



Cavan Business Women's Club  
A professional business women's network

## We Mean Business

A newsletter for Cavan Business Women's Club Members

Issue number 56  
July/Aug

### Starting & Developing a Business & the Power of LinkedIn at Cavan Business Women's Club

#### SPEAKERS



**Audrey Gaffney,**  
Company  
founder and  
CEO,  
Tailor&Wolf



**Claire  
Cunningham,**  
Director Aura  
Internet.



**Taragh Donohoe,**  
Owner  
TD Ventures



**Marcella Rudden**  
Head of  
Enterprise,  
Local Enterprise  
Office Cavan



**Margaret  
McKeon-Boyle**  
Coordinator of  
Cavan Business  
Women's Club

#### Starting & Developing your Business & The Power of LinkedIn

For our first meeting after the Summer Break we are looking forward to being reenergised to develop and grow our businesses further as we hear from our guest speakers, and each other, at Cavan Business Women's Club meeting on Wednesday September 7<sup>th</sup> 2022.

#### Guest Speakers

**Audrey Gaffney, Company founder and CEO,  
Tailor&Wolf**



It is said there is no better time to start a business than in the middle of a recession. That is what our guest Speaker Audrey Gaffney did, launching her business in 2008.

Originally from Drumkilly, Crosserlough, Co. Cavan, Audrey, an Interior Architect has restored and refurbished a number of castles and hotels including Cabra Castle in Kingscourt. Her company Tailor&Wolf, a premium interior architecture and branding company specialising in the fields of Hospitality, has on their client list blue chip businesses like Google, Seagate Technology, FBD Hotels, The Romantic Castle of Ireland, iNua Collection, Brian McEniff Hotel Group, and Ramada Hotels.

Audrey, who has won many awards for her company and was named the 'All-Star Female Led Business in Ireland' for 2018, will share her business story with the Cavan Business Women's Club Members on September 7<sup>th</sup> 2022.

#### In this issue of 'We Mean Business'

1. Theme & Speakers for Cavan Business Women's Club Networking & Learning event on September 7<sup>th</sup> 2022
2. Itinerary for event
3. Benefits of membership of the CBWC
4. Meeting Dates for 2022
5. Link for Members to register attendance for FREE for September 7<sup>th</sup> event
6. Link to join CBWC for 2022 – September to December
7. Link for Non-Members to Book for September 7<sup>th</sup> 2022
8. A report & pictures from June 29<sup>th</sup> Cavan Business Women's Club



Claire Cunningham is a director of Aura Internet, a female owned and lead business which celebrated 25 years in July 2022.

Over the last 30 years Claire has worked with individuals and companies assisting in the adaptation of the internet for their business.

She has followed the development of social media platforms and their implications on the way we work & interact.

Once congratulated as being one of the first 1 million users on LinkedIn, Claire notes there are now an estimated 830million users of LinkedIn worldwide.

LinkedIn provides one of the best opportunities to increase your visibility and credibility with members of your professional community.

Claire will share with Cavan Business Women's Club her expert knowledge of using LinkedIn to grow your business and network.

## Cavan Business Women's Club – Member Pitch – September 7th 2022

**Taragh Donohoe,**  
**Owner TD Ventures** is based in Ballyconnell, Co. Cavan and has two stores there, Hidden Treasures Home & Gifts, a gift and interiors store, and The Craft Cabin a craft supplies store and workshop hub. Taragh also runs three Websites:



- [www.thecraftcabin.ie](http://www.thecraftcabin.ie),
- [www.homeandgiftsireland.ie](http://www.homeandgiftsireland.ie),
- [www.partyatmine.ie](http://www.partyatmine.ie).

This busy female entrepreneur is also involved with The Corn Mill Theatre and various community groups in her area.

