

WATERFORD CHAMBER

NETWORK

ISSUE 13 • Q4 2020

RELATECARE:
A GLOBAL SUCCESS
STORY FROM
WATERFORD

SUZANNE PARKER:
LEGALLY BLONDE
AND BOUND FOR
SUCCESS

North Quays

A CITY NO LONGER FORGOTTEN,
SAYS MINISTER DARRAGH O'BRIEN



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CONTENTS

IN THIS ISSUE...

06



"Let's focus on what we have, rather than what we are missing out on."
– **Danette Connolly,**
Chamber President

08



"2020 has brought it home how important the simple things in life really are."
– **Mayor Damien Geoghegan**

10



"Becoming a University City will be transformational for the local economy."
– **Gerald Hurley,**
Waterford Chamber CEO



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HANDS** often with
soap and water for
at least 20
seconds

WEAR A MASK
when you're going
out and put it on
PROPERLY

**MINIMISE your
contacts**



CONTENTS



20



"In our present predicament, normal will feel abnormally wonderful."
– **Ambassador Dan Mulhall**

24



"Our plan is to continue our journey to true operational excellence through little improvements everyday."
– **Andy Crowley, TEVA**

26



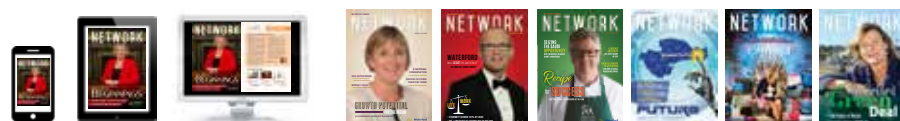
"We need to be positive and remember a Christmas memory that stands out from the past."
– **Grace O'Sullivan MEP**



46 FEATURE

Waterford lights up with wonderful **Winterval**

- 16 **Cover Story: Forgotten no more, assures Minister**
- 18 **'Once in a generation' funding approved**
- 22 **A global success story from Waterford**
- 28 **Quality care in a luxurious setting**
- 30 **Legally blonde and bound for success**
- 32 **Glorious results amidst a pandemic**
- 34 **How to design your Value Proposition right**
- 36 **Bite-Size News**
- 44 **Keeping senior family members safe**
- 48 **Waterford's Blue Plaque Trail**
- 50 **Membership Directory**



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Safe in our own bubble

■ By DANETTE CONNOLLY, President, Waterford Chamber



I think it's safe to say we're all in limbo at the moment as we wait for word of the lifting of the second lockdown. I know I have struggled with this one, it felt like one step forward, two steps back at times and yet as a medical professional I know it was the right thing to do.

This time though we had all the learnings and as our Covid journey continues, every week there are new challenges to be responded to.

The way Waterford businesses have once again adapted and responded to the latest change is truly remarkable. Every day, be it on radio, in the papers or on social media, you hear of new ways businesses are promoting themselves, coming up with new ideas and just keeping the show on the road.

This time too our government has been able to work on more than just their response but continue with other duties, including the Budget and now planning for 2021. And then of course there's Brexit, which is going to be a major talking point for the year ahead.

Here in Waterford, we are certainly delighted it has been business as usual as the last number of weeks have brought some very significant announcements for our city and county.

Of course the North Quays funding received most of the headlines, and rightly so, it is an absolute game-changer for Waterford and I look forward to keeping an eye on the progress from my Ferrybank home overlooking the site.

The North Quays announcement was preceded by the funding for the Greenway and before that was the one-off payment for Palliative Care, which in my role as Chairperson of Waterford Hospice, was certainly a welcome boost.

There is no doubt that Christmas will be different but maybe it will be better. We have all found a new appreciation for the simple things in life and I know I want to be able to look back on this year and know I did the right thing. I followed the guidelines, I did my bit by staying home, and my family is safe and well. There are so many things out

of our control right now, but we can control our behaviours and responses, so please think of others during the festive period.

Let's focus on what we have, rather than what we are missing out on. Let's do what we can for each other. We need to support our community and our local businesses, be it online through click and collect, or when they open back up, and together we can all make a difference.

In this lockdown they introduced the 'bubble' concept – something from my home country of New Zealand. Please continue to have a safe bubble and when making your essential and Christmas purchases please reach out from your bubble to your local businesses.

Stay safe and from my bubble to yours, I wish you all a very happy, healthy and peaceful Christmas.



My favourite Christmas memory



■ By CLLR DAMIEN GEOGHEGAN, Mayor of the City and County of Waterford

My absolute favourite time of the year is Christmas. I love the sense of anticipation and excitement that builds up in the weeks and days leading up to the big day itself. Of course, like all other children growing up, there was only one thing on my mind at Christmas time – Santa!

No Christmas was complete without a visit in early December to Hadden's Store (now Shaws) on Main Street in Dungarvan, in order to despatch our wish-list to the great man himself. On the way to meet the big man, we'd stop and stare in wonder at the delights on display in the windows of Murphy's and Cunneiffe's, and one of my earliest memories is asking Santa for the big red fire-engine that had pride of place in one of those fabulous displays.

It was truly magical as a child to wake up on Christmas morning without a care in the world and

find that the big man travelled all the way from his workshop in The North Pole and delivered as promised! Every child on the road would be up early and out on the street showing off their toys, with everything from roller-skates to scooters to cowboy outfits to Barbie dolls on display. Of course, with the right attitude Christmas can be, and still is, a time of magic, no matter how old a person is. We should always strive to maintain the wide-eyed innocence of childhood.

Christmas is also a time to set aside day-to-day worries, to exchange gifts, to meet up with family and friends. But we must also be mindful that Christmas can be a difficult and trying time for so many, who may not be so privileged or lucky in their family or personal circumstances.

This year in particular has been a difficult year with all our lives being dominated in so many ways by the

outbreak of Covid-19. 2020 has really brought it home to people about how important the simple things in life really are. This year, more than any other year, I believe it's important to keep it simple and strive to remember the much used mantra "Be Kind".

We need to be kind to those around us, be kind to our neighbours, and be kind to our family, our friends and our colleagues. Be kind to the stranger you meet as you go about your daily routine. Maybe it's time to renew and rekindle old friendships. We should seek to be generous and kind in our deeds and words, as we face into Christmas 2020, and indeed we should look forward with renewed hope here in Waterford for brighter days in 2021.

Be Kind!

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Remaining positive in times of adversity

■ By GERALD HURLEY, CEO, Waterford Chamber

As 2020 draws to a close, it is sobering to reflect on a year which has passed by with so much upheaval and uncertainty.

However, we must remain positive in times of adversity and I can safely say it has been one of the most engaging years we have ever had in Waterford Chamber, with thousands of emails being sent to our members keeping them up to date on the pandemic situation. We have also held regular webinars and been in regular phone contact with our members and we appreciate your time and support in our endeavours.

Like many other businesses, we have had to adapt, think on our feet, fire fight and be innovative in our approach. I am particularly proud of my team on how they have stepped up and kept smiling through the tough times. Their commitment to helping the business community in Waterford in unwavering.

They have been relentless in promoting our members through our various social media channels, posting daily, including evenings and weekends, while also producing videos to highlight various initiatives like the *Waterford Shop Local Gift Vouchers*.

In addition, not a week has gone by without you receiving your weekly newsletter and this is our fourth issue of *Network Magazine* this year.

I was particularly delighted when their hard work was recognised by Chambers Ireland as we were shortlisted for four awards, for *Network Magazine*, the Regional Leaders Programme, our Christmas Festival in Tramore and our running of the Tramore Tourist Office in collaboration with Waterford City & County Council.

We worked on a number of exciting new initiatives this year, namely the *Big Little Ideas* campaign, which saw the introduction

of *Happy to Chat* benches around the city to combat loneliness and will also bring the repurposing of William Vincent Wallace Plaza in 2021 as the start of the Greenway. These are as a result of one of the many surveys we conducted with our members this year.

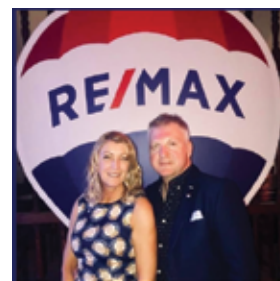
Then there's www.ewaterford.com, which we developed with Helloworld.ie as a platform for retailers and shoppers to access products under one roof.

EVENTS

In terms of events, we were fortunate to be able to host the Waterford Business Awards before the pandemic took hold and we have an exciting live online show planned for February, so we can come together safely and celebrate our incredible business community.

In July, we had the opportunity to host our Annual Golf Classic which was a fantastic day out in Tramore Golf Club and a much required day

cont.



THANK YOU!

A huge thank you from all at RE/MAX Team Fogarty for your continued support throughout the year. We wish all of our fellow members and their families a peaceful and most of all a healthy Christmas.

Please feel free to reach out if you require any advice over the coming months, we are only a phonecall away.

Warmest regards,

Your Trusted Property Advisors,

John and Margaret.



Phone: 051 843684

Email: teamfogarty@remax.ie



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THANK YOU FOR YOUR SUPPORT IN 2020.
FROM ALL THE TEAM AT WATERFORD CHAMBER.



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away from the office for the teams who took part.

September brought a big challenge – how were we going to host Toys4Engineers? The simple solution would have been to cancel, but the team wouldn't even entertain the idea. It was going on in some format and that was it. What transpired was an incredible three-day event which saw three conferences, a plethora of local businesses being promoted through an online expo and hundreds of jobs being advertised to a national audience. In addition, with the support of IDA Ireland and Enterprise Ireland, we coordinated nearly 100 *Meet the Buyer* meetings where we connected indigenous companies from all over Ireland with multi-nationals. While we hope to be back in WIT Arena again next year for a physical event, we are tremendously proud of the event that took place with the support of Waterford City & County Council, Waterford Local Enterprise Office, Cobotics Skillnet, WIT and other stakeholders.

COLLABORATION

For me, one of the best things about this year has been the willingness for collaboration. We see it daily among the various stakeholders. We have a common purpose get through this pandemic and build a better Waterford.

This was very evident in our work with Waterford Local Enterprise Office, where we helped nearly 60 members create their Business Continuity Plans and put them in contact with other members to ensure the sustainability and growth of their business going forward.

