

Lá

2006

BARR-50 TOP 50 BUSINESS
GNÓ LE GAEILGE AS GAEILGE

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VIRIDIAN

MAIRTIN Ó MUIILLEOIR, LÁ

Tá dul chun cinn suntasach déanta ag an Ghaeilge ar fud na hÉireann le blianta beaga anuas. Comhartha ar an dul chun cinn sin an borrhadh atá faoin Ghaeilge san earnáil ghnó, áit a bhfuil an Ghaeilge á huiséid go forleathan agus áit fosta ina dtuigean fiontraithe na buntáiste margaochta a bhaineann leis an teanga. Tá fáthairghe fiontraíochta sa tír seo a bhfuil an Ghaeilge mar chuid dá DNA gnó — agus tugaimid aitheantas do chuid acu sin leis an Bharr 50. Is eiseamhláir iontach gach duine acu don ghlúin óg atá ag smaoineamh ar ghnó dá gcuid féin a bhunú.

Fosta, tá na comhlachtaí fadhbhuainithe Gaeilge again agus molaimid a n-iarrachtaí sa liosta seo. Le cois ar an ghníomhaíocht sin uile tá anois inár measc cuid de na comhlachtaí is mó gradaim agus is rachmasaí ar domhan agus iad ag soláthar seirbhísí Gaeilge.

Tá an tír seo athraithe as éadan ag an aos fiontraíochta le 15 bliain anuas. Táthar anois ag athrú agus ag ciintíodh todhchaí na teanga agus á ceangal leis an dul chun cinn eacnamaíoch thart orainn. Obair fhiúntach inmholtá sin a dtugtar aitheantas dó sa Bharr 50.

Entrepreneurs have the potential to change the world. They've certainly changed Ireland over the past 15 years. And by embracing the Irish language — making it part of their business DNA — they're guaranteeing the future of An Ghaeilge. Those giants of the Irish business world who identify strongly with the Irish language are wonderful role models for our young entrepreneurs: they are pioneers of a new Ireland who remain grounded and confident in their Irish identity and heritage. We honour them in the Lá Top 50 Business as Gaeilge.

Similarly, those businesses which operate through Irish are forging a path into the future for a modern, IT-literate language which can truly become a working language of the EU. We salute their efforts too. Complementing the mix are those giants of the high street and multinational behemoths who provide services in Irish or use Irish in their marketing.

Lá, the only daily newspaper in a Celtic language, draws its inspiration from these business champions and is proud to be the driving force — with our partners in Foras na Gaeilge, Viridian, the Marketing Institute, RTÉ and the National Lottery — in this inaugural Top 50.



GEARÓID TRIMBLE, FORAS NA GAEILGE

D eis iontach atá sa Bharr 50 chun aitheantas agus gradaim a bhronnadh ar comhlachtaí rathúla sa mhargadh a bhfuil ag éirí leo ar bhonn tráchtála, agus a úsáideann an Ghaeilge mar urlis mhargaíochta, chumarsáide agus ghnó. Is mian le Foras na Gaeilge cabhrú le comhlachtaí leas a bhaint as an iliomad buntáistí iomaíche a bhronnann an Ghaeilge ar an ghnó — tá ciall gnó leis.

The Top 50 Business as Gaeilge awards are a wonderful opportunity to give due recognition to ambitious companies in the marketplace which are succeeding commercially while using the Irish language as a marketing, communications and business tool. Foras na Gaeilge wants to help companies use all the competitive advantages that the Irish language gives them to drive forward their business — that makes business sense.

ROBIN GREER, VIRIDIAN

T á Grúpa Viridian tar éis ról ceannródaíoch a imirt i gcur chun cinn an mhargaídh leictreachais uile-oileánda in Éirinn. San áireamh sa ghrúpa, tá Northern Ireland Electricity (NIE), an soláthraí iomaíoch margaídh, Energia, Stáisiún Cumhactha Huntstown agus Seirbhísí Leictreacha Powerteam. Tá geag iomafoch mhiondúil margaídh Viridian, Energia, ar na príomh-sholáthraithe leictreachais do mhargai Éireannacha. Sciar 22 faoin chéad den mhargadh atá ag Energia i margadh gnó an leictreachais, ar bhonn uile-oileánda. Faigheann sé leictreachas mórdhíola ó roinnt foinsí, ina measc, stáisiún cumhactha Viridian, Huntstown, i dtuaisceart Bhaile Átha Cliath. Chomh maith leis sin, soláthraíonn Viridian méid suntasach leictreachais a ghintear ó acmhainní inathnuaithe agus táthar i ndiaidh tosú ar ghás a sholáthar do roinnt teoranta custaiméiri. Ba é Huntstown an chéad ghineadóir neamhspleách i bPoblacht na hÉireann; agus is acmhainín dó thart fá 10 faoin chéad de riachtanais leictreachais Phoblacht na hÉireann a sholáthar. Nuair a bheas dara céim ghníúna Huntstown criochnaithé, i 2007, meastar, beidh ionmán €500 milliún d'infheistíocht déanta ag Viridian i bPoblacht na hÉireann.

For Viridian Group working across and throughout the island of Ireland is just the modern commonsense way of doing things. There is massive economic potential here that will be released through the economies of scale that will come with co-operation and open markets across borders and cultures. The keys to unlocking that potential are our entrepreneurs and innovators. Their inspiration and ideas are the bright sparks that power the economic growth necessary to achieve social development and prosperity for all the people of this island. Viridian Group — Northern Ireland Electricity (NIE), Competitive market supplier Energia, Huntstown Power Station and Powerteam Electrical services — has played a leading role in promotion of the all-island electricity market in Ireland. Viridian's competitive market retail arm Energia is a leading supplier of electricity to Irish markets. Energia has a 22 per cent market share in the business electricity market on an all-island basis. It obtains wholesale electricity from a number of sources including Viridian's Huntstown power station north of Dublin. Energia is also a significant supplier of electricity generated from renewable resources and has started supplying gas to a limited number of customers. Huntstown was the first independent generator in the Republic of Ireland; and is capable of supplying around 10 per cent of the Republic of Ireland's electricity needs. A second phase of generation at Huntstown, due for completion in 2007, will bring Viridian's investment in the Republic of Ireland to €500 million.



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Mary O'Malley

Is dlíodóir ó Bhaile Átha Cliath í Mary O'Malley atá mar pháirtneoir le Russell and O'Malley Solicitors i Maigh Cuilinn, Contae na Gaillimhe. D'oscail sí oifig nua lena comhghleacáí, Siobhán Russell, i 2004 agus soláthraíonn siad seirbhísí dlí don phobal sa cheantar, is iad ag plé le hidirbhearta maoine, Dilí Teaghlach, Dilí Fostaíochta, Uachtanna agus Probháid, agus Dilíthiocht. D'fhoghlaim Mary a cuid Gaeilge ar scoil agus óna seanathair, a tháinig ón Mhám i gConamara agus tapaíonn sí gach deis an teanga a úsáid lena cuid client.

Freastalaíonn sí ar chainteoirí Gaeilge i Maigh Cuilinn agus i gceantair eile de Chonamara, ina measc oibrithé de chuid TG4. Is as Inis Mór d'fháiltóir an chleachtais, Catherine Ní Dhioráin, agus labhraíonn sí Gaeilge go rialta le daoine a thagann chun na hoifige.

Measann Mary go dtugann an Ghaeilge buntáiste di ar a cuid iomaitheoirí toisc gur áis díolachán í a mheallann daoine atá ag iarraidh a ngnó a dhéanamh trí Gaeilge.

Mary O'Malley is a Dublin solicitor who is a partner with Russell and O'Malley Solicitors in Maigh Cuilinn in Galway.

Along with her partner in the practice, Siobhán Russell, she opened a new office in 2004 and they provide a range of services to people in the area, including property transactions, Family Law, Wills and Probate, Employment Law and Litigation.

Mary learnt Irish in school and from her grandfather who came from Crois Mám in Conamara, and she uses the language with her clients at every opportunity.

She serves Irish speakers in Maigh Cuilinn and other parts of Conamara, including employees of TG4.

The practice's receptionist, Catherine Ní Dhioráin, is from Inis Mór and she regularly speaks Irish to people who visit the office.

Mary considers Irish an advantage she has over competitors as it gives her a selling point that attracts people who want to do their business in Irish.

Ciarán Ó Feinneadhá

Is comhairleoir cánach gnó é Ciarán Ó Feinneadhá (47) a d'fhoghlaim a cheird ar an taobh eile den chuntar san ofig cánach, 25 bliain ó shin. Inniu, bíonn sé ag tabhairt comhairle dó chuid client ar an dóigh is éifeachtaí le cúrsáid cánach a phleanáil agus a chur in ord. Ach is fada aithne air as siocair an tseasainm a ghlaic sé chun tabhairt ar na húdarás seirbhís Gaeilge a chur ar fáil don iocóir cánach. "Déanaim mo dhícheall seirbhís iomlán a thabhairt do mo chuid client go leictreonach," ar seisean, "agus bhí áthas orm nuair a bagraíodh, cúpla bliain ó shin, deireadh a chur leis an tseirbhís Gaeilge ar líne, gur tarraingfodh siar an moladhl nuair a thionscain muid cás cúirte."

Tá Ciarán pósta ar Mháire Ní Choileáin agus tá ceathrar páistí acu. Is fada Ciarán ag saothrú ar son na Gaeilge ina cheantar dúchais i mBaile Phámar agus i Leamhcán ach is mó aithne atá air mar thráchteaire ar chúrsáid eacnamaíocha agus cánach, lá an cháináisnéise, ar TG4 agus Raidió na Gaeltachta.

CIARÁN Ó FEINNEADHÁ (47) who hails from Palmerstown in west Dublin is a professional tax adviser best known for his regular budget day appearances on TG4 and Raidió na Gaeltachta.

After starting out in the Tax Office, Ciarán switched sides 25 years ago to set up a practice representing a client base of small businesses seeking advice on efficient tax planning.

As a keen user of the Revenue Commissioners' official website, Ciarán is committed to doing as much as possible of his business electronically.

Four years ago, the Commissioners threatened to remove their e-service as Gaeilge but the plan was scrapped when Ciarán launched a High Court challenge. Ciarán, was recently honoured by Minister Éamon Ó Cuív for his key role as chairman of the founding committee for the new Eiscir Riada Gaelscoil in Lucan.



Raidió na Life

Bunaíodh Raidió na Life i 1993 chun seirbhís raidió i nGaeilge a sholáthar do mhuintir Bhaile Átha Cliath. Is stáisiún pobail é Raidió na Life agus tá os cionn 13,000 éisteoir aige sa chathair agus sa cheantar máguaird. Craoltar réimse leathan clár i rith na seachtaíne agus tá sé ar fáil beo ar an idirlion freisin. Tá os cionn 70 duine ag obair go deonach leis an stáisiún, agus faigheann na daóine seo taithí ar gach taobh den ghnó, idir láithriú, stiúradh, léiriú agus ar chúrsá teicniúla.

Tá triúr fostaithe go lánamhseartha, inmealtóir fuaime, taighdeoir agus an bainisteoir nuacheaptha, Maebh Ní Fhallúin (ar clé).

Tá comhlacht fuaime ag an stáisiún freisin, Stiúideo na Life Teo, le fostai lánamhseartha amháin, lonnaíonn sa cheanncheathrú i gCearnóg Muirfean.

Cuireann an comhlacht áis ghairmiúil taifeadta ceoil is fógraí mar aon an guthú don earnáil phríobháideach agus d'eagraiochtaí poiblí, ar nós An Leabharlann Náisiúnta.

Raidió na Life was founded in 1993 to provide an Irish language radio service for the people of Dublin. It is a community station and has over 13,000 listeners in the city and surrounding area.

A wide range of programmes is broadcast every week and it is available live on the internet as well. Over 70 volunteers work with the station, as well as three full time staff, a sound engineer, a researcher and the newly appointed station manager, Maebh Ni Fhallúin (left). Raidió na Life also has a sound company, Stiúideo na Life, based in its Merrion Square headquarters.

The company provides a professional facility for recordings of music, advertising and voice-overs for the private sector and for public organisations, such as the National Library.

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Clár fionraíte le Gaeilge ó anfí tilil 2006 go in i mbhean Fómhair 2007 a chuirteas ar fáil - cilltear d'aoisgháileadh, saorleas meanniseachta, chairteanna gnó, cás stáidiúil, oiliúintí líne, agus teacmháthair bainte ar do rachtanais fén ní ar do gnó.

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Cló Iar-Chonnachta

Bhunaigh an scríbhneoir aitheanta, Micheál Ó Conghaile, Cló Iar-Chonnachta (CIC) i 1985, agus é ina mhac léinn 23 bliain d'aois. Ó shin i leith, tá suas le 300 leabhar agus os cionn 150 albam ceoil curtha amach ag an gcomhlacht.

Tá siad ar an chomhlacht príobháideach foilsitheoirreachta Gaeilge is mó sa tir, agus ceathair fostaithe go lánaimseartha ina n-oifigi in Indreabhán, Conamara.

