

MediaBook

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New initiatives outlined for growing businesses

An Exporters Awareness Event is being held in the Radisson Blu Hotel Little Island on Tuesday 18 February.

The event is being held by Enterprise Ireland from 9.30-12.30am.

A programme of supports, run by Enterprise Ireland, will be explained to allow Irish companies to avail of the benefits.

This is one of a series of events Enterprise Ireland is running, helping companies and businesses to explore new opportunities in export markets.

William O'Brien of the Bishopstown based William O'Brien Group will talk about his experience of building an export business and expanding into new markets.

The event will support and help prepare companies interested in targeting international markets to explore the opportunities and challenges any company faces as it prepares to export.

This event also includes information on the range of supports available to companies who are looking to export.

Enda McDonnell, Enterprise Ireland's Regional Director for the South/South East said: "This event will give an overview of the supports available and introduce potential exporting companies to a series of easy to use web-based tools to assess their own capability, understand what is involved in exporting, and the initial steps they need to take."

Adrienne Rogers, Acting CEO of the Cork City Enterprise Board, will outline the range of supports, offered by the **Cork City and County Enterprise Boards**, to businesses interested in exploring export opportunities.

The event is free to attend. To register online log onto eventsforce.net/enterpriseireland/998/register or call Jacqui on 021-

4800228.



Schools urged to go for business gold

MORE than 50 enterprises run by students from across the city and county are to fight it out for the right to represent Cork in the national final.

They will present their mini-company business plans and sell their company visions and strategies to a panel of judges at University College Cork next month.

The overall winners from Cork City and South Cork Enterprise Programmes will each go on to represent their respective enterprise boards at the national final in Croke Park in April.

The day-long regional final at UCC will have a packed schedule aiming to inspire young minds and drive entrepreneurship, culminating in an address to students by world-renowned explorer and entrepreneur, Pat Falvey.

Seán O'Sullivan, CEO of the **South Cork Enterprise Board**, said: "We are delighted that Pat will address the students. He has had an extraordinary life both as a businessman, entrepreneur and an explorer. His story is truly motivational."

A panel of judges will determine the overall winners. **Adrienne Rodgers**, CEO of **Cork City Enterprise Board**, said: "We are looking for teams that have an incredible understanding of enterprise coupled with a very innovative product. This year, UCC will also provide a three-part mentorship programme to each winning team, and this support will be invaluable in helping them prepare for the national final."

Dr Ian Pickup, Head of Student Experience at UCC, added: "We are really excited to see the innovation, involvement and commitment to the

programme among students and schools from across Cork."

Three UCC graduates and young entrepreneurs will also hold Business Bootcamp Clinics for participating students throughout the morning, and lecturers from UCC's College of Business and Law will share their passion in Speakers Corner-style sessions also taking place throughout the morning.

The regional final will take place in the Student Centre in UCC from 9am on Monday, March 3.

The winning team will be announced at the prize-giving ceremony in the Aula Maxima at 1pm where additional prizes for Best Display Stand, Best Business Report, Best Innovation, Best Marketing, Best Social Media and Most Promising Entrepreneur will also be awarded.

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Shauna Cronin and Ruth Dunne from Ballincollig Community School promoting their company Little Green Monsters with their talking bin designed to encourage young people to recycle.

Picture: Darragh Kane



Students' mini-companies to fight it out for €2,500 prize

PUPILS from three Muskerry schools will be amongst over 50 student mini-companies battling it out to win €2,500 in prizes and the chance to represent the region in national finals.

McEgan College, Macroom, Colaiste Choilm, Ballincollig, and Ballincollig Community School, will compete to become the **Cork Schools Enterprise Programme Regional Finalists 2014** at an event in UCC on Monday, March 3.

The event will see student enterprises present their mini-company business plans and sell their company vision and strategy to a panel of judges in a bid to become the **Cork Schools Enterprise Programme Regional Finalists**.

The overall winners from Cork City and South Cork Enterprise Programmes will each go on to represent their respective Enterprise Boards at the National Final in Croke Park in April.

The day-long Regional Final event at UCC will culminate in an address to students by world renowned explorer and entrepreneur, Pat Falvey.

A panel of judges, including representatives from UCC, will determine the overall winners from each Enterprise Programme.

"Inspiring young minds and giving students the skills and confidence to become young entrepreneurs is at the heart of the Schools Enterprise Programme. We are looking for teams that have an incredible understanding of enterprise coupled with a very innovative product," said Adrienne Rodgers, CEO, Cork City Enterprise Board.

"This year UCC will also provide a three-part mentorship programme to each winning team, on top of the €2,500 in prizes already provided by Cork City & **South Cork Enterprise Boards**, and this support will be invaluable in helping them prepare for the National Final," she added.

Three UCC graduates and young

entrepreneurs will also hold 'Business Bootcamp Clinics' for participating students throughout the morning, and lecturers from UCC's College of Business & Law will share their passion in Speakers Corner-style sessions also taking place throughout the morning.