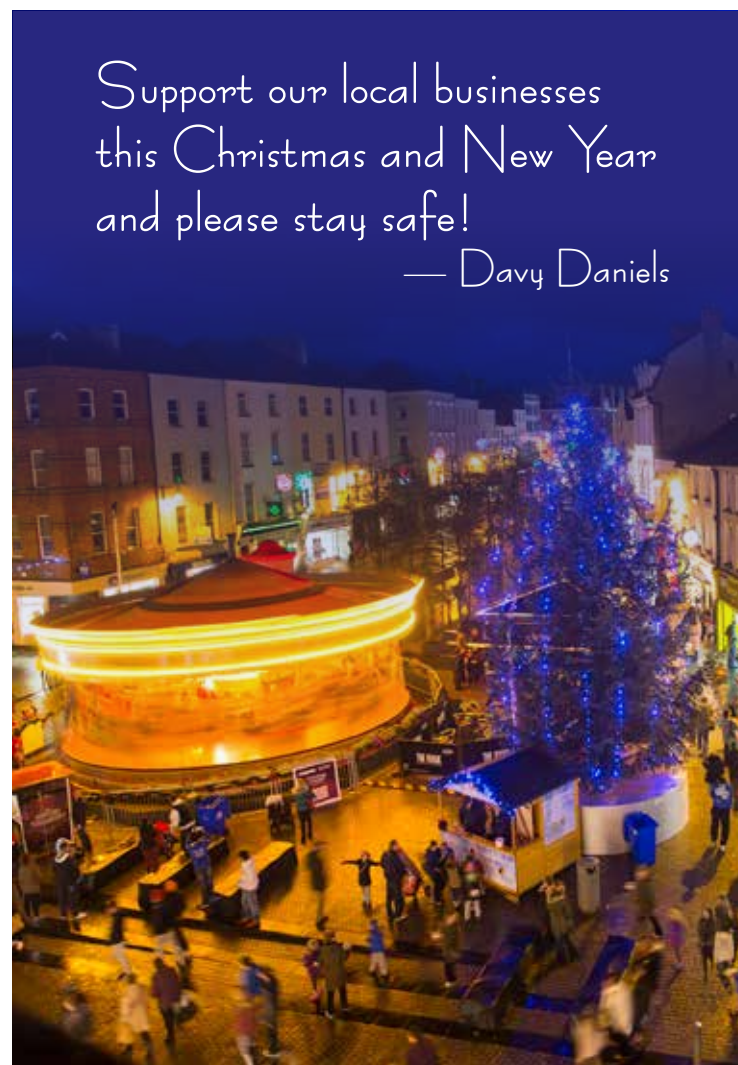
We produced a *City of Opportunity* document with Waterford Council, RIKON and WIT which is a valuable tool to sell Waterford in terms of investment. We have to sell our ourselves, we have to grasp every opportunity that comes our way and develop our city. The North Quays funding will go a long way towards showing Waterford as a strong European city, the capital of the South East region and a city ripe for development.

Getting the North Quays over the line was certainly a priority in our lobbying activity. We also engaged regularly with Government Ministers and officials, as well as the Local Authority, be it through online meetings or through submissions, like our pre-Budget submission, Night Time Economy submission, our contributions to the Waterford City & County Development Plan, Waterford's Recovery Plan, Urban Renewal Projects and many other initiatives which will benefit the local economy. We were also to the fore in researching Covid measures in relation to test and tracing at the start of the pandemic and we have just joined forces with Celltrion to ensure the rollout of antigen testing to businesses in Waterford at discounted rates to ensure swift screening and results.

UNIVERSITY

With the North Quays funding now secured, it's time to move to the next critical piece of the puzzle – a University of substance

cont.



Support our local businesses
this Christmas and New Year
and please stay safe!

— Davy Daniels



Constituency Office: Tramore, Co. Waterford

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T: @MarcKC_Green

This Christmas, please support our local retailers, crafters, food and drink producers and our cafés, restaurants and pubs who form the backbone of our communities.

If you are shopping online, please buy from a local website and if you are giving a voucher, give a local voucher.

Let's do everything we can to keep our local businesses going so we can enjoy them all in person next year.

Happy Christmas to you all, Marc.



Minister Mary

Butler TD

Minister of State for Mental Health and Older People

Email: mary.butler@oireachtas.ie

Phone: 058 43 499 / 051 841 437 / 087 7425020

@MaryButlerTD



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**Wishing you all a
Happy & Peaceful
Christmas**

**May the New Year
bring you good
health & prosperity**

*Please support
local businesses
this Christmas*



for Waterford. We have been very vocal in our desire to see this brought to fruition without haste, particularly in light of the potential growth projected in *Ireland 2040*. We need to retain our talent and stop the surge of young people boarding buses and trains of a Sunday evening. Most don't come back and we need to reverse that trend.

Becoming a University City will be transformational in terms of the benefits to the local economy, attracting investment and not to mention the tremendous vibrancy it will bring to the city centre.

Our *Regional Leaders Programme* has moved online in light of Covid and has actually made the programme even stronger, allowing us to engage with mentors from around the country and abroad. We were delighted to be shortlisted for both an IITD Award and a Chambers Ireland Award for the programme and I would like to take this opportunity to thank our industry partners Bausch + Lomb and education partner Waterford Chamber Skillnet for their ongoing guidance and support of the programme.

Waterford Chamber Skillnet has been performing exceptionally well this year and must be commended in how quickly they adapted during the pandemic. Quite literally over the space of a weekend, they went from class-based training to online offerings, which has opened up so many opportunities for them.

They continue to offer employer-led training and have secured their

training fund for the year ahead so be sure to keep in touch with the team to avail of subsidised training to suit your needs.

TRAMORE

One of the most exciting projects we worked on this year, in collaboration with Waterford City & County Council and Waterford Local Enterprise Office, was the Bank of Ireland *Begin Together Awards*, where we produced a 30-minute video and live-stream showcasing Tramore and how they have excelled during Covid. We brought the community together to present to the judges on various business and community projects and their hard-work was rewarded with winning the Special Category Awards for Covid-19. This led to €20,000 being presented to the town, €5,000 of which will go towards a new sensory garden and the remainder is held in a fund which will be used for match funding towards a larger community-based project.

This was followed a week later by the announcement that the Tramore Railway Station was granted €40,000 following an application by Waterford City & County Council and ourselves, among other stakeholders. The development of the Railway Station will be hugely beneficial for the town, with initial plans in place to create an outdoor market area and to provide essential services to the existing building to allow businesses host pop-up evenings.

Our commitment to Tramore is

stronger than ever and while the Tourist Office may be closed due to Covid-19 and we can't host an on-street Christmas Festival like last year, we are bringing the joy of Christmas to the town with a number of illuminations and festive highlights throughout the town.

As we move towards the Christmas period, there is one thing we can all do and that is shop locally. Our indigenous businesses are genuinely struggling. They are the life-blood of our community and it is our duty to help them in their time of need. Please make a conscious effort to support them this Christmas. We are also appealing to you to consider the *Waterford Shop Local Gift Vouchers* as a reward for staff or as a gift idea as they are the one way to guarantee the money is spent locally. You can order directly through www.waterfordchamber.ie or pop in to the Book Centre or Waterford Credit Union in Parnell Street, Upper Grange or Tramore.

Finally, I would like to wish all our members and supporters the very best of health for the festive period and thank you for your support throughout the year. This one will be more special than most and a time to reflect on what is most important – family, health and happiness.

The challenges of Covid will continue into 2021 but one thing is guaranteed – we will be with you every steps of the way.

Stay safe.

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Forgotten no more, assures Minister

Minister Darragh O'Brien is possibly Waterford's favourite person right now, following his announcement of €80.6m in funding for the North Quays project. What endeared him even more was his acknowledgment that Waterford has been a forgotten city.

Announcing the funding, the Minister for Housing, Local Government and Heritage said: "For too long Waterford City and the South East region has suffered from underdevelopment and underinvestment. Waterford's North Quays in particular, an eight-hectare site pivotally located in the centre of the region's city has remained derelict for decades; it has hindered the integration, sustainable development and attractiveness of the city and consequently the surrounding area."

In addition to the *Urban Regeneration and Development Fund* (URDF) support, an additional €30 million was committed by the Department of Transport, through the National Transport Authority.

The total package of €110.6m will now make way for what is currently the largest urban regeneration project in the country and will firmly position Waterford as a city with endless opportunity for investors.

According to Minister O'Brien, "The Programme for Government has balanced regional development at its heart because all parts of Ireland must thrive if we are to prosper as a country. This project is a very good example of helping a region to thrive. It's expected that 1,500 new full time jobs directly related to the construction phase will be created, with private development delivering nearly 2,300 full time jobs by 2026 and the creation of a further 4,500 indirect jobs in the wider community."



Speaking about the announcement, Chief Executive of Waterford City and County Council, Michael Walsh said, "We have worked in partnership with Kilkenny County Council, Irish Rail and Falcon Real Estate Development to bring this project to fruition and this is a really strong commitment by national government in Waterford's future as the economic capital of the South East."

"In terms of the long-term Waterford 2040 vision, we will work to continue to invest in regeneration in key locations which will reshape the region and drive economic growth."

Gerald Hurley, CEO Waterford Chamber, congratulated all stakeholders involved in the project and said Waterford was ready to grasp the opportunity with both hands.


"This is a prime piece of real estate, one of the best in Ireland, if not in Europe, and we have just been handed the key to unlock its potential. For years, the one stumbling block has been the infrastructure required to enable the development of the site. This funding will now resolve that issue and the potential it brings is limitless. We look forward to engaging

with the Minister on his impending visit to Waterford."

While the Minister was due to make the funding announcement in person in Waterford, his visit was postponed and he is due in Waterford in early December.

Ahead of his visit, Minister O'Brien said: "I am really looking forward to getting down to Waterford and to visiting the North Quays. Following the announcement I have to say it was heartening to hear the enthusiastic local reaction to it, on radio and in the local media. It's clear to see that the people of Waterford take great pride in this project and they just want to get on with it."



"As Minister for Housing, Local Government and Heritage I want to see our cities thrive and so there are other housing matters, and a vision for housing, which I want to discuss with the Council when I do come to Waterford. At the end of the day providing access to good-quality housing to purchase or rent at an affordable price, built to a high standard and located close to essential services is a key element of the *Programme for Government* and something I am totally committed to."