An aidhm atá acu spreagadh, tacáiocht agus ardán náisiúnta a thabhairt do cheoltóirí agus do scríbhneoirí Gaelacha.

Foilsíonn agus díolann CIC cnuasaigh filíochta, ghearrscéalta

agus amhrán, úrscéalta, leabhair do dhéagóirí, leabhair do pháistí, tráchtas taighde agus leabhair staire agus le blianta beaga anuas, tá an comhlacht ag cur béime ar scribhneoirí nua.

I measc na hoibre atá foilsithe acu, tá saothar de chuid Gabriel Rosenstock, Louis de Paor, Joe Steve Ó Neachtain agus Cathal Searcagh.

Ó thaobh ceoil de, foilsíonn CIC dlúthdhioscaí sean-nóis, ceol traidisiúnta, ceol Cajun, gaelcheol téire agus ceol Cape Breton.

Cló Iar-Chonnachta (CIC) was founded in 1985 by the writer, Micheál Ó Conghaile, while he was a 23 year-old student, and since

then have published over 300 books and 150 music albums.

Cló Iar-Chonnachta are the largest private Irish language publishing company in Ireland and they employ four people full-time in their offices in Indreabhán, Conamara.

The aim of the company is to inspire and support new Irish language writers and musicians and to give them a national platform.

CIC publishes anthologies of poetry, short stories and songs, novels, teenage fiction, children's books, theses and history books and they have been focusing on promoting new writers in recent years.

Enda O'Coineen

Is duine de cheannródaithe fiontraíochta na hÉireann ar mhór-roinns na hEorpa é Enda O'Coineen agus é ag treabhadh leis ar an iliomad scéim faoi choimirce na feithile infheistíochta, Kilcullen Kapital Partners.

Ach tá oiread aithne air mar luamhaire — a rinne an turas aonair idir Meiriceá is Éire ceithre huaire — is atá d'aithne air mar fiontráí agus rinne sé cur síos spleodrach ar an "dá Enda" sin ina leabhar beathásnéise, "The Unsinkable Entrepreneur".

Bhí sé ar na céad Éireannaigh a rinne infheistíú i bPoblacht úr na Seice, áit ar thóg sé comhlacht teileachumarsáide.

Ar na mallaibh, tugadh le fios go raibh an comhlacht airgeadais as Baile Átha Cliath, Simply Mortgages, le ciste sealúchais a bhunú i bPoblacht na Seice i gcomhar leis an Ghaillimheach. Ach nil críoch lena eachtraí go fóill: le déanaí, tuiriscíodh go bhfuil sé ag beartú comhlacht déanta eitleán a cheannach.

Tá iomrá na Gaeilge air forsta. D'athraigh sé a ainm ón leagan Béarla, Rabitte, go dtí an leagan dúchasach.

Enda O'Coineen is one of the new breed of Ireland's Wild Geese. He was among the first Irish entrepreneurs into the fledgling Czech Republic where he made several million euro in a telecoms start-up. However, it's as author of the classic memoir, "The Unsinkable Entrepreneur", and as a skilled yachtsman who has made the single-handed journey from the US to Ireland four times, that he's best known by the general public. After his telecoms success, he immersed himself in the banking sector in the post-communist Czech Republic. More recently, he has invested in the expansion into the Czech Republic by Simply Mortgages which has set up a commercial property fund to exploit the growing economy.

And there have even been reports that his next move will be to buy an aircraft manufacturer in the central European country!

an ceathrú ghaeltachta

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Microsoft

Baineadh amach clochmhile shuntasach i bhforbairt na Gaeilge mar theanga ghnó agus phobail le sealadh leaganacha de Windows XP agus Microsoft Office 2003 i dteanga dúchais na tíre.

Oibríthe de chuid Microsoft san Ionad Eorpach um Fhorbairt Táirgí, in Áth an Chainimh, Baile Átha Cliath, a tháinig chun tosaigh leis an smaoineamh agus fuair siad lántacafocht ón chomhlacht mar chuid dá pholasáid domhanda teicneolaíochta a chur ar fáil i dtéangacha áitiúla.

Forbraíodh an togra i gcomhar le Foras na Gaeilge agus fuarthas cuidiú ó EG Teo, eTeams, OCBÁC agus OÉ Maigh Nuad chomh maith.

De réir Microsoft, bhí níos mó ionchuir ag an phobal san fhorbairt seo ná in aon togra teanga de chuid an chomhlachta tímeall na cruinne.

Mar cheiliúradh ar Lá Fhéile Pádraig i mbliana, sheol Microsoft cóip den bhogearra amach chuig gach scoil sa Phoblacht.

D'fhorbair siad leagan Gaeilge de MSN Search anraidh freisin.

A significant milestone in the development of Irish as a business and community language was reached last year with the launching of versions of Windows XP and Microsoft Office 2003 in the country's native language.

Microsoft employees from the European

Product Development Centre in Sandyford, Dublin, came up with the idea and they got full support from the company as part of its global policy of making technology available in local languages.

The project was developed in conjunction with Foras na Gaeilge and they also received help from EG Teo, eTeams , DCU and NUI Maynooth.

According to Microsoft, the development had more community input than any other language project undertaken by the company throughout the world.

As a celebration of St Patrick's Day this year, the company sent a copy of the software to every school in the Republic.

Gaillimh le Gaeilge

Bunaíodh Gaillimh le Gaeilge i 1987 chun an Ghaeilge a laidriú, go háirithe mar acmhainn mhargaíochta, i limistéar na Gaillimhe. Oibrionn an eagraiocht i gcomhar le Comhairle Cathrach na Gaillimhe, Cumann Tráchtála na Gaillimhe agus grúpaí eile nach iad chun fomhá Ghaeilge na cathrach a phorbairt agus chun cathair na Gaillimhe a chur chun cinn mar Phríomhchathair Dhátheangach na hÉireann.

Cuireann siad comhairle agus tacaíocht phraictiúil ar fáil do chomhlachtaí atá ag iarráidh an Ghaeilge a úsáid ina ngnó, go háirithe mar uirlis mhargaíochta.

Deir Caitlín Nic an Ultaigh (ar dheis), cathoirleach leis an eagraiocht, go bhfuil meon lucht gnó na cathrach i leith na teanga feabhsaithe go mór le blianta beaga anuas agus go mbíonn siad an-

sásta an Ghaeilge a úsáid. Tá scéim 'Cairde' acu freisin a bhailíonn le chéile gnónára mian leo a bheith páirteach in obair Gaillimh le Gaeilge.

Gaillimh le Gaeilge was founded in 1987 to strengthen the Irish language, especially as a marketing resource, in Galway City and County.

The organisation works with Galway City Council, Galway Chamber of Commerce and other groups to develop the city's Irish language image and to promote the city as the Bilingual Capital of Ireland. Chairperson Caitlín Nic an Ultaigh (right) says that the city business community's attitude to the language has improved greatly in recent years and that they are very happy to use Irish.

They have a 'Friends' scheme that brings together businesses that wish to take part in the group's work.



Telegael

Cén t-aitheantas eile atá de dhíth ar Telegael, an comhlacht léirithe agus iar-léirithe teilifíse ón Ghaeltacht? Dhá bhliain ó shin, bhain an comhlacht, atá lonnaithe ar an Spidéal i gConamara, duais Emmy as ucht an chartúin, *Tutenstein*, ach tá níos mó aithne orthu ar fud na hÉireann de bharr na leaganacha Gaeilge de chartúin ar nós *Dora*, *Spongebob Squarepants* agus *Scéalta an Dragúin*, a bhíonn á gcaraoladh ar TG4.

Baineann páistí - agus tuismitheoirí freisin - sult as na cartúin seo a bhaineann feidhm as guthanna aisteoirí óga le Gaeilge. Go deimhin, is mó páistí anois a shíleann nach labhraíonn Spongebob Squarepants ach i nGaeilge bhinn bhlasta Bikini Bottom!

Tá réimse fairsing clár á léiriú agus á iar-léiriú san fhoirgneamh ar an Bhaile Árd i gconaí agus foireann chumasach ag obair ann.

Ach is é an príomhrud a thugtar faoi deara nuaire a théann tú ar cuairt go dtí an ceannaras an t-atmaisféar ar leith atá ann mar thoradh ar an phósadh idir an Ghaeilge agus an teicneolaiocht fise is nua-aimseartha.

"Ar éigean a thugamid faoi ndeara gur i nGaeilge atáimid ag obair nó is rud nádlúrtha dúinn é bheith ag labhairt agus ag obair trí mheán na Gaeilge," a deir Pól Ó Coimín, príomhfeidhmeannach an chomhlachta (ar dheis in éineacht le Siobhán Ní Ghadhra ó Telegael agus a gcuid gradam Emmy).

So what's next for Telegael. The Conamara film-makers have already won an Emmy for the cartoon, *Tutenstein*, and their Irish language versions of popular children's programmes such as *Spongebob Squarepants* have made them superheroes to a generation of Irish speaking children.

Under CEO, Pól Ó Coimín, Telegael has successfully married the Irish language with the demands of high-tech media. "You almost wouldn't notice that we're working in Irish because it's so natural," he says.

Pól is pictured right with colleague Siobhán Ní Ghadhra showing off their Emmy awards.





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Gradam
Shaoisearna Uí Ógartaigh





Bank of Ireland (Banc na hÉireann)

Tá de chliú ar Bhanc na hÉireann gurb é an banc is mó in Éirinn a dhéanann cúram de riachtanais an Ghaeilegeora. Ba é ar dtús a chuir seirbhís ATM i Gaeilge ar fáil don phobal thuaidh agus theas.

Arsa bainisteoir margaochta Bhanc na hÉireann Fergus O'Neill (ar clé): "Is rud luachmhar againn é tábhacht na Gaeilge sa saol gnó agus tá rún againn cur lenár seirbhísí sa réimse seo. Tá an aisfhreagra a fuair muid ar an tseirbhís san ATM ar fleabhas. Tá seicleabhair Ghaeilge againn fosta agus comharthaíocht dhátheangach i gcuid airithe dár mbrainsí."

Fergus O'Neill (left) is marketing manager for the personal banking team in the Bank of Ireland. He started in the company thanks to its graduate programme and has spent eight years ensuring that his customers receive the best possible service.

One means of achieving this is through the company's use of the Irish language.

"We are absolutely delighted to be receiving a Top 50 award," says Fergus. "We've always been concerned to meet the needs of all our customers.

"We value the importance of the Irish language within a business situation and the response we've received from the initiatives we have put in place means we will continue to do more to develop this field. The key initiative is that a huge number of our ATM machines throughout the whole of Ireland now have an Irish language option," explains Fergus.



Seán Mac Goill

Is é bunaiteoir an chleachtais ailtireachta, Mackel & Doherty é Seán Mac Goill, gnó a d'fhág a lorg ar dhul chun cinn na Gaeilge agus an phobail i mBéal Feirste le gluin anuas.

Mackel & Doherty a bhí ina n-ailtirí ar na forbairtí is tábhactaí i saol na Gaeilge i mbiala dúchais Sheáin, ina measc Coláiste Feirste, Cultúrlann McAdam Ó Fiaich, Bunscoil an tSléibhe Dhuibh agus An Droichead.

I mBéal Feirste, tá an teanga ina bunchloch chultúrtha agus eacnamaioch ag an phobal Gaeilge. D'éirigh le Mackel & Doherty foirgnimh nua-aoiseacha a thabhairt chun beatha a fhraigheann a n-inspiráid i mbeocht agus neart an phobail sin. 14 atá ag obair sa chleachtas idTuaisceart Bhéal Feirste.

"Má thugteann an t-ailtire riachtanais an phobail, bíonn deis aige a bheith mar fhorgharda ag an phobal sin agus cruth fisiciúil a chur ar an fhís atá acu," arsa Seán.

Séan Mackel is a founding partner of the award-winning Belfast architectural practice, Mackel & Doherty which, more than any other body, has left its stamp on the physical appearance of the Irish language revival.

The practice has served as architects on most of the landmark Irish language schools, businesses and cultural projects in the North including Bunscoil Phobal Feirste, Tí Chualainn, An Nasc and Coláiste Feirste.

For the Irish language movement, cultural and economic development and the place of language are key cornerstones of their identity and ethos. "If the architect understands the needs of community, he or she has an opportunity to be at the vanguard of that community," said Séan.

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Cumarsáid Creative

Cuireann Cumarsáid Creative seirbhísí fograíochta agus margaochta ar fáil i nGaeilge agus go dátheangach don earnáil phoiblí agus phriobháideach araoon. Bhunaigh Irene Ní Mhuireagán (ar dheis) an comhlacht, atá lonnaithe i mBaile Átha Cliath, i 1995 agus i measc na hoibre a bhíonn ar siúl acu, tá scríbhneoir eacht chruithaitheach, dearadh grafach agus aistriúchán cruthaitheach.

