



Successful Kerry entrepreneur to help get women into business

BY SIMON BROUDER

A KERRY business-woman has been recruited to spearhead a drive to boost the number of women setting up their own businesses.

Tralee-based entrepreneur **Alison Boardman** has been enlisted by the organisers of National Women's Enterprise Day, which takes place on November 19, to front their campaign to get more women involved in business.

Alison Boardman is founder of Unique Voice Language Institute, a successful translation and language services based in Tralee.

Her business will be showcased in front of 300 delegates at a major conference in The Strand Hotel in Limerick and organisers hope her story will inspire other women to follow in her footsteps.

National Women's Enterprise Day has been organised in an attempt to address the huge gender imbalance when it comes to men and women setting up their own businesses.

Nation figures from County And City Enterprise Boards, including the Kerry County Enterprise Board, show men are still almost three times more likely than women to set up their own business in Ireland.

To help address this imbalance, Alison



Entrepreneur **Alison Boardman**.

Boardman and four other entrepreneurs, have been invited by the County and City Enterprise Boards to share their experiences, challenges and advice with other women on November 19.

"Through profiling the success stories of female entrepreneurs in Ireland, such as the story of Unique Voice Language Institute in Kerry, we hope to encourage more women to seek out new business opportunities by setting up their own business," said Tomás Hayes, CEO of the Kerry County Enterprise Board.

Tickets for the conference cost €100 each and are available to buy through www.nwed.ie.

The conference also includes an exhibition of enterprise support agencies, one-to-one mentoring clinics and networking sessions.