

PE businesswoman excells at national BWA achievers awards

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PORT ELIZABETH-based Wendy Beaufort has recently walked away with national honours in the Business Women's Association's (BWA) achievers awards.

She won in the start-up category for her Kids Connection concept. "I am overwhelmed at winning this award and honoured to be part of the BWA, but I am mostly humbled by the extraordinary women we have in this organisation and this country," said Beaufort when asked how she feels about winning this award.

"The most wonderful thing BWA has done for me is to expose me to some of these women and to help me to see that I am actually not that special. There are some incredible women who are equally passionate and achievers in their fields."

This dynamic businesswoman, loving wife and caring mother of three, has discovered the perfect balance between her career and family.

Born on a farm in Stutterheim, she mostly grew up in small towns in the Eastern Cape and matriculated as a boarder at Collegiate Girls' High School in 1985.

Beaufort put herself through Unisa while working, and studied towards her National

Marketing and Sales Diploma. She has also travelled overseas, and lived and worked in London.

"I had the exciting experience of working as the PA to the Brand Manager of Elizabeth Arden UK. I was the Editor of corporate magazines for two national firms in South Africa. Just prior to Kids Connection I was the National Marketing Manager of Specsavers South Africa," said Beaufort.

She initially left the corporate environment to spend more time with her family. "I dabbled in a few agencies and realised that I wanted to give more. I wanted to do something meaningful that would make a difference and I wanted to feel that whatever I was doing would help, assist or aid in some way," said Beaufort.

Kids Connection is a comprehensive information directory for families with children from newborns to 12 years old. Launched in March 2006, and born from pure frustration, Beaufort's sole objective is to assist young families, in a world governed by time constraints, to spend less time planning and more time playing.

"As a mother of 3 children I feel that as a generation we are taking parenting very seriously and I do not believe we have the support structures many of our parents were blessed with when we were children. Kids Connection is a trusted referral system to

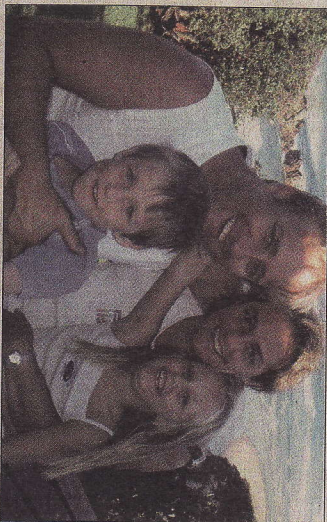
assist parents in this world," says Beaufort. Beaufort describes herself as a passionate decision-maker, sincere, loyal and always completely prepared.

"I am not half-hearted, and when you think you are about to give up, that is exactly when you will be required to work harder. Limits will be tested, nothing comes easily and sheer determination is important," said Beaufort. Her vision for the year is to take Kids Connection national and provide a support mechanism for parents in the whole country, both through product and service but mostly because she believes Kids Connection provides a concise information directory on anything related to children.

Beaufort is grateful to give back with 1% of the annual turnover of Kid's Connection going to a local child-related charitable cause. Amidst all her success, Beaufort still believes that her greatest achievement in life is being a mother.

Her message for other women: "Be brave, hold on to your dream you are stronger than you think. Become a part of an organisation like the BWA which provides support, encouragement and a platform to assist in the growth of your business. You do not need to be alone when you have access to so many wonderful women who completely understand your position as a businesswoman and the daily challenges you face."

Even though Wendy Beaufort is a successful businesswoman, she always has time for her family. Here is Wendy, with her husband Jimmy, her son Luke and her daughter Cameron, spending quality time together. Wendy's other daughter Lauren, a student, was at university at the time.



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