

INDULGE

naughty or nice

Which one will you be
this weekend?

naughty



Midori Illusion:
 • 30ml Midori
 • 15ml Vodka
 • 15ml Bacardi
 • 15ml Blue Curacao
 • 15ml Cointreau
 • Top with pineapple juice
 OUCH! This is guaranteed to hit the naughty spot.



At home:
Carla Forbes spends quality time with her children, Charlie, 4, and Eden, 5.

running in heels

Reporter **Craig Lawson** finds out how Invercargill businesswoman Carla Forbes juggles children and running a business – and which one comes first

LIKE high heels at New York Fashion Week, women in business are everywhere. And just like high heels, running a business and a family can be a balancing act. Business and Professional Women Southland spokeswoman Sue Morrison-Bailey says with the world recession more women are starting their own business. They will create their own income, as the family is dependent on the mother, she says. Business and Professional Women is a worldwide organisation set up to provide support and nurturing for women through networking and leadership training. Carla Forbes met the challenge of building her business Market South from the ground up and raising a family at the same time. But it was not that easy at first. Miss Forbes was first attracted to the lifestyle in Invercargill six years ago. Her and her partner moved from Queenstown to the south for the quality of life and to raise a family. But it was her passion for Southland that had her come up with an idea for a business. "Everything about this region is so unique," she says. She started Market South in 2002 and its focus is to help market Southland businesses on a global scale. Being a young woman, starting out in business was challenging. "It was essential to prove my capabilities, being a young woman," she says.

If you have an idea that you think would make a great business, research should be at the top of your list to find out if there is a need for your product or services. Then seek advice, ask a local business person on how to get started. Also, having a support network to call upon is helpful. Miss Forbes had many times of tension when trying to make things run smoothly. "But family always comes first... without a doubt," she says. To get that balance, at least one night a week she switches off the mobile phone and works on organising a fun games night or spending time with her family on the couch watching their favourite television shows. "While it has been a challenging journey, coming home to the kids is what keeps me grounded," she says. A positive attitude is essential to get you through the tough times and she says the way you think is the blueprint for how successful you will be in life. She now heads a creative team of seven consultants, and co-ordinating advertising campaigns for southern businesses is now a typical day. "There are no short-cuts when starting a business, but make sure whatever you do you are really passionate about it – it will drive you forward."

A few of her favourite things:



Passion for fashion:
Favourite dress by label Bang. She loves the colours and wears it to work.



Elegance: A copper rose sculpture picked up on a family holiday in an art gallery in Old Cromwell.



Gifted: A Lisa Hoskins necklace that her son Charlie picked out as a present for her.



Art: Painting called *Shine Forever*. Miss Forbes commissioned Invercargill artist Paul Cardno to paint a picture of the Civic Theatre and it hangs in her office.

or...

nice



Hawaiian Sunset:
 • Pineapple juice
 • Apple juice
 • Lemonade
 Mix to taste then add a dash of raspberry cordial
 Garnish with lime
 Wherever you are the sun will always shine.

SUMMER 2009



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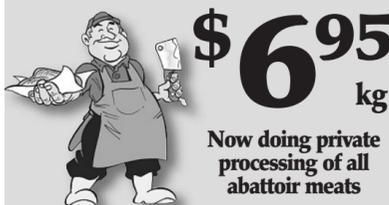
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