



News Section

Tech Check Launched in County Wicklow – a Technology Check-Up for Your Business by an Independent Expert



Wicklow County Enterprise Board launched 'Tech Check' for County Wicklow on Monday 23rd July to an audience of over 80 people at a Seminar in the Marriott Hotel, Newtownmountkenny. 'Tech Check' is a National initiative, which offers a highly subsidised technology check-up to small businesses to help them identify ways to boost their productivity and profitability through the better use of technology.

Tech Check is open to ALL small businesses in County Wicklow, providing they have less than 50 employees. A 'Tech Check' costs €150 (highly subsidised), and involves two visits from an experienced, independent IT Consultant from Wicklow County Enterprise Board's chosen panel of advisors. A report is then issued providing the small business owner with a rating on their use of technology and practical actions to take.



Assistant CEO Louise O'Riordan with Guest Speaker Damien Mulley at the launch of Tech Check at the Marriott Druid's Glen Hotel

At the Seminar in the Marriott, guest speaker Damien Mulley discussed blogging, podcasting, videocasting, mobile technologies, and how social networking websites can assist with small business marketing strategies. The seminar was very interactive, as the audience questioned Damien on the detail of these 'new wave' technologies. Following Damien Mulley's presentation, Sheelagh Daly, CEO of Wicklow County Enterprise Board formally launched Tech Check in Wicklow and gave an overview of how the scheme will work. Many businesses signed up for a Tech Check at the Seminar, and further applications will be processed over the coming weeks.

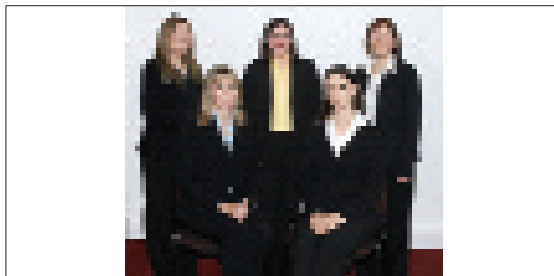
For more information on the Tech Check Programme go to: www.wicklowceb.ie/techcheck. To apply simply complete the Application Form, which is available online & return it to Wicklow County Enterprise Board with payment.

For further information on the Tech Check programme, please log on to www.wicklowceb.ie/techcheck or email us at enterprise@wicklowceb.ie.

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Welcome!



The Staff of Wicklow CEB (l-r) Ms Tamara Mulhall, Ms Catherine Howard, Ms Carol O'Brien, Ms Sheelagh Daly (seated) and Ms Louise O'Riordan (seated)

We have recently welcomed Ms Tamara Mulhall as our new Information Officer here at Wicklow County Enterprise Board. Originally from Gorey, Co. Wexford, Tamara is very experienced in delivering the highest standards of customer care having worked in both the Health & Beauty and

Hospitality industries. Tamara is the first point of contact for Enterprise Board clients and a great source of information on all of the services available through Wicklow County Enterprise Board. We are delighted that Tamara has joined the team.

For information on any of the services provided by Wicklow County Enterprise Board, please feel free to ring us on (0404) 67100, email us on enterprise@wicklowceb.ie or alternatively drop in and meet with us, at 1 Main Street, Wicklow Town.

Case Study: Catherine Fulvio

Catherine Fulvio of Ballyknocken House & Cookery School Flies the Flag for Irish Artisan Foods in Belgium, and for Wicklow Food on TV3

In February, Catherine Fulvio of Ballyknocken House and Cookery School was in Brussels treating a host of journalists and guests to a demonstration of Irish Artisan Food. On an invitation from Tourism Ireland, Catherine Fulvio, treated guests to a sample of Irish style cooking, with a modern twist. Belgium journalists were encouraged to join in and some even accomplished the art of Irish baking by producing batches of Kitty's Brown Soda Scones along with herb soda scones.

Catherine is no stranger to the supports for local businesses available from Wicklow County Enterprise Board. She is an active member of both the Owner Manager Network and the Network of Entrepreneurial Women.

Ballyknocken House is a charming 19th century Victorian guesthouse and the old milking parlour within the grounds has been converted into a state-of-the-art Cookery School. It is a haven for those seeking to learn the skills of preparing fresh Irish local foods, in the wonderful setting of the rural Irish countryside. Ballyknocken Cookery School runs a host of courses throughout the year which covers dishes from Europe to Asia. And since Catherine's

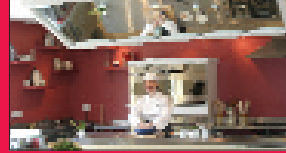
marriage to Claudio Fulvio of Sicily, there is a high degree of Mediterranean influence, not to mention the addition of a huge herb garden to the back of the house.

