

WOMEN

BUSINESS NI magazine

Making **business** connections

Autumn 2013 • Issue 09



Dragon Breathes Fire into WIBNI Awards

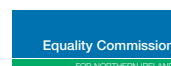
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Chair's Message

Well it's back to school for all of us – My offspring are well past school days but there is still a sense of new commitment – renewed focus and a rhythm for the next three months.

If you have been on the website you will see we have launched our new events schedule and just like returning to school you need to get the dates in the diary! Some of the events we know will book up fast so just giving you a gentle nudge.

Networking and Business Growth continues to be our focus as we know that making connections is a sure way to improve your business. Our organisation continues to search for new ways to add value to your membership. We offer diverse and exciting opportunities for you to connect with others. From an evening at Grand Opera House to our Networking for Growth event at Hillsborough Castle with Cathriona Hallahan MD of Microsoft Ireland and to our Annual Awards Event promoting Women as achievers and celebrating your success.

The Annual Awards event is being held this year in the Culloden Hotel and Spa on Thursday 21st November. This

year will be our biggest and best yet with a great speaker Hilary Devey. However, back to homework - We need your nominations! There are many different fields for nomination so please get your name and your company entered as we know we have many exceptional Business Women as members - As Lara Morgan would say - get on with it - do it now!

Momentum is building for our Conference in May 2014. We are at the stage of finalizing speakers and attendees from Ireland, UK and beyond. With Networking again at the heart of this conference, we are very excited at the opportunities for you to make connections across the globe and to help you find new and inspiring ways to continue to grow your business and build your capabilities as a Leader.

There is no doubt that women are continuing to drive this economy forward and we have all a part to play. Ready for the new term? I am! ●

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Chair Kate Marshall
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Fifth Annual WIBNI Conference Hailed a Success

This event was sponsored by



The Secretary of State for Northern Ireland, Rt Hon Theresa Villiers MP, Minister Foster, conference speakers from Northern Ireland, United Kingdom, United States of America and delegates from across Ireland and the UK, have all joined in hailing the fifth annual Women in Business NI Conference Sponsored by Ulster Bank a success.



Rt Hon Theresa Villiers MP



Elvena Graham Head of Ulster Bank NI



Susan Ann Davis, Chair of Vital Voices

Conference Sponsors





L-R: Roseann Kelly WIBNI, Jo Fairley Green & Black's Chocolate, Susan Ann Davis, Chair of Vital Voices, Lara Morgan Pacific Direct and Kate Marshall WIBNI.



Claire McCollum Broadcaster and Dr Maureen Gaffney, Clinical Psychologist & Author

In May 2013 more than 300 delegates packed into the Hilton Hotel, Belfast, to connect and engage through a series of networking sessions and to learn from leaders in business, in order to make a real difference to developing their business.

Rt Hon Theresa Villiers MP, officially opened the conference and paid tribute to "the excellent work Women in Business NI does in forging networks to bring together aspiring entrepreneurs and those thinking about taking their first steps into commerce".

Minister Foster joined the conference by video. She said: "Northern Ireland women have determination and resilience and I encourage local businesses to use their enthusiasm. I commend the work Women in Business NI have done to bring you all here today and look forward to supporting Women in Business

NI for next year's global conference."

Following the keynote addresses from a host of inspirational speakers, delegates had the opportunity to network and attend various workshops hosted by Invest Northern Ireland, Enterprise Ireland, Microsoft, Running Start and Department for Employment and Learning's management and leadership team.

Roseann Kelly, Chief Executive of Women in Business NI, said: "I am absolutely thrilled with the success of this year's Conference and looking forward to our International Business Women's Conference which will take place from 12th - 16th May 2014 and will see more than 750 delegates from across the globe descend on Belfast for what is promising to be a life changing experience. ●

www.ibwc2014.com



Women in Business NI in Association with Invest Northern Ireland Launch 2013 Awards



WIBNI is delighted to announce Hilary Devey as guest speaker at this year's awards ceremony

Women in Business NI is delighted to launch the third Women in Business NI Awards in association with Invest Northern Ireland.

With a total of 11 award categories, including a brand new category recognising those in the technology sector, this year's awards will be hosted at the five star Culloden Hotel on Thursday 21 November.

Supported by The Irish News, the awards will recognise the contribution made to the Northern Ireland economy by female business owners, those in senior management, innovators and entrepreneurs. Roseann Kelly, Chief Executive of Women in Business NI, said: "The enthusiasm for encouraging and recognising the achievements of Northern Ireland's business women across

the globe is palpable. The calibre of entries to last year's awards was mind blowing and equally we are hopeful that 2013 will bring to the fore not only high profile business women but also hidden gems like that of last year's outstanding business women, Patricia Clements of Bradfor." Once again, the Women in Business NI Awards are being hosted in association with Invest Northern Ireland. Sharon Polson, Manager, Regional Business Group, Invest NI said: "We are delighted to be supporting the Women in Business NI Awards as part of Invest NI's strategic objective to stimulate a more innovative and entrepreneurial culture in Northern Ireland. These awards help raise the profile of successful women in business who in turn inspire more women towards entrepreneurial success."

Entries for the Women in Business NI Awards 2013 in association with Invest Northern Ireland are now open please visit www.womeninbusinessni.com for more information. Awards are open to all business women in Northern Ireland, you do not need to be a member of WIBNI to nominate or enter. ●

IMPORTANT DATES

- All applications must be received by 12noon on Friday 4th October 2013
- Judging of applications will take place on Friday 18th October 2013
- The Awards Gala will take place on Thursday 21st November 2013 at Culloden Estate & Spa (all finalists should be available on this date).
- Early Bird rate available for Gala at £80 +VAT until 1st November 2013 after which time tickets are priced at £95 +VAT

Sponsors



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Award Categories

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Overall Award 2013 Women in Business NI Outstanding Businesswoman of the Year

This award recognises the most dynamic and dedicated businesswoman who the judges believe has made an outstanding contribution to business.

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Award for Best New Start Up

This Award goes to an outstanding new start up demonstrating high levels of innovation service and profit. The business must be less than 3 years old.

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Award for Entrepreneurship / Innovation

This Award goes to the outstanding individual who can best demonstrate entrepreneurial flair and innovation in business. Whether it's a new idea, product, method, technology, process or application this award will go to the individual with an innovation that has transformed their business.

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Award for Outstanding Management / Leadership

This Award goes to the leader / manager who has demonstrated exceptional vision and leadership in business.

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Award for Best Exporter

This Award goes to the business that can evidence high levels of export turnover and has a continued export growth plan.

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Award for Best Marketing Campaign

This Award goes to a businesswoman who demonstrates a commitment to marketing at all levels of the business. This individual will have a structured marketing plan which will result in increased market share, brand awareness and profitability through a successfully implemented marketing campaign.

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Award for Best Small Business

This award recognises an outstanding small business based in Northern Ireland which demonstrates a high level of service, is profitable and shows innovation. This business may be a sole trader, a partnership, a social enterprise or a small private sector company, with a maximum of 20 employees.

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Award for Excellence in IT

This award goes to the individual who can best demonstrate the most successful and innovative use of IT within their business or organisation. This category is open to businesses in the IT sector as well as those who may have an online business or can demonstrate excellence in the use of social media/ digital technology in a business of any sector or size, to help their business grow.

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Award for Best Customer Service

This Award goes to a businesswoman that can best demonstrate she truly has the customer at the heart of her business. She will be able to demonstrate ongoing improved performance standards and customer impact in the delivery of products or services.

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Award for Best in Professional Services

This award goes to the woman who consistently exceeds the requirements of internal and external customers. Consistently meeting or exceeding challenging objectives, to deliver the highest levels of service responsiveness and innovation within a professional practice.

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Award for Advancing Diversity in the Work Place

The award recognises an individual who has championed diversity within the workplace, and can demonstrate the benefits of this.