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"This funding announcement solidifies our commitment to the North Quays Strategic Development Zone which is the single largest enabler of regional economic growth."

– **Mayor Damien Geoghegan**

"This is the culmination of years of very hard work and I sincerely hope it is the day that Waterford turns its back on negativity and looks forward, with optimism to the brighter future we have ahead of us, particularly in these dark and challenging times."

– **Senator John Cummins**

"This is a 'once in a generation' funding announcement and something that's destined to change our city and change our city for the better."

– **Marc O'Cathasaigh TD**

"Albeit the first significant investment in Waterford for decades it cannot be the last and all elected must work to ensure future fairness and transparency in equitable funding for this city county and the South East region."

– **Matt Shanahan TD**

"After many false dawns, this €80.6 million funding announcement marks perhaps the most significant milestone so far and now the necessary works can commence, and the North Quays can become a reality. The people of Waterford deserve this breakthrough!"

– **Mary Butler TD**

"It's so important – particularly to young people – to see that things are happening. Finally Waterford starts to unlock its potential. It's time to get going now."

– **Rob Cass, Falcon Malls Real Estate**

"In terms of the long-term *Waterford 2040* vision, we will work to continue to invest in regeneration in key locations which will reshape the region and drive economic growth."

– **Michael Walsh, Chief Executive, Waterford City & County Council**

"This is a prime piece of real estate, one of the best in Ireland if not in Europe and we have just been handed the key to unlock its potential. For years, the one stumbling block has been the infrastructure required to enable the development of the site. This funding will now resolve that issue and the potential it brings is limitless."

– **Gerald Hurley, CEO Waterford Chamber**

"This will be a game changer for Waterford and is a huge investment. It can be used as a springboard to get other investments in relation to the airport, the University and indeed our hospital services."

– **David Cullinane TD**

"I'm delighted that my Department is supporting the development of the North Quays SDZ project which will transform Waterford in the years ahead. The funding will support the development of the new sustainable transport bridge across the River Suir to link up the North and South Quays, providing access for cyclists, pedestrians and public transport users."

– **Minister Eamon Ryan TD**



'ONCE IN A GENERATION' FUNDING APPROVED FOR

North Quays

My wishes for Christmas 2020

■ By DANIEL MULHALL, Ireland's Ambassador to the USA

For all of us, Christmas 2020 will be the strangest and saddest festive season of our lifetimes. It comes at the end of a troubling year for humanity with a heavy worldwide death toll and enormously negative effects on our daily lives and the global economy.

For the first time in our married lives, Greta and I will be spending Christmas alone, desperately missing our family. We are resigned to this prospect and, like many others who will be deprived of the company of loved ones this Christmas, we will cope. We know that it's the right thing to do as we seek to beat this virus and get our lives back to normal as soon as we can.

We are all anxious to see the back of 2020. We can expect that 2021 will be a big improvement on this waning year that has wreaked such havoc. Having spent the past

eight months doing my work as Ambassador in a world of Zoom calls and webinars, I yearn to return to face-to-face diplomacy. Our Embassy will need to build links with the incoming Biden Administration. St Patrick's Day 2021 in Washington promises to be an exceptional experience with the celebrations in Washington being hosted by the most Irish President of the USA since John F. Kennedy.

I recognise how hard this past year has been for Irish business. It will be the top priority of Team Ireland across the USA to do everything in our power to support our economic recovery by promoting Irish exports, inward investment and renewed flows of American visitors to Ireland.

When it comes down to it, my Christmas wish is that life should return to some form of normality in



2021. Normal doesn't usually sound all that exciting. In our present predicament, normal will feel abnormally wonderful.



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Our customers are increasingly concerned with their carbon footprint and have looked to us to provide sustainable solutions for their print environment. We have implemented systems to reduce paper usage and print volumes, promoted document management and other tools to automate business processes.

This move away from printing and paper handling has enabled us to expand our software and product portfolio. Working with SmartOffice, we have delved into our typical customer's

processes, identified the problems and designed clever custom-built solutions, ideal for both office-based and remote workers. Finally, the trend for business to move from on-site to cloud based technology has greatly accelerated. Covid 19 has both highlighted and increased the need for employees to have simple, effective remote access to their systems and data.



SmartOffice's Paul Towler & Paul Martin are excited about this new venture. **“It is a tremendous opportunity for our business to develop and grow.”**

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RelateCare:

A GLOBAL SUCCESS STORY FROM WATERFORD

With the Waterford Business Awards just around the corner, Lynda Lawton takes a look at a previous winner of the SME of the Year Award, RelateCare, and how they have grown from an operation of five to 500 globally in just seven years.

Waterford may be a small city but its ability to compete on the global stage is undeniable. RelateCare began as a joint venture between Rigneydolphin and the world-renowned Cleveland Clinic in 2013.

The company was born out of a unique partnership that began in 2009 blending Rigneydolphin's deep knowledge in contact centre optimisation and customer experience with Cleveland Clinic's world-famous patient first healthcare delivery model. Rigneydolphin's founder Dr Frank Dolphin nurtured

early conversations and sent Conor O'Byrne (now Group CEO) to Cleveland to lead a transformational patient access project which became the envy of US healthcare systems with a groundbreaking centralised *Access to Care* centre opened in Solon, Ohio in 2011. The success of the project and the developing synergies led to the birth of RelateCare and a very successful growth period.

RelateCare's vision is simple – to become the partner of choice for leading international healthcare organisations and to help them

deliver high quality patient engagement solutions along the patient journey.

The company provides these solutions through a service delivery framework that includes teams of multi-faceted consultants, registered nurses and patient access and authorisation representatives from Waterford but also has expansion occurred through a Patient Coordination Centre in Cleveland from 2017.

As the company grew, amassing world-class client-partners from all across the US, Ireland and beyond,

maintaining the local connection to Waterford was paramount.

According to CEO Conor O'Byrne: "We are very proud of our Waterford roots and the growth we have achieved. RelateCare is an exciting and innovative organisation and one which offers excellent career opportunities into the future. With our exciting plans for expansion, we are always looking to recruit highly motivated talent and Waterford, it's people and infrastructure, has served RelateCare and Rigneydolphin well over the years."

A testament to local community support was evident when RelateCare and Rigneydolphin gifted all employees *Waterford Shop Local Gift Vouchers* as a thank you for their resilience during this extraordinary year in September something which was gratefully received internally and externally.

The global pandemic brought many challenges for businesses and

RelateCare was no different, but not only did they survive, they are thriving.

Conor explains they had to act fast. "RelateCare and Rigneydolphin are providing essential services to health systems in the US but also to the HSE in Ireland and we felt it was our duty to help the general public here and the US patients we serve during unprecedented times.

"This was a challenge given the speed at which everything happened, but we managed to transition 300 local employees to work from home in just under two weeks which for our team was an enormous lift and achievement. A lull in business occurred in some areas as hospitals cancelled elective procedures and visits but volumes recently have returned, and we are now beyond pre-Covid levels.

"I want to pay homage to the extended team who have done their best under remarkable

circumstances. The last number of months have offered huge learnings and plenty of opportunities for improvement but gladly our client relationships have blossomed and they need our collaborative approach and dedicated work ethic more than ever."

This Waterford-born and -led company must be doing something right as its client base is a who's who of the healthcare industry with 5 of the top 20 US health systems amongst them the aforementioned Cleveland Clinic, Stanford Health, Duke Health, Beth Israel Lahey Health and Texas Children's Hospital amongst them. Waterford indeed has become a centre of excellence for international patient care.

■ Visit www.relatecare.com for further information.



Dr Frank Dolphin and Conor O'Byrne





‘Amazing adaptability’ in times of adversity at TEVA

As Managing Director of one of Waterford’s largest manufacturing plants, Andy Crowley and his team at TEVA Pharmaceuticals had to keep the show on the road during the pandemic. Here he speaks to Lynda Lawton about maintaining productivity and keeping staff morale up.



Q: Andy the past number of months must have been particularly stressful. How have you coped?

A: The Health and Safety of our employees has always been our number one priority even prior to this pandemic. This recent period was certainly challenging for the business but having a clear sense of priority helped ensure our energy was focused on positive action. As a Site Leadership team we immediately commenced daily meetings to share information and decide collectively the actions we needed to take and indeed what activities we should cease. Regular and clear

communications to everyone was a critical tool for us and our EHS team, including our Occupational Nurse, played a superb role. Also recognising that this unique period created stress in the lives of so many of us, we increased our focus on our Health & Wellbeing programme and I am delighted to say that we expect to be awarded the prestigious IBEC KeepWell Mark in the coming weeks.

Q: How has TEVA adapted to the new norm?

A: We supply inhalers for the treatment of respiratory disease,

so it was critical that we continued to manufacture and supply the patients around the world that rely on us. However, it wasn’t business as usual. Our challenge was to rapidly identify and change many of the daily work routines and personal habits embedded in our culture. We also needed to develop new rules and systems to stay one step ahead in the new safety race that Covid generated. Changing routines and years of embedded habits overnight wasn’t easy for any of us. However, it happened and reinforces the amazing adaptability of everyone once there is a clearly understood need. I’m very proud of the efforts

of every person working on site and also those that continue to work partially or fulltime from home.

Q: Has Covid affected your output to date?

A: Given we supply products to deal with respiratory disease, we did see a spike in demand in the early part of this pandemic which we were comfortably able to meet.

Q: CSR has kept staff morale up over the past few months. What have you been up to?

A: We have a very strong sense of responsibility to support the local community and are always looking for creative ways to achieve this. The ideas our employees generate daily through our daily Safety Observation System and our Operational Excellence IdeaHub directly benefit four local charities which our employees select every year. We have recognised our employees using the fantastic *Waterford Shop Local Gift Voucher* scheme for local businesses and directly provide financial support to many charitable causes throughout the year. We also donated essential PPE to nursing homes throughout the South East in the early days

of the pandemic. I think our employees feel a great sense of pride when we support the community and get fully behind the many crazy ideas we come up with.

Q: Waterford is home to a number of big players in the pharma industry. What do we need to ensure further growth and development?

A: I believe the number one priority is to successfully deliver the Technological University of the South East. Waterford Institute of Technology was recently voted the number one Technology Institute in Ireland which recognises the strength which already exists in this institute. University status will promote further partnership with the pharma industry, acting as a catalyst for research and development and helping to retain and grow talent in the South East to fuel this growth.

