



Women in Business

Magazine

SPRING/SUMMER 2015 | ISSUE 13

Delivering a Brand with Ambition



ALSO IN THIS ISSUE:

WIB Conference 2015 • Spring Event Round Up
Innovative Start-up Programme Launched • Member News

Partners



Educational Partners





Women in
Business



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



Naomh McElhatton, RUA

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Women in
Business

Women in Business

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Material from this magazine is not necessarily endorsed by WIBNI

Chairs Message



Where has the year gone! Hard to believe it is nearly summer and we have launched our new brand and new pricing! I hope you like it.

WIB has continued to develop new ideas and initiatives as we continue to support you, our members. I was recently asked to take part in a debate on our Economy where the topic was 'Creating more High Tech Jobs in Northern Ireland'. On researching this topic I realized how much of our ability to do this depends on us as women stepping up and playing our part.

We need opportunity to hear and see female role models and to encourage the next generation of young girls (and boys) to study Science, Technology, Engineering and Maths (STEM) subjects. We know we need a greater collaboration between business and education to really capitalize on the opportunity to drive this economy forward. We need to retain and attract new talent, men and women to deliver growth and jobs.

I recently watched a Ted Talk by Meeghan Ramsey call "Am I ugly". The information and statistics she provided was painful listening. Young girls who don't feel or think they look good enough, in particular are not thin enough. High Self-esteem is a core factor in confidence and ability to perform well. Her research showed 6 out of 10 girls are choosing not to do something because of how they feel or "think" they look and this is impacting how they perform in exams. 31% of young girls in classroom debate won't speak up because they don't want to draw attention to themselves. Low body image and lack of self-esteem is impacting confidence, education and ultimately our ability to fully contribute to this growing economy.

And the sad thing is we don't grow out of this. Low self-esteem is as prevalent in older women. 17% of women will not turn up for an interview based on how they feel or look on the day. We must stand up and speak up to help this generation and the next discover their worth.

What about us? Are we at times caught up in the loop of self-image driving our confidence? Are we being great role models for self-esteem? Do we talk about other women based on how they look rather than what they do? I was saddened by the recent news articles on how our female politicians look. We must get past this and can't sit by and let this become an epidemic.

Our organisational focus remains "Creating a new Economy", unlocking the potential in everyone one in which we help our members grow and succeed as individuals and as a business community. An Economy that values what we do, who we are and not how we look. I look forward to seeing you all at our events during the year.

Kate



Delivering a Brand with ambition

Brand Etiquette (part of The Pierce Partnership Group) were delighted to be successful in tendering for the Women in Business rebrand and associated re-launch of their membership recruitment campaign.

Heather Dalzell (Account Director) explains "As members of the organisation we fully understand how powerful the network is and it's this strength and vibrancy that we sought to capture and reflect in the new contemporary brand positioning. The logo that we subsequently designed incorporates a speech bubble to represent the networking and mentoring opportunities the organisation offers and the combined voice that members have as a result of joining."

Tim McAllister (Creative Director) "As an organisation, Women in Business is open to both men and women and the brand therefore has to appeal to both sexes as well as business people in a wide range of different sectors and types of businesses from sole traders to corporates. We fully support the "access to all" approach that the re-launch membership drive offers and are excited about the organisation's potential for future growth. Involving actual members in the campaign enabled us to showcase the diversity of the businesses involved

and the fact that the organisation is a voice for all its members, big and small."

"Working with Brand Etiquette was easy... They fully understood the Women in Business vision and brought it to life in a dynamic, inclusive brand. The guys are hands on and there's no fluff, they work as an extension of the Client team to deliver exceptional creative work. I'd be happy to recommend them to any members in the future." Roseann Kelly, CEO, Women in Business.

Heather says "we look forward to being a part of this growing organisation in the future and would be delighted to speak to members about any brand or design needs that they have. Brand Etiquette work in partnership with Clients to understand their businesses and to create powerful brands that engage and drive results."

**Brand
etiquette**





Women in
Business

Join with Us!

Dear Members and Supporters,

The board and team at Women in Business are delighted to share the new Women in Business branding with you! As we all know, it is the values attached to, and associated with the brand that are key to a successful re-brand. Now in our thirteenth year, we decided that an exciting, fresh look was essential to reflect the changes and growth that have taken place over the years. To do this, we have invested time and money to ensure our message is loud and clear to our members, potential members and all stakeholders.

Women in Business is about "Creating a New Economy" through inclusive growth. We are on a journey to support the delivery of a diverse business community.

The evidence is clear and continues to mount. Diversity in; the board room, senior management teams, in all areas of society, whether business, politics or the judiciary, leads to very clear benefits. Better profits, better productivity, better decisions, and better solutions.

When all members of society are supported to reach their full potential and to achieve their ambitions we will have a "new economy" and a better society.

Women in Business is here to help create a diverse business community that will be better for our economy, better for society, better for ALL of us. We will do this by supporting and encouraging all business women to reach their full potential and achieve their ambitions.

And the best way to support business women is to support them to build a business network, to inspire them to achieve more, to motivate them to keep going and to mentor them to leadership.

The Bubble...

So as the speech bubble in our new logo indicates, we will get members communicating on many different levels, different topics, and at many different events and venues. We want to encourage more independent business women and women who work in small organisations in the private, public and voluntary sectors to join with us as we believe every woman in every business, whatever that business may be, can benefit from membership.

The Colours...

Our new brand also has an exciting new colour palette incorporating a large range of colours from blues to purple and from yellows to reds, demonstrating our commitment to all the diverse groups we represent. Women in Business members are made up of sole traders and CEOs, senior managers and business owners, women from the public sector and the voluntary sector and we have male members too!

The Special Price...

We want to continue to deliver for all business women and we recognise that women have huge time pressures at



different times in their businesses, in their careers and in their personal lives. We know it can be difficult to attend events and that members may only get to one or two out of the 50+ on offer so we wanted to look at a price point that would allow all women to stay engaged with their network and to dip in and out, time permitting; to allow members to choose when and what services will work for them. We want to remove any barriers to membership for all business women. This special price allows us to check how attractive this proposition might be.

The Voice...

With a much larger network our voice is stronger and louder and we can lobby for our members on issues that impact them on their career ladder, business growth or business environment. If we can make the business community/environment (and in particular leadership roles) more attractive for women, then it will be better for us ALL.

I hope you join with us this year and move forward with us into the future, supporting each other as we achieve our ambitions. For Women in Business that will mean we are no longer required...a situation we will readily welcome. In the meantime though, I welcome all feedback on any aspect of Women in Business. You can contact me by email at roseann@womeninbusinessni.com or please feel free to call 028 9022 4006. I look forward to seeing both new and existing members at upcoming events over the year.

Roseann
WIB Chair



Voices heard even in the snow

Event

The snow fell, the sun shone and 70 business women braved the elements to attend the annual Voices Heard event at the picturesque Malone House in Barnetts Demense, South Belfast, bringing dark and dismal January to a close.

The event, sponsored by David Prentice, was compered by television presenter Claire McCollum, who introduced a diverse panel to address the delegates on reaching their goals in 2015 and clearing away those dark and dismal cobwebs.

Aran Blackbourne, Women in Business board member from construction company Karl Group, was first to speak and he gave an honest account of the major successes the company has enjoyed and some failings they have suffered along what has been and continues to be a very exciting journey for the family owned business. He talked about visions for the future warming up the business leaders gathered in the room before Catherine O'Neill, the youngest member of the Women in Business board, took to the stage to talk about her engineering firm which she founded straight out of university.

Former Women in Business Chair Edel Doherty shared the story of her success and Edwards & Co Women in Business Awards finalist Dorcas Crawford spoke of her education and career path before they joined Aran and Catherine on the panel where delegates had the opportunity to make their voices heard during the Q&A session.

With appetites whetted and feeling suitably motivated after the lively discussion with the panel, the women then participated in facilitated networking which enabled them to discuss their own goals and ambitions for 2015 with likeminded business leaders, owners and managers from across Northern Ireland.



