



Women in Business

Magazine



WIB inaugural Chair's Lunch Huge Success

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Autumn - Winter

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Announced

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Big Offer

for Small Business

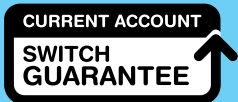
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Danske Bank

To qualify for the cashback, you must be either a new to bank Start Up trading less than 6 months or complete a full switch of your business banking from another financial provider using the Current Account Switch Service. To qualify for the first instalment you must complete 10 eligible transactions on your Danske Small Business Current Account or Danske Small Business Digital Current Account. The first payment of £250 will be credited to your account in the subsequent month. To qualify for the second instalment you must maintain an active banking relationship for 12 months. This means you must complete an average of at least 10 transactions per month during the 12 consecutive months from the date the account is opened (which equates to at least 120 transactions). The Bank reserves the right to vary or withdraw these terms and conditions at any time. You can get details of fees, service charges, interest rates and terms and conditions that may apply to our products from all our branches and on our website at www.danskebank.co.uk. Danske Bank is a trading name of Northern Bank Limited. Registered in Northern Ireland R568. Registered Office: Donegall Square West, Belfast BT1 6JS. Northern Bank Limited is a member of the Danske Bank Group. COM2681

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Women in
Business

Chair: Imelda McMillan
Chief Executive: Roseann Kelly

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Educational Partners



Regional Partners



Chairs Message



Opportunities don't just happen on Mondays. I know I sometimes say that the diet starts Monday or I will start going to the gym Monday. But if a Monday is missed, there is always next Monday or the Mondays after that.

We all know that isn't the right approach and yet we sometimes fall into the trap of doing this and working on fresh starts, changes or indeed opportunities on a weekly basis.

Even now when I was writing this column, I wanted to put it back to Monday using every excuse I had. However, my husband handed me a framed picture with a motivational quote inside it as a gift.

I am usually not a great fan of such things but when I read the quote, I knew that this column would not wait to be written on Monday.

As business women, we do know the importance of not delaying, of seizing each and every opportunity and of setting our goals and sticking to them.

Our membership is increasing from month to month, so a very warm welcome to all our new members.

The network of Women In Business is here to help us make those important and lasting connections needed for our businesses. Our network exists for everyone's benefit and inclusive growth is key to Northern Ireland's economy.

So take the time out to attend some of the numerous events we have each month. We don't know what business opportunities and new connections we are missing.

So, I'll finish by sharing the message on the framed picture insert, "How wonderful it is that nobody need wait a single moment before starting to improve the world" Anne Frank.

Imelda

WIB Chair Urges Businesses To Embrace Diversity

Jackie Henry Deloitte, Roseann Kelly Women In Business, First Minister of Northern Ireland Arlene Foster and Imelda McMillan Chair of Women in Business.

In June Titanic Belfast saw 260 of Northern Ireland's most influential businesswomen and men gather to hear about the future and enhancement of our economy through inclusive growth and diversity.



First Minister Arlene Foster was among a number of special guest speakers to address delegates at the inaugural Women in Business Chair's Lunch.

Hosting the lunch, Imelda McMillan, Chair of Women in Business commented; "The business case for gender diversity is clear.

"Companies with more women in leadership posts simply perform better. Diversity delivers more profits, better decisions and solutions, improved productivity and ultimately increased share prices.

"This is what Women in Business is about – inclusive growth, not just through gender but also cultural diversity, and creating a new economy for everyone. We do this by supporting and encouraging women to achieve their ambitions in their business and careers."

Commenting on the event, the First Minister said; "It is an honour to be here today to address the first Women in Business Chair's Lunch. I am proud that Northern Ireland has more than its fair share of formidable female business leaders who are successful role models across a range of sectors.

"Northern Ireland's business women have a reputation for a hard work ethos and are a strong voice for success both locally and in the global marketplace.

"I pay tribute to Women in Business for the role they play in inspiring women to realise their full potential. You recognise all that is good about being a woman in business in Northern Ireland and empower women to remain focused and determined to make a difference not only in the workplace but across society as a whole."

Roseann Kelly, Chief Executive of Women in Business said; "Communicating our organisation's ethos, vision and ambitions, and the importance of inclusive growth to the Northern Ireland economy are messages that we will keep high on the agenda."

As well as a platform for Women in Business to share details from its recently published Manifesto and vision for the future of the local economy, the Chair's Lunch was an opportunity for delegates to network, impart knowledge and expertise, and share successes and challenges.

Ms Kelly added; "Our first ever Chair's Lunch has proved a resounding success. We are extremely thankful to our role model guest speakers, First Minister Arlene Foster, Jackie Henry and Ellvena Graham, for their invaluable, thought-provoking contributions, and extend a special thanks to our title sponsors Deloitte."

Women in Business is the largest local network for female business leaders and entrepreneurs with a growing membership of more than 2,500, representing all industry sectors.



Joris Minne JPR and Jill Minne Belfast City Council with Christine Boyle of Synergy



Ellvena Graham Chair of Waterfront and Ulster Hall Ltd, First Minister of Northern Ireland Arlene Foster, Imelda McMillan Chair of Women in Business and Roseann Kelly CEO Women in Business.

Visit our website to watch the Inaugural Chair's Lunch Video





Entries open for Women in Business 2016 Awards

Women in Business is calling on the leading lights of females in business – the inspirational, the leaders and the achievers - to enter its sixth annual Awards.

Hosted by television presenter Pamela Ballantine on Thursday, November 17 at Ramada Plaza, Shaws Bridge, Belfast, the Women in Business Awards, in association with Alexander Mann Solutions, are a celebration of talent, hard work and ultimately success in the world of business, whether as an entrepreneur or a leader.

Roseann Kelly, Chief Executive of Women in Business said: "Our Awards continue to go from strength to strength. We had a record number of entries last year and we hope even more companies will enter and join us to celebrate the achievements of women in business in 2016.

"The winners on the night will be those that have demonstrated the highest achievement, success resilience and fortitude in business.

"They may be women who that have launched a new product, excelled in leadership or contributed to advancing diversity in the workplace.

If this applies to you or your company, then we urge you to enter this year's accolades."

"There are many amazing, talented women in Northern Ireland and these awards are an opportunity to celebrate them and highlight their achievements to inspire others."

Among the 2015 winners were Tina McKenzie, Staffline Group Ireland for Outstanding Management and Leadership, Marion Rybnikar of Reaction Cycles for Excellence in IT, Jacqui Walsh of Kitchenmaster NI Ltd for Best Exporter, Sinead Murphy of Shnuggle Ltd for Best Small Business and Tracy Hamilton of Mash Direct who won the Award for Outstanding Businesswoman of the Year.

Roseann added; "In addition to hearing from our keynote speaker, guests will enjoy a sparkling reception, a magnificent four-course meal, prestigious awards ceremony and after-dinner entertainment."

Tickets for the Women in Business Awards ceremony are available to buy online at womeninbusinessni.com with discounts available for members.

The deadline for entry is Monday, October 3, and categories are: Young Business

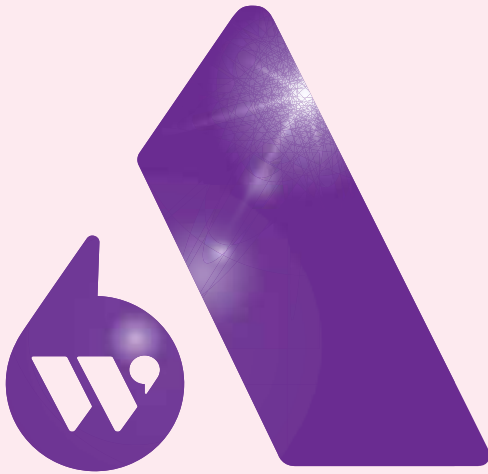
Woman of the Year, Best in Professional Services, Advancing Diversity in the Workplace, Best New Start-Up, Outstanding Innovation, Best Marketing Campaign, Outstanding Management / Leadership, Best Customer Services, Best Small Business, Excellence in IT, Best Exporter. The main award on the night will be for Outstanding Business Woman of the Year as voted for by the judges.

