

# The Awards

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## THE SHINE AWARDS® 2007... and the winners are... Celebrating the very best female talent from the UK's travel, tourism and hospitality sectors

Some of the UK travel, tourism and hospitality industries' most respected personalities gathered last night at The Italian Cultural Institute in London to celebrate the SHINE Awards® 2007.

With Shaun Woodward MP, Minister for Creative Industries and Tourism, Department for Culture, Media and Sport, delivering the keynote speech, 2007 is a landmark year for the SHINE Awards® which have also been recognised as an official event of British Tourism Week, running 12<sup>th</sup> -18<sup>th</sup> March, whose patron is the Prince of Wales.

Women represent over 60% of the workforce in the UK yet their success, professionalism and contribution have largely remained unsung. With a new generation of more confident women, keen to succeed and in greater control of their personal and professional lives, the SHINE Awards® aim to recognise the increasingly important role played by women in the industry and publicly honour their commitment, professionalism and care.

Established in 2004 by SHINE People and Places Ltd, the SHINE Awards have celebrated some of the most inspirational and successful women in the UK travel, tourism and hospitality industries. By recognising their valuable contribution and by showcasing their achievements, the SHINE Awards continue to provide role models for other women in the industry as well as contributing to raising standards.

*"We are delighted with the overall quality of the nominations this year," explained Gaby Marcon of SHINE People & Places Ltd, "and we hope this year's SHINE Awards will continue to stimulate debate and encourage the whole of UK industry to respond to the ambitions and aspirations of the women - long after the celebrations are over."*

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**SHINE AWARDS 2007 - THE WINNERS ARE:**

**CAROLYN MOXON, UK MANAGING DIRECTOR, MAXJET AIRWAYS**

**SHINE Business Woman of the Year - Large Enterprises (250+ Employees)**

With more than 20 years' experience in the airline industry, Carolyn demonstrates the prominent opportunities available to women in the travel industry. Since joining MAXjet in 2004, Carolyn has become a key driver in the company's expansion at London Stansted Airport, helping MAXjet to achieve FAA certification, purchasing new planes and launching new transatlantic flight services to New York, Washington DC and Las Vegas. She consistently strives to raise the company's profile and maintains strong links with the Airport Authorities.

*"Although at senior management level aviation is somewhat male dominated, my achievements demonstrate that women can also be successful and develop a career. Having the determination and commitment to succeed is where it begins."* Carolyn Moxon, UK Managing Director, MAXjet Airways

**JANICE WEINER, MANAGING DIRECTOR, GLAZIERS HALL**

**The SHINE Business Woman of the Year - SME (Less than 250 employees)  
NEW CATEGORY**

Janice's experience across a variety of industries over the past 11 years supports her current role as MD at Glaziers Hall - Conference & Banqueting Venue. In the last two years she has helped the business grow into a thriving City venue, responsible for turning around a business, which was facing insolvency and quadrupling the annual turnover. Her hands-on approach to business, often dealing direct with clients and their bookings, is all part of the company's success, together with the support of a strong team.

*"My dad has extended his trip from SA specially for the award ceremony and the ceremony is on the anniversary of the first year of my mother's death, so this award will be in her honour and showing her how much I have achieved in my lifetime."* Janice Weiner, Managing Director, Glaziers Hall

**SHIRLEY EDWARDS, DIRECTOR, EDWARDS & BLAKE**

**The SHINE Business Owner of the Year**

From Chef to Catering Manager, Operations Manager to Regional Manager, Shirley's success emanates from her drive and desire to put her heart and soul into everything she does, with dedication, pride and individuality. This is how she now approaches her own contract catering business Edwards & Blake, which she started up in 1998.

When asked what the key reasons were for her personal success, Shirley responded:

*"Tenacity - I've consistently believed in myself and hung on to the dream even through the toughest of times. My intention was always to set up something small, friendly and to*

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*offer a highly personal service. A little bit of TLC in an otherwise cut throat industry. And it's paid off!" Shirley Edwards, Director, Edwards & Blake*

**LEIGH JENKINS, GENERAL MANAGER, NEW PARK MANOR HOTEL AND SPA**

**The SHINE Young Achiever of the Year**

Leigh is described by her colleagues as "a strong, highly-focused professional who achieves 'amazing' results". Ensuring her staff teams each have the skills and knowledge to carry out their job roles and overseeing sales, marketing and yield management, Leigh has clearly excelled in her role... in the recent British Travel Awards, New Park Manor received the Silver Award for "Best Spa in Hotel or Resort".

*"To have been nominated for this prestigious award is a reward in itself. I am overwhelmed with the encouragement and support that has been given to me by the von Essen Hotel Group. To win is simply unbelievable!" Leigh Jenkins, General Manager, New Park Manor Hotel and Spa*

**CLAIRE HANCER, ENGLAND SALES & TRADE MARKETING, VISIT BRITAIN**

**The SHINE Public Sector Woman of the Year**

Working within the travel industry in mainland Europe until 1992 for the likes of the British Consulate, Hertz and KLM, followed by Disneyland Paris, Air France and Royal Caribbean International back in the UK, has certainly provided Claire with the professional background and experience for her current role at VisitBritain's domestic division, Enjoy England. Promoting England to the British, she is now responsible for travel trade relations and sales for the UK, France, Germany, Ireland and The Netherlands in this public sector role.

