

## Welcome to the December 2020 & Christmas Edition of 'We Mean Business'



*Wishing the members of the CBWC a Very Merry Christmas and a Happy New Year*

As we come to the end of 2020, a very different year for the whole world and for our members of the Cavan Business Women's Club, we want to take this opportunity to wish you all a very happy, healthy and peaceful Christmas.

Our wish for you for 2021 is that you will be happy and healthy of course and in relation to business that it will be a successful and productive year.

In this 'We Mean Business' Newsletter from the Cavan Business Women's Club we take a look back at 2020, the topics that were discussed at our meetings and details of our many guest speakers. Unfortunately, unlike other years we don't have many photographs of our members networking together to share with you, however we have some from our launch event in February, see further in this communique – from page 5.

### Plans for 2021

We are delighted to confirm that for 2021 Local Enterprise Office Cavan have once again committed to supporting the Cavan Business Women's Club, a professional business women's network.

As we don't see the COVID restrictions changing significantly in relation to being allowed to meet in groups, the plan for 2021 is to have three meetings. Due to the expected restrictions that we expect will be in place for the year these meetings will be virtual via Zoom. We will secure 'not to be missed' inspirational speakers to address us at the three meetings

We will be in touch with you in early 2021 to communicate the detail of the meeting dates and will let you know the speaker details when they have been finalised.

In the meantime, we will continue to support our CBWC members with the following:

1. Manage the Facebook Group for CBWC Members so we can link and share ideas, offers, share problems and get solutions
2. Share news and offers from the Cavan Business Women's Club on social media platforms.
3. Emailed news / information from CBWC members to our database of 180 women in business

And Margaret, our CBWC Coordinator, will be at the end of the phone if anybody has any special requests – just call 087-2588918.

Wishing you and yours a very Happy Christmas and Happy & prosperous new year

**Marcella Rudden**  
*Head of Enterprise, LEO Cavan*

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

## A review of Cavan Business Women's Club 2020



*Margaret McKeon-Boyle  
Coordinator – CBWC  
on behalf of LEO Cavan*

Well, what can I say about 2020. It started off like any other year with our Cavan Business Women's Club launch event held in the Hotel Kilmore on February 12<sup>th</sup>. We were all delighted to be back networking and sharing business stories. Over 60 women in business attended the event to hear Natasha Fennell speak about 'Learning the Art of Confidence', it was a great empowering evening and we all parted looking forward to the next time we would meet as a group.

Little did we know what was to come and that by the end of February Ireland would be struck by the Coronavirus Pandemic and all gatherings had to be cancelled for the safety of each other. So we had to cancel our second meeting scheduled for March 25<sup>th</sup>

With Marcella Rudden, Head of Enterprise, LEO Cavan we agreed that we would progress the CBWC Meetings using Zoom, loved by many and not flavour of the month by some of our members.

It has been an extremely difficult year for many businesses and some businesses have thrived. The ability to sell online was key. The Government supported businesses in different ways, many of the supports were available through the team in LEO Cavan.

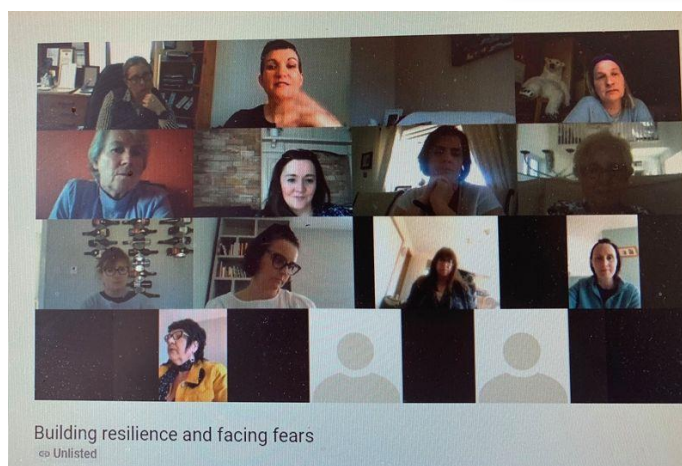
Although we have not been able to meet in person since February, our objective in the Cavan Business Women's Club was to stay in touch and support each other in whatever way we could during this unprecedented time, which we did. This will continue through 2021 and please be assured of my support for any initiatives, offers, news or views that you want to share with the group between our online meetings. I am available by email at [cbwc@leo.cavancoco.ie](mailto:cbwc@leo.cavancoco.ie) or by phone at 046-9200901 or 087-2588918 and I look forward to hearing from you.

#StaySafe #Stay Strong & #BuyLocal and see you on Zoom soon.