PHOTO CAPTION L-R:
Edel Doherty, MD of Beyond Business Travel; Catherine O'Neill, MD of AMELIO Group;
Claire McCollum, Broadcaster; Dorcas Crawford, Senior Partner, Edwards & Co. Solicitors;
Aran Blackbourne, Director of Karl Group



PHOTO CAPTION L-R:
Helen Mc Kenna, Business & Social Enterprise Trainer at Helen McKenna Training;
Jayne Gallagher, Managing Director of Legal Island;
Mary Keightley, Managing Director of Mind Associates;
Judi McClelland, CRM Manager of David Prentice; Laura Dowie, Events and Marketing Manager of WIB



Event

Is it tough at the top?

Women in Business Delegates Learn it Doesn't Need to be!

Delegates at February's keynote Women in Business event heard from Belfast born Mary Keightley, of Mind Associates, on the very topical subject of 'Mental Toughness', in a room packed out with female and male business owners, managers and leaders.

The event, sponsored by David Prentice, saw Women in Business collaborate with the Chartered Management Institute for the second year running to inspire business women working in a diverse range of sectors.

Bringing to life the essence of how tough it is to get to the top, Mary's session addressed attitude, image, equality, diversity, self awareness and belief, role models and the influencing skills required on the journey to the top. Mary recommended that business leaders need both male and female

business mentors in order to steer them in the right direction and asked whether those in the room were actually comfortable in their own skin.

Suggesting 'new shoes' are needed in boardrooms, Mary encouraged those present to have unshakeable self belief, an insatiable desire to succeed and that they should possess a ruthless focus. This combination should assist in it being less tough at the top!

Speaking of 'mental toughness', Mary left the more than 100 delegates with the thought that in order to be mentally tough they should first be confident and resilient, as these are core components in teaching mental toughness.

Laura Dowie, Marketing and Events Manager, Women in Business, said: "We've had tremendous feedback from those who came along to hear

Mary Keightley address our members. Enlightening, motivating and inspirational are just some of the words that those who attended the seminar used to describe what they'd heard from Mary. She spoke for 40 minutes and some delegates said that they could have listened to her for the rest of the day.

"These are the sorts of speakers and events that make what we offer Women in Business members so unique. As well as offering women the opportunity to network on a monthly basis to build successful business connections, we provide attendees with speakers that will teach them something, challenge them, encourage and even entertain them.

"Our 2015 spring/summer events schedule is packed with a diverse range of events which include masterclasses, workshops, yoga and mentoring ahead of our annual conference in May."



Event

Mentoring Matters!

**“A mentor empowers a person to see a possible future, and believe it can be obtained”.
Shawn Hitchcock**

Never a truer statement was spoken. For April’s keynote event, Women in Business hosted a unique mentoring breakfast at Riddell Hall bringing together a wealth of experience in manufacturing and professional services from the current Chair of WIB and previous winners, board members and partners of the organisation.

Attending the event were both members and non-members hungry for inspiration to take their business to the next level at the exclusive event entitled “Inspiring Success through Mentoring”.

WIB Chair and Award Winning Speaker, Kate Marshall, delivered an uplifting and motivational session on setting goals and achieving results and explored how women can develop the skills and qualities needed to do this.

Each delegate then had the opportunity to hear from two business mentors attending two fifteen minute sessions where mentors shared stories on career, background, how they started in business, have grown in their role and achieved success. Mentors also offered advice and tips on how delegates can encourage their own success, whether they are starting out on the corporate ladder, developing their career or starting their own business.

The Mentor line up included two highly local successful women from the corporate world and another two who embarked on their own personal journey through business start-up and have taken the local economy by storm.



- MEET THE MENTORS**
- CLARE VALLELY**
Director & Owner of The Rug House Ltd
 - LISA MCLAUGHLIN**
Deputy Director, Herbert Smith Freehills
 - CHRISTINE BOYLE**
Managing Director, Lawell Asphalt Roofing
 - BARBARA HUGHES**
Director & Owner of Hughes Craft Distillery Ltd.

Regional Events



Transferring Skills from the Pitch to the Boardroom

Competitive sports can turn people into great leaders! Delivered by Sports Journalist, Denise Watson, regional Women in Business members were treated to an exclusive Masterclass allowing them to gain insight into the importance of qualities gained in the sporting world and were taught how to transfer them into use in the business world.

With a wealth of experience behind her as broadcaster, player and sports enthusiast, Denise was able to share her tips for success in business in a fun and practical way and demonstrated how working in a male-dominated environment isn't to be feared, but embraced.

Women in Business look forward to welcoming Denise back for more events in 2015!



PHOTO CAPTION L-R: Sarah Travers, Journalist & Broadcaster; Jayne Taggart, Chief Executive, Causeway Enterprise Agency; Mary McCall, Managing Director, TreatTicket

Go Women Conference, Royal Portrush Golf Club

To celebrate International Women's Day 2015, Causeway Enterprise Agency joined with Women in Business and local business women on Thursday 5th March at the Royal Portrush Golf Club for their annual Go Women Conference. Compered by Sarah Travers, the event featured a key note address from one of NI's most successful female entrepreneurs – Mary McCall, Founder and Managing Director of TreatTicket.

Go Women, now in its 11th year marks the date by encouraging, motivating, recognising and celebrating female entrepreneurship with an annual supper and networking event that typically attracts over 100 women. In addition to the key note address Sarah Travers was joined by a panel of award winning local business women including Leonna Kane of Brighter Gold,

Sharon Schindler of Shola Coach B&B, Louise McKeag of McKeag Opticians and Sue McLaughlan of Bluebird Care

Jayne Taggart, Chief Executive of Causeway Enterprise Agency and Women in Business Ambassador encouraged women of all ages and backgrounds to attend and learn from these inspiring business women saying, "Go Women provides an opportunity for women to learn from talented female entrepreneurs, to network and to discover tips and techniques on how to start up and grow their own businesses. Whether you are employed and thinking about career progression, are thinking about starting up your own business or want to learn how to grow your business this event offers lots of tips, advice and sign posting"

Making Events YOUR Business

Businesses from across NI came together at the Bridewell in Magherafelt on Wednesday 6th May for Making Events Your Business, a joint event by whatsonni.com and Women in Business.

Delegates were welcomed by Jacqueline McGonigle, Owner of whatsonni.com and Mid Ulster Ambassador for Women in Business. Roseann Kelly, CEO of Women in Business announced the launch of the new £25 membership fee and outlined their strategy going forward, which seeks to increase membership to 5,000 by 2018, cementing WIB's legacy as Northern Ireland's most progressive and extensive business network. Jacqueline McGonigle was also thanked for her valuable contribution to the network in her capacity as Ambassador over the past two and a half years as this was her last event having recently resigned her position.

Guest speakers were Neil Devlin, General Manager of the Everglades Hotel in Londonderry, Adrian Morrow, Estate Manager at Glenarm Castle, Colleen Lowry, Owner and Manager at



Blessingbourne Estate and Michael Browne, Head of Tourism at Mid Ulster Council.

Overall the aim of the event was to highlight the significant contribution the events industry makes too the NI economy, the positive impact on local business by collaboration and the opportunities available as a result of events and festivals in Northern Ireland.

Events 2015

Over the past few years Women in Business has seen a significant change to its membership base.

Members from the corporate world are now from a vast array of sectors, hold a diverse range of positions in their organisations, have made unique employment choices and no longer follow the typical 9 - 5 routine. Similarly, we have a large number of sole traders and small business owners on board, each with a unique set of circumstances, spanning across a large number of industries and all with different requirements.



In order to cater for all preferences, meet the needs of our members and ensure value for everyone, we developed a diverse Spring/Summer event schedule that guaranteed to offer something for everyone! Our Spring/Summer event schedule consists of over 30 events ranging from Masterclasses throughout Northern Ireland delivered by industry experts on subjects such as Digital Marketing, Legal Topics for Small Businesses and Effective Communication Skills to large networking events with inspirational speakers and role models, alongside facilitated networking. Also incorporated into the event schedule are networking breakfast and lunches, offering a range of times to suit more people, and more relaxed and informal events such as a Networking Happy Hour and Networking Yoga. By providing such a broad range of events we are providing members with the opportunity to make new connections, grow their

network and develop both personally and professionally to help grow their business, enhance their career and achieve their ambitions!