Q: What plans are there for TEVA going forward?

A: Our Respiratory Research and Development team is co-located with our manufacturing teams at our campus on the IDA Industrial Estate. My wish is to continue to grow our portfolio of products in partnership with our R&D team, but we must be super competitive to do this and ensure we can



compete with the cheaper labour markets that exist in countries such as India. To remain competitive, our plan is to continue our journey down the road to true operational excellence through little improvements everyday.

Q: You have been involved with the Waterford Chamber *Regional Leaders Programme* from the start. What motivates you to keep going?

A: I think it is a fantastic, well-designed programme and provides me with an opportunity to meet a personal desire to help people when I can. I remember those people who helped and influenced me in my career and this has benefited me greatly. I would also add that it so interesting to meet people working in different businesses and it is also a learning experience for me. So quite simply I am personally motivated to keep going and honoured to be invited to participate.





Christmas MEMORIES

■ By GRACE O'SULLIVAN, MEP

It's been a tough year for everyone, and as we approach Christmas, and the challenges and uncertainty around whether or not we'll be able to share it with our loved ones, I think we need to try to be positive and remember a Christmas memory that stands out from the past. This one gives me a little chuckle every time I think of it.

I was never, what you'd call, a 'fashionable' child. As the first girl born after four boys came before me, I had the rough and tumble of an adventurous childhood. Most of it was spent joining my brothers in the great outdoors, climbing trees, swimming in the sea and so on.

I had some cousins in Dublin who were a few years older than me. They were a smarter looking bunch altogether. While I was scrambling about in jeans and sweatshirts, runners or mucky wellies as my general 'look', they would be clad top to toe in beautiful, fashionable, immaculate clothes.

From time to time they'd send down a bag of their cast-offs.

Because I was so hard to buy for with my limited appreciation of fine fashion, my mother Dolores, a very elegant woman who (like her mother Mae Sage before her) always loved clothes, would be delighted to get the Dublin parcels. From an early age I preferred second hand clothes; in fact I still do. When the clothes would arrive, my mother would think there might be at least some hope I'd wear some of the gorgeous, feminine, tailored creations she longed to get me dressed up in.

One Christmas morning, when I was about 12, Mum must have caught me in a weak moment, because she managed to persuade me to wear the latest arrival, a stunning pale cream wool coat. I have some appreciation now for a well-tailored item of clothing, but do you think I had any appreciation at that time? I certainly did not. I was stomping around the house as



we all got ready to go out the door to mass. When we all started to walk down the drive, I thought it would be a good idea to dash ahead and take a short cut across the hilly lawn at the front of the house.

Well you can probably guess what happened next. I went flying across the wet, soft grass, ended up taking a mighty tumble and not just managed to land flat on my bum in the muddiest part of the hill, but to skid and slide all the way to the bottom, where I stopped, covered in mud.

A scramble back into the house to change and do a quick tidy up, and it was off to mass with me looking, to my despairing mother's horror, pretty much the same as I did on any other day of the year!

Happy Christmas, and may your day be empty of fashion faux pas!

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Quality care in a luxurious setting

■ By LYNDA LAWTON, Waterford Chamber

Nestled among mature trees overlooking the expansive River Suir sits the latest offering to Waterford's care of the elderly services.

SignaCare opened its doors six months ago, in the middle of the pandemic, at the former Athenaeum House Hotel in Ferrybank and according to CEO Mags Walsh, it is the perfect home for their new residents.

"This is the most beautiful and peaceful setting for our residents. The gardens are magnificent, and we have put in a garden café which is just bursting to open! We launched in June right in the middle of Covid, so we haven't been able to have family afternoon tea parties or anything of the gatherings we usually have. We didn't get the chance to know the families of our

residents in the way we like to, but rather over the phone and we are very much looking forward to the finer weather and easing of restrictions so we can do that.

"We have tried to reflect the essence of this beautiful manor house in our design and we have added a new build which compliments that. We opened slowly and took the necessary time to welcome our residents, so we are currently 65% full with over 50 staff and we intend to increase our employment to 85 plus in the coming months. Most of our staff are Waterford-based, with a lot from the Ferrybank area, so there is already a sense of community here and in this business, the right team is the key to success."

This is the fourth SignaCare luxury nursing home in the South East, under the ownership of Mags

and her husband John Dargan, with a focused family approach to the quality service provided. We focused on creating a home from home where the resident is the person choosing how they wish to live their daily life with our support. Our services are focused on the highest quality care delivery and are grounded in social care, focusing on living well. We have a strong team and also a local GP practice: Kehoe Practice with our nurses, HCAs, physiotherapist's, speech and language therapist, dietician and wound care specialists.

While Mags' background is in quality and risk management, nursing development and management, she very much credits John as being the one with the vision for each centre's design, particularly given his business background and their

shared ethos of providing world class centres to support Older persons.

"We are proud of the care and service provided by our team, moving to residential care is a difficult step. This needs to be supported and the individuality of each individual respected.

"We adopt a very hands-on approach across our four centres. The first one in Carlow gave us the opportunity to show people that we know what we are doing in setting standards in older persons care and was a wonderful roadmap for New Ross, Bunclody and now Waterford. SignaCare Killerig has won two *National Care Excellence* awards in activities/community integration with our inter-generational choir and for catering excellence; in our first year in New Ross it was shortlisted for a national award in care excellence in Dementia care.

"We have just undergone our first HIQA inspection in Waterford, which in Covid times is even more daunting but we had a very positive outcome and it is a credit to all the team. Covid has caused us all to learn and adapt and that is very



Reception

much an ethos we have in the business anyway. We take our time to employ the right staff, who want to progress their career and genuinely want to excel in the delivery of care for older persons.

"We are so proud of all our team



Library

and the relationships they have built with our residents. Our team have certainly made Covid easier for those living with us. We are continuing to recruit and invite anyone interested to get in touch via info@signacare.ie

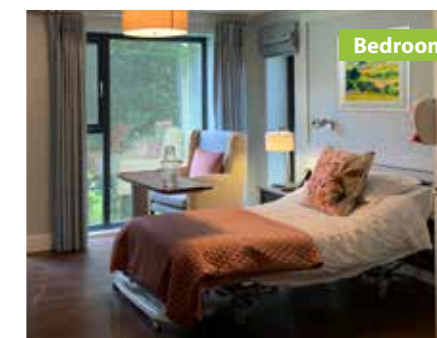
"Waterford in general has been so welcoming to us and we have already built up a strong network, who have been only too eager to share their learnings and us ours, particularly as you have to operate with the risk of contracting Covid, that you are going to be the next centre with Covid and yet do everything to avoid that.

"We're not here to take away from any other residential facility, they are all doing a wonderful job. Our vision is to deliver exceptional person-centered care in a luxury home environment, where you can remain active in your social, spiritual and recreational activities, connected to your family and friends and the wider community. Our location in Ferrybank lends itself so well to that, with the specially designed rooms, our library, coffee dock and so of course the expansive gardens.

"We are proud to become part of the Waterford business community and are wholly committed to providing the very best in care for our older generation," Mags concluded.



Dining Room



Bedroom





Legally blonde and bound for success

Suzanne Parker, Parker Law and *Waterford Businesswomen of the Year* in the Emerging Business Category in the Network Waterford Awards speaks to Lynda Lawton about life, love and the law.

Blonde and beautiful, lawyer Suzanne Parker shares many of the same characteristics of the infamous Elle Woods from the hit movie *Legally Blonde*. And while she may not have the ditsy demeanour and a Chihuahua in her handbag (her dogs are somewhat bigger), she certainly has a similar steely determination and compassion to the character Reece Witherspoon made so famous.

What's so impressive about Suzanne is her empathy and love of people. "Some of the most important things you do as a solicitor is buying a house or helping somebody after a loved one has passed away. You are involved in very stressful times in people's

lives. You have to put yourselves in their shoes, have empathy and I genuinely want to help people and make life a little easier."

It was that love of helping people which drew Suzanne to the profession in the first place. "I always thought I would be an accountant because of my love of numbers, but at 18 I started work experience in a solicitors office and saw that they were helping people and genuinely making life that bit easier for them. I loved it."

Originally from Hillview and now living in Kilmeaden with her husband Tom, Suzanne's family has a long history in Waterford. Keane's Road was actually named after her great grandfather, a previous

Waterford Mayor, Alderman Richard Keane so Suzanne is told. Her father is from the Isle of Wight and previously owned the Cove Shop on the Dunmore Road.

In addition to being a qualified solicitor, Suzanne is a Chartered Tax Advisor and Trust and Estate Planner. She completed her undergraduate degree in Waterford before studying for a Masters in UCC.

But Suzanne's passion for learning didn't stop there and she is a genuine life-long learner, having completed advanced courses in Corporate Law and Governance, Conveyancing, Capital Taxes and Intellectual Property, among many other educational accolades. She



Office 1st Birthday with family

has lectured and written articles for CPA Ireland on Wills, Trusts and Succession Planning. This year Suzanne was asked to be the Internal Examiner for the TEP Diploma with the Law Society. "How life changes so quickly. Four years ago I was a student on that course, now I am writing the assignment." She already has signed up for next year's course in Charity Law. Suzanne also represents her colleagues on the Taxation Committee of the Law Society.

During her time at Blackhall Place, Suzanne also tried her hand at other careers. "I moved to Dublin and didn't know many people, so I decided I would do a Diploma in Journalism by night, which opened up a whole new network for me and I began presenting radio shows on Dublin City FM, which lasted for seven years. I also did some TV work and modelling over the years but always wanted to concentrate on my legal profession so eventually those other interests had to go.

"While I was in Dublin, I met my wonderful husband Tom in 2014. We were married in 2018 and my two Samoyed Huskies were the special guests at the wedding. It was a beautiful day in the sunshine in the Haven Hotel in Dunmore East, the last weekend of the heatwave."

"It was on honeymoon that we started to discuss coming home. Well, home for me...Tom is from Kilkenny which is fine except for hurling days! We won't hold that against him though, I just sit separately with my uncle at a game.

night, so the time had come. I always had the dream to come home and needed the right opportunity."

As Suzanne extracted herself slowly from her existing place of work in Dublin, she began to build her practise in Waterford. She left her husband in Dublin for the first year of marriage.