For the first time this year there will be two levels for the following four Awards – Best Customer Service, Best in Professional Services, Best Marketing Campaign and Outstanding Innovation – one corporate, and one small business.

To enter the awards, logon to www.womeninbusinessni.com and to keep up to date with further event details follow Women in Business on facebook at www.facebook.com/womeninbusinessni or www.twitter.com/wibni

Sponsors and partners to date include Alexander Mann Solutions as title sponsor, The Irish News, The Department for Economy and the Equality Commission for Northern Ireland.

6th Annual Women in Business Awards



Women in **Business** Awards 2016

sponsored by

alexander mann
solutions



Closing date
12 noon
Mon 3rd Oct

Enter online today
womeninbusinessni.com

For Terms and Conditions visit our website

Award Categories

Award for Best Customer Service*

Award for Best Exporter

Award for Advancing Diversity in the Workplace

Award for Best in Professional Services*

Award for Best Marketing Campaign*

Award for Best New Start Up

Award for Best Small Business

Award for Outstanding Innovation*

Award for Excellence in IT

Award for Outstanding Management & Leadership

Award for Young Business Women of the Year

*These categories will have two levels – one corporate employee and one small business.

Category Sponsors



Media Partner

THE IRISH NEWS

New Events Schedule Winter 2016/17

Women in Business is excited to launch its new schedule of events that will run from September 2016 - February 2017.

Featuring Masterclasses with industry experts, informal networking breakfasts and large events with inspirational and role model speakers, members have the opportunity to use the events to help develop their business or career, make new connections and achieve their ambitions.

Events will be taking place in Belfast, Newry, Coleraine, Dungannon, Omagh and L/Derry. With over 2,500 members, there is also more opportunity to engage with a large number of members who span a wide variety of sectors and backgrounds, helping you develop your connections to grow your network.

SEPTEMBER

THE BLURRED LINES OF COMMUNICATION – WHO'S RESPONSIBILITY IS IT?

Speaker: Donna McAleese, Senior Consultant at ANSEC IA & Ashley McConnell, Consultant at ANSEC IA

Date: Tuesday 6th September, 9.30am - 12.00pm

Venue: The La Mon, Belfast

WOMEN IN LEADERSHIP

Speakers: Minister of Justice, MLA Claire Sudgeon and Mayor of Causeway Coast & Glens Council, Alderman Maura Hickey

Hosted by: Sarah Travers

Date: Friday 9th September, 9.30am - 11.30am

Venue: Flowerfield Art Centre, Portstewart

POWER YOUR WORKDAY WITH IPAD

Speaker: Apple Store Training Team

Date: Tuesday 13th September, 7.45am - 9.00am

Venue: Apple Store, Belfast

MANAGING STRESS IN THE WORKPLACE

Speaker: John Graham, Transformational Coach at John G Coaching

Date: Thursday 15th September, 9.00am - 12.30pm

Venue: Galgorm Resort & Spa



KEY EVENT

WOMEN IN BUSINESS 8TH ANNUAL WIB CONFERENCE & EXHIBITION

Keynote Speaker: Regina Moran, Head of Industry Sectors Business Application Services for Fujitsu EMEA
Date: Thursday 22nd September, 9.00am - 4.00pm
Venue: Ramada Plaza, Shaw's Bridge, Belfast



OCTOBER

FACEBOOK ADVERTISING SECRETS MASTERCLASS

Speaker: Andy Hill, Managing Director at Dokoo Digital

Date: Tuesday 4th October, 9.30am - 12.00pm

Venue: Clayton Hotel, Belfast

FACEBOOK FOR BUSINESS – CREATE, COMMUNICATE, CONNECT

Speaker: Ashleigh Watson, Owner of Copper Square Communications

Date: Thursday 6th October, 1.30pm - 4.00pm

Venue: TBC, Newry

GAME ON – BUSINESS STORY TELLING SIMPLIFIED

Speaker: Debbie Rymer, Senior Associate & Tutor at Belfast Academy of Marketing

Date: Friday 7 October, 9.30am - 11.30am
Venue: Causeway Enterprise Agency

MASTERING FOCUS FOR EXCELLENCE

Speaker: Claire & Jason Gonzalez Co-Founders of The Happy Warrior
Date: Monday 10th October, 9.30am - 12.00pm
Venue: Radisson Blu, Belfast

SHARE YOUR IDEAS WITH KEYNOTE

Speaker: Apple Store Training Team
Date: Tuesday 11th October, 7.45am - 9.00am
Venue: Apple Store, Belfast

DIGITAL VIDEO MADE EASY MASTERCLASS

Speaker: Niamh MacAuley, Purple Dot Videos
Date: Wednesday 12th October, 9.30am - 12.00pm
Location: Dungannon Enterprise Centre

HEALTH & BEAUTY WORKSHOP WITH BOOTS

Speaker: Clarissa McSorley, Boots Flagship Pharmacy Manager
Date: Monday 17th October, 9.30am - 11.00am
Venue: Boots, Donegal Place, Belfast

THIRSTY THURSDAYS AT FRATELLIS

Date: Thursday 20th October, 5.00pm - 7.00pm
Venue: Fratellis, Belfast

KEY EVENT

OMAGH BUSINESS BREAKFAST

Date: Thursday 13th October, 9.30am - 11.30am
Venue: Silverbirch Hotel, Omagh



NOVEMBER

WHAT ARE WE REALLY SELLING? PRODUCTS, SERVICES AND SO MUCH MORE!

Speaker: Catherine McCambridge, Senior Sales Manager at Denman International
Date: Thursday 3rd November, 9.00am - 12.30pm
Venue: Denman International, Bangor

BUSINESS NETWORKING MORNING: DESIGNS FOR LIFE

Speaker: Liesa Johnston, Account Director at Marks. Design Collective
Date: Tuesday 8th November, 7.45am - 9.00pm
Venue: Marks Studio, Belfast

LET'S BLOG

Speaker: Claire O'Hanlon, Dungannon Enterprise Centre
Date: Tuesday 8th November, 9.30am - 12.00pm
Location: Dungannon Enterprise Centre

IT FOR START UPS

Speaker: Kathy McMullan, Owner Fundisa
Date: Wednesday 9th November, 9.00am - 11.30am
Venue: Hatchery at Lombard House, Belfast

CRABTREE & EVELYN NETWORKING EVENING

Date: Friday 11th November, 6.00pm - 8.00pm
Venue: Crabtree & Evelyn, Belfast

PRESENTING THE PERFECT BUSINESS PITCH

Speakers: Camilla Long & Sarah Travers of Bespoke Communication
Date: Friday 11th November, 9.30am - 11.30am
Venue: Causeway Enterprise Agency

DECEMBER

PR & COPYWRITING MASTERCLASS

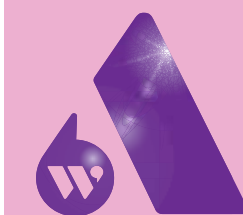
Speaker: Heather McGarrigle, Founder of Quill Inc NI
Date: Thursday 1st December, 9.30am - 11.30am
Venue: Clayton Hotel, Belfast

A BUSY WOMEN'S GUIDE TO OPTIMUM WELL-BEING

Speaker: Nuala Anne McKeever, Wellness Professional
Date: Friday 2nd December, 9.30am - 11.30am
Venue: Causeway Enterprise Agency

EMPLOYER'S GUIDE TO EMPLOYEE RIGHTS

Date: Tuesday 6th December, 9.30am - 12.00pm
Venue: Prestige Business Solutions, Newry



Women in Business Awards 2016

sponsored by
alexander mann solutions

WOMEN IN BUSINESS AWARDS 2016

Date: Thursday 17th November, 6.30pm - late
Venue: Ramada Plaza, Shaw's Bridge, Belfast



KEY EVENT



INTELLECTUAL PROPERTY - WHAT, WHEN, WHERE AND WHY?