NOMINATE TODAY

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ACKNOWLEDGE • CELEBRATE • REWARD

AWARD CATEGORIES:

- Award for Best New Start Up
- Award for Outstanding Management / Leadership
- Award for Best Small Business
- Award for Advancing Diversity in the Work Place
- Award for Best Exporter
- Award for Entrepreneurship / Innovation
- Award for Best Marketing Campaign
- Award for Best Customer Service
- Award for Best in Professional Services
- Award for Best Young Business Woman
- Award for Excellence in IT

CLOSING DATE: 4th October 2013. For further information, please visit www.womeninbusinessni.com

Women in Business NI Events Schedule September 2013 – January 2014

The most efficient and effective way to grow your business is through networking – at Women in Business NI our focus is always on networking and ensuring you make those important business connections that can lead to a sale, a partnership, an opportunity to collaborate. Each month members benefit from business networking events with inspirational speakers, intimate business lunches and masterclasses in a range of topics delivered by industry experts. Events are delivered across Northern Ireland giving members the opportunity to make broader business connections.

September 2013

EVITA NIGHT

When: 10th September 2013, 6.00pm - 11.00pm
Venue: Grand Opera House, Belfast

NETWORKING FOR GROWTH *Sponsored by Tropic Skincare*

Speaker: Cathriona Hallahan, MD Microsoft Ireland
When: Thursday 12th September 2013, 9.00am - 12.30pm
Venue: Hillsborough Castle

DIGITAL WOMEN IN BUSINESS, CULTURETEC

When: Thursday 12th September | 4.00 – 6.00pm
Venue: Learning Pool Cottage, Derry-Londonderry

BUSINESS NETWORKING LUNCH

When: Thursday 19th September 2013, 12.00pm - 2.00pm
Hosted by: Malone Lodge Hotel, Belfast

BUSINESS BANKING MASTERCLASS - PLAN, PREPARE AND PITCH

Speakers: Shauna Burns, Head of Mid Ulster & Fermanagh Business Centre
Ron Immink, CEO of Bookbuzz and co-founder of www.smallbusinesscan.com
When: Tuesday 24th September, 12.00pm - 2.00pm
Venue: Carnbane Industrial Estate

SPEAKING IN PUBLIC WITH CONFIDENCE MASTERCLASS

Speaker: Jackie D'Arcy, Personal & Professional Development
When: Thursday 26th September 2013, 9.30am - 12.30pm
Hosted by: Malmaison, Belfast

December 2013

CHRISTMAS NETWORKING, BELFAST

Speaker: Billy Dixon, The Body Jigsaw
When: Thursday 5th December 2013, 6.00pm - 8.30pm
Venue: Ulster Museum, Belfast

CHRISTMAS NETWORKING, NEWRY

Speaker: Roslyn Bell
When: Tuesday 10th December, 12.00 - 2.00pm
Hosted by: Canal Court Hotel, Newry

CHRISTMAS NETWORKING, COLERAINE

When: Thursday 12th December, Time: TBC
Venue: Causeway Enterprise Agency, Coleraine

LEADING HIGH PERFORMANCE TEAMS MASTERCLASS

Speaker: Professor Jackie McCoy
When: Tuesday 17th December 2013, 9.30am - 12.30pm
Venue: Midtown Business Centre

October 2013

BUSINESS NETWORKING BREAKFAST

When: Thursday 3rd October 2013 | 7.30 - 8.30am
Hosted by: Bennett's, Belmont Road

NETWORKING MASTERCLASS

When: Wednesday 16th October 2013, Time: TBC
Venue: Causeway Enterprise Agency, Coleraine

GROWING YOUR BUSINESS FOR SUCCESS MASTERCLASS

Speaker: Philip Bain, Director Shred Bank Ltd
When: Thursday 17th October 2013, 9.30am - 12.00pm
Hosted by: Malone Lodge, Belfast

SPEAKING IN PUBLIC WITH CONFIDENCE MASTERCLASS

Speaker: Jackie D'Arcy, Personal & Professional Development
When: Friday 18th October 2013, 9.30am - 12.30pm
Venue: Weavers Court, Belfast

MASTERCLASS WITH SPEAKER AND AUTHOR, CHRISTINE MARMOY

When: Tuesday 22nd October 2013, Time: 11.30am - 2.00pm
Venue: e3, Belfast MET

PUBLIC PROCUREMENT MASTERCLASS WITH INTERTRADE IRELAND

Speaker: Joanne Gillen, CEO at Bid Management Services
When: Wednesday 23rd October, 11.30am - 2.00pm
Hosted by: InterTrade Ireland, Newry

January 2014

SALES & MARKETING MASTERCLASS

Speaker: Jo Chesney, Cherry Soda
When: Tuesday 14th January, 9.30am - 12.30pm
Hosted by: Newry & Mourne Enterprise Agency

BUSINESS NETWORKING LUNCH

When: Thursday 16th January 2014, 12.00 - 2.00pm
Hosted by: Malmaison, Belfast

DIGITISING MY BUSINESS AND SOCIAL MEDIA MASTERCLASS

Speaker: Sinclair Stockman, Executive Director, Digital NI 2020
When: Thursday 30th January 2014, 8.30am - 10.30am
Venue: Science Park, Belfast

ANNUAL VOICES HEARD EVENT

When: Wednesday 22nd January 2014, 9.30am - 12.30pm
Venue: Parliament Buildings, Stormont

November 2013

SOCIAL MEDIA FOR BUSINESS MASTERCLASS

When: Tuesday 5th November, 9.30am - 12.30pm
Venue: Bagenal Castle, Newry

BUSINESS NETWORKING LUNCH

When: Thursday 7th November, 12.00 - 2.00pm
Hosted by: Galgorm Resort & Spa

BUSINESS NETWORKING LUNCH

When: Thursday 7th November, 10.00am - 1.00pm
Venue: Bridewell, Magherafelt

WOMEN IN MARKETING WITH THE CHARTERED INSTITUTE OF MARKETING

When: Thursday 14th November 2013, Time 9.30am - 12.30pm
Venue: TBC

WIBNI AWARDS 2013 SPONSORED BY INVEST NI

When: Thursday 21st November 2013, 7.30pm
Venue: Culloden Estate & Spa

If you would like more information on how to join the network/how to get the most out of your membership please contact us T: 0845 607 6041 or E: marie-clare@womeninbusinessni.com

INTERNATIONAL BELFAST

BUSINESS WOMEN'S CONFERENCE | MAY 2014

Register Your Interest Online at www.ibwc2014.com

The International Business Women's Conference (IBWC) 2014, hosted by Women in Business NI Ltd, will showcase the best that Northern Ireland has to offer in terms of business and economic opportunity.



KEY DATES AND FIGURES

12th – 15th May 2014 dates of the conference

2 – 3 day programme of business and social sessions

750 delegates targeted to attend (30% male)

20 – 30 speakers and panellists targeted to participate

Over 20 countries represented in delegations

4 – 6 showcase venues will be featured including Belfast Waterfront, Titanic Belfast, Belfast City Hall, The MAC

CONFERENCE SESSION THEMES

The conference programme will cover several themes delivered by high calibre Keynote and Panel speakers from across the globe.

- Entrepreneurship
- Leadership & Motivation
- Business Growth
- Diversity in Economic Development and The Gender Dividend
- Impacts of Technology/Social media
- Innovation & Creativity
- Routes to Market and Export Potential
- Global Responsibility (Human Rights and Social Change; Peace, Prosperity and Stability)
- The Power of Networks

By exploring these global themes, we intend that multiple sectors of industry and society will be represented and have wide ranging appeal to both men and women.

SOME SPEAKERS ALREADY INVITED

Hillary Clinton Former US Secretary of State

Teresa Villiers Secretary of State for Northern Ireland

Sheryl Sandberg Facebook

Eleanor Mills Associate Editor, Sunday Times

Julie Meyer Founder & CEO, Ariadne Capital

Philip Schindler Google Ireland

Les McKeown Founder & CEO, Predictable Success

Susan Gilchrist Group Chief Exec, Brunswick Group

Lucy Gaffney Chairman, Communicorp Group

Lynette Palmen Women's Network Australia

The IBWC Local and Global Advisory Committees representing both public and private sector and covering a cross section of industry, academia and society will help ensure a varied and exciting line up of speakers are secured and will drive the agreed themes and topics.

