiple sites, you're your own boss or someone else's, challenge us to make it straightforward.

#### Dates for your diary:

Business support seminar  
April 13 2011  
Northern Bank, Donegall Square West  
Presented by: Angela McGowan

Some businesses go a long way to find an open door. Others come straight to us.

A good business always looks for an open door – though finding one can be pretty hard these days.

And though we never promise to say 'Yes' to everyone, we continue to proactively drive the local economy forward by funding business.

Indeed in 2010, over £1 billion of lending was approved for local businesses.

If you're looking for a bank that can help make things more straightforward for your business, you'll know which door to knock on.

**Call our business team now on 028 9004 7142**

Make it straightforward

**Northern Bank**

We may record or monitor calls for your protection, to train our staff and to maintain the quality of our ongoing service. Full details of all products, fees and service charges can be obtained at any Northern Bank branch or on our website [www.northernbank.co.uk](http://www.northernbank.co.uk). Northern Bank Limited. Registered in Northern Ireland R568. Registered Office: Donegall Square West, Belfast BT1 6JS. Northern Bank Limited is member of Danske Bank Group. COM617

## If the shoe fits

### Bennett & Collins Launch Bespoke Shoe Service



Bennett & Collins, Killyleagh's luxury must-visit shoe and accessories boutique, is to launch a unique, bespoke shoe service in March 2011.

The service is designed to serve bride-to-be's, mother of the brides, bridesmaids and fashionistas who love individuality and original fashionable footwear.

This bespoke shoe service is the brainchild of Janette Collins, who founded Bennett & Collins using her family names in 2009.

Having spent a great deal of time looking for a designer to bring her vision to reality, Janette has appointed an established fashion industry expert, who has worked for luxury brands such as Gina, Carvalho and Beatrix Ong.

Together they have created a Collection that is imaginative and can be adapted and personalised to individual tastes.

Women have the opportunity to embellish their chosen design with fabrics, feathers, crystals or furs of their choice.

The shoes are made to order in England, where they are beautifully crafted using Italian leather sole, the finest skins and fabrics with meticulous attention to detail.

The customer can also opt for a matching bag to complete their personalised look.

Bennett & Collins' bespoke shoe service will be available from March 2011 by appointment in store.

The Bespoke service is available in UK sizes 2-8 and are delivered within six weeks.

With prices starting from £290.00, designing and owning a pair of handmade shoes is now readily affordable.

To book an appointment call Janette Collins on **4482 1581** or for more information visit

[www.bennettandcollins.co.uk](http://www.bennettandcollins.co.uk)



## The Formal Studio

The Formal Studio stocks the latest collection of glamorous formal and special occasion dresses for school formals or black tie events. The collection of dresses are both for sale or hire, and include both new and pre-worn dresses.

The idea of The Formal Studio came from the proprietor, Joanne Dunn, buying a new outfit for every special occasion or event she attended. However the dresses were usually never worn again, for many reasons, such as, at a wedding everyone had seen it or just wanting something new.

Therefore she began to offer a service if customers bring in their worn once items including formal, evening wear, bridesmaid's, wedding dresses, and mother of the bride, Joanne will then re-sell or hire them for them.

Once Joanne put her first advertisement out the demand was staggering and she soon realised how many people out there had wasted resources lying in their homes taking up space. Customers were glad of a chance to get them out of their house.

At first it was just formal dresses, but as word spread so did the collection and variety of styles. Therefore it soon grew from formal wear to evening wear, bridesmaid, wedding, mother of the bride and even hats, shoes and jewellery.

However, they seemed to still be a market for the customer who still wants a new dress.



Therefore The Formal Studio also stock's a range of new dresses, with the Precious Formal's range being the most popular. "The collection is growing everyday and we therefore have a style and size to suit every taste and budget."

The Formal Studio also work on appointment only basis to ensure that they give customers the one-one attention they deserve.