Ceilíúfaidh an comhlacht a bheithlá 10 mbliana níos déanaí i mbliana agus ón am a bunaodh an comhlacht, tá obair déanta acu le haghaidh TG4, eircom, Roinn an Taoisigh, An Roinn Gnóthai Pobail, Tuaithé agus Gaeltachta, Foras na Gaeilge, Údarás na Gaeltachta, AIB agus eagraíochtaí stáit agus comhlacthaí eile.

Oibríonn Irene mar stiúrthóir lánaíseartha i gcomhar le seisear eile fostaithe go páirtaimseartha agus ar bhonn conartha.

Taitníonn sé le Irene go bhfuil sí in ann a gnó a dhéanamh i nGaeilge agus deir sí go gcuidíonn an teanga léi seasamh amach sa mhargadh agus go gcuireann sí dhá fhoinse gnó ar fáil di, eagraíochtaí agus comhlacthaí a oibríonn i nGaeilge agus cinn a oibríonn i mBéalach ach atá ag iarráidh an teanga a úsáid in a gcuid feachtas.

Cumarsáid Creative provides Irish and bilingual advertising and marketing services for the public and private sector.

The Dublin based company was founded by Irene Ní Mhuireagán (right) in 1995 and its work includes ad campaigns, graphic design and creative translation.

In celebration of its 10th year creating Irish language advertising, a selection of their most memorable TV ads can be reviewed on the company's website www.c-ceft.com. Since its foundation it has worked with TG4, eircom, Foras na Gaeilge, the department of An Taoiseach, Údarás na Gaeltachta, AIB Bank and other state bodies and private companies.

Irene works full-time as a director of the company in conjunction with a team of six others employed part-time and on a contract basis.

Irene likes the fact that she can work in Irish and says that the language helps her to stand out from the competition. Irish also gives her two sources of business, companies and groups that work through Irish and ones that work through English but want to use Irish in their campaigns.



Gairm

Is scátheagras é Gairm a fheidhmíonn thar cheann na ngrúpaí Gaeilge uilig a bhfuil baint acu le céasraí oiliúna. Lonnaithe i nDhoire, bionn Gairm ag reachtáil céasraí do dhaointe óga a chuaigh tríd an chórás Gaelscoláiochta sa Tuaisceart ach fosta bíonn Gairm ag stocaireacht leis na rialtaisí ar son na hearnála.

Is é aidhm Ghairm oiliúint a chur ar fáil i nGaeilge agus céasraí ollscoile tré mheán na Gaeilge a leathnú amach.

Ar an dóigh sin, tá súil ag Gairm go gcuirfear tuilleadh áiseanna fostáiochta ar fáil do dhaointe óga a bhfuil Gaeilge acu.

"Gan fostáiocht, gan fiontraíocht ní bheidh bláth ar an teanga Ghaeilge," arsa Gearóid Ó hEara.

Gairm is an umbrella organisation for Irish groups involved in vocational education and training. Based in Derry's pioneering Gaelárás and founded by Gearóid Ó hEara, Gairm provides

programmes through Irish while also lobbying both governments for additional resources.

Gairm's aim is to provide vocational and technical training through Irish as well as encouraging universities to offer more courses as Gaeilge. "Without employment, without entrepreneurship, the Irish language can't blossom," says Gearóid Ó hEara. "It's essential that teenagers leaving the Irish school system can go on to pursue vocational training in their native tongue."



Tús Úr

Ba í an bhean Ghaeltachta a bhfuil oifig anois aici i mbreac-Ghaeltacht Iarthar Bhéal Feirste, Sonia Nic Giolla Easbaig (thuas), a chraol an chéad scráith faoi charranna ar TG4, MPH. D'éirigh go geal leis an chlár lán luais, a fuair tacsafocht ó Chiste Craoltóireachta na Gaeilge sa Tuaisceart.

Anois tá rún ag Tús Úr céarsa oiliúna a thosú, i gcomhar le INTERREG, a bheas ag teagasc scileanna cumarsáide do Ghaeilgeoirí óga i mBéal Feirste agus i nDún na nGall.

I measc na scannán mórchláu a rinne Sonia Nic Giolla Easbaig, bhí *I gCillín an Bháis*, faoin stáilc ocras i gCampa na Ceise Fada.

Níl ach duine amháin i gcomhlacht Sonia, Tús Úr, faoi láthair, ach cuirtear le lón na bhfostaithe nuair a bhíonn clár a dhéanamh.

"Binn tú ag snámh in aghaidh easa go minic nuair a bhunaíonn tú gnó," arsa Sonia, "ach nuair a fhaigheann tú aitheantas ar nós an Bharr-50 Gnó le Gaeilge, is fiú do shaothar uilig é."

Sonia Nic Giolla Easbaig (above) of Tús Maith Productions in the Donegal Gaeltacht is the driving force behind TG4's new car-lovers programme, MPH.

A native of the Donegal Gaeltacht, she has pioneered film-making in the west of Ireland and has had a string of programmes broadcast on television.

"It's an uphill struggle running your own business, but this type of recognition makes it all worthwhile," said Sonia.

Among the critically-received programmes and films made by Sonia was *I gCillín an Bháis* about the H-Block hunger strike. With its roots in the Donegal Gaeltacht and offices in West Belfast, Tús Úr receives support from Ciste Craoltóireachta na Gaeilge, the Irish Language Television Broadcast Fund, and will shortly launch a cross-border training programme through Irish with funding from INTERREG.

Bárd na nGleann

Faoi cheannasaíocht Thomásí Mhic Gearailt, tá ag éirí go seoigh leis an chomhlacht bainistithe eolais, Bárd na nGleann. Le blianta beaga anuas, tá an iliomad gradam bainte amach ag gnólaíochta forásach Bhéal Átha 'n Ghaorthaidh, ina measc an Deloitte Fast 50, Gradam Makeover Sage agus Gradam Chomhlacht na Blíana ó Bhardas Chorcaí.

Ach d'aimsigh an comhlacht ard-teicneolaíochta margadh i measc lucht na Gaeilge lena suímh idirlín www.litriocht.com ("gach leabhar Gaeilge i gcló") agus www.gaeltalk.net a chuireann cursaí Gaeilge ar fáil d'fhoghlaimeoiri.

Is mó le Tomás traidisiún na Gaeilge sa comhlacht agus ní bheadh aon liosta de Bharr-50 Gnó le Gaeilge críochnúil gan é.

The Bárd na nGleann group is an information management company headquartered in Béal Átha'n Ghaorthaidh

(Ballingeary), Co Cork, which was ranked number five in the prestigious Deloitte Fast 50 last year.

Led by CEO Tom FitzGerald, Bárd specialises in technical writing projects and in translation services while also providing unique training courses in Irish and hosting the popular website for Irish literature, www.litriocht.com.

Tom FitzGerald, himself a native speaker of Irish, attributes the success of Bárd to solid international networking to keep pace with the global market and a team of excellent employees "who show a level of work and professionalism that is equal to any in the world".

The company's Irish language businesses have been a success but Tom says the entire company is rooted in An Ghaeilge. "I don't think we would have been nearly as successful if we didn't have the underlying desire to build jobs that support the Irish language and culture around us."

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We are fluent in Irish, English, Advertising, Graphic Design, Marketing, PR, creative thinking, problem solving, project management, the Official Languages Act 2003, and striking a balance bilingual. Our portfolio of bilingual design and TV advertising can now be viewed on our website.

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An Ceathrú Póilí

Ag túis na 80í a bunaíodh an siopa leabhar Gaeilge, An Ceathrú Póilí, agus ó shin i leith, tá sé ag riar ar phobal léitheoireachta na Gaeilge ó láithreacha éagsúla i mBéal Feirste. Cineál órmóis líteartha an t-ainm, An Ceathrú Póilí (The Fourth Policeman), do leabhar Flann O'Brien, The Third Policeman. Anois, tá An Ceathrú Póilí ionnaithe i gCultúrlann McAdam Ó Fiaich

agus is áis iontach í do phobal na Gaeilge agus don phobal níos leithne. Níl leabhar ná dlúthdhiosca Gaeilge seolta go dtí go bhfuil sé seolta in An Ceathrú Póilí.

Áine Nic Gearailt (thuas) agus cairde léi a thionscaínn an siopa an chéad lá riamh agus tá sé imithe ó neart go neart ó shin, forbairt chomhthreomhar leis an dul chun cinn atá déanta ar thionscal foilsitheoirleachta na Gaeilge.

At the beginning of the 1980s, the Irish language bookshop, An Ceathrú Póilí, was established by Áine Nic Gearailt (above) and friends. The shop, named in homage to Flann O'Brien's classic, 'The Third Policeman', has since provided an invaluable resource for the Irish reading public from various venues in Belfast.

Now located in the Falls Road Cultúrlann, An Ceathrú Póilí is a

literary oasis with a busy programme of book launches and readings further enticing people to enjoy new books as Gaeilge. The shop also carries a wide range of CDs, crafts and other products.

Without bookshops such as An Ceathrú Póilí, it's hard to see how the Irish language publishing industry would have prospered as it has with more and more books as Gaeilge being read, year after year.

Bácús Úí Bhaoill

N uair a bhunaigh Seán Ó Baoill (thíos) ó Bhaile na Finne, i nGaeiltacht Láir Dhún na nGall, Bácús Úí Bhaoill, in éimeacht lena dheartháir agus a dheirfiúr, ní raibh ceist ar bith ann ach gur i nGaeilge a dhéanfaí an mhargaiocht.

Sa bhliain 1983 a bunáodh an comhlacht agus an Ghaeilge chun tosaigh ón chéad lá riamh.

Dar le Seán go raibh níos mó buntáistí leis an Ghaeilge mar uirlis mhargaiochta ná mar a bhí míbhuntáistí.

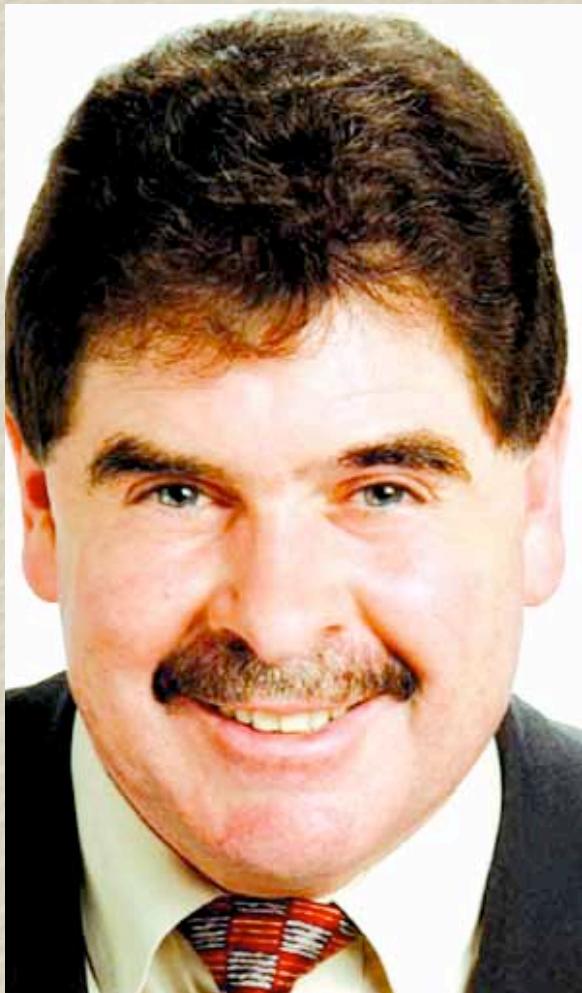
"Chuir muid ainm Gaeilge orainn féin sa chéad dul síos mar gur comhlacht Gaeltachta muid," arsa Seán, "agus fiú agus muid ag dul amach ag díol ár gcuid táirgí taobh amuigh den Chaeiltacht, léiritéar spéis san ainm, spéis nach mbeadh ann dá mbeadh sé i mBéalá."

Tá an comhlacht ag dul ó nearto go neart agus 20 duine fostaithe go lánaimseartha ann, agus go leor leor eile fostaithe go páirtaimseartha, ag tiomáint a gcuid táirgí chomh fada siar le Comamara agus chomh fada síos le Luimneach. Chaith Seán tréimhse ina chomhalta tofa de chuid Údarás na Gaeltachta ach ó chaill sé a shuiochán i 2005, tá sé ar ais go lánaimseartha i mbun an Bhácais agus pleannanna forbartha á gcoiriú aige an t-am ar fad.

When Seán Ó Baoill (below), politician and businessman from the Gaeltacht Láir in Donegal, established his family bakery in 1983, he recognised the advantages of marketing in Irish.

"We opted for an Irish name because we were a Gaeltacht company but even outside the Gaeltacht, there was additional interest in our products because the labelling was in Irish," he says.

Having earned itself the monicker of "the Irish bakery" due to its use of Irish, Bácús Úí Bhaoill now employs 20 people and places its breads and cakes across the country.