Speaker: Cherrie Stewart, Director, UK and European Union Trade Mark Attorney and Dr. Isabel Meenan, European, Chartered UK and Registered Irish Patent Attorney
Date: Tuesday 22nd November, 9.30am - 12.00pm
Venue: The La Mon, Belfast

MALMAISON CHRISTMAS CONNECTIONS

Date: Thursday 24th November, 5.00pm - 7.30pm
Venue: Malmaison, Belfast

WRITING WINNING TENDERS

Speaker: Roisin Mallon, Bid Management Services
Date: Friday 9th December, 9.00am - 11.30am
Venue: Radisson Blu, Belfast

BUSINESS GROWTH TOOLKIT

Speaker: David McKechnie, Owner of Interview Inc
Date: Tuesday 13th December, 9.00am - 12.00pm
Venue: The Hatchery at Lombard House, Belfast

E-COMMERCE MASTERCLASS

Speaker: Denise Cowan, Director of Digital Den
Date: Thursday 15th December, 9.00am - 11.30am
Venue: Fitzwilliam Hotel, Belfast

JANUARY

NORTH COAST NEW YEAR - NEW MINDSET FOR SUCCESS IN 2017

Speaker: Fiona Bradley, Founder & Director of Fiona Bradley Training & Consultancy Ltd
Date: Friday 6th January, 9.30am - 11.30am
Venue: Causeway Enterprise Agency

A BUSY WOMAN'S GUIDE TO OPTIMUM WELLBEING

Speaker: Nuala McKeever, Wellness Professional
Date: Wednesday 11th January, 9.00am - 11.30am
Venue: Ramada Encore, Belfast

7 STEPS TO BUILD AN ENGAGED WORKFORCE

Speaker: Nigel Polan, Founder of Etimes2
Date: Wednesday 18th January, 9.30am - 12.00pm
Venue: Clayton Hotel, Belfast

NETWORKING YOGA

Date: Friday 20th January, 3.00pm - 5.00pm
Venue: Maitri Studio, The Mount, Belfast

NETWORKING BUSINESS LUNCH

Date: Thursday 26th January, 12.00pm - 2.00pm
Venue: La Mon Hotel, Belfast

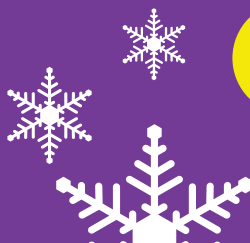
CANVA DESIGN MASTERCLASS

Speaker: Niamh Taylor, Owner of Digital Twenty Four
Date: Tuesday 24th January, 9.30am - 12.00pm
Venue: Youth Action, Belfast



CHRISTMAS NETWORKING LUNCH

Date: Wednesday 7th December, 12.00pm - 2.00pm
Venue: Galgorm Resort & Spa, Ballymena



KEY EVENT

FEBRUARY

WANT TO BE OR WANNABE

Speaker: Tim McAllister,
Creative Director at Brand Etiquette
Date: Wednesday 1st February,
9.30am - 11.30am
Venue: Ramada Encore, Belfast

NORTH COAST NETWORKING BUSINESS LUNCH

Speaker: Tanya Gillen,
Founder of the Arcadia Café, Portrush
Date: Wednesday 1st February,
12.00pm - 2.00pm
Venue: Arcadia Café, Portrush

OMAGH BUSINESS BREAKFAST

Date: Friday 3rd February, 9.30am - 11.30am
Venue: Sliverbirch, Omagh

NETWORKING MORNING

Date: Tuesday 7th February,
8.00am - 10.00am
Venue: Clayton Hotel, Belfast

MANAGING STRESS FOR BETTER BUSINESS

Date: Wednesday 15th February,
9.30am - 12.00pm
Venue: Prestige Business Solutions, Newry

LINKEDIN MASTERCLASS

Speaker: Niamh Taylor,
Owner of Digital Twenty Four
Date: Tuesday 21st February,
9.30am - 11.30am
Venue: Youth Action, Belfast

TALKING SUCCESS WITH MOIRA NÍ GHALLACHÓIR

Speaker: Moira ní Ghallachóir,
CEO & Founder of mng
Date: Wednesday 22nd February, 9.00am - 12.00pm
Venue: Life Centre, Belfast

EXPLAINER VIDEO MASTERCLASS

Speaker: Anita Brown,
Owner of Anita Brown 3D Visualisation
Date: Thursday 23rd February, 2.00pm - 4.00pm
Venue: Youth Action, Belfast



Event sponsorship opportunities are available, for information and package details please contact [Lynsey Nixon on 0845 6076 041 or lynsey@womeninbusinessni.com](mailto:lynsey@womeninbusinessni.com)

Member Benefits



WIB events always 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, our world-class speakers, masterclasses and networking events develop members' skills, knowledge and confidence.

Remember, membership includes many additional marketing benefits so take a minute to remind yourself of these to ensure you are getting the greatest value from your membership.

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

WIB MEMBERS ENJOY:

- 70+ events and an annual awards and conference
- Access to exclusive WIB business programmes
- Networking opportunities with almost 2,500 members
- Information on business training and support programmes
- Opportunity to feature an article or press release in monthly ezine
- Articles published 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 exclusive for members
- Reduced advertising rates on the WIB website and magazine
- Personal and professional development for employees

JOIN WITH US AND WE WILL ACHIEVE OUR AMBITIONS TOGETHER.

Rotary Makes a Difference

Roseanne Kelly spoke to The Rotary Club of Belfast last April but what is Rotary?



Every minute of every day Rotary touches the lives of millions somewhere in the world.

Rotary is the world's first service club organisation – the name deriving from the early practice of rotating meetings among member offices. Founded in 1905 it has more than 1.2 million members - male and female business, professional and community leaders known as Rotarians - in more than 34,000 worldwide non-political, non-religious clubs. Rotarians volunteer their time, talents, professional skills and energy to improving the lives of people in their local community and around the world fulfilling the Rotary

Motto - Service Above Self, they also encourage high ethical standards in all vocations and help build goodwill and peace.

Basically a grassroots organisation, most of Rotary's service efforts are carried out at club level – the cornerstone of Rotary.

The Rotary Club of Belfast is a vibrant, cross-community and forward thinking Club which meets weekly, at lunchtime, in the heart of Belfast in a friendly, social atmosphere with, usually, a talk on a subject of general interest by an outside speaker. Formed 105 years ago its programmes continue to touch the lives of many in Belfast, the island of Ireland and across the world. Most recently for example some very excited children with physical disabilities and associated learning difficulties from Belfast's Mitchell House School were taken on a day-out to W5, young people were given interview experience with YouthAction NI, 6 Lower 6th students were sent to Chicago for 10 days on a bi-annual cross-community exchange and special equipment and games were provided for children in

hospital units whilst raised funds were also donated to local and international charities such as SOS NI and ShelterBox.

Rotary has been a powerful force for doing good across the world from running life-changing projects in developing countries and making an immediate response to disaster-hit regions, most notably, Rotary has spearheaded the drive to eliminate Polio which it began in 1985. Today the world stands on the brink of an historic milestone and Rotary is now focusing on the final push to achieve a polio-free world.

It has been many things to many people in the last 111 years but essentially members have found friends, community and a sense of purpose, forged connections, advanced careers and had incredible experiences unavailable with anything else.

Rotarians' shared passion for service helps Rotary accomplish the remarkable.

Further information on Rotary and The Rotary Club of Belfast can be found at www.belfastrotaryclub.com

Dress in Pink



MLAs Jo-Anne Dobson and Paula Bradshaw 'Dress in Pink' to lend their support to Cancer Focus Northern Ireland's new In Pink campaign to raise funds for vital breast cancer research at Queen's University Belfast. They are urging all business ladies to choose one of many fun fundraising activities during October, breast cancer awareness month, and help raise funds. Your event could be anything from a Night at the Races, a quiz or a Pink Party to a pink coffee morning with your colleagues.