To arrange an appointment to view our collection or if you want to resell our own dresses, telephone; **07745873003**, or alternatively you can also contact us via our website [www.theformalstudio.com](http://www.theformalstudio.com)

## Know your legal rights!

Stewarts  Solicitors

Grainne Heaney, a specialist in Family Law, also undertaking work in the Litigation and Criminal fields, has recently joined Women in Business with the hope of developing business relationships and further promoting Stewarts Solicitors.

"I qualified as a Solicitor in 2004, joining Stewarts Solicitors in Newtownards in 2005, and now heading the Family and Matrimonial Department. From the outset I have dedicated my career to Family and Matrimonial Law. Prior to my being admitted as a Solicitor in 2004 I spent time undergoing specialised projects with both Women's Aid in Belfast and the Department of Social Services in New York.

I am currently an accredited member of the Children's Order panel, working in conjunction with the Northern Ireland Guardian Ad Litem Agency, in advising on and protecting children's rights. In 2008 I also undertook specialist training in Collaborative Law, and now also provide advice to those who would prefer 'the friendlier divorce' as opposed to matters progressing through the courts.

Stewarts have three full time offices in – Newtownards, Belfast and Ballymena, with a sub office in Kircubbin. Each Branch has a Specialist Family Solicitor.



Grainne Heaney

Our Family and Matrimonial service is only one of a wide range of legal services Stewarts offer, to include but are not limited to Personal Injury litigation, Commercial Litigation, Professional Negligence, Asbestosis Claims, Construction litigation, Arbitration, Adjudication, Buying and Selling Residential Property, Commercial Property, Planning Law, Inheritance Tax Planning, Company and Business Law, Bankruptcy and Insolvency, Licensing, Education, Employment, Criminal matters, Maritime, Shipping and Transport."

For further information please contact Grainne Heaney at Stewart Solicitors, Newtownards **:9182 6444** or [g.heaney@stewartsolicitors.com](mailto:g.heaney@stewartsolicitors.com) visit [www.stewartsolicitors.com](http://www.stewartsolicitors.com) for information on all further areas as set out above, and the exceptional team of Solicitors across the various offices.

*We offer an initial free consultation in all areas*

# Can't afford staff development at the moment? Think again. **Quell.**

In the present economic climate every penny counts. Many small to medium size companies feel that training is a luxury they simply cannot afford and yet a skilled confident workforce can make all the difference in a competitive market. Catch 22? Well, maybe there is a way to balance the books without compromising your skill set or personal safety in the workplace.

Quell have designed a series of open workshops focusing on reducing risks while working alone and dealing with aggressive or difficult people in the workplace. The workshops will be delivered on an ongoing basis throughout the year at their training suite in Hollywood.

Rather than having in-house training solely for your staff, the open workshops can be accessed by different companies who may wish to send one or two delegates along at a time. This means that costs are reduced, staff gain the knowledge and skills needed to stay safe and reduce conflict and it is the perfect opportunity to network with other organisations.

Quell Director Hilary Quigley is delighted with the response: 'We introduced the idea of open workshops in our training suite last October when we realised that in-house training may not be the best option for everyone. The workshops have been very popular and feedback from delegates suggests that as well as learning valuable skills they are enjoying networking with other companies, sharing best practice and making new contacts.'

Details of upcoming workshops are listed below and for further information or to book a place please contact Kerry on **9042 5424**.

- **Lone Working; Practical Skills to Reduce Risk** - 4 March 2011
- **Focus on Customer Service: Dealing Effectively with Difficult or Aggressive People** - 5 April 2011
- **Managing Lone Workers: Ensuring your Staff's Safety** - 4 February and 1 March 2011

## Jo Malone gets a little 'Vintage Touch'



Vintage Touch, Ireland's leading vintage tableware and accessories hire company, has recently been awarded a contract to provide vintage china for the shop window display of luxury fragrance and skin care company, Jo Malone.

