



Online Booking System Launched!

We are delighted to announce the successful launch of our new online shop, where entrepreneurs across the county can explore and reserve places on our training courses.

The booking system is setup on a secure server which accepts payments from Laser and Credit Cards. Places can still be reserved by cheque, allowing 5 days for the cheque to arrive with us. For our ever popular free business seminars it is also a very easy way to secure your place. Log on to www.wicklowceb.ie/training for further information.



Wicklow CEB's new Online Shop

Seminars address key business topics



The team at Wicklow CEB ran four successful seminars between July and November, with the focus on important topical issues for entrepreneurs. The first seminar took place in Newtownmountkennedy in July, where journalist and blogger Damien Mulley returned to Wicklow to share his thoughts on Web 2.0: How to Utilise the latest Web Evolution for your Business. Then in October, earlier than scheduled, Thalia O'Toole from KPMG returned to the Glenview Hotel the morning after the 2009 Budget was announced, to explain what

the changes would mean for businesses in County Wicklow. November saw two seminars; in Arklow Brian O Kane provided excellent advice on laying the right foundations for starting a new business, supported by Arklow based entrepreneur, Bianca Divito. The final seminar of the year held in Tinakilly House was delivered by Paul Clarkin of Focus Business Advisors and Iain Cahill of Financial Engineering Network, on the subject of preparing business for investment and gearing up for the future.

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Quilting – not just your grandmother’s craft



Contact Details:

Sherry Nugent
Irish Quilting Magazine,
Knockraheen, Roundwood,
Co. Wicklow
Tel: 087 2698119
Email: irishquilting@gmail.com
Website: www.irishquilting.ie

A brand new Irish magazine with an international audience was launched in November 2008 at the Knitting & Stitching Show at the RDS. 'Irish Quilting' is the brainchild of Sherry Nugent, an avid hobbyist quilter and native Californian now living in Roundwood, Co. Wicklow. As Ireland's first commercial quilting magazine 'Irish Quilting' is unique in comparison to other hobby magazines, because it highlights Irish quilt designers and textile artists, and showcases quilts photographed in a modern context against historical Irish landmarks. Traditionally Irish quilters pieced together their fabrics with little or no resources. Produced and printed in Ireland, 'Irish Quilting' competes with the modern foreign quilting magazines and is packed full of patterns, tips, machine care, interviews and high quality photographs. The principle target markets for the magazine outside of Ireland are North American, Canada and Australia.

Sherry Nugent is a professional technical writer by trade, with a background in journalism and magazine editing. She had been actively working on the idea for a number of months before approaching Wicklow County Enterprise Board for advice and support. A mentor was appointed to assist Sherry in planning the business and the finances required to start up. The Enterprise Board also approved a Feasibility Study grant so that Sherry could research the market and develop a prototype. The Board are currently helping Sherry to make contacts and develop links in export markets.

It is often said that in recessionary times people turn back to the traditional ways and crafts for comfort. With an estimated 27 million quilters in America (according to 'Quilting in America' surveys) the time may be right for Sherry's modern twist on a traditional hobby to take off.

Safe Surfing Online Ltd. – Securing the Internet



During 2008 a new company based in Greystones, Co Wicklow developed a unique solution to online security concerns and Safe Surfing Online Limited (SSOL) was started. With strong backgrounds in IT and forensic technology SSOL has developed a turnkey solution which amalgamates many key security applications including firewall, VPN, intrusion prevention, and antivirus software.

The service offering is ideal for all sized businesses, small, medium or large, some who may not have in-house IT Department or who are trying to reduce their IT Support Costs. The SSOL service is based on the same security technologies used by Fortune 500 companies and has bespoke applications developed into the service to provide enhanced security. The service provides internet access through a secure router and includes the ability to specify what websites users are or are not permitted access to. It also provides a barrier to viruses, spyware and phishing – all Internet based activities that try to target the user without their knowledge.