Catherine's style and class of cookery in the kitchen can now be seen in her "Moody Foodie" series which is currently running on TV3's, Ireland AM. In true Fulvio style.

If you want to see practicality, flavour and fun brought back into cookery, tune into TV3's Ireland AM, between 8.30 and 9.00am every second Friday to see the Wicklow girl in action!

Contact details:

For further information on Ballyknocken House & Cookery School call 0404 44627, please log on to www.ballyknocken.com & www.thecookeryschool.ie



Proprietor Catherine Fulvio giving a demonstration at Ballyknocken House & Cookery School

SHOP Exhibition 2007

Following on from the success at last year's SHOP Exhibition in Dublin, the national network of County & City Enterprise Boards are bringing an even bigger contingent of client companies to one of the largest stands at the show, located in a front-of-house position at the RDS. Once again Wicklow County Enterprise Board have been nominated as the Lead Organisers for this national initiative, working with a host of Exhibition Specialists, on behalf of the National Association of County and City Enterprise Boards and the Enterprise Promotions Committee.

This year, 18 County and City Enterprise Boards from all over Ireland, are bringing a total of 49 client companies. The main target market for each of these companies are the supermarket chains and retail outlets all over the country. Many of the buyers from these chains will visit the show, all of whom will be invited onto the CEB Stand which will be impossible to miss. Heavily branded, the 270m² stand is located right at the front of the Simmonscourt Pavilion; it was often referred to as the "Jewel in the Crown of SHOP" by the organisers of last year's event, this year the impact will be even greater.

Wicklow County Enterprise Board are delighted to be bringing five of our very own Wicklow food companies to the Exhibition. Thierry Peurois, of Le Paysan (pictured, with Minister Brendan Smith at the official opening of last year's show) and Rona O'Mahony from Oasis Foods will be returning to the stand this year. Newcomers to the exhibition will be Janet Drew of Janet's Country Fayre, Alan Brophy of Fresh2Cook and Jim Healy, Wicklow Fine Foods.

The Stand at the show is state of the art, incorporating cleverly designed hidden kitchen space for storage and food sample preparation behind the scenes and increased branding for the whole space, ensuring differentiation from the rest of the show exhibitors. The most exciting aspect of the stand this year is in the provision of the New Product Display area, which will be located at the front of the 270m² stand. This will give every company an opportunity to place their product right at the front of the stand. This area will be manned by staff from County & City Enterprise Boards, who will



Minister Brendan Smith with Thierry Peurois of Le Paysan at the Opening of the SHOP Exhibition at the RDS last October

introduce prospective buyers to the companies behind the products of their liking. County & City Enterprise Boards are also providing an exclusive meeting room which will be located off-stand, for client companies to bring buyers who wish to discuss contracts in a less public setting.

Bringing together 49 companies from all over Ireland makes this a hugely beneficial experience for each of the nominated businesses. Not only will the strength in numbers bring great cost efficiencies to each firm, but it will also give them an opportunity in terms of PR, should there be any new products they wish to launch at the SHOP Exhibition.

Case Study: Petrolworld

David Egan is a human resource and international marketing graduate who has spent all of his working life in the petroleum industry. Initially this was in the sales and marketing of petroleum systems in Europe, from which he identified a niche in the market for information, market intelligence and business forums. David established the European Information Bureau in 1992. Working in Asia for the past 10 years, David was involved in the organisation and delivery of key petroleum downstream industry events aimed at enabling business to business networking & selling. He also worked in the publishing / market information sector of the industry as a petroleum market specialist and writer.

David returned to Ireland three years ago and established PetrolWorld in Arklow. Based in the Arklow Business Enterprise Centre, Petrolworld offers three distinct but interlinked services to the international oil industry:

- An online information service for the global petrol retail market: Petrolworld Global News Service
- An online supplier directory: Petrolworld Supplier Directory
- Annual international events (business forums) on four continents

Wicklow County Enterprise Board has assisted in the development of Petrolworld both through provision of employment grants and the provision of capacity building supports. David recently completed the Management

Development Programme and is a member of the Owner Manager Network.