The display will run from 21st February 2011 to 1st April 2011 and will see Vintage Touch's stunning vintage teacups and saucers displayed in Jo Malone, House of Fraser, Belfast.

The display is being exhibited in conjunction with the launch of Jo Malone's limited edition Tea Fragrances range and Vintage Touch has also been appointed to provide their vintage tableware for the exclusive launch of the new fragrances at Ireland's prestigious Brown Thomas store on 2nd February 2011.

Established in 2008 by Laura Menary, Vintage Touch quickly became a market leader in vintage tableware and accessories hire. In 2010 the company expanded into the retail sector, creating beautiful teacup candles and bespoke

cake stands which they sell through unique gift website [notonthehighstreet.com](http://notonthehighstreet.com).

Vintage Touch stocks everything from vintage dinner plates and floral teacups to cutlery and lace tablecloths. To accessorise, clients can choose from pretty floral bunting and wicker baskets to glass candlesticks and birdcages.

Customers can select pieces to coordinate with a colour scheme or mix and match items to give a unique eclectic look and if you are at a loss for ideas, Vintage Touch can offer styling advice and consult with your venue to help your event go effortlessly.

As forerunners in vintage china hire, Vintage Touch's collection of tableware and accessories is ever expanding and if you cannot find what you are looking for, their creative team will help you source that special something.

Based in Hollywood, Co. Down, Vintage Touch delivers throughout Ireland and can cater for parties of up to 600 people.



**EQUINITI**  
ICS

## Met Office appoints Equiniti ICS to provide payroll services

Belfast firm Equiniti ICS, a leading provider of HR and payroll services, has won a three year contract with the Met office, the UK's national weather service, to provide payroll services to its 1,900 employees.

The new service from Equiniti ICS, which has over 40 years experience delivering HR and payroll software and service solutions to major clients in both the private and public sectors, has been designed to meet the necessary security considerations required for the organisation.

It will assist the Met Office in making considerable time and cost savings through easier access to information and improved service processes.

Alan J Foley, Director of Equiniti ICS said: "This is a significant contract win for Equiniti ICS as it further cements our position as a leading software and services provider within the public sector."

"We are fully confident that our solution will provide the payroll service and software functionality required by the Met Office and ultimately lead to major business benefits."

A Met Office spokesperson said: "The payroll project group at the Met Office had many factors to consider when contracting a payroll provider."

"These include security, reliability and value for money."

"Equiniti ICS has ticked all these boxes, as well as working with us to deliver the project on time and on budget and we look forward to establishing a productive relationship going forward."

Contact:  
[jenny.johnston@equiniti-ics.com](mailto:jenny.johnston@equiniti-ics.com)  
[www.icscomputing.co.uk](http://www.icscomputing.co.uk)



## Social Networking – get active!



by Louise Friel at Desktop Genie  
info@desktopgenie.co.uk

Twitter, Facebook, LinkedIn, Google Groups, to name but a few! The ubiquitous social network is difficult to avoid.

So, if everyone is using them, should your organisation have a social network presence too? To help you decide, here's a quick overview of the main social networking channels:

**1. Facebook:** members create a home page and network with other Facebook members. Members can invite others to join their list of friends and can update their "status," by sharing what they are doing. Friends can make comments or send private messages.

- Over 350 million users, 50% of which are active on a daily basis.
- 62% of adults who have a social network presence are on Facebook; 36% of users are under 18

**2. Twitter:** a social blogging service that allows users to send "tweets" (140 character maximum) to Twitter website via SMS, instant messaging or from their computer.

- 75 million user accounts – only 15million active on a regular basis

**3. LinkedIn:** aimed at business professionals, it allows you to create a personal profile to promote your skills, knowledge and experience while connecting with professionals in order to do business. As you build your profile you can request and receive recommendations from people who you have done business with.