Breast cancer is the most common form of cancer affecting women in Northern Ireland. Over 1,200 are diagnosed and around 300 die every year from the disease. Around three local women are diagnosed with breast cancer every day.

£200 will fund half a day's work by researchers at QUB whose aim it is to make a huge difference to the future of women who carry the mutated BRCA1 gene - women who have an 85% chance of developing breast cancer in their lifetime.

Even the smallest donation will help explore better ways to prevent the disease and find alternative treatments for women who previously had to have preventive breast removal to reduce their risk of developing cancer.

If you would be interested in hosting a 'Pink' fundraising event or if you'd like more information, call Rosie Forsythe on 028 9068 0759 or email: rosieforsythe@cancerfocusni.org.

Thank you for supporting Cancer Focus NI



In Pink is a partnership with
MediCare Pharmacy Group

WIB Programmes

Welcome to the Programmes section of our magazine. Here, we'll keep you up to date with all the work we deliver through our programmes, the latest news and events.

Programmes allow us to focus on a particular aspect of our overall strategy to achieve our ultimate aim of supporting women to reach their potential and contribute fully to a strong economy in Northern Ireland.

Programmes enable us to work with a range of partners to ensure the support our members receive is of the highest quality, drawing on expertise and experience from the best in their sectors. We also work with a number of government departments and other funders to invest in, and demonstrate the huge value of supporting women in their careers and as entrepreneurs.

Our Mentoring Programme continues growing from strength to strength, now with over 60 mentors supporting their mentees. Connect is into its second year supporting those women at the very beginning of their journeys into business and developing their careers. Power of 4 has now come to an end, however its huge success and positive impact mean we are working very hard to ensure we are able to offer the programme in future to more women dreaming of being entrepreneurs.

For further information, visit our programmes page www.womeninbusinessni.com/programmes

New Connect Sep - Dec Event Schedule Launched

Anyone else know where the Summer went? September is already upon us and the Connect Programme is here to help you get back to work or explore your business idea.



Connect is an innovative programme designed especially for women who are unemployed or working fewer than 16 hours/week. The programme offers a combination of masterclasses, 1-2-1 mentoring and training to help you reach your goals.

We've just launched our new schedule for September to December and we're really rather pleased with it!

We're welcoming some new faces amongst our mentors including Mags McAlpin, a retail expert. Mags runs her own business consultancy, Creating Retail Magic, having worked in the creative retail sector for over 20 years with some of the biggest names, from Harvey Nicholls to Fortnum & Mason and Next.

New mentor, Catherine Kane is a HR and recruitment expert, delivering a workshop and 1-2-1 mentoring to help you job hunt as effectively as possible, and understand what employers are looking for.

We're also delighted to offer sessions with David McKechnie of Interview Inc. David specialises in coaching, mentoring and training in order to help you develop and grow your business. His networking session will help you develop the skills to sell yourself, your business and make useful connections.

Denise Cowan is delivering a website building workshop. Denise is a highly experienced digital marketing consultant, having worked in the industry for over 10 years. Now running her own business, she delivers workshops and mentors businesses on how they can use digital marketing to grow and ultimately drive sales.

In December we're offering a Christmas Marketplace for participants to promote and sell their products and services in time for the lucrative holiday period. The marketplace will be a fantastic opportunity for participants to experience a retail environment whilst getting support to ensure they get the most out of it.

Over the next few months Connect continues to offer a wide range of support to women whether they're thinking of returning to work or self-employment. With a combination of masterclasses, training and 1-2-1 mentoring, Connect will inspire, support and motivate you to achieve your ambitions. So check out our new schedule to see what Connect can offer you!

To find out more, visit our website www.womeninbusinessni.com/connect or contact Vicky or Kerry at connect@womeninbusinessni.com - 0845 6076041



Powering ahead with Power Of 4

Women in Business' hugely successful Power of 4 programme came to an end in April of this year.



The start-up programme provided support for women with a business idea, helping them turn them into reality.

The pilot was initially funded by the Royal Bank of Scotland Inspiring Women in Enterprise Fund and was delivered between April 2015 and March 2016. A total of 34 women participated in the full programme, which was delivered in 2 separate cohorts.

Of those who took part in the programme, an incredible 67% have gone on to convert their ideas into functioning business, more successful than mainstream, non-female specific programmes.

It was particularly important that the programme be female-specific. Women learn and problem-solve most effectively in a group setting where they can discuss their concerns and barriers, working through them with others.

Working through these issues with other women who have similar experiences and demands upon them is particularly effective. This model clearly contributed to the programme's success.

Overall, the programme far exceeded funder expectations. Participants on the programme have also reported the huge benefits they gained from taking part.

One participant said: "I can't recommend Power of 4 enough. The network itself I have personally found to be one of the most profound aspects of the programme. Roisin [McDermott of Seed Mentoring] fostered these relationships so cleverly and effectively. The programme consisted of 4 days full training on specific business-related topics such as finance, marketing and sales. 4 facilitated networking sessions were offered, giving participants direct

contact with established, successful business women who gave the benefit of their experience, hints and tips. 4 1-2-1 mentoring sessions were given, allowing participants to get tailored support, focusing-in on what they needed.

A Facebook group was set-up enabling participants to network, support and share information with one-another outside the programme hours.

The legacy of the programme is the strong relationships between the women who took part and who continue to support each other through the highs and lows of their journey.

Women in Business is exploring funding opportunities to offer the programme again in future, ensuring we continue to support women at every stage of their business development and replicate the success to date.

Use your skills and make a difference - Become a Mentor on our Mentoring Programme

WIB Programmes

The Women in Business Mentoring Programme will soon be one-year old, and we're excited to be launching our third cohort.



Fiona Coulter, Maureen Murphy, Niamh Shiells

Training for participants will take place on Thursday 13th October, venue to be confirmed.

Sponsored by Advance Coaching, the programme currently boasts over 40 mentors supporting and guiding more than 40 mentees. Mentees receive support to advance their careers, develop their businesses or take a new direction.

The programme has been incredibly popular with fantastic feedback from both mentors and mentees. Mentees have reported increased confidence and the clear benefits of learning from another, professional, accomplished woman.

They've found it invaluable having the time and space to talk over their concerns and ideas with someone who understands and

who they themselves, have experienced the highs and lows of career development. Mentors themselves have found the programme a very rewarding experience. Some reported it helped develop skills they need in their own work. Developing listening skills, learning to provide constructive feedback and enable individuals to find their own solutions.

The Mentoring Programme is hugely important to Women in Business. Our mission is to equip women with the skills they need to start, and grow, their own businesses or develop their careers. The Mentoring Programme provides exactly that, at a fundamental level. Through the programme we aim to provide a mechanism where women can support one another to develop and contribute fully in their chosen field.

We are continually looking for high quality, accomplished women to act as mentors on the programme. If you, or anyone you know, would make a great mentor we'd be very keen to hear from you.

To find out more about the programme and register your interest, contact WIB on 0845 607 6041 or info@womeninbusinessni.com

Women in Business Choir



Singing has so many health benefits, being an aerobic activity it has been known to improve circulation, enhance the immune system and boost mental health! Not to mention a great way to meet new people and socialise!

The WIB choir will be led by choirmaster Katie Richardson. Katie is a musician, composer, musical director and facilitator. In 2012 she was featured as one of the Irish Times 'Northern Lights' which profiled people changing the face of NI in their particular fields.

Katie makes music under the name Goldie Fawn (previously Katie and the Carnival) and has shared a stage and worked with many artists such as Duke Special, Van Morrison and Foy Vance. She also works as a composer for many theatre companies and organisations in NI.

We already have over 40 ladies registered so why not come along and join the WIB Choir and release your happy hormones, sing and have fun!

If you would like to join us simply email info@womeninbusinessni.com or call 0845 6076 041 to register.