Member Dolores Vischer, Business Networks Manager at QUB, comments, "Women in Business events are consistently well planned and delivered. The speakers and formats are always very interesting and you're sure to learn something useful to your business. But on top of that, and more specifically, they provide wonderful and relaxed opportunities to meet great new people and forge productive connections for your company!"

Over the next few months we look forward to developing the Autumn/Winter event schedule that is guaranteed to offer even bigger and better opportunities than ever before!



Event Round Up 2015

FEBRUARY

NETWORKING BREAKFAST
The Fitzwilliam Hotel, Belfast

LEGAL HOT TOPICS FOR SMALL
BUSINESSES MASTERCLASS
Cleaver Fulton Rankin, Belfast

MAKING EVENTS YOUR
BUSINESS
Bridewell Tourist Information
Centre, Magherafelt

MENTAL TOUGHNESS – WIBNI &
Chartered Management Institute
JOINT EVENT
Ramada Plaza, Belfast

TRANSFERRING SPORTING
SKILLS: FROM THE PITCH
TO THE BOARDROOM
MASTERCLASS
Crash Services, Newry

TOP TIPS FOR BUSINESS
OWNERS OPERATING IN THE
REAL WORLD MASTERCLASS
Causeway Enterprise Agency,
Coleraine

WOMEN'S LEADERSHIP DINNER
Ulster Bank, Belfast

NETWORKING YOGA
Claire Ferry Yoga, Maitri Studio,
Belfast

MARCH

NETWORKING LUNCH
Galgorm Resort & Spa,
Ballymena

DEVELOPING YOUR SALES
STRATEGY FOR 2015
MASTERCLASS
InterTrade Ireland, Newry

ENGAGING EMPLOYEES –
MORE THAN JUST 'LIKING'
WHAT YOU DO MASTERCLASS
Ulster Bank, Belfast

GO WOMAN CONFERENCE
Royal Portrush Golf Club,
Coleraine

MENTORING ME
Galgorm Resort & Spa,
Ballymena

KEEPING THE BALANCE
MASTERCLASS
Malmaison, Belfast

APRIL

PROMOTING YOUR BRAND
ONLINE MASTERCLASS
Crash Services, Newry
NETWORKING BREAKFAST
Malone Lodge Hotel, Belfast

NETWORKING HAPPY HOUR
Malmaison, Belfast

EMOTIONAL INTELLIGENCE
MASTERCLASS
Causeway Enterprise Agency,
Coleraine

INSPIRING SUCCESS THROUGH
MENTORING
Riddell Hall, Belfast

MAY

HARNESSING THE POWER
OF DIGITAL & SOCIAL MEDIA
MASTERCLASS
Edenmore Golf & Country Club,
Magheralin

NETWORKING BREAKFAST
Ulster Museum, Belfast

WIB CONFERENCE
& EXHIBITION 2015
Hilton Hotel, Belfast

EFFECTIVE COMMUNICATION
SKILLS MASTERCLASS
Newry Conference Centre

NETWORKING MASTERCLASS
Coleraine

JUNE

MINDFULNESS FOR A BETTER
WORKING LIFE MASTERCLASS
Canal Court, Newry

MAD HATTER'S AFTERNOON
TEA PARTY
Cleaver Fulton Rankin, Belfast

BBQ QUIZ EVENING
Hillmount Garden Centre, Belfast

MAKING BUSINESS BETTER
MASTERCLASS
Fujitsu, Belfast

NETWORKING MASTERCLASS
Coleraine

AUGUST

FOOTBALL & BUSINESS:
USING SPORT TO DEVELOP
A WINNING MIND-SET
The Irish Football
Association Coleraine

Dressing for Success

The **OUTLET**,
Banbridge recently
hosted an event for
20 delegates from
Women In Business,
Dressing for Success.

The event featured Jen Kelly, Ireland's most successful couturier who has dressed some of the world's most famous women – Naomi Campbell, Christy Turlington and Her Serene Highnesses the Princess of Saudi Arabia. From humble beginnings in the City of Derry, Kelly's breath-taking creations have skyrocketed him to global success. His collections have graced catwalks of New York and Japan but he is perhaps best known for his work on Riverdance, The Show. Jen provided key tips for successful business dressing and inspired and entertained members with tales of his own professional journey at this exclusive event.



TOP PHOTO CAPTION L-R:
Niamh McEaney, Claire Groves
and Denise Watson

BOTTOM PHOTO CAPTION:
Chris Nelmes The OUTLET and Jen Kelly



TOP PHOTO CAPTION L-R:
Karen Shannon, Siobhan McKeown (The OUTLET) and Natasha Savage

BOTTOM PHOTO CAPTION L-R:
Golda Borrows, Mags Morgan and Helen Beggs

For full details on all upcoming events please visit our website at www.womeninbusinessni.com

Women in Business Conference & Exhibition

Thursday 21 May 2015 Hilton Hotel, Belfast

Leading
Global
Ambition

Women in Business was delighted to host their 7th Annual Conference & Exhibition, hosted by Broadcaster & Journalist, Claire McCollum. From sole traders to small business owners, to senior managers and leaders, the Women in Business Conference was specially designed to offer delegates inspiring speakers, local business mentors and a multi-activity programme that encouraged guests to look at global technologies, markets, trends, partners, visions and mentors in order to reach their full potential!

This year, we had a fantastic speaker line-up of role models who started out with small beginnings, embraced changes and observed trends in the business world and are now enjoying the fruits of their hard work and commitment.

Keynote Speaker



ROSALEEN BLAIR
Entrepreneurial Global CEO of Alexander Mann Solutions

From a eureka moment in 1996 spotting the huge market opportunity to outsource recruitment, Rosaleen Blair founded Alexander Mann Solutions and has watched it become the world's leading provider of integrated and innovative talent acquisition and management solutions. Alexander Mann Solutions now has a turnover of €617 million and over 2,800 staff operating across more than 80 countries globally and in 2014 was ranked as No. 4 in the Sunday Times' TopTrack 250.

Rosaleen is frequently acknowledged for her leadership in the global HR industry as well as her entrepreneurial success. Named Veuve Clicquot Businesswoman of the Year (2007), Rosaleen is actively involved in the investment, coaching and mentoring of small businesses. Rosaleen has also been recognised as one of SIA's Most Influential Women, GQ and Editorial Intelligence's 100 Most Connected Women 2014 and Brummell's Inspirational Women 2014: Entrepreneurs.

On a personal note, Rosaleen is passionate about the diversity agenda and youth employability. She is heavily engaged in numerous charity and governmental organisations, which support these agendas, including Everywoman, Life Skills and The Prince's Trust.

Guest Speakers



PETE BOYLE
Founder and CEO of Argento

Run by Strabane man, Pete Boyle, Argento's roots lie in the stalls which he ran on streets and beaches in the 1990s with supplies sourced from traders around Ireland and eventually, from locations further across the globe.

Argento has enjoyed huge growth over the last few years and the company now has 50 shops around the UK and Ireland, as well as a significant online business, employing around 350 people.



TERRY PRONE
Chairman of Communications Clinic,
Media Expert, Popular Commentator and Author

Terry Prone is a leading advisor on reputation management and crisis handling to corporations, Governments and individuals.

Terry, who has written eight critically-acclaimed novels, an award-winning collection of short stories and more than a dozen practical guidebooks (including This Business of Writing, which is on the third level agenda for accountancy students) is an authoritative commentator on communications issues.

The Communications Clinic offers communications training, career development, crisis management and Public Relations.



GRAINNE KELLY
CEO and Inventor of BubbleBum UK Ltd

Grainne is the CEO and inventor of BubbleBum UK Ltd, manufacturer of the world's first inflatable car booster seat. BubbleBum was founded in December 2009 and has rocketed to success winning major worldwide awards.

Grainne's career has been wide and varied, which has allowed her to draw on a variety of skills when launching BubbleBum. BubbleBum has achieved a number of prestigious awards, including Practical Parenting, Mother & Baby, Junior Design Award, JPMA USA Innovation Award and Tots To Travel Awards 2011. Grainne has also personally been recognised for her achievements with the following business awards; Ulster Bank Business Achiever Award, All Island 2011, Belfast Telegraph Business Woman of the Year Award 2010, Ernst & Young Entrepreneur of the Year Finalist 2011, the Londonderry Chamber of Commerce Business Achiever Award 2011 and Women in Business NI Award 2012. Also, the company was a national finalist in the European Business Awards 2012 and was included in the Wonga Future 50 List.