Please contact the conference secretariat for a further details on speakers and invited guests.

To discuss sponsorship & exhibition opportunities please contact Jane Watson
 T: +44 (0) 28 90 393837
 E: j.watson@morrowcommunications.com
 or register your interest at www.ibwc2014.com

Women in Business NI Annual Feedback Survey 2013

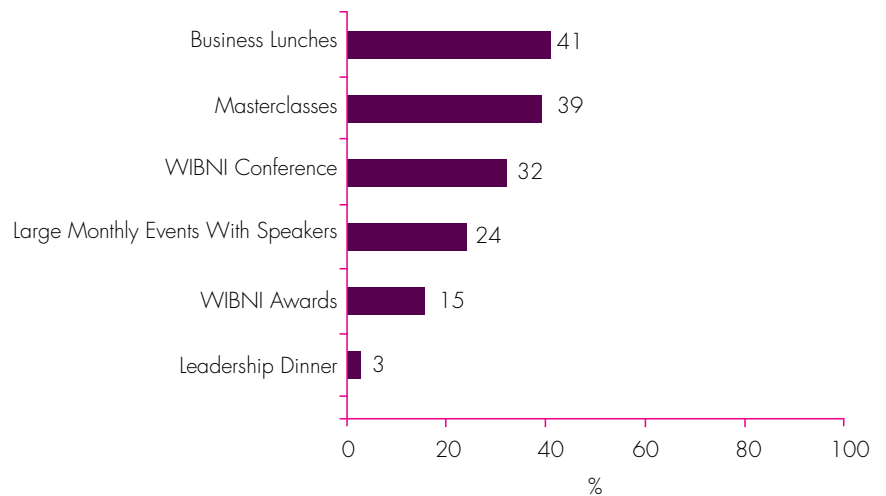
Women in Business NI (WIBNI) is a successful, growing business network that was established 10 years ago. The organisation has continued to evolve and develop over those years to continuously meeting the ever changing needs of our members.

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

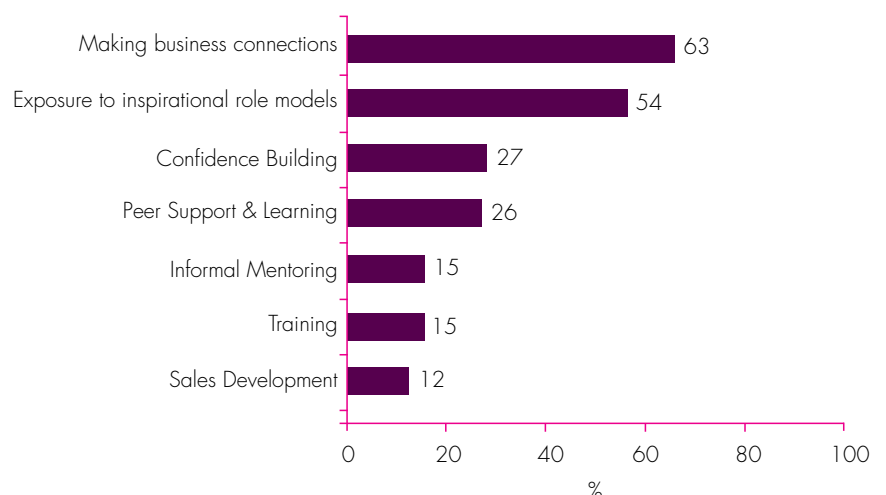
SUMMARY OF KEY FINDINGS:

- The survey indicates that over half a million pounds of business was generated across the membership through involvement with WIBNI in the last year.
- The survey indicates that over 6000 business connections have been made across the membership in the last year.
- Overall respondents felt all WIBNI events have improved within the last year.
- Of the members who completed the survey, business lunches were the most widely attended event with just over two fifths (41%) saying they have attended in the last 12 months. 86% of respondents have attended one to three business lunches during the last 12 months.
- 87% of respondents have attended one to three large monthly events with a key speaker in the last 12 months.
- Masterclasses were deemed to be the most important event to members with a third (33%) rating these to be very important. 92% have attended one to three masterclasses over the past year. Masterclasses were thought to be the most effective event in terms of personal development and career development.
- Members find business lunches most effective for networking and making business connections.
- The majority of members are satisfied or very satisfied with the balance of the networking versus key speakers at events.

What WIBNI events have you attended in the last 12 months?



Which of the following have you experienced through WIBNI in the last 12 months?



WHAT OUR MEMBERS SAID:

"WIBNI is an excellent organisation and provides a great service and support to its members."

"I see this network as an excellent forum for women across NI to come together at great events and gain from the opportunity of Networking"

"Good value for money and I really enjoy and find the masterclasses useful for gaining business skills"

"Inspirational, confidence building and networking, all tremendous support when embarking on a new business."

The member survey was carried out for us by Perceptive Insight. Many thanks to both Maureen Tracey and Claire Goodwin for providing a clear, detailed and helpful analysis of the survey findings. www.pimr.co.uk



WIBNI BBQ & Quiz Event

Sponsored by



The newly refurbished Malone Lodge Hotel recently hosted the annual Women in Business NI Quiz evening in the new Deramore Suite - a 240 seat ballroom designed to accommodate the wedding, conferencing and events markets. Guests marvelled at the luxurious new surroundings while enjoying a delicious BBQ with meat provided by Corries Farm Butchers. The quizmaster for the evening was Pamela Ballantine and director of the Malone Lodge Hotel, Cara Macklin welcomed guests with a brief presentation, charting the history of the hotel.

Cara commented: "We are thrilled to announce the reopening of the hotel and are excited to unveil a range of new services and enhancements which we believe compliment the existing building perfectly. We are delighted to welcome back all of our existing clients as well as many new faces and hope to welcome many new guests throughout the remainder of 2013 and beyond."



Roseann Kelly CE of WIBNI said of the event: "Our annual bbq & quiz is a great social event which allows our members to relax and network informally while having a few laughs, throwing in a bit of healthy competition over the quiz! We would like to thank Cara Macklin and the team at Malone Lodge for sponsoring this event".



Women in Business NI Support Local Women Awards



Hilary Anne Christie, Bella Mia Boutique Ballymoney and Eva Adams Women in Business NI.

Women in Business NI attended the inaugural Local Women Business Awards to support the North Coast and Ballymena area business women recently. The awards celebrated the achievements of these women, with 18 awards presented by host Pamela Ballantine from UTV.

More than 200 guests attended the gala black tie awards dinner at the Lodge Hotel in Coleraine and awards presented on the night included Best Business, Top Hair Salon and Lifetime Achievement Award. Women in Business NI sponsored the Female Entrepreneur of the Year award which was won by Hilary Anne Christie of Bella Mia Boutique in Ballymoney.

The panel of judges said that Mrs Christie was the clear winner of the award,

presented by Women in Business NI's Eva Adams, due to her hunger and desire to succeed in business.

Local Women magazine now has three separate editions – North Coast and Ballymena, Mid Ulster and Derry~Londonderry – and similar events recognising the achievements of local business providers are held in their respective areas each year. Local Women's North Coast and Ballymena editor Kim Kelly said: "We were delighted to hold our first awards ceremony and thrilled to have the opportunity to reward the hard work of our local business people during such trying financial times. The evening was a huge success and we thank our readers for making it all possible. ●"

WIBNI Member Profiles

Cara Macklin



Cara is currently one of the directors of the Macklin group, where she has been involved in the family business from an early age, coming up through different departments within Malone Lodge.

The Macklin group which is celebrating over 30 years in business, was set up by Cara's parents and is well known within the hospitality and care sector through Malone Lodge hotel, apartments and suites, as well as four nursing homes - Parkmanor, Rathene, Arlington and Leabank located in both the north coast and Belfast. The business has over 300 nursing beds, employs over 400 staff, has won numerous awards for excellence and the Macklin family have just re opened Malone Lodge after major refurbishment in April 2013. Malone Lodge Hotel & Apartments now sits over 6 sites, brings the total bed stock to 120, event space to cater for 240 guests, variety of 9 conference and events suites, and opening of a new restaurant the Knife and Fork.

