



# Welcome to the fifth edition of “Laois Enterprising Women”

A communiqué with news and views from the  
Laois Enterprising Women’s Network

The next meeting of the Laois Enterprising Women’s Network will be held on Wednesday April 5<sup>th</sup> in the Killeshin Hotel Portlaoise. Commencing with registration and coffee at 6.15pm, the talks will start at 6.40pm sharp.

To book your place email [margaret@extensivepr.ie](mailto:margaret@extensivepr.ie) or call Margaret on 046-9245836 or text 087-2588918

In our recent survey of LEWN members, Marketing was top of the list of Topics that you wanted us to cover

**So the theme of the next Laois Enterprising Women’s Network meeting on April 5th Is how to “Market Your Business” successfully**



**Our guest speaker is Emma Boylan**

Emma from “Outside the Box” Communications Company helps small business owners make their business stand out from the crowded market place. The workshop elements will include

- How to grab attention for your business
- Content that speaks to your ideal client
- Measuring results of marketing
- Marketing plans that work
- Thinking Outside the Box

**Present yourself & your business at the LEWN**

One of the objectives of the Laois Enterprising Women’s Network is to network, develop business relationships and do business.

If you want to describe your business offering to the other members – you will have an opportunity to tell us **What your business is** on Wednesday April 5<sup>th</sup> - in other words ‘Pitch’ your business:

- Introduce your business
- Tell LEWN members what you have to offer
- Share what services you currently require. (just in case some LEWN member can provide them or can introduce you to a supplier)

**So get your ‘pitch’ ready**

**NOTE: It is not compulsory – you don’t have to do it if you would prefer not**

**In this edition of  
‘Laois Enterprising Women’**

1. Meet our April 5<sup>th</sup> speaker
2. Your invitation to Enterprise Ireland’s “Fuelling Ambition ‘Steps to Success’ Roadshow” for female entrepreneurs
3. Read about the “Midlands One-to-Two’ Training Growth initiative”
4. Learn what membership of the Laois Enterprising Women’s Network (LEWN) offers you
5. Read a review of our latest meeting held on February 8<sup>th</sup> 2017
6. See last Event in pictures.

**Pitch your business at the Enterprise Ireland’s Fuelling Ambition ‘Steps to Success’ Roadshow for female entrepreneurs and be in with a chance to win a prize package worth €4,000**

On Tuesday April 25<sup>th</sup> Enterprise Ireland’s Fuelling Ambition ‘Steps to Success’ Roadshow will visit County Laois and members of the Laois Enterprising Women’s Network are invited to attend; And you can also enter the competition to ‘Pitch’ your business at the event – with a substantial prize fund for the winner.

Building on the successful ‘Fuelling Ambition’ initiative introduced in 2016, this year’s Road-show will introduce an Elevator Pitch competition with a prize package worth €4,000 that includes:-

- 10 sessions with Enterprise Ireland Mentors & attendance at Enterprise Ireland’s “Excel at Export” Selling training programme
- Annual membership of Network Ireland
- Leadership training programme with the Entrepreneurs Academy, a national entrepreneur development organisation that has trained and supported 30,000 start-ups and small businesses.

The aim of the Road-show is to encourage, support and drive the ambition of female entrepreneurs nationally by showcasing the ‘Steps to Success’ of thriving Irish business women and entrepreneurs who are either Enterprise Ireland or LEO client companies. The Road-show will be held in the Portlaoise Heritage Hotel from 6pm – 9pm on Tuesday April 25<sup>th</sup>

We are DELIGHTED to see Helen Gee, G’s Gourmet Jams and Mary Rose Simpson, My Ladybug.ie who are on the Podium at the ‘Fuelling Ambition’ Road-show to share their business experiences. These two female entrepreneurs addressed the LEWN last year and have a great business story to tell.

The MC for the event is Mary O’Rourke, Politician and former Government Minister.