Teen entrepreneurs go head to head

Over 50 Cork student enterprises will go head-to-head in selling the vision for their company next month. The teenagers will appear in front of a panel of judges in University College Cork on Monday, March 3rd in a bid to become the **Cork Schools Enterprise Programme** Regional finalists. The overall winners from Cork City and South Cork Enterprise Programmes will each go on to represent their respective enterprise boards at the national final in Croke Park in April. "Inspiring young minds and giving students the skills and confidence to become young entrepreneurs is at the heart of the Schools Enterprise Programme. We are looking for teams that have an incredible understanding of enterprise coupled with a very innovative product." said CEO of Cork City Enterprise Board, Adrienne Rodgers. Pictured above are Emer Hickey, Laura Murphy, Ali Hill and Emma Moriarity from Kinsale Community School promoting their company Fuzion and right, Shauna Cronin and Ruth Dunne from Ballincollig Community School promoting their company Little Green Monsters. *Picture: Darragh Kane*





Network Cork 'flourishing' for International Women's Day

As a celebration of International Women's Day, women's networking group Network Cork will welcome Dr Maureen Gaffney as guest speaker at its event which takes place on Wednesday 5 March at 6.15pm at Cork International Airport Hotel.

Dr Maureen Gaffney, clinical psychologist, broadcaster, columnist and author of the book 'Flourishing', will be speaking to Network Cork about how the power of positive thinking can help achieve one's potential and enjoy life.

Network Cork, the organisation which represents some of the leading business women in the region and is supported by Cork City and South Cork Enterprise Boards is planning the event to celebrate International Women's Day. Carla Manning, President of Network Cork stated "International Women's Day is about women being recognised for their achievements and accomplishments. More importantly it is about looking forward to new opportunities".

The event is part of a series of an exciting mix of events and activities planned for 2014 by Network Cork for its members. All of the events are designed to encourage learning connections and personal development for members.

"We all want to be the best that we can. Learning to harness the power of positive thinking to reach our potential is a worthwhile investment in ourselves. Maureen is hugely inspirational and is sure to provide the right motivation and guidance for us to be best we can be," said Manning.

The event is free of charge to Network Cork Members, €25 for non-members. Space is limited

and advance booking is essential. For more information on Network Cork and to book your place for this event visit www.network-cork.com.



Dr Maureen Gaffney



Students get entrepreneurial

More than 50 student enterprises from across Cork will sell their mini-company vision and strategy to a panel of judges next week. The **Cork Schools Enterprise Programme** regional finals will take place at the Student Centre of University College Cork next Monday, March 3rd. The overall winners from Cork City and South Cork Enterprise Programmes will go on to represent their respective Enterprise Boards at the national final in Croke Park in April.



Two Cork schools in enterprise finals

By DAVID LINNANE

YOUNG entrepreneurs battled it out at the Cork Schools' Student Enterprise finals in UCC to find the best mini-companies in the city and county.

The two overall winners were Midleton CBS, with Hurling Hub, and Pulse from Coláiste Spioraid Naoimh. These two schools will go on to represent Cork city and Cork county at the national finals in Croke Park in April.

Hurling Hub produces customised GAA keyrings, while Pulse is a tool used to teach the Irish language through audio and visual aids.

More than €2,500 in prize money was handed out to students excelling in categories like marketing and use of social media.

All of the finalists also won the opportunity to enter a mentorship programme with UCC.

Sean O'Sullivan, CEO of South Cork Enterprise Board, said that Pulse and Hurling Hub "are both really promising enterprises with fantastic long-term potential."

Adrienne Rodgers, CEO, Cork City Enterprise Board, said the support of UCC would be "invaluable in helping both our regional finalists prepare for the national student enterprise programme final in Croke Park later this year."

Dr Ian Pickup, Head of Student Experience in UCC, said UCC was 'delighted' to support the young entrepreneurs.

1. Ann Moore, coordinator, South Cork Schools' Enterprise and Danielle Byrne, school liaison officer, UCC, at the Cork Student Enterprise Regional finals in UCC where more than 50 mini-companies competed to become the **Cork Schools' Enterprise Programme** Regional finalists 2014.
2. Sathbh O'Hanrahan and Alison Condon, Kinsale Community School.
3. Jack Enright, Sean O'Connor, Kevin Moynihan and Garan Manley, overall winners of the **South Cork Schools' Enterprise Programme**, Midleton CBS, with their mini company, Hurling Hub, which produces customised GAA keyrings in UCC.
4. Aoife Clarke, Amy O'Neill, Ellen O'Mahony and Grainne Quirke, from St Peter's Passage West, with their project Sugar Plum Cakepop Company.
5. Brendan Wool, Daniel Kelleher, James O'Leary, Ken McVitty and Christine Marron, from Kinsale Community College, with their product Rock 'N' Roll magazine.
6. Laura Murphy and Emer Hickey, from Kinsale Community School, with their project Fuzion.
7. President of UCC, Dr Michael Murphy; adventurer, Pat Falvey and **Sean O'Sullivan**, CEO South Cork Enterprise.
8. Angela Johnson and Rebecca O'Riordan, St Aloysius' College with their project L'Écharpe.