Women in Business was excited to bring this year's Conference delegates the opportunity to take part in an exclusive Mentoring Market to celebrate our 7th Annual Conference and Exhibition.

This new and innovative approach to breakout sessions featured some of Northern Ireland's most successful business women and men, acting as mentors, who shared their journey with delegates and offered insights into how they could make it to the top and stay there! Smaller group sessions enabled delegates to pose questions to their mentor and seek advice on a range of key issues relevant to both their career and business.

In small groups, all delegates heard from four of our eight mentors and were suitably matched to ensure they received maximum benefit from the sessions. Our mentors were specially chosen to offer delegates advice on career progression or business development, both with the aim of inspiring success!

Mentoring Market



COLIN WILLIAMS

Entrepreneurial Global Founder & Creative Director, Sixteen South Television

An EMMY® nominated and BAFTA winning producer, Colin has a passion for storytelling and founded Sixteen South in 2007 to make world-class television for children all over the world. Colin is the Creative Director and Producer on all of Sixteen South's productions while also leading the company's development team.

In the last six years, Sixteen South has gained an international reputation for top quality work and exceptional storytelling, and has already created and produced over 200 episodes of award winning children's television for broadcasters around the world.

Colin's work has already notched up 20 international awards including an IFTA, HUGOs and a BAFTA and EMMY® nominations.

Sixteen South is independently ranked as one of the UK's top production companies by Televisual and Broadcast magazines and is ranked as the #2 fastest growing tech company in Ireland.



ANGELA MOORE

**Managing Director,
Ravensdale Capital Investments LLC**

Angela is a very experienced business woman, she holds an MBA and her areas of expertise are marketing and finance. She is a major shareholder in a whiskey distillery in the USA and through Ravensdale Capital has financed many technology start-ups. She is currently Chair of the North American Board of Friends of the Lyric, a Board member of American Ireland Fund and is also a member of the Advisory Board of Crescent Capital, Belfast and the Irish Global Economic Forum.



ANNE HIGGINS

Head of Boots, Northern Ireland

Anne Higgins is head of Boots Northern Ireland. She has almost 18 years retail leadership experience. A pharmacist by profession, Anne has held numerous clinical and leadership roles including Pharmacist roles, store and area manager & HR partner for Boots. She brings a wealth of experience and devotes time to mentor and encourage young professionals to seize career opportunities. Anne attributes retail success to knowing your customers and taking time to get to know your team - being committed to others' success.



ELLVENA GRAHAM

Head of Ulster Bank Northern Ireland

As Head of Ulster Bank Northern Ireland Ellvena is one of the most senior females in banking on the island. A big supporter of initiatives to encourage female entrepreneurs, Ellvena is also closely involved in Ulster Bank's own Business Women Can programme, an initiative set up alongside Smallbusinesscan.com to provide networking opportunities for female entrepreneurs and to provide a platform to share experiences, ideas and knowledge. Ellvena started her career with Ulster Bank in 1982 and has since held various senior roles working in Belfast, the Isle of Man and Dublin. Ellvena has also held senior positions across the wider RBS Group, including as Head of EMEA Operations.



HEATHER COUSINS

**Deputy Secretary, Resources in the
Department for Employment and Learning**

Heather transferred to the post of Deputy Secretary, Resources in the Department for Employment and Learning in September 2013. Prior to that Heather held various posts in the Department for Social Development from 2003 to 2013, including Deputy Secretary, Resources and Social Policy Group, Director of Housing and Director of Financial Management and Planning in the Social Security Agency. Heather is a qualified member of CIPFA (the Chartered Institute of Public Finance and Accountancy) with over 20 years of post qualification financial management experience. Heather has recently been appointed to the Court of the University of Glasgow.

Mentoring Market (continued)



JACKIE HENRY
Senior Partner at Deloitte

Jackie is the Senior Partner in Deloitte Belfast and is a chartered accountant by profession having over 20 years' experience of working with private and public sector clients in Northern Ireland. In the last two years she has built the vision and strategy for Deloitte and the growth of its Belfast Delivery Centre which comprises technology, tax and finance centres of excellence. Jackie has supported the Northern Ireland public sector in a number of key reorganisation and reform projects and is currently a member of CBI Council and chairs the CBI Public sector Reform Committee. Jackie is an honorary Fellow of Belfast Metropolitan College for her services to Enterprise and the Economy in Belfast. She was the joint winner in 2014 of the Women in Business Northern Ireland Award for Outstanding Management and Leadership and is a strong advocate of the Women in Leadership agenda.



PATRICIA O'HAGAN
CEO of Core Systems

Patricia was born in Belfast and has a degree in Engineering. She has almost 20 years' experience in the IT industry and is now CEO of Core Systems, the UK's leading expert in identity management solutions for high security facilities. Patricia is an international speaker on Corrections Technology and serves as an advisor to the Economic Advisory Group. She has won many awards in her time with Core Systems; recently named Outstanding Businesswoman of the Year 2013 by Women in Business NI and she was also awarded an MBE in the 2013 Queens New Year Honours list for her services to the Northern Ireland Economy.



TRACY HAMILTON
Owner of Mash Direct

Mash Direct is an independent, family owned farming and food production enterprise launched by Tracy and Martin Hamilton in 2004 at their farm in County Down. Mash Direct is the market leader in quality, convenient vegetable and potato dishes. Established just 10 years ago Mash Direct has achieved phenomenal success. From the initial dream of making traditional 'Ulster' champ for convenience, the Hamilton family have grown Mash Direct into a £12million turnover company, employing 150 members of staff. Tracy is also winner of the Women in Business NI Award for Best Marketing & Communications Campaign in 2011.

Larchfield Estate invests another £200,000

Brimming with character this stunning venue is owned and run by Gavin and Sarah Mackie, who took over the 600 acre country estate in 2007. They have turned this private estate into an astounding business success hosting over 100 events a year employing 18 people – meaning you have a dedicated events team to help you with your planning and organisation.

Continual investment into improving the venue (and adding accommodation), has made it the go to place offering a truly memorable day for companies organising summer BBQ, Gala awards or anniversary party. The latest project is an Orangery building which links into the rustic barn, perfect for a drinks reception or breakout space.

Situated just off the M1 Larchfield Estate is 20 minutes from Belfast or 1hr 15 from Dublin, Larchfield boasts incredible facilities – cobbled courtyards, 4 acre paddock (ideal for family games area), walled gardens and a modernised rustic barn comprising of an adjoining bar area, dancefloor room and spacious orangery entrance. This multi award winning venue can cater for small away days (with stunning converted cottages and rooms on site) through to large corporate BBQ's and product launches – seating in the main barn is limited to 364 for conference style.



The new Orangery at Larchfield adjoins the main barn



Planning your Corporate Summer BBQ, Gala Awards or a Party?

Catering and drinks can be matched to your requirements, from a formal sit down dinner through to relaxed buffet, BBQ or a light lunch.

For further information visit www.larchfieldestate.co.uk

From post event surveys: 100% of respondents would recommend us

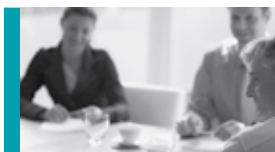
96% of respondents felt that Larchfield offered fair to excellent value for money

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Inspired to lead.



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Introduces the principle of good governance. The Leading Boards programme develops leadership, strategic thinking and performance management skills for existing and emerging leaders at Board level. It is structured around a series of six 3-hour workshop sessions.

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Invest NI Funding


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Member News

Anne Dargan

RAPID CHANGE CONSULTANCY



Anne Dargan, Managing Director of Rapid Change Consultancy (RCC), was runner up in the Executive Coach of the Year category at the inaugural International Coach Federation Gala Awards in Ireland. Anne was recognised for her "outstanding contribution to coaching" and "her commitment, passion and dedication to coaching in Ireland".

For pro bono work provided to Concern Worldwide by RCC coaches, the company also received two Highly Commended awards in the Coaching Culture category and the President's Award, which recognised work in support of ICF's mission of "humanity flourishing".

