

Top business award goes to Cowell woman

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Cowell woman Susan Chase is set to compete in the 2009 Telstra Business Women's Awards in Melbourne on November 12, following her state-level win last week.

Cowell Electric Supply managing director Susan Chase attributes the success of her Eyre Peninsula business - which provides powerline, water, gas and communication infrastructure systems to remote and regional Australia - to her commitment to make it through the tough times.

"One thing I've learnt is that it's important to bounce back from the hardships and challenges," Sue said. "It's easy to celebrate the good times but one's reaction to the challenging times demonstrates real strength in character and true success."

Sue, who also won the SA Business Owner Award at last week's awards ceremony, said she had overcome her share of adversity on her way to commercial success.

She purchased the SA business Cowell Electric in 2000 when it was close to liquidation. Five years later she proved her determination by injecting more capital. The move ensured the company's survival despite tough competition from larger energy providers.

In her time at the helm of the com-

pany, the business has quadrupled sales, lifted profitability and now employs 35 people.

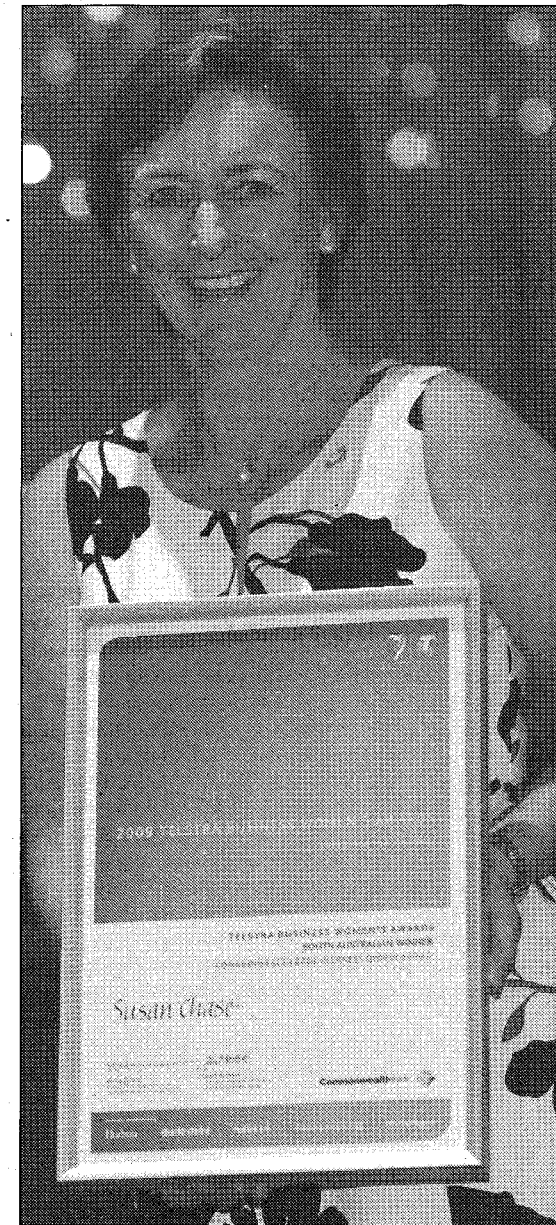
Sue said in her acceptance speech that the award not only recognised her own self as a successful business woman, but it recognises that there is a vibrant life existing outside the cities of Australia and that there are plenty of achievers and opportunities abundant beyond the horizon, in the rural and remote areas of Australia.

Sue also paid tribute to the "wonderful dedicated employees working for Cowell Electric, who have contributed to the business's success, who take pride in their work and go the extra mile to ensure we exceed our customer's expectations".

Telstra Business Women's Awards Ambassador Holly Kramer said the local woman demonstrated all the qualities of an astute business leader.

"The judges were impressed by how well Susan knew her business and said she was an extremely adept leader," Ms Kramer said. "She had a strong understanding of business drivers and was able to articulate the processes and procedures needed to grow the business."

FREE Eyre managing director Susi Tegen was also recognised at last week's awards, taking home the Nokia Business Innovation Award.



TOP BUSINESS WOMAN...Susan Chase, of Cowell, has been named SA's top business woman and will compete next week for the national title.