

[ENCOURAGING WOMEN INTO FRANCHISING]

LEADING LADIES

EWIF shines the spotlight on award winning females in the franchise industry

In the last issue, Encouraging Women into Franchising told you about some of its 2016 award winners. This month, the spotlight falls on the rest of its leading ladies.

NEW WOMAN FRANCHISOR OF THE YEAR

Jenni Dunman from Daisy First Aid stood out from the rest of the nominees in the New Woman Franchisor of the Year Award category, sponsored by Darwin Gray Solicitors. In just under two years, she has helped almost 25 other business women to run their own businesses.

Jenni says: "When you run a business, you rarely have time to sit back and look at what you've achieved because you're too busy moving forwards.

"I'm absolutely delighted our hard work has been recognised and extremely proud of the success of every Daisy First Aid franchisee."

FRANCHISE EMPLOYEE OF THE YEAR

Kellie Blake from Rosemary Bookkeeping won the Franchise Employee of the Year Award, sponsored by What Franchise.

Kellie was nominated by her employer, Lisa Curteis, who wanted her to be recognised for the hard work she puts into her role on a daily basis.

Kellie says: "I was surprised and delighted to win my award. I believe working within a small team for a franchisor means you need to show strength and commitment and I think my award entry showed this.

"The tasks within my role are extremely varied and I have never turned down an opportunity to learn new skills and develop myself in order to support the franchise and our franchise partners."



Sara Harrison: New Woman Franchisee of the Year

NEW WOMAN FRANCHISEE OF THE YEAR

Sara Harrison from Angela's Swim School picked up the award for New Woman Franchisee of the Year, sponsored by NatWest. Her franchise has enjoyed a 100 per cent renewal rate, just one of the reasons why she made a deserving winner.

Sara says: "I have no doubt the other finalists in this category are just as passionate, work just as hard and are just as dedicated to their chosen career as I am.

"I think my story and success is a classic example of the benefits a franchise can offer someone embarking on a new career. Following a proven model with franchise business support meant I could focus on the day-to-day tasks and my customers' needs."

WOMAN FRANCHISOR OF THE YEAR

Sussanne Chambers of HomeXperts won the Woman Franchisor of the Year Award, sponsored by Franchise Finance.



MY STORY IS A CLASSIC EXAMPLE OF THE BENEFITS A FRANCHISE CAN OFFER SOMEONE EMBARKING ON A NEW CAREER"

She launched her HomeXperts business model in 2010 and has experienced controlled and measured growth over the last five years. After signing up 13 new franchisees in 2015, Sussanne saw turnover increase by 347 per cent.

She says: "We know only 23 per cent of franchisees across all franchise sectors are women. I am hoping our award will encourage more women to join HomeXperts, where they can have a successful and profitable business working for themselves, while being supported by the HomeXperts franchise model."

EWIF is gearing up for its 2017 awards and looking forward to seeing what next year will bring.

 **FOR DETAILS OF 2017 EVENTS**
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