Start Date: Tuesday 6th September 2016 | **Time:** 6pm - 7pm

Venue: A&L Goodbody | **Choirmaster:** Katie Richardson

The choir will meet every Tuesday for 10 weeks, a nominal fee of £3 per session has been suggested to cover choirmaster costs.

Chiclets succeed at Belfast Hatchery

PARTNER
NEWS

First six months of Entrepreneurial Spark Hatchery powered by Ulster Bank has led to job opportunities at over 10 businesses, new turnover of over £500,000 and contracts with some of the UK's biggest companies. £30,000 awarded in prize money to mark the brightest entrepreneurs.



Paul Goodchild, founder of Fernleaf Systems was named Entrepreneur of the Moment at the recent Entrepreneurial Awards hosted by Entrepreneurial Spark, the world's largest business accelerator powered by Ulster Bank. Also pictured is John Ferris, Belfast Enabler Entrepreneurial Spark and Lynsey Cunningham, Entrepreneurial Development Manager at Ulster Bank.

A local business accelerator has provided a substantial boost to Northern Ireland's entrepreneurial environment in the first six months of its operation.

Entrepreneurial Spark, the world's largest free business accelerator for early stage and growing ventures, in partnership with Ulster Bank, has provided significant opportunities to almost 80 early stage and scale-up businesses since its arrival in February of this year.

Ranging from new business development with major retailers such as Ocado and Avoca, through to jobs created at over ten of the businesses - operating in sectors as diverse as technology, beauty and food & drink - the programme has provided tangible benefits to new business creators, and those looking to scale up their existing enterprises.

Speaking at the initiative's 'Entrepreneurial Awards', hosted in the Hatchery on Lombard Street, Ulster Bank Entrepreneurial Development Manager Lynsey Cunningham praised the dynamism of those taking part. She said: "The talent and tenacity of entrepreneurs across Northern Ireland is really inspiring and we have had a hugely successful period in building the people who build businesses.

"As with all walks of business, some ideas fail to take off - but those that do make it through are credible, backable and investable businesses that can play a significant part in growing and developing the indigenous private sector."

At the Entrepreneurial Awards, £30,000 in prizes were distributed to chiclets in categories rewarding their business acumen, professional development and collaboration with others taking part in the programme.

The main award of the evening, Entrepreneur of the Moment, was awarded to Paul Goodchild, founder of Fernleaf Systems, alongside a cash prize of £10,000 to help take his business to the next level. Fernleaf Systems provides a plugin to manage large numbers of Wordpress websites from one central location. Fernleaf also has the number one rated security plugin for Wordpress, which powers more than 30 per cent of the world's websites.

Paul Goodchild, Fernleaf Systems said: "Winning the Entrepreneur of the Moment award is such a great feeling, and gives me the motivation to push on and build my business. I'll be able to use the money I've received today to market my business more widely and take it to the next level."

"The Entrepreneurial Spark Hatchery is such a wonderful experience - it has really accelerated my business, and it has been great to work so closely with like-minded people in a collaborative environment."

Commenting on the awards, Entrepreneurial Spark co-founder and Chief Entrepreneurial Officer Lucy-Rose Walker said:

"Congratulations to all of our winners in Belfast! At Entrepreneurial Spark we focus on building people who build businesses, and taking home an Entrepreneurial Award shows how hard you've worked and progressed in your first months in the Hatchery.

"Since opening our Hatchery in Belfast we have seen our Chiclets embrace the mindsets and behaviours of an entrepreneurial leader, working hard to become credible, backable and investable. The Entrepreneurial Awards give them the chance to celebrate their #GoDo journey and everything they have achieved to date, while allowing them to make plans on how to accelerate their business growth in their remaining time within the programme and beyond.

"We've seen some incredible things from the Chiclets in Belfast so well done to everyone who was nominated and to all of the winners!"

Eamonn Largey, Associate Director, KPMG commented: "Seeing how far each of the Belfast Chiclets has come since embarking on their Entrepreneurial Spark journey is actually rather humbling. Make no mistake - the program really puts these entrepreneurs through their paces, so these awards are an important milestone in recognising and celebrating both their individual and collective drive and determination to succeed. I am sure that all of the winners will continue to make their mark as they grow and scale in the future."

The next intake for the Belfast Entrepreneurial Spark Hatchery will be announced in August, featuring new and scale-up businesses from the fields including medical technology, entertainment and sport.

For more information, visit www.entrepreneurial-spark.com

Member News

Women in Business member Tina Mckenzie announces Staffline Ireland's acquirement of third company in last year



Tina McKenzie, Group Managing Director for Staffline Ireland, with Hugh J. O'Boyle's Francis Tumely. Staffline Ireland's subsidiary, PeoplePlus NI, acquired the business of Hugh J. O'Boyle in August, the third acquisition for Staffline Ireland in Northern Ireland in the last year.

Staffline Ireland, parent Group for Northern Ireland's leading public services company PeoplePlus NI, has announced the Group's third acquisition in Northern Ireland in the last year.

PeoplePlus NI has acquired the business of training company Hugh J O'Boyle Training Limited, based in Downpatrick. Following PeoplePlus NI's acquisition of Paragon Training Ltd. in February and Staffline's acquisition of Diamond Recruitment Group in October 2015, this is the third company acquired by Staffline Ireland in the last year.

Headquartered in Newtownabbey, Staffline Ireland began operations in February 2013 with a mission to reach £100m turnover by the end of 2017. This acquisition gives Staffline Ireland an estimated turnover of £65m for 2016, starting from a standing start in 2013. In November 2015, Staffline Ireland was awarded the 'Fast Growth Business of the Year' award by UTV/ Business Eye.

Tina McKenzie, Group Managing Director for Staffline Ireland companies, commented:

"We are pleased to welcome the Hugh J. O'Boyle Training business to the Skills division of PeoplePlus NI. Complementing our existing Skills division in East and West Belfast and our Employability division in the North Coast and North West, this investment in the Downpatrick area represents PeoplePlus NI's dedication to providing all regions in Northern Ireland with high-quality skills training and

employment support. We are dedicated to empowering people, particularly young people, on their journey to work so we look forward to working with the Downpatrick community to boost employment and skills in the region.

"I would like to extend a warm welcome to our talented new members of staff to the Staffline Group in Ireland. They are a fantastic team with over 25 years' experience in delivering high quality skills training so we are looking forward to building on this success. Having started with three employees in 2013, I am delighted to see Staffline Ireland now boasts over 200 corporate staff and a total of 5000 employees, making us the second largest employer in Northern Ireland.

"We are excited for the opportunities ahead with PeoplePlus NI and Hugh J O'Boyle Training working closely together to empower the people of Northern Ireland on transforming their lives through employability support, justice services, and employment training."

For all media enquiries regarding PeoplePlus NI, please contact Julia Andrade Rocha at 07724 726 743 / 028 9521 3257 or Julia.AndradeRocha@PeoplePlusNI.com

Staffline⁺
Group plc
People Skills Jobs

Dock (UK) Ltd.



Dock (UK) Ltd. is a consultancy company run by Connie Tang.

With many years' experience both in the UK and China, the business specialises in helping SME's across the EU to establish effective business relationships and strategy in China.

Our expertise ranges from company set up, staff recruitment, marketing plans, sales strategies, sourcing, finance and helping companies walk through the maze

of cultural understanding in China. With associates in China, UK, Europe, US and the Middle East, we can draw on a wide range of experience and expertise to help companies set up and be effective in the Chinese market.

Furthermore, Dock (UK) Ltd has a select team of sourcing experts for OEM/ODM brands that help customers achieve effective sourcing of a wide range of products in China and Asia, as well as developing sales channels.

Our services for this include product sourcing, product design, brand building market strategies and the execution of brand planning, customer relationship management, sales management, literature translation and exporting consultancy.