An Spailpín Fánach

A on duine nár thug cuairt ar An Spailpín Fánach, an siopa t-léinte Gaeilge is ceardaíochta ar an Spidéal, nil a fheisteas éadaigh ionlán go foill.

"Ní bheidh mo leithéid ann arís", "Is mise mé feín, cé tusa?", "Buachaill Dána/Cailín Dána" - iad sin cuid de na manaf atá greanta ar na léinte faiseanta a bhíonn á gcaitheamh ag cainteoirí líofa - agus iad siúd ar chúpla focal - ar fud an domhain.

Tá an gnó, atá suite cois fharraige i gCéardlann an Spidéil, tar éis fás go mór ón am a mbíodh a bhunaitheoir, Gearóid Ó Murchú, ag gabháil timpeall na gColáistí Samhraidiú ag díol a chuid saothair as cúl seanveain. Ach rud amháin nach n-athraíonn ná go bhfuil an Ghaeilge á cur i láthair ag Gearóid ar bhealach thar a bheith tarraingteach.

Ar an suíomh idirlín dátheangach - www.spailpin.com - is féidir orduithe a chur isteach ó cibé áit ina bhfuil tú le haghaidh cibé earrá ó réimse leathan atá le feiceáil ansin.

Mar a deir Gearóid fein, "Is siopa Gaeltachta muid do phobal na Gaeilge ar fud na cruinne."

Anybody with the remotest interest in Irish who hasn't yet visited and purchased a t-shirt or a thong from An Spailpín Fánach has a wardrobe which is not complete.

An Spailpín Fánach has a base by the seashore in the craft village in An Spidéal, Co Galway but it started off as a mobile shop which its founder Gearóid Ó Murchú toured around the summer colleges selling students souvenirs from the Gaeltacht to bring home.

One thing that hasn't changed since is the stylish way in which the language is presented by Gearóid.



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Caifé Úna

Le fás an iltíreachais i mBaile Átha Cliath le teacht an Tíogair Cheiltigh, tá iarrachtaí déanta ag roinnt fiontraithe 'cultúr an chaifé' a Ghaelú, agus cúpla cent a thuileadh ag an am céanna. Ceann acu siúd ná Úna Nic Gabhann (ar dheis), bean óg as Leitir Ceanainn ó dhúchás atá anois ina húinéir agus ina bainisteoir ar Chaifé Úna ar Shráid Chill Dara. Tá an caifé ionnaithe thíos staighre ó oifigi Chomhdháil Náisiúnta na Gaeilge i lárdeisceart na príomhchathrach agus tá clú nach beag bainte amach aige mar ionad Gaelach agus mar bhialann den scoth.

Tá an caifé ar oscailt le bliain anuas agus tá Úna tagtha ar an tuiscint go bhfuil buntáistí agus mibhuntáistí ag baint leis an Ghaeilge i dtaoibh an ghnó de.

Deir sí go mbíonn sé níos deacracha foireann le Gaeilge a fháil ach uair amháin a bhfuil siad agat, go mbíonn siad níos dílse.

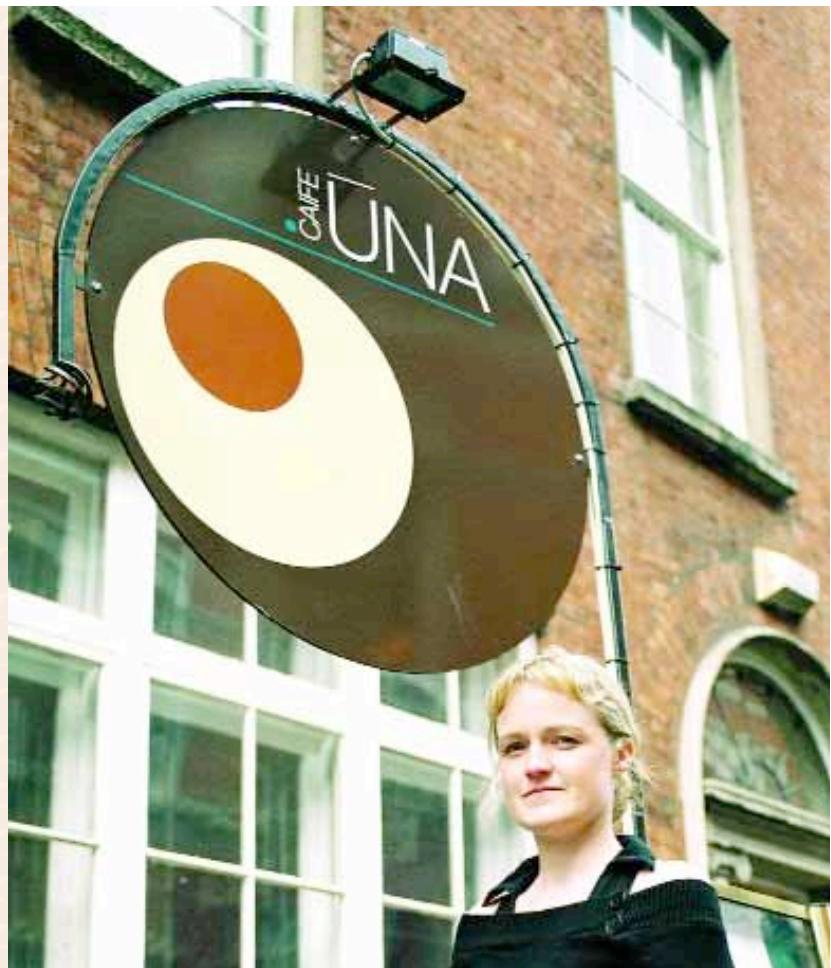
Chomh maith leis sin, cuireann an teanga leis an atmaisféar pearsanta atá á lorg aici don chaifé.

With the growth of cosmopolitanism in Dublin since the arrival of the Celtic Tiger, a number of entrepreneurs have made attempts to Gaelicise café culture, and to make a few cents into the bargain.

One of those is Úna Nic Gabhann (right), a young woman from Letterkenny who is now the owner and manager of Caifé Úna in Kildare Street.

The café is located downstairs from the offices of Comhdháil Náisiúnta na Gaeilge in the south inner city and has earned quite a reputation as a first class eatery and Irish language centre.

The café has been open for a year now and Úna has come to realise that Irish has its advantages and disadvantages from a business perspective. She says that it is harder to find employees who speak Irish but once you have them they are more loyal. The language also encourages the personal atmosphere which Úna is looking for in her café.



Cúrsa Fiontair

Bunaíodh FIONTAR i 1993 in Ollscoil Chathair Bhaile Átha Cliath chun cláir idirdhisciplíneacha a forbairt agus a sheachadadh trí mheán na Gaeilge. Ba é sin an chéad oícaid a táirgeadh bunchéim go hiomlán trí Ghaeilge in aon Ollscoil seachas céim i ngnéithe a bhain leis an nGaeilge í féin. Go dtí sin is ar theagasc na litriochta agus na teanga a bhí an bhéim.

Is é an aidhm a bhí leis an gcéim nua scileanna, go háirthe scileanna airgeadais agus ríomhaireachta a sholáthar agus ag an am céanna bém a leagan ar fhéiniúlacht náisiúnta na nÉireann sa chomhthéacs Eorpach.

Is é Peadar Ó Flatharta Stiúrthóir FIONTAR. Tá dhá bhunchéim agus dhá iarchéim faoi chúram FIONTAR faoi láthair.

The DCU programme Fiontar, established in 1993, is seen as the spur to much entrepreneurial activity in the Irish language community over the past decade and more.

The brainchild of Fionnbarra Ó Brocháin, the two graduate and post-graduate courses bring together young people interested in learning business, IT and entrepreneurial skills through the medium of Irish.

Fiontar Director Peadar Ó Flatharta believes the graduates of Fiontar will be the leaders of the emerging Ireland: multilingual, competent and ambitious with the confidence to establish or manage businesses.



Gael Media

Má tá duine ar bith ar feidir ceannródaí a thabhairt air ó thaobh earnáil na teilifise Gaeilge, is é sin Christy King (ar dheis), bunaitheoir agus príomhfeidhmeannach Gael Media. Tar éis dó seal a chaitheamh ag Údarás na Gaeltachta mar bhaisteoir sinsearach, bhunaigh sé an comhlacht seo ag túis na 90í agus thosaigh sé ag léiríú scannání i Gaeilge i dtéantán Bob Quinn. Mheall scannání ar nós Pobal 1 Meiriceá agus Pobal 1 Londain go leor molta nuair a craoladh iad.

An aithne is fearr atá ar Gael Mediaanois, áfach, baineann sé le cláir ar nós Now You're Talking agus Turas Teanga a chuidigh - agus a chuidíonn - le daóine an teangea a fhoghlaim nó barr snas a chur ar an chíúplá focal atá acu.

Ní hamháin go raibh leithéid Now You're Talking le feiceáil ar an dtéilihís ach bhí leabhair, caiséidí agus eile ag gabhláil leis. Comhléirítheoir i dTuras Teanga, an tsraith is déanaí at a thug faoin obair seo, a bhí i nGael Media agus tá TT ar fáil ar an idirlín agus ar DVD fostá.

An rud is déanaí atá idir laimhe ag Gael Media ná "Now You're Talking Mobile".

"An tsofaocht atá agam ná an Ghaeilge a chur i láthair an phobail ar an oiread bealaí agus is féidir - táim cinnte go bhfuil margadh ann di ach an

dúshlán atá romhainn ná an bealach a aimsiú leis an mhargadh sin a shroicheadh," dúirt Christy.

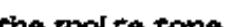
If there's anyone that could be called a pioneer in the blossoming Irish medium TV sector, it's Christy King (right), the founder and chief executive of Gael Media, the Galway-based production company.

After spending some time at Údarás na Gaeltachta where he was a senior manager, he founded Gael Media at the beginning of the 90s and was quick to win critical acclaim with programmes such as Pobal i Meirceá and Pobal i Londain, which were directed by legendary filmmaker, Bob Quinn. Since then Gael Media has cemented its position as one of the leading Irish language production companies with series such as Now You're Talking, aimed at learners of Irish, and a co-production role in Turas Teanga, the latest RTÉ series focused on helping people get a better grasp of An Ghaeilge.

The latest innovation being pioneered by Christy King is "Now You're Talking Mobile", using mobile phone technology to deliver Irish language classes.

"Our priority is to put the Irish language on the market in as many ways as possible - the challenge which we have to overcome is how to reach that market," said Christy.



McGEE GROUP	
LETTERKENNY	
 Clarke Hotel	 The Clarke Hotel is a modern hotel located in the heart of Letterkenny. It offers comfortable rooms and a range of facilities including a restaurant, bar, and conference facilities.
 The Dry Arch Complex	 The Dry Arch Complex is a modern development in Letterkenny featuring a range of facilities including a hotel, restaurants, and retail units.
 SISTER SARA'S SUPERPUB	 Sister Sara's Superpub is a popular pub in Letterkenny known for its friendly atmosphere and great food.
 MILAN NIGHTCLUB	 Milan is a vibrant nightclub in Letterkenny featuring a dance floor, bar, and a range of entertainment options.
 the wolfe tone	 The Wolfe Tone is a traditional Irish pub in Letterkenny serving up great food and drink.
 GALLAGHERS HOTEL	 Gallaghers Hotel is a modern hotel in Letterkenny offering comfortable rooms and a range of facilities.

Conall Ó Mórán

Is fear gnó agus craoltóir as Baile Átha Cliath é Conall Ó Mórán (ar dheis), bunaitheoir agus Bainisteoir Stiúrtha The Media Group. Bhain Conall céim sa ghnó amach in UCD ag deireadh na 1970í agus nuair a bhí sé ar an ollscoil, d'oiribh sé le Bord na Gaeilge agus ba é Uachtaráin Chumann na Mac Léinn é.

Ina dhiaidh sin, chaith sé am ag obair mar eagarthóir náisiúnta le Gaelscoileanna agus mar iriseoir, láithreoir agus comhfheagraí gnó le RTÉ.

D'fhág sé na meáin i 1987 chun oibriú mar stocbhróicír agus stiúrthoir le Riada Stockbrokers.

I 1995, chuaigh sé ag obair le Slattery PR mar Stiúrthóir Cumarsáidi Corparáidí agus i 2001, bhunaigh sé a chomhlacht féin, The Media Group.

Soláthraóna an comhlacht seirbhísí caidrimh phoiblí agus tá dhá fhiontar gnó eile ar bun acu freisin, an comhlacht léirithe teilifise, Esras Films, agus an comhlacht aistriúcháin, Sanas Translation.

Déanann an Media Group bainistiú ar phearsana aitheanta sna meáin, leithéidí Matt Cooper agus Leo Enright, agus láithróinn Conall é féin an Sunday Business Show ar Today FM.

Conall Ó Mórán (right) is an entrepreneur and broadcaster from Dublin who is the founder and Managing Director of The Media Group.

Conall completed a business degree in UCD in the late 70s and while in university he worked with Bord na Gaeilge and was President of the Students Union.