Cara's primary ethos of "continuous development and innovation through learning from the best" has resulted in numerous improvements and awards both within the Malone Lodge Hotel and the wider Macklin group.

As well as the physical expansion, development of the team and product, Malone Lodge has won numerous awards in recent years including Belfast Hotel of the Year, twice N. Ireland tourist Board Highly Distinguished Hotel of the Year, Wedding Venue of the Year, twice Head chef of the Year, twice Irish News Innovative Employer of the Year and twice N. Ireland Quality Award gold status.

As well as her personal and business success's, along with the

continuous energy and focus she dedicates to her team, Cara is involved across the wider business world and society in Northern Ireland where she dedicates time to charities, young people in education and supports industry bodies.

- Cara's was chosen at age 27 to represent NI as the youngest ever SKAL President worldwide. SKAL represents 20,000 tourism professionals in 450 countries.
- Runner up in scholarship to Cornell University by creating the hotel of her dreams - Kilgarron House.
- Raised over £25,000 for charities including Romania, Autism, Action Cancer, Please Fix SAM.
- Won first Northern Ireland WIB young business woman of the year 2011.

Cara's passion and belief is that true success is obtained through the collective efforts of the team, and the support of the wider business community and is extremely fortunate to have great people working within the Macklin group and also the support and mentorship of her parents Brian and Mary, and her big brother Gareth on a daily basis. Along with this women in business has been a huge network for Cara to meet other likeminded women to do business with, along with gaining huge experience from both mentoring and expertise at regular events. This continued support will ensure the most recent development within the Macklin group, the re opening of Malone Lodge will go from strength to strength. ●

Cathy Martin

Cathy Martin is the Managing Director of PR and Events company, CMPR - a young, vibrant and multi-skilled agency which focuses on consumer and lifestyle PR, social media and events.



The agency has grown rapidly since it was first established in 2004 and has represented a number of high profile clients including House of Fraser, ABSOLUT vodka, Lunn's, Diet Coke, Land of Giants and CRUISE. Her work - and her client projects - have appeared in local, national and international media; from TV and documentaries to national news stories and #hashtag campaigns online. She is also a popular commentator on TV & radio for marketing, media and fashion stories and is often consulted by media for stories running in the press.

Cathy graduated in European Business with languages (she speaks Italian, French and Spanish) and completed her studies with a postgraduate diploma in International Law, Politics & Economics at the university of Aix-en-Provence in France. After media training in the BBC and presenting on RTE, she then spent a few years working in Italy for Irish Distillers marketing brands including Bushmills and Jameson whiskey.

From this, she moved home but started an international role turning around the image of the Irish Linen industry in its latter years. During this time she was involved in projects with designers including John Rocha, Roland Mouret, Betty Jackson in the UK & Ireland as well as Ralph Lauren and Liz Claiborne in the US, Yohji Yamamoto in Japan and Armani and Versace in Italy. Other retail projects included Banana Republic, Saks, Next & M&S. Linen sales reached their highest ever peak in 2002-03 when Cathy was marketing manager of the industry marketing body, the Irish Linen Guild.

Cathy is also known for her role in producing and directing Belfast

FASHIONWEEK, a multi award winning event featuring fashion shows which showcase local design talent as well as the best fashion from the high street and other high end designers. As if that wasn't enough to keep the working mum busy, Cathy also runs FASHION PHARMACY - a style consultancy service which gives 'style prescriptions' to individuals who need anything from a wardrobe overhaul to a shopping buddy or a shape and colour consultation... The Pharmacy also provides fashion, hair and make up stylists for the media, editorial shoots, ad campaigns and film/tv shows and Cathy has styled many celebrities including Mischa Barton, Caprice, Ruby Wax and Zoe Salmon among others.

The busy lady has won many industry awards and accolades including twice winning the CIPR Gold award for Outstanding Small Consultancy and was the Marketing Excellence Award winner in 2011 from the Chartered Institute of Marketing.

She said: "I absolutely love my job and am passionate about communications. I'm just as happy working on a county-wide story for a small, local business as I am working on a potentially global story or event. Myself and my team pride ourselves on generating results for all clients. Our results are always on target, on time and on budget... We'd love to hear from any WIB members who want to grow their product or service's awareness levels in a cost-effective way. An initial consultation is always free with us, and we welcome calls from all industries and sectors."

To chat to Cathy and her team about PR for your brand, company, event or other project call 028 9032 4437 or email cathy@cmprireland.com ●

Tracey Gilligan

Award Winning Therapie Clinic Goes From Strength To Strength

Tracey Gilligan is a well respected and extremely super-successful business woman, starting out at just 21 years of age, opening The Watch Store in Dublin in 1996. Tracy was an over-night success and another store followed in Belfast 1998. Tracy opened Therapie Clinic (a leading laser and skin clinic in ROI) at Belfast's Queen Arcade in December 2009 and since then the clinic has gone from strength to strength, offering the most results-driven and pioneering of skin and body treatments, laser hair removal and beautifying products and treatments. Therapie Clinic is now located in two locations in Belfast, Queen Arcade and Donegall Place, Carlisle Road in L/Derry



and Merchants Quay in Newry. Sister company, Optilase eye clinic is also located in Belfast, L/Derry and Newry, with plans afoot for additional expansion for both Therapie and Optilase in the coming months.

"The aim is to be the go-to clinic in Northern Ireland, Ireland and the UK, to be recognised as the skin and beauty experts, with the most advanced and effective treatments available in the world; to provide

clients with an unforgettable experience each and every time. The plans are equally visionary for sister company, Optilase, eye clinic. "We've had a great year, in 2012 we were the first to offer KAMRA Vision treatment, a new treatment for presbyopia, the loss of short sightedness as we get older, and eliminate the need for reading glasses. In fact, Optilase is the only clinic in Northern Ireland and the UK, to offer this new surgery. We are now the number 1 in Europe and 2nd in the world for the treatment, and celebrated recently with a ball in the Merchant Hotel!" said CEO, Tracy Gilligan.

"I am a member of Women in Business as I feel it is important to surround myself with other successful women who help inspire and drive me to be the best I can be. WIB is a fantastic organisation and is great positive advertising for women in general especially young girls who need role models.

In terms of milestones, it's been an amazing year for both Therapie Clinic and Optilase and for me personally. We've won a number of hugely important accolades which have probably kept us going on some of the tough days! We were named one of the top 50 businesses in Northern Ireland by the Belfast Telegraph; we won Employer of the Year 2012 and Best Clinic 2012 in the Local Women Business Awards. In fact, we won again this year in the Best Clinic Category which was such an honour. We were also short listed for the UTV Business Awards 2012, and saving the best 'til last we were also short listed for the WIB awards 2012!

Actually, I've also been nominated for the upcoming Ulster Tatler, Business Woman of the Year Awards for a second year running.. It's been an amazing couple of years!", added Tracy. ●

Laura Jackson

BSc MSc ACA



Belfast born and bred, chartered accountant Laura Jackson has been recently promoted to principal within local accountancy firm, BDO Northern Ireland, part of the world's largest European-led accountancy network, a network with offices in more than 138 countries worldwide.

Laura's first exposure to the NI business community began when she secured one of the IoD's scholarships (awarded in

memoriam of Sir Ian Gow) and was assigned to Northern Ireland's leading cancer charity, Action Cancer. During her studies at Queens University, Laura spent her summers working with the charity on a number of strategic projects which helped refine her advocacy, commercial and leadership skills.

Some 15 years later, Laura continues to focus on the things she feels most passionate about, such as support for that local cancer charity and the local female business community. One clear example of this focus is her current work in organising a ladies business lunch scheduled for October 2013 to mark the 40th anniversary of Action Cancer. As well as profiling the charity, Laura is confident that she, supported by her colleagues at BDO and contacts at Bank of Ireland UK, will be able to, as Laura says, 'capture the current issues NI business women are facing and help advocate on their behalf'.

Currently working within the audit department of BDO NI, she is keen to differentiate herself and the BDO offering as a whole from the typical accountant stereotype. Laura says that it's through exceptional client service that you can offer more to clients, big and small. This is how she goes beyond just being seen as an accountant and actually become a business advisor for clients. (Laura's current client list ranges from sole traders right up to some of NI's top ten and Ireland's largest companies).