Full details and booking information are available on [www.enterprise-ireland.com/ambitiouswomen](http://www.enterprise-ireland.com/ambitiouswomen)



In our survey of Laois Enterprising Women's Network members you asked us to provide more information for the Local Enterprise Office Laois – so we will include a LEO Laois News Page in our Communiqué's going forward



### Are you thinking of taking on your first employee?

Then there is a new initiative that will help and guide you through the process

The four Midland Local Enterprise Offices – Laois, Longford, Offaly and Westmeath have joined forces to roll out an innovative new programme for solo entrepreneurs called the **Midlands One to Two Training Growth Initiative**.

Designed to help sole traders or business people who have no employees, this programme will give these entrepreneurs the skills and support they need to help them grow their business and take on their first staff member.

Participants on this initiative will have access to highly skilled trainers and mentors with a wide range of different specialities so that they can gain the key skills and knowledge required for their business.

During the programme, participants will get the opportunity to:

1. Work with experts to assess where their business is currently
2. Identify any concerns in taking on staff – ability to pay salary, HR and compliance issues etc
3. Look at the potential areas of growth for their business with their own mentor
4. Learn the skills of recruitment, selection and managing staff to maximize their business potential
5. Decide the best strategies and formulate a practical plan for business growth
6. Access one to one mentoring to assist with the growth of their business
7. Learn how to promote and market their business effectively
8. Network with other business people in their locality

The programme will be launched on March 29<sup>th</sup> at 6.30pm in the Tullamore Court Hotel and is FREE to attend. You can book online now for the programme launch event.

**Paula Fitzsimons of Going for Growth** will be the guest speaker at the event.

The launch is designed to help potential participants find out what's involved in programme.

The cost of the programme itself is €150 which includes 4 full day workshops plus three individual mentoring sessions.

To find out more about the initiative, visit [www.onetotwo.ie](http://www.onetotwo.ie) or contact the Local Enterprise Office on 057 86 61800

Local Enterprise Office Laois offer superb training that is heavily subsidised and therefore costs you a fraction of what it would cost to go to other training providers.

### LEO Laois SPRING TRAINING 2017 Schedule

(All courses will be held in the LEO Laois offices)

#### Design and Build your own Website

Dates: 29<sup>th</sup> March – 12<sup>th</sup> April 2017  
Time: 9.45am – 4.45pm  
Duration: 3 days: Cost: €80

#### Eight Free Google Tools a Business Should be Using

Dates: 6<sup>th</sup> April 2017  
Time: 9.45am – 4.45pm  
Duration: 1 day: Cost: €40

#### Start your Own Business

Dates: 18<sup>th</sup> April – 20<sup>th</sup> June  
Time: 7.00pm – 10.00pm  
Duration: 10 evenings: Cost: €100

#### HACCP (Certified)

Dates: 26<sup>th</sup> April 2017  
Time: 9.45am – 4.45pm  
Duration: 1 Full Day: Cost: €40

#### Lean for Business

Dates: 26<sup>th</sup> April & 3<sup>rd</sup> May  
Time: 9.45am – 4.45pm  
Duration: 2 days: Cost: €60

#### How to Achieve a Better Work-Life Balance

Dates: 9<sup>th</sup> May  
Time: 9.45am – 4.45pm  
Duration: 1 day: Cost: €40

#### Digital Marketing for the Small Business

Dates: 10<sup>th</sup> May – 31<sup>st</sup> May  
Time: 9.45am – 4.45pm  
Duration: 4 days: Cost: €80

#### Re-energising your Retail Business

Dates: 16<sup>th</sup> May + site visits  
Time: 6pm – 9pm  
Cost: €80

#### How to use Snapchat to boost your Business

Dates: 6<sup>th</sup> June  
Time: 9.45am – 4.45pm  
Duration: 1 Half Day: Cost: €25

To book any of the above courses [CLICK HERE](#)