He later worked as national organiser for Gaelscoileanna, and as a journalist, presenter and business correspondent with RTÉ.

He left the media in 1987 to work as a stockbroker and director with Riada Stockbrokers.

In 1995, he went to work with Slattery PR as Director of Corporate Communications and in 2001, he founded his own company, The Media Group.

The company provides PR services and it also has two other business ventures, television production company, Esras Film, and translation company, Sanas.

The Media Group also manages some well-known broadcasters such as Matt Cooper and Leo Enright and Conall himself presents the Sunday Business Show on Today FM.



Murnane & O'Shea

Idtionscal tógála an lae inniu in Éirinn, tá síl amháin inar féidir le forbróiri a háit chuá a thabhairt don Ghaeilge — tré ainnm Gaelach a thabairt ar fhobairtí nua. Tá sin déanta go minic ag an chomhlacht tógála as Corcaigh, Murnane & O'Shea Ltd, agus spreag a cheangal don teanga moladh mór ón eagraíocht Mhuimhneach Gael Taca.

Le leithchéad bliain anuas tá clú agus cáil bainte amach dó féin ag Murnane & O'Shea as feabhas a chuid oibre ach le tamall de bhlianta anuas is ainmneacha Gaeilge atá á mbáisteadh ar éastáit nua titheachta ag an chomhlacht: Gleann Caoin, Cois Riasc agus Ard na Laoi ina measc.

"Ní cinneadh polasaí a bhí ann," arsa duine de na stiúrthóirí Andrew Moore, "ach ba mhian linn

imeacht ó na hainmneacha Gallda agus pilleadh ar ár ndúchas."

In Ireland's booming construction industry, the number of ways to employ the Irish language in a company's everyday operations are few and far between, but one company has managed to do so in a very imaginative way.

Murnane & O'Shea Ltd have been operating from their Bantry, Co Cork, premises for almost half a century.

Since 1958, the building contractors and developers have constructed many housing estates across the rebel county and have assigned Irish language names to several of them. Gleann Caoin, Cois Riasc and Ard na Laoi

are just a handful of the names chosen by the company.

"There was no policy decision to use the Irish language, we just wanted to get away from the anglicised names and at the same time remember our roots," said director Andrew Moore. As well as the Irish language element, all of the street names are site specific and have a certain resonance with the area.

"Lus na Meala is my favourite name," said Andrew. "It rolls off the tongue and the area around that particular development is inundated with honeysuckle, or Lus na Meala as it's known in Irish."

The company's latest housing development in Co Cork is Cúl Ard.

Oideas Gael

N uair a d'ardaigh Liam Ó Cuinneagáin an bhratach ar son Oideas Gael i nGleann Cholm Cille, 22 bliain ó shin, bhí sé ag ardú na brataí festa ar son na fiontraíochta. Ba é ar dtús a thugt go n-íofcadh daoinne as achan chearn den domhan airgead maith le Gaelge a fhoghlaim i dtimpeallacht ghalánta iardheisceart Dhún na Gall.

Is go tapa a d'fhás Foras Cultúr Uladh sa Ghleann. Cuireadh leis an réimse céarsaí a bhí ar fáil — anois, is féidir sult a bhaint as siúlóid sléibhe tráthnóna agus nathanna Gaelge a chleachtadh sa rang ar maidin — agus leathnáodh ar na haiseanna lóistín agus bialainne.

Rinneadh margaocht phroifisiúnta ar Oideas Gael le go meallfai foghlaimneoir ón choigríoch. Inniu, tagann turasóirí as 30 tír chuig an Ghleann agus bionn seastán achan blhlain ag an scéim ag na mór-thaispeántais saoire.

"Ba mhaith leis an domhan mór tuilleadh eolais a fháil fán Ghaeilge agus anseo is féidir leo sin a dhéanamh i dtimpeallacht álainn," arsa Liam.

Tá jabanna gann sa Ghaeiltacht i dTír Chonaill agus tá daone ann a deir gurb é Oideas Gael a choinnigh an geilleagar agus an Ghaeilge ag dul in iardheisceart Thír Chonaill.

The countryside of Donegal is an obvious choice for a picturesque holiday getaway. But every year, eager students of all ages from

around the world flock to the beautiful area not just for sightseeing.

Instead, these travellers are journeying to Ireland to visit Oideas Gael, a school for Irish language and culture classes.

The school, located in Gleann Cholm Cille, was founded in 1984. It offers a variety of Irish language courses which can be taken as a weekend getaway or for several weeks. Additionally, the school also runs cultural activity tours for those looking to enjoy everything from hill walking to Celtic pottery to harp playing.

Language abilities are assessed on arrival, when new students are placed into different level classes based on their Irish fluency.

Liam Ó Cuinneagáin, director of Oideas Gael and chairman of Údarás na Gaeltachta, says his business is definitely geared towards a niche market, but that, unlike many similar specialised businesses, his target audience is spread around the world. "It's one of the challenges of the programme," he said.

The programme's strategy is to have 50 per cent of participants from Ireland and 50 percent from other countries.

"That's very important to us," Ó Cuinneagáin said. "Every year we get people from about 30 different countries.

"It's a global business, even though it's a small Irish language project."



Habitat

I s stóras troscán agus dearadh baile é Habitat a bhfuil siopáid acu i nGaillimh, i mBaile Átha Cliath agus i mBéal Feirste.

Nuaire a bhí ceanncheathrú s'acu á oscailt i mBaile Átha Cliath i mí Lúnasa 2005, d'oibrigh siad go dlúth le Foras na Gaeilge le bheith cinnite go mbheadh an chomharthaíocht dhátheangach ar

fud an stórais. Is sa stóras céanna a seoladh dhá scéim nua Foras na Gaeilge chun tacafocth airgeadais a chur ar fáil do fhointair bheaga a úsáideann comharthaíocht Ghaeilge nó dhátheangach.

"Chuaigh cur chuije proifisiúnta Habitat i bhfeidhm go mór oraínn agus silimid gur eiseamláir mhaith iad den dóigh ar féidir

comharthaíocht nua-aimseartha, dhátheangach a úsáid," arsa Gearóid Trimble as Foras na Gaeilge.

Furniture and interior design company Habitat runs three stores in Ireland. Its flagship Dublin store, opened in August 2005, boasts modern, professional bilingual signage erected in co-operation

with Foras na Gaeilge. So impressed was Foras by Habitat's approach that it launched two new funding schemes for small to medium sized businesses in the store the same month. Under the schemes, businesses can get grant assistance to enable them to develop signage designed to give them a competitive advantage over their peers.

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Breandán Mac Cormaic

Cé gur mó aithne atá ar Breandán Mac Cormaic (thuas) mar dhiograiseoir teanga ná mar bhunaitheoir Mac Cormaic Vintners, tá gnó forásach diolta fíona faoina chúram.

Tá conradh aige leis an chomhlacht easpórtála fíona is mó sa Fhrainc, Les Grands Chis de France, agus bíonn sé ag plé go síoráil lena hocht ná a naoi de na comhlactha iompórtála fíona is mó

sa tír. "Is comhlacht beag sinn agus mar sin de, caithfimid a bheith níos gníomháí ar an talamh," arsa Breandán.

"Téimid isteach sna hollmhargaí agus sna siopaí agus déanaimid an gnó ansin, ar an láthair." Bhunaigh Breandán an comhlacht i 1991 i ndiaidh dó a bheith ag obair san earnáil chéanna.

Cé go dtáistealaíonn sé thar lear "chomh minic agus is féidir" le bualadh le dioltóirí fíonta, dar leis gur gnó crua é. "Tá sé cosúil le haon

ghnó eile, caithfidh tú oibriú go crua má tá le héirí leat."

Breandán Mac Cormaic (above) is best known in Irish language circles as the chairman of the biggest Irish schools' body. However, it's his expertise in sourcing top wines and delivering them to the retailer at keen prices which is the foundation of his business success.

Founded in 1991, Mac Cormaic Vintners has an exclusive contract for much of Ireland with the

biggest exporter of French wines, Les Grands Chis de France, and the company has made French and Italian wines its speciality.

Breandán admits that there's a romantic hue to the wine trade with its overseas trips to exotic locations, but says that in reality it's like any other business: "hard work".

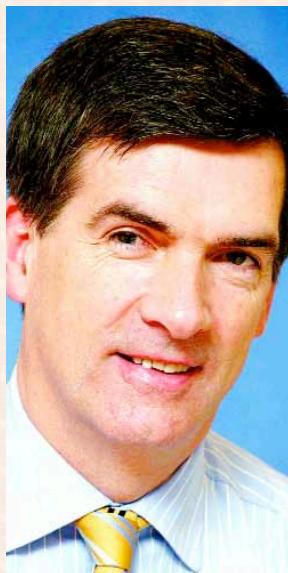
"To stay ahead of the big guys, we have to make sure we're active on the ground, making deals with the shop managers to get our wines on the shelves," he says.

Tesco

Is é Tesco an sármhargadh is fearr sa tír i mbun cur chun cinn na Gaeilge, dar le Pádraig Ó Cuanacháin as Gael Taca. In achan siopa dá chuid ó dheas, cuiretar comharthaíocht dhátheangach in airdé.

Deir an príomhfeidhmeannach Tony Keohane (ar dheis) go bhfuil sé bródúil as a bhfuil déanta ag Tesco leis an dúchais Gaelach a chaomhnú agus a chur chun cinn ó thíring an t-ollchomhlacht go hÉireann 10 bliain ó shin.

"Tá áthas orainn an gradam seo a fháil," ar seisean. "Mar chomhlacht, creidimid go bhfuil sé tábhachtach ár dteanga dhúchais a úsáid."



As their slogan states, "every little helps", and Tesco Ireland has done every little bit it can to promote its ties with Ireland since it first came to these shores almost a decade ago.

Arriving in 1997 as an offshoot of the English supermarket giant, Tesco Ireland is currently the largest food retailer in the country, employing over 11,800 people.

The majority of its supplies for resale to customers are sourced in Ireland.

Tesco Ireland made a policy decision when they first arrived on Irish soil to introduce dual-language signage in all 93

branches in the South.

Signs above the aisles are in English and Irish whilst all receipts at checkout have Slán Abhaile printed on them.

Tesco Ireland's Chief Executive, Tony Keohane (left), said he was proud that his company was being acknowledged for their efforts to promote Irish.

"Tesco Ireland are delighted to receive this award which recognises our use of the Irish Language.

"We feel it is important that we celebrate our heritage with the use of our native language visually in all Tesco Ireland store," he adds.

Gael Linn

Fundúireacht neamhríaltasach é Gael Linn, a bunaíodh i 1953 leis an Ghaeilge a chothú ar bhonn gnó.

Ba é Gael Linn ar dtús a d'aithin an nasc idir an fhiontraíocht agus bláthú na teanga agus sheol an eagraíocht an iliomad scéimeanna gnó, ina measc Linnte Ghael Linn agus an lipéad cáiliúil céirnín.

Aithnítear lipéad ceoil Gael Linn mar chomhartha de cheol traidisiúnta agus d'amhránaíochta den scóth.

"Táimid iontach bródúil as an mborradh atá faoi lipéad Gael Linn le blianta beaga anuas," arsa Príomhfeidhmeannach Ghael Linn Antoine Ó Coileáin. "Gnó fioriomaoch é an ceol agus tá ag éirí le Gael Linn ár sciar den mhargadh a chosaint."



Gael Linn's "USP" has been its business philosophy which aims to link entrepreneurship and the promotion of the Irish language.

The Gael Linn music label is a hallmark of quality traditional music

and song but the company also operates a significant music distribution business with over 30 labels covering a wide variety of Irish, ethnic and world music.

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Hewlett Packard

Déanann Hewlett Packard a ndícheall leis an Ghaeilge a chur chun cinn i measc a gcuid oibreithe ina mbunáitearna

Éireannacha. Leoga, mhol Gaillimh le Gaeilge go hard an méid atá déanta ag an chomhlacht san iarthar ach go háirthe ar son na teanga.

Sa monhórcha i nGaillimh, tá comharthaíocht ag fáiltí roimh chuaireoirí i nGaeilge ach fosta eagraítear ranganna Gaeilge d'fhostaithe.

Bíonn rannóga Gaeilge i bhfoileacháin inmhéáchan an chomhlactha agus tá pacáistí Gaeilge ar fáil ar idirlíon an chomhlactha. "Bíonn gach rud a dhéanaimid pobal-lonnaithe," arsa Sharon Cotter as HP. "Cuirimid an Ghaeilge chun tosaigh mar rud normálta inár saol laethúil."

Hewlett Packard's staff in Galway put the Irish language into every aspect of their day-to-day operations.

"We've been in Galway for the best part of 35 years," said Sharon Cotter, financial controller at the plant. "We

have very strong ties to the community, and we do a number of things in our plant to promote Irish."

That commitment not only includes signage around the building in Irish, but also the integration of An Ghaeilge into their business presentations and community outreach.