Picture: Darragh Kane









Camán is key to students' success story



by **Niall Murray**
 Education
 Correspondent

A company set up in a hurling-mad school has won a top prize at a student enterprise competition for its camán-shaped keyrings customised with school, club, and county crests.

A team from another Cork school won the other main prize during this week's Seachtain na Gaeilge for an Irish comic and CD about Cúchulainn and other legendary figures.

For the four teenagers at Midleton CBS behind Hurling Hub, winners of the **South Cork Schools Enterprise Programme**, the choice of business venture was fairly simple. They designed hurley-shaped key rings, to which crests are added in production, and the school's hurling tradition was a big influence.

"That's really where we came up with the idea, the school being so sport-oriented, we thought it would be good to do something associated with sport," explained company manager Kevin Moynihan.

It also helped that the start-up last autumn coincided with

Midleton's path to a county senior hurling championship victory, so sales were strong for club-crested keyrings.

With sales of more than €1,000 already achieved on the €2 keyrings — and the prospect of bringing production fully in-school instead of partly outsourced — they were on course for a win themselves going into the event earlier this week at University College Cork — where they also managed to make a pitch to supply college keyrings.

A desire to help primary pupils develop an interest in Irish language inspired the 14-member Coláiste an Spioraid Naoimh mini-company Pulse. The lads from the Bishopstown school decided a comic book, *Fadó Fadó*, telling the stories of Cúchulainn — himself a legendary hurler — could help make learning Gaeilge more fun for children aged nine to 13.

The stories are illustrated by the students themselves, and also feature tales of Tír na nÓg and Cúchulainn.

The comic has glossaries for tough words and games to make it even more of an educational aid for pupils and teachers, and helping the product win the Cork City enterprise award.

The two firms emerged from almost 50 who exhibited at a showcase of young innovators at the regional final at UCC.

The college is offering mentorship to both ahead of their participation in the Student Enterprise national finals in Croke Park on April 2, where they will have a chance to add to the €2,500 in prizes provided by the South Cork and Cork City enterprise boards.

Other category winners this week included a number of teams from fellow-Midleton school St Colman's Community College, from Kinsale Community College, Coláiste Choilm in Ballincollig, and Regina Mundi College in Douglas.

Find more details about the two overall winning companies check out @HurlingHub and @PulseCSN on Twitter.



Daniel Kelleher, James O'Leary, Ken McVitty, and Christine Marron, Kinsale Community College, with their product, Rock N'Roll magazine.



Patrick O'Connell and Eric O'Shea, Scoil Mhuire Gan Smál, with their project, Stress Buddies.

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Jack Enright, Seán O'Connor, Kevin Moynihan, and Garan Manley, the overall winners of the **South Cork Schools Enterprise Programme**, Middleton CBS, with their mini company, Hurling Hub, which produces customised GAA keyrings.

Pictures: Darragh Kane



Student companies show enterprising ideas in UCC

A Midleton student company hurled their way to success, along with a company that seeks to teach Irish through comics from Coláiste Spioraid Naímh at the Cork Schools Enterprise Student Enterprise regional finals.

The overall winners at UCC this week were Midleton CBS, Hurling Hub mini company, which produces customised GAA keyrings, and Pulse from Coláiste Spioraid Naímh, an Irish language comic and accompanying CD, which is an audio-visual educational tool using the media of comics to ensure that learning Irish is fun.

"This has been one of our most exciting and successful regional finals to date; we have had almost 50 student enterprises from across Cork take part today which is incredible. The regional finalists from the **South Cork Schools Enterprise Programme**, Hurling Hub and Pulse from the **Cork City Schools Enterprise Programme** are both really promising enterprises with fantastic long-term potential," said **Sean O'Sullivan**, CEO of **South Cork Enterprise Board**.

"Competition drives creativity and innovation. This year UCC have provided a three-part mentorship programme to each finalist team, on top of the €2,500 in prizes already provided by Cork City and **South Cork Enterprise Boards**. This support is going to be invaluable in helping both our regional finalists prepare for the national student enterprise programme final in Croke Park later this year," said Adrienne Rodgers, CEO, **Cork City Enterprise Board**.

Pat Falvey, world re-

nowned adventurer and entrepreneur, inspired the young entrepreneurs during his address to almost 400 students at the **Cork Schools Enterprise Programme** Regional Final. "We all have our Mount Everests to climb, and self belief is vital to success," said Pat Falvey. "No matter how successful you are, you always need to set new objectives and keep innovating and investing in your future."

"This is the first year that UCC has been involved in the **Cork Schools Enterprise Programme** Regional Final and we were really impressed with the innovation, involvement and commitment shown by students today. We are delighted to mentor and support the winners today and wish them every success at the national finals in Dublin," said Dr Ian Pickup, Head of Student Experience in UCC.