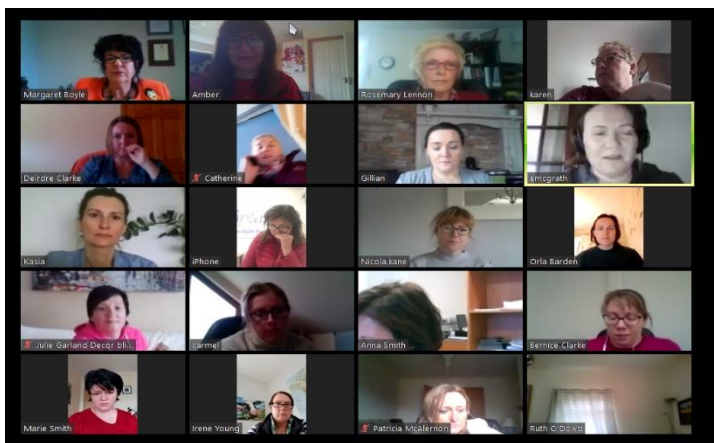
*Margaret*

## Cavan Business Women's Club - 2020 - Year in Pictures & Zoom Screen Shots

**Meeting 1:** Held on February 12<sup>th</sup> in the Hotel Kilmore with a theme: 'Learning the Art of Self Confidence' with Natasha Fennell, was our 2020 launch event and last "physical" get together of the year. Little did we know that things were going to change DRAMATICALLY!



**Meeting 2:** Held on Wednesday April 15<sup>th</sup> was our first meeting on Zoom and the theme was "Get on the path for greater success in business and life" With Tracy Geraghty. We had a great turnout for our first virtual meeting even if we were all learning how to use Zoom!!



**Meeting 3:** On April 29<sup>th</sup> the theme was “Effective Customer Communications Communications” and the interactive workshop was given by Margaret McKeon-Boyle, owner of Extensive PR & Training and Coordinator CBWC

The message was the importance of, and how to, keep your business name out there during COVID

**Meeting 4:** Was on Wednesday May 13<sup>th</sup>. With a theme of “Thriving in Turbulence” with Fiona Flynn. Fiona is not new to the CBWC podium, she spoke to us before in March 2018 about the key areas that prevent small businesses from growing and reaching their full potential. This time around Fiona gave us some useful tips and strategies to help us adapt and thrive during these difficult times.

**CBWC ZOOM -  
Thriving in Turbulence  
with Fiona  
Flynn, Foresight  
Coaching and  
Development**

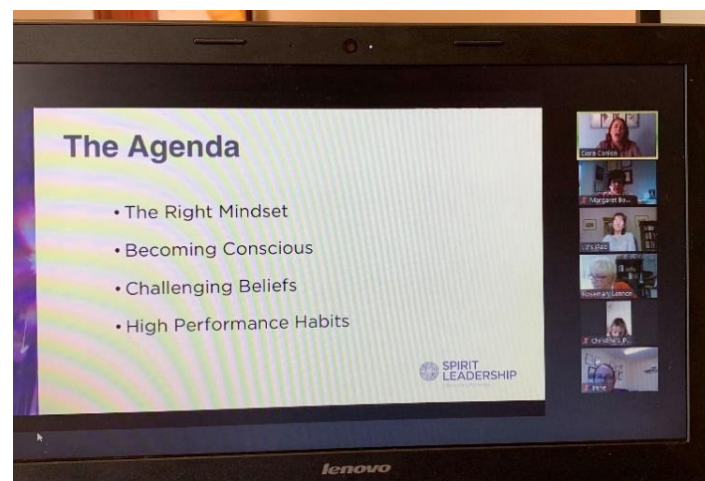
**May 13, 2020  
11:00 AM Dublin**

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**Meeting 5:** Took place on Wednesday May 27<sup>th</sup> and the theme was “Back to work protocol”. This very informative and useful workshop was delivered by Paddy McHugh – Compliplus. His business partner, and also his wife, is our long-term CBWC member, Breda McHugh.

**Meeting 6:** Our last meeting before the Summer Break was held on Wednesday June 24<sup>th</sup>. With a theme “Staying Positive & Productive”, speaker Ciara Conlon gave some great tips on how to become or stay positive that generated lots of discussion on what challenges we have when trying to be productive.





## Learn the "Power of the Coaching Conversation" with Orlaith Carmody

At next CBWC event -  
September 16th 2020 from  
6.15pm - 8.15pm on ZOOM

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**Meeting 7:** Our first meeting of the Autumn/Winter **was held** on Wednesday June 24<sup>th</sup>. With a theme "Learn the Power of the Coaching Conversation", speaker Orlaith Carmody who provided very useful business tools.

