



news bites

business today

with Andrew Carey
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'Managing your Money in 2011' Coming to Limerick

IN THE context of the deep recession and the current challenging economic times, the Irish League of Credit Unions has announced that it is organising a series of nation-wide public meetings to provide expert personal finance advice and guidance to members of the public. These meetings entitled 'Managing your Money in 2011' will be taking place across the country in February and March. Limerick will host a public meeting on Thursday 17th at the Clarion Hotel.

Each meeting will be addressed by Frank Conway, the Founder and Director of moneycoach.ie – an independent money advice centre specialising in the area of personal finance, personal budgeting and money management. The CEO of the Irish League of Credit Unions, Kieron Brennan will also provide a keynote address regarding the credit union in the context of the challenges currently facing credit unions and their members. See www.creditunion.ie

80 Jobs lost in Shannon

The Lloyds Banking Group has confirmed that 80 jobs are to be lost at one of its insurance companies in Co Clare.

The redundancies will affect the St Andrew's Group, which is based in Shannon.

The firm manages insurance claims and customer services for a number of companies, including MBNA.

Lloyds said this week that compulsory redundancies would be a last resort, and that it had entered into discussions with the workers and the Unite trade union.

Businesswoman gives unemployed people a new start in business

Theresa Mulvihill, the managing director of **Smart Marketing**, has launched a new initiative, called 'New Start', to help unemployed people become entrepreneurs.

'New Start' will provide 10 months mentoring and expert advice on starting, building and developing a business. Theresa says she is willing to provide

these services, free of charge, for the remainder of 2011. "I'm looking for people who are currently unemployed, but who are motivated and enthusiastic. I want people who have a business idea but don't know how to progress it" she said. "I'm willing to help them. Mine is a small business, but I'm prepared to mentor three people for 10 months to help turn their dream into a reality" she added.

Smart Marketing has assembled a panel of experts who will help in the selection process and offer advice and guidance to the aspiring entrepreneurs.

The closing date for applications is February 25 and see www.newstart.ie for more



Marketing guru's New Start for unemployed

A MARKETING company boss has launched a new initiative, called New Start, to help unemployed people become entrepreneurs.

Theresa Mulvihill, the managing director of Smart Marketing, says that New Start will provide ten months mentoring and expert advice on starting, building and developing a business.

And she is willing to provide these services, free of charge, for the remainder of 2011.

"I'm looking for people who are currently unemployed, but who are motivated and enthusiastic. I want people who have a business idea but don't know how to progress it," she said.

"I'm willing to help them. Mine is a small business, but I'm prepared to mentor three people to help turn their dream into a reality" she added.

Smart Marketing has assembled a panel of experts who will help in the selection process and offer advice and guidance to the aspiring entrepreneurs.

Theresa Mulvihill formed her own business, Smart Marketing, in 2002 and currently employs four people. The company is based in Clare but applications are invited from the whole of Ireland. Details are available online at www.newstart.ie.

The closing date for applications is February 25. Applicants will be shortlisted for interview by the panel who will select the three potential entrepreneurs who will benefit from a new start.



Theresa Mulvihill.



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In brief

A New Start in business

A LIMERICK businesswoman is offering those who are unemployed a new start in business.

Managing director of New Start **Theresa Mulvihill** has set up the initiative, which provides ten months mentoring and expert advice on starting, building and developing a business.

She is willing to provide these services free for the remainder of 2011.

For more information, visit www.newstart.ie

City firm appointment

WEALTH management company BDO Simpson Xavier have announced the appointment of Donie Daly as private client manager in its Limerick office.

A qualified financial advisor with 20 years of financial services experience, Mr Daly has worked for some of the largest pension and consultancy institutions in Ireland.

Business seminar

A SEMINAR focusing on Online Digital Marketing is to take place in Thomond Park next Thursday, February 10. Speakers for the seminar - which will discuss how digital communication can drive sales in the future - include Natalie Bagnall, Google's head of acquisition, and Liam Looney, the CEO of email marketing firm Circulator. The seminar gets under way at 10.45am. Tickets €20, with all the proceeds going to charity

SALES WHIZ ADVICE BID TO BOOST NEW FIRMS

A MARKETING expert is looking for budding entrepreneurs to get free training on opening their own business.

Theresa Mulvihill from Smart Marketing is promising to provide ten months' mentoring and advice on building and developing a firm as part of the New Start programme.

And the sales guru has pledged to do it free of charge for the rest of the year.

She said: "I'm looking for people who are currently unemployed, but who are motivated and enthusiastic.

"I want people who have a business idea but don't know how to progress it.

"I'm willing to help them. Mine is a small business, but I'm prepared to mentor three people to help turn their dream into a reality."

Smart Marketing has assembled a panel of experts who will help in the selection process and offer advice and guidance to the aspiring entrepreneurs.

Theresa, *below*, formed the business herself in 2002 and currently employs four people. The company is based in Co Clare — but applications are invited from the whole of Ireland.

Details are available online at www.newstart.ie.

The closing date for applications is February 25, 2011.

Applicants will then be short-listed for interview as the panel gear up to select the three potential entrepreneurs.





New Start for budding entrepreneurs

THERESA Mulvihill, the MD of **Smart Marketing** has launched an initiative entitled *New Start* to assist unemployed people become entrepreneurs.

New Start will offer 10 months mentoring and advice on starting, building and developing a business. Ms Mulvihill said she would provide her services free of charge to a few people for months to come.

"I'm looking for people who are currently unemployed but who are motivated and enthusiastic. I want people who have a business idea but don't know how to progress it. I'm willing to help them. Mine is a small business but I'm prepared to mentor three people to help turn their dream into a reality," she added.

Details on the application process are available on www.newstart.ie and the closing date is February 25. Applicants will be shortlisted by the panel who will ultimately select three potential entrepreneurs.