One of the most recent contracts that Dock (UK) Ltd. has been involved with is helping a local UK company launch 'Magic Bullet' Fuel Treatment into the Chinese market. We helped the client

find a distributor in China, leading to a commitment of £400,000 in the first six months. Dock (UK) Ltd. helped both parties to write an effective marketing plan, design local websites, social media, marketing materials, as well as country specific packaging for China.

In addition, Dock (UK) Ltd. organised and managed a trade show booth at Yasen International Automotive show in Beijing, China on behalf of its client. Our specialist team helped design the booth, train local sales staff, set up meetings and promote UK products to the Chinese market.

On a daily basis, our business development department at Dock (UK) Ltd also helps its clients to communicate with key partners in China. e.g. distributors, suppliers, lawyers, banks, consulates etc.

Connie Tang's desire to serve the local business community and drive excellence as a woman in business, has helped her achieve success for her clients in a short period of time.

Leon O'Keeffe Business Development Manager at Hastings Europa Hotel, Belfast



Marcus Evans, hosting B2B conferences and summits in secluded 5-star resorts. I then moved into the world of technology, whereby I worked for a U.S company called Active Network who are the experts in online event management solutions. I specialised in the APAC region with lots of travelling involved...I loved it!

This valuable experience then enabled me to work in the digital marketing space which I have a huge interest in. During my time in Australia I began to study again, and successfully completed a Diploma in Wedding Planning, Styling and Design. My final role in Australia before moving back to Ireland was with Easy Weddings, Australia's No. 1 Online Wedding Destination. Over the five years I spent in Australia, I gained lots of experience selling to and working closely with a host of different venues and hotels, but I was always keen to pursue an in-house hotel role.

My sales and events career started once I graduated from University in Limerick with a BA Honours Degree in Business Studies with Event Management. My first role was a Sales Executive with Hire All Event and Party Hire in Dublin, the leading event hire company in Ireland. This position gave me the perfect insight into the meetings and events industry. After three years, Australia was calling. I moved to Sydney in 2010 and my first job there was with

My passion is weddings, so I was determined to move back to Ireland last year and become a wedding planner. Thankfully I had the opportunity to do this at Clonabreany House, an historic Irish Country House and Estate in Co. Meath. A year on I missed the corporate world and the hustle a bustle of a vibrant city - and Belfast was soon on the cards!

I feel very lucky to have worked in such varied roles over the years, and now I feel at home at the World Famous Europa

Hotel in Belfast. I spend my days meeting new people and networking, and no day is ever the same. The Hastings family are a fantastic brand to work for, with plenty of exciting opportunities on the horizon including the new Grand Central Hotel opening in 2018.

Located in the heart of Belfast City Centre, The Europa Hotel has an international reputation for hosting prestigious events and looking after many of the celebrities and VIPs who visit Belfast. At the Europa, every guest is a VIP and will experience the finest in Irish Hospitality and highest level of customer service.

Drop in for a coffee and showaround anytime, you can contact Leon on the following details: Mob 0734 288 2349 Email: bdm@eur.hastingshotels.com



Introducing WorkWise!

A New Vision for a Healthy Workplace



For too long the issue of mental health in the workplace has been shrouded in secrecy, fear, ignorance and discrimination.

WorkWise is a new training initiative from local mental health charity MindWise which aims to equip employers and employees with the skills and knowledge to support positive mental wellbeing in the workplace. In today's economic climate the increasing cost of sickness absence brings an additional pressure to any business or organisation. The OECD estimates that over 15 million working days per year are lost to depression, stress and anxiety. Businesses that proactively engage with mental wellbeing can improve employee motivation and staff retention rates, reduce absenteeism and increase their competitiveness.

Through WorkWise, the charity is bringing its 30+ years of mental health experience into organisations and businesses across Northern Ireland. By providing quality training interventions and working with businesses to develop bespoke training solutions, WorkWise seeks to develop a 'New Vision for a Healthy Workplace'.

The key objectives of WorkWise are to:

- Challenge stigma and discrimination associated with Mental Health within the workplace
- Equip employers and employees with the skill and knowledge to support positive mental wellbeing within the workplace
- Maximise employee attendance, motivation and engagement

Women in Business member Fiona Scullion heads up this new service, "We are so excited to launch this initiative and support mental health and wellbeing in the workplace. Mental health affects one in four of us and this includes the workplace. We work with employers to promote mental

health awareness and positive wellbeing which increases production and employee satisfaction."

WorkWise has delivered training to a wide range of different organisations from the public, private and voluntary sector. Recently, WorkWise delivered a session to staff at the Lyric Theatre. Ciara McCann, Customer Services Manager said, "We were very happy with the training delivered by Fiona and the Mindwise team. Our staff found the day informative, interesting and felt it gave us a lot more awareness of mental health issues in the workplace, how to spot the early warning signs and the confidence to broach the topic with staff members. The trainers were professional and knowledgeable but their approach was also very warm and genuine. I would highly recommend this training to other businesses."

To find out more about WorkWise and the training courses available please visit the website: www.mindwisenv.org or email workwise@mindwisenv.org.

Mrs Smyth Celebrating 10 years in business!



Women in Business member and owner of Mrs Smyth Creative Design Consultancy Lisa Smyth shares with us: Ten things she's learned in ten years!

"LinkedIn recently reminded me that I've been in business for ten years. To be honest I was a bit taken a back when the congratulatory emails came rolling in! But, as they say, time flies when you're having fun!

So I should have known it was coming, planned a party, been busy strategising for the next ten years (having ticked two five year plans off my list). I haven't done any of the above. But, what I have been doing for the last ten years (in fact a lot more for other lovely companies) is what I love. Designing.

So I thought I'd do a ten/ten list.

Ten things I've learned in ten years:

- 1 Believe in yourself and your work.
- 2 It's o.k to loose - it focuses your game.
- 3 Be gracious, what goes around comes around.
- 4 Surround yourself with like minded people (I need to do this more).
- 5 Work smart, not hard.
- 6 Wearing all the hats, all the time is hard.

- 7 If you have as many good clients as you can count on your fingers, then you're doing pretty good.
- 8 Don't be afraid to ask for overdue money, you've worked hard for it, it's yours (credit to a wonderful mentor in my early days).
- 9 I'd like a proper job one day.
- 10 I often fret about keeping up with technology / software / new skills - but then I remind myself, I'm a good designer with good ideas and I produce good work for my clients that is applied across various platforms every day.

I'm grateful to those who have helped me along the way, given me work; shown support and referred me on to other great clients."

Could your business benefit from working with Mrs Smyth?

Contact Lisa for a free, no obligation consultation:
T 028 9077 3087 M 07973 767 665
E lisa@mrs Smyth.co.uk



Providing the information you need, when you need it

visit magicbeans.online

Magic Beans New Business Advisory Service Launched

Magic Beans is a new business advisory service co-founded by Sharon Brown and Clare Galloway, in Northern Ireland.

The company has been set up to offer an outsourced financial controller service to businesses at a price they can afford, bridging the gap between book-keeper and the traditional annual compliance accountant.

The Company provides a full suite of real time cloud based management accounting services for businesses in Northern Ireland allowing business owners to not only save money over in-house financial controllers and bookkeeping, but also to ensure their compliance with various regulatory matters and to have assistance in making valuable management decisions from their numbers.

“As a Chartered Accountant with over 10 years post qualification experience and the internal finance manager of RSM Northern Ireland, a firm of traditional accountants, for 6 years I have the experience to clearly identify any financial knowledge gap that may exist in our client’s business and provide advice to assist business growth”, said Sharon.

Clare added “We use innovative solutions to keep business owners, their finances and their business advisor connected at all times. The service is aimed at clients who do not have an in-house accountant and at business owners who rely on their traditional accountant to advise them on

their business performance as part of the annual compliance process”.

It goes without saying that new businesses will often try to do everything themselves initially but managing cash flow, ensuring strong financial controls, good financial management, efficiency and productivity is vital to success.