Additional prizes were awarded for Best Display Stand, Best Business Report, Best Innovation, Best Marketing, Best Social Media and Most Promising Entrepreneur, to teams in both programmes. The Junior Student Enterprise category was won by **Celebrity Cluedo gone wrong**, **Scoil Mhuire Gan Smal** and recommendation for **Glitz and Glam**. The Student Enterprise National Final will take place in Croke Park on 2 April. The Entrepreneurship Report recently published by the Irish government highlighted the importance of a national education strategy for entrepreneurship across all education levels, along with the importance of bringing entrepreneurs together to network, share ideas and stimulate further innovation. The **Cork Schools**

Enterprise Programme is committed to driving entrepreneurship in the Region, and this was evident at today's Regional Final competition for mini-companies from secondary schools of Cork city and south Cork.



Jack Enright, Sean O'Connor, Kevin Moynihan and Garan Manley at the Cork Student Enterprise Regional Finals. Photo: Darragh Kane



Beacon Initiative shines on Maxgrove Furniture Youghal

DENISE
Fitzgerald

The Beacon Initiative Retail Programme was recently introduced in Youghal to help and advise local retailers in the areas of sales, promotions, marketing, merchandising and organisational development. Following a very successful public meeting which was held in The Red Store, Youghal, fourteen local businesses took part in the Beacon Initiative, one of which is Maxgrove Furniture, 32/33 North Main Street.

John and Eileen Cronin, Proprietor, told *The East Cork Journal* that it was all very simple. "We first of all met in the Enterprise Centre where Elmer Kerr, a Director of PMM Group, outlined what would be happening. He spent a full half day in each of the participating shops, asked what we wanted to improve upon, and gave advice as to how we could improve sales".

Eileen went on to say that the advice and help gave herself and John the incentive and confidence to change their image and thus, some of their stock. "We made a clean sweep from front to back, including" Eileen smiled, a new front door."

Determined to keep as much of their spending as possible in the town, John and Eileen purchased their carpets from Lucey Furnishings, their new door from SGS and all their paint from Flavins Hardware.

Almost thirty years

in business in Youghal, John and Eileen took the advice of Elmer and expanded their stock to include a new children's area, and introduced O'Dearest and Briody beds to their Respa stock. The store has been beautifully refurbished, and Eileen told *The East Cork Journal* that she, herself, painted every single wall in the very large, lengthy building and although it took her quite a while to do it, the finished product would do justice to any professional interior painter!

Their New Look Store will be officially opened on tomorrow, Friday March 7th at 10.30am with special discounts on purchases. All are welcome to pop in, browse the new stock and avail of special discounts on the beautiful and very reasonably priced furniture.

And while you are there make sure you congratulate Eileen on the wonderful job she did, painting the long interior walls all by herself!

The Youghal programme is funded by **South Cork Enterprise Board** in partnership with Cork County Council and the Cork Institute of Technology

The Beacon Initiative is funded by Cork County Council Economic Development Fund and supported by the Council, County Enterprise Boards and the Cork Institute of Technology.





Mini-companies 'game' for national finals

Customised GAA keyrings and an Irish language comic were the innovative ideas of two winning mini-companies at the Cork Schools Enterprise Regional finals. Middleton CBS Hurling Hub mini company, which produces customised GAA keyrings, and Pulse from Coláiste an Spioraí Naoimh, with an Irish language comic and accompanying CD, are now set to take part in the national finals in Croke Park on Wednesday, April 2nd.

CEO of Cork City Enterprise Board Adrienne Rodgers said the competition drives creativity and innovation: "This year UCC has provided a three-part mentorship programme to each finalist team, on top of the €2,500 in prizes already provided by Cork City & South Cork Enterprise Boards. This support is going to be invaluable in helping both our regional finalists prepare for the national student enterprise programme final," she said.



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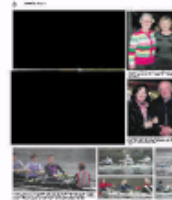
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Jack Enright, Sean O'Connor, Kevin Moynihan and Garan Manley from Middleton CBS, winners of the South Cork Schools Enterprise Programme, with their mini company, Hurling Hub, which produces customised GAA keyrings in University College Cork and (below) Laura Murphy and Emer Hickey from Kinsale Community School with their project Fuzion Mini Company. Pictures: Darragh Kane



Enjoying Lismore point-to-point races were (above) Jockeys Maxine O'Sullivan, Lombardstown and Jane Mangan, Connaught and (right) Jody Townend, Midleton, with Fiona and Paul Hegarty, Tallow, and Bunty the dog.
 Pictures: Eddie O'Hare



Also at Lismore point-to-point were (above) Sarah Nugent and Lydia O'Brien, both from Lismore, and (right) Stephen Fallon with his children Alanna and Jay from Lismore and their dogs Chrissy and Buster.



John, Kate and Stephen O'Leary from Ballinhassig enjoying the tractor run in Halfway, Co Cork in aid of The Cork Association for Autism (www.corkautism.ie). Picture: Larry Cummins



Therina O'Mahony, Clonakilty, who was conferred with an MSc (Audiology) at the UCC spring conferrings. Picture: Denis Minihane



Denis O'Regan of Cork City Regatta with the Tivoli Cup, which was first presented by the then Lord Mayor of Cork, John O'Brien, in 1887 for the schools' rowing competition. Having been missing for some time, the cup has been returned to Cork City Regatta.

