



# e-News

2005 MARCH EDITION

## NEW EXECUTIVE COMMITTEE 2005:

The on-going success of the APBCW has much to do with the high calibre people elected on to the executive committee.

The fresh line-up consists of:

Yvonne Rothall (President); Anna Siros (Vice President-Event Management); Penelope Herbert (Vice President- PR & Marketing); Dyan Franics (Vice President- Membership); Emma Rhys (Vice President- Members Liaison & Communication); Brooke Sweetman (Secretary); Kate Ferguson (Assist. Secretary); Dianne Chesson (Treasurer); Jackie Su (Assist. Treasurer).



Jing Lee, our immediate past president, has taken this council and given it direction and purpose, as well as giving the people that have worked with her the confidence and opportunity to grow. Her philosophy of 'To give generously is to live generously' ensures her a bountiful life. Thank you Jing, Liz, Svetlana and Soo Lee and Michelle- thank you for all your hard work and dedication over the past years.

## DIARY DATES:

Have a say. The APBCW invites members to inform the council of what type of events you would like to attend this year. Please e-mail our Vice President, Event Management, Anna Siros at: [annaapbcw@yahoo.com.au](mailto:annaapbcw@yahoo.com.au). But we have been pro-active so here are some of the events already planned for you:

- |           |  |
|-----------|--|
| APRIL/MAY | Movie Networking Night   |
| JUNE 4th  | Gala Dinner at the Hyatt   |
| AUGUST    | International Business Week Panel Event<br>[APBCW table at MBC Dinner] |
| SEPTEMBER | Sushi Train Networking Function<br>[APBCW table at HKABA Wine Dinner]  |
| NOVEMBER  | AGM/Xmas drinks Free for members                                       |
| DECEMBER  | Yum Cha Networking Function  |

## PRESIDENT'S MESSAGE:

Welcome to APBCW e-News March Edition Newsletter.

At the AGM in Dec 04, a new executive committee was elected. It is such a great privilege for me to have the opportunity to work with this dynamic



team as the new President. You will start to recognise the executive member names throughout the newsletter.

The new committee is very vibrant and enthusiastic, and I am excited at the prospect of working with them this year. The committee is a great blend of new and existing members.

The Council doubled its membership numbers and was ranked in the top six chambers against some forty other councils/chambers in South Australia.

It is always an advantage to have the stability of existing committee members, and I thank the women who are prepared to continue in their roles with in the committee. I would also like to welcome the new members, whose enthusiasm and commitment have already been noted by the members that met them at the AGM.

The world is full of endless possibilities for business women who want to make a difference. I encourage you to share your success stories with us, join the APBCW partnership programs, take advantage in promoting your business through our website and networking functions, tell us your creative ideas and use APBCW as your platform to work with others, to inspire and to shine!

Yvonne Rothall, President, APBCW



## 2005 COMMITTEE PROFILES:

### Yvonne Rothall (President)

In partnership with her husband Ian, Yvonne has been involved in small business for the past fifteen years. Having worked in a variety of business's, through a range of industries, Yvonne has a broad base of business experience. Their current business is Scooter World which deals in electric and manual mobility equipment for the aged and disabled. As president of APBCW, Yvonne is keen to continue and consolidate the initiatives that have been instigated by the Council over the past years. She is keen to implement strategies to ensure the ongoing success of these initiatives and to ensure the profile of APBCW is maintained.

### Anna Siros (Vice President-Event Management)

Anna specialises in International Marketing and has had vast experience in the areas of perfume, cosmetics, baby products and most recently bio-tech robotics. Anna's role as Vice-President (Event Management) is the backbone to the success of APBCW's events.

### Penelope Herbert (Vice President- PR & Marketing)

Penelope is the Managing Director of the Hot Pepper Group Pty Ltd; a boutique written communications and public relations agency specialising in services for women in business. As the Editor of in-businesswoman for in-business magazine, Penelope has a particular interest in the success of women in business in South Australia. As Vice-President (PR and Marketing) she is keen to use her international relations experience to join businesses between South Australia and the Asia-Pacific region.

### Dyan Franics (Vice President- Membership)

After 15 years of managing the Asian Territory for two US Publishing Houses, Dyan joined World Courier here in Adelaide, a global time critical logistics provided, in order to expand their Australian operation. Dyan is committed in her role as the Vice President for Member and Sponsorship, to grow the APBCW membership base as well as to secure sponsorship for our varied functions throughout the year.

### Emma Rhys (Vice President- Members Liaison & Communication)

Through a variety of positions and industries Emma has developed her career within the internet industry, focusing on marketing, design and content management. As Member Communications and Liaison Emma handles all member email communications and maintain the member contact listing. Please also direct any APBCW website enquiries to Emma

### Brooke Sweetman (Secretary)

Brooke works for the Department of Education and Children's Services specialising in Web Design. Brooke acts as the Secretary of APBCW, while also providing design expertise for the Council.

### Kate Ferguson (Assist. Secretary)

As Marketing & Promotions Manager of Ferguson Australia Pty Ltd, Kate is involved in attending trade shows (locally and internationally) and has a public relation, administration and sales & logistic roles within the family owned company. Other positions held include committee member of Flavour SA and the Youth Breast Cancer Association. Kate currently acts as the Assistant Secretary for APBCW.

APBCW initiatives act as a catalyst for the development of women in commerce and look to celebrate the success of business women within SA.

### Dianne Chesson (Treasurer)

Dianne is an Accountant and Business Advisor for Hayes Knight. Her role encompasses all aspects of business advisory including preparation of statutory financial statements, BAS Statements, management reporting and taxation planning. As the Treasurer of APBCW she is responsible for all the financial affairs of the council.

### Jackie Su (Assist. Treasurer)

Jackie is a lawyer at Phillips Fox Adelaide's Commercial & Financial Services Group. She practices in the areas of commercial and taxation law with particular focus on taxation law. Jackie has extensive experience in preparing and providing taxation and business structuring advice for a number of large and medium businesses and advising on acquisition and disposal transactions. Jackie is also the Assistant Treasurer of APBCW.

## JOIN US- BE A MEMBER:

Being the preferred mentoring Council for business women in the Asia Pacific, APBCW continues to attract new members including companies Phillips Fox and Kendacraft Jewellery. For membership details, please contact Dyan Francis, our Vice President Membership at: [dfrancis@worldcourier.com.au](mailto:dfrancis@worldcourier.com.au).



MICHELLE LENSINK, JING LEE, LINDY MCADAM AND YVONNE ROTHALL AT THE APBCW 2004 AGM.

We all benefit from the opportunities that membership offers, and we encourage all current members to promote the council to their business associates and friends so that we can achieve greater success through the sharing of skills, information, cultural and business experience.

## PARTNERSHIP PROGRAM:

It's not what you know, it's who you know – the old adage that rings true. If you have the desire to develop closer working relationships with people who can assist you in undertaking business with countries in the Asia-Pacific region, then please consider being involved in the Partnership Programme of the APBCW.

There are many options for involvement highly suitable for small to big business. These include sponsorships, prize donations and in-kind contributions. We want to make it as easy as possible for you to be involved so please call our Vice-President PR & Marketing, Penelope Herbert, at: [penelope@hotpeppergroup.com.au](mailto:penelope@hotpeppergroup.com.au).

Penelope also will be delighted to speak with you about your business interests that may be suitable for inclusion on the APBCW website or in South Australia In-Business magazine. As Editor of 'In-Businesswoman' let Penelope's magic fingers, and experience, promote your achievements and strategies for success.