Sharon, who speaks Irish, said the plant offers Irish classes to employees.

"We've provided Irish classes to employees. We not only have Irish people, but non-nationals as well at these classes. We're trying to work with our employees to promote Irish speaking," she said. "It doesn't matter what level they're at."

Hewlett Packard Galway's internal website and company magazine also devote sections to Irish speakers, encouraging employees to use what they've learned.

"Everything we try to do is community based," Sharon said. "It's to try to promote Irish as a normal thing to use in day to day business."

HP Galway also tries to use Irish in many of its community outreach programmes.

Nóirín D'Arcy

Ba í Nóirín D'Arcy (ar dheis) a bhunaigh D'Arcy Marketing i 1998, tar éis di 9 bliain a chaitheamh san earnáil turasóireachta agus margaiochta.

Táirgeann an comhlacht, atá lonnaithe i gCathair na Gaillimhe, seirbhísí comhairle margaiochta, feachtas phoiblíochta agus caidrimh phoiblí, go príomha don earnáil turasóireachta ach tá a réimsé oibre ag leathnú amach de réir a chéile.

Thosaigh Nóirín amach i 1989 mar Oifigeach Margaiochta le Cóstá Conamara Teoranta agus d'aistrigh sí go dtí Sinnott Hotels i 1993, áit ar oibrigh sí mar Bhanisteoirí Díolacháin.

Is as Culadh na Muc, gar go Loch Corrib Nóirín, "Ní ceantar Gaeltacha é", arsa sise, "ach thaitin an Ghaeilge liom i gcónai agus táim an-bhródúil go bhfuil sí agam agus go bhfuil mé in ann í a úsáid le mi chuid gnó."

Is bláin tábhachtach i 2006 d'fhorbairt an ghnó, toisc go bhfuil an comhlacht le hathbhriandú mar D'Arcy Marketing and PR, de bharr méadaithe ar an mhéid oibre caidrimh phoiblí atá ar siúl acu le blianta beaga anuas.

Nóirín D'Arcy (right) founded D'Arcy Marketing in 1998 after having spent nine years working in the tourism and marketing sectors.

The Galway city-based company offers marketing advice, publicity campaigns and public relations services.

These services are primarily geared for the tourist sector but their range of work has been expanding steadily in the last few years.

Nóirín started out in 1989 as the marketing Officer with Cóstá Conamara Teoranta.

She moved to Sinnott Hotels in 1993, where she worked as Sales Manager.

Nóirín hails from Collinamuc near Lough Corrib.

"It's not a Gaeltacht area", she says, "but I always liked Irish and I'm very proud that I can speak it and that I can use it in my business."

2006 is an important year for the company as they are rebranding as D'Arcy Marketing and PR, due to the increase in the amount of public relations work the company has undertaken in recent years.



Homebase

Nuir a bhí ollstóras nua á bheartú aige i mBaile Átha Cliath, shocraigh Homebase go n-oibreodh siad go dlíthí le Foras na Gaeilge le comharthaíocht chruinn, phroifisiúnta a fhorbairt.

Tá Homebase ar cheann dena comhlacthaí DIY is mó sa tir agus tá corradh le 40,000 earra ar na seilfearna acu.

Roinne seo ní raibh polasaí leanúnach ag Homebase maidir le comharthaíocht dátheangach ach le hoscaillt an stóras nua, chinn siad ar leabhrán a fhóilsíú ina mbeadh an téarmaíocht cheart.

Bíonn an spás céanna ag an Bhéarla agus ag an Ghaeilge ar na comharthaí.

DIY giant, Homebase, opened its newest store in Santry Point, Dublin, earlier this month.

The Santry Point store is the first of the retailer's outlets to include a new pack of dual language signage to aid customer navigation through the expansive premises.

Founded in 1979, Homebase is one of the leading home enhancement and DIY retailers in the country and is recognised for its imaginative, stylish

and modern ranges.

In the past, Homebase has included Irish language signage on some of its in-store signs for permanent ranges, but this was purely on a store-by-store basis, based on information from its local sources. Although the gesture was certainly appreciated by customers, it didn't aid customer navigation as much as it could.

To enhance the dual-language service, Homebase devised a unique marketing strategy, as Joanna Murphy (right), the company's Retail Design Manager, explained.

"In an effort to improve the customer experience in-store, we developed a comprehensive navigational signage manual providing detailed visual and written specification of all permanent signage to improve consistency of execution across all our new stores."

The key principles of the dual language strategy are to show both languages equal in size wherever possible with the correct translation of all words and phrases. The dual signage will be on all the permanent messages and will be highly visible to customers.





LUAS - Frank Allen

Is córas nua é Luas ar bunaíodh a feidhmeannas stáit, Feidhmeannas Sholáthar an Iarnróid i 2001. Ó tháinig ann do Luas, tá glactha ag an tram leis an Ghaeilge, á iomlánú le hoibriú laethúil an chórás iompair. "Sílimid gur iomhá fócónach Luas ar fud na hÉireann. Ba mhian linne go mbeadh Luas Gaelach go sainiúil, níor mhaith linne go mbeadh daoine ag smaoineamh ar Luas mar bhailiúchán de thramanna Francacha ach mar chuid lárnach Luas ar fud i mBaile Átha Cliath".

Bionn idir fhogaírtí agus fhógraí do phaisinéirí as Gaeilge agus as Béarla. Deir Frank go gcuindíonn sé go mór chun ionannas Gaelach a spreagadh ar an chórás iarnróid. "De réir mar a thagann gach tram chuig an stáisiún, fógraítear as Béarla agus as Gaeilge é," arsa sé. "Bhí go leor áischothú fabhrach againne ón tionscnamh. "Tá muid ag comhnear tú áit na Gaeilge mar chuid dár noidhreacht agus ag cinntiú ról an iarnróid éadrom mar chuid dár noidhreacht agus dár dtodhchaí."

LUAS is a new system with its state agency, the Railway Procurement Agency (RPA) only coming into existence in 2001. From LUAS' inception, the tram has embraced the Irish language, integrating it into the daily runnings of the transport system.

"We think the LUAS is an iconic image throughout Ireland," explains Frank Allen, chief executive of RPA.

"We wanted LUAS to be distinctively Irish, we didn't want people thinking of LUAS as a series of French trams but integral to life in Dublin."

Both LUAS passenger announcements and signage are in Irish and English, which Frank says helps the organisation create an Irish identity on the rail system.

"As the tram approaches each station, it will be announced in Irish and English," he says. "We've had very favourable responses from the initiative. We're reinforcing Irish as part of our heritage and making light rail both a part of our heritage and part of our future."

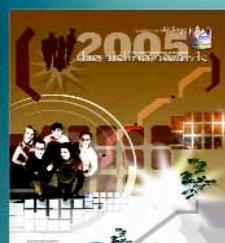
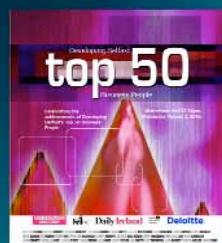
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Pádraig Ó Céidigh

Agus é ag fogaírt, i mí na Bealtaine, go raibh sé chun \$180 milliún a chaithear ar eitléain úra dá aerlíne sna trí bliana amach romhainn, bhí Pádraig Ó Céidigh ag fogaírt an t-infeistíú is mó ag aerlíne phríobháideach in Éirinn riamh. Beidh Aer Arann ábalta cur lena chabhlaich sna trí bliana romhainn, rud a chuirfidh ar chumas na haerlíne, a thosaigh mar sheirbhís chuig na Oileáin Árann, tabhairt faoi aerbhealaí nua.

"Seo clochmhíle thábhachtach do Aer Arann," arsa úinéir an chomhlachta, Pádraig Ó Céidigh, fear de bhunadh Chonamara. "Dúblóidh muid méid na haerlíne sna trí bliana romhainn agus cuirfidh muid lenár seirbhísí chun na Breataine agus chuig móro-roinn na hEorpa."

Mar fhiontraí Ernst & Young 2002, bhí Pádraig mar ionadáí na hÉireann i mbabhtáí ceannais Eorpacha an chomórtais, i Monaco. Ach tá spéis fós aige i ngnó n in aice baile. Is leisean an dara nuachtán Gaeilge is fearr in Éirinn, Foinse! Agus ba é a thionscain athfhhorbairt Chlódóirí Lurgan i gConamara.

Announcing plans in May to spend \$180 million on ten new ATR planes for his Aer Arann fleet, Pádraig Ó Céidigh announced the biggest ever investment by a private Irish airline.

It's been a long journey from an island-hopping west of Ireland airline to one of Europe's most successful regional air operations for the Conamara man. In 2002, he was named Ernst & Young entrepreneur of the year and went on to represent Ireland at the European finals in Monaco.

Aer Arann currently operates over 500 flights per week across 21 UK, domestic and French routes. The latest investment is a crucial milestone for the company, says Pádraig. "This expansion will enable us to develop our network further into the UK and mainland Europe and double the size of the airline over the next three years."

But Pádraig also remains deeply involved in two significant Conamara businesses: Ireland's second greatest Gaeilge newspaper, Foinse, and the publishing company, Clódóirí Lurgan.

Folláin

Breis is scór bliain ó shin a bunaíodh Folláin, an comhlacht suibh is marmaláide, i nGaeltacht Mhúscrai, agus tá sé ag dul ó neart go neart ó shin i leith. Oideas céad bliain d'aois do mharmaláid a bhain Máirín agus Peadar Ó Lionaird feidhm as ag an túis agus tá siad ag baint feidhme as fós cé go bhfuil meádú mór ar an chomhlacht ó shin.

Ní marmaláid nó subh amháin a tháirgeann Folláinanois ach gach cineál anlainn is salsa.

Ón chéad lá, bhí buntáiste nach beag ag an chomhlacht nó roghnaigh siad ainm, Folláin, a thug leis láithreach gur táirge folláin is Éireannach a bhí i gceist, dhá thréith a thaithin go mór lena gcuid custaiméiri. Is beag siopa mór sa tir anois nach bhfuil prócaí Folláin le feiscint iontu.

"Is cinnte gur mheall an t-ainm Gaelach custaiméiri nó thugí siad láithreach go raibh earra fiúntach ardchaighdeáin á cheannach acu," arsa Máirín Uí Lionaird.

"Sa lá atá inniu ann, agus an bhéim ar bhia atá sláintíúil agus folláin, is féidir linn a mhaíomh go bhfuil an soisceáil sin á chraobhscaoileadh againn le blianta fada.

"Go deimhin, is é an mana atá ag an chomhlacht, Folláin - the Irish for wholesome."

Conserves and condiments company Folláin has made its name as "the Irish for wholesome" with its reputation for mouthwatering quality earning it a place on tables across Ireland.

Founders Máirín and Peadar Ó Lionaird from the Múscrai Gaeltacht in Co Cork use a one hundred-year-old secret recipe to make their delicious jams and marmalades.

But their distinct Irish name has given them an edge in a busy marketplace. "The Irish name certainly attracted customers because it told them they were buying an excellent, high quality product," says Peadar.





Spraoi

Má ghabhann tú isteach i scoil ar bith ar fud na tire, is ann a thiofaidh tú ar saothar Spraoi. Réimse leathan póstaer is áiseanna teagaisc eile atá i gceist le cuidiú le múinteoirí focal is coincheapanna úra a chur i láthair páistí óga.

Paula Nic Cionnaith (thuas) an t-ealaíontóir/dearthóir a bhunaigh Spraoi sna 90í nuair a thug sí faoi deara a laghad ábhar a bhí ar fáil do pháistí óga sna scoileanna.

Dar léi go raibh réimse leathan ábhar ar fáil do mhúinteoirí i scoileanna Béarla - ach nach raibh faic na fríde ar fáil do pháistí a bhí ag freastal ar ghaelscoileanna.

Chuir sí chuige an bhearna sin sa mhargadh a lónadh - agus ní fada gur thosaigh na póstaer ildaite, na cairteacha agus na leabhair ag mealladh airde is ordúithe ó gach cearn den tár.

Is feidir iad a ordú ar líneanois ón suíomh idirlín, www.spraoi-online.com.

"Tá rácháirt mhór ar na póstaer anois agus táig an aimsiú margá nua i gcónaí, ó thaobh naónrathé agus ó thaobh páistí sna hardranganna sna bunscoileanna," ar sise.

If you visit any Irish medium school, chances are you'll encounter some of the work of Spraoi. Paula Nic Cionnaith (above) was astonished at the lack of Irish language posters and teaching aids in comparison with those available in English when she visited schools in the early 1990s. But she quickly saw the opportunity to fill that gap in the market.

Teachers were thrilled with the colourful posters, charts and books and were soon sending in orders from throughout the country.

Now they can be ordered online from the website, www.spraoi-online.com.

"There's a huge demand for the posters now and they've proved so successful that I'm reaching new markets on a continuous basis," says Paula.