Contact details:

If you would like more information about Petrolworld log on to www.petrolworld.com or contact David on 0402 26999



David Egan of Petrolworld at his business premises located at the Arklow Business Enterprise Centre

National Women's Enterprise Day

The National Women's Enterprise Day, hosted by the County and City Enterprise Boards, will be held **at the Mullingar Park Hotel, Mullingar, on Wednesday, 21st November 2007.**

This inaugural national one day conference is a key output of the CEBs to the National Development Plan (NDP) Gender Equality Unit in the Department of Justice, Equality and Law Reform "Services to promote Women in Business / Entrepreneurship". The partners in this programme include Enterprise Ireland, Teagasc, and Bord Bia. The managing committee is being chaired by Sheelagh Daly, CEO, Wicklow County Enterprise Board.

What is National Womens Enterprise Day about?

The Day is an opportunity for women in business and entrepreneurs to meet and avail of support in starting and growing their business. They will have the opportunity to:

- Hear keynote international speakers including Ruth Badger and Will Kintish
- Make new contacts useful in growing their business

- Hear case studies of successful women who have set up their own businesses
- Learn networking and other business skills
- Talk to exhibitor service providers such as the Companies Registration Office, Patents Office, Revenue Services etc.
- Meet other people in start-up and more advanced stages of business and self-employment
- Attend a free mentoring clinic with experienced business mentors
- Lunch and Networking session

This is a great opportunity for all entrepreneurs so make sure you secure your place at the event:

Date: Wednesday, 21st November 2007
Venue: Mullingar Park Hotel
Time: 9.00 a.m. to 4.00 p.m.
Cost: €50.

For further information and to book visit the website at www.nwed.ie or call Clara Clarke on 01- 289 8533

Case Study: Jenerate Ltd

Gordon Jenkinson and his wife Maura McGrath returned to Ireland 5 years ago and established the company Jenerate Ltd. as an internet solutions provider with a focus on website design and development for small to medium sized companies.

Initially working from home, as the business started to expand Gordon moved into the Arklow Business Enterprise Centre, where he now employs 8 people.

Following in depth research and development, Jenerate is now expanding its market offering with an internet based solutions product that it has specifically designed and developed for the Mortgage broker and conveyancing markets. Called "ServiceView", this innovative product is a multi-process management information system and is the only internet based solution that can address the needs of this market. Already in use by a very large organisation in Ireland and one of the top fifty legal service providers in the UK, the demand for the product is growing rapidly.

Coupled with the increase in demand for the business website development side of the business, the company is growing fast and is now in the process of engaging additional staff as well as developing a long term financing and marketing strategy for the business, with a focus on strategic business partnerships as a means of rolling out the new product.

Wicklow County Enterprise Board have supported the growth

and development of the company with initial feasibility study grant aid and employment grants as well as on-going mentoring and management development support. Gordon and Maura are also both members of the Wicklow County Enterprise Board Owner Manager Network.

Contact details:

For further information on the Business Website services or on "ServiceView", contact Gordon at ABEC on 0402 26914, or visit the Jenerate website www.jenerate.com



Gordon Jenkinson of Jenerate, outside his ABEC premises

Student Enterprise Awards 2007



Joe Behan, TD with Sheelagh Daly, CEO Wicklow County Enterprise Board and the Overall Winners from the Wicklow County Enterprise Board Student Enterprise Awards 2007, Custom Hoodz

All parts of the county were flying their flags high at this year's Wicklow County Enterprise Board Student Enterprise Awards. Winners of the coveted awards in nine categories came from Arklow, Carnew, Bray, Greystones and Dunlavin.

On Wednesday 14th March, 23 Mini-Companies from Secondary Schools all over Wicklow came together in the culmination of their year's work. Each company represented, had already beaten stiff competition within their own school to gain their place at the County Final.

This year there were three judges who very kindly gave up their time to go through each business report and find the winners. This difficult task was undertaken by Keiran Comerford, Assistant Chief Executive Officer at Carlow County Enterprise Board, Ann McLoughlin, FÁS Services to Business and Board Member of Wicklow County Enterprise Board, and Martina Robinson, Manager of both Wicklow Enterprise Centre and Broomhall Enterprise Park.

Ms Sheelagh Daly, CEO of Wicklow County Enterprise Board welcomed the students, teachers, parents and judges to the Awards and introduced guest of honour, Cllr. Joe Behan, the then Cathaoirleach of Wicklow County Council, now a newly elected TD to Dáil Éireann.

