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her inspiration

the hearts and minds of our nation through in-home, nurturing childcare. Adults must begin to understand the impact their relationships have on younger children and the environment in which children are nurtured."

Of all her achievements, Jenny rates the culture she has created for her business as her greatest.

"I truly believe we have a living and learning organisation. My team is continually encouraged to explore how they can create and, when necessary, change their own reality. I see my management structures as a major accomplishment."

And what lies ahead for Jenny and her PORSE team? "My dream is to take the PORSE programme around the world to countries where children not only need time for a natural childhood but also nurturing care by a special person in tune with the impact relationships and time have on a growing child."

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BEST NEW BUSINESS AND BEST MICRO BUSINESS: LISA EBBING AND ANGE CROSBIE – HOTMILK

Working as directors of their own business, HOTmilk, Lisa and Ange have quickly established a strong partnership in their quest to achieve their goal to have their sexy maternity lingerie being recognised as a worldwide leading brand.

Working together is not a problem for the pair as they both have specific strengths; Ange handling the sales and manufacturing and Lisa growing the brand and controlling the financials.

With only 22 boutiques in NZ stocking the brand initially, the pair grew their business to have 60 stockists in New Zealand and over 100 in Australia in their first year. Now in their second year of trading they have a total of 300 accounts throughout the world.

Not stopping here, the pair has the very valuable North American market in their sights.

"Last year, we won the Bay of Plenty Emerging Business of the Year so we knew we were on the right track but the greatest pride comes from our ability to work as an amazing team."

With both of them currently expecting babies, we can be assured that their hands-on market research and the HOTmilk brand will continue to thrive!

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BEST SME: SHARON NEWTON – LIQUORLAND TAUPŌ

Sharon is the owner operator of this highly-successful, franchised business in Taupo.

With a strong belief in good old-fashioned service and providing an excellent range of products, backed up with expert knowledge of the wines and spirits they sell, Sharon and her team

have consistently performed at the top levels for this nationwide franchise.

A regular winner of the National Customer Service award and Regional Franchise of the Year award, Sharon is most proud of the National Franchise of the Year Award received in 2006.

The continued hard work has achieved excellent results at the register too, with both annual turnover and gross profits rising dramatically.

When asked if being a female leader in a traditionally male-dominated industry was an extra challenge, Sharon, quite matter of factly, points out that good management is about good leadership and great systems, not gender."

She has, however, not avoided recognising that women do have particular shopping expectations. "Liquorland Taupo is now a very 'female friendly' shop. Beer is not stacked to the ceiling and we have carpet throughout. Our displays emphasise the range and quality, not cost cutting. I believe women have reacted to this well."

As with many successful businesswomen, Sharon is a keen supporter of a huge number of community groups. She has made a point of not just making donations but gets involved at a grass roots level wherever she can. "Local business comes from word of mouth, people quickly assess who you are in a small town and, just because I believe I am a positive person, doesn't mean I can just do the 'talk'. I want to do the 'walk' too!"

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OUTSTANDING BUSINESS CITIZENSHIP: LIZA SCHNEIDER – HOLISTIC VETERINARY SERVICES LIMITED

Liza is the owner and director of Holistic Veterinary Services Ltd.

Liza's business is, itself, an excellent example to women in business, in that she has challenged traditional healing practices and gained the respect of not only the community but also the national veterinary community. However, it is the levels that Liza gives back to the community that is most outstanding!

For Liza, giving her energy and time to the wider community is an obvious extension to the holistic philosophies on which her company is based. Providing services, expertise and advice to animal rescue organisations, community groups and government departments, has become commonplace for Liza.

"As usual, it is the simple ideas that create the greatest impact. Assisting the elderly and our disabled community members to move their pets around when necessary has made a huge difference to their peace of mind and the health of their pets."

Liza admits to not achieving a great work/life balance but, given the time she 'donates' back to her community, one can forgive her for this.

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Best New Business and Best Micro Business: Lisa Ebbing and Ange Crosbie – Hotmilk.



Best SME: Sharon Newton – Liquorland Taupo.



Outstanding Business Citizenship: Liza Schneider – Holistic Veterinary Services Limited

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