Stugal.com

Tagann an t-ainm Stugal ó iompar saothair ealaíon ón stíúideo go dtí an gailearaí agus tá sé mar aidhm ag an ghnó séiribhís ar-líne den scoth a chur ar fáil d'ealaíontóirí, do gháilearaithe agus do cheannaitheoirí ealaíon.

Is féidir le healaíontóir saothar

ealaíon a thaispeáint agus a dhíol ar stugal.com — ina rogha teanga, ina measc an Ghaeilge.

Stugal derives its name from the movement of artwork from a studio to a gallery.

Its mission is to provide established and well-respected artists and galleries with an online service to exhibit and sell their artwork, thus providing

them with a high quality and dynamic selling tool.

For artists who have no website, stugal.com can provide the online architecture to enable them to display — and sell — their work in a virtual gallery.

Stugal's aim is to be the number one online art location worldwide which is why it delivers its website in many languages, including Irish.



pobal



forbairt



teanga



cultúr



ag obair ar son phobal
na Gaeltachta agus
na Gaeilge



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Goodfellas

I dteach Mhic Ainmhire i gCill Uaighe, Béal Feirste, bhí Gaeilge fiú ag an phearóid. Ní hionadhl, mar sin, go raibh an Ghaeilge chun tosaigh nuair a bhunaigh Ciarnán Mac Ainmhire (thíos) Pizzeria Goodfellas i 1981.

Bíonn Gaeilgeoirí na cathrach ag triall ar an bhialann atá ag fás as éadan le blianta beaga anuas agus bíonn freastalaithe a bhfuil Gaeilge acu ar an urlár i gcónaí. "Tógadh le Gaeilge mé agus bhí an Ghaeilge ariamh thart orainn. Cad é eile a dhéanfaínn mar sin ach an Ghaeilge a úsáid sna biachláir, sa chomharthaíocht agus sa ghnó," arsa Ciarnán.

Brought up in a household where even the



parrot spoke Irish, Ciarnán Mac Ainmhire (above) is the proud proprietor of the popular Goodfellas pizzeria in West Belfast where the mouthwatering dishes can be ordered in Irish and English.

"Using Irish in all our materials just seemed to be the natural thing to do," explains Ciarnán. "Irish was always part of our family and that attitude has spilt over into the business. We usually have Irish speaking waitresses on the floor and find that local Gaeilgeoirí are among our best customers."

The forty-year-old businessman has seen his business grow steadily since he first opened his doors in a one shop unit, with one pizza oven, 15 years ago. Ciarnán's links to the Irish language remain as strong as ever. In May, he took time off work to take part in a 150-mile sponsored cycle in aid of Irish medium schools in Belfast.

Cois Life - Caoilfhionn Nic Pháidín

Bunaíodh an comhlacht foilsitheoirreachta, Cois Life, i 1995 chun saothair liteartha agus thaighde a chur ar fáil i nGaeilge. Foilsíonn siad leabhair Ghaeilge d'fhoghlaimeoirí agus do dhaoine óga, chomh maith le drámaí, ficsean agus filíocht.

Bhunaigh beirt as Baile Átha Cliath, Caoilfhionn Nic Pháidín (thíos) agus Seán Ó Cearnaigh, an comhlacht. Cé nach bhfuil aon fhostaithe lánaiseartha ag Cois Life, is iad Caoilfhionn agus Seán stiúrthóirí an chomhlactha agus bíonn cùigear eile ag obair leo ó am go ham, ar bhonn comhairleach.

Thosaigh Caoilfhionn ag obair leis an Ghúm tar éis



di céim sa Ghaeilge a bhaint amach in UCD.

Bhí sí ina stiúrthóir ar FIONTAR in Ollscoil Chathair Bhaile Átha Cliath go dtí le déanaí. Is Léachtóir Sinsearach ar an chúrsa anois í.

The publishing company Cois Life was founded in 1995 to supply literature and research material in the Irish language.

It publishes books for Irish learners and for young people, as well as drama, fiction and poetry.

Caoilfhionn was editor of the magazine Comhar and had an Irish column in the Irish Times. She was the director of the Fiontar Course in DCU and is now a Senior Lecturer on the course.

Caoilfhionn was editor of the magazine Comhar and had an Irish column in the Irish Times. She was the director of the Fiontar Course in DCU and is now a Senior Lecturer on the course.

Smaointe

Is as an Lorgain i gContae Ard Mhacha do Valerie Mhic Giolla Fhinnén, bunaitheoir Smaointe, comhlacht cártáí atá lonnaithe i bPort na Binne Uaine, Co Dhoire.

Déanann Smaointe an iliomad saghas cártai i nGaeilge, i mBéarla agus go dhátheangach agus faigheann ordúthí go náisiúnta agus go hidirnáisiúnta.

Thosaigh Valerie amach ag déanamh cártai dá clann agus dá cairde agus í ina iníon léinn in Ollscoil Chúil Raithin. Moladh di leanúint leis an obair tar éis na hollscoile agus is as seo a d'eascair a gnó, Smaointe.

Tá cártá ag Smaointe do gach cineál ócáide chun go mbeidh rogha mhaith ag a



custaiméirí, agus bíonn an bhéim i gcónaí ar an Ghaeilge.

From Lurgan in County Armagh, Valerie Mhic Giolla Fhinnén is the founder of Smaointe, a card company which is based in Portstewart, County Derry.

Smaointe makes a wide variety of cards in Irish, English and bilingually and they have orders nationally and internationally.

Valerie started to make cards for her family and friends while she was a student in Coleraine University. She was encouraged to continue the work after university and from this grew her business, Smaointe.

Smaointe has a card for every occasion and a great variety of products, so that customers have a wide choice with the emphasis always on the Irish language.

Comhlacht Forbartha Acla

Tá Comhlacht Forbartha Áitiúil Acla (CFÁA) ag feidhmiú mar Scáth-choiste Forbartha i bParóiste Acla, ag cur chun cinn forbairt eacnamaíochta, sóisialta agus cultúrtha. Tá baill an Bhoird tofa go daonlathach ón phobal agus ainmníonn eagras stáit ionadaithe mar is cui.

Bíonn an comhlacht ag soláthar eolais faoi thionscainimh, chomh maith le heolas faoi thacaiocht aigéid do thograif atá ar fáil ó leithéidí Údarás na Gaeltachta, Roinn na Gaeltachta, Meitheal Forbartha na Gaeltachta, Meitheal Mhaigh Eo Teo, FÁS agus Feidhmeannas na Seirbhísí Sláinte.

Reachtáinn CFÁA an tseirbhís iompair áitiúil, Bus Acla, a fhreastalaíonn ar tuairim is 60 seánór sa pharóiste, seirbhís a ligeann dóibh fáil amach as an teach agus fáil fhad le seirbhísí eile ar nós an dochtúra, cógaslainne, siopaí agus oifig an phoist.

Cuirtear an Ghaeilge chun cinn trí Choiste na Gaeilge. Eagraíonn an Coiste ranganna Gaeilge i rith na bliana, tráthanna ceisteanna agus



oícheanta airneáil.

Tá ainmneacha na mbalite fearainn curtha i nGaeilge ar na comharthaí cloiche ar fud an pharóiste.

Comhlacht Forbartha Áitiúil Acla ("Achill Local Development Company" in English) is an umbrella group promoting the development of social, cultural and economic actives in the Parish of

Achill, Co Mayo, Ireland.

CFÁA co-operates with other organisations to training and other services for the community.

It runs the local transport service, Bus Acla, which serves around 60 senior citizens in the parish.

They company recognises that the Irish language is the cornerstone of community development.

Fios Feasa

Bunaíodh Fios Feasa i 1997 agus forbraíonn siad táirgí oideachais ilmhéanacha do bhunscoileanna na tíre, go príomha na scoileanna lán-Ghaeilge. Tá triúr fostaithe sa chomhlacht agus tá siad ionnaithe i mBaile an Mhuilinn taobh amuigh den Daingean i gCiarraí.

Táirgeann Fios Feasa leabhair agus dlúthdhioscaí agus is í seo an ceathrú bliaín as a chéile go bhfuil siad, i gcomhar leis An Ghúm, ag soláthar an phacáiste teanga, *Séidéan Sí*, do na scoileanna lán-Ghaeilge.

Chuir siad dhá tháirge nua scóile ar an mhargadh le déanai, *Tíreolaíocht le Cormac agus Órla agus Amhrán is Fiche* agus tá siad ag obair ar phacáiste de chleachtaí léitheoireachta. Soláthraíonn an comhlacht réimse leathan seirbhísí agus tá síúl acu seirbhís ateangaithé a chur ar fáil do Pharlaimint na hEorpa ó 2007.

Fios Feasa was founded in 1997 and it develops multi-media educational products for the country's primary schools, and Irish language schools in particular. The company has three employees who are located in Milltown outside of An Daingean in Kerry. Fios Feasa produces books and CDs. This year is the fourth year in a row that they have, in partnership with An Gúm, supplied the language package Séidéan Sí to Irish medium schools.

They put two new products on the market recently, *Tíreolaíocht by Cormac and Orla*, and *Amhrán is Fiche* and they are working on a package of reading drills. The company also provides a range of services and hope to provide translation services for the European Parliament from 2007.



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OLLSCOIL CHATHAIR BHAILE ÁTHA CLIATH**



Hugh McGee

Is é Hugh McGee (thuas) duine de na fionraíthe is cáiliúla i nDún na nGall le scór blianta anuas. Is as Gaoth Dobhair do Hugh agus chaith sé 14 bliain ag obair mar mhúinteoir ina cheantar dúchais sular aistrigh sé go dtí an earnáil phríobháideach.

I 1984 bhunaigh sé Dunree Construction, comhlacht tógála a bhíonn i mbun gnó ar fud na tire. Tá dhá ostán mór le rá tóigthe agus oscailte aige i Leitir Ceanainn, Ostán Clanree agus Ostán Uí Ghallachóir. Tá trí bheár, dhá shiopa agus garáiste aige i Leitir Ceannainn fostá. Tá níos mó ná 400 duine fostaithe aige ina chomhlacthaí ar fad.

"Is í an Ghaeilge mo chéad theanga agus úsáidim í gach lá," ar seisean. "Tá Gaeilge ag cuid mhór den fhoireann agus ag ár gcustaiméirí fostá agus déanann muid iarracht í a úsáid i gcónaí leis an phobal mhór Gaeltachta atá sa chontae."

Hugh McGee (above) has been one of the best known entrepreneurs in Donegal over the past 20 years. Hugh hails from Gaoth Dobhair and spent 14 years as a teacher there before moving into the private sector. In 1984 he founded Dunree Construction, a company which works throughout the country.

He built and opened two well-known hotels in Letterkenny, the Clanree Hotel and, in 2006, Gallaghers Hotel. He also owns Sister Saras Superpub, The Wolfetone bar, Dry Arch Bar and the best known nightclub in Donegal, Milan. He is also the owner of two shops & garages in Letterkenny. Over 400 people are employed in his entrepreneurial ventures.

"Irish is my first language and I speak it every day," says Hugh. "Many of our staff and our customers speak Irish and we always try to use the language with the large Gaeltacht community in the county."



Rí na Mara

Tá Rí na Mara lonnaithe sa Spidéal i nGaeilteach Chonamara agus táirgeann sé réimse leathan de tháirgí áilleachta le bunús feamaine, ina measc Ungadh Aghaidhe, Ungadh Colainne, Masc Aghaidhe, Lóis Colainne, Sobl Feamaine don Fholcadh agus Glóthach Fheamaine don Chithfholcadh.

D'oibrigh Deirdre Úi Chathmhaoil (thuas), bunaitheoir agus stiúrthóir an chomhlactha, mar bhanaltra deirmeolaíochta, tráth, agus ar ball, rinne sí cursa Eolafochta Cosmaidí in Ollscoil London.

Diolann Rí na Mara a chuid táirí ar fud na tire agus thar lear agus tá an tUngadh Aghaidhe ag díol níos mó in Éirinn ná aon ungadh aghaidhe eile dá dtáirgtear sa tír.

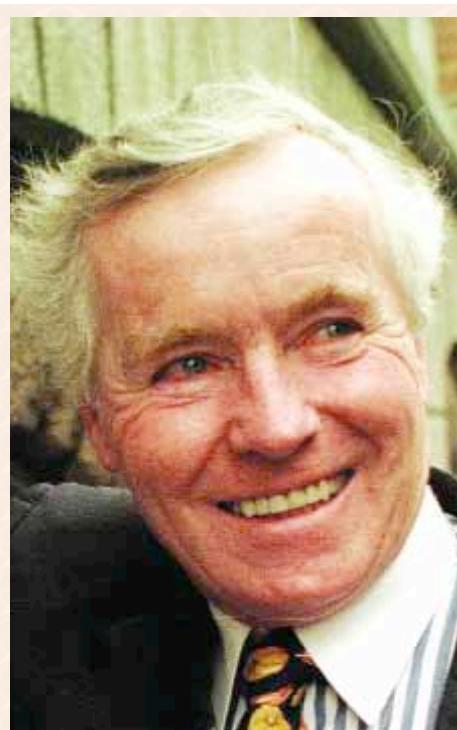
Tá suíomh idirlín na cuideachta dátheangach agus déanann Rí na Mara iarracht an Gaeilge a úsáid chomh minic agus is féidir agus cuireann ionadáil le Gaeilge ar fáil ag aontáil trádála.