Parker Law opened in March 2019 and merged with Kinsella Solicitors in December 2019. "The opportunity came up to merge with Kinsella Solicitors and Morette has been such a huge support to me on this journey. I saw a gap in the market, having worked in Dublin in such a fast-paced industry for so long, I wanted to bring the same passion and service to Waterford. My clients are from every walk of life ranging from first-time buyers to large commercial clients and the business thankfully has been growing exponentially. In this business all you have is your name and I give personal attention to all details to make life easier for our clients."

Suzanne is passionate about Waterford and has volunteered with a group in Waterford for over 10 years and is on the Board of Directors for St. Dominic Credit Union and Waterford Healing Arts Trust.

Her hard work recently won her *Waterford Businesswomen of the Year* in the Emerging Business

category in the Network Ireland Awards 2020 and while she has plans to grow the business even further, she says she's taking things at her own pace.

"There's no doubt we'll expand but I don't want to rush it for the sake of it. It needs to be right, and the people that join Parker Law need to share my passion for people and love of the law. Right now the priority is to be efficient and use the technology available to us to keep things on track, particularly as most of the staff are working from home. Covid has certainly been tough but I think it has also normalised us as people and not commercial robots. Having random kids popping up to say hello to me on Zoom calls or my dog joining board meetings has shown that



The Parker Law team

even the most senior of executives are humans and this change has to be a good thing for the commercial world."

As for Suzanne, after a tough year, she's looking at the positives for the year ahead. "Coming home has meant no long commutes, family by my side and being surrounded by the beauty of Waterford. I can pop in and see my parents and sister every morning on the way to work and take the dogs to Bunmahon Beach, Croagh Woods or our fabulous Greenway in the evening. What could be better than that?"



Glorious results amidst a pandemic for Sushi business

■ By LYNDALAWTON, Waterford Chamber

While 2020 may have brought doom and gloom for many, for one Waterford company it has been a time of exponential growth.

Glorious Sushi hit the headlines in November for having secured a new 12-month contract worth €1.2m with supermarket giant Aldi. The new contract will see the company create and produce a new own-label sushi range for Aldi. From next February, customers will be able to pick up Aldi's own-label 'Tasty to Go' sushi across all its 144 stores nationwide.

As part of a commitment to growing its Irish supply base and increasing the availability of home-grown and produced products in its stores, Aldi began working with Glorious Sushi five years ago and now stocks its branded *Fresh Sushi* selection in all Aldi stores, nationwide.

John Curtin, Group Buying Director for Aldi is delighted with the partnership. "Glorious Sushi's products have been a fantastic hit with our shoppers looking for a healthy and tasty lunch option. They have created

an exciting new own-label range of sushi for our 144 stores that will launch next February."

In addition to the latest contract, the Tramore-based company is actively looking to expand its fully-accredited contract manufacturing capability across the country and beyond. This new move is in line with plans for further expansion into larger premises and 25 new jobs in 2021.

Next year also marks the 10th birthday celebrations of the business, which was founded 2011 by Tetyana Zhemerdyey.

Originally from the Ukraine, Tetyana's love affair with the product began when she worked in a Sushi



Tetyana Zhemerdyey, Glorious Sushi



Bar in her native country. With the Celtic Tiger came a move to Ireland, where she has now settled and for the past decade has been fulfilling her life-long ambition.

Now with 17 staff on-site at Riverstown Business Park in Tramore, further expansion is required and she has just purchased a brand new building, with an area for the preparation of raw food, an industrial kitchen for the cooking and assembly of their growing range of assorted sushi products, extensive storage and increased office space, and the company is on course for an exciting period of growth.

Glorious Sushi has gained a reputation across the Irish market for fresh and nutritious handmade sushi. It has achieved multiple national and international food industry awards for its commitment to taste and quality.

From their current state-of-the-art facility, which has an AA-rated BRC accreditation, Glorious Sushi is well equipped to supply any size and type of retailer and is generating significant interest based on glowing recommendations and an increased production capability of 20%.

According to Tetyana: "With next day deliveries to all locations, there's no need for Irish businesses to rely on imports from the UK or abroad. New retail partners can be assured that demand for sushi and related products will be fulfilled with contract manufacturing of the highest standard.

"The contract with Aldi has been a huge boost for our business, particularly at such a challenging time for many small food and drink producers in Ireland. It has let us take on new staff and given us the security to invest in our facilities, improving our production line and storage. We're now ready to look for other retail partners, of all sizes,

and make our sushi available to customers nationwide.

"We are well positioned between Cork and Dublin to expand into the larger markets and enhance our reputation which is firmly established in the South East."

Along with the manufacturing element of the business, Glorious Sushi also provide a catering service and can facilitate online or phone orders with an on-site collection every Friday afternoon. For more on this see www.glorious-sushi.ie or on Facebook.

So when you've had your fill of turkey this Christmas, why not put your order in for a beautiful Sushi platter and get your new year off to a healthy start!



Designing products and services that customers actually want

How to design your Value Proposition right

■ By **BENEDEK FRANK**, Senior Trainer, Team Coach and Business Coach, Marketing Consultant

How many times have you searched for a product or service you actually needed, desired or craved, but had trouble finding something that fulfilled your real need? Also: how many times have you heard yourself or your business owner friends whine about not attracting enough or the right customers or having a product or service that fails to create traction on the market? Thinking of a great idea that seemed perfect, but turned out to be a flop?



Value Proposition Design is a thinking methodology and toolkit that enables a business to offer relevant, important, unsatisfied and high-value services to their respective target audiences.

With Value Proposition Design, we can think about and understand your customers (target audiences) in a much more meaningful way: what 'customer jobs' do they have that need to be done (e.g. be more self-confident); what pains are they trying to avoid and 'kill' (e.g. be

able to avoid loss-of-face during a presentation); and what gains are they looking to achieve within their lives (e.g. win the trust of people when going into a sales process)?

Here's where your services and products may come in: you are competing for their time, money and attention. Your potential customers have plenty of choices to choose from, and many businesses falsely think that the service (and products) they provide can only be substituted with directly competing

services and products – this in COVID times is especially important to bear in mind. Here's an example: I work as a coach. Are the other coaches my only competitors from a potential client's perspective? No: self-help books, therapists, mentors, training courses and meet-up groups could all help my potential client in one way or another. So, I really have to think about my own value proposition and how I help solve my client's issues.

HOW WILL YOU BECOME RELEVANT FOR POTENTIAL CUSTOMERS?

The truth is, most of the time everyone falls in love with their own product or service offering first, and forgets to seek out what people actually need getting done because of their own specific context in their private or professional lives. We don't think about our customers' problems, nor do we think about customers' expected functional, social or emotional gains.

From an organisational development and team coaching perspective – customers aren't simply external, but also internal. HR serves various business units with skilled employees, new hires, training courses and team leaders seeking to let people go and replace them with new hires; Marketing serves finance, sales, top-management and many other areas of the business; Finance serves top management and other decision makers with information and data. The list could go on, but the point is, we often forget to think about who it is we are serving, as customers. People (and not processes) have customer jobs to get done, seek expected or desired gains and want to avoid certain pains. By stepping into their 'shoes', we could all serve each other better, more efficiently and with bigger returns.

You are not after 'customer opinions' about your product or service. If you are, you've already gone down the wrong path.

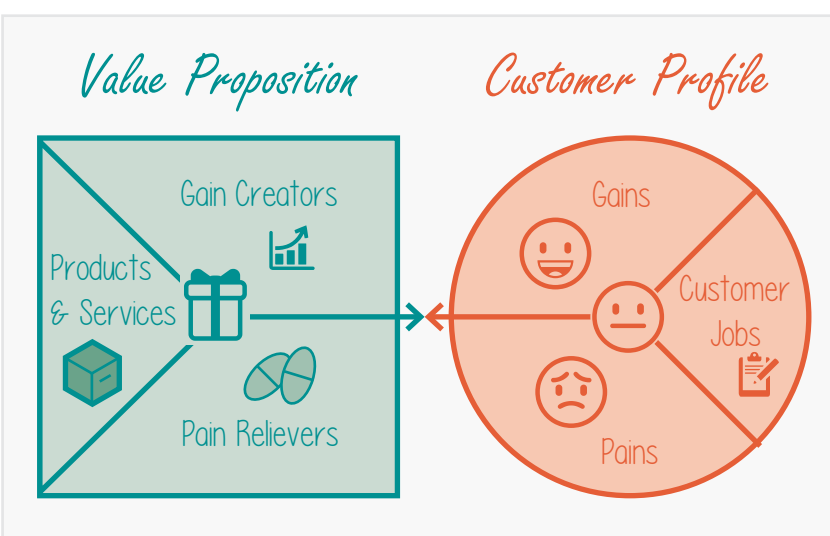
You must start out with the above to actually get an understanding of your customers. Only after you identified their jobs, problems and gains can you begin to set out and think about your value proposition. (By jobs I mean those tasks that they need to get rid of, done or accomplished to carry on with their lives.) Your products and services don't create value alone. They begin to be valuable only in relationship to a specific customer segment and their jobs, pains and gains.

All the above means that first you need to come up with a new way to segment your customers (according to jobs, pains and gains instead of pure demographics); and make sure your value proposition addresses their pains by offering pain relievers; and gains by offering gain-creators. Within the Value Proposition Design framework, we call this 'fit' and you achieve fit when customers get excited about your value proposition. This happens, when you manage to address important jobs, help alleviate extreme pains and create essential gains that your customers care about.

If you devote time and creativity to mapping out each of your

- Don't think about your value proposition only: who else is offering similar things, services, products?
- Avoid being too vague about pains and gains. Be specific and ask 'why' like a child: until you get to the root of the cause/job/pain/gain!
- Don't offer pain relievers or gain creators that have nothing to do with the things listed under pains and gains in your customer segment. You will be lacking fit.

I deliver such workshops as a Team Coach and Value Proposition Design consultant and facilitator for



customer segments, it will bring about rewards in the form of sound revenue streams from the market, and efficiently working, seamless internal teams within the business.

Make sure though to avoid these pitfalls:

- Don't mix several customer segments into a single profile! Rather create a value proposition canvas for all the different customer segments.
- Don't forget that it is not only functional jobs that exist out there! Social (e.g. how someone wants to appear in front of others) and emotional (e.g. a feeling a customer wants to experience) jobs are just as, if sometimes not more important for customers!

different businesses. I find that it often takes an external perspective to shed new light on this important subject, which may prove invaluable for decision makers who want to attract new business in difficult times and thrive.

