

From export to expert: Our Emma's a star

EMMA Reynolds left Cairns four years ago aged 21 and a relative unknown – this month she returns home as one of the rising stars of the British and European business world.

Named as one of the 2008 Top 35 Women Under 35 by British magazine *Management Today*, Emma is now in demand to speak around the world – with recent engagements in Barcelona, Istanbul, Italy, Poland and at the British Chamber of Commerce.

But on July 29 the 25-year-old, ex-St Monica's student will be back home as keynote speaker for the Young Chamber Next Gen Expo, where she will address more than 200 local, future business leaders.

Management Today said Emma and the women of Generation Y had come of age and their impact on the world of work could not be underestimated. "These women bring with them a confidence, passion and unconventional approach that is blowing through boardrooms," *Management Today* said.

"It is no coincidence that Reynolds has carpe diem (seize the day) tattooed across her foot. This generation grabs each day and wrings the most out of it."

Emma has been seizing the day since she was inspired at a school pep talk by local motivational speakers Bram Collins and Trevor Tim of Success With Attitude.

"I think that's where it all started with Emma," says her mother, Linda Reynolds. "She was that excited with their message that you can do whatever you want – that positive attitude. She was always a positive person."

■ Continued Page 3

Emma living a dream

■ From Page 1

WHEN she left school, Emma worked for the Cairns Convention Centre, Destination Cairns Marketing and The 20/20 Group, which is sponsoring her visit to Cairns.

"When we heard the Young Chamber were putting on the Next Gen Expo, we said you need Emma because she's the guru of Gen Y in the UK and Europe," said her former 20/20 boss Melanie Wicks.

"We were so upset when she left us, but she was always going to be bigger and better than Cairns. She needed to spread her wings and she's certainly done that."

After riding the rollercoaster of success for two years and the tough economic times of the past 12 months, Emma told the *Cairns Sun* it was a good time to be addressing the Expo.

"I'll be talking about opportunities, attitude and how to manage tough decisions – how to recognise opportunities when the environment around you is so negative and how to keep that positive confidence, which is bloody hard."

The Next Gen Expo is at Hilton Cairns on July 29. Registrations close July 27. For more details, visit www.youngchamber.com.au or www.alistevents.com.au.