Níos lúaithe i mbliana, bronnadh duais mhór le rá, BPW Bean Gnó na Blíana 2006, ar Deirdre.

Rí na Mara is a beauty company based in An Spidéal in the Conamara Gaeltacht that produces a wide range of seaweed based beauty products, including Face Cream, Body Cream, Face Masks, Body Lotion, Seaweed Bath Soap and Seaweed Shower Gel.

Founder and Director of Rí na Mara, Deirdre Úi Chathmhaoil (above), worked as a nurse and later completed a course in Cosmetic Science in London University. The two-year old company sells produce throughout Ireland and overseas and their face cream is the number one selling Irish-produced face cream in the country.

Their website is bilingual and they make an effort to use Irish as often as possible, including having an Irish-speaking representative at trade fairs. Earlier this year Deirdre was awarded the prestigious BPW Business Woman of the Year 2006 prize.



Feargal Quinn

Nuair a labharáitear faoi fhionraíthe a rinne ceannródaíocht ar chur chun cinn na Gaeilge ar an mhargadh, beidh Feargal Quinn (thuas) ar thus cadhnaíochta i gcónai.

Ní hamháin gurb é a thug ollmhargaí go hÉirinn nuair a bhunaigh sé an chéad cheann i nDún Dealgan i 1960 ach ba é ba thíosce a chonaic na buntáistí a d'fhéadfai baint as an Ghaeilge mar ghléas margaochta.

Bhí comharthaíocht i nGaeilge á húsáid i siopáí Superquinn ar fud na tire.

Is ball de Sheanad Éireannanois é. "Fuaireamar amach ag Superquinn go bhfuil dea-thoil as cuimse i measc an phobail i leith na Gaeilge agus fáiltionn siad i gcónaí léi nuair a fhéiceann siad i á húsáid," ar seisean.

When we talk about entrepreneurs who've pioneered the advance of Irish in the marketplace, the name of Feargal Quinn (above) will be among the first to be mentioned.

Not alone did he become the first to establish a supermarket chain in Ireland but he was also the first to recognise the value of using Irish as a marketing tool.

"We found in Superquinn that there is a vast amount of goodwill among the general public for the Irish language and a great welcome for seeing it used even in quite modest ways," said Senator Quinn. "By responding to that reality, we found it was good for business as it helped to show people that we were at one with them and thoroughly Irish in everything we did."



Oifig an Phoist Thír Chiana

Má leiríonn aon cheann de bhuaiteoirí an Bharr 50 gur ón bpobal a thagann an t-éileamh le h-aghaidh seirbhísí trí mheán na Gaeilge, léiríonn an méid atá bainte amach ag an bpobal i gCarn Tochar i gCo Dhoire é. Is é an t-aon Oifig an Phoist fud fad na sé contae é ina bhfuil polasaí dhátheangach á chur i bhfeidhm ann.

Tá Oifig an Phoist Thír Chiana suite i lár phobail ina bhfuil bunscoil lánghaelach agus dhá naísccoil chomh maith le cumann iarscoile.

"An pobal áitiúil a thógl an Oifig Phoist seo agus a chinntigh go mbeadh sé iomlán dhátheangach," arsa Seán Mac Giolla Chearra, Cathaoirleach Comhairle Phobail Mhachaire Fíolta.

If any of the recipients of the Top 50 Business as Gaeilge award shows how the provision of Irish language services is a grassroots initiative, it's the Irish speaking community of Carntogher in Co Derry.

The post office is situated in the midst of a community in which great strides have been made to provide services as Gaeilge. There are now two Irish medium pre-schools as well as a bunscoil and an after-schools' club in the area.

"It's the local community which has built this post office and which has ensured by their campaign that it's entirely bilingual," said Seán Mac Giolla Chearra, the chairman of Magherafelt Borough Council.

An advertisement for the LUAS light rail system. The top half of the image shows a modern, silver LUAS train at a platform. A woman in a red jacket and a man in a grey coat are standing near the open doors of the train. The sky is blue with some clouds. The bottom half of the image contains text in purple. On the left, it says "Lig do Luas tú thabhart ann!" and on the right, it says "LUAS". At the very bottom left, there is contact information: "1800 300 604" and "www.luas.ie".

Lig do Luas tú thabhart ann!

LUAS

1800 300 604
www.luas.ie

Google

Imeasc innill chuardaigh an idirlín, is é Google an fathach. Mar sin de, bhí sé tábhachtach go siombalach go mbeadh an feiniméan idirnáisiúnta seo ar fáil i nGaeilge.

Agus sa bliain 2002, tháinig baicle de Ghaeilgeoirí le chéile gur aistrigh siad an suiomh go Gaeilge.

Inniu, is é Baile Átha Cliath ceanncheathrú Google san Eoraip agus is féidir an leathanach baile agus torthaí cuardaigh a fháil go hiomlán i nGaeilge.

Is i 2003 a bunaíodh Google in Éirinn ach tháinig fás rábach ar an chomhlacht in Éirinn anuraidh.



When Google founder, Larry Page (below), chose Ireland as his European hub, he confirmed the country's status as one of the world's leading digital and IT powerhouses.

That vote of confidence in Ireland was mirrored by the respect accorded Google by Irish speakers.

Since 2002, the google.ie homepage has been available entirely as Gaeilge with search reports produced in Irish as well – courtesy of a volunteer band of translators.

Irish is in fine company: the search engine operates in over 100 languages.

It includes some with considerably fewer native speakers than Irish: Klingon and Bork Bork (the language spoken by the Muppets' Swedish chef)!

Google established its Dublin headquarters in 2003 and has since expanded exponentially — in all languages.

Gaelteic

Cuireann an comhlacht GaelTeic seirbhísí teicneolaíochta ar fáil do ghnólachtáir ar mhéanmhéid, do ghnólachtáí beaga agus don earnáil dheonach. Is as Cathair Phort Láirge do bhunaitheoir Gaelteic, Pádraig de Búrca (thíos), agus sular thosaigh sé an gnó, i mí Eanáir 2005, d'oibrigh sé do Price Waterhouse Cooper, don Phríomh-Oifig Stáidrimh, don Roinn Talmhaiochta agus d'Ionad FIONTAR in Ollscoil Chathair Bháile Átha Cliath.

Soláthraíonn an comhlacht, atá lonnaithe i mBaile Átha Cliath, réimse leathan seirbhísí teicneolaíochta fáisnéise, ar nós suiteáil ríomhairí, slándáil is optamúchán córais agus oilíunt theicniúil. Déanann Pádraig níos mó ná leath a chuid oibre trí mhéan na Gaeilge. Tá spéis aige sa teanga le fada



an lá agus chinn sé ar Gaelteic a bhunú nuair a chonaic sé bearna i margadh na seirbhísí teicniúla, go háirithe i dtaoibh gnónna beaga nach mbeadh in ann speisialtóir TF lánaímseartha a fhostú.

GaelTeic provides technology services to small & medium size businesses and to the voluntary sector. The founder of Gaelteic, Pádraig de Búrca (above), is from Waterford City and before he started the company, in January 2005, he worked for PricewaterhouseCoopers, the Central Statistics Office, the Department of Agriculture, and FIONTAR DCU.

The Dublin-based company offers a range of IT services and Pádraig does more than half of his work through the medium of Irish.

He has a longstanding interest in the Irish language and he decided to set up Gaelteic when he saw a gap in the market for smaller companies that could not employ a full time IT specialist.

Irishjobs.ie

Sheol Irishjobs.ie suíomh idirlíon earcaíochta atá dátheangach i nDeireadh Fómhair 2005. Rinne Irishjobs.ie an tionscnamh i bpáirtneireacht le Comhdháil Náisiúnta na Gaeilge.

Creideann Irish jobs.ie go spreagfaidh soláthar an suíomh idirlíon earcaíochta na ranna stáit le hearcú ar an lón chun targaidmhargadh níos forleithne a bhaint amach agus lena ngeallúint faoin acht teanga a chomhlíonadh ag an am céanna. "Anois go bhfuil stádas oifigiúil ag an Ghaeilge san AE, is talamh nua é don teanga," arsa Kevin McDermott, bainsteoir díolacháin an ghrúpa do Irishjobs.



"Is féidir le lucht cuartú jabanna an t-eolas a aimsiú ar phoist as Gaeilge go díreach ón lón."

Irishjobs.ie launched Ireland's bilingual recruitment website in October 2005. The initiative was undertaken by Irishjobs.ie in association with Comhdháil Náisiúnta na Gaeilge.

Irishjobs.ie believe the provision of a bilingual recruitment website will encourage the public sector to use on-line recruitment to reach a wider target market while complying with language legislation at the same time.

"Now Irish has official status in the EU, it's new terrain for the language," says Kevin McDermott group sales manager with Irishjobs. "Jobseekers can now access that information on careers as Gaeilge."

Niall Ó Muilleoir

Is as Baile an Teamhaill i mBaile Átha Cliath do Niall Ó Muilleoir (ar dheis), ceannasaí Gnóthaí Poiblí leis an chomhlacht comhairle cumarsáide, Financial Dynamics.

Cuireann Financial Dynamics an Ghaeilge chun cinn i measc a chuid claint, go priomha de bharr shuin Néill sa teama.

Le blianta beaga anuas, tá Niall ag tabhairt comhairle faoin Ghaeilge do chomhlacthaí ar nós Vodafone, Viridian agus Shell E&P Ireland, agus chomh maith leis sin, d'oiribh sé le Foras na Gaeilge agus le Microsoft le linn dóibh leagan Gaeilge de chórás oibriúchán Windows a fhorbairt.

Tá Niall ag obair san earnáil chaidrimh phoiblí ó na 1970í ar aghaidh, am a raibh sé ina Oifigeach Preasa le Bord na Gaeilge.

Ba é Stiúrthóir Meáin le Feirmeoirí Aontaithe na hÉireann é ó 1986 go dtí 1995 agus chaith sé tréimhse ina Stiúrthóir Cumarsáide le Fine Gael sna 1990í.

D'oiribh sé leis an Roinn Airgeadais agus leis an Phríomh-Oifig Stáitíodh fosta.

Niall Ó Muilleoir (right) comes from Churchtown in Dublin and is the head of Public Affairs with the prestigious communication advice firm, Financial Dynamics.

The company promotes Irish among its clients, primarily due to Niall's interest in the language.

In recent years, he has given advice on Irish to Vodafone, Viridian and Shell E&P Ireland, and he also worked with Foras na Gaeilge and Microsoft in developing the Irish version of the Windows operating system.

Niall has worked in public relations since the 1970s, when he started out as Press Officer with Bord na Gaeilge.

He was Media Director with the Irish Farmers Association from 1986 to 1996 and he also spent some years in the 1990s as Director of Communications with Fine Gael. He has also worked with the Department of Finance and the Central Statistics Office.



Eo Teilifís

Má d'amharc tú riamh ar Ros na Rún, beidh tú ar an eolas faoi Eo Teilifís, ceann de na comhlacthaí atá páirteach i léiriú an chláir is mó a mheallann lucht féachana go TG4 ar bhonn rialta.

Cé gur éacht é an dráma seo ina gcuirtear síos ar go leor fadhbanna is eachtráil, is é an t-éacht is mó gur foireann óg, cuid acu ón cheantar áitiúil agus daone eile ó gach cearn den tir, atá ina bhun.

Agus fuar a bhfomhór móri oiliúint ó Eo Teilifís, san aisteoireacht nó sa cheamaradóireacht nó sa scríbhneoireacht, óir tá ceannródaíocht déanta ag an chomhlacht san earnáil seo go háirithe.

Le déanaí, bhain Eo Teilifís Gradam Meán Cumarsáide Oireachtas na Gaeilge don Chlár Teilifíse is Fearr le 'Concerto Chaitlín Maude', clár faisnéise a rinne cur síos ar an fhile aitheanta.

"Is rud nádúrtha an Ghaeilge againn ar bhealach - mura raibh an Ghaeilge ann, ní bheadh muide ann," arsa Máire.

Former Irish businesswoman of the year, Máire Ní Thuathail is the dynamo behind the sensational Irish language soap, *Ros na Rún*. Her Spidéal-based company, Eo Teilifís, has won a string of awards for its programming, including most recently, the Oireachtas media award for a documentary on the late Irish poet, Caitlín Maude.

Latest project for the Eo Teilifís team is a new series of the popular, *Bean an Tí*, a fly-on-the-wall reality TV programme following the adventures of young students attending college in the Gaeltacht.

"If we didn't have Irish, we wouldn't exist," says Máire.

Established in 1989, Eo Teilifís is now one of Ireland's largest independent television production companies.

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Is mó do GnÓ le cúnamh ó

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