■ **More about Benedek on LinkedIn** (<https://www.linkedin.com/in/benedekfrank/>) or on his website: www.bencoaching.co.uk

BITE-SIZE NEWS

FUNDING FOR ENTERPRISE CENTRES

Three Waterford Enterprise Centres have been awarded a total of €264,692 as Tánaiste and Minister for Enterprise, Trade and Employment, Leo Varadkar TD, announced grants for 95 Enterprise Centres around the country under Enterprise Ireland's *Powering the Regions - Enterprise Centres Fund*.

ArcLabs Research and Innovation Centre in WIT was awarded €119,830 while two community enterprise



centres, Waterford City Enterprise Centre and Dungarvan Enterprise Centre were awarded €80,503 and €64,369 respectively.

This funding will be crucial as the Centres continue to offer services to local businesses during what is an exceptionally difficult time. It will help the Centres implement a recovery plan for businesses within their remit over the next six to twelve months.

PORT OF WATERFORD REPORTS BUSY 2020 AS IT EXPLORES SERVICE TO NORTHERN FRANCE

The Port of Waterford has seen increased traffic through Waterford Container Terminal at Belview this year. In the 10 months to 31 October, the Port handled 19,576 containers, an increase of 11% on the same period in 2019. At 1.1m tonnes, bulk volumes were in line with the previous year.

As part of its work with Irish exporters and importers, the Port's management team are currently gauging market demand in a potential new service that would directly connect the southeast of Ireland with northern France. Waterford's current services run twice-weekly to Rotterdam (DFDS/Samskip) and weekly to Rotterdam Deep Sea (BG Freight/Hapag-Lloyd/Maersk) from where shipments transit onwards to a range of global destinations.

Frank Ronan, CEO, Port of Waterford, said: "We always stay in close contact with our customers and prospective customers. Through that, we know there is some demand for a direct connection between Waterford and northern France."

"We are now engaging more with industry and other stakeholders about the viability of such a service which would be very much complementary to our existing Rotterdam routes. All those trading goods between Ireland and mainland Europe are obviously very aware of Brexit looming and what this means for any shipments that would previously have transited overland through Wales and England."



€1.5M IN FREE AND SUBSIDISED PLACES AVAILABLE AT WIT THIS JANUARY

Adult learners will now be able to apply for a 90% or 100% subsidised place on a further choice of courses that start this January at Waterford Institute of Technology (WIT).

WIT has won over €1m funding to offer 84 places on one-year full-time masters courses and 233 places on shorter 'modular provision' courses under the Government's 'July Stimulus' initiative.

The institute is opening applications on 20th November 2020 to 20 courses which will have a late January 2021 start. More information is available at WIT's two virtual open days on 20 and 21 November 2020 at www.wit.ie/open to help adult learners with their going to college questions about these course and scores more WIT has on offer. All courses under this initiative are open for online applications at www.wit.ie/fundedcourses

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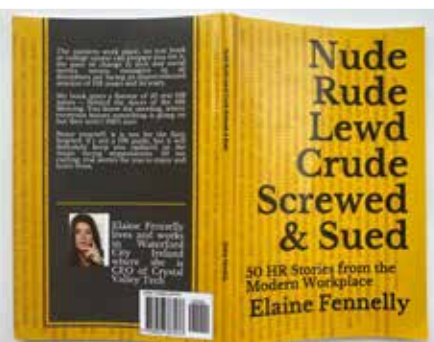
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ELAINE FENNELLY BOOK RELEASE

Waterford native Elaine Fennelly is delighted to release her new book *NUDE RUDE LEWD CRUDE SCREWED & SUED, 50 HR Stories from the Modern Workplace*.

"On Paddy's weekend I had over 1,000 people registered for my Jobs Fair - Back for the Future (promoting Southeast jobs). I had to cancel it a few days beforehand thanks to COVID-19 and found myself in lockdown. So, I figured I would write a book. It was and is extraordinary times so I wanted to do something challenging. It's been great fun and very exciting to figure out how to publish Print, eBook and audio book.

"I hope you enjoy the book, it is stories from my career & careers of many of the CEOs I meet every day and it is an eye opener, showing how the usage of mobiles & technology spills over into work, sometimes disastrously and hilariously!"

The book is available in print and eBook and shortly on audio book (self-narrated) on Amazon.co.uk

€1M TO SUPPORT RESEARCH IMPACTED BY COVID-19 FOR WIT

A total of €964,990 has been allocated to WIT to support and restart research projects and students seriously affected by the pandemic. Researchers in Waterford Institute of Technology (WIT) have welcomed the recent announcement by Minister for Further and Higher Education, Research, Innovation and Science, Simon Harris TD, of almost €1million to support contract researchers and research students whose work has been seriously disrupted by the COVID-19 pandemic.

Dr. Mark White, Vice President of Research, Innovation and Graduate Studies in WIT welcomes the funding as a means to support the researchers



and research students in greatest need, in particular, those researchers who are coming to the end of their contracts before the end of 2020.

"The COVID-19 pandemic has reminded us all of the importance of research and innovation. The ecosystem of multidisciplinary research in WIT has afforded us the opportunity to become pioneers in various fields and this additional funding from Government will allow us to continue our research and nurture researchers of the future."



BRIGHT FUTURE FOR YOUNG ENTREPRENEUR

Joseph Mannion, aged 15, from Dungarvan attends Meánscoil San Nioclás, Co. Waterford took the title of Foróige Youth Entrepreneur of the Year 2020, for his business JM Woodwork and Personalised Engraving after taking part in the Foróige Network For Teaching Entrepreneurship (NFTE) Programme.

A passion for music and sustainability is at the core of Joseph Mannion's business. He got the idea for his business when he was leaving primary school and wanted to give his teacher a personalised present – a bodhrán stick with a message from Joseph on it. His

father taught him the woodwork skills he needed and his interest was sparked from there. He started to experiment with different types of wood for the bodhrán sticks, being a bodhrán player himself from the age of three. This led to the creation of JM Woodwork and Personalised Engraving which offers personalised bodhrán sticks which can be customised by the type of wood and engraving. Joseph's vision for JM woodwork is to provide his customers with a high quality, hand turned, individualised and unique stick.

The team at Clem Jacob Hire would like to say a BIG thank you to all our customers that have supported us during this very tough year. We wish you all a very happy Christmas.

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UPMC OPENS SPORTS MEDICINE CLINIC AT WIT ARENA

UPMC, a globally recognised leader in sports medicine and orthopaedics and a

trusted healthcare provider in the South East and Midlands, has just opened the UPMC Sports Medicine Clinic at WIT Arena.

The clinic is the health system's first international location dedicated to sports medicine. It will offer a wide variety of equipment and services unique to the region.

"The UPMC Sports Medicine Clinic at WIT Arena will be equipped and staffed to provide evidence-based, quantitative measurements of strength and

performance for optimal care," said Patrick Carton, MD, director of orthopaedic sports medicine for UPMC in Ireland.

The clinic will be led by sports medicine physician Dualtach Mac Colgáin, BSc, MSc (sports medicine), MICGP, and a team of sports physiotherapists.

UPMC is the official healthcare partner of the GAA and GPA and the official sports medicine provider of the Pittsburgh Steelers, Pittsburgh Penguins, and more than 80 schools, universities, regional teams and events in Pennsylvania. A long-standing partner of WIT, UPMC is a proud sponsor of all WIT sports teams.



We remember it well



WATERFORD NEWS & STAR 'REMEMBER IT WELL'

For the first time ever, Waterford's leading local newspaper, The Waterford News & Star has delved into its photographic archives to produce a monumental collection of memories. Compiled by well-known local photographer, and master of the News & Star archive Joe Evans, "I Remember it Well" is a beautiful collection of photographs from the 60s, 70s and 80s - including previously unseen photos from legendary Deise photographer Michael Flynn, who passed away in 2010 but whose negatives were purchased recently by the Waterford News & Star. This is a collector's piece, and an essential addition to all Waterford bookshelves. You'll be taken on a trip down memory lane, and you never know who you might meet." The book is available at The Book Centre Waterford.



Wishing all our customers a Merry Christmas and Happy New Year. Thank you for all your support throughout 2020.

Enjoy some of our traditional handmade desserts by ordering online through our new Click & Collect store! Shop now at www.dessertfirst.ie

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by Margaret Fleming

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Protecting You & Yours

ARACHAS GETS BEHIND IRISH RETAILERS

Based on the concept of **Meitheal**, a long-standing Irish tradition of working together as a community to look out for each other, Arachas, which employs 60 people at Belview Port, is standing behind Irish retailers across the country by reminding employees, customers and their wider network of followers, of the urgent need to shop locally and with Irish businesses.

It is a staggering statistic that 70% of online sales in Ireland are spent abroad. Think what a difference it can make for Irish jobs and our economy if the scales were weighted in favour of spending this money in Ireland, especially over the coming weeks as people think of Christmas gifting.

Arachas invites Irish retailers across the country to add your name to their list of homegrown shops offering online services or click and collect options. They in turn will add this list to their website and spread the word on your behalf to help increase exposure and support Irish businesses through this difficult time.

If your business would like to be included in this listing please send your details to marketing@arachas.ie and include the following information:

- Your business name
- The town or county where the business is located
- Type of shop – e.g. clothing, accessories, giftware, jewellery, footwear, bookshop etc.
- Website or social media URL

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Terms and Conditions apply. For further details please contact the Pro Shop on 051 871633 or email proshop@waterfordcastleresort.com



BUSINESS ALL-STAR AWARD FOR RE/MAX IRELAND

RE/MAX Ireland has been awarded with the coveted *Business All-Star* accreditation which is a first for an Irish Real Estate Network. This accreditation means that RE/MAX Ireland has achieved a quality mark signifying it meets the highest standards of performance, trust and customer centricity. RE/MAX are hugely thankful to all our Franchise partners, customers and super staff for helping to make this happen.

