



THE INAUGURAL LONGFORD WOMEN IN BUSINESS AWARDS



Pictured enjoying the Longford Women in Business Awards are Susan McKay, Chairperson of the National Women's Council of Ireland, Sheila Reilly, Editor of the Longford Leader, Collette Reynolds of Hair Square, the Rose of Tralee Charmaine Kenny, Claire Egan of Cakes 4 Life, Michael Nevin of the Co Enterprise Board and Jill Kerby, financial journalist.



Pictured at the first annual Longford Women in Business Awards are Guest Speaker Jill Kerby, Tess Murphy from Longford Women's Link, Edel Fallon of Bottle Green Design, Rose of Tralee Charmaine Kenny, Wendy Knight of Wendy Louise Designs, Sheila Reilly, Editor of the Longford Leader and Susan McCay of the National Women's Council of Ireland.

Longford businesswomen honoured

■ **Four local businesses honoured at awards**
by Ailbhe Gillespie

Longford's most successful business women gathered in the Black Olive restaurant last Thursday afternoon to celebrate the first annual Longford Women in Business Awards. The event was organised by the Longford Leader, the Co Enterprise Board and Longford Women's Link and the guests of honour were the Chairperson of the National Women's Council of Ireland, Susan McKay, Financial journalist Jill Kerby and the reigning Rose of Tralee Charmaine Kenny.

Other speakers on the day included Michael Nevin from Longford Co Enterprise Board and Elsie Moxham, Chairperson of Longford Women's Link.

The extremely successful event was opened by Susan McKay who praised Longford Women's Link for their brilliant work locally and the business women who attended the awards. In her opening speech she said, "I'm really impressed by the range of businesses Longford women are involved in. There are a lot of mediocre men in business and a lot of spectacular women who have to try much harder to get into business. Business may still be a male



Award winners Collette Reynolds, Clare Egan, Wendy Knight and Edel Fallon pictured at the Longford Women in Business Awards last Thursday afternoon.

dominated world but because you are all here today – it's shows a fantastic change."

The keynote speaker was Jill Kerby, financial journalist, who discussed the present economic climate and advised all of the business women to make sure to invest wisely over the next number of years. She then advised them, "Start building an ark for yourselves, for your family, your commu-

nity and your county. Buy gold, reduce your debt and watch your cash flow. The banks won't be in a position to begin issuing capital yet from the NAMA plan....So go around your community and find out who has money. Micro-financing is a source of capital that hasn't been tapped in this country."

She also recommended that business people look to East-

ern countries such as China and India for financing as they haven't been hit by the recession to the same extent as Europe and the United States. Ms Kerby concluded by saying, "This is a packed room full of women who've been able to keep their businesses going – it's time to now baton down the hatches and remember on a positive note that some of the greatest inven-



The speakers at the Longford Women in Business Awards were Susan McCay of the National Women's Council, the Rose of Tralee Charmaine Kenny and Jill Kerby.

tions were invented during the Great Depression."

The Rose of Tralee then took to the mike and described her journey from being a high powered management consultant in the UK to entering the ambitious world of entrepreneurship. She said that every woman attending the Longford Women in Business Awards was a true inspiration for her

to set up her own business. "I don't want to be the next Bill Gates or Richard Branson but I'd like to be like any of the women sitting in this room today who are paving their own way through life."

Four women who wowed the judges with their business plans for the future and the stories of the inception of their businesses were then given awards at the ceremony.

The deserved winners were Collette Reynolds of Hair Square, Wendy Knight of Wendy Louise Designs, Claire Egan of Cakes 4 Life and Edel Fallon of Bottle Green Design. Sheila Reilly, the Editor of the Longford Leader described how Collette Reynolds took the bold step of totally refurbishing her salon in 2006 and how that move has paid off by raising the

profile of her salon and earning her several prestigious Schwarzkopf awards along the way.

Ms Reilly then told the enthusiastic audience that Wendy Knight had created her millinery empire from humble beginnings, with just €400 of savings in her bank account. Claire Egan of Cakes 4 Life was then given her award. Ms Reilly said that the Newtown-cashel woman's family run business had gone from strength to strength and now supplies an extensive network of shops.

The final honouree at the event was Edel Fallon of Bottle Green Design. Ms Reilly said that this Newtowncashel based graphic designer produces everything from logos to brochures to books and that the key to her success is her talent for design and her keen business sense. She also said, "She says that she always wanted to be her own boss and it's evident from the quality of her work that she loves what she does."

This event seemed like the perfect precursor for the National Women's Enterprise Day which will take place in the Mullingar Park Hotel this Thursday and Friday and will no doubt be attended by many Longford business women.

Public sector cuts necessary - SFA

Cuts to public sector pay are vital if businesses are to survive the current economic impasse, the Small Firms Association has warned.

Its chairman, Dr Aidan O'Boyle, in his address to over 700 members at the SFA Annual Lunch, today said now was the time for reality to bite when it comes to labour costs.