*"Flexibility is key in today's changing industry, which enables one to go with the flow. But most of all my enthusiasm for the products that I have worked for has been my main motivator and I believe a key reason for my success. During my time at Disneyland Paris, my home was a shrine to Mickey Mouse, during my Royal Caribbean days, I sold cruises to every taxi driver and friend going. Now at EnjoyEngland I enthuse about the variety and hidden gems our country can offer to anyone who will listen!!" Claire Hancer, England Sales & Trade Marketing, Visit Britain*

**BRIGID SIMMONDS OBE, CEO, BUSINESS IN SPORT AND LEISURE**

**The SHINE Industry Expert of the Year**

Brigid's nomination for two key SHINE awards is a testament to her exceptional career and outstanding contribution to the industry. The immediate past Chairman of the Tourism Alliance and Chairman of the CCPR (The Central Council of Physical Recreation) since 2005, she is also non-executive Director of Quintus Public Affairs. Brigid has completed a six-year term on the main board of Sport England, where she was Chairman of Phoenix Sport in Sheffield and Caversham Lakes Trust. She was a former chair of the Sport England Lottery Awards Panel. She was previously a non-executive Director of Leicester City Football Club Plc and is the author of 'Developing Partnerships in Sport and Leisure: A Practical Guide',

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published by Longman in 1994. Brigid was awarded an OBE for Services to Sport in the Queen's Birthday Honours List of June 2006.

*"I have spent the last 15 years working in the sport, leisure, hospitality and tourism industries. They are industries of national importance creating some £74 billion to the UK economy and employing 2.2 million people.*

*I am proud of all that I have achieved during this time. My work for Business In Sport and Leisure, the Tourism Alliance, Sport England and the CCPR have culminated in London's successful bid to host the Olympic Games in 2012. This brings all these sectors together and is something, which I regard as the most important professional event in my lifetime.*

*The role of women in both sport and hospitality is huge - partly because both are industries where people are the key and partly because in both women can shine. You can work part time, be flexible in raising a family, look after elderly relatives or be dedicated to winning in your sport.*

*To be a finalist in these awards is a culmination of all that I have achieved to represent our sector."* Brigid Simmonds, Chief Executive Officer, Business in Sport and Leisure

### **SUE BIGGS, MANAGING DIRECTOR, KUONI HOLIDAYS**

#### **The SHINE Woman of the Year**

Sue's career with Kuoni spans an impressive 25 years, starting in 1982 as Product Executive and culminating in her promotion to the Group Management Board in 2001 (the first woman and non-Swiss to be appointed to the Board in Zurich). Over the years, she has worked extensively throughout the longhaul world, becoming the youngest Director of the Kuoni Group in 1989, when she was appointed Product Director. By 1999 she was acting as Managing Director of the Kuoni UK Group, responsible for the company's £300 million+ turnover.

*"Well, they used to say that behind every good man stands a woman (no comment...), but I can promise you that definitely alongside every good woman stands a really fantastic team! Had I known I was going to win this award, I would have asked everyone at Kuoni to come and collect it with me - but I guess 600 guests is maybe too many to bring?! We're always tremendously proud to win awards, and this is a very special recognition for both me and my team."* Sue Biggs, Managing Director, Kuoni Holidays

### **KNOCK TRAVEL**

#### **The SHINE Company of the Year - New Category**

Knock Travel has been nominated for their "Work Well" campaign, promoting the benefits of a healthier lifestyle to employees. Initiatives included giving each member of staff a pedometer for a month, free massages, stress management sessions, a fruit awareness week and a diet and nutrition seminar. This achieved an increase in staff awareness of the value of exercise and good nutrition. Many have maintained the healthier habits acquired during the campaign. Knock Travel has also pledged to support employees, and particularly

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women, by including a maternity policy, information and policy on sexual harassment and bullying and a stress and mental health policy.

*"I am delighted to accept this Award on behalf of my hard working team back in Northern Ireland," commented Doreen McKenzie, "This is a tribute to the constant efforts and daily office chores (that we obviously try to make as fun as possible) for the whole staff in both of our offices (in Belfast and Bangor).*

*We are living in a constantly changing but exciting time for travel, never have there been so many opportunities for us as a Company or to the travelling public. And I believe that it is our responsibility to look after the Industry and to nurture the growth of our businesses.*

*This Award acknowledges our achievements in Travel & Tourism and encourages us as a Company to continually strive to raise the barriers and standards in our industry. We need to be proactive in attaining new business by using innovative ideas and not being afraid to take the first step and setting high standards and not feel threatened by the Internet or any other direct sell business.*

*Thank you for your support and this Award. And I would love to welcome you all to visit a new regenerated Belfast - and of course our offices!"*

**Notes for the Editor:**

Interviews, photography, case study material available from:

Satellite MPR T: 01903 885 414 W: [www.satellitempr.com](http://www.satellitempr.com)

Further information from:

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