A lack of financial expertise around the board room table can significantly hamper a business’ growth, lead to poor decisions and potentially failure. Business owners need access to real time, relevant, financial information to allow them to make effective decisions that result in profitable growth. It could be argued, annual accounts produced for statutory compliance purposes based on historical information are neither real time nor relevant.

Clare Galloway commented “as a qualified project manager with over 15 years’ experience in Corporate Finance, Corporate Restructuring, Compliance and Business Development Manager roles at Deloitte, KPMG, and RSM, I ensure Magic Beans provide innovative solutions to increase client efficiency, productivity and can provide business development support to help businesses achieve growth targets combined with Sharon’s financial expertise, we feel we have a completely new, affordable and exciting service to offer”.

In the next 2 years most businesses, self-employed individuals and landlords will be required to update HMRC quarterly

to calculate income tax and National Insurance obligations, through their accounting software. “Magic Beans’ service is well placed to help businesses prepare for the digital tax transformation” said Sharon.

“While many small businesses might see this as a burden, Magic Beans can ensure businesses benefit from this tax revolution. By allowing access to real time information businesses can make the correct business decisions at the right time resulting in increased business confidence, success and growth. The quarterly tax filing to HMRC will simply be a by-product of information businesses already have. There should be no increased administrative burden.”

In making use of the latest cloud technologies the offering will be priced competitively. Magic Beans will provide cloud based real time management accounting, bookkeeping and business advice to business clients. The client’s bank account, sales, expenses and purchase invoices will be integrated to Magic Beans using any smart device allowing real time access to financial information and reporting. Once the client’s business finances have been streamlined Magic Beans can expand its services to include compliance monitoring and efficiency initiatives, to help clients’ businesses improve productivity and grow.

For further information, or a chat, please contact Clare Galloway (clare@magicbeans.online) or visit www.magicbeans.online.

Member Profile

WIB Member

Donna Kruiper JEWELLERY DESIGNER



“Dans la Lune”, which means “Daydreaming” in French, is my compelling new collection of mixed media jewellery.

My husband is French and I speak fluent French. I spend a lot of time in France and have been strongly influenced by their style, therefore I wanted to give the business a French name as an appreciation of this.

Made using polymer clay, Swarovski crystals, cubic zirconia and sterling silver, “Dans la Lune” is all about colourful, fun, feelgood pieces which give the wearer a little lift during their day; be it in work, socialising, or simply at home; a little ray of sunshine on their wrist, or around their neck which, when it catches the wearer, or someone else’s eye, it will bring a smile to their face.

Each item in the collection is handmade by myself, with a significant amount of time and care taken to produce each piece. Consequently, with the knowledge that a piece hasn’t simply been churned out of a machine in large quantities, wearers have the satisfaction that they are members of an exclusive group who get to wear these little showpieces!

I have been nurturing the idea of “Dans la Lune” in my head for the past 10 years but, being a full time doctor and having 2 daughters (aged 3 and a half, and 9 months), everything appeared to be against me in terms of establishing the business. I therefore had been making jewellery just for my own amusement.

Recently, however, I reached a “now or never” moment and decided to give it a go.

As things progressed, I began to find that, contrary to it being difficult, it actually complimented my lifestyle, and was an outlet to my day job.

Since commencing, I am also seeing the benefit of my daughters being around so much creativity, and have had some lovely moments where I have found myself sitting with my 3 year old at the kitchen table making jewellery together, with her creating her own quirky little pieces whilst I work on new prototypes. I found that creating pieces in my spare time at home was not a task; moreover, it was a pleasure.

For further information contact Donna at donna.kruiper@gmail.com



WIB Member

Lesley O’Hanlon (Assoc CIPD, BA Hons)

HEAD OF CORPORATE TRAINING – RUTLEDGE LEADERSHIP ACADEMY

Lesley O’Hanlon has been newly appointed to Head of Corporate Training to oversee Rutledge Groups latest division Rutledge Leadership Academy (RLA). Lesley has over 15 years’ experience in coaching and mentoring and developing managers and leaders. Rutledge Leadership Academy is an ILM approved learning centre committed to developing outstanding leaders and managers, coaches and mentors, and business advisers.

The Academy’s approach is results focused while providing a personalised learning experience for delegates. Lesley has recently been involved in delivery and coaching on Female Leadership Programmes throughout the UK, giving her a sound appreciation of the challenges female leaders face on a daily basis.

Lesley has previously worked with top teams within global organisations to help their female leaders define and adopt their own authentic leadership style, providing them with the tools to assess and strengthen their personal resilience and mental toughness. Lesley believes that presenting leadership as a list of carefully defined qualities (like strategic, analytical, and performance-oriented) no longer holds. Instead, true leadership stems from individuality. Leaders should strive for authenticity over perfection.

For further information please contact Lesley at lohanlon@rutledgegroup.co.uk or Tel: 07541 902 077.

WIB Member

Caroline McKenna

OFFICE SALES MANAGER AT SPERRIN METAL, DRAPERSTOWN



STARTING WITH SPERRIN METAL

I began working with Sperrin in 2004 in the position of Office Sales Executive shortly after I graduated from University and quickly progressed into the role of Office / Marketing Manager. When I started I didn't have experience of working in a manufacturing company but I quickly got to know the products.

Everyone on the team here is very friendly and Sperrin Metal are a great company to work for.

5 YEARS ON - A PALLET RACKING EXPERT!

I work closely with the rest of the sales team and at the moment I am focusing on further developing the English market. My day varies from pricing a project for a customer to organising an exhibition to preparing a tender proposal. In my role there is a lot of variety on a daily basis. Time management and organisational skills are crucial to get the job done. Customer service and after sales care is so important for repeat custom. Our high success rate for repeat custom is testament to the service provided by the team and the excellent pallet racking products that Sperrin Metal make.

Pallet racking is our key product - Sperrin are the only pallet racking manufacturers in Ireland and Northern Ireland - so on a typical day I would work with distributors and end users. I have worked with Invest NI to promote our pallet racking products and electronic lockers in new markets and

in particular the United Arab Emirates. We have had great success with this and hope it continues well into the future.

WORKING IN THE MANUFACTURING INDUSTRY

Sperrin prides itself on being in business for over 50 years and has a great reputation for excellence within the industry, however it's a challenging business to enter new markets because of the fluctuating exchange rates. But by keeping up to date with new technology - with new products such as our electronic lockers - and maintaining Sperrin's international reputation for high quality service, we plan to keep going for another 50 years or so!

BECOMING A WIBNI MEMBER

I recently joined WIBNI as I had heard lots of positive things from friends and colleagues about the networking opportunities and learning new business skills and advice. I'm looking forward to the next event.

To find out more about Sperrin Metal go to www.sperrin-metal.com

WIB Member

Tara Cunningham

ISLANDSKY



'IslandSky', established by Tara Cunningham, BA MCIPR, Tara has managed public relations, public affairs, high profile events, marketing and promotions for over twenty years in private industry, the health service and in local government.

Now running her own business with offices in Coleraine on the north coast and in Belfast, Tara is continuing her trait

to producing high profile events as well as promoting businesses and providing strategic PR business management advice.

Tara also works with the political parties as she has worked in local government for over eight years.

Two of her highest profile events were Northern Ireland's involvement in the London Olympics as she advised on the Olympic flame route, as well as promoting the north coast, the Olympic rowers homecoming and the then UK Prime Minister, David Cameron's visit to Coleraine; following that, she organised and co-ordinated HRH Queen Elizabeth and Prince Philip's visit to Coleraine, as they recognised the anniversary of the First World War and the country's contribution to it.

As a Full Member of the Chartered Institute of Public Relations, Tara continues to support the Institute while also providing professional and personal support to a dog rescue charity located on the north coast, the Causeway Coast Dog Rescue, recently adopting a new addition to the household, Harry! Who is a twelve-week British Bull Dog!!