Mr Behan spoke highly about the quality of work he had seen as he toured the stands before the ceremony. He was very impressed with the level of creativity and enthusiasm he found in the room, the dedication from each school and praised both the students and teachers involved. He went on to say, "Wicklow County Council is strongly focusing on developing the economy of County Wicklow. We want to ensure that young people like you will have a future where you will be able to live and work in the County, and we fully support this Enterprise Education initiative of Wicklow County Enterprise Board."

The 2nd Runner-Up in the overall competition went to Bray based mini-company, Twinkle, from Loreto. These girls manufactured their own style of jewellery presented in decorative handmade bags. 1st Runner-Up went to Carnew based All Wrapped Up, a mini-company selling beautiful handmade scarves. Overall Winners of the 2006/07 Student Enterprise Awards Wicklow County Final were Custom Hoodz, also from Arklow. The four girls from St Mary's have been running their mini-company since September, taking orders for hoodies and designing a personalised message for the front and back of each one. They went on to represent County Wicklow at the National Final of the Student Enterprise Awards in the Tullamore Court Hotel, Co Offaly on Sunday 13th May.

Business & I.T. Training Courses

Whether you are in the initial stages of business or are interested in growing your existing business, Wicklow County Enterprise Board has a selection of training supports available to you this season.

Training Support for Businesses at Pre-Start-up, Start-Up and First 2 Years of Business

Training Type	Title	Location	Start Date	Time	Duration	Places	Cost
SEMINAR	Funding Your New Business Start Up	Bray	Wed. 24th October	7.30pm - 9.30pm	One Wednesday Evening	50	FREE
Business Training	Start Your Own Business	Arklow	Tues. 25th September	7pm - 9.30pm	Every Tuesday for 10 Weeks	15	€90
Business Training	Start Your Own Business	Bray	Sat. 20th October	10am - 5pm	Every Saturday for 5 Weeks	18	€90
Business Training	Start Your Own Business	Blessington	Mon. 5th November	7pm - 9.30pm	Every Monday & Thursday for 5 Weeks	15	€90
Business Training	Taxation & Finance for Start-Ups	Bray	Thur. 11th October	7pm - 10pm	Every Thursday for 3 Weeks	18	€120
Business Training	How To Tender Successfully	Wicklow	Thur. 1st November	9.30am - 5pm	One Thursday, Full Day	12	€90
I.T. Training	Low-Cost Web Design for Start-Ups	Wicklow	Tues. 9th October	7pm - 9.30pm	Every Tuesday for 4 Weeks	5	€120
I.T. Training	How To Build An Online Shop	Wicklow	Thur. 11th October	9.30am - 12.30pm	Every Thursday for 4 Weeks	5	€120
I.T. Training	Business Blogging	Wicklow	Fri. 9th November	9.30am - 5pm	One Friday, Full Day	5	€90

Training Support for Businesses at Growth & Development Stages, After 2 Years in Business

Training Type	Title	Location	Start Date	Time	Duration	Places	Cost
SEMINAR	Breakfast Briefing Budget 2008	Glen of the Downs	Morning After Budget	7.30 am - 9 am	One Morning Only	60	€15
Business Training	Management Development Programme	Glen of the Downs	Thur. 20th September	7pm - 9.30pm	22 Weeks	20	€500
Business Training	Introduction to Exporting	Newtownmount - Kennedy	Fri. 2nd November	9.30 am - 5pm	Two Full Fridays	10	€130
Business Training	Financing Business Expansion	Rathnew	Tues. 6th November	1.30 pm - 5.30pm	Every Tuesday for 4 Weeks	15	€150
Business Training	Employment Law	Blessington	Tues. 27th November	10am - 5pm	One Tuesday Only, Full Day	15	€90
I.T. Training	Sage Instant/ Sage Line 50	Wicklow	Tue. 11th September	9.30 am - 4.45pm	Three Full Tuesdays	5	€120
I.T. Training	Customer Relationship Management (using ACT Software)	Wicklow	Fri. 5th October	10am - 4pm	Two Full Fridays	5	€100
I.T. Training	Search Engine Marketing (incl. Google Adwords)	Wicklow	Wed. 7th November	10am - 4pm	Two Full Wednesdays	5	€100

For further information on the Autumn/Winter 2007 Training Programme or to book a place call Wicklow County Enterprise Board at 0404-67100 or visit www.wicklowceb.ie



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