

Enterprising Donegal Business Week 2008

7th March - 14th March

Seachtain na Fiontraíochta

Tydzień Przedsiębiorczości

Izklaides nedēļa

Verslo savaitė

Enterprising Donegal Business Week
is sponsored by;

 Donegal County
Enterprise Board | Bord Fiontar
Chontae Dhún na nGall



Friday 7th March

TIME	DESCRIPTION	VENUE
7:00pm	Official Launch of Enterprising Donegal Business Week and "Show Off Design Exhibition". By Minister Mary Coughlan TD	Regional Cultural Centre, Letterkenny
6:30pm - 8:30pm	Donegal Design Directorate Exhibition: Entitled "Show Off", incorporating the work of Donegal designers from the world of fashion, textiles, product design, photography, media and visual design. Exhibition will be manned by designers.	Regional Cultural Centre, Letterkenny
Morning	Enterprise Bus at Public Service Centre / Library, Milford	
Afternoon	Enterprise Bus at the Diamond, Lifford	

Saturday 8th March

10:00am - 5:00pm	Donegal Design Directorate Exhibition: "Show Off" exhibition continues.	Regional Cultural Centre, Letterkenny
11:00am - 4:00pm	Enterprise Bus at Letterkenny Shopping Centre, Letterkenny	

Monday 10th March

2:00pm - 5:00pm	Start a Business - Take the Plunge. An interactive session on starting a business with 4 locally based entrepreneurs. Tom Cooney , Director of the Institute for Minority Entrepreneurship and author asks 'Could you be an entrepreneur?' Followed by an interactive session with four local entrepreneurs - Jim Glackin , Glackin Business Institute; Catherine Sproule , Guava Juice Bars; Darren Foy , Northwest Timberframe Homes and Paddy Devlin , Devlin Associates. Representatives of enterprise agencies will be in attendance to offer advice. Delivered as part of the Ireland North West Project	Mount Errigal Hotel Letterkenny
6:00pm - 9:00pm	Develop a Business - Make a Splash. Nationally recognised entrepreneurs discuss their own inspirational stories of starting and growing a successful business. Tom Cooney , author of "New Venture Creation in Ireland" and Director of the Institute for Minority Entrepreneurship (DIT) Jerry Kennelly , Founder of Stockbyte and Winner of Emerging Entrepreneur of the Year, Ernst & Young, 2005. Seamus Mc Menamin , MD Mantis Cranes and finalist in Ernst & Young Entrepreneur of the Year 2006. Representatives of enterprise agencies will be in attendance to provide information and advice. Delivered as part of the Ireland North West Project	Mount Errigal Hotel Letterkenny
Morning	Enterprise Bus at Tourist Office, Buncrana	
Afternoon	Enterprise Bus at Public Service Centre, Carndonagh	

Tuesday 11th March

9:00am - 1:00pm	Environmental Sustainability for Business Gareth Gallagher, Atlanfish: A case study including Eco-design, Energy Efficiency, and Waste Management. <i>Contact Marian Roberts on 074 9169823 or marian.roberts@enterprise-ireland.com to register</i>	Radisson Hotel Letterkenny
9:30am - 11:30pm	Donegal Women in Business Network 1st in series of 'Growing Your Business' workshop Clare McDonagh and Anne Blake from La Maison in Letterkenny	Clanree Hotel Letterkenny
9:30am - 11:30pm	IBEC Northwest HR Forum Open to non-IBEC members. <i>Contact Breege McTiernan on 074 9724280 or breege.mctiernan@ibec.ie to register</i>	IBEC Offices, Quay Street Donegal Town
9:30am - 11:30pm	Cross-Border Finance Workshop: Simplifying Cross Border Trade Seamus Devine , Stewart & MacLochlainn, Accountants & Auditors Joann Hosey , Bank of Ireland Global Markets Jonathan Lecky , Fleming Agri Products Delivered as part of the Ireland North West Project	Gallaghers Hotel Letterkenny