WATERFORD CAMBER JOINS WITH CELLTRION FOR RAPID COVID SCREENING

Waterford Chamber is delighted to welcome Celltrion Healthcare as Chamber members and to support the roll out of their onsite Covid-19 rapid screening service. This will see Waterford become the first city in Ireland to receive the service. Celltrion have agreed to offer Waterford Chamber members discounted rates for the testing, which has already been provided to the senior intercounty hurling, football and camogie teams during this year's All Ireland championships.

Welcoming the initiative, Waterford Chamber CEO Gerald Hurley said: "As the country is set to reopen, there is an urgent need for volume testing and speedy results. This offer from Celltrion will allow for this and



Pictured are Gerald Hurley, CEO Waterford Chamber and Matt Shanahan TD with Michael Comerford, Sales and Commercial Director, Celltrion and Mate Shin, Managing Director, Celltrion Ireland. Noel Browne

we are delighted to be able to provide this service for our 600+ members."

These sentiments were echoed by Independent TD Matt Shanahan who said: "I welcome the opportunity to see antigen testing rolled out in the South East which will offer employers Covid Screen Testing to augment the public health PCR Covid protocols. I am delighted that Waterford businesses will be the first to see this en masse."

For more information, please email info@waterfordchamber.ie



NEW TRUSTEES AT SOLAS CANCER SUPPORT CENTRE

Charity Trustees' Week took place from 16th to 20th November and was the ideal time to thank the voluntary Board of Trustees of the Solas Cancer Support Centre for the key role which they play in the governance and leadership of the charity. The Solas Cancer Support Centre are pleased to announce two new trustees who recently joined the board: Ann Marie Shannon, Director, Veritas Chartered Accountants & Registered Auditors and Dr Emmet Jordan, Consultant Medical Oncologist University Hospital Waterford.

The Enchanted Garden - Tramore
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PAULA'S DELICATESSEN

Christmas orders now being taken – a variety of delights are on offer including mince pies, Christmas puddings and desserts, cooked hams, cranberry sauce and much more. Alternatively why not shop local and treat someone to a voucher for the Delicatessen. Please contact Paula to help with your catering needs over the busy festive period.

Paula and her team would like to thank all their customers for their continued support and wish everyone a very merry Christmas and a Happy New Year.

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Keeping your senior family members safe this Christmas

With Christmas just around the corner and many hoping to return home to spend time with elderly parents or family relatives in the coming weeks, Home Instead Senior Care is advising to keep an eye out for tell-tale signs that our elderly relatives may need more help around the home.

According to Steven Tubbritt, General Manager Home Instead Senior Care Waterford, if the Government's *Living with COVID-19* plan allows for travel in December, many of us will have the long-awaited opportunity to spend quality time with family this season.

"In the past, I think we all tended to take for granted spending time with our families over Christmas. This Christmas, more than ever, that time together will be even more special and cherished. Isolation, uncertainty and anxiety have been particularly prevalent in the elderly population as they faced the challenges brought by Covid."

"However, for anyone spending time with an elderly family member, it is the perfect opportunity to make sure that they are looking after themselves properly, have sufficient food and heat and are safe in their homes."

"Sometimes changes in health or well-being are particularly

noticeable when visiting a relative after a long period of time, and it is advisable to assess these changes."

The warning signs that indicate an ageing parent or relative may need more help at home include:

- Do they seem to be eating well or is food spoiling in the fridge?
- Have they stopped doing daily grooming rituals like taking a shower or fixing their hair?
- Is the house cold? Is there enough oil / heating fuel?
- Are they taking the right medications in the right doses at the right times?
- Does their car have new scratches or dents?
- Is post or newspapers piling up without being read?
- Are they using furniture, towel bars or shower curtains to pull themselves up to stand?

With evenings drawing in and temperatures falling as winter makes its presence felt, useful practices can be put in place to ensure our family members stay warm and safe over the long winter months.

Make sure the house is well stocked with the essentials, such as batteries for the smoke alarm, medicines, particularly repeat prescriptions and plenty of tinned fruit and veg and non-perishables such as pasta and rice.

Steven also advises that encouraging our senior relatives to

wear several thin layers of clothes, instead of one heavy layer and to keep all internal windows and door closed to keep heat in, will keep them warmer longer throughout the day.

If you suspect that you or a loved one have COVID-19 call your local GP on the phone to ask for advice. Do not visit their surgery unannounced. You can also call the HSE Helpline on Call save 1850 24 1850 to seek advice and follow their instructions.

As you go home again over the festive period be aware of the things that may be changing for your senior relatives. Be ready to spot the signs, have those tough conversations and help them get the support they need to remain happy and safe in their own home as long as possible.

Home Instead Senior Care provides services to seniors in their own homes and is approved by the HSE. Its CAREGivers help clients maintain their independence by assisting them with activities of daily living such as personal care, meal preparation, laundry, shopping, and light housekeeping.

■ To find out more about Home Instead Senior Care Waterford call 051 333966 or 058 75298 or visit www.homeinstead.ie



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Support the Arts



There is a saying “Where there’s light, there’s hope” and this year more than ever, the organisers of Winterval and Waterford City & County Council believe this to be true.

Christmas magic to the city for 2020, and while there may be some of the big elements missing, there is a genuine feeling of tradition, hope and unity in this year's offering.

to be – the iconic *Eye* will return to the Quay thanks to sponsors Bausch + Lomb, so your family group can fly high above the ground and see the beautiful city from a 32m height.

on an all-new magic reindeer ride in John Robert's Square, enjoy a spin on the Vintage Ferris Wheel, slide down the Helter Skelter, snap a pic at the Polar Bear Selfie station, and treat yourself to a sweet or savoury snack from the Micro-market.

Find the Nutcracker Trail to uncover Santa's Secret message with your family, follow the map, and get your clue from each life-sized Nutcracker.

Get your fill of festive arts with audio drama *The Snow Queen* from Garter Lane. Follow the adventures of Grainne and Caoimhin from November 23rd. Their story will keep you enthralled and waiting in anticipation for the next instalment. Book your place on www.garterlane.ie and you will also receive beautifully illustrated story packs, posted directly to your home.

Waterford City & County Council are offering every assurance to Winterval visitors this Christmas. "We have always applied the highest safety standards to Winterval and 2020 will be no different. The Winterval festival has been designed to maximise space for queuing while allowing ample room for social distancing.

will be regularly sanitised.

“There will be a dedicated crew to help facilitate social distancing at each attraction and we look forward to a safe and socially distanced festival while still bringing the joy of Christmas to Waterford City Centre.”

As the nights draw in and the evenings get darker, the spirit of Christmas will still be alive in Ireland's oldest city. Waterford City & County Council have added new festive lighting, including spotlights on some of Waterford's most famous landmarks like the Clock Tower, The Granary, The Plaza and The Cathedral of the Most Holy Trinity. As you follow this light trail, why not shop local in Waterford

City and enjoy the window displays as part of #WindowsOfWinter.

On your walkabout, spot installations from Spraoi, Waterford Walls, Momentum Events and EveryEvent, and get involved by voting for your favourite shop to be in with a chance to win prizes.

Although this year's Winterval will have changes because of the times we are in – it is bringing us back to basics, a simpler time when light and hope was all that was needed.

■ **Winterval 2020 is supported by Waterford City & County Council and Failte Ireland. Visit www.winterval.ie for all event times, dates and bookings.**



Waterford's Blue Plaque Trail

■ By DR. EUGENE BRODERICK, Waterford Civic Trust

Native of Waterford, Mr. John Hearne (1893-1969) was credited by Éamon de Valera as having been the architect-in-chief and draftsman of the Irish Constitution of 1937. He has been referred to as "Ireland's Thomas Jefferson".

John Joseph Hearne was born in Waterford City on 4th of December 1893, the child of Richard Hearne and Alice Mary Hearne (née Power). He was the fourth son and the sixth of seven children. The family resided at 8 William Street, Waterford. Richard Hearne was a prominent citizen in the city and served as mayor on two occasions between 1901 and 1903.

John Hearne attended Waterpark College, and went on to University College, Dublin, where he received BA and LLB degrees. He spent some years in St Patrick's College, Maynooth, training for the priesthood before leaving to study for the bar at King's Inns. In 1919 he was called to the bar. In 1922, with the outbreak of civil war, Hearne joined the Free State Army. He was appointed command legal officer

of the Western Command with the rank of commandant on 12 October, Hearne remained in the army until 19th November 1923, when he resigned his commission.

Hearne entered the civil service in that year as assistant parliamentary draftsman in the Office of the Attorney General. In 1937 Hearne was made a senior counsel in recognition of his work on the constitution and in 1939 he was called to the inner bar. In that same year he was appointed Ireland's first High Commissioner to Canada, a position he held until 1949. From 1950-60 he served as Ambassador to the United States. Hearne died on 29th March 1969, aged seventy-six years. President Éamon de Valera attended his funeral mass and burial.

John Hearne was one of the most distinguished civil servants in the history of the Irish state, who has left an enduring legacy to later generations. The supreme tribute was paid to John J. Hearne by Éamon de Valera. In a copy of the constitution (now on display in Waterford Museum of Treasures) presented to him by

A Civic Trust Blue Plaque is a permanent sign installed on a building in a public place to commemorate a link between notable figures of the past and the buildings in which they lived or had some connection to. It is a unique way to highlight these special achievements and celebrate those who have helped to shape our heritage and history.



the president on Constitution Day, 29th December 1937, the day the constitution came into operation, de Valera wrote the following dedication: *'To Mr John Hearne, architect-in-chief and draftsman of this constitution, as a souvenir of the successful issue of his work and in testimony of the fundamental part he took in framing this, the first free constitution of the Irish people'.*

On the occasion of the 70th anniversary of the Irish constitution, Hearne's birthplace was marked with a heritage blue plaque by Waterford Civic Trust.

■ Waterford Civic Trust is a registered charity and is a company limited by guarantee. We have erected Heritage Blue Plaques in many locations in Waterford City and County. Contact us at Brick Lane, Greyfriars, Waterford.