With a unique and broad list of experiences to her resume, Tara has worked on major events such as the International NW200, the International Airshow, concerts hosting thousands of visitors and arranged corporate celebrations and entertainment hosting up to 1000 dinner guests.

Services include public relations strategy design and implementation, specialising in corporate PR, tourism and events; public affairs and lobbying; promotions and marketing; crisis management; 24-hour support with a bespoke and proactive focus; internal communications, including change management communications strategy; media training & stakeholder engagement; brand management; media planning & advertising; and strategy design to develop social media. Tara has also become a member of the WIBNI and is planning to become a proactive supporter of the networking opportunities and events.

For more information on what IslandSky can do for you or to discuss any possible opportunities, contact #IslandSkyPR @IslandSkyPR www.islandsky.co.uk tara@islandsky.co.uk or telephone 028 9051 7099.



Member Profile

WIB Member

Jemma Nimick

SEE.SENSE



As marketing graduate and an avid road rider, Jemma can't quite believe that her passion has become part of her work. Working with See.Sense means Jemma has a continually evolving role in a fast-paced environment, using the latest digital technology to build an online community of cyclists.

Being part of the Mobile World Congress in Barcelona and being featured in the London Evening Standard has been one of the highlights of her year in the company – talking smart city technology during the day, and enjoying sangria at night. When she's not talking bikes, Jemma enjoys actually getting out on her bike, hitting the gym or walking her dog Louis.

For further information contact Jemma at jemma@seesense.cc

WIB Member

Eimear Kearney

MAGNITUDE DIGITAL MARKETING



If you are interested in marketing support for your business, please get in touch 07894 266 576 or eimear@magnitude.digitalmarketing.com

Eimear has worked in retail, hospitality and tourism for 13 years, beginning her career with a global food company, and proved her worth in the marketing world with numerous promotions in a short space of time.

She was based in Manchester and London before returning to her beloved Lough Neagh, where she is currently responsible for marketing her native destination; Lough Neagh & Its Waterways.

Eimear's sought after experience has led her to establishing Magnitude Digital Marketing, assisting SME's in their digital marketing planning. As a licensed Digital Business Skills trainer, she runs monthly training courses for businesses, provides mentoring and training, speaks at conferences and lectures with The Chartered Institute of Marketing.

Eimear is a chartered marketer and is dedicated to her professional development, she was delighted to have been a Chartered Institute of Marketing Ireland, award winner two years in a row.

WIB Member

Loraa White

BUDGET MUSIC VIDEOS



Loraa White is a Music Video Director & Producer based in Northern Ireland & London. She is well known through her video production company Budget Music Videos www.budgetmusicvideo.co.uk and BMV Productions www.bmvproductions.co.uk

Loraa started the company 3 years ago in London and it has become international within a short space of time. The company base was re-located back to Northern Ireland and projects are filmed daily in London and Ireland.

Since relocating the company has expanded into other forms of video production including Commercials, Business Promos, TV Shows & Fashion Week.

Loraa has been an entrepreneur since she was eighteen. Her first venture was a Model & Dance Agency, which worked across Ireland and England at major events for Triumph Motorcycles, AutoTrader, Max Power, Belfast Giants and many more.

Loraa then progressed her career into retail and owned 3 shops. These included an American Designer Clothes Store. Loraa also opened two Internet Cafes in Belfast City Centre at the peak of Internet on the rise in 2005. Loraa owned these stores for 5 years then she decided to sell up and begin working in the Entertainment Industry.

Loraa moved to London and worked in the Entertainment Industry as a Booking

Agent. She worked with well known artists such as Chris Brown, Rhianna, Snoop Dog, Flo Rida, Sisqo, Taio Cruz, T-Pain, Akon, Jay Sean, Sway and many more. Loraa organized concerts, after parties, events and shows.

From working in the Entertainment Industry and working with signed and unsigned musicians Loraa observed a gap in the market for more accessible resources with an ever changing and expanding digital market. Loraa set up Budget Music Videos because she understands how difficult it is for unsigned artists to support themselves and cover the many huge expenses that come when releasing music. Loraa learned an entire new skill set in a short space of time to become a music video director.

In the last year the 'Budget Music Videos' website has grown and is rated number 1 on Google for music video production. The website is the most accessible video production website online, due to its up front price packages and 'Instant Quote Calculator'. From the growth of the website recently, TV shows like 'Britain's Next Top Model' and China 'I Supermodel' (700 million viewers) have hired Loraa to direct on their shows giving her the limelight and progressing the company onto bigger projects.

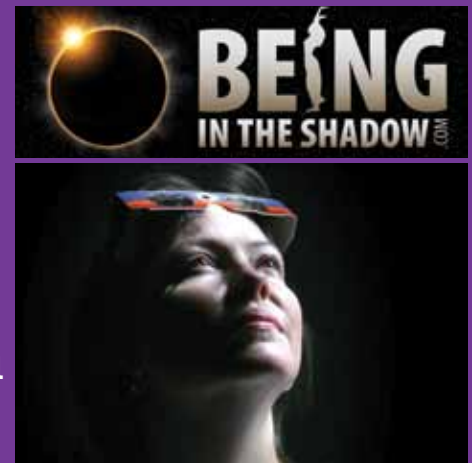
Get in touch with Loraa at info@budgetmusicvideo.co.uk

WIB Member

Dr Kate Russo

INTERNATIONAL ECLIPSE CONSULTANT

Originally from Australia, I have called Northern Ireland my home for nearly 19 years. In my time here, I have had a great career as a Clinical Psychologist in the NHS and also as an academic at QUB, with a special interest in the phenomenology of health and illness. In parallel to this, I have been chasing total eclipses for 17 years, travelling to the most remote places to experience this awe-inspiring and life-changing celestial event.



FINDING OPPORTUNITY IN A CRISIS



In 2010, I decided to start using my psychological research skills to explore the total eclipse experience. After publishing my first book, I noticed opportunities starting coming my way as I became the recognised expert.

In 2012 I had the unique experience of having the path of totality go through my home region in Australia. I took a career break, and for the first time, I was on the ground in the months leading up to the eclipse. No-one in the whole region had ever seen a total eclipse, let alone planned for one. I could see that there was an urgent need for my skills - by that time I had seen 7 total eclipses, was already a confident speaker, workshop facilitator, consultant with media experience - and so I threw myself into consulting, planning, events and media. It was an incredible time, and it planted the seeds on how to develop a career in doing what I love.

Soon after, life took an unpredictable turn, and I was severely ill for some time. Having now left the security of paid employment, I have launched myself into my eclipse consulting business and have been able to explore new directions.

I became the official Eclipse Consultant for the Faroe Islands in 2015, which again led to some incredible opportunities and experiences. Following this, I wrote a White Paper on Community Eclipse Planning - the only official guidance on how to prepare for an eclipse.

I now have my sights firmly on the US for 2017. The next total eclipse will be visible from the US - for the first time in 39 years, with the path crossing 14 states from Oregon to South Carolina. It's going to be huge.

My past experiences in 2012 and 2015, along with The White Paper, have again positioned me as the authority on eclipse planning. My model has been to offer free short planning consultations - a lot of work upfront, but this has opened the doors to other things, such as speaking engagements, events and - hopefully very soon - sponsorship.

I am now in the process of planning my relocation to the US, and will be doing

a 4-6 month speaking and consulting tour of the path of totality. I will also be launching my third book. For the eclipse itself, I am again leading a tour and afterwards I'm hoping to obtain research funding to continue my eclipse experience research and develop a documentary on this. I am already linked in with key groups such as NASA, and have some interesting media projects planned.

I am lucky to have so many transferable skills that have developed directly from my career in psychology. But that is only part of the story - as anyone else developing their own business knows, it also requires passion, motivation and confidence to move things forward. My most successful strategy to date is to aim high, just ask, and go for it.

Kate will be relocating to the US in early 2017. Until then, she is available as a motivational speaker and workshop facilitator. She is especially keen to network with others with a similar business model, and those who are exporting services to the US.

Get in touch:

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