Laura says that this strive for giving clients 'added value' does bring some challenges. 'Being a trusted advisor in numerous capacities means anticipating and proactively responding to the ever changing client needs'. One example of this was Laura leading the recent conference held at Titanic Belfast, designed to help BDO's clients get to grip with one of the most significant accounting developments for many years, the introduction of a single

accountancy standard (FRS 102) to replace all current standards in the UK and Ireland. 'Making sure all our clients are ahead of the game technically is key in this challenging marketplace' argues Laura. 'I have a strong belief that the way many businesses will measure and report performance in 2015 will be dramatically different to how they do so now and its time we embraced the change.'

Laura joined WIB in 2004 and returned to the network after two short breaks, namely Jonah aged 7 and Sophia aged 5. 'The network does exactly what it says on the tin' says Laura. Women in Business membership is quite simply a 'must have' for the 9 strong WIB member team at BDO who work with all businesses types across a number of NI sectors. 'We joined the network to make our contribution count and add value by working together in developing strong personal relationships with our female contemporaries.' ●

Employer Training Programme

The Equality Commission provides free advice, guidance and support for employers and service providers through its Employer Training Programme.

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Call 028 90500600 or email edtraining@equalityni.org to request a copy or register for a training session.

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Equality Commission

FOR NORTHERN IRELAND

Women still face unfair career hurdles

Michael Wardlow, Chief Commissioner, Equality Commission NI

Almost a quarter of calls to our legal advice line are from women complaining of sex discrimination, particularly coming from those women who believe that they have been disadvantaged because of their family and caring roles.

Unfortunately, it still remains a fact that the responsibilities which accompany having and caring for children have a greater impact on the lives and employment prospects of women than on men.

Last year, the Department of Finance and Personnel's statistics bulletin, *Women in Northern Ireland*, revealed that more than a third of economically inactive women of working age are unavailable for work due to family and home commitments. The comparable figure among economically inactive men was less than one in twenty.

The same bulletin reports that four out of every ten female employees work part-time compared to just one in ten male employees; and the Equality Commission's most recent Monitoring Report shows that, of all monitored part-time employees, seven in ten are women. As a result, an employer's failure to provide flexible working arrangements may have a much greater impact on women than on men; and so could constitute unlawful indirect sex discrimination.

There are legal obligations requiring employers to consider changes in working patterns, such as flexible working arrangements,



Over the last two years we have seen some recurrence of complaints to the Commission where employers have insisted that a particular post, often more senior or management positions, are not suitable for flexible working.

which would assist people with caring obligations, such as working parents. Options could include a variety of measures such as working part-time; term-time or school hours working; job-sharing; or working from home.

Over the last two years we have seen some recurrence of complaints to the Commission where employers have insisted that a particular post, often more senior or management positions, are not suitable for flexible working. This position

has resulted in some employers being successfully challenged in Tribunal.

We know that many employers are aware both of the law on this issue and of the benefits to their business of retaining experienced and skilled staff by accommodating their needs in this regard. We have seen many examples of best practice which moves beyond compliance with legal responsibilities towards creating an exemplar workplace which attracts and retains a talented team.

The Equality Commission provides a free advice service to employers about the law covering pregnancy and maternity, work/life balance and flexible working. Our specialist advisory team can also provide practical support in relation to the development of policies and processes that help support good equality practices. ●

Further information is available online www.equalityni.org

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Women in Business NI talks to member

Ursula Lavery

who has been appointed to the Moy Park Executive Board as Technical Director Europe



The pace and ever-changing nature of the industry, and indeed of my job, means that I am still being challenged and learning new things every day, which keeps my interest and passion alive.

How did you get into this line of work? Outline your career to date.

I currently work for Moy Park, a top UK food company and one of Europe's largest poultry producers, and have recently been appointed to the Moy Park Executive Board as Technical Director Europe.

I developed my passion for food and the food industry during my time studying at Queen's University Belfast - where I gained a BSc Honours Degree in Food Science.

After university I began my career with Moy Park, joining the sales and marketing team as a Marketing Executive, before moving into the quality assurance and technical team where I have been for nearly 25 years. During this time, I have worked to help build Moy Park's reputation as a leading food company focusing on innovation, food safety and quality.

What does your job entail?

In 2013, I was appointed to the Moy Park Executive Board as Technical Director Europe with responsibility for technical excellence across Moy Park's European operations. I am currently undertaking a key strategic role in establishing an integrated Europe-wide technical department, bringing extensive knowledge and expertise to all Marfrig business units currently operating across Europe. As a result, my role within Moy Park is very hands-on and no two days are ever the same!

As a company, Moy Park supplies leading supermarkets and convenience stores throughout the UK, Ireland and Europe with a range of high quality food products including a selection of breaded and fresh chicken and a range of ready-to-cook chicken products.

I lead a team from across the UK and Europe whose

responsibility it is to ensure that Moy Park continues to innovate and lead the way in food technology, meeting customer and consumer demand. I work closely with a number of prominent global research organisations on a diverse range of food safety and agriculture projects and sit on several advisory boards - including a Food Standards Agency (FSA) Joint Working Group, the British Poultry Council Biosecurity Group and am a member of the Scientific and Technical Committee at Campden BRI.

The pace and ever-changing nature of the industry, and indeed of my job, means that I am still being challenged and learning new things every day, which keeps my interest and passion alive.

What qualities are required for your job - personal and professional?

Moy Park currently employs over 12,000 people and has sites across the UK and Europe so leadership, organisation, and strategic thinking, are, in my opinion, three of most important skills needed to fulfil my role as Technical Director Europe. I lead a strong, competent team which enables me to focus a greater proportion of my time on longer term strategic thinking and planning for the business. As a mother with a young family I also find that on a personal level I need to be disciplined and self-motivated

in order to successfully manage a healthy work-life balance. It is challenging, but I believe that a positive outlook and surrounding myself with good people makes life easier.

What is the best advice you ever received?

The best advice I have ever received is to take any opportunity that comes your way. Throughout my life I have found that if you take opportunities, even those that put you out of your comfort zone, then it helps you to grow as a person in every sense - personally and professionally.

What do you like to do in your spare time?

When I have time, I enjoy going on long walks with my family and friends or having some quiet time to simply read a good book. I also have a keen interest in gardening and enjoy spending time on Sudoku puzzles to unwind.

Tell us an interesting fact about yourself.

I lived and worked in Mallorca and France for several years to help improve my language skills.

Who has inspired you most in your life?

My parents have inspired me most in my life. They played such an important role throughout my formative years, supporting me during my education and encouraging me to never give up. Their support and guidance has helped me get to where I am today. ●

Promotional Products: What's in your Top Ten?

When it comes to promotional merchandise everyone is always hunting for the elusive holy grail of giveaways. That one piece of merchandise that their customer keeps longer than anything else, and that they use time and time again promoting strong brand recognition. With 72% of us switching over, muting or fast forwarding TV ads, and calling banner adverts 'annoying' it's no wonder marketers are coming back to review their budgets and increase spend on promotional merchandise. And on that front we're a lot more traditional than we think. We like gifts that are functional, high quality and show a collaborative approach between design and production.

Indeed, popular items like pens, pads and shopping bags can be used or passed on to someone else at home or in the office, helping to keep the brand alive. With the right shape and the right artwork for example, a simple post-it can be extremely effective.

So what would be top of your list? The latest research from the BPMA (British Promotional Merchandise Association) shows that it's an almost dead heat for first place between pens and bags. Other contenders that come in close behind are keyrings, note pads,

conference folders and mugs which are still showing strong sales. USB's memory sticks are moving up the chart, followed by paper products (including post it's and note pads), stress items and finally umbrellas.

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Taste the Success

Tracy Hamilton, Director, Mash Direct recently received the prestigious Agribusiness and Innovation Award at the Farmers Journal Women in Agriculture Awards 2013.



The Women in Agriculture Awards provide a national platform to recognise the central role women play in farming and acknowledge the innovative approach they take to diversifying the farm business.

