

## 9. Glenilen Farm

Alan and Valerie Kingston, Glenilen Farm

Alan's family has been tending the same small dairy farm in County Cork for generations. In 1997, Valerie began using the milk to make homemade cheesecakes for the local country market. From these small beginnings Glenilen Farm began. Today their products include cheesecakes, yoghurts, mousses and cheese and are sold in shops across Ireland and the UK.



## 10. Lynn Temple

Magee began in 1866 on the site of the present Magee shop in Donegal Town. The Temple Family have been in Magee for four generations and the business today employs 120 people, most of whom are in Donegal. Magee Weaving, weaves and supplies luxury natural fibre fabrics on a global basis to the designer market and Magee Clothing supplies principally men's collections to the European, British and Irish markets.

## 11. Claire Walsh

Online Sales Manager, Google

As Online Sales Manager, Claire drives Google's online sales in the UK and Ireland, supporting businesses to grow their online business and generate revenues through successful online ad campaigns. Claire began her career as a mobile telecoms engineer with O2 Ireland before leading the Core Networks team and then moving to Customer Insight Manager in the O2 customer experience department. Claire is past pupil of Letterkenny Institute of Technology and of the Smurfit Business School.

## 12. Monica Mc Geary

Monica founded Integrated Marketing Management, a telesales business 10 years ago. The business which specialises in B2B sales and market development support including tele-prospecting, appointment setting and market research for business across the country now employs 6 people. Previously she worked for 5 years in the US working for a large telemarketing company mapping out telemarketing strategies for clients in all sectors.

## 13. Seamus Mc Ewen

Seamus founded Mc Ewen Electrical in Letterkenny 28 years ago. Starting with 2 employees his business grew into a household name in the North West with 22 employees and a further 8 subcontractors. He is a past Letterkenny Chamber of Commerce Business Person of the Year. In 2008 he led his management team in the integration of Mc Ewens with a multinational group. This experience provided him with an invaluable business insight.

## 14. Seamus McAdams

Seamus 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 agencies, delivering a wide range of output orientated market development programmes which have generated significant sales and market growth for client firms. His key strengths are in the areas of strategic marketing, brand development, promotional planning and sales & marketing development.



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# Enterprising Donegal Business Week 2011



Donegal County Enterprise Board | Bord Fiontar Chontae Dhún na nGall

In Business, To Help Your Business



Ireland's EU Structural Funds Programmes 2007 - 2013  
Co-funded by the Irish Government and the European Union



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In Business, To Help Your Business

## Welcome to Enterprising Donegal Business Week 2011.

These are difficult times for all businesses when the focus is on surviving and trying to see what or where the future is. This year we have tried to include in the range of events during Business Week a number of workshops, seminars and a number of local and national case studies that we hope will give direction and practical help to you and your business in surviving and in preparing for the future. I would like to acknowledge the cooperation of the other enterprise agencies in putting the week's events in place and we look forward to meeting with you during Enterprising Donegal Business Week 2011.

### Micheal Tunney

CEO Donegal County Enterprise Board

### Main aims of the Donegal County Enterprise Board

To promote entrepreneurship and an enterprise culture within the county  
To assist in the establishment and development of micro businesses

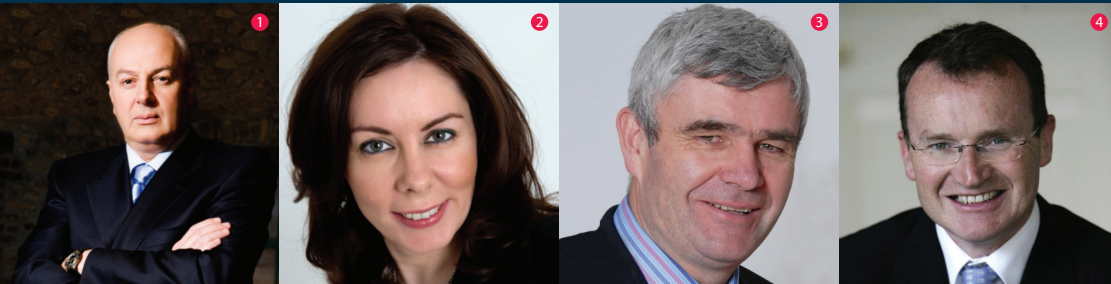
### Highlights of 2010

41 projects approved grant aid.

1,366 businesses and individual received business training, mentoring, advice and guidance.

9 Profitnet and Profitnet Plus groups with over 170 businesses operating in the county.

1,200 second level students engaged in enterprise education activities of the Board.



### 1. Bobby Kerr

*Chairman of Insomnia Coffee, Entrepreneur and Dragons' Den Investor.*

Bobby Kerr is an Irish entrepreneur and businessman. He is the Chairman of Insomnia Coffee and has a variety of business interests in food and hospitality, technology, hardware and exhibition. Best known in Ireland as a 'dragon' on the Irish TV version of Dragons' Den, more recently, Bobby started a Newstalk radio show 'Down to Business' Sunday mornings at 10am. Aside from becoming a Dragon, he spearheaded the sale of the Kerr family business - Newpark Hotel in Kilkenny - for €23 million. In 2008 we sold 51% of his Insomnia group to Pennin, valuing the business at €16 million. In December 2010 Bobby was instrumental in buying back the 51% sold to Pennin from an Icelandic Bank and the company is now back in Irish hands and jointly owned by Bobby, Harry O'Kelly and John Clohisey.

### 2. Nicola Byrne

*Nicola Byrne, Managing Director, Call 11890 Ltd*

Managing Director and founder of Call 11890 Ltd. Nicola established 11890 in June 2006 - the third entrant into the directory enquiries market. 11890 have had an immediate impact capturing a 20% market share providing consumers with a more cost effective alternative and now employs 80 people.

Since its launch 11890 has occupied the position of the little guy with the big heart in the Directory Enquiries Market. The company has never shied away from delivering its message on price and on customer service. Through targeted use of advertising, public relations campaigns and experiential marketing 11890's brave and fresh approach has brought new life and new competition to a previously flat market.



### 3. Pádraig Ó Ceidigh

Pádraig is Executive Chairman of Aer Arann. He has driven Aer Arann to its current position as one of the most successful regional airlines in the world, with annual passenger numbers in excess of 1.2 million. Pádraig is Adjunct Professor of Entrepreneurship and Business in NUIG and Chairman of Failte Ireland West.

### 4. Jim Power

Jim Power, a graduate of University College, Dublin, is an economic advisor to Friends First Group and previously worked as Chief Economist at Bank of Ireland Group and Treasury Economist at AIB Group. Jim is owner manager of JimPower Economics and conducts economic and financial consultancy projects both in Ireland and overseas. Areas of interest include Housing, Health, Tourism, the Retail Trade, Planning, Regional Economic Development and Agri-Food. As well as contributing to numerous newspapers and magazines he also teaches Business Economics on the Executive and Full-Time MBA at the Michael Smurfit Graduate School of Business, University College Dublin.

### 5. James Burke

Having spent over 23 years in the FMCG (fast moving consumer goods) sector, the majority in Superquinn, James is Ireland's leading consultant within the food manufacturing and retail sectors. He is also the retail advisor for the soon to be aired TV programme "Feargal Quinn's Retail Therapy". Some of his retail clients include Avoca, The Kilkenny Group, Superquinn, DAA, Aer Rianta International etc. He also runs several programmes for Retail Excellence Ireland.

### 6. Padraic O'Maille

Padraic has been helping Ireland's leading business people, sports stars, politicians and academics to be successful for over 20 years. He has earned a reputation for influencing change and achieving results. His powerful delivery with valuable content and high relevance makes his talks inspirational and good fun.

### 7. Niall McKeown

*Commercial Director, iON Technologies [www.ionology.com](http://www.ionology.com)*

Niall is the founder of iON. Recently he took on the role of Commercial Director, which sees him out and about doing what he does best - talking about the web. Meeting new people and helping them overcome their business challenges using online marketing is a passion of Niall's. He loves discussing communication challenges and helping businesses create effective online marketing strategies. Customers of iON include Goldman Sachs, Vodafone, InterTradeIreland as well as many small businesses in a multitude of sectors including manufacturing, hospitality, professional services and more.

### 8. Michael Keogh

Michael is the founder of Fermanagh based food company Bite Group, a sandwich and fresh food manufacturer and distributor, who have just completed a £3m investment and expansion programme. From supplying local retail outlets in Fermanagh Bite now services major food retailers across the country. Michael drives his business on a passion for great food and top class service, and innovation in products and services have been key to the success of the business. Bite Group has experienced steady growth over the past ten years. The business employs over 100 people and includes amongst its clients Starbucks, Costcutter, Supervalu, Dunnes and Spar.