

foundation for success



DETERMINED: Young business woman of the year Jade Guttridge takes time out.

PHOTO: CHRIS MCCORMACK/CM168215

It's a hectic life and she somehow manages to juggle the demands being a business owner, wife and mother of two-year-old daughter.

"I have a lot of support from my husband and I believe a strong support team is vital for a successful business," Nicole explained. "Our daughter Abby has been an essential addition to this equation and has taught us the importance of a work-life balance."

Professional award – Kaitlyn Akers

Suncorp's Deposits and Payments Managers for Commercial and Corporate funding, Kaitlyn Akers, was lost for words when asked why she thought she had won the professional award.

"I don't know, to be quite honest," Kaitlyn said. It came as a total surprise."

Blowing her own trumpet does not come easily, but Kaitlyn's commitment to

her job, her staff, her employer and her community are undeniably impressive.

"I hope the judges saw a well-rounded performer, what I put into my community and give back in terms of extra support for my staff."

After starting with Suncorp as a temporary teller she grabbed every opportunity to come her way and as one success followed another, she has moved steadily through the ranks.

She was named Suncorp supervisor of the year in 2002, and was elevated to her current position which covers the Sunshine Coast, the Fraser Coast and Toowoomba two years ago. Outside her professional life Kaitlyn maintains a hectic pace. She is club captain at Mudjimba surf club, looks after water safety for the nippers, and is a guest lecturer for QRAMA and the University of Queensland's 360 degree program at its

Ipswich campus.

She has also raised a "beautiful, strong and independent" 13-year-old daughter, and always makes time for her dear friends, without whom she says she couldn't survive.

Micro/small Award – Lisa Aitken

Lisa Aitken left the hectic pace of Sydney behind just over three years ago, drawn to the Sunshine Coast by the lifestyle.

She loved her job with top flight legal firm Minter Ellison, but she and her husband concluded the Coast would be a better environment to raise their two small children. The clan settled in Pelican Waters in 2004 and for the next year and a half, Lisa commuted to Minter Ellison's offices in Brisbane. After having her third child, Lisa left the firm.

"My dream was to start

HOW TO SUCCEED IN BUSINESS

- "I am determined – I will take a risk and go for it." – Vicki Clark
- "If you are going to do something you have to put your whole heart into it." – Kaitlyn Akers
- "I believe that the world is full of opportunities – that you can do anything so long as you are prepared to take the chance and work hard." – Lisa Aitken
- "A strong support team is vital for a successful business." – Nicole Hoffman
- "The harder we worked the luckier we got." – Jade Guttridge

my own boutique employment law practice offering specialised employment law advice to employers on the

Coast," she said. Aitken Legal was established in January 2006 as a one-woman show from her home office.

Within months she was scouting for business premises in Caloundra. It wasn't long before her company outgrew that office too, and six months later she shifted to Kawana business village. In just 18 short months, Aitken Legal has four employees and more than 70 clients on its books. Lisa spends Mondays with daughter Amy, who is just two, and Sundays are generally for family activities with her husband and boys, aged five and eight.

"I put in long hours but I try to keep them concentrated because I don't want my work life having an adverse affect on my family."

Young Businesswoman Award - Jade Guttridge

Owner of the Terrace of

Maleny restaurant Jade Guttridge makes it all sound so easy, but beneath her relaxed exterior beats the heart of a natural born leader.

The former school captain and house captain became a dental nurse after leaving school and it wasn't long before she was running the practice.

With a mutual love for the snow, she and her husband managed a ski lodge in Thredbo, where they honed their hospitality skills.

They later lived in Canada, working together in a restaurant and skiing for pleasure.

On her return to the Sunshine Coast where she was born, Jade enrolled at the university, studying international business, marketing and management.

After completing her degree, she and her husband decided to combine their skills and two years ago they bought the award-winning Terrace Seafood Restaurant in Maleny.

"I'm passionate about food and wine – about eating properly and I feel we all should be," Jade said.

Their decision to buy their own business was partly based on a desire to have more flexibility in their lives with plans to start a family. They hunted around for the right venue and when they came across the Terrace, they knew they had found it.

The restaurant was well established with a solid clientele, it had an excellent reputation and was ripe for a little TLC.

The Terrace of Maleny is open seven days for lunch and dinner which one would imagine keeps them both running around the clock.

So what about those family plans? "I had a baby, Ariella, she's 15 months old now," Jade said.

"I work between 20 and 30 hours at the restaurant and do a lot of work at home with marketing and policy, strategy and planning, preparing manuals for staff and so on.

"We love our life – it all came together quite easily."



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