TIME	DESCRIPTION	VENUE
10:00am - 2:30pm	Student Enterprise Day Featuring the final of the Student Enterprise Awards. Guest Speakers - Jerry Kennelly , founder of Stockbyte and award winning speaker Padraic O Maille	Jackson's Hotel Ballybofey
10:00am - 1:00pm	Start Your Own Business Programme: Unemployed and thinking about starting a business? Programme run over 3 mornings. Day 1. <i>Contact Louise at Donegal Local Development Company on 086 8124250 or 074 9723368 to register</i>	Kee's Hotel Stranorlar
1:00pm - 5:00pm	Donegal Design Directorate Exhibition: "Show Off" exhibition continues	Regional Cultural Centre Letterkenny
2:00pm - 3:30pm	Cross-Border Finance Workshop: Simplifying Cross Border Trade Steven Lindsay , Moore Stevens, Chartered Accountants & Business Advisors Jonathan Lecky , Fleming Agri Products, Joann Hosey , Bank of Ireland Global Markets Delivered as part of the Ireland North West Project	NW Business Complex Skeoge Industrial Park Derry
Morning	Enterprise Bus across from McElhinney's store, Ballybofey	
Afternoon	Enterprise Bus at CAKE, Killygordon	

Wednesday 12th March

10:00am - 1:00pm	Start Your Own Business Programme: Unemployed and thinking about starting a business? Programme continues. Day 2.	Kee's Hotel Stranorlar
11:00am - 1:00pm	Donegal Design Conference : A one day conference of workshops to deliver practical tools to small businesses around four areas of design User-centred Design: Justin Knecht & Toby Soctt , Centre for Design Innovation - Placing people at the front end of product service and development with straight-forward advice on applying user-centred design. Creativity: Jethro Murphy , Jikijela, - Make creativity a discipline within your own organisation through a practical approach that can be applied to small businesses.	Regional Cultural Centre Letterkenny
11:00am - 1:00pm	Service Design: Keith Finglas , Innovation Delivery - Practical techniques for small businesses to improve existing services or develop and implement new services.	
2:00pm - 4:00pm	Branding: Rick LeVert and Libby Carton , Carton LeVert - Learn about the evolution of the personality of small business, how it is communicated to and how it is perceived by others.	
2:00pm - 4:00pm		
1:00pm - 5:00pm	Donegal Design Directorate Exhibition: "Show Off" exhibition continues	Regional Cultural Centre Letterkenny
7:00pm - 9:30pm	Starting a Technology Business Pat Byrne , Manager Telecommunications and Software Services Department, Enterprise Ireland Eric Reid , Enterprise Equity Two start up company case studies and Discussion <i>Contact Marian Roberts on 074 9169823 or marian.roberts@enterprise-ireland.com to register</i>	Gallaghers Hotel Letterkenny
Morning	Enterprise Bus outside Bank of Ireland, Falcarragh	
Afternoon	Enterprise Bus at Community Centre, Glenties	

Thursday 13th March

8:30am Breakfast 9:00am - 11:00am	"Take Your Website to the Next Level" in association with the Irish Internet Association Breda McGuigan , Aura Internet Services - Good quality Web Design and why it matters. Niall Mc Keown , MD, ION Technologies - A cost effective tool to promote your company. Keith McCabe , Realex Payments - Integrating eCommerce and ePayment solutions into your website . Questions and Answers	Radisson Hotel Letterkenny
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TIME	DESCRIPTION	VENUE
10:00am - 12:00pm	IBEC Northwest Health & Safety Forum Open to non-IBEC members <i>Contact Breege McTiernan on 074 9724280 or breege.mctiernan@ibec.ie to register</i>	IBEC Offices, Quay Street Donegal Town
10:00am - 1:00pm	Start Your Own Business Programme: Unemployed and thinking about starting a business? Programme continues. Day 3.	Kee's Hotel Stranorlar
7:00pm	Mastering the Art of Marketing - a participative workshop aimed at de-mystifying the marketing process. Seamus McAdams, i2 Marketing and Kevin Collins, Sales Co-ordinator, Highland Radio.	Mill Park Hotel Donegal Town
1:00pm - 5:00pm	Donegal Design Directorate Exhibition: "Show Off" exhibition continues	RCC, Letterkenny
Morning	Enterprise Bus opposite Tara Hotel, Killybegs	
Afternoon	Enterprise Bus outside Central Hotel, Donegal Town	