## Report from our last LEWN meeting on February 8<sup>th</sup> 2017



The Laois Enterprising Women's Network (LEWN) was back to business after the Christmas break discussing and networking to do business at their first meeting of 2017 which took place on Wednesday February 8<sup>th</sup>. It was great to see a room full of enterprising women with so many different business offerings attending the meeting,

Honor Deevy, Local Enterprise Office Laois spoke at the meeting outlining the different business supports provided by LEO Laois to female entrepreneurs and announced details of an Enterprise Ireland "[Fuelling Ambition Roadshow](#)" to be held in Portlaoise on April 6<sup>th</sup> that has as its aim to encourage female entrepreneurs to maximize their full potential.

### How to dress for Success Workshop with Maria Macklin

- The workshop 'How to Dress for Business' was delivered by Maria Macklin, House of Colour Ireland and generated a lot of discussion and questions. For more information on how to dress for success visit Maria's facebook page [CLICK HERE](#)

### LEWN Member News

Some of the Laois business women that attended the event shared news with the group

- Helen Gee of G's Gourmet Jams announced that she was to be on RTE television on Wednesday February 15<sup>th</sup> on Nevin Maguire's Irish Food Trails programme;
- Trudy Earls gave details of her new venture "[Experiencing Laois](#)", a website that has information on what to do in County Laois and promises visitors to the area, and locals, an unforgettable experience when visiting or having a family day out in County Laois;
- And Ailish Ridgeway of Portarlington based [Link Security & Surveillance](#) announced that here company are recruiting new staff, which is great news.

### Exhibiting on the Night

- Alison McEvoy of [AAMcEvoy Kidswear](#) - just back from London where she launched her range of children's clothing range, showcased the clothing range at the networking meeting.
  - Alison was a runner up in the Best Business Idea at the recent Laois Best Young Entrepreneur competition;

### Showcase your Product / Service at the next LEWN meeting ?

FREE for LEWN Members

To book an Expo space or to book your seat at the LEWN on Wednesday April 5<sup>th</sup>

Phone or text Margaret at 087-2588918 or email [info@extensivepr.ie](mailto:info@extensivepr.ie)

### New LEWN Membership Year

April 5<sup>th</sup> is our Final Meeting for this 2016 /2017 membership year. We want to grow the LEWN and look forward to your continuing support and can we as you to PLEASE invite other business women to join this vibrant business women's network.





Maria Malkin – House of Colour. Margaret McKeon-Boyle  
Coordinator LEWN and Honor Deevy, LEO Laois



LEWN members Niamh Kavanagh- Kavanagh's Pub, Kate Ramsbottom,  
The Pottery house and Mary Miller- Fifty Seven Boutique



Alena Chikurnikova – AlenaC Designs & Sinead Dolan, Chartered Accountant



Honor Deevy, Local Enterprise Office Laois and Renee Metalicka



Barbara Brown, Brown's Vineyard, Alison McEvoy AA McEvoy  
Kidswear and Elaine McLaren, McLaren Business Solutions



LEWN members - Mary Whyte- AIB Bank and Anne Shields, Anneo

### About Laois Enterprising Women's Network (LEWN)

- Laois Enterprising Women is a forum created to help; support; guide; and motivate women through every stage and aspect of business development. We are supported by Local Enterprise Office Laois and are open to all women at various stages of entrepreneurship.
- We want to build further our wide network of like-minded women who will share their experiences and help support others through good times and bad.
- This network is by women and about women and aims to create a safe space for women to discuss any issue affecting them without fear of judgement or criticism.

Oifig Fiontair Áitiúil   
Local Enterprise Office  
Laois



For more information on joining the LEWN and to book your seat at next event on April 5<sup>th</sup>  
contact Laois Enterprising Women's Network Coordinator, Margaret McKeon-Boyle,  
on 087-2588918 – [info@extensivepr.ie](mailto:info@extensivepr.ie)