Picture: Larry Cummins



At the Young Entrepreneur of the Year Awards

**at UCC, were
 ■ Above: Pupils
 of Kinsale
 Community**

**School, Natasha
 Mutter, Scarly
 McGahan and
 Ciara Gimblett**

**from the mini
 company Flair.**



■ Right: Ciara Fitzgerald, **South Cork Enterprise Board** and Deirdre Connolly, **Cameo Communications**.



■ Below: Karan Nyhan, **Kinsale Community School** at her stand **Scaclaid**
Pictures: Dan Linehan



Enjoying Al Grant's 'Welcome to my World' concert, a tribute to Jim Reeves at the Cork Opera House were (above) Mary Wren, Gerald Griffin Street; Rita Murphy, Douglas and Margaret Ryan, Bishopstown.
 Picture: Eddie O'Hare



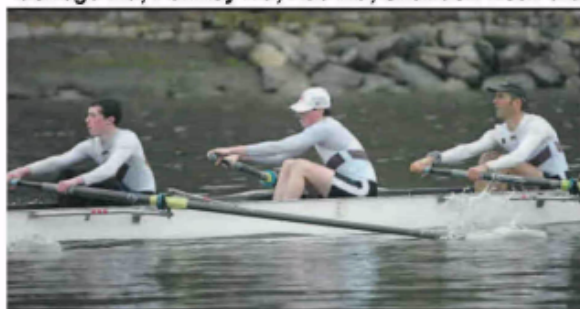
Also at the Opera House were (clockwise from above) Miriam Hogan, Carrigrohane; Noreen Fagan, Donoughmore and Eileen Peggy Campbell, Model Farm Road.



Fagan, Douglas with her dad Pat Fogarty, Tower; Tony and



The Cork Head of River rowing event on the River Lee consists of timed racing over 4km, from Kennedy Quay to Blackrock Castle. Rowers representing clubs including Presentation Brothers College RC, Fermoy RC, Lee RC, Shandon Boat Club and Cork Boat Club took part.





THE KEY(RING) TO THEIR SUCCESS

Midleton CBS's Hurling Hub wins

Cork Schools Student Enterprise Regional Final

DRIVING entrepreneurship in schools across the Cork region, the Cork Schools Student Enterprise Programme presented a number of awards to young innovators and their mini companies at University College Cork.

The overall winners of the Cork Student Enterprise Regional Finals were Midleton CBS, with their Hurling Hub mini company, which produces customised GAA keyrings, and Pulse from Colaiste Spioraid Naoimh, an Irish language comic and accompanying CD, which is an audio-visual educational tool using the media of comics to ensure that learning Irish is fun.

"This has been one of our most exciting and successful Regional Finals to date; we have had almost 50 student enterprises from across Cork take part today which is incredible. The Regional Finalists from the South Cork Schools Enterprise Programme, Hurling Hub and Pulse from the Cork City Schools Enterprise Programme are both really promising enterprises with fantastic long-term potential," said Sean O'Sullivan, CEO of South Cork Enterprise Board.

"Competition drives creativity and innovation. This year UCC have provided a three-part mentorship programme to each finalist team, on top of the €2,500 in prizes already provided by Cork City & South Cork Enterprise Boards. This support is going to be invaluable in helping both our regional finalists prepare for the national student enterprise programme final in Croke Park later this year", said Adrienne Rodgers, CEO, Cork City

Enterprise Board.

Pat Falvey, world renowned adventurer and entrepreneur, inspired the young entrepreneurs during his address to almost 400 students at the Cork Schools Enterprise Programme Regional Final.

"We all have our Mount Everests to climb, and self belief is vital to success", said Pat Falvey, entrepreneur and world renowned adventurer, when talking to the secondary students at UCC today. "No matter how successful you are, you always need to set new objectives and keep innovating and investing in your future".

"This is the first year that UCC has been involved in the Cork Schools Enterprise Programme Regional Final and we were really impressed with the innovation, involvement and commitment shown by students. We are delighted to mentor and support the winners today and wish them every success at the national finals in Dublin", said Dr Ian Pickup, Head of Student Experience in UCC.

Additional prizes were awarded for Best Display Stand, Best Business Report, Best Innovation, Best Marketing, Best Social Media and Most Promising Entrepreneur, to teams in both programmes. The Junior Student Enterprise category was won by Celebrity Cluedo gone wrong, Scoil Mhuire Gan Smal and recommendation for Glitz and Glam, The Student Enterprise National Final will take place in Croke Park on April 2nd.

The Entrepreneurship Report

recently published by the Irish government highlighted the importance of a national education strat-

egy for entrepreneurship across all education levels, along with the importance of bringing entrepreneurs together to network, share ideas and stimulate further innovation. The **Cork Schools Enterprise Programme** is committed to driving entrepreneurship in the Region, and this was evident at today's Regional Final competition for mini-companies from secondary schools of Cork City and South Cork.