Friday 14th March

8:30pm Breakfast 9:00am - 10:30am	Management Workshops Paul Newton , Newtown Performance Coaching - Time Management: What to do now, what to do next and what not to do at all - the secrets of effective time management.	Mount Errigal Hotel Letterkenny
11:00am - 12:30am	Joanna Campbell , Training For Excellence - Guidance for Directors and Senior Managers on their responsibilities for Workplace Safety and Health.	
1:00pm - 5:00pm	Donegal Design Directorate Exhibition: "Show Off" exhibition continues	Regional Cultural Centre Letterkenny
6:30pm	Enterprising Donegal Business Awards 2008 (Black tie event) Donegal County Enterprise Board proudly presents the highlight of the week - the announcement of the Donegal Business Awards. The evening will feature the best of Donegal's small businesses and is a unique opportunity to network with other businesses. A limited number of tickets, priced €40 is available from Donegal County Enterprise Board.	Solis Lough Eske Castle Hotel Donegal Town
Morning	Enterprise Bus across at Market Yard, Ballyshannon	

ATTENDANCE AT ALL EVENTS IS FREE

Unless otherwise stated but registration is necessary.

ENTERPRISE BUS

If you are considering starting a business don't miss this unique opportunity to get experience, advice and direction from the experts. Executives from Donegal County Enterprise Board and the Bank of Ireland will be visiting a town near you during Enterprising Donegal Business Week. For dates and locations see daily schedule above.

The Enterprise Bus will have all the information you need to get started!

To register your attendance at any of the above events;

Email: cslattery@donegalenterprise.ie
or Tel: 074 9160735



Ireland's EU Structural Funds
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In Business, To Help Your Business

INVESTING IN YOUR FUTURE

Some of the Speakers...



Jerry Kennelly

Jerry Kennelly founded Stockbyte and Stockdisc, two companies based in Tralee which captured 10% of the global royalty-free stock photography market in ten years. The companies which he and his wife Johanna owned were sold to Getty Images (GYI) for \$135 million in April 2006, in what appears to have been the final phase in the consolidation of this dynamic, web-enabled industry. Kennelly's companies produced the highest pro-rata profit and profit per employee in this worldwide industry.

Kennelly, has been honoured by the Deloitte Fast 50 Awards and was winner of the Ernst & Young Emerging Entrepreneur of the Year Award in 2005. Stockbyte is also a former winner of the DHL Exporter of the Year Award.

He has since been involved in setting up the Young Entrepreneur Programme (www.youngentrepreneur.ie), a unique not-for-profit initiative based in Kerry, which is currently facilitating 500 second and third level students in the study of entrepreneurship. The Programme is dedicated to illustrating the validity personally and to society, of entrepreneurship as a career choice and aims to help identify, inform, recognise and celebrate Kerry's next generation of business leaders and their educators.



Dr Thomas M. Cooney

Tom is Director of the Institute for Minority Entrepreneurship (DIT), and Research Fellow at the Dublin Institute of Technology. He is President-Elect of the European Council for Small Business (ECSB), a member of the European Commission Expert Group on Entrepreneurship Education, and former Chairman of Ireland's Network of Teachers and Researchers of Entrepreneurship (INTRE). He has researched, presented, and published widely on the topic of entrepreneurship, including the books *New Venture Creation in Ireland* (with Shane Hill), *Irish Cases in Entrepreneurship*, and *European Cases in Entrepreneurship* (with Rickie Moore). Additionally, he is a trainer, mentor, and consultant to many Irish SMEs, and more recently has been quite active in the media. Further information is available from his website www.thomascooney.com.



