

Outstanding SA business women head to Awards finals

23 August 2011 – The designer of a smartphone app, that provides online planning tools for weddings, is among 13 finalists for the 2011 Telstra South Australian Business Women's Awards.

Cindy Westphalen from Cindy's Classic Gourmet and Wedding Girl is joined by a diverse range of inspirational business women including a manufacturing engineer, a family law specialist and a winemaker.

Michelle Shi-Verdaasdonk, National Chair of Women in Engineering and Asia Pacific Regional Manager for Product Continuous Improvement at appliance manufacturer Electrolux, is one of six finalists for the Hudson Private and Corporate Sector Award.

Ms Shi-Verdaasdonk drives product quality improvement among 2000 engineers and manufacturing staff and is also responsible for increasing employees' problem solving capabilities in research and development.

Jane Miller, a Partner and head of the Family Law division at Tindall Gask Bentley Lawyers and one of the first and youngest people in SA to receive Specialist Accreditation in Family Law, is another finalist in the Hudson Private and Corporate Sector category.

Other finalists include Fiona Godfrey, principal of St Peter's Collegiate Girls' School at Stonyfell, Kelly Baker-Jamieson, founder of bouquet business Edible Blooms, and Anna Hooper, winemaker at Cape Jaffa Wines on SA's Limestone Coast.

Kate McKenzie, Group Managing Director of Telstra Innovation, Products & Marketing and Telstra Business Women's Awards Ambassador said the Awards program celebrates the success of extraordinary women and is part of Telstra's commitment to gender equality.

"For 17 years Telstra has shone the light on leaders in business who inspire, connect and achieve so much. Their achievements, leadership and entrepreneurial drive have impacts that go well beyond their workplace," Ms McKenzie said.

Mark Steyn, CEO of Hudson Australia/New Zealand, said: "Hudson has been a proud sponsor of the Telstra Business Women's Awards for the past 10 years and it's a privilege to be associated with an event that showcases the excellent calibre and quality of talented women working across Australia.

"As Australia's leading provider of integrated talent solutions we consider it crucial to raise awareness about the imperative role that women play in the Australian workforce today."

Winners of the 2011 Telstra South Australian Business Women's Awards will be announced at a gala luncheon on 16 September in Adelaide.

The winners share in \$200,000 in cash and prizes and become part of an exclusive national business alumni.

The South Australian winners proceed to the national finals of the Telstra Business Women's Awards which will be announced in Melbourne on 18 November.

Finalists for the 2011 Telstra South Australian Business Women's Awards are:

Commonwealth Bank Business Owner Award

Kelly Baker-Jamieson	Edible Blooms, Hyde Park
Kym Brown	Treasured Memories; Getaways Reservation Service; Tour Barossa Tanunda
Tanya Cole	NannySA, Fullarton
Teresa McDowell	Hemp Hemp Hooray, Mount Barker
Cindy Westphalen	Cindy's Classic Gourmet and Wedding Girl, Belair

Hudson Private and Corporate Sector Award

Theresa Hines	Electrolux, Adelaide
Anna Hooper	Cape Jaffa Wines, Mount Benson
Paula Luethen-Soper	BT Financial Group, Adelaide
Kristy Megaw	Harris Scarfe, Adelaide
Jane Miller	Tindall Gask Bentley Lawyers, Adelaide
Michelle Shi-Verdaasdonk	Electrolux, Adelaide

White Pages Community & Government Award

Fiona Godfrey	St Peter's Collegiate Girls' School, Stonyfell
Cathryn Harris	Mount Gambier Library, Mount Gambier

Nokia Business Innovation Award

Tanya Cole	NannySA, Fullarton
Fiona Godfrey	St Peter's Collegiate Girls' School, Stonyfell
Cathryn Harris	Mount Gambier Library, Mount Gambier
Anna Hooper	Cape Jaffa Wines, Mount Benson

marie claire Young Business Women's Award

Kelly Baker-Jamieson	Edible Blooms, Hyde Park
Anna Hooper	Cape Jaffa Wines, Mount Benson

More information on the Telstra Business Women's Awards can be found at www.telstrabusinesswomensawards.com

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