The RCC coaches were involved in supporting Concern's Pathway programme for managers and also supported Country Directors (CD) and Assistant Country Directors (ACD) in the field, fighting poverty where it is needed most.

Anne has been a member of WIB for many years and believes it offers a great support for likeminded woman who want to progress in business.



WoMann in Business!

Women in Business Young Business Woman of the Year 2014, Victoria Mann, is set to inspire young entrepreneurs across Northern Ireland as she fronts a billboard campaign to encourage more women to become a member of the organisation.

Victoria is one of the special ingredients in the ever expanding Mann Food Company portfolio of cafes and restaurants which has four outlets: Homemade by Manns (Boucher Road, Belfast); Mann's Deli (Gasworks, Belfast); Cafe 4 U (Antrim Civic Centre) and the most recent venture (Mann's Cafe / Bar (The Old Courthouse, Antrim).

Discussing the Women in Business (WIB) billboard campaign Victoria Mann says:

"I am honoured to be involved with the Women in Business billboard campaign and more specifically their rebrand. Since joining WIB last year our company has developed significantly and I attribute this to the contacts that I have made and more importantly the opportunities I have been given to learn new skills and ideas.

"Being awarded the Women in Business Young Businesswoman of the Year award last year gave me a great deal of confidence and I believe I have been able to translate this confidence into the development of our business."

Victoria in partnership with her sister Cathy has worked hard to build up a reputation of producing quality food using local producers and suppliers. The award winning team is now planning to expand into other areas of Northern Ireland while also developing new products and ranges.

Victoria explains:

"There is a lot of competition in the coffee shop and restaurant sector. Our unique selling point is that all the food we sell is homemade or baked in one of our four premises. Indeed, our scone recipe has been passed down over four generations of the Mann family. However, it is also important to recognise growth areas within your designated market. Recently, Homemade by Manns received an Innovation Voucher from Invest NI to develop a gluten free scone mix, which is something we are currently working on."

Other developments for The Mann Food Company include involvement in the Balmoral Show. Victoria says:

"The Balmoral Show attracts a significant footfall and we are thrilled to have been included in the NI Food Pavilion. It is a brilliant opportunity for us to showcase our homemade products and hopefully we can use the opportunity to further add to our customer base."

Denise Cowan

DIGITAL DEN



Denise is a Digital Marketing Consultant, Chartered Marketing professional, and owner of digital marketing consultancy, Digital Den. She specialises in helping individuals and companies to market themselves effectively online.

Denise can be contacted via email to denise@digital-den.co.uk or on her social media channels:

www.linkedin.com/in/denisecowan
www.twitter.com/denisecowan
www.facebook.com/DigitalDenMarketing

Is Your Online Presence Helping Your Business to Grow?

Recent research revealed that 89% of the UK's 64.1m population are now online. Equating to an online audience of 57.3 million in the UK alone, brands and individuals need to question how effectively they use the internet to grow their businesses.

This statistic from global digital marketing agency, We Are Social was one of many valuable insights published in January, providing marketers and brand owners greater clarity on tactics and channels with the potential to offer the greatest return for their efforts:

- 59% of UK residents are active on social media channels (38 million).
- There are more mobile connections in the UK than people! (74.8 million).
- 50% of the UK population (32 million) are using social media on their mobile phones.

Marketers will be familiar with the acronym AIDA, developed by Elias St. Elmo Lewis to describe events which occur when a consumer engages with an advertisement, from initial Awareness or Attention, to Interest, Desire and finally to Action. No matter how good your product is, or how great the level of service you can provide, you won't survive and thrive long-term if customers are not aware of your existence. Fortunately, in many ways the Internet has made this hurdle easier for businesses and individuals to overcome. It has opened up many new channels that enable even

the smallest enterprises to generate widespread brand awareness, engage with, and sell to their target audiences.

Regardless of the digital content marketing tactics you choose to utilise such as your website, Search Engine Optimisation, Pay Per Click Advertising, social media marketing, email marketing, blogging, image or video marketing, all offer many of the same benefits. They allow us to reach our audiences more quickly, easily and cost-effectively than many traditional forms of advertising and marketing. They also provide large volumes of data that can be utilised to understand and serve customers better, and quantify return on investment.

Last month, I led a workshop on behalf of Women in Business, and hosted by Crash Services in Newry on developing your online brand. We explored the power of the brand - not only as a visual logo or identity, but also as the embodiment of the ethics and values you or your team hold, and the characteristics which differentiate you from other businesses, and make you memorable. Often it is these elements of your brand that shape your potential customers perceptions of you and their decision to do business with you.

In an era where we put such a heavy emphasis on first impressions, ask yourself - is your online presence conveying the right messages about you or your brand, and if not, what are you going to do about it? they focus on leadership and teaching young girls about business skills and entrepreneurship.

IN TOUCH WITH YOUR LEGAL NEEDS

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Citypoint
London EC2Y 9HT

Tel: +44 (0)20 7125 0119
Fax: +44 (0)28 9023 0081

email: info@jmckee.co.uk

 **johnmckeesolicitors**

www.jmckee.co.uk

Member Profile

Ruth Wallwin

GRAND OPERA HOUSE



Mary-Clare Deane took up the post of Chief Executive of the Grand Opera House in July 2014, becoming the first female to do so in its colourful 120 year history.

Her journey to the Grand Opera House definitely followed a much more circular route than previous post holders, starting out in the retail sector, moving onto strategic roles within the local government sector and, prior to accepting her current position, Mary-Clare was a Partnership Director with Capita PLC, spending two years leading a public/private partnership in West Sussex.

Such vast experience in both the public and private sectors is fundamental in leading the organisation through a sustained period of development and investment that will continue to enrich lives in Belfast and Northern Ireland. A past pupil of St Dominic's Grammar School for Girls and a graduate of Queens University, Mary-Clare's local knowledge and audience awareness are crucial in the areas of community engagement and development which help contribute to the sustainability of this iconic landmark.

Mary-Clare credits her work-life balance for her career achievements, dedicating whatever downtime she can grab in a business that operates 6 days a week, 52 weeks a year, to her mum and six sisters!

Christine Magee

THE MOUNT CHARLES GROUP



Christine Magee is the Sales and Marketing Director of The Mount Charles Group, Ireland's leading food service and business support solutions company.

Christine joined the business, which recently qualified as one of Ireland's Best Managed Companies for the fifth year running, in 2012, bringing with her more than 20 years' experience in the industry.

Her role includes responsibility for growing the company's catering, cleaning, retail, vending and security services divisions in Northern Ireland, the Republic of Ireland and Great Britain.

Since 2012, Christine has grown the company's annual turnover by 40%, exceeding sales growth targets through strong customer relationship management and an innovative approach to targeted sales and marketing strategies.

Christine has been responsible for winning several prestigious contracts for the Mount Charles Group, with high profile clients including Bombardier, Pramerica, Ulster Rugby and Titanic Belfast.

Christine says: "I'm delighted to become a member of Women in Business and look forward to the opportunities it will present, particularly in terms of business networking.

"The Mount Charles Group is in a period of strong growth, as more and more clients seek cost effective, bundled outsourced solutions. If you'd like to find out more about how we could support your business, please get in touch."

You can contact Christine on 028 9032 0070 or email cmagee@mountcharles.com



Roisín McFeely

AMAZING BRAINS NI CIC

Roisín is Director of Amazing Brains NI CIC. Roisín established the company in 2011 and it is her strategic vision, leadership and commitment to excellence in research, design and delivery that have been at the heart of the AB success story.

Now in its 4th year, AB works with over 30,000 young people annually, approximately 8,000 parents and over 1,000 teachers. The company exists to challenge fixed notions of ability and intelligence and help young people understand that they truly have an 'amazing brain.'

Catering to youth and adult learners alike, and from primary to University educational sectors, Amazing Brains is proud to be a previous recipient of the One to Watch Award from Social Enterprise NI.

Roisín is an Economics and Politics graduate of Queen's University, Belfast. After graduating in 1997 and working in a voluntary capacity she discovered a passion for helping, supporting and guiding young people at risk of disengagement from school. Now, as Director of Amazing Brains, she has built an expert team of seven who all share her passion. She recently completed an M.Ed (with distinction) from Queen's and presents her seminal research on young Northern Irish people's views of their ability and the link to motivation at the British Educational Research Association annual conference this year. This work is also due for publication.

