

## Our Speakers

### Brendan Toner - Niche Resourcing

*"Making Your Business Plan work for you"*

Niche Resourcing Ltd is specialist Executive Search & Recruitment firm which is currently trading under 2 divisions, namely "Audit International" and "Legal International". The business is a specialist provider of Executive or "C level" management talent to leading multinationals and top 100 law firms across Europe, the US and Asia.

### Brian O'Dowd - Fortis Management Ltd

*"Restructuring - make the right decisions"*

Fortis Management Ltd, is a Donegal-based business consultancy company specialising in the provision of comprehensive and confidential business appraisal, bank relationship management and financial restructuring services. By undertaking a review of your business the critical issues can be identified and a strategy developed to resolve the difficulties. Future actions then become controlled and constructive rather than a reactive response.

### David O'Neill - Uppiddee inc.

*"The Workplace is Broken. We have reached the tipping point"*

Employee disengagement has reached an all-time high and stress, anxiety and depression are now the leading causes. David is co-founder of Uppiddee Inc, an enterprise software platform that combines game design, positive psychology and proprietary algorithms to enable organisations embrace a culture that will help overcome this huge problem for the benefit of everyone.

### Grainne Mc Cafferty - Donegal Refrigeration

*"Maintaining your focus- serving your customers"*

Donegal Refrigeration Ltd was established in 1980 by Sean Cafferty an Industrial Refrigeration Engineer. Donegal Refrigeration specialises in the supply, installation and maintenance of Industrial, Commercial and marine refrigeration. The business is based in the middle of Killybegs and provides a service for the North West of Ireland.

### Liam Mc Gavigan - Edenmore Farm Meats Ltd.

*"Meeting the challenges through co-operation and competition"*

Edenmore Farm Meats supplies prime beef and lamb to retail and food service outlets across Ireland, UK and mainland Europe. The business developed out of the amalgamation of Riverview Meats and McGavigan Meats in 2009. The new company combines a boning process with an abattoir and the pooled experience and expertise gives it a stronger identity in the marketplace. There are almost 50 people employed.

### Aileen Mc Closkey - Evolve Menswear

*"Growing the Business through marketing and customer service"*

Evolve Menswear is located in the Letterkenny Retail Park. Opened by brothers Mark & JP McCloskey in 2008 in the middle of a recession, the business has gone from strength to strength. Evolve Menswear has been firmly established as Donegal's largest menswear store, providing fashion to men of all ages.

### Ian Miller - Unique Ascent

*"Turning your passion into a business"*

Based in Dungloe, Unique Ascent provides the widest range of mountaineering activities in Ireland. Courses and holidays range from formal accredited mountaineering, rock climbing and hill walking qualifications to sea stack climbing - the most adventurous commercially available activity in Ireland.

### Anne-Marie Bonnar-Hynd - Joe Bonnar Metal Craft

*"Developing strategic partnerships to generate exports"*

Joe Bonnar Metal Craft have been producing great metalwork design for over 50 years. From architectural metalwork features to individual hand crafted lighting features, Joe Bonnar's work dramatises landscapes, turns staircases into a work of art and creates secure and safe features for homes, hotels, businesses and institutions. The company has grown export sales through developing strategic alliances with other businesses and professionals, resulting in its products being showcased throughout the globe.

### Karen O'Kane - Koko Designs

*"Paintbrushes in the air - juggling home and business"*

Karen O'Kane is a textile artist and home maker, who founded Koko Designs in 2010 after relocating to Donegal. Her range includes home furnishings, fashion garments and accessories made from hand painted silk. As well as a growing order book of bespoke commissions her work is stocked in galleries and craft shops in Ireland and the UK.

### Killian O'Kelly - Turf n Surf

*"Connecting Donegal to the market 16 seats at a time"*

Turf n Surf Bundoran set the standard in Social networking over the past 8 years by giving our customers at no cost, photos, videos and interesting content on a day by day basis. This was used to connect us to our market in Dublin and abroad.

### Hugh Bonner - Mara Media

*"Working through the recession"*

Founded in 2005, Mara Media are an event and publishing company based in Annagry, Donegal. The company has three publishing titles including the monthly Skipper magazine and two annual airport magazines, for Donegal and Knock airport. The events include Skipper Expo International Galway, Aberdeen & Bournemouth, Ireland Angling Expo and the Irish Cycling Show.

### Anne-Marie Bonnar-Hynd - Letterkenny Craft & Design Studio

*"Maximising local creativity - lessons from Letterkenny Craft & Design Studio"*

Open for over 1 year the Letterkenny Craft & Design Studio offers a unique collection of over 100 craft producers to showcase and sell their products through this unique outlet. Also on the premises is the Moonshine Coffee Shop run by Chef Martin Anderson. The centre is run on a collective basis and gives a new selling opportunity for artists and crafters alike.