Jack Enright, Sean O'Connor, Kevin Moynihan and Garan Manley, Midleton CBS Secondary with products from their mini company, Hurling Hub, which produces customised GAA keyrings in UCC.
(Photo: Darragh Kane)



Students' aptitude for innovation recognised

by Eoin English
and Joe Dermody

A solar-powered milk pasteurisation system which could transform the lives of dairy farmers in developing countries has won a prestigious entrepreneurial award.

And an app which keeps people with dementia updated on the life events of family members won a special award at Cork Institute of Technology's (CIT) innovation week awards.

The DairySolve agricultural innovation developed by three students won the top Entrepreneur of the Year award at the 2014 **Cork County and City Enterprise Boards** CIT Prize for Innovation on Friday.

Created by mechanical engineering student John Keane, marketing student Hayden Doyle, and business student Sean Dowling, it uses solar power to run a milk pasteurisation system.

Their target market is small-scale dairy farmers in developing countries.

The Most Innovative Award and a €2,000 prize went to Quick Connections, a company which helps create a safer working environment for machine operators. Mechanical engineering students Shane Heaphy, Garry Hooper, Daniel O'Shea, and Ciaran Nyhan, and biomedical engineering student Ruslanas Jasakas, hope their work will minimise the risk to operators of being involved in life-threatening accidents when changing front-end implements on loaders.

The Best Business Plan and Presentation Award,

and a €1,000 prize, went to Rain Water Works for 'Retain the Rain', a self-contained, eco-friendly rainwater collection system which provides customers with safe clean drinking water for human consumption and everyday use.

The team included mechanical engineering students Colm Coleman, Eoghan Corry, Brian Donoghue, and Giovanni Telli, as well as biomedical engineering student, Aisling Coleman, and accounting student Odeta Indriejaityte.

The APPrentice award was won by fourth-year electronic systems engineering student, Richard Burke, whose Life Map app also won a special Dementia-focused category award.

Life Map has attracted the attention of Kinsale-based dementia support group K-CoRD. Richard has also been approached by potential industry partners.

"This means everything to me. I would like to work in software, and I enjoy designing apps. This is an ideal break for me," he said.

Rebecca Robinson, a bachelor of business studies student, won the Part Time Award and €1,000 for her Alleraid project — a potentially lifesaving lifestyle-altering product which addresses the severe reactions associated with nut allergies.

The Social Entrepreneurship Award of €1,000 went to Silent Interactions, a company which has developed a multi-functional vibrating and flashing alert wristband with an audible sensor system.

The product was developed by Paul Lane, a biomedical engineering student, mechanical engineering students Sunny Jay, Dean O'Doherty, and Myles Lennon; and marketing student, Theresa Cosgrove.

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Brian McGrath, CIT; Richard Burke, app award winner; Ann Twomey; and Gerard O'Donovan, CIT, at the APPrentice competition at CIT.

Picture: Neil Danton



Midleton CBS to represent Cork at the Student Enterprise Awards

by LORRAINE WALL

After swooping the win for **South Cork Schools Enterprise Programme** for Best Innovation and Student Enterprise of the Year, on Monday March 3 at University College Cork, 4 of Midleton's brightest are looking to impress at the finals being held in Croke Park on April 2 next.

Welcoming the success of her students, Rebecca Quirke told *East Cork Journal* "that Midleton CBS has a strong hurling tradition so the idea came naturally, the students have worked very hard on the project." According to the young men, "our teacher has been excellent, supported us all the way and helped us with anything we needed."

The mini-company 'Hurlinghub' is the collaborative effort of the 4 students. Kevin Moynihan, Sean O'Connor, Jack Enright and Garen Manley are the brains behind the operation. According to Company Manager, Kevin Moynihan, "we worked together to come up with the idea. Now we need to expand out to see what different avenues we might be able to market our product. We are in talks at the moment to sell some of our hurley key rings to a hurling club in Australia which would help us enter the international market. Some of our other customers included the Midleton GAA."

To date this innovative company has profited and is happy to keep the spirit of philanthropy alive by donating €100 of their profits to Donal Walsh

Foundation. The rest of their hard earned monies will be put back into their company or split between the 4 partners.

To purchase a key ring and help to support the team you can contact them via the Midleton CBS Secondary School or follow them on twitter @HurlingHub. Their facebook page is also up and running and is 'Hurling Hub'. They can be contacted directly via their email address at hurlinghub@gmail.com.



•Kevin Moynihan, Garen Manley, Rebecca Quirke, Jack Enright, Sean O'Connor



Hurling Hub team set their sights on Croker glory

HURLING-MAD young entrepreneurs and winners of the Student Enterprise Regional Finals are heading to Croke Park to represent South Cork in the 2014 National Final of the Student Enterprise Awards, on Wednesday. Hurling Hub, made up of four transition year students from Midleton Christian Brothers School hope they can continue their school's history of success in the Student Enterprise Programme.

Hurling Hub customises hurley shaped keyrings with school, club or county crests which sell for €2 each.

Sean O'Sullivan, CEO of **South Cork Enterprise Board** said: "This year's **South Cork Schools Enterprise Programme** has been one of our most exciting and successful to date, with more schools and students participating than ever before.

"Midleton CBS have always played an active role in the programme over the years and we are very excited to see how they progress at National level.