It is a lifetime achievement award and Tracy will now go on to represent Ireland for the EU Innovation prize.

A successful business certainly moves with the times and that has been key to the success of Mash Direct, the brand leader of vegetable accompaniments created and owned by Tracy and her husband Martin in Comber, Co. Down.

Martin and Tracy have grown Mash Direct into a national household brand in just nine years and employ 106 members of staff including their two sons Lance and Jack.

Although Mash Direct has truly been a family effort, Tracy has been the lady promoting the brand across the length and breadth of the country. She spends a considerable amount of time exhibiting at trade and consumer shows, making presentations to business groups and women's groups as well as attending pr functions and engaging with the community- she is very much the face of Mash Direct.

Tracy is an inspiring businesswoman who has demonstrated outstanding commitment to her family run enterprise and is a tireless ambassador for the Northern Ireland food industry.

She is the first woman to be elected to the Board of the Northern Ireland Food and Drink Association (NIFDA) and also sits on the Food NI Board. Tracy is a very supportive and active member of Women in Business and the Institute of Directors.

Her passion and hard work is an excellent source of inspiration to others in the farming community and Tracy really is a true leader in agribusiness innovation. ●

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GB-008

Do you judge food by its cover?

Get the packaging right and consumers won't be able to resist, says Dawn Patton of Genesis Advertising & Design



New brands come, new brands go, often because potential purchasers just walk on by. If you care about your bottom line, your packaging has to be right - it's got to shout 'notice me, buy me, love me' from the shelf.

So what does it take to get it right? Genesis has four basic rules:

1. Understand shopper behaviour

The Faraday Packaging Partnership discovered that consumers shop in one of two ways:

i. Virtual autopilot: this is where the customer makes habitual purchases. Sales of Tropicana plummeted by 20% following a radical re-design in 2009, because habitual shoppers didn't recognise it. Established brands require evolution, not revolution.

ii. Compare, contrast, consider: consumers survey the shelves, and your product must sink or swim. If your packaging doesn't stand out, your product won't get noticed. If it looks too different, consumers won't trust you.

2. Understand your audience

Identify your target audience; investigate how they live, what they like, and what puts them off. If you go for a premium look when your target audience buys budget products, they'll screen your product out. Without understanding, you could end up with a design that looks good but doesn't sell. While designing the packaging for Irish Distillers Ltd's Green Spot, Powers John's Lane and Middleton 'Barry Crockett' Legacy, we

learned that in the drinks sector, the connoisseur is less influenced by design, whilst the less knowledgeable consumer relies on the pack to communicate quality. Our packaging struck a balance between the two, retaining a subtle premium look which would also stand out.

3. Understand the product

A good design agency will get under the skin of a product. They'll know its background, values and aspirations. Our clients take our requests for information seriously - they know we ask questions because we want to give them the best possible results. If your design agency doesn't ask questions, ask yourself why. Ideally, it's because you've already supplied a great brief.

4. Understand the category

Each category has design conventions. A good designer will use familiar cues that consumers will understand. We created Fair Trade packaging for Kestrel Foods, who produce the popular Forest Feast range of quality dried fruit, nuts and seeds snacks. The packaging retained healthy natural food cues, looked premium, and of course, stood out on the shelf. The packaging

helped the product make it into Harrods and thrive in the Dutch market.

Good packaging design sells. Just as you want the best sales team, it pays to have the best design too - and that starts with a design agency that knows its stuff. ●



Dawn Patton works at Belfast-based Genesis Advertising & Design as Senior Account Director & New Business Development. She has worked on many high profile advertising, design and packaging projects for various public and private sector clients. Recently, Dawn has led packaging design projects for clients including Irish Distillers-Pernod Ricard Ltd and Dale Farm. www.genesis-advertising.co.uk.



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InterTradelreland All-Island Innovation Programme

The InterTradelreland **All-Island Innovation Conference 2013** on **31st October – 1 November 2013** in **Riddel Hall, Queen's University Belfast**. The conference will explore how local businesses can shape their organisation for success, and how innovation can give businesses a much needed competitive edge.

Keynote speaker: Professor Robert Simons, Professor of Business Administration, Harvard Business School

Keynote address 1: Designing Competitive Organizations

Keynote address 2: The Entrepreneurial Gap

You can register to attend by contacting Heather McGarrigle at h.mcgarrigle@qub.ac.uk or 028 9097 2568.

This lecture will be of interest to established organisations and businesses, start-ups, government bodies, academics, policy makers and anyone who is interested in stimulating the local economy.

Register to attend: <http://go.qub.ac.uk/Reg-AIIC-2013>

Find out more: <http://go.qub.ac.uk/InnovationConference2013>



Ulster Bank and Titanic Group Announce £92m Financing Deal

Ulster Bank is pleased to announce a renewal of bank facilities with the Titanic group of companies ("Titanic Group") through to December 2016. Titanic Group includes the main development company, Titanic Quarter Limited. Ulster Bank has been Titanic Group's funding partner since 2007 when development of the huge 185 acre site commenced.

Over this time the principals at Titanic Quarter have delivered the ARC apartments, Gateway Office, Belfast Met, PRONI, Premier Inn hotel at Titanic Quarter, Titanic Film Studios and the Titanic Belfast visitor attraction.

Announcing the completion of the financing arrangements, Ellvena Graham, Head of Ulster Bank, Northern Ireland said:

"Ulster Bank is delighted to be able to extend our relationship with Titanic Group as lead funder to this major development project that is transforming a key part of Belfast. Titanic Quarter is now attracting global interest and we are very pleased to be a key strategic partner in its ongoing success."

Those sentiments were echoed by David Gavaghan, Chief Executive of Titanic Quarter Limited, who commented:

"We are delighted to have completed the renewal of our facilities with Ulster Bank to the end of 2016. This agreement provides the platform to develop further Titanic Quarter and we appreciate the consistent and strong support we have received from Ulster Bank over the past six years."



Ellvena Graham, Head of Ulster Bank Northern Ireland with David Gavaghan, Chief Executive, Titanic Quarter Limited.



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From Adelaide Street to Wall Street

NI talent is 'driving innovation in global trade'

The culture of innovation and entrepreneurship among Northern Ireland's local workforce is powering international commerce and growing the region's reputation as a premier location for trade and investment, according to one local business leader.



From Adelaide Street to Wall Street: The MBAAI visited the New York Stock Exchange on Wall Street to see how technologies developed at NYSE Euronext's Centre of Excellence in Belfast are enabling trade on a global scale. From left to right are: Margaret Molloy, CMO at Siegel+Gale; Claire McIntyre, Executive Operations Director at NYSE Euronext in Belfast; Jon Robson, CEO at NYSE Technologies; Gareth Quinn, MBAAI Chair; and Andrea Haughian from event sponsor Invest Northern Ireland. NYSE Technologies CEO Jon Robson will be headline speaker at the inaugural 'Digital DNA' summit which takes place at Titanic Belfast on September 13. With leading figures from Google, Facebook and Deloitte Digital, the conference aims to show businesses how to exploit digital media to boost their productivity and profitability. To find out more log on to www.digitaldna-ni.com

MBA Association of Ireland Northern Chapter Chair Gareth Quinn was speaking after meeting with Jon Robson CEO of NYSE Technologies and Margaret Molloy CMO of global strategic branding firm Siegel+Gale at the New York Stock Exchange in New York City.

As part of the build up towards the inaugural Digital DNA summit in Belfast on September 13, Mr Quinn saw how innovative products developed at NYSE Euronext's Centre of Excellence here operate on the trading floor in New York. NYSE Euronext's Belfast office provides a range of support to markets in Asia, New York, London and Paris.

Following the Wall Street visit, Gareth Quinn said: "It was inspiring to see at first hand the role that NYSE Euronext in Belfast plays in supporting the global financial markets. Local success stories such as that of Wombat and how they started as a small startup on the Dublin

Road to being bought for \$200 million to provide the technology platform to run global financial markets carries major weight internationally. The encouraging message we heard got from both Jon Robson and Margaret Molloy was that Northern Ireland's reputation as a location in which to do business is extremely strong and they would encourage other major companies to set up in the region.