# Doing Business in Donegal



**Location**  
Letterkenny Institute of Technology

**Date**  
26th April 2014

**Time**  
9.30am - 3.00pm

Local Enterprise Office,  
Donegal County Council,  
The Enterprise Fund Business Centre,  
Ballyraine, Letterkenny, Co. Donegal

Tel: 074 91 60735  
Fax: 074 91 60783  
Email: [register@leo.donegalcoco.ie](mailto:register@leo.donegalcoco.ie)  
Web: [www.localenterprise.ie/donegal](http://www.localenterprise.ie/donegal)



European Union  
European Regional Development Fund



Oifig Fiontair Áitiúil  
Local Enterprise Office

## Welcome to Doing Business in Donegal 2014

Doing Business in Donegal brings together a superb line-up of speakers with a broad range of topics from finance, marketing, public relations, online business, entrepreneurship, motivation, business case studies and much more. Adjoining rooms will simultaneously host a number of the speakers and you can simply pick and choose which ones you would like to attend.

## Our Speakers

### Michael Masterson - Moll Industries Ltd.

*"Identifying the Opportunity - Meeting the Challenge"*

Moll Industries Ireland Ltd. is an expert medical contract manufacturing facility servicing a range of medical device and pharmaceutical companies throughout Europe. The company's facilities include state of the art cleanrooms, injection moulding and custom built assembly equipment. Having acquired the business through a management buyout in 2010, the business is now well placed to capitalise on the growing global market for medical technology products and services. Moll Industries Ireland Ltd employs 23 people.

### Noel O'Donnell & Co. Chartered Accountants

*"Taxation for Start-ups"*

Noel O'Donnell qualified as a Chartered Accountant in 1982 and has over 30 years experience in all areas of accountancy, taxation and auditing. Noel also has in-depth experience in new business set-ups and has facilitated same through running free "Start Your Own Business" courses. He is a partner in the www.taxclinic.ie with Michael Coll and Mabel McHugh.

### Paul Bond - Brix Wear

*"First We Take Buncrana, Then We Take Berlin!"*

In this slightly unusual talk Paul Bond, maker of tea at Monaghan's 4th largest work wear store, BrixWorkwear.com details how, from the verge of bankruptcy in 2010 they now make 65% of their sales on line, 95% of which are exported. And how you can do the same.

### Paul Mc Nulty - 3D Issue

*"The 80/20 Lean Kiss Plan"*

Paul Mc Nulty, Founder and CEO of 3D Issue will give a talk on the key principles behind their online marketing strategy and how it enabled them to become a global player without investments or debt. 3D Issue is a global leading developer of digital publishing software. Based in Letterkenny the company employs 27 staff and growing. There are currently in excess of 10,000 customers using their software throughout the world including the likes of Google, NASA, MENSA and NIKE.

### Seamus Gorman - Gorman & Co Accountants

*"Small Business Accounts and Good Record Keeping"*

Seamus Gorman is a Chartered Certified Accountant from Gorman & Co Accountants Letterkenny. Seamus has over twenty years experience in Financial Control & Management of businesses in the SME sector.

### Sian Breslin - Sians Plan

*"Raising Finance for Early Start Ups - Our Story"*

Sian's Plan is an online subscription based meal planner that helps busy people to eat well. Recognised as the 'Most Innovative Solution for Home Cooks' globally, the company recently raised €120,000 by crowdfunding and attracting over 150 investors.

### Pádraic O'Maille - O'Maille Group

*"Cultivate and sustain a positive mental attitude"*

Why attitude is more important than fact, and discover ways to cultivate and sustain a positive mental attitude. Pádraic is an inspiring speaker, a dynamic executive facilitator and a bestselling writer. For over 25 years, he has been helping individuals and businesses achieve breakthrough goals.

### Rosaria Piseri - Algaran Teo

*"Using Knowledge to create unique products"*

Algaran Teo. started the seaweed business in 2004 on the Aran Islands. In 2005 the business moved to Donegal, where it turned out to be the best environment for seaweed. In 2008 the Organic Certification was achieved, but still the Japanese seaweeds were leading the market. The nuclear disaster of Fukushima, opened new huge opportunities for Algaran and now the demand for seaweed is much greater than Algaran can produce and the company is also developing new products.

### Stephen Maguire - Donegal Daily

*"Sure I read that on Donegal Daily"*

*Advertising online the advertising norm of the future*

Stephen Maguire is one of the founding members of Donegal Daily having worked in both the local and national media for the past 24 years. The website is now Donegal's biggest online news location and has an average of more than 40,000 visitors EVERY day. The website was founded three and a half years ago and has been a huge success from the off. The site is now part and parcel of many people's daily routine and advertising and visitors continue to grow on a daily basis.

### Liam Porter - Liam Porter Media

*"The Big Blank Theory, Who says it's best to say nothing at all"*

Well-known journalist and editor Liam Porter, owns and runs Liam Porter Media, specialising in Public Relations and media training. With a wealth of experience and superb network of contacts he has proven that when it comes to business – silence isn't always golden, but small can indeed be beautifully effective.