- over 50 million members worldwide
- Over 36.5 million people visit LinkedIn every month
- 68% of users are aged 35 or over

**4. Google Groups** - a free service that supports discussion groups based on common interests. Membership is free and many groups are anonymous. Users can participate in threaded conversations, either through a web interface or by e-mail.

**5. Blogs** - like an online journal. Bloggers tend to blog on a continuous, daily basis, with content comprising of news, articles, personal diary pages, pictures, video, company information, etc.

## When sales & marketing is key to success



Having worked in the hospitality sector for 25 years and with some of the most prestigious names in Northern Ireland's hotels on

her curriculum vitae, Penny Thornberry set up her own sales and marketing consulting firm - P Thornberry Solutions Limited - last May. Penny's logo for her new business, a pineapple, seems a natural choice. It is the international symbol for hospitality, the sign for good luck in Korea and good fortune in China, so it has very positive connotations.

In her new business, Penny harnesses the skills, knowledge and experience that she has honed over the years to offer support to other businesses. Her aim is to increase the profitability of smaller businesses through effective use of sales and marketing techniques.

She explained "many entrepreneurial Business Owner/Manager's skill set does not include marketing or planning. They may understand that to grow their sales they need to invest in planning their marketing activities, but a lack of time or knowledge can hinder this. I understand that there is often greater value in working in collaboration with third parties and relevant media to gain exposure, but this can be time consuming and confusing for those with limited experience in this field."

Often businesses are at the "growth stage" but



a lack of sales techniques amongst their personnel or customer care skills can prevent them from taking a step to the next level. "I can teach staff to understand the process of sales and customer care to bring positive results very quickly," explains Penny.

She also works regularly with a dedicated Mystery Shopping company which provides a great way to quality audit businesses, particularly those in the service based sector. She believes it is a great benchmark to see how customer care and sales standards are progressing. Catherine Scott, Director from Insight Mystery Shopping remarked:

"Penny has a great insight into the service industry and a terrific understanding of the subtleties of selling and marketing. Through our work we have been able to assist businesses in improving service and operations and increasing sales, she is a great staff motivator and her training and mentoring skills have been inspirational."

Contact Penny by telephone **07717 614637**, e-mail [penny@pthornberrysolutions.com](mailto:penny@pthornberrysolutions.com), or visit [www.pthornberrysolutions.com](http://www.pthornberrysolutions.com)

## 10 tips for great website writing!

Writing for a website is different from any other kind of writing says **Elaine McComb**

.You may be experienced in writing reports, but the rules change when it comes to writing copy for your website.

The two main reasons for making your website writing clear, concise, and simple are:

- Web surfers are usually trying to find information quickly,
- Reading online is about 25% slower than reading from print

### 1 Pick your keywords before you start

You know what you want to write about, so pick your keywords in advance.

### 2 Put a heading on every page

A clear headline on the top of each page of your website is a great sign post.

### 3 Break up your writing with sub-headlines

Your pages will be easier to scan if you break them up with sub-headlines

### 4 Keep paragraphs and sentences short

Short sentences and paragraphs are easier to read than long ones ensuring information is quick to find.

### 5 Use lots of white space

Frame your writing with lots of white space to minimize eye fatigue.



### 6 Use bullets and numbered lists

Using bulleted lists and similar formatting styles ensures your writing is concise.

### 7 Use plain language in your writing

Avoid long sentences and using large or technical words -try to keep your language plain and simple.

### 8 Keep important information "above the fold"

That means putting key information on the top part of the screen.

### 9 Keep your writing conversational

You should come across as though you're talking to someone.

### 10. Proofread

Finally, proofread, proofread, proofread!

For more information contact Elaine at [elaine.mccomb@editorial.com](mailto:elaine.mccomb@editorial.com) or visit [www.elainemccombeditorial.com](http://www.elainemccombeditorial.com)



## Miglio Jewellery parties and fundraising for charity

Have you heard about the stunning range of Miglio Designer Jewellery before? If not, it may be because you are unable to purchase it in retail shops. Miglio is all about parties!