"While technology constantly transforms the business environment, the class of business talent and IT graduates here remains a strategic advantage. We're looking forward to welcoming Jon Robson to Northern Ireland next month when he can see for himself, through the Digital DNA Summit, the high-quality of digital and technology enterprises emerging within the local ecosystem."

The MBAAI – in partnership with NYSE Euronext – is behind the annual 'Digital DNA' summit

which this year sees NYSE Technologies CEO Jon Robson as main speaker. Contributors also included Director of Small Medium Business Sales for Google, Dave Geraghty; Director of Global Sales Services for Facebook, Gail Power; and Head of Engineering in Deloitte Digital UK, Mike Robinson. ●

Anyone interested in finding out more about the Digital DNA event series should log on to www.digitaldna-ni.com

For further information contact Claire McIntyre, Executive Operations Manager NYSE Euronext, on cmcintyre@nyx.com

ABOUT THE MBA ASSOCIATION OF IRELAND

(www.mbaassociation.ie)

The MBA Association of Ireland (MBAAI) is the 2000-strong representative body for graduates holding the degree of Masters in Business Administration (MBA) living and working in Ireland. Its mission is to improve the practice of management through continuous learning.

ABOUT NYSE EURONEXT (www.nyxjobs.co.uk/belfast)

A leading global operator of financial markets and provider of innovative trading technologies, NYSE Euronext (NYX) operates exchanges located in Europe and the United States to trade equities, futures, options, fixed-income, and exchange-traded products.



WIBNI New Members

Linzi Conway



Inspire Your Workforce, Boost Your Business, Build Great Leaders

Linzi Conway established Key to Success Consultants (KTS) in 2003 as a response to work life balance commitments. KTS offers a range of business support services, with particular emphasis on HR Management, Marketing including Social Media Management, Tender Writing Services, and Executive Coaching.

Linzi said, 'My aims for KTS are to **INSPIRE YOUR WORKFORCE, BOOST YOUR BUSINESS and BUILD GREAT LEADERS.**

The pride I had in my home based business at the early stage was because of work life balance - my work was built around the needs of my children. That has not changed. As the children have got older, they often say that they would like to work for KTS. If I can inspire 2 young females of my own, my story I hope will inspire other female entrepreneurs within WIBNI.' ●

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Roisin McKee



Director of
Northern Ireland,
People 1st



People 1st is the sector skills council for hospitality, passenger transport, travel and tourism, focusing on transforming skills in those industries through the development of world class qualifications in management

and leadership, customer service and craft skills. This includes our Women 1st initiative, which supports women's career development and aims to increase the number of women in senior roles.

Joining Women in Business is an excellent opportunity to network, exchange views and share expertise with other like-minded women. WIB's work on professional development, and promoting the positive impact women have on the economy, has great synergy with our work at People 1st. ●

Contact Roisin at roisin.mckee@people1st.co.uk or call 07976 748 678.

Melissa Elliott



"The Network That Gets You Home"

I am very proud to introduce Network Recovery.

With a commitment to customer service we provide vehicle recovery memberships and transport solutions to Northern Ireland motorists and businesses. With extra covers including; Caravan / Campervan, Equestrian and livestock – We've got you covered. All policies include accident recovery as standard, so whether you would like to gift someone who has just passed their driving test for that extra piece of mind, for yourself, family or for your business we have a policy to suit you. Business Contracts and rates are available. I am excited and look forward to attending Women in Business Events to get tips and guidance for continued success. ●

T: 028 9266 9735
E: melissa@networkrecoveryni.com
www.networkrecoveryni.com



Vicki Johnston

Branding is a way of clearly highlighting what makes your company different from all the others. Effective branding goes beyond just a visual identity, it should convey the personality of the organisation and should be communicated coherently across all forms of marketing.

Paperjam Design are a graphic design firm who specialise in branding and marketing. Based in the heart of Belfast's Cathedral Quarter Paperjam have been successfully creating design for clients throughout the UK for over ten years.

I had been working with Paperjam for 4 years as one of their clients and then joined the team in late 2012 as Business Development Manager and I'm helping the business grow, develop and diversify.

I joined Women in Business NI to benefit from networking with other women who are also passionate about their businesses.

I'm really looking forward to learning some new skills and meeting lots of new people through Women in Business NI events and master classes. ●

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www.paperjamdesign.com

Wendy Graham

Cert CII, BSc (Hons), Pg Dip
Vice President,
Lockton Companies
LLP, Insurance
Broker & Risk
Management



I have worked for Lockton Belfast (and legacy companies) for 12 years. I am responsible for managing a portfolio of corporate clients with various insurance requirements and needs. Along with a team of dedicated insurance professionals we strive to live up to our strap line *"We Live Service!"*

Lockton Belfast specialise in Construction, Property, Meat Processing, Technologies/Life Sciences, Retail and Manufacturing from small commercial to large corporate clients.

I joined WIBNI to capitalise on the numerous networking opportunities and engage with likeminded individuals who are keen to succeed within the local business community and further afield. ●

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M: 07725 057 795

E: wendy.graham@uk.lockton.com



Siobhan Marley

It has been 20 years since the doors to Pinnacle Belfast were opened by Ken Montgomery, Chairman.



As a Sage Strategic Business Partner, Pinnacle supplies Sage Accounting, ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) solutions to

businesses of all sizes ranging from 2 to 2000 users, and with simple to complex, or local to global requirements.

Siobhan Marley, Business Development Director (pictured right) explains, "We work very closely with all of our clients, firstly to establish the solutions that their business needs, then to deliver those solutions and look after them going forward." Pinnacle's dedication towards customer service is continually recognised year on year with accolades such as 6 times winners of the Sage Circle of Excellence Award and Sage Business Partner of the Year 2012.

Today Siobhan Marley and Frances McKee, Marketing Director, along with other members of the team join Women in Business NI to build and nurture strong relationships with local businesses, whilst developing a network in a wide variety of sectors across Northern Ireland and the UK. ●

WIBNI New Members

Claire Ferry

I am a yoga teacher in Belfast, one of only a handful of Iyengar teachers at this level in Northern Ireland. Although I've been teaching for years, I took up this dream just a year ago after leaving a career in nature conservation. I teach in various venues and run relaxing yoga holidays in NI and abroad. I'm especially keen to share yoga with people who've never tried it, and teach at the Falls Rd Women's Centre and a donation class at the Skainos Centre in East Belfast. I'd love to hear from you if you'd like to give it a go! www.claireferryoga.net.

Now that I'm self-employed I wanted to find a way to stay connected, and my first impression of WIBNI was friendly and well organised - it's proved well founded!

● *stretch, strengthen, focus and relax*



Irene McAleese

Limeforge is a cycling technology start-up company. Limeforge was selected to participate in InvestNI's Propel Programme 2013, and has been short-listed for both Intertrade Ireland's Seedcorn competition and E-synergy's Proof of Concept grant.

As an Australian and Co-Founder of an innovative business start-up, I have found membership of Women in Business NI a great opportunity to meet and be inspired by other innovative women, as well as learn new skills through the master-class program. I'm looking forward to this year's events and meeting other businesswomen with whom we can share experiences. ●

www.limeforge.com



Alana Jones

Following a 20 year career as a solicitor specialising in employment law, the launch of Alana Jones Workplace Solutions marks a significant career change, driven by Alana's commitment to provide a portfolio of services which add real value to business.

Services include:

- the conduct of independent and professional work-related investigations
- training on a wide range of personnel and related legal topics
- coaching provision on a one-to-one and core team basis for leaders and senior management
- mediation to resolve conflict in the workplace and the resolution of employer/employee and partnership disputes

Alana looks forward to attending Women in Business NI networking events and meeting other members. ●

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Women in Business NI instrumental in forging business partnership!

Women in Business NI members Suzy McIlveen (Marie Curie) and Nicola Henry (Fleet Financial) met at the networking event at the Harbour Commissioners Power of 4 networking event. This invaluable networking opportunity allowed them to discuss each other's businesses in depth in a relaxed and informal setting and pass on their business cards for future possible opportunities. Nicola says "A few months after the event I got an email from Suzy to discuss a possible sponsorship of the Marie Curie Driving Challenge and after meeting to discuss this in depth, felt it fitted well with our business and was delighted to sign up to partner the event."