Safe Surfing Online Ltd.:

- Protects networks, systems, and users from multiple types of Internet threats

- Ensures confidentiality by securing remote access and site-to-site communications
- Streamlines security deployment and administration
- Protects against emerging threats
- Reduces total cost of ownership to the business owner
- Removes the requirement of employing/contracting specialized staff to provide same service

The SSOL service encompasses the following features

- Secure Internet Connection
- Firewall/VPN
- Antivirus protection
- Anti spam protection
- Illegal and Adult web site protection
- Intrusion Prevention and Detection
- Malware detection and prevention
- URL Filtering of website addresses
- Quota Time on sites e.g. Social Network sites which will only allow users access to such sites in a pre-defined category for a specified period of time

Since its inception, Safe Surfing Online, along with its growing team, has plans to protect businesses that require a safe and secure Internet Connection. Plans are currently afoot to expand the business internationally.

Safe Surfing Online Ltd has received extensive support from Wicklow CEB, from initial business planning to mentoring and financial assistance.

Contact details:

Edward Campbell 087 9544434
Safe Surfing Online Ltd, 11 Oaklands Court, Church Lane,
Greystones, Co Wicklow
Ph: 0818 245596 Web: www.ssol.ie

Innovation in Food Service – Astron Engineering Ltd



Contact details:

Thomas O'Dowd, Astron Engineering, Milltown North, Charvey Lane, Rathnew, Co Wicklow
Ph: 0404 69293
Web: www.astroneng.ie

Astron Engineering Limited is owned and managed by Thomas O'Dowd. Based in his purpose built factory in Rathnew, the company designs and manufactures a range of customised food display cabinets, including refrigerated salad bars and customised units for deli areas. The main customers for Astron are retail outlets such as supermarkets, convenience stores and delis. Other markets include the catering sector, schools and restaurants.

Over the past number of years the business has gone from strength to strength, it now employs 9 people and has started exporting to the Middle East and Northern Europe. The key differentiator is the genuine commitment to customer service and the strong in house engineering and design capability that enables Astron to specialise in customised products, meeting ever increasingly complex customer requirements.

The company operates to the highest standards and the factory incorporates a high spec testing room where all units are subjected to rigorous testing before final delivery. The company engages in on going R&D and is continually looking for ways to improve the product. Recent developments include the use of LED lighting, which is cost saving and

environmentally friendly, the development of additional safety features and the development of a new screening device (patent pending).

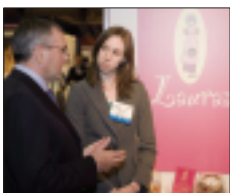
Thomas has successfully built a loyal customer base through offering

- Very high quality product made to the customer specification
- All manufactured in house therefore quality, delivery and after sales service is guaranteed.
- Constantly updating the product, informing his customers of how to capitalise on market trends.
- Strong personal relationship with customers embedded through genuine Voice of the Customer listening.

While Astron operates in a highly specialised, niche market, growth has been strong over recent years and expectations for the future of the company are very positive, in particular with the opening of new markets abroad.

Astron Engineering has benefited from the support of Wicklow CEB through financial assistance, advice and capability building measures.

Another Success for Artisan Food Producers at SHOP 2008



September 2008 brought 5 Wicklow based food clients to the third SHOP Exhibition, held at the RDS Simonscourt Pavilion. 300m² of show front floorspace was dedicated to over 50 food producers from all over the country. The "CEB Food Village", which is organised by Wicklow County Enterprise Board, became the focal point for the show, attracting visits from not one but two government ministers. Minister for Food Trevor Sargeant TD opened the show and

delighted in visiting World Cheese Award Winner, Wicklow Farmhouse Cheese along with many other exhibitors. Junior Minister John McGuinness TD took time out of his hectic schedule to meet with many more CEB clients on the final day of the show, including Janet's Country Fayre, Laura's Bakery, Caffrey's Sauces and The Organic Herb Company, all from Co. Wicklow.

