

Welcome to the Autumn 2017 edition of 'We Mean Business'

Learn "How to build Resilience in Business" and hear "5 ways to inspire your way to more customers and profits - even if you hate sales"

At our next CBWC event on Wednesday November 8th in the Farnham Estate Hotel from 6.15pm



Speaker - Moira Ní Ghallachóir of mng.ie

In this Issue of We Mean Business:

- What to expect at our next event on November 8th
- Report & pictures from National Women's Enterprise day on October 12th

"5 ways to inspire your way to more customers and profits - even if you hate sales"

Moira Ní Ghallachóir helps small business owners and entrepreneurs who struggle with sales inspire their way to more customers and profits without being salesy. So they can enjoy increased profits to pay themselves and live a life they love ... doing what they love!



Speaker – Fiona Flynn from Foresite

Fiona Flynn from Foresight will give a workshop on "How to build Resilience in Business"

Emotional Intelligence is the missing link that turns an individual's potential into effective and sustainable performance.

- 90% of top performers are high in Emotional Intelligence
- Understand what Emotional Intelligence is, and how it relates to performance at work
- Learn tools and techniques to help you inspire great performance in yourself and others
- Leaders behaviour can have a direct impact on employee stress and performance
- Employees are 4 times more likely to be engaged if they work in a positive climate

CBWC next event Details

Date: Wednesday November 8th 2017

Venue: Farnham Estate Hotel

Cost: Free for members
or €25 for non-members

Time: 6.15pm: Registration, sweet treats,
networking & Browsing the EXPO

Followed by workshops / talks

Ending with a Farnham Estate fab supper
from 8.30pm

Booking essential:

- email Margaret@extensivepr.ie
- or text/phone 0872588918
- Or email cbwc@leo.cavancoco.ie

National Women's Enterprise Day October 12th 2017 – Report and Pictures



Speakers: L-R
Frances McArdle –
Height for Hire,
Mairead McGuinness,
MEP and Vice
President of the
European
Parliament, Brenda
Donoghue, TV and
Radio Presenter RTE
and Marcella
Rudden Head of
Enterprise, Local
Enterprise Office,
Cavan.

70 Cavan entrepreneurs join nationwide celebrations for 'National Women's Enterprise Day'.

'Open door to new markets' was the theme for this year's National Women's Enterprise Day (NWED), which was celebrated by over 70 local entrepreneurs at an event in the Hotel Kilmore on Thursday October 12th.

Hosted by the Local Enterprise Office Cavan and the Cavan Business Women's Club, those in attendance heard from Mairead McGuinness MEP, first Vice President of the European Parliament as well as one of the finalists in the EY Entrepreneur of the year, Frances McArdle of Height for Hire. Brenda Donoghue of RTE was the Master of Ceremonies.

Mairead McGuinness MEP who travelled from Strasbourg on Thursday evening to speak at the Cavan National Women's Enterprise Day celebration urged those in the room to make sure their voice was heard whether in business or in politics. She also said to attend events with networking opportunities in order to develop new relationships to help develop and grow a business.

Frances McArdle, who is operations manager at Height for Hire, gave a compelling presentation on how the company has grown over the past 40 years. She emphasised the need to diversify and most importantly to listen to what your customer is looking for and, if it makes commercial sense, to provide it for them.

Marcella Rudden, Head of Enterprise, Local Enterprise Office Cavan said, *"In 2016, the 31 Local Enterprise Offices (LEOs) across the country jointly supported 14,300 female entrepreneurs. Studies show that women still have a higher fear of failure when it comes to starting a business and can lack confidence in their own skills and knowledge. To help address this, the Local Enterprise Offices developed National Women's Enterprise Day and invited successful female entrepreneurs all over the country to share and celebrate their stories and to demonstrate how every woman can open doors to new markets and learn what supports are there to help."*

What Membership of CBWC offers you

The Opportunity to:

- Network to do business
- Hear from inspirational speakers
- Learn from the Workshops
- Showcase your business at the EXPO
- Enjoy the Sweet treats and tea and coffee at registration
- Enjoy the Buffet at the end of meeting whilst Networking
- Annual membership is €100 – works at just over €16 per meeting



A full house at National Women's Enterprise Day – Cavan celebration held in the newly refurbished Kilmore Hotel Cavan

Below. Brenda Donoghue – who was the Master of Ceremonies for the event





Margaret McKeon-Boyle (Left), Coordinator, Cavan Business Women's Club and (Right) Keynote Speakers, Mairead McGuinness MEP, Frances McArdle. Height for Hire and Marcella Rudden, Local Enterprise Office, Cavan





Keynote Speaker: Mairead McGuinness MEP
talking about Life as an MEP and Work Life
Balance







Frances McArdle, Operations Director, Height for Hire spoke about how the company grew over the past 40 years of business by adapting and evolving



Cavan Business Women's Club (CBWC) members EXPO



Showcasing the National Women's Enterprise Day 2017 – Cavan Event was

Vanessa Cooney of

“Embracing Life Ceremonies”

Vanessa offers many services to those who are planning a ceremony.

We are delighted to share the news that Vanessa has won the Lux Best Wedding Celebrant of the Year Award for 2017. Congratulations Vanessa

Check out Vanessa's website to read all about what she offers [Click Here](#)

Caroline Wolfgramm – Holistic Transformation Program also exhibited her fabulous products

Lovely christmas gift ideas

Check out Caroline's website and online shop and start the Christmas shopping today [Click Here](#)





Anna Smith
Farnham Financial
Services



Anna Smith - Farnham Financial Services - can advise you on Pensions: She says.....

- Pension season is upon us again and with the day that's in it the following is important to note:
- Just 33% of women own a pension!
- Over 2/3 of women don't discuss pensions with friends due to lack of knowledge/ownership
- 72% of women don't know that pensions are tax efficient & worry about not having one in place.
- How many women have Income Protection in place – self-employed are not entitled to illness benefit.
- Business Protection, i.e. transfer of shares on death, etc.
- Importance of Retirement planning in the years prior to actual retirement.
- Left an employment – did you transfer your pension pot!

Check out Anna's Website [Click Here](#)

For more photo reminders of the Evening

[CLICK HERE](#)



Just back from showcasing at the National Ploughing Championships – Elena Brennan brought along some of her wonderful creations.

Elena is an award winning designer of handmade Gold & Sterling Silver jewellery. She designs & creates beautiful pieces that are modern, yet distinctly Celtic.

Now is the time to order your Christmas gifts of handmade jewellery from Elena. Check out her website [Click Here](#)

CBWC meeting dates for your diary

1. November 8th
2. December 13th

Joining the Cavan Business Women's Club (CBWC) is a great opportunity to network with women in business

Look forward to seeing you there

Marcella Rudden, Head of Enterprise, LEO Cavan
& Margaret McKeon-Boyle, Coordinator, CBWC