In Roisín's words, "It is so very satisfying to be able to work with young people every day in helping them to achieve their potential. Our work continues to focus, not on what they can't do but, on what they have yet to explore and discover."

Heading into 2015, the future looks very bright for Amazing Brains with continued growth on the horizon, particularly in the Republic of Ireland.

Sara Booth

IRISH FOOTBALL ASSOCIATION



Sara is the Women's Domestic Football Manager for the Irish Football Association. Graduating from the Ulster University with a BSc (Hons) First Class Honours degree in Sport, Exercise and Leisure in 2001 Sara always wanted to work in women's football and secured her dream job with the Association in 2002.

Since joining the Irish FA Sara has been at the forefront of developing the women's game in Northern Ireland. In 2004 she was instrumental in securing funding for the re-establishment of the Northern Ireland senior women's team and in more recent years she has been central in establishing girls' and women's football at a grassroots and domestic levels which includes weekly coverage of the NIWFA Premier League on UTV.

Sara was keen for the Irish FA to become a member of Women in Business as she saw the potential synergy between

the women in business community and some of the various strands of work that she delivers through the IFA Girls' and Women's Football Plan 2014 – 2018. As a former Northern Ireland international footballer, who played in NI and the United States during her 22 year playing career, Sara is a great believer in the power of sport and the life skills and experiences that it can give us. She attributes her success to date to the skills and qualities that she acquired during her time as an athlete and she strongly believes there is room for exchanges between the business community and the sporting world. Indeed, the IFA Female Football Leaders Programme and the current 'Girls on the Ball' project are two areas that demonstrate synergy as they focus on leadership and teaching young girls about business skills and entrepreneurship.



Sonia McCourt

SONIA MCCOURT DESIGN

Sonia is Creative Director/Designer of Sonia McCourt Design. After working for a top Belfast design company for over 7 years, Sonia set up her own design practice in 2011 specialising in branding, exhibition design, web design, advertising and marketing.

She delivers innovative and creative design solutions through print and web based design for her clients. Each project delivery is tackled with the same method and enthusiasm giving a unique result. She also offers a full print management service for all clients.

Sonia works with a wide range of clients from both the private and public sector markets. Key clients include: ArtsEkta, Women in Business, Selective Travel, Newtownabbey Borough Council and Lisburn City Council.

As a sole trader, Sonia continues to be successful and hopes this follows through in 2015. She aims to expand her client base both in Northern Ireland, Republic of Ireland and UK.

For further information on Sonia's work, availability or simply a quotation please contact me on 07743 377 888 or email info@soniamccourt.com. Visit www.soniamccourt.com

Member Benefits

All business women; sole traders, small business owners, employers, employees, managers and CEOs can reap the benefits of a being part of Women in Business.

All WIB events feature facilitated networking — to encourage peer support, collaboration, partnerships and explore opportunities for growth. With more than 250 women attending events each month, members can make invaluable connections and develop relationships, helping them to develop both personally and professionally. Furthermore, world-class speakers, Masterclasses and networking events are specifically designed to develop members' skills, enhance knowledge and increase confidence.

WIB MEMBERS ENJOY:

- 50+ events per year
- Annual Awards Ceremony
- Annual Conference
- Free monthly networking breakfasts and lunches
- Access to exclusive WIB business programmes
- Joint events with other business networks and professional bodies
- Networking opportunities with over 1000+ members
- Opportunity to feature an article or press release in monthly ezine
- Articles published quarterly in WIB Magazine to promote their business
- Opportunities for free PR/Promotion through press coverage
- Interactive website with exclusive member area
- Member-to-Member Offers
- An online business directory for members
- Personal and professional development for employees

SPECIAL RELAUNCH OFFER WITH MEMBERSHIP JUST £25 PER YEAR! JOIN WITH US AND WE WILL ACHIEVE OUR AMBITIONS TOGETHER.



We provide a range of programmes and opportunities that help your business transform, perform and achieve.

Business Development

Where Education and Industry Meet

InnovateUs

Funded skill enhancement and mentoring for SME's with under 50 employees.

Training Focus

Discuss your training needs with us and we will create a tailored programme for you.

Placements & Apprenticeships

Opportunities to utilise student skills throughout all areas of the curriculum, enabling the student to gain valuable work experience.

Innovation Vouchers

Your business could access £4,000 of expertise to develop an innovation project.

Student Projects

Opportunities exist for students to work with companies on specific employer led projects relevant to your business needs.

Knowledge Transfer Partnerships

A 6 – 36 month strategic part funded graduate programme to improve business competitiveness and productivity.

Fusion Projects

A part funded, cross border programme to develop or improve business products, processes or services in science, engineering or technology.

Room Hire & Facilities

As a multi-campus College, Belfast Met can offer the perfect venue for your events, meetings or conference requirements. Our events co-ordinators are here to assist with all elements of your event.





PHOTO CAPTION L-R:
 Marion Hull, Pauline Dunlop,
 Imelda McMillan; Staff Partner,
 O'Reilly Stewart Solicitors,
 Minister Stephen Farry,
 Paula Heaney, Frances Magee,
 Julie Kinsella

Event

Women into Business Programme success celebrated

The successful Women into Business programme, funded by Northern Ireland European Social Fund, Department of Employment and Learning (DEL) and Invest Northern Ireland, ended its seven year run at an awards ceremony in Belfast's Grand Opera House. The programme, hosted by Women in Business, has provided support and assistance to thousands of women from across the Province aspiring to start their own business and gain employment.

Joining Roseann Kelly, Chief Executive of Women in Business, in celebrating the success of the programme at the lunchtime event were Enterprise, Trade and Investment Minister Arlene Foster and Minister for Employment and Learning, Dr Stephen Farry.

Minister for Employment and Learning Dr Stephen Farry said: "Diversity and inclusion is an important issue in the world of business, not least gender diversity, and my Department is proud to support the work of Women in Business in their drive to retain and develop female talent.

"Inspiring women is crucial if we are to maximise their potential and avoid depriving the economy of this enormous pool of talent. These awards are an

excellent way to showcase individual enterprise and give recognition for their efforts and success."

Enterprise, Trade and Investment Minister Arlene Foster said: "We have a rich seam of hard working women making a major contribution to the fabric of Northern Ireland life. I would like to commend the award winners today for the inspiring example they set.

"However there is a wealth of untapped talent which, for a variety of reasons, remains undeveloped. It is important that we look at the ways that we can share our collective experience and provide strong confident voices so that women are empowered to become the next business leaders, politicians and play their part in wider society. It is in this way that the talents of all our people will feed into our economy and grow it to the next level." The ceremony recognised women for starting their own business, innovation, growth potential, outstanding progress and one lady was awarded outstanding participant.

Roseann Kelly, Chief Executive, Women in Business, said: "It's a bittersweet day as although we celebrate the achievements of the women who have had great success through the Women

into Business programme, we're bidding farewell to the Women into Business programme today but excited to be launching a new Connect programme to continue supporting women into employment and business start up.

"Our winners today represent the very ethos of what the programme was about and we are grateful that we have been enabled to provide thousands of women with the support required in their quest to gain employment, start a business and ultimately grow."

The ceremony was hosted by television presenter Sarah Clarke and was attended by 80 business women who heard Mary Keightley of Mind Associates speak on 'Why Optimism Wins'. Women into Business aimed to provide support through a range of measures including events, role model speakers, an interactive website, facilitated networking, newsletters and ezines.





Intertradeireland launches new 'funding for growth' advisory service

InterTradelreland has launched a new 'Funding for Growth Advisory Service' for SMEs. The service is aimed at established small and medium sized businesses in Northern Ireland looking to grow and prosper by educating and informing them on new and alternative sources of finance.

A series of free regional workshops and advisory clinics will be held over the coming months across locations in Belfast, Derry ~ Londonderry and Newry. Businesses must register for these events through the InterTradelreland website. The workshops and clinics aim to encourage SMEs seeking finance to do so in a strategic manner with a well-prepared business plan and to explore all finance options available to them. At the workshops participants will learn about funding options for their business and will have the opportunity to network with funding providers. Funders at the workshops will include banks, private equity, trade credit, invoice finance and government agencies.

