

Directory concept spreads its wings

WITH the recent success of her first national printed directory, and its free distribution welcomed into some of South Africa's top 100 schools as well as private clinics, maternity wards, mothers groups, and selected retail and leisure outlets, Wendy Beaufort's sole objective is to see families spending less time planning and more time playing.

Beaufort, a former national marketing manager who left the corporate world to be with her three children, is the owner of Kids Connection, a comprehensive information directory for families with children from newborn to 12 years.

She is about to go international, with requests from six countries to take the concept to their shores.

Beaufort was the national winner of the Businesswomen's Association Achievers Award in 2007, and in 2008 was nominated for the Shoprite Checkers SABC 2 Woman of the Year Award.

The Kids Connection concept was launched in March 2006 when Beaufort became aware how difficult it was to come by information on child-related products and services.

She launched the Kids Connection website shortly afterwards, and currently receives more than 123 000 hits a month. Her clients re-

ceive responses from all over the world.

Next month Kids Connection will launch its international website.

Beaufort is grateful to be able to give back, with one per cent of her annual turnover going to child-related charitable causes.

She recommends joining an organisation like the Business Women's Association for support and encouragement.

Beaufort says it is her aim to provide the most affordable platform for advertisers and to assist in making her readers' lives easier, from planning a birthday party or holiday to finding that unique gift for a child.



IN THE DRIVER'S SEAT: Wendy Beaufort receives the keys to her sponsored car from Stephen Theodosiou of Eastern Cape Motors.

Providing helping hand for women in business

ENTREPRENEURS are positive decision makers.

So says Basetsana Kumalo, a former Miss South Africa, now a highly successful businesswoman and national president of the Business Women's Association.

And it was these words of Kumalo's at the BWA's Business Achiever Awards last year that national winner Wendy Beaufort believes changed the course of her life.

Beaufort highly recommends that women in business join an organisation like BWA, for the support and encouragement that such a forum provides to its members.

The vision of the BWA is to inspire and empower women in business. It

promotes opportunities to support, connect and grow women in business, through lobbying, mentoring, networking, strategic alliances, development and recognising excellence in women.

The Port Elizabeth branch is headed by Cheryl Reynolds and Salma Munshi, as chairman and vice-chairman respectively.

It has a committee of 10 women, who each fulfil a vital role. All the committee members are successful businesswomen, who on a voluntary basis give of their time to assist in growing other women in business. The office is managed by Samantha Bowers.

"We have so many successful

businesswomen in the Eastern Cape and it's about time we took note of them," says Reynolds.

"That is one of the reasons that the BWA holds its annual Regional Business Achiever Awards programme, with the aim of recognising and honouring the achievements of the successful businesswomen in the region."

The BWA also runs various programmes to assist in developing its members. These include a virtual board programme, the placing of regular media articles on business issues, a Youth outreach programme and "Hurdles and Help" workshops, which form part of its mentoring programme.

Kids connection

Information directory for young families



We help parents spend less time planning & more time playing!

www.kidsconnection.co.za

Email: info@kidsconnection.co.za