### Seamus Hughes - Zeus Industrial Products Inc.

*"Finding and Keeping the Right Staff"*

Founded in 1966, in New Jersey USA, Zeus Industrial Products Inc. is an internationally recognised leader in the design and production of high performance fluoropolymer and advanced extrusions to a number of industry sectors including, medical, automotive, aerospace and industrial applications.

### John Mc Namara - Sendmode

*"Cash (flow) is King"*

Managing cashflow, getting support and using money wisely from start up to exponential growth. John will talk you through how they started their company with virtually no money, navigated their finances through the business' early stages through to selling their products worldwide.

### Pat Connors - Marine Harvest Ireland

*"Forget Peripherality, Sell On Your Strengths"*

Pat Connors is Sales Director with Marine Harvest Ireland, based in Kindrum Fanad. Pat will share his experience of how Marine Harvest has used its location and its focus on quality and provenance to enable it to expand into lucrative export markets that include Asia and the USA.

## REGISTRATION - 9.30AM

TIME	THE GRASS IS ALWAYS GREENER: LOOKING AFTER THE MONEY SIDE OF YOUR BUSINESS	TOPPING UP THE TOOLBOX: PEOPLE, PLANS AND MARKETING	SATURDAY BRIGHT ACHIEVER: THE INSIDE STORY OF PEOPLE WHO HAVE LEARNED HOW TO PROFIT FROM THEIR PASSION	GOALS ON SATURDAY: AIM TO HIT YOUR TARGETS
10.00am - 10.30am	<b>Keynote Speaker</b> <b>Pádraic O'Maille - O'Maille Group - "Cultivate and sustain a positive mental attitude"</b>			
10.30am - 11.00am		Seamus Hughes - Zeus <i>"Finding and Keeping the Right Staff"</i>	Killian O'Kelly- Turf n Surf <i>"Connecting Donegal to the market 16 seats at a time"</i>	Hugh Bonner - Mara Media <i>"Working through the recession"</i>
		Paul Mc Nulty - 3D Issue <i>"The 80/20 Lean Kiss Plan"</i>		
11.00am - 11.30am	John Mc Namara - Sendmode <i>"Cash (flow) is King"</i>	Liam Porter- Liam Porter Media <i>"The Big Blank Theory, Who says it's best to say nothing at all"</i>	Ian Miller - Unique Ascent <i>"Turning your passion into a business"</i>	Brendan Toner - Audit-International <i>"Making Your Business Plan work for you"</i>
		David O'Neill - Uppiddee <i>"The Workplace is Broken. We have reached the tipping point"</i>		
11.30am - 12.00pm	Brian O'Dowd - Fortis Management <i>"Restructuring - make the right decisions"</i>	Anne-Marie Bonnar-Hynd Joe Bonnar Metal Craft <i>"Developing strategic partnerships to generate exports"</i>	Karen O Kane - KoKo Design <i>"Paintbrushes in the air - juggling home and business"</i>	
12.00pm - 12.30pm	Noel O'Donnell Noel O'Donnell & Co Chartered Accountants <i>"Taxation for Start-ups"</i>	Michael Masterson Moll Industries <i>"Identifying the Opportunity - Meeting the Challenge"</i>	Rosaria Piseri - Algaran Teo <i>"Using Knowledge to create unique products"</i>	Liam Mc Gavigan Edenmore Farm Meats <i>"Meeting the challenges through co-operation and competition"</i>
				Pat Connors - Marine Harvest <i>"Forget Peripherality, Sell On Your Strengths"</i>
12.30pm - 1.00pm	Seamus Gorman Gorman & Co Accountants <i>"Small Business Accounts and Good Record Keeping"</i>	Stephen Maguire Donegal Daily <i>"Sure I read that on Donegal Daily" - Advertising online the advertising norm of the future</i>	Grainne Mc Cafferty Donegal Refrigeration <i>"Maintaining your focus - serving your customers"</i>	Henry Mc Kinney & Peter Mc Gonigle Inishowen Engineering <i>"Lean Manufacturing"</i>
1.00PM - LUNCH    1.30PM - NETWORKING & ENTERPRISE ZONE				
2.00pm - 2.30pm	Sian Breslin - Sians Plan <i>"Raising Finance for Early Start Ups - Our Story"</i>		Aileen Mc Closkey Evolve Menswear <i>"Growing the Business through marketing and customer service"</i>	Paul Bond - Brix Wear <i>"First We Take Buncrana, Then We Take Berlin!"</i>
2.30pm - 3.00pm	John Mc Namara - Sendmode <i>"Cash (flow) is King"</i>	Paul Mc Nulty - 3D Issue <i>"The 80/20 Lean Kiss Plan"</i>	Anne-Marie Bonnar-Hynd Letterkenny Craft & Design Studio <i>"Maximising local creativity - lessons from Letterkenny Craft &amp; Design Studio"</i>	Brendan Toner - Audit-International <i>"Making Your Business Plan work for you"</i>