Miglio Jewellery designs are totally exclusive and hand crafted in South Africa, producing three beautiful collections each year. The jewellery is interchangeable so you can create your own unique Miglio style; Danni Minogue being a big fan! There is an extensive range of necklaces, bracelets, earrings and enhancers. (Prices range from £10 – £250, to suit every ones budget).

**Parties** –Tori will come to your house (or office), where you and your friends will be able to try on and purchase beautiful designer jewellery.

**Fundraising** - If you are organising a coffee morning, ladies luncheon, fashion show, pamper night or any other social occasion that brings ladies together; a jewellery addition is a lot of fun and also allows you to raise funds for charity.

Independent consultant for Miglio, Tori



Higginson is offering 10% of the value of all jewellery sold at your fundraising event to be donated to a registered charity of your choice. Tori travels throughout the whole of Northern Ireland, so location is not a problem.

If you host a party / event – as a thank you gift\* you are entitled to purchase any piece at half price, and receive 10% of the total sales towards a second jewellery item! OR donate 10% of sales to your chosen charity.

\*For half price item – sales must exceed £150

**Office** - having an office whip around for a colleague's birthday or a leaving present? Miglio is the ideal gift which comes beautifully packaged or gift vouchers are available.

For more information or a free catalogue – please call Tori Higginson on **07980 595112** or visit **www.tori.mymiglio.com**

## Leading the way out of recession

Northern Ireland businesses can help turn around the local economy by improving their leadership skills. Investing now in building new leadership skills will put your business in the strongest position as the economy recovers.

The Excelus New Leaders Programme is equipping leaders with the tools not only to survive the Recession, but to grow in spite of it. New Leaders is designed to positively impact upon your personal development and the performance of your business.

Mervyn Nelson, Managing Director of Excelus, says "Owner-managers and entrepreneurs lead very busy lives but they are often astounded by the improvement in performance that can be achieved by taking time out from their businesses to take part in the Programme."

Two women who have completed the New Leaders Programme found it an invaluable experience.

Doreen McKenzie, MD of Knock Travel Ltd, says "as a consequence of Excelus Leaders sales are up and so is profitability. New products have been launched and we have sought and gained business from customer types not previously dealt with. None of this would have happened without the input of Excelus Leaders" Jenny Neeson, Financial



Wendy McCulla, Coach on the Excelus Programme, Dominic McClements, CEO, NWIPP Ltd, Jenny Neeson, Thornton Roofing Ltd

Controller of Thornton Roofing has also benefitted from taking part in New Leaders. "The course challenged me to think differently and I also enjoyed the opportunity to learn from the other participants. I would recommend New Leaders to anyone who wants to take their business to the next level".

As Northern Ireland comes out of the Recession those businesses which have invested in their future will be fastest out of the starting blocks. Where better to start than investing in yourself as Leader?

For more details about the Excelus New Leaders Programme, please either visit **www.excelus.co.uk** or contact Wendy McCulla on **0780 301 7771** or e-mail **info@excelus.co.uk**

## Paragon Planning launched

As 2011 begins, so too does new business venture, Paragon Planning for WIB member Tamasin Wilson.

Tamasin embarked upon her career as a Town Planner in England, gaining a wealth of experience across the North East, Yorkshire and the Humber, and Wales before moving home three years ago to join one of the province's top private planning consultancies, Turley Associates.

"It has always been my goal to start up my own consultancy and joining WIB last year has given me the drive to do it.

Women represent only 15% of the property and construction workforce in the UK and I have been inspired by the speakers and members I have met at WIB events to go for it and so Paragon Planning was born".

Experienced at managing the planning process in Northern Ireland, we have our Clients needs and best interests at the core of our offer.

As a Chartered Town Planner, Tamasin has worked with private individuals, major developers, utilities providers, banks, solicitors and retailers to name but a few across the province and beyond during her career.

