

## Contents

Address by Fergal O'Connell FIHI, President	2
National Council	4
Chief Executive's Report	5-6
Hospitality Skillnet IITD Award March 2010	7
National Hospitality Business Management Game	8-9
Annual General Meeting 2010	10
National Hospitality Managers' Conference	11-13
Hospitality Management Skillnet Launches 2010 Training Plan	14
Council, Fellows and Young IHI / Membership Strategy for 2011	15
Annual Summer Barbeque	16
Fellows Premium Whiskey Tasting, September 2010	17
People Management Conference, September 2010	18-19
Diversity Awards 2010	20-21
Founders' Banquet & Hospitality Management Awards 2010	22-23
Enrolment in to the College of Fellows	24-25
Life Time Achievement Award 2010	26
President's Handover	27
Day Release Certificate In Hospitality Management	28
Hospitality Trust	28
Trade Members 2010	29
Patrons	30
Executive	31

## Foreword by Fergal O'Connell

FIHI, President 2010/11

Dear Colleague,

'A Taste of What's to Come' was the theme of our 2010 National Hospitality Management Conference, where our distinguished panel of speakers were remarkably prescