

ENTERPRISING IDEAS FOR NEWBRIDGE!

Bank of Ireland and **Kildare County Enterprise Board** are coming together with Newbridge Chamber to energise, motivate and educate Newbridge business owners at a forum in The Keadeen Hotel on 2nd October next.

The **Enterprise Evening** invites you to **'Get the most from your business'**. It promises to provide attendees with the opportunity to hear words of wisdom from eight experts on various fields relevant to business in today's challenging times. The common theme is the need to work smarter and think 'outside of the box' in order to create a unique selling feature or brand that customers will recall and revisit. Specific tips will be given on topics including credit control, battling economic turbulence and word of mouth marketing.

Light refreshments will be provided during the evening. After the formal presentations by speakers are finished, there will also be the chance for delegates to visit Business Support stands in the room, to gather further information on areas where they feel they need specific help or advice. Newly appointed Commercial Branch Manager of Bank of Ireland Newbridge, Eilish Sparrow, is looking forward to introducing herself and meeting everyone there on the night.



The Business Banking team at Bank of Ireland Newbridge ahead of the Enterprise Evening: (Back) Marion Dunne, Gerry Laheen, Mary Tuohy. (Front) Daragh Fitzgerald, Eilish Sparrow.

Newbridge Chamber is committed to providing hard-edged assistance like this to members as part of its membership benefits. **Make sure YOU are in The Keadeen Hotel next Thursday night 2nd October at 6.30p.m!**

Early start for Budget Breakfast

The Government's decision to bring forward **Budget 2009** to October 14th '08 means that the Chamber has done likewise with its popular Budget Breakfast event! Shane Campbell of **Campbell & Company, Chartered Accountants** is happy to once again sponsor the Breakfast and his staff will provide excellent and instant analysis of the main points of the Budget the morning after, on **Wednesday 15th October**, for all Chamber members and guests.

The venue is once again The Silver Restaurant - *without the Christmas trees this year!* Admission is **€10 minimum donation** for Newbridge Chamber's chosen charity The Samaritans. Why not bring some guests along? Please book in with the Chamber office on 045 438296. See you all there at **7.45a.m.** You will be free to leave for work by 9.15a.m.



Stephen Connolly and Shane Campbell from Campbell & Company preparing for the forthcoming Budget Breakfast event at The Silver Restaurant on 15th October next.

Bank of Ireland 

AGENDA

 Kildare County
Enterprise Board

Welcome – Eilish Sparrow, Commercial Branch Manager of Bank of Ireland Newbridge

Cut back time and money with your banking – Declan O'Donovan, Bank of Ireland

5 ways to battle economic turbulence – Mark Fielding, ISME

Supports for developing business – Donal Dalton, Kildare County Enterprise Board

An alternative channel to expand your business online – Aine Murphy, eBay

Word of mouth marketing; 5 steps to attract more customers – Krishna De, Biz Growth News

What got you here won't get you there – Paul Fagan, Action Coach

Maximise your debtor payments, improve your cash flow – Siobhan Comerford, C2P

Franchise, low risk growth strategy – Tony Dignam, The Franchise Group

Forthcoming dates for your diary:

Thurs. 2nd October 2008 – Enterprise Evening with Bank of Ireland and Kildare County Enterprise Board, 6.30pm The Keadeen Hotel.

Wed. 15th October 2008 – Annual Budget Breakfast sponsored by Campbell & Company, Chartered Accountants 7.45am, The Silver Restaurant.

A full Activities & Events Calendar 2008 can be downloaded from www.newbridgechamber.ie/events.htm

Newbridge Chamber,
Canning Place, Newbridge,
Co. Kildare, Tel./Fax: 045 438296
email: office@newbridgechamber.ie
www.newbridgechamber.ie

Sponsored by
Donovan Printing Ltd



CHAMBER COMMENT

Newbridge Chamber President speaks out

It's hard to believe it's almost 20 months since I took office in February '07 and now I'm writing my last column as President! I have had to step down ahead of the completion of my full term, as I have been promoted in my job with Bank of Ireland and will no longer be working in Newbridge. I have passed the reins temporarily to the safe hands of Vice President Tim Dooley.

I would like to thank all of you for your support on my 'pet projects' including Team Newbridge & promotion of CSR, Pre-Derby Garden Parties and Newbridge Environment Week '08 to name but some. Without your active involvement on all the different events we organised and ideals we chased, they simply wouldn't have happened.

Sad as I am to exit Newbridge Chamber I know I am leaving a vibrant and growing organisation. My last request to members is to get involved to a deeper degree e.g. consider committee membership at the next AGM in February '09; check the website and see what events are coming up; come along to meet fellow members. This is how you will get value from your membership. Tell your associates about the Chamber and spread the word. You never know what opportunities you could uncover!

Finally I'd like to say "thanks" to my hard working committee and sub committees for their voluntary roles in ensuring Newbridge Chamber continues to be an energetic business support for members. I wish you all well into the future.

Joe Fennell

Outgoing President,
Newbridge Chamber



Joe Fennell (right) being presented with a departure gift by Peter Byrne, CEO



The Lord Mayor of Dublin, Paddy Bourke with Lisa Bothwell and Colette Vogel

Bothwell & Vogel can be found at Market Square, Eyre St. Newbridge. Think pink.....

Bothwell & Vogel shine for Newbridge

As part of this year's **One City, One Book** project, Dublin City Council led by Dublin City Libraries chose Newbridge Chamber member **Bothwell & Vogel, Graphic Designers** to create a unique piece entitled "Reading Gulliver". This collection of seven essays celebrates Jonathon Swift's classic "Gulliver's Travels".

Launching the project earlier this year at Dublin City Hall, the Lord Mayor of Dublin, Councillor Paddy Bourke described the book as a work of art. He is pictured here with Lisa Bothwell and Colette Vogel. Well done ladies!

Sole Life's a Plus for Seán

In the last issue of **Chamberchat** we got an insight into how some of the largest Newbridge Chamber businesses run, thanks to Newbridge Environment Week (N.E.W 08). Wyeth and Newbridge Silverware, for example, are large organisations which allowed us to get a fascinating peep inside their engine cogs.

In this issue, we are looking to the opposite end of the membership scale, to that of a sole trader. **Seán Francis of Pluspoint.ie** talked to us about how it feels to operate on your own every day and run a thriving business. Pluspoint.ie is a Business to Business price comparison website. It enables business buyers to seek out the best options for their budget from over 20,000 suppliers of various products and services. "People haven't the time to manually compare suppliers' prices anymore and can end up paying way over the odds for items just because they haven't asked the right suppliers to quote," says Seán.

Seán ran a purchasing consultancy for the past two years and armed with this experience he spotted a market niche and this summer launched the online company to replace the original business. "Reacting to change is something that a small business can do more easily than a large one" he observed. As Operations Director at Java Republic Roasting Company for six years in Dublin up to the beginning of 2006, he recognised the opportunity for buyers to save money by using a purchasing consultant. Going from a large structured company to being on one's own was a huge leap and often could be a lonely experience. Joining the Chamber was one of the first things Seán did to meet like minded people, network and stay focused.

The *critical* factor in Seán's opinion for sole traders and small business owners is **motivation**. "It's often the first aspect to disappear while juggling all the balls... however without it, you are at nothing." The second most important thing to do is to examine your abilities and pick your **core strength**, and then concentrate on that. For example, if 'I.T.' is your thing, develop that area and outsource the rest if you can. Similarly if it's marketing, then do your own marketing and try to farm out the other elements of your mix.

In Seán's experience, starting your own business involves a steep learning curve! **Research** is very important in the first two years in order to recognise what is likely to be viable in the long term. Enterprise Ireland and the Kildare County Enterprise Board were of invaluable assistance to the development of Pluspoint.ie. Seán used an innovation voucher from Enterprise Ireland to engage with a Carlow I.T. young start up co. 'Creativia' to come up with the technology an online business like his needed. As a result Pluspoint.ie offers a best practice/ free to use online tool to save time that SMEs are so short of. After the research comes the **Business Planning** phase. Seán's business has recently attracted an investor with this skill – Des Henry (ex founder of BTW) brings such proficiency to the table and so meets this need.

We hope you find this insight useful in developing your own business. Thanks to Seán for his views.



Seán Francis of Pluspoint

Fair play to Newbridge Fairtrade Town

Newbridge as a Fairtrade Town is successfully blossoming. National Fairtrade sales in Ireland have increased by over 100% in the past year. The Fairtrade committee in Newbridge is to be commended on the part they have played.

The increase in trade is being attributed to a range of more diverse Fairtrade products

being available; it's not just about tea, coffee and bananas any more! Larger retailers and chains are also becoming more involved. Some companies are introducing Fairtrade products as a way of fulfilling their Corporate Social Responsibility (CSR) commitments to the wider community. Are you playing your part?

Pamela Keeley Stage School celebrates 15 years in Newbridge

It is crystal clear that **Pamela Keeley Stage School's** 15 years in business in Newbridge have been a smashing success. The petite performer was joined by her assistants Sue Duggan and Mairead Leamy and drama teacher Darren Donohue on Friday 5th September to mark this momentous anniversary. Also present were 15 of her pupils, each one representing one of those years, helping the school to celebrate in true 'stage school' style!

Joe Fennell, outgoing President of Newbridge Chamber, was on hand to congratulate Pamela on her achievement. He said he was sure the school would be around for at least another 15 years and that her success to date was a testament to her energy, drive and determination to succeed. The obvious enjoyment and skills of pupils, past and present was enough proof that PKSS had grown from strength to strength over the years with students regularly appearing in The Olympia, Helix, Draiocht, Civic, Jury's, Moran's Hotel, a host of other high profile venues and of course on RTE and TV3.



Drama teacher, Darren Donohue and Newbridge Chamber's Joe Fennell hold aloft Pamela Keeley as she celebrates 15 years of success with some pupils and staff Mairead Leamy (back left) and Sue Duggan (back right).



Marlene Condon (nominator), Joe Fennell (President, Newbridge Chamber), presenting John & Lavinia Malone with their Vodafone Passion for the World Around Us Award, flanked by Kevin Halpin (Vodafone) and some members of the 4th Kildare Town Scout Troop at the ceremony in the Keadeen Hotel on 15th July last.

come. The Passion for the World Around Us Awards, run by Vodafone in partnership with Newbridge Chamber and 17 other Chambers nationwide, recognise and reward people and businesses who make an effort to improve their local communities and who have been successful in making a positive contribution to the world around them.

John and Lavinia received a specially-commissioned, handmade award designed by Irish artist Michele Hannan and a certificate.

Joe Fennell, President of Newbridge Chamber remarked "John and Lavinia are extremely worthy winners and we are honoured to be able to reward them with a Passion for the World Around Us Award. It is only right that they should receive the recognition they deserve, having made such a difference in the lives of others. I'd like to thank Vodafone for making this award possible and for their help and assistance in organising the awards," he concluded.

Kildare Scout Leaders Receive Vodafone Passion Award

Following a nomination from Marlene Condon, **John and Lavinia Malone** have been awarded a Vodafone Passion for the World Around Us Award, for their work and dedication to the local scout troop. The award was presented to the couple by award partners Vodafone and Newbridge Chamber at a ceremony in Keadeen Hotel. John and Lavinia have been running the 4th Troop, Kildare Town since 1986. This is an entirely voluntary undertaking and for many years they were the only organisers involved. The couple have given up countless week nights and weekends, encouraging thousands of children to develop and grow into independent individuals.

In 2007, there was concern that the numbers involved in the Scouts was waning. John and Lavinia were the driving force behind a big publicity drive which resulted in gaining more adult support and a waiting list of children queuing to join up! This has ensured that Scouting will remain active in Kildare for many years to come.

Meet New Members

We extend a welcome to recent new members and look forward to seeing you at future Chamber events:

NAME	COMPANY	BUSINESS TYPE
Mr. Des Groome	Henry Street Vets	Companion Animal Veterinary Practice
Mr. Adrian Geissel	PRzone.ie	Online PR & News facilitator
Mr. John Cowper	Redbox Design Ltd.	Graphic Design, Print Management & Web Design

A rose by any other name?

Anyone driving through Newbridge last June couldn't have missed the large billboards displaying brightly coloured flowers announcing **Newbridge Environment Week – NEW 08**. The team responsible for this eye-catching brand is Newbridge-based graphic artists Cooke Design. We caught up with David Cooke and Irene Gough to explore the background further:



Chamberchat: *How did you become involved in the N.E.W Initiative?*

David: The chamber approached us with the brief and asked us if we'd be interested in becoming involved. We jumped at the chance, it's a project we feel is important to the community and we felt honoured to be trusted by both the chamber and Bord na Móna. Initially the brief was to create a logo for N.E.W but as the project developed we were keen to ensure that all the marketing material was consistent, so we ended up designing posters, billboards, leaflets and some data sheets.

Irene: When dealing with any brand it's important to extend the concept through a range of materials. Frequently a client will ask us to design a logo in isolation but it's important for us to show them how to maintain consistency throughout the brand.

Chamberchat: *What was the thinking behind the logo?*

David: The objective was to marry the three elements: Environment, Community and Commerce. The logo had to have a sense of nature, be inviting to the audience and yet remain professional.

Irene: The chosen concept was an abstract flower. The seven petals represent seven days of N.E.W and the rainbow of colours illustrate the numerous elements coming together and the truly multicultural aspect of a modern Newbridge. Our intention is to have an iconic shape that can develop in different directions each year.

Annual Golf Classic sponsored by Newbridge Silverware



"It's dry". This amazing piece of news was on everyone's lips on 8th September last. No-one could believe that during the wettest months on record, the day of the 2008 Newbridge Chamber Golf Classic dawned actually dry! (Ironically, this was the year Donovan Printing generously gave each player a large umbrella. No doubt, everyone has had plenty occasion to use them since!) The lovely weather made for a most satisfying day on the greens, an opportunity to take pleasure in the game while catching up with colleagues and enjoy a mouth-watering dinner later, back at base.

In all, 39 people went home with a prize, from both the Golf and the Charity raffle in aid of The Samaritans, Chamber's chosen charity of the year. Once again the huge variety of prizes provided by Newbridge Silverware were very popular and the lucky (or was that skilful?) winners very happy! **One51 plc** won the day with team members Dougie Houlihan, Fred Curran, Larry Houlihan and Eugene O'Toole earning the top rewards. The full list of winners is below for your information.

While not picking up any golf prize, **Michael Kilcullen** of Clark Recruitment's luck was in – he won the fabulous raffle first prize of a package of 3 nights' accommodation in Murcia, Spain for 2 people, plus 2 rounds of golf on 2 Jack Nicklaus signature courses; courtesy of John Commins, Sunscope Properties Ltd. in association with Champion Lettings Spain. One man who went home beaming! Runner up raffle winners were happily compensated with a handsome Newbridge Silverware Gent's watch and some Whitewater Shopping Centre vouchers for their trouble.

Thanks as always to prize sponsors, refreshments providers Cox's Cash & Carry, hole sponsors and participating teams for your support on this year's Annual Golf Classic. Another great day for the annals.



Array of marvellous Newbridge Silverware prizes on display



Third prize: Newbridge Credit Union team



Fourth prize: Melia Butchers team



Fifth prize: Grant Thornton team

WINNERS' LIST:

1st Prize: *One51 plc* Dougie Houlihan
Fred Curran
Larry Houlihan
Eugene O'Toole

2nd Prize: *Bank of Ireland* Joe Fennell
Gerry Laheen
Enda Nolan
Mark Hudson

3rd Prize: *Newbridge Credit Union* John Murphy
Eugene Hall
Ollie Doyle
Freddie Reid

4th Prize: *Melia Butchers* John Dempsey
Pierce Freaney
Mick Ryan
Gerry O'Carroll

5th Prize: *Grant Thornton* Noel Delaney
Sasha Kerins
Ross Kierans
Colin Feeley

6th Prize: *Independent Trustee Company ITC* Mike Davies
Tim Duggan
James Blaney
Michael Jackson

Best Front 9: *RACE* – Derek Meade, Eugene Donovan, Fergal Brittan, Tony Redmond.

Best Back 9: *Curragh Racecourse* – Paul Hensey, Ray Coleman, Michael Byrnes, Jimmy Fullam.

Nearest the Pin (14th hole): Eugene Williams

Nearest the Pin (16th hole): Cohlín Donovan



First prize: One51 plc team



Second prize: Bank of Ireland team