Nicola Henry; Fleet Financial, Suzy McIlveen; Marie Curie and Dame Mary Peters

Nicola and Suzy have just launched the Marie Curie Driving event, The Big Drive, with the support of Fleet Financial's ambassador Dame Mary Peters. The event runs on October 12th at the Balmoral Plaza, Lisburn and is open to both men and women. The day will provide an opportunity for teams of up to 6 to compete against each other, driving vehicles such as a Fire Engine; Combine Harvester;

Horse Box and an Argo through challenge zones whilst being scored by The Advanced Motorists of NI.

Suzy McIlveen says "It is fantastic to have Fleet Financial's support for The Big Drive, our original view that there would be significant overlap between our corporate supporters and Fleet Financial's client base has been borne out,

making the partnership all the more symbolic. To date we've teams signed up from Andrews Ingredients, Danske Bank, Fleet Financial, Kennedy Fitzgerald Architects, NITB and UTV, amongst others. A great opportunity to combine informal networking and fun on the day!

Driving places are subject to availability so teams are

encouraged to sign up as soon as they can – registering online at www.mariecurie.org.uk/drivingchallenge or by calling 0845 052 4184 – gear yourself up now for The Big Drive and help Marie Curie support specialist palliative care throughout Northern Ireland, providing high quality nursing, totally free, to give terminally ill people the choice of dying at home, supported by their families." ●

Is cycling the new golf?

Cycling is taking off at speed, here's how to keep up with the pack

Cycling is experiencing a huge surge in popularity. The renaissance is partly due to the excitement of UK's cycling successes in the London Olympics, as well as an increased interest in healthy lifestyles and concern for sustainable methods of transport. The cycling buzz is sure to intensify next year, when Belfast hosts the world-famous Giro D'Italia race. The increase in cycling has led the Economist Magazine to suggest that cycling is now 'the new golf', due to the networking opportunities it provides for like-minded colleagues to talk shop. However cycling remains a male-dominated sport, which means that many women could be missing out the opportunities that this sport provides.



A key issue for women, like everyone else, is safety while riding your bike, particularly on busy roads. British cycling's guidelines on cycling safety emphasise the importance of making sure you are visible to motorists when you are on the

road. This can be achieved in a number of ways, one in which is to ride assertively, in the centre of the left hand lane or at least a metre from the side of the road. Another way to increase your visibility is to use a bike light. However, the problem with most bike lights is that they are not day-time visible the way a car's brake lights are, and the brightest lights tend to have a short battery life and are heavy and difficult to remove from the bike when you park.

Now, Belfast-based cycling technology company, Limeforge has come up with a solution with the design of an intelligent bike light, that is not only day-time visible, but is so technologically advanced it can detect road risks

and change its flashing pattern to help keep you safe. The light is also very light, USB-chargeable and easily mounted and removed from the bike.

'If you haven't yet considered taking up cycling, I would really encourage you to do so. Before setting out, ensure that you familiarise yourself with cycling safety guidelines and that you kit out your bike with some good quality bike lights for an enjoyable and safe experience', says Irene McAleese. ●

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

New Members

Women in Business NI is a cost effective way of reaching hundreds of potential new contacts. We are the fastest growing business network for female entrepreneurs and senior business leaders in Northern Ireland with over 1000 members spread throughout all industry sectors.

From as little as £10 (+VAT) a month for WIBNI membership you have:

- Free monthly innovative & topical networking events with key speakers
- Joint events with other business networks
- Facilitated networking at all events
- Information on business training and support programmes
- Free WIBNI Magazine - where members can promote their business (4 issues per year)
- Interactive website with exclusive member areas:
 - Members Forum
 - Submit Member Articles
 - Business Information
 - Member to Member Offers
 - An online business directory for members
- Monthly ezine – an opportunity to promote your business to nearly 5000 business contacts
- “2 minutes of fame” - opportunity to showcase your business at WIBNI events
- Free distribution of promotional material at events
- Free stands at events
- Networking opportunities with local business owners
- Opportunities for Free PR/ Promotion through press coverage
- Free telephone legal advice line
- Business Lunch Series

FULL NAME	COMPANY NAME	FULL NAME	COMPANY NAME	FULL NAME	COMPANY NAME
Sandra Lemon	A Lovin' Spoonful	Linda Flynn	Formula Karting	Carolyn Anderson	Purple Box Consulting Ltd
Clare Keenan	A4e	Fiona Guigley	FQLearning	Sheila Melloitte	Purple Box Consulting Ltd
Joanne Cameron	A4e	Ciara Schiefer	Freshwater PR	Diane McClurg	Randox Health
Lorraine Acheson	Acheson Consulting LTD	Melissa Magee	Freshwater PR	Julie Ozturk	Randox Health
Kerry Anderson	Action Cancer	Natasha Daryaie	Fun House Events	Colleen Cull Carson	Reboot Digital Marketing
Jenny Scullion	Action Medical Research	Dawn Patton	Genesis Advertising	Sinead Murphy	Shnuggle Ltd
Adina Mulkers	Adina Training	Helen Blakely	Genesis Advertising	Jenny Simon	Silver Spoon Society
Aisling Bremner	Aisling Bremner Strategic Marketing	Karin Jeffrey	Grand Opera House	Jo Rourke	Silver Tongue Translations
Alana Jones	Alana Jones Workplace Solutions	Alexandra Price	Grant Thornton UK LLP	Karen Daly	Slender Choice
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Avril Manderson	AM Jewellery	Dace Delaney	Health Kinesiology with Dace	Sonya Cassidy	Sonya Cassidy PR
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Ashleigh Carson	Ashleigh Carson Photography	Sinead Gildernew	HSBC BANK PLC	Lesley O'Neill	Spool
Rebecca Lucky	Auroras Brooch Bouquet	Elaine Armstrong	ICONI Software Ltd	Nicola Carruthers	Spool
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Joanne McLerlain	Babble Tactics	Una Russell	Jumping Clay	Siobhan Convery	Sportique
Kathryn Kavanagh	Babble Tactics	Aideen Duggan	Keenan Healthcare	Lisa Griffin	Staffline Ltd
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Donna Rice	BDO	Patricia Meara	Liberty IT	Una Fitzgerald	Stewarts Solicitors
Suzanne Knight	BDO	Irene McAleese	Limeforge	Caroline Greer	Stroke Association
Tessa Greer	Beat 'n' Track	Linda Johnston	Live Outside the Box	Michelle Ferguson	Stroke Association
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Joanne Dunn	Belfast Hypnobirthing	Kelly McAllister	Lough and Quay LTD	Emily Bailey	Travel Counsellors
Eimear Amir	Blackstaff Communications LTD	Louise McKeag	Louise McKeag Opticians	Steven Gobby	Tropic Skincare
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I am looking for new Tropic Ambassadors in Northern Ireland to join me in building a sustainable business:

- Gain long-term financial freedom by becoming your own boss as an independent distributor
- Create your work-life balance with flexible working hours to suit you and your family
- Recognition & reward for your efforts through paid commission, incentives & bonuses to build your business
- Gain personal development through building your own team- regular and on-going training provided for free
- Building relationships & creating new friends for life
- Low start-up costs



To find out more about:

- Becoming a Tropic Ambassador
- Receiving a free brochure
- Hosting a pamper party - free gifts for the hostess
- How to take advantage of my personal 20% introductory discounts on all of the skin care & make-up range – limited period; valid for September 2013 only!

Contact Steve: T: 0777 442 1917 E: TropicUK@live.co.uk

Please note: 20% discount on Tropic retail products is not available on the main www.tropicskincare.com website.

Who will be on the cover of the November issue of **BUSINESSFIRSTMAGAZINE**?

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BUSINESSFIRSTMAGAZINE is auctioning the front cover position of the November issue with 100% of proceeds donated to the work of **Macmillan Cancer Support** in Northern Ireland.

To find out more and join the auction, please visit **businessfirstonline.co.uk**