

MOTHERS AND DAUGHTERS IN BUSINESS TOGETHER



Young entrepreneurial women often come from families of small business owners. Here is an inside look at just how a mother and daughter business can work really well.

At 38 Julie Schafer is happily married, works at a job that she absolutely loves, is in a business partnership that was made in heaven and she has a 3 year old daughter who is the light of her and husband Greg's life. Julie is in partnership with her 64 year old mother, Ellen Schafer, who began their Financial Planning practice 25 years ago. Ellen and Julie Schafer have worked side by side since 1998 when Julie joined Ellen Schafer and Associates (ES&A).

A BETTER FUTURE.

Ellen began her Financial Planning business in 1985 but when Julie joined her mother 13 years later the business had another growth spurt according to Ellen. "My enthusiasm to build the business was re-ignited as it became obvious to me that Julie loved the work as much as I did. Suddenly I could see our little company had a future beyond my own working life."

Ellen and Julie believe that the experience of two generations and the skills that brings to the financial planning practice provides a greater understanding of client's needs.

MOTHER AND DAUGHTER PARTNERSHIPS WORK DIFFERENTLY?

"Men sometimes bond through rivalry and competition but mothers and daughters bond by helping each other grow" says Julie. For example both women completed their Masters in Applied Finance around the same time but Ellen was in her

fifties and Julie was in her thirties. "We supported each other right through the enormous amount of study that we had to complete for the degree," says Julie "and there were times when I think each of us would have quit if it had not been for the moral support of the other."

"Twenty five years ago, women were told that in order to get ahead in business they had to be more like men" said Ellen "but now I think women realise they can succeed by simply being themselves and dressing and acting how they feel comfortable as well as working in a business setting of their choice".

BEAUTIFUL BUDERIM

As soon as you walk into ES&A's Buderim premises you feel relaxed. Nestled in the natural beauty that is Buderim the offices are situated in an environment that is conducive to creative thinking and relaxation. The office block is jointly owned by Ellen and Julie and it exudes their personal taste in furnishing and the love of their working environment even extends to the surroundings outside the building.

DISCUSSION GROUP MEETINGS.

Ellen and Julie give free discussion group workshops once a month. The meetings usually go for a couple of hours and because they don't commence until after 6pm ES&A provide a light supper.

The subject of their next discussion group is listed below – and both mother and daughter would welcome you if you would like to attend. Each meeting has a different topic and the agenda for January focuses on embracing change. The group meetings are limited to around 5 couples or 10 people.



**PRIVATE WEALTH
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BUSINESS ADVICE**

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BEGINNING 2010 WITH A BIG BANG!

"The moment you decide on a goal to work toward, you're immediately a successful person. Out of every hundred people, you belong in the top five.

Don't concern yourself too much with how you are going to achieve your goal-leave that to a power greater than yourself. All you have to do is know where you're going. The answers will come to you of their own accord, and at the right time."

So said Earl Nightingale, one of the greatest Success Philosophers of our time.

As the above quote indicates Ellen and Julie's next Discussion Group Meeting will deal with achieving goals. If you are interested in attending - the meeting will be at 6pm on Tuesday 19th January in ES&A's Buderim offices.

Please ring Cathy on 5445 6044 for bookings.

GO TO ES&A WEB SITE AND WATCH OUR MOTIVATIONAL MOVIE



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