This is an extremely viable enterprise that already has more than €1,000 worth of orders on the books."

The overall winning team will a European trip worth over €10,000.

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Seán O'Connor, Jack Enright, Garan Manley and Ken Moynihan of Midleton CBS whose mini-company "Hurling Hub" won the Regional Final of the **Cork Schools Enterprise Programme** and earned them a place at the National Final of the Schools Enterprise Programme in Croke Park on Wednesday.

Picture: Diane Cusack



(Right to left) Garan Manley, Sean O'Connor, Jack Enright and Ken Moynihan of CBS Midleton whose mini-company Hurling Hub won the Regional Final of the **Cork Schools Enterprise Programme** and earned them a place at the National Final of the Schools Enterprise Programme in Croke Park tomorrow.

Picture: Diane Cusack

Five Cork teams in Croke Park for enterprise awards

Five teams of bright youngsters from Cork city and county will line out in Croke Park tomorrow at the national final of the Schools Enterprise Programme. The five groups — all overall winners from the various Cork City and South Cork Enterprise Programmes — are drawn from schools in Mallow, Midleton, Beara and the city, and the products they are marketing range from key fobs and Christmas cards to a combination of a comic and CD intended to make learning Irish fun. See page 6 inside for more photos.



Left: Colin McCarthy and Richard Lombard from Colaiste Spioraid Naoimh, overall winners of the Cork City Schools Enterprise Programme. Their enterprise, Pulse, is an Irish language comic and accompanying CD.

Picture: Darragh Kane



At the AGM of Cork County federation, Muintir na Tire at Ballyphehane community centre were Sean Murphy, County president; minister of state Sean Sherlock; County chairman Seamus Forde; County secretary Margaret Searson, and national president John Hogan. Picture: Eddie O'Hare



Kevin Elphick, Sadhbh Sullivan, Danny O'Neill, Eoin Coleman and Orlaith Carroll, Transition Year students at Beara Community School in Castletownbere, who will unveil their unique children's book to a national audience tomorrow in Croke Park as they represent the West Cork Enterprise Board at the national finals of the Student Enterprise Awards. Picture: Niall Duffy



Left: Michael Hanley, manager North Cork Enterprise Board with Peter Attridge and Sean Foley of the Patrician Academy Mallow who won the Junior section at the regional final of the Schools Enterprise Programme for their Hurley Holders. Also pictured are teacher Elaine O'Regan and judges Donal Murphy, Noren Walsh, Dan Murphy and Marian O'Leary.

Right: Michael Hanley, with Cormac Lane and Ian France from Patrician Academy who won the Intermediate section for their Mallow Card Company at the regional final. Also in the picture are the judges Noreen Wlsh, AIB Mallow, Donal Murphy, Marian O'Leary, and Dan Murphy.



TY students of St Mary's Seconday School Mallow, who were regional winners of the **Cork Schools Enterprise Programme who are representing North Cork in the national finals in Croke Park tomorrow pictured with principal Una Griffin, Michael Hanley, Manager, North Cork Enterprise Board, enterprise teacher Kathy McGlade, and Joan Kelleher, Business Development Executive, North Cork Enterprise Board.** Picture: Sean Jefferies



Yawl Bay Seafood feature on RTÉ One's Nationwide

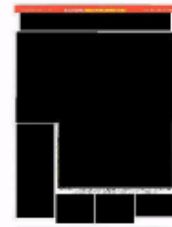
Taste Cork – an Innovative Regional Brand and Export Support Programme Brings Nine Small Food Companies to Meet Potential Buyers at one of the UK's Largest Food Industry Events

NINE Cork-based food and drink producers featured on RTÉ's Nationwide programme on Monday last at 7pm, including Yawl Bay Seafood. The food producers appeared at Food and Drink Expo 2014, the most important even on the British food and drink sector's calendar.

All nine companies have taken part in the First Steps to Food Exports programme funded by Cork County Council and the **Cork County & City Enterprise Boards**. This innovative training scheme is designed to meet the needs of the food SME sector and is the first of its kind in Ireland.

The Food and Drink Expo 2014, which took at the NEC Birmingham between March 24th and 26th, was the first major opportunity these nine companies had to showcase their products to international buyers and have face-to-face meetings with key players in the global retail sector. The event is one of the largest of its kind in Europe catering for all sectors of the food and drink market encompassing grocery, food-service, wholesale, speciality retail and manufacturing.





Middleton CBS's Hurling Hub heads to Croke Park for National Final

HURLING HUB, the hurling-mad young entrepreneurs and winners of the Student Enterprise Regional Finals are heading to Croke Park to represent South Cork in the 2014 National Final of the Student Enterprise Awards, taking place on April 2nd.

The team of four transition years from Middleton Christian Brothers Secondary School are hopeful that they will continue their school's history of success with the Student Enterprise Programme. Middleton CBS have been National Finalists on more than four occasions.