We look forward to hearing about Taragh's business and her membership of Cavan Business Women's Club



**Marcella Rudden,**  
Head of  
Enterprise, LEO  
Cavan, will also  
speak at the event

**Margaret  
McKeon-Boyle**  
Coordinator  
Cavan Business  
Women's Club,  
will act as MC  
for the evening



### **BOOK Now for The September 7<sup>th</sup> Event**

- CBWC Members are **FREE** [CLICK HERE](#) to register **OR** you can text Margaret at 087-2588918 **OR** email [cbwc@leo.cavancoco.ie](mailto:cbwc@leo.cavancoco.ie) to confirm attendance
- To Join the CBWC from September – December Fee €50: [CLICK HERE](#)
- At attend the September 7<sup>th</sup> meeting as Non-CBWC Members @ €25: [CLICK HERE](#)

### **Itinerary – Cavan Business Women's Club – June 29<sup>th</sup> 2022**

6.15pm: CBWC members arrive for networking, Review EXPO, coffee & sweet treats

#### **6.40pm onwards – Talks and Workshop**

- Margaret McKeon-Boyle – M.C. opens the meeting
- Marcella Rudden, Head of Enterprise, LEO Cavan
- CBWC Member Pitch, Taragh Donohoe – TD Ventures
- Claire Cunningham, Aura Internet, Mini workshop on LinkedIn
- Audrey Gaffney, Tailor&Wolf, shares her business story
- FREE Raffle

8.15pm Networking over coffee & Finger buffet supper

9.00pm ENDS

### **CBWC Meeting Dates 2022**

1. March 8th – Launch

2. June 1<sup>st</sup> (Wednesday)

3. June 29th (Wednesday)

Break from meetings – July & August

4. September 7th (Wednesday)

5. October 13th National Women's Enterprise Day (Thursday)

6. November 30th (Wednesday)



# Report from June 29<sup>th</sup> event

## Cavan Business Women learn how Brand Storytelling is the way forward for business

Brand Storytelling in 2022 & How TikTok and Podcasting has changed the way we communicate our message was the message at Cavan Business Women's Club on June 29<sup>th</sup> 2022. Held in the Hotel Kilmore over 30 women in business attended to learn from guest speaker Ken McHugh of Lefthand productions, an expert on brand storytelling and the platforms that help businesses communicate messages to target audiences.

As part of the event two Cavan Business Women's Club members gave a presentation on their businesses.

Carmel Smith, Director and co-founder at Hybrid Energy Group, an award-winning renewable energy solutions provider, based in Stradone, Co Cavan shared her business story and Barbara Johnston, owner of Employment Law Services, spoke about the importance of structured Human Resources for a business, small or large. Rachel Frazer, from Kingscourt based Frazer Dental showcased her business in the CBWC EXPO.



According to Ken McHugh, Lefthand productions "With 3.95 million people in Ireland currently accessing social media daily and 95% using a smartphone to do so, it's very important to make sure your business website is smartphone friendly first. Tiktok is not just for kids anymore, it now has over 1.5 billion active users everyday with 40% over the age of 30 and is swiftly becoming the leading social media platform for business marketing".

Marcella Rudden, Head of Enterprise, LEO Cavan also spoke at the event. She said, "Cavan Business Women's Club was launched in May 2013 and this year celebrates their 9th year. In that time some 500 women in business spanning 26 different business sectors have engaged with this professional business women's network, raising their profile through their participation including exposure at networking events as well as extensive media profiling in both print and social media. A number of CBWC members have successfully participated and won awards at local, national and European level. LEO Cavan is delighted to continue to support Cavan Business Women's Club in 2022."

### CBWC EXPO – June 29<sup>th</sup> 2022

Rachel Frazer, Kingscourt based [Frazer Dental](https://www.frazerdental.ie) showcased her business in the CBWC EXPO. Visit Rachel's website for more information and booking a consultation [www.frazerdental.ie](https://www.frazerdental.ie)







*Speakers – Marcella Rudden, Margaret McKeon-Boyle, Ken McHugh, Carmel Smith and Barbara Johnston*







*Speakers at Cavan Business Women's Club June 29<sup>th</sup> event*

*L-R: **Barbara Johnston**, Employment Law Services; **Ken McHugh**, Lefthand Productions; **Marcella Rudden**, Head of Enterprise, Local Enterprise Office Cavan; **Margaret McKeon-Boyle**, Extensive PR & Coordinator, CBWC and **Carmel Smith**, Hybrid Energy Group*





















Look Forward to seeing you on September 7<sup>th</sup> from 6.15pm in the Hotel Kilmore for our next Cavan Business Women's Club Networking & Learning event

For details of event and to book online [CLICK HERE](#)

**Marcella Rudden**  
Head of Enterprise  
Local Enterprise Office Cavan

**Margaret McKeon-Boule**  
Coordinator – CBWC  
& Extensive PR Ltd – 087-2588918

