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**New Career Adds Up for Mums**

When it comes to combining a successful career with family life, mums Joanna Payne and Cynthia Golder have got the formula just right.

The pair from West Wales, who met while studying accountancy at college, are now fulfilling their ambitions and running their own business with the help of women's economic development agency, Chwarae Teg.

Single mum of one Joanna, 27, who lives in Cardigan said, "At school I was never very interested in learning and left at the age of 16. When I split up with my husband a few years ago I decided that it was time for me to build a future for myself and my daughter."

Having discovered a talent for book keeping, Joanna enrolled on an accountancy course at Cardigan college where she met mum of three Cynthia from Llandysul.

The pair spent three years studying at the college and discovered that they both had a passion for entrepreneurship.

Cynthia, 38, explained, "I have spent most of my life travelling around with my husband who is in the army so I have never really been able to establish a career of my own. When we settled down in Llandysul several years ago and I decided that I wanted to get my own career on track.

Joanna and Cynthia approached Chwarae Teg's Women's Enterprise Wales advisor Sue Davies for help in putting their business ideas into practise.

"Sue was a fantastic help to us," said Joanna. "She gave advice on where we could find funding for the business and introduced us to networking groups in

the area. She was a fantastic mentor and someone to turn to for support throughout the whole process.”

Determined to break with the traditional image of accountants, when they launched the business ‘CereAccounting’, Joanna and Cynthia wanted to offer a flexible service to clients at a reasonable price.

“We travel throughout South West Wales to visit our clients,” said Joanna. “We are available in the evenings or at weekends and we have ensured that our prices are affordable to start-up businesses.”

The flexibility of self employment means that the mums are able to balance their careers with taking care of their families.

“It has proved the perfect solution for me,” said Cynthia. “Finding child care would not have been an option for me simply because it is too expensive. By running this business I am not only fulfilling my own ambitions but also spending time with the family.”

Sue Davies from Chwarae Teg commented, “Cynthia and Joanna are fantastic examples of women determined to achieve their personal goals and become entrepreneurs. They have put together a sound business plan which I am sure will lead to much success in the future.”