"This year's **South Cork Schools Enterprise Programme** has been one of our most exciting and successful to date, with more schools and students participating than ever before," said **Sean O'Sullivan**, CEO of **South Cork Enterprise Board**. "Middleton CBS have always played an active role in the programme over the years and we are very excited to see how they progress at National level. This is an extremely viable enterprise that already has more than €1,000 worth of orders on the books," Sean concluded. Hurling Hub customises hurley shaped keyrings with school, club or county crests and sells them for €2 apiece.

"Hurling Hub is a really promising enterprise with fantastic long-term potential. The boys have a very clear direction of where they want the company to go, but they also have a very strong business and marketing plan which is crucial for any enterprise. We are very proud to have them represent South Cork at national level," said Anne

Moore, Co-ordinator, **South Cork Schools Enterprise Programme**.

More than 17,000 students take part in the Student Enterprise Awards Programme annually. The overall winning team will a European trip worth over €10,000 and the top 20 students will be invited to attend a four-day business bootcamp at the Nexus Innovation Centre at University of Limerick this summer.



Girl with the Hurl Earring: Midleton CBS's Hurling Hub-bers: Sean O'Connor, Garan Manley, Jack Enright and Ken Moynihan, with their Mini-company teacher, Rebecca Quirke (Photos: Diane Cusack)



Business and art events in the frame



Photo Gallery:

You can see more photographs at
www.photosales.eecho.ie

1. Caroline Jones and Ciara Crampton of the Equality Authority, with Linda O'Shea from Midleton, at the 'Taking Care of Business' free, one-stop-shop for business event at the Silver Springs Moran Hotel;
2. Ciarán Farrell, Sarah Conway, David Culloty and Ryan O'Keeffe, who's works were on display at the St John's Central College students' 'Imagineight' exhibition at the Quay Co-Op on Sullivan's Quay;
3. Minister Seán Sherlock with Elmarie McCarthy and Mary Hegarty of Cork City Council at the Taking Care of Business event;
4. Yvonne Wainwright and Michelle Wainwright at the exhibition at the Quay Co-Op;
5. Stephen Kelly of Save Energy4 You Ltd with Gráinne Lennon of Inter Trade Ireland at the Taking Care of Business event;
6. Kerry Guerin of St John's Central College (right) with her sister, Julia Gibson, at the 'Imagineight' exhibition.
7. Gabriela O'Mahony of Aperio Finance all smiles at the Taking Care of Business event;
8. St John's College students Hana Karloecova, Alex McCarthy, Derry O'Sullivan and Marina Ejamovic who's work was on display;
9. Chris Doyle of Scene 1 Drama School, Cobh, getting some advice from Bríd Kennedy of Solas at the Taking Care of Business event;
10. Minister Seán Sherlock chatting with Ciara Fitzgerald of **South Cork Enterprise Board**, at the Taking Care of Business event;
11. Minister Seán Sherlock with Imelda Kind, Padraig O'Sullivan and Paul Sutton, all of Cork County Council, at the Taking Care of Business event;
12. Peter and John O'Keeffe from Douglas at the Silver Springs Moran Hotel.

Picture: Jim Coughlan/David Keane







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Cork Companies Line Up For UK Food & Drink Expo

Nine Cork-based food companies united under the name "Taste Cork" for this year's Food and Drink Expo held at the NEC



Birmingham last month. The nine companies that travelled to Birmingham included Carrigaline Farmhouse Cheese, Fastnet Catch Ltd, Green Saffron, Irish Atlantic Sea Salt, Just Food, Kinsale Gourmet, Taste A Memory, Virginia Health Food Co. and Yawl Bay Seafood. Each took part in the First Steps to Food Exports programme, a training programme funded by **Cork County & City Enterprise Boards**, Cork County Council and Bord Bia to aid the SME food sector. Commenting, Tara McCarthy, Bord Bia said, "We operate in a very competitive global market and building strong national and regional branding is a very important part of ensuring that our food sector continues to build on its success."



Women in leadership

One of the most powerful businesswomen in the USA, Cork-born Deirdre O'Connor, will be the special guest at an executive lunch on April 25th which is set to focus on the topic of women in leadership.

Ms O'Connor, a Cobh native and graduate of Cork Institute of Technology, is managing director of a multi-strategy hedge fund and has controlled over \$150 billion dollars in assets as managing director at Goldman Sachs.

During the lunch, which will take place at the Hayfield Manor Hotel, O'Connor will share with guests the story of how she rose to the top of her profession. The event is open to women in leadership in the Cork region, who wish to network with other women in leadership positions.

Cork Chamber President Gillian Keating stated "We are delighted to have the opportunity to engage with Deirdre on her short visit to Ireland. Her insights to us, other women in leadership, will be invaluable. Deirdre spoke so eloquently and honestly last year at Cork-Meet and it's great that she is showing such strong support and interest in business life in Cork to give of her time so generously again."

The event commences at 12:30pm with a networking reception and followed by four-course luncheon. Space is extremely limited and advance booking is essential. Tickets cost €60. For further information on Net-

work Cork and Cork Chamber and to book your place, visit networkcork.com or corkchamber.ie.



Cork-born Deirdre O'Connor, will be the special guest at an executive lunch at the Hayfield Manor Hotel on April 25th