**Meeting 8:** was held on Wednesday October 14<sup>th</sup> when members of the Cavan Business Women's Club joined a national online event to celebrate National Women's Enterprise Day. With a theme "Stronger Together". Many of our CBWC members joined in on the many sessions available all day and some showcased in the virtual 'Showcase'



### Meet the CBWC speakers

**Meeting 9:** Was held on November 4<sup>th</sup>. Margaret Considine was our Guest speaker. The topic was 'Getting your Mojo Back for 2021'. Margaret was an excellent speaker with a lot of great business advice and the questions flowed.

We also had three of our own CBWC members speak about their business, they included Orla Barden, One Simple Change, Maria Macklin, House of Colour and Breda McHugh, Complipus. All gave excellent presentations as well as useful tips for business and personal use.

**Meeting 10:** The final Zoom event of 2020 was held on Wednesday November 18th. The guest speaker was Mairead Cullen, an expert in driving commercial growth. She outlined the essentials required to maximise Sales & Marketing activities that will help you strategically plan for 2021 so you get the new year off to a flying start.

Mairead gave a workshop that included:-

- How to Identify & Market to Your Target Market
- Understanding Your Buyer's Journey
- Strengthening Your Business Brand
- Boosting Your Sales Leads
- Measuring Your Marketing Effectiveness

Overall, she offered the Cavan Business Women's Club members some practical recommendations based on a customer-centric business strategy, thus helping to improve performance & profits in a business.



### What membership of the CBWC offers

Membership of Cavan Business Women's Club, a professional business women's network, offers you the opportunity to:

- Network to do business (virtually until COVID has well and truly gone)
- Hear from inspirational speakers & Learn from the Workshops
- Have your business profiled on the CBWC Social Media - Facebook & Twitter

## Cavan Business Women's Club – *Launch Event* - February 19<sup>th</sup> 2020 In Pictures



CBWC members listening to Natasha Fennell speaking on “The Art Of Confidence”



(L-R) Amber Harrop & Margaret McKeon-Boyle (Extensive PR), Soeajer Natasha Fennell, Marcella Rudden, Ruth Murdy and Siobhan Morgan (LEO Cavan)



CBWC Members with a message for us all  
L-R – Gloria Good, Good Hire: Fiona Reidy of Wordsmith Candles Caroline Thompson, Riverside Spa & Jean Farrelly, Jean Farrelly Book-keeping

On the evening **Marcella Rudden** spoke about the value of networks and this has never been more important as we face the challenges that COVID19 posed.



Speakers (L-R) Margaret McKeon-Boyle who coordinates the CBWC and was the MC on the night, Natasha Fennel – Stillwater communication and Marcella Rudden –

Photos by Sheila Rooney, SMR Photography [www.smrphotography.net](http://www.smrphotography.net)





In advance of Enterprise Week some of our Cavan Business Women's Club Members holding the Hashtag for LEO Cavan  
#MakingItHappen



**Margaret McKeon-Boyle**, Extensive PR who was Master of Ceremonies for the event, and is the Coordinator of the Cavan Business Women's Club behalf of LEO Cavan



**Marcella Rudden**, Head of Enterprise Local Enterprise Office Cavan, speaking at the CBWC 2020 Launch



## CBWC Members introducing themselves & their businesses







## Networking at the Cavan Business Women's Club









## The Art of Confidence with Nastasha Fennel



Natasha Fennel – Stillwater Communication speaking on the Art of confidence and how to exude confidence even if at times you don't feel it.







Orla Barden from Orla Barden - One Simple Change was exhibiting her Juice Plus supplements which have made a change to her family.

*Orla and Margaret – caught on camera by Sheila!*

You can find Orla on Facebook – at [One Simple Change](#)



We offer sincere condolences to Cavan Business Women's Club Coordinator, Margaret McKeon-Boyle and the Brady & McKeon family on the passing of Mary McKeon-Brady on December 14th. Mary was a member of the CBWC for a time and enjoyed the many meetings she attended. She was a female entrepreneur from the age of 19 when she set up her own hairdressing salon on Main Street, Cavan where she traded for almost 50 years.

**May Mary Rest in Peace**

*Merry Christmas  
and a Happy 2021 from the*

**CBWC**

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Oifig Fiontair Áitiúil  
Local Enterprise Office

  
Ireland's European Structural and  
Investment Funds Programmes  
2014-2020  
Co-funded by the Irish Government  
and the European Union

  
European Union  
European Regional  
Development Fund

  
Cavan  
Official Partner of the  
Cavan Business Women's Club