Strong & Effective Management is Key to Success



Strong and Effective management by business owners is the key to succeeding in the present economic climate. This was the dominant message at December's Wicklow CEB presentation of certificates event in the Glenview Hotel. Over 50 owner managers of businesses in Co Wicklow participated in the event at which 33 companies received certification.

Leo Casey, Director of the Centre for Research and Innovation in Learning and Teaching at the National College of Ireland presented the certificates for the Knowledge Economy Skills Programme (KESP). Presenting the Management Development

Programme (MDP) certificates for the second year in a row was Colm Kelly, Head of Management Studies at the Institute

of Technology Carlow. The MDP programme was developed and is delivered by Blaise Brosnan, Management Resource Institute, and is accredited at Level 7 by the Institute of Technology Carlow. The programme has been an incredible success for all the businesses who have participated over the past ten years in County Wicklow.

Points of Note

Dates of Network of Entrepreneurial Women (N.E.W.) Meetings in 2009	Dates of Owner Manager Network Meetings in 2009
Venue for NEW meetings:	Venue for OMN Meetings:
Marriott Druids Glen Hotel,	Glenview Hotel,
Newtownmountkennedy	Glen o'the Downs
Time: 7.15am – 9.30pm	Time: 7.30am – 9.30pm
Wed 21st Jan 2009	Thurs 29th Jan 2009
Wed 4th March 2009	Thurs 26th March 2009
Wed 8th April 2009	Thurs 28th May 2009
Wed 3rd June 2009	Thurs 30th July 2009
Wed 1st July 2009	Thurs 17th Sep 2009
Wed 2nd Sep 2009	Thurs 26th Nov 2009
Wed 7th October 2009	
Wed 2nd Dec 2009	

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 broad selection of training supports available to you this season.

Topic	Cost	Venue	Start Date
Sage Instant/Sage Line 50	€150	Wicklow County Campus	27/01/2009
Start Your Own Business	€125	Glenview Hotel, Glen o'the Downs	04/02/2009
Doing Business with China	€100	Arklow Business Enterprise Centre	09/02/2009
Low Cost Web Design for Start Ups	€120	Wicklow County Campus	18/02/2009
SEMINAR: Do you have what it takes to start a business?	FREE	Glenview Hotel, Glen o'the Downs	23/02/2009
Bookkeeping for Small Businesses	€150	Wicklow County Campus	02/03/2009
Practical Innovation in Tough Times	€150	The Glendalough Hotel, Glendalough	04/03/2009
Start Your Own Business	€125	Avon Rí Conference Centre, Blessington	05/03/2009
Using Technology for Market Research	€75	Wicklow County Campus	09/03/2009
Pricing Goods & Services	€120	Arklow Business Enterprise Centre	12/03/2009
How to Get Paid On Time	€100	Ramada Woodland Court Hotel, Bray	27/03/2009
Low Cost Office Setup for New Businesses	€80	Wicklow County Campus	01/04/2009
Start Your Own Business	€125	Wicklow County Campus	02/04/2009
Sourcing Funding & Dealing with Banks	€150	Wicklow County Campus	06/04/2009
Bookkeeping Using Excel	€80	Wicklow County Campus	06/04/2009
How to Increase Sales in your Business	€150	Ramada Woodland Court Hotel, Bray	15/04/2009
Driving Traffic to your Website	€100	Wicklow County Campus	15/04/2009
SEMINAR: Wicklow Enterprise Information Day	FREE	Wicklow County Campus	29/04/2009

For further information on the Spring/Summer 2009 Training Programme or to book a place visit www.wicklowceb.ie/training or call Wicklow County Enterprise Board at 0404-67100



Investing in your future

Wicklow County Enterprise Board, Wicklow County Campus, Clermont House, Rathnew, Co. Wicklow
Phone: 0404 67100 Fax: 0404 30899 Email: enterprise@wicklowceb.ie Web: www.wicklowceb.ie