I appreciate the need to deliver effective planning solutions to meet the needs of businesses in these challenging economic times.

That is why I offer a range of professional and affordable planning services from advice to applications and appeals for a host of development types including residential, retail, commercial and industrial.

Whether you need advice or require planning permission for new or expanding opportunities, I can assist, providing planning support to maximise the potential of your land or property.

Please do not hesitate to contact Tamasin on **9269 8576** or **07827 928849** to discuss your needs or by email at **tamasin@paragonplanning.co.uk** Further details can also be found on our website at **www.paragonplanning.co.uk**

# Passion into Profit

They say that if you love what you do you'll never work a day in your life –I'm lucky that way.

I'm sure a lot of Women in Business NI members are unsure of what I do...!

I set up Directus Training & Consultancy over eight years ago providing training & support to start-up & growth businesses. I am very passionate about enterprise in NI and believe that the opportunity to start your own business should be made available to you if that's your heart's desire.

Directus stemmed from starting my first business at 24, (green as cabbage!) and the desire to stop others making the mistakes I did! My first business, "Cuisine" was in food retail and outside catering and



lasted over eleven years, (I am passionate about cookery!), but the market was changing and challenging so I sold as a going concern.

### As for my latest passion?

FRANCE! The beautiful chateaux, rolling countryside, the wine & of course the food!

My latest venture [www.yourfrenchcottage.com](http://www.yourfrenchcottage.com) offers holiday gites in the Loire Valley region and because I love France I want everyone else to love France so we have provided every comfort in our two cottages in one of the most beautiful regions of France.

### Share my passion?

Special discounted rate for Women in Business NI members for 2011  
Contact Rosemary Morrison on: **07732104364** or visit our website.



