

BWA Regional Business Women of the Year Award is Catalyst for future success

Copy: Susan Lascelles
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With 2008's Business Women of the Year Awards well on its way, it seems a great time to reflect on how the Awards program proves to be a catalyst for future exposure and success for its winners. We take a look at the winner of the Eastern Cape's RBAA 2007 start-up category, Wendy Beaufort of Kids Connection who went on to become the winner of the National Start-Up Award. Wendy has since been nominated for the Shoprite Checkers / SABC 2 Woman of the Year Award, which has a proud history of identifying and paying tribute to South Africa's top women achievers as well as the country's many unsung heroines.

Kids Connection has grown exponentially since its exposure from the Award in 2007, its Winter 2008 issue will encompass an 80 page directory with a national reach of over 116,000 homes and its website now receives more than 123,000 hits a month.

Wendy's advice to women in business is, "Always be brave and hold on to your dream as you are stronger than you think. It is only by consistent, dedicated daily effort that you will reach your goals. Patience is vital to your success. Houses are built brick by brick and the process will take time to accomplish."

She further recommends joining an organisation like the BWA to provide support and encouragement, and which is able to act as a platform to assist in the growth of your business on many levels. She adds, "You do not need to be alone when you have access to so many wonderful women who completely understand your position as a businesswoman, as a wife and a mother, and the daily challenges we face as all three."

Wendy commends her success to advice taken from Basetsana Kumalo at the 2007 National Awards Ceremony which she believes has literally changed the course of her life: "Entrepreneurs are positive Decision Makers."

Port Elizabeth's, Eastern Cape Motors has officially sponsored Kids Connection with a New Mazda5 for a contract period of one year. The sponsorship of this safe, reliable, quality and trusted family vehicle will see the beginning of a mutually beneficial pairing and an association with each other which represents the synergy of two local companies really making a difference in the lives of young families nationally.





Throwing caution to the wind – young BWA member