"It is time for Ireland to get back to business. We urgently need to get business costs back in line with our European and international competitors and reduce the cost of the public sector in light of the new economic realities. Only then will we be able to compete successfully again on the world stage," he said.

Last Friday's nationwide series of

protests against the planned cutbacks also came in for stinging criticism.

"No amount of protests will change the fact that we cannot continue to borrow €400m a week. Industrial action will disrupt employment and public services and do nothing to address the jobs crisis the country now faces. It is the last thing the country needs at this time of economic uncertainty.

"With the country now €26 billion in deficit, we must set our sights on reshaping our economy and society to be sustainable. Painful but necessary reductions in income are inevitable if we are to protect jobs. Every single citizen will have to be realistic and accept a lower standard of living."



Safety in the workplace...

Abbott Diagnostics Longford recently held a Colouring Competition and Quiz to mark European Safety Week 2009 in the workplace. Pictured are winners-Fiona Mc Naboe, Kathryn McGuire, Katie Farrell, Sharon McCormack Abbott and John Frels, Site Director Abbott Diagnostics Longford.

BUSINESS BRIEFS

Profits fall at Cavan firm

The local construction industry was dealt another crushing blow this week following news that one of the region's largest building firms saw its profits plunge by over 40 percent last year.

County Cavan based firm P Elliott and Company's profits reportedly dropped from €13.7 million in 2007 to €7.6 million in 2008, which was according to reports a record year for the firm.

Turnover levels were also down to €293.5 million from €303 million in 2007. Shareholders in the company, which is owned by members of the Elliott family, received a provisional dividend of €286,000 for the year although it is understood no final dividend was paid out.

By the end of the financial year, amassed profits were in excess of €48 million whilst shareholders' funds returned a total figure of €62 million.

Its directors admitted the firm encountered reduced profit exposure last year as well as a lower contribution from its property development portfolio.

Last year, P Elliot had 391 staff on its books and managed to reduce its net debt by around €6 million to €83.9 million.

New website helps find work abroad

With job vacancies in Ireland at a record low, a new website, www.otheroptions.ie lists over 2,000 new jobs abroad each day that will be of interest to people throughout the Longford region seeking employment. www.otheroptions.ie is a unique search engine that gives individuals access to jobs moments after they are posted on the leading web boards internationally. Those seeking employment can view over 2,000 new jobs each day and easily locate relevant vacancies in any number of countries across the globe.

Contact Business Leader at newsroom@longford-leader.ie

BUSINESS PROFILE: KINESIOLOGY



Annette Reilly demonstrating some of her many techniques as a leading kinesiologist.

■ Kinesiologist Annette Reilly outlines its many benefits

Kinesiology is the science of movement and it works by balancing stress in the body. The client lies comfortably on the treatment couch with warm blankets. One arm is left exposed as I use a wrist muscle to test. During the balance the client lies completely relaxed and often nods off while I work!!

One of the qualifications I hold is "Brain Formatting" and this allows me to access each area of the brain and test for stress. If the indicator muscle unlocks or weakens in a certain part, this indicates a stress there and again muscle testing the client guides me to the most appropriate correction for that person. I have found Brain Formatting to be instrumental in clearing the stress of Dyslexia and other learning difficulties in as little as 3-4 sessions.

I also work with serotonin the neurotransmitter or "Happy Hormone". By clearing the stress here a profound change occurs on a posi-

tive level with my clients. A hormone produced by the pineal gland, melatonin is intimately involved in regulating the sleeping and waking cycles, among other processes. Clearing the stress here can often give immediate relief to clients suffering with insomnia and disturbed sleep patterns.

Primary emotions such as Grief, Panic, Fear, Loneliness Anger, Rage and motivation can all be balanced through Kinesiology. There are over 700 muscles in the human body and using my scan charts I can locate in a matter of minutes the exact muscle or muscles causing pain and discomfort and clear the stress from them. Recently I had a 9-year-old girl for a session suffering with Bell's Palsy. Generally with this condition it can take a considerable amount of time to heal but as I work with spinal and facial nerves after one session she had an 80 per cent improvement while a second session left her 90 per cent improved. Some of the oth-

er ailments I have had amazing results with are: Arthritis; Aches & Pains; Accident Trauma; ADHD; Addictions; Cancer; Chronic Fatigue; Depression; Dyslexia & other learning difficulties; Chron's Disease & other digestive disorders; Fears/Phobias & Panic Attacks

I am available in Brooklands Integrated Healthcare on Tuesdays from 9am to 9pm by appointment. (Gift Vouchers Available).

I would also like to say a few words of thanks to David & Liz Hickley and the wonderful receptionists in Brooklands for their unending help and encouragement.

Presently I am putting together a Diploma course in Neuro Energetic Kinesiology that I hope to have up and running by Sept 2010. For appointments or more information on the Diploma course I can be contacted on: 085 7858770; 043 3348500 or via email: annette_reilly@hotmail.com



Brooklands Integrated Healthcare, Ballinalee Road, Killoe is home to Annette's thriving kinesiologist department.