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Email: [events@themerchanthotel.com](mailto:events@themerchanthotel.com)  
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Deirdre McIvor		Claire McIntyre	NYSE Technologies Development Limited
Jane Coyle		Janice Hewitt	Ok Communications
Pamela Ballantine		Imelda McMillan	O'Reilly Stewart Solicitors
Jane McGonagle	Access Recruitment Consultants	Penny Thornberry	P Thornberry Solutions Limited
Karen Girvan	Action Medical Research	Tamasin Wilson	Paragon Planning
Nicola Chang	Action Renewables	Kim Anderson	Park Plaza Belfast
Lesley Hogg	AES Kilroot Power Ltd	Caroline Bell	People 1st
Anna Lo	Alliance Party South Belfast Constituency Office	Wendy Morton	Phoenix Trading
Cherrie Stewart	Ansons	Jill Haslett	PricewaterhouseCoopers LLP
Maria McAllister	Bank Of Ireland	Nicky Carmichael	Protan (UK)
Lisa Millar	Beauty Culture (belfast) Ltd	Gillian Dougan	PSNI
Anne Hamill	Beckinridge Training & Development	Elin Johnston	Pureadorn
Connla McCann	Belfast Media Group	Yvonne Galligan	Queens University Belfast
Jacqueline O'Donnell	Belfast Media Group	Kerry Kelly	Quell Training Ltd
Audrey Lyle	Benefit Cosmetics	Deborah Boyd	Re3 Group
Melita Williams	Bespoke Belfast	Joanne Mahood	Red Door Rentals
Erin Nixon	Bluecube Interactive/AV Browne Group	Kim Lawrence	Red Door Rentals
Sarah Hanna	Body Lab (ni) Ltd	Shona Donaldson	Shona Donaldson Jewellery
Emma Dickson	Bodyshrink Belfast Wellness Centre	Tracy Ennis	Sogeti Ireland
Ann Keown	Bstp	Carley Morrow	Spiderhousepr
Kathleen Madine	Cajoda Office Services	Frances Hackett	St James Place
Sinead Little	Carlton Baxter Communications	Lisa Devine	St James Place
Clare McCadden	Cathedral Eye Clinic	Grainne Heaney	Stewarts Solicitors
Nicola Coey	Clarehill Plastics Ltd	Christine Nesbitt	Stranmillis University College
Claire McAuley	Clic Sargent Northern Ireland	Karina Todd	Stressless Solutions
Linda Mallon	Close Invoice Finance Ltd	Lucy Anderson	Ten Square Hotel
Cathy Martin	CMPR	Joanne Dunn	The Formal Studio
Cathy Dixon	Cunningham Coates Stockbrokers	Paula Sturges	The Inn Castledawson
Heather McHenry	Cunningham Coates Stockbrokers	Valerie Gourley	The Irish News Ltd
Anne Monaghan	Dcp Strategic Communication Ltd	Yvonne Doherty	The Natural Health Clinic
Bronagh Hinds	DemocraShe	Jo Watson	The Prince's Trust Northern Ireland
Louise Friel	Desktop Genie	Annalouise Kenny	Therapie Clinic
Barbara Faibish	Eat Raw Feel Great	Tracy Gilligan	Therapie Clinic
Blaithin Surgeoner	Endeavour Information Solutions	Heidi Beavis	Tidi Services
Fiona Jennings	Fiona Jennings:Acupuncture and Naturopathy	Tara Beavis	Tidi Services
Aine McAnallen	Fire Safety Solutions Ni Ltd	Angela Morrison	Turley Associates
Jacqueline Cullen	FireIMC Ltd	Lydia Gamble	Ulster Orchestra
Kim Cobain	FireIMC Ltd	Laura Menary	Vintage Touch
Siobhan O'Sullivan	Fitzwilliam Hotel	Lydia Waugh	Waugh Consulting
Denise Curlett	Fleet Financial NI Limited	Christine Crawford	Wwf Northern Ireland
Christine James	Flock Events		
Alison Mladek	Foreverni ( Forever Living Products)		
Emma Greer	Freedom Financial Planning		
Gladys Greer	Greer Publication		
Stephanie Hughes	GVA		
Tara Higgins	H3 Insurance		
Debra McVicker	Hampton Blue		
Ri Fang Hao	Hao Clinic For Tcm		
Aileen Martin	Hasting Hotels		
Helen Anketell	Hennies Beads		
Joanne Grant	JCDecaux		
Gill Fairley	Jenkinson Consulting		
Jane Wells	JPR (NI) Ltd		
Khara Pringle	Khara Pringle Photographic		
Karen Mills	Km Agency		
Doreen McKenzie	Knock Travel		
Rachel Lowry	Lowe Refrigeration Ltd		
Julie McCrory	Malmaison		
Louise Morrison	Mamoo		
Tracy Hamilton	Mash Direct Ltd		
Kate Marshall	Mast Ireland		
Elaine McCosh	McNeill Business Travel		
Tori Higginson	Miglio Jewellery/Excite Promotional Merchandise		
Dympna O'Callaghan	Molly D Marketing		
Cathy McKay	Moore McKay English Solicitors		
Martina Byrne	Mourne Books		
Sheena Murphy	Murphys Solicitors		
Bridget Nodder	NICMA-The Childminding Association		
Ann McGregor	Northern Ireland Chamber of Commerce		
Oonagh O'Reilly	Northern Ireland Chamber of Commerce		

## Corporate Memberships

Full contact details can be found at [www.womeninbusinessni.com](http://www.womeninbusinessni.com). Women in Business NI is pleased to welcome our Corporate Memberships:

Vodafone	BITC
McGrigors	PSNI
Equiniti ICS	Utility Regulators
Deloitte	Northern Bank
ASM Ltd	Belfast Visitors & Convention Centre
Arthur Cox	Raddison Blu Hotel
NICC	

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 Julie Fitzsimmons on tel: **0845 607 6041** or email: [Julie@womeninbusinessni.com](mailto:Julie@womeninbusinessni.com)



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