Margaret Hearty, Acting Chief Executive of InterTradelreland said: "Our recent cross-border research reports and quarterly Business Monitor surveys indicated that there is a limited knowledge among SMEs of alternative types of funding for growth options. With the upturn in the economy, there are now other avenues of funding available including private equity, trade credit, peer to peer lending and mezzanine finance.

WORKSHOP DATES

26 May Canal Court hotel, Newry
6 October Grant Thornton offices, Belfast

In addition if a company wants to meet with a corporate finance expert to discuss in private their business' funding for growth requirements, they should register to attend the clinics.

CLINIC DATES

2 June Invest NI offices, Derry/L'Derry
9 June Grant Thornton offices, Belfast
16 June InterTradelreland offices, Newry
23 September Invest NI offices, Derry/L'Derry
21 October InterTradelreland offices, Newry
25 November Grant Thornton offices, Belfast

"While this creates some fantastic opportunities and reduces the reliance on short-term financing such as using an overdraft facility, it also presents some challenges. How, without spending huge amounts of time researching the options, do companies find out how to access the money and which is best suited to their business objectives? This forces many to continue to go down the tried and tested avenues which may be less economically advantageous and not viable for a sustained period.

"Our findings resulted in us developing our new 'Funding for Growth Advisory Service', to help established local companies grow and prosper by educating and informing them on new and alternative routes to finance," she added.

Visit the website to find out further information on the new Funding for Growth advisory service and to register for the workshops and clinics.
<http://www.intertradeireland.com/funding-for-growth>

Succeed in raising finance



FREE

‘Funding for Growth’ Workshops

Various dates and venues available

see website for more detail

InterTradeIreland is providing a series of free workshops giving independent and objective advice on funding for growth. Delivered by Grant Thornton, they are for established SMEs who are interested in learning about new and alternative sources of finance for their business.

The workshops aim is to encourage SMEs seeking finance to do so in a strategic manner with a well-prepared business plan and to explore the full range of alternative finance options available.

Interested? Register Today.

www.intertradeireland.com/funding-for-growth

Who's minding the children?



Childcare and women at work

Dr Evelyn Collins, CBE, Chief Executive of the Equality Commission

The way in which we accommodate and support the needs of pregnant women and mothers in the workplace is a crucial test of our willingness as a society to enable women - who make up almost 50% of the workforce - to participate fully and without disadvantage in the labour market.

The provision of flexible working arrangements by most employers has brought great benefits, but the fact that these measures are accessed mostly by women points up an underlying truth - that caring for a family is still seen to a great extent as primarily a woman's responsibility.

Accessing affordable, quality childcare remains a significant barrier to

employment for many women, and Northern Ireland continues to have one of the lowest levels of childcare provision in the UK. That has to be addressed if participation by women in our economy and our institutions is ever to reach its full potential.

Our 2013 report, 'Childcare: Maximising the Economic Participation of Women', highlights the high costs of childcare in Northern Ireland - costs which make up around 44% of an average income compared to the UK overall figure of 33% and 12% across the EU. It also identifies that the availability of appropriate childcare does not match demand, particularly for families in rural areas or people who have children with disabilities.

The regional childcare strategy expected in March 2015, two years after its target date laid out in the Programme for Government, has still not appeared. The Commission acknowledges the work already undertaken through the Bright Start Key First Actions in 2014 but, nonetheless, trusts that the Executive will work towards an effective overall strategy for childcare that will meet the needs of children, families and society.

This remains one of the biggest issues for families. The Commission considers that appropriate, accessible and affordable childcare provision in Northern Ireland should, as well as providing for the child, additionally seek to promote equality of opportunity for parents and benefit wider society and our economy.

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The world of business is full of opportunities - but making the most of these opportunities requires the help of experts. **Cavanagh Kelly** can offer clear business advice to help open up new opportunities for you.

For further information on any of our services, or to book a consultation contact our **Dungannon** office:

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or visit us online:

>> www.cavanaghkelly.com

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- Public Sector Consulting

the right advice

AT THE RIGHT TIME

Every customer counts!

Frank Fleming, Advice & Compliance,
Equality Commission for Northern Ireland.



“Are you open for business... for everyone?”

That's the question being asked by the Equality Commission as part of its 'Every Customer Counts' initiative. Every business has a legal duty to take reasonable steps to ensure that disabled people can access their services but there are many other reasons why you should stop and consider how accessible your business currently is.

You can widen your customer base, build customer loyalty and plan ahead for the future. Official population projections suggest that by 2022 – just eight years away – while the population aged

under 65 will have grown by 1.5%, the population aged 65 or more will rise by 26%.

Reasonable adjustments should aim to provide equality in service provision for everyone, with the same level of access, dignity and choice. This doesn't have to mean massive physical changes. Small changes to the way you work, how you present information and your premises can have a big impact on your customer numbers. Making sure that your staff can provide great customer service to disabled people often makes the biggest difference of all.

The aim of Every Customer Counts is to encourage businesses to do something to improve their service to disabled people and the Equality Commission is here to help business owners achieve improvements. There are three stages to promoting accessible services – audit, taking action and promoting your commitment, so that people know your business welcomes disabled customers. All the Equality Commission's advice, documents and useful links are now available online at www.equalityni.org/everycustomercounts

Employer Training Programme

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

- Over 40 training and information sessions at 5 locations
- Covering 9 areas of equality law
- PLUS workshops, seminars, conferences and employer networks

Training is flexible in terms of themes covered and can be tailored to suit employers' business needs.

Download the Employer Training Programme at
www.equalityni.org/training

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

Free! Register Now

Equality Commission

FOR NORTHERN IRELAND



PHOTO CAPTION L-R:
Colleen Harte, Lucy Annabella Organics;
Leah McStravick, McStravick i Ltd;
Naomh McElhatton, RUA Digital and
Aimee Beimers, Keen Nut Butters

Women in Business launches ‘The Power of 4’

A powerful new business start-up programme for women

Women in Business is excited to announce the launch of their new innovative programme ‘The Power of 4’ that delivers exclusive peer mentoring, individualised expert support and business seminars for women interested in launching a start-up business.

Taking place on 31st March, the Power of 4 launch event at the Ramada Plaza, Belfast, gave guests the opportunity to hear from a panel of successful business women who shared how they took a business idea, developed it and turned it into a prosperous and growing business.

The panel included coaching and leadership specialist and owner of McStravick Ltd, Leah McStravick and Managing Director of RUA Digital, experienced trainer and STEM Ambassador with the Stemetz Network, Naomh McElhatton, who was named as one of NIs top 40 under 40 in 2011 and 2014 and founder of the DANI awards, Dubai Hour and Digital Exchange. Founder and Managing Director of Lucy Annabella Organics, Colleen Harte, a complimentary therapist and clinical aromatherapist, an organic health enthusiast and Aimee Beimers, founder and Managing Director of Keen Nut Butter, which replaces over processed, sugar laden peanut butter and chocolate spreads with something better ‘keen nut butter’, which is now stocked throughout Ireland and the UK.

The Power of 4 programme is supported by the RBS Inspiring Women in Enterprise Fund and will begin in Summer 2015 with a second programme running in Autumn 2015.

Roseann Kelly Chief Executive of Women in Business, said: ‘When I sat down to work on what I anticipated that the programme should deliver, I honestly

could not have imagined the level of interest that we’ve received from women wanting to sign up. It proves that there is still the need for specialist support for women from the start-up stage right through to the business growth stage. Through the programme, we will aim to provide this support and develop participants’ skills to ensure their success.’



