

SPRING PRESS UPDATE

MUDDY BOOTS BUSINESS ASSISTANCE

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ONLINE ARTICLES

Telegraph.co.uk

The Telegraph

20th April 2010 Rural Businesswomen call for better Support System

<http://www.telegraph.co.uk/finance/yourbusiness/7608082/Rural-businesswomen-call-for-better-support-system.html>

BBC Radio Shropshire-

Monday 19th April 2010. Interview with Fiona Davies of WiRE and 2 WiRE Member's- Carla of Naughty Mutt and Diane Grigsby of the Cake Academy.

Farmers Weekly Interactive

<http://www.fwi.co.uk/Articles/2010/04/14/120770/Rural-businesswomen-to-gather-for-WiRE-conference.htm>

Women wanted to join rural business network (Nottingham)

Friday, March 05, 2010

<http://www.thisisnottingham.co.uk/news/Women-wanted-join-rural-business-network/article-1888463-detail/article.html>

Droitwich Advertiser

Opening Doors Events

http://www.droitwichadvertiser.co.uk/news/local/8174573.Opening_doors_for_female_entrepreneurs/

Course offers to open doors to enterprise

Monday, January 25, 2010, 09:20

WOMEN thinking of launching their own business are invited to attend a free course.

Women in Rural Enterprise (WiRE) is running its Opening Doors programme in Ellastone next month.

The three-day course, funded by Business Link West Midlands, aims to give women the skills and confidence needed to start a new business.

The first session takes attendees through the initial steps and focuses on building confidence, the second looks at creating a business plan, and the final session is a one-to-one with a business adviser.

Sarah Roberts, of WiRE, said: "It doesn't matter if you cannot attend every session – each one is packed with useful advice, and the chance to meet like-minded women at similar stages in their business ideas."

Lynn Abraham, of Calton, set-up gift and party-ware firm Squeak Gift and Party after attending an Opening Doors course in 2008.

She said: "The Opening Doors programme provided me with much-needed practical advice on business basics.

"The chance to share other people's experiences and concerns of setting up a small business has proved very useful.

"Since the course has ended I have received further support from WiRE in the form of shows, courses, grant applications and one-to-one business mentoring."

The Opening Doors course takes place at Dove Farm, Ellastone, on February 11, February 18 and March 4, from 9.30am to 3pm.

For more information or to book a place call 01952 815338 or email heather@wireuk.org.

Fair trader Carry is conference guest

Derby Evening Telegraph

Tuesday, March 30, 2010

AN Ashbourne businesswoman is to be the guest speaker at a national conference for women who run businesses in rural areas.

Carry Somers, who owns Pachacuti, in Dig Street, is to talk at the Women in Rural Enterprise's 10th National Conference at Harper Adams University College, Shropshire, on Thursday, April 22.

Pachacuti sells fair trade fashions and accessories from South America.

Ms Somers said: "I have always found the national conferences very inspiring and a chance to spend a day working on, rather than in, my business.

"It's so easy to get caught up with day-to-day business and the conference provides an opportunity to focus on the vision and bigger picture."

WiRE Conference Invitation – The Sentinel, 5th April 2010

<http://www.thisisstaffordshire.co.uk/news/Conference-invitation/article-1968939-detail/article.html>

Ludlow Advertiser

Opening Doors Courses 19th May 2010

[http://www.ludlowadvertiser.co.uk/archive/2010/05/19/Round-up+%28brom news roundup%29/8174573.Opening doors for female entrepreneurs/](http://www.ludlowadvertiser.co.uk/archive/2010/05/19/Round-up+%28brom+news+roundup%29/8174573.Opening+doors+for+female+entrepreneurs/)

Worcester News

Opening Doors Courses 19th May 2010

[http://www.worcesternews.co.uk/archive/2010/05/19/Round-up+%28brom news roundup%29/8174573.Opening doors for female entrepreneurs/](http://www.worcesternews.co.uk/archive/2010/05/19/Round-up+%28brom+news+roundup%29/8174573.Opening+doors+for+female+entrepreneurs/)

Ludlow Advertiser, 31st May 2010

http://www.ludlowadvertiser.co.uk/news/8186779.Women_in_Rural_Enterprise_WiRE_is_delivering_its_free_Opening_Doors_courses/

Generating Discussion Overseas

<http://escapefromcorporateamerica.blogspot.com/>

FRIDAY, MAY 21, 2010

[Opening Doors to Rural Women Entrepreneurs](#)



Interesting concept taking place in the UK for women who operate businesses in *rural* parts of the country.

[WOMEN in Rural Enterprise \(WiRE\)](#) are delivering a free award winning Opening Doors courses (funded by Business Link West Midlands) to women keen to start their own enterprise in Worcestershire. The Opening Doors course aims to give women the skills and confidence to put the foundations in place to start a new business.

Do we offer rural women entrepreneurs in the U.S.A. an online platform to access everything they need to run their business efficiently?