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have been getting seven or eight calls a day." "I went back to work earlier than I should - I was in a lot of pain. I was told when I went back that it was great to have me back and they would expect the same level of work from me now and do as I had been doing."

It was a wake up call. "I just decided I didn't want to do that anymore. The two months had given me time to take stock. I went in the next day and I handed in my notice."

"Once I decided I was leaving a sense of calm and relief came over me. I left and set up my own company, Midas PR. I was very lucky in that three clients came with me. Baileys, which is a huge brand, Siucra, and Renvyle ouse Hotel. I was living in Celbridge and worked from my home, but at the back of my mind I was always hankering to get back to Kilkenny."

So back she came. Luckily thanks to the internet and broadband, location is not now really an issue when it comes to many employments and businesses an such is the case with PR these days. Alma says: "Thanks to technology, clients really don't care where you are as long as the work gets done. I moved to Kilkenny in September 2005."

"I have clients all over the country and strategically Kilkenny is very close to all of them. It's wonderful to be back. I live in Stoneyford, which is only ten minutes into town. It was the right decision for me, and I haven't looked back. The business really took off in 2003 and the last two years have been my busiest ever."

Alma now has a wonderful life in rural Kilkenny, and she feels privileged to have a raft of talented clients on her books, both local and international.

"I'm lucky in that I can pick and choose who I work with," she says, "and the clients I have are all incredible people, very talented - people like Suzanne O'Keeffe and Kieran O'Gorman here in Kilkenny, companies like Prochem Engineering, Carrig Country House in Killorglin and international bathroom manufacturer Ideal Standard. I also worked on Savour Kilkenny, which was very well received and was wonderful. Next year it'll be bigger and better."

"My mother said always stand up for yourself, but do it nicely."

And very nicely she does too!

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→ next day and I had another very busy three weeks ahead. I woke up one morning a while after the accident and I couldn't move in the bed. I had very bad whiplash and I was off work for two months."

Alma may have been off work, but regardless of the pain she was in she was still expected to function in a partial capacity by her employers. She remembers: "During the time I was off, the office kept calling. I was lying flat on my back at home doing conference calls, team appraisals - I must