New Members

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

COMPANY NAME	FULL NAME
121 Dietitian	Gillian Killiner
3Sixty Create	Sarah-Jane Carruthers
3Sixty Create	Julie McBride
4C Executive Search	Ruth McDonald
4C Executive Search	Emma Kieran
A&R Fine Foods	Jenna Young
Accounts4less	Joy Miskimmin
Achievers Coaching Limited	Helen Hughes
Active Office Support	Ann-Marie Murphy
AD Hoc Executive	Glenny Whitley
AECOM	Alison Weatherup
AECOM	Fiona Mooney
Aelia UK Ltd	Michele Hunter
AKU Training Ltd	Kate McKay
ALW ARCHITECTS	Jane Larmour
AM Nexday	Sarah Maguire
Analytics Engines	Leigh-Ann Jackson
Anne Hamill	Anne Hamill
Arbonne International	Lynne Taggart
Armstrongs FF Ltd	Helen Armstrong
Away A Wee Walk	Eimear Flanagan
Baker Tilly Mooney Moore	Michelle Gordon
Baker Tilly Mooney Moore	Claire Mateer
Barrister-at-Law	Marie-Claire McDermott
Beechgrove Interiors	Louise Graham
Beechview Interiors	Lisa McAllister
Belfast Alterations	Petia Fleming
Belfast Centre of Healing Arts	Lara Forsythe
Belfast Met	Anna Egner
Benefit Cosmetics	Audrey Ferguson
BRADY Solicitors	Angela Brady
Bryson Charitable Group	Ciara McCann
Business First	Margaret Walker
C Murray Optician	Carmel Murray
Cancer Focus N Ireland	Marie Foy
Caring Signs	Sarah Penney
Cathedral Eye Clinic	Julie McKegney
Ceres Europe NI (Ltd)	Betty McNerlin
Chain Reaction Cycles	Marion Rybnikar
CHC Group Limited	Brenda Regan
Cherished China Vintage Hire	Jan McCrudden
Civil Service	Claire Meharg
Clare Broome NI's Professional Life Model	Clare Broome
CliniSport	Claire McMullan
Colours by Ell	Helen Allen
Colton Consulting	Anne-Marie Colton
Consultancy	Claire Toner
Copycats	Rosemary Warren
Cranmore Dental	Brenda Nelson
Curran Contracts Ltd	Danielle Toal
DemocraShe	Bronagh Hinds
Diabetes UK NI	Naomi Breen
Dickson & Co	Gail Cross
Digital Den	Denise Cowan
DMS Ireland	Lynn Carson
Donnan & Co Ltd	Jill Donnan
Dunbia	Aileen O'Kane
Dungannon Enterprise Centre	Denise Murtagh
Dungannon Enterprise Centre	Alana Collins
Edwards & Co	Dorcas Crawford
Engaged HR Consultancy Services	Catherine Sweeney
Engineering Training Council	Gillian Winters
F R Kelly	Lisa Bates
Fee McToal Millinery	Fiona McToal
Fieldmotion Ltd	Michelle Rice
Fitwizekids	Claire McMurrrough
Fresh Smile Dental Clinic	Gemma McGarron
Friends of the Cancer Centre	Claire Hogarth
FSB Northern Ireland	Grace Peacock
Giggles and Jiggles Baby Massage	Karen McLean

COMPANY NAME	FULL NAME
Gold Chair Coaching & Mentoring	Patricia Mathison
Grafton Recruitment	Kerri Adams
GreatVine Wine Imports	Sherril Soliman
Green Waste Solutions	Olga McNulty
Happy Feet Podiatry Services	Gerardette McGivern
Health and Social Care Board	Pamela Yeh
Healthy Hounds	Lara Waddell
Hollypark	Wendy Rafferty
Holyst Consultants	Alina Holyst
Hughes Insurance	Margaret Johnston
Hughes Insurance	Carla Dundee
Hughes Insurance	Fiona Coulter
Immeasurable Minds	Bridgeen Rea
IMTI Systems Europe	Lorraine McCutcheon
indee productions	Grianne McGuinness
Independent News and Media NI	Kelly Rock
Inteelingua Language Solutions	Rym Akhonzada
International Justice Mission UK	Ruth Cooke
International Synergies (NI) Limited	Elaine Kerr
Irene Boada-Montagut	Irene Boada-Montagut
Irwin's Bakery	Colette Wilson
Javelin Success	Heather Dempster
JPR	Andrea Kennedy
Juliana Sloan Associates	Juliana Sloan
Kaffe O Ltd	Orla Smyth
Kate's Treasures	Kate Podgorna
KGB Screen Ltd	Louise Gallagher
Kiso Arts	Janet Millar
KPMG	Sinead Watts
KPMG	Julie-Ann Honeyford
Lantra	Paula Smyth
Learning for Change Consultancy	Anna Clarke
Libra Events	Judith Brannigan
lisney	Nicky Wright
Lora Dressmaking and Alterations	Larisa Sokele
Love Stitching	Lynn McCauley
Lynne Crowther Consulting	Lynne Crowther
Mac Investigation	Jenna Montgomery
Maid2Clean	Fiona Price
Margaret Whalley	Margaret Whalley
Marianne Hood Hospitality Solutions	Marianne Hood
Marion Hull Mortgages	Marion Hull
Marsh Insurance & Risk Management	Geraldine Morgan
Marsh Limited	Amanda McConkey
Maurice Flynn & Sons	Paula McLroy
MaxMara	Laura Jones
McCue Crafted Fit	Fiona Nevin
monteith interiors	Donna Monteith
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NI Resourcing	Karen Nicholson
Norman Shannon & Co Solicitors	Julie Knight
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Northern Ireland Hospice	Ellen Hillen
N Ireland Housing Executive	Donna-Marie O'Prey
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NOW Project	Brenda Aaroy
NSPCC	Marie McGuckin
On-Music	Sarah Hanna
Opal People Solutions	Louise McGeady
Optimise Creative Careers	Joanne English
P2V Systems	Jackie Wilson
PA Serv Ltd	Lisa Gorman
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Pflxssports	Tricia Russell
PKF FPM	Leanne Foster
Pramerica	Thembi Leckey
Providence Flowers	Suzanne Allen
Purple Promotions	Nicki Scott
Quality Solutions N.I.	Valerie Robinson

COMPANY NAME	FULL NAME
Rawsome Snacks	Viktorija Kistej
Regus Management (UK) Ltd	Patricia Herron
Rhyme Thyme	Susan Trainor
Roe Park Resort	Sinead McNicholl
RSA NI Insurance Ltd	Wendy Cree
RUA Digital	Donna Mullin
Sarah Hughes Creative Consultancy	Sarah Hughes
Sharon Kataya Counselling	Sharon Kataya
Silverbirch Hotel & Business Centre	Carla Hosie
Simply Naturals	Lorna Chesney
SIÓDA LINGERIE	Mary Murphy
Skinny Malinkys	Paula Heaney
SLA Mobile	Ashley O'Kane
SM Designs	Angela Murray
Snails & Puppy Dog Tails	Kirsty Bartlett
Social Enterprises NI	Amanda Johnston
Snails & Puppy Dog Tails	Kirsty Bartlett
Sorted by Gwen	Gwen Montgomery
South West College	Nicola Quinn
Squeeze Wheatgrass	Jacquelyn Stewart
Stella and Dot	Clair Dixon
Sugar Rush Creative	Nicola Bleakley
Sure Skills	Liz Jones
The Bean Machine T/A Clements	Lisa Evans
The Door Opener	Margaret McAlpin
The Happy Warrior	Claire Gonzalez
The Playhouse	Elaine Forde
The Present Tree	Sorcha Lynch
The Present Tree	Catherine Cunningham
The Rural Centre	Heather McLaughlin
The Wedding Hostess	Julie Kinsella
The Workspace Group	Barbara Allen
TimesADR	Roisin O'Neill
Titanic Creative Management Ltd	Nuala Campbell
Travel Counsellors	Ciara McCann
U Connx	Janice Hewitt
Ulster University	Tara Moore
Viewback Antiques and Auctions	Brigid Taggart
VirtuAli	Alison Matthews
Wee Chicks	Kelly Molloy
Wellington Professional Recruitment	Ruth Frizzell
White Ink Architects Ltd	Joan McCoy
Whoosh	Thana Thammavongsa
Willis Insurance & Risk Management	Louise McMahan
Wilson Nesbitt	Lenore Rice
World of Wigs Academy	Patricia Strong
Yvonne Smyth Consulting	Yvonne Smyth
ZieLi	Lidia Zielinska

FULL NAME	
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Jessica Caldwell	Sarah McGonigle
Mark Carter	Aine McGuckian
Erika Clark	Alyson McNutt
Elaine Clarke	Lisa Moore
Clare Dougan	Angela Morgan
Dorota Ferguson	Deborah Ni Shiadhail
Ruth Flood	Hariet Porter
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Melissa Gordon	Tamar Ravelli
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