Seamus Mc Menamin

Seamus Mc Menamin is owner/manager and MD of Mc Menamin Engineering Ltd and Mantis Cranes. Mc Menamin Engineering was established in 1986 by Seamus and his wife Ann and has developed over the past 21 years through investment in its staff, new equipment and new technology.

Mantis Cranes, started through an initial joint venture with an Italian company in 1998, is the market leader in the self erecting crane sector in Ireland and continues to expand into international markets. In 2004 the company opened a depot in Durham in the north East of England to service a growing market opportunity there - 6 people are now directly employed there. In February 2008 the company completed an investment in a crane hire company in Cambridge - R & B Mantis Ltd and this expansion together with their other market partners puts Mantis onto a national platform in the crane hire industry in Great Britain.

The company also sells in North America and has established a distribution network there based in upstate New York. This is part of the company's strategy to lessen its dependence on the home market and to build a recognisable brand by delivering value to customers. Seamus was a finalist in the Ernst & Young Entrepreneur of the year 2006.



Catherine Sproule, Guava Juice Bar

Guava Juice Bar was established in 2004 by Catherine Sproule, John Sproule, and Donal Foy when they opened their first juice bar in the Courtyard Shopping Centre, Letterkenny. Since then they have added two more juice bars one in Derry's Richmond Shopping Centre and another in Amelia Street, Belfast.

The juice bars specialise in health beverages and food including fresh fruit juices and smoothies, organic Fair Trade tea and coffee, fresh fruit salads, fruit yogurts and fruit baskets.

Catherine has responsibility for the accounts, sales and marketing and future development of Guava. Prior to co-founding Guava she spent 17 years as Head of Department in Derry's Oakgrove College.

Some of the Speakers...

Padraic ÓMáille

An award winning speaker and much in-demand business trainer, who inspires audiences and individuals to realise more of their power. Padraic helps individuals and organisations present themselves powerfully in person, in print and on the podium. For almost 20 years, Padraic has helped many of Ireland's leading business people, executives and presenters transform the way they think about their communications.

"One of Ireland's most inspiring, powerful and down to earth trainers – we have used him repeatedly for 15 years"- Pat McDonagh, MD, Supermacs.

Paul Newton

Newton Performance Coaching was established in 2003 by Paul Newton. Paul specialises in training and coaching specific skills including sales, goalsetting, leadership, time management, communication and coaching skills.

To date he has trained and coached groups and individuals in Ireland, the UK and Europe. Clients include many leading banks, media groups, manufacturers and retail companies. His programmes encourage participation and seek to inform in an entertaining and involved style. For further information visit www.newton.ie

Seamus Mc Adams

Seamus McAdams is a chartered marketer with over twenty years experience in providing unique marketing solutions to businesses, both large and small. Before setting up i2 Total Marketing in 2006, he worked for 15 years at chief executive level in a number of key marketing development agencies, developing a wide range of output orientated market development programmes, which have generated in excess of £20 million new sales for participating firms. A firm believer in promoting the marketing planning approach to managing organisations, his key strengths are in the areas of strategic marketing, promotional planning and sales & marketing management.

Joanna Campbell

Joanna Campbell has worked in the area of Occupational Health and Safety for in excess of 10 years and is Managing Partner of Training For Excellence, a company specializing in the development and delivery of management programmes for small and medium size enterprises. She has worked closely with a large number of Donegal based enterprises through the delivery of the IOSH Accredited Managing Safely programme.

Niall McKeown, MD, ION Technologies

Niall McKeown is the founder and CEO of ION Technologies. Started in 1999 the company has grown organically to become one of the leading providers of email marketing solutions world wide. With customers including Goldman Sachs, the European Bank, Adecco, Jet2.com and the Dublin Tourist Office, the company has won many export and innovation awards.

At the outset ION started creating high capacity mail servers before morphing into a full services email marketing software provider. With over 400 Enterprise and Agency customers world wide, ION are regularly cited as Ireland's leading innovator in the email marketing space.

Before starting ION, Niall worked for Apple Inc. Niall is a dedicated long distance runner and devout technology advocate.