

Wealth is .. Billy Connolly on tap

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By Aileen Power

Emer Purcell is managing director of Irish Provincial Hampers, which she established nine years ago.

She has grown the company into a thriving business focused on the corporate clients market. Prior to founding this company, Purcell was an equine acupuncturist and also a horse trainer, winning a top women's trainer title in that profession.

What's the best investment you ever made?

I backed 'My View' in Cheltenham when he won the Coral Hurdle in 92. My Dad bred

and trained him and he romped home at 33/1.

What's the worst investment you ever made?

Eircom. Do you ever get the feeling you were stitched up?

Do you own your own home?

Yes a sexy little townhouse by the sea in Dublin.

What's the best financial advice you ever received?

I met a gentleman on a train travelling from Tralee and he offered me this gem of financial insight. "May your eyesight be your guide, your mind be your kingdom, and your money be the last thing you part with." Obviously I met him after the Eircom deal.

What financial advice would you give to someone starting off in their career?

Since I spent most of maths class in the toilet smoking cigarettes, I don't feel qualified to offer anyone financial advice in the formal sense. However, my experience would suggest that you

have to be willing to take risks and not be afraid to lose everything. If you put in the hard work, the financial rewards will follow.

If you were armed with the financial knowledge you now have, would you have done things differently?

No, the business was not driven by finance. It was driven by hard work and determination, which is what made it successful.

Do you have a pension?

Yes

Do you invest in equities or equity-based funds?

No

Have you opened an SSIA? If so, what type?

Yes, an equity-based SSIA.

What's your top financial priority?

It's not something I have ever given much consideration to - but on reflection, to have financial freedom in every sense of the word.

How would you describe your attitude to your personal finances?

Relaxed. I have never been driven purely by financial goals, but yet am aware that I enjoy the freedom that money gives me. I have always been blessed with good fortune and am very grateful for that.

If you had all the money you could wish for what three things would you purchase?

A chauffeur - as I abhor driving with a passion.

A massage therapist to tend my work-weary body.