Tel: +353 (051) 849602
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RED to WORK

Friday December 18th

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Renew Enterprises
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Waterford & South East Samaritans
Waterford Area Partnership
Waterford In Your Pocket
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Bolster Construction
Encon
Fergal Tynan Construction
HJ-Tec Construction
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Cantec Business Technology
Emagine
HelloWorld Marketing, Web & Graphic Design
Márla Communications
OfficeMaster
Passion For Creative
Swift Print
Tagline Print & Design
TOTEM
Vitamin Creative

Health & Beauty

Beautorium Beauty Salon & Training Academy
CBD Ireland
Colm Morrissey Hair Salon
Dr. Hemp Me

Eye & Face Clinic
Eyecatchers Opticians
Eyeworks Opticians
Generations Hair Salon
Health and Wellness International
Jemma Kehoe Nutrition
Major Opticians
The Natural Health Store
sNolke Opticians
Smovey Health
Spirit Beauty Spa
The Arch Barber
Tramore Medical Clinic
Urban Hype
Wild Honey Hair Salon

Healthcare

Ani-Pets Veterinary Clinic
Celltrion Healthcare Ireland
City Denture Clinic
Ciannad Care
Dermot Crowley & Associates Dental Surgeons
Dr Joseph O'Beirne
Family Practice Medical Centre
FormaHoof
Genesis Laser & Aesthetic Clinic
Havenwood Retirement Village
Home Instead Senior Care
The Keogh Practice
Tramore Dental
University Hospital Waterford
UPMC Whitfield
Waterford Hospice

Hotels

Arlington Lodge Suites
Dooley's Hotel
Faithlegg Hotel & Golf Club
Fitzwillton Hotel
Granville Hotel
Greenway Manor Hotel
The Haven Hotel
Majestic Hotel
One the Waterfront
O'Shea's Hotel
Richmond House
The Sands Hotel
The Strand Inn
Tower Hotel & Leisure Centre
Travelodge Ireland
Treacy's Hotel, Spa & Leisure Centre
Viking Hotel Waterford
Waterford Castle Hotel & Golf Resort
Waterford Marina Hotel

Household & Interior Design

Dlight
Evoke German Kitchens
Glen Parquet Flooring
Laurence Farrell
Mattress Shop Ireland
Murphy Larkin Timber Products
Tara Blinds
Woodpecker Floors & Tiles
Colourtrend Paint and Wallpaper
Tramore Furniture
Sienna Home Furnishings

Housing Association

Focus Ireland
Respond

HR & Recruitment

AA Euro Recruitment Group
Hartley People Recruitment & Training
itContracting
Matrix Recruitment
Morgan McKinley
Rigney Dolphin
Taylor & Associates

HR Services

Adare Human Resource Management
Darlington Consulting
Insight HR
Peninsula Business Services Ireland
Ria White HR & Training
SimplifyHR

Insurance

Anita Cambie Financial
Arachas
BMCI Insurance & Investments
Hive Insurance
Hooper Dolan Insurances
McDonald Dwyer Reddy & Byrne Insurances
O'Leary Insurances (Waterford)
Oliver Murphy Insurance Brokers
Vni

IT Services

Agora Publishing Services Ireland
Evros
HCS Business Solutions
Lighthouse IT
Radius Technologies

Manufacturing

APS Materials, Inc.
ARTeSYN BioSolutions Ireland
Azzurri Sport
Ball Beverage Packaging Ireland
Bausch & Lomb
Cartamundi Ireland
Carten Controls
CMC Hygea
E. Flahavan & Sons
Eco-Burner
EirGen Pharma
ELC Laser Group
Ellickson Doors
Garrett Motion Ireland
Glanbia plc
Glazik
Jabil Healthcare
MEDITE SMARTPLY
Monkey Cups
PPI Adhesive Products
Sanofi Waterford
Schivo Group
Signode Packaging Ireland
South Eastern Chemicals
Swedencare Ireland
Teva Pharmaceuticals Ireland
West Pharma

Marketing & PR

Agora Integrated Marketing
B2B Communications
Bance Nolan
Focus Visual Communication
Forest Group
Márla Communications
Meraki Marketing
Monica Leech Communications
Passion For Creative
Preferred Marketing & PR
Velocity Advertising Ireland

Media

Beat 102-103
Hi-Lite Television Productions
International Living
Munster Express
Nemeton TV
Waterford News & Star
Waterford Today
WLR FM

Office Supplies

Jones Business Systems
OfficeMaster

Photographer

Brownes Photography
DigiCol Photography & Media Productions
David Murphy Studio
Garrett FitzGerald Photography
John Power Photography
Leo Murphy Photography

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Neal Byrne Photography
Noel Browne Photographer
Paddy Tubbritt Photography
Photozone
RoundHouse Video
Tir Na Nog Photos

Printers

Cantec Business Technology
Graphic Image
OfficeMaster
Swift Print
Tagline Print & Design
Tramore Print
Universal Graphics

Property

Causeway Group
DNG Reid & Coppinger
Ennis Gough Property
Falcon Real Estate
Griffin Auctioneers
Lawrence & McDonald
Liberty Blue Estate Agents
M&M O'Shea
O'Shea O'Toole & Partners
Palmer Auctioneers
Property Partners Barry Herterich
Property Partners Phelan Herterich
Purcell Properties
RE/MAX Team Fogarty
Sherry FitzGerald John Rohan
Whitford Properties

Pubs & Clubs

Croke's Pub
Holy Cross Inn
Invictus Sons of Alchemy Ltd
T/A T&H Doolan's
Jack Meades
The Old Forge
O'Neill's Bar
The Reg
Robinson's Bar
The Shanty & Terrace Bar
Tully's Bar
Uluru
The Vic

Research & Development

RIKON
SEAM Research Centre
TSSG

Restaurants & Cafés

Apache Pizza
Blackfriars Coffee
Bodéga!
Burzza
Café Lucia
Carter's Chocolate Café
Coach House Coffee
Dooly's
Everett's Restaurant
Ginos
The Haven Hotel
Invictus Sons of Alchemy Ltd
T/A T&H Doolan's
KC Foods
Loko Restaurant
MegaBites & An Caifé
Moe's Café
Mol's
No. 9 Café
One the Waterfront
The Pantry
The Parlour Vintage Tea Rooms
Pier Café
Piper's Café
Ramen
The Riverside Cottage
Sandcastle Café
Uluru
The Vee Bistro
Veronica's Café

Retail

3Store
Alfie Hale Sports
Altitude
Arkeen Quality Food Store
Audi Waterford

Auto Boland
The Book Centre
Brennan's Pharmacy
Cahill's Newsagents
Carry Out
Caulfield's SuperValu
City Square Shopping Centre
Colourtrend Paint and Wallpaper
Delany's Pharmacy
Evolution
Fitz U
Fitzgerald Menswear
Full of Beans
George Corbett Motors
George's Court Shopping Centre
Haven Pharmacy Kennys
Heroes

The Holiday Shops
House of Waterford Crystal
Kelly & Dollard
Maxi Zoo
McCarthy's Homevalue
McCormack's Hardware
Morris's Builders Providers & DIY
Mulligan's Pharmacy
The Natural Health Store
Power's Pharmacy
Quish's SuperValu
Redlane Boutique
Satina Boutique
Seagull Bakery
Sheridan Motor Group
The Shoe Centre
Sienna Home Furnishings
Tom Murphy Car Sales
Tramore Furniture
Tramore Service Station
Worldwide Wines

Security

BlueWall Technologies
CCS Facilities
CTS Group
Germar Electrical & Security
Horizon Safety Systems
S Security

Services

Agora Publishing Ireland
Apex Fire Ltd
Arc Mediation
Boxworks
Brady & Co
Clem Jacob Hire
Codicco Distributors
Emerald Contact Centre
Euro Car Parks (Ireland) Ltd
EveryEvent
Germar Electrical & Security
Inn the Doghouse
Kelly Refrigeration & Air Conditioning
Kustom Workwear
Nigel M. Daly & Son Electrical Contractors
OASIS
Padraig Cunningham
Prolines Naval Architects
& Marine Surveyors
Suir Analysis
WorkLAB

Solicitors

Bowe O'Brien Solicitors
CC Solicitors
Dobbyn & McCoy Solicitors
Mullins & Treacy Solicitors
MW Keller & Son Solicitors
Newell, Gillen & Cunningham
Nolan Farrell & Goff
Parker Law Solicitors
Peter O'Connor & Son Solicitors

Technology & Software

Aphex
Bluefin Payment Systems Ireland
CGM
Chemishield
Dataworks
Emagine
Errigal
Euro Tachograph Solutions
HandHeld.ie
HelloWorld Marketing, Web & Graphic Design
Milseán Software
Omnipath

Passion For Creative
Pimbrook Software
Red Hat
SE2
Sedicii Innovations
Sun Life Financial
Threefold Systems
TQS Integration
TransferMate Global Payments

Telecommunications

HiSpeed Wireless Broadband
Three

Tourism & Hospitality

Atlantic View Caravan Park
Beach Haven House & Hostel
Cloneen B&B
Dilis Go Bráth
Fern Hill
Fitzmaurice's Caravan Park
Fáilte Ireland - South East
Glenart House B&B
Harvey Travel
Newtown Cove Caravan & Camping Park
Norlands
Seacourt B&B
Strand Travel Worldchoice
Tramore Holiday Homes
Tramore Tourist Office
Travel Creations
Westcliff House

Training

CCS Facilities
Direct Training Ireland
FTC - Fitzwilliam Training & Consulting
Inspiring Excellence
Irish Management Institute
Kidspace Learning
Manufacturing Excellence
MCX Training & Development
New Links Training Solutions
NLC Training
Roadskill Training Centre
Sinéad O'Neill Life Coach
Southsafe Training & Consultancy
Waterford Chamber Skillnet
Welding Academy
WJP - Wuite Jameson Partners Ltd.

Transport & Logistics

B&M Quinlan
Bus Éireann
DFDS
Euro Tachograph Solutions
Falconer & Sons Limousine Hire
Irish Rail
J.J. Kavanagh Coaches
Joe O'Shea Cabs
MAC Trans Freight
Marine Point Partnership
Passage East Ferry
Port of Waterford
Rapid Cabs
Rapid Exec
Southeast Port Services
Storage City
Store-All Logistics
Suirway Bus & Coach Services
Thomas Carey T&T Coaches
Trans-Stock Warehousing & Cold Storage
Waterford Airport

Website Services

B2B Communications
Cquent.ie
Emagine
Márla Communications
HelloWorld Marketing, Web & Graphic Design
Hosting Ireland
Passion For Creative
Success Online
TOTEM
Vitamin Creative

Wholesale

Curran Foods & Express Cuisine
Musgrave MarketPlace



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