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## Influential WIB Awards Winners Announced!

**Live Life Designs owner and designer Lynda Croser** has been named the Limestone Coast's Business Woman of the Year at the inaugural Influential Women in Business Awards, which were announced on Friday night in Mount Gambier. Collecting the prestigious Award on her mother's behalf, Kate Noonan told guests at the Barn Palais that Lynda has made an enormous commitment to her Penola-based business and the region over the past two decades. She also paid tribute to the company's loyal staff and customers.

The innovative new awards program hosted by Women in Business and Regional Development Inc. recognises the personal and professional achievements of Limestone Coast women, and attracted nominations from as far afield as Keith, Port MacDonnell and Mount Benson. As part of their submission, entrants were asked to provide an overview of their business, detail significant achievements and initiatives, and share some of the secrets of their success, from setting goals to effectively achieving a work-life balance.

**Cape Jaffa Wines brand manager Leah Sourris was named Young Business Woman of the Year, Hollick Wines owner Wendy Hollick won the Best Business category, freelance journalist Gretel Sneath won the Best Home-Based Business Category, and Michelle McColl from Kalangadoo Organic was awarded Best Small Business.**

"The diverse business backgrounds of our winners really reflects the broad range of talented women that we are proud to have here in the Limestone Coast, and it was wonderful to be able to celebrate their achievements," says WIB&RD Inc. chairman, Elizabeth Hodges.

In addition to running highly successful businesses, judges said each winner also demonstrated an extremely strong commitment to the region, and a real belief in the benefits and advantages of living in the Limestone Coast. The winners also demonstrated a strong commitment to volunteering and community causes.

2008 National Telstra Young Business Women's Award winner Jacinta Caithness was the guest speaker at Friday night's Gala Awards Dinner. As the CEO International of Boost Juice, Jacinta helped to launch more than 100 franchise stores within Australia over a two year period along with facilitating the company's global expansion. She now works as group brand and strategy director at REDgroup Retail, a leading book, stationery and entertainment retailer in Australia, New Zealand and Singapore.

"Jacinta had a fascinating story to tell, and sent a strong message to the audience that anything is possible when it comes to careers," says Mrs Hodges. "I'm sure that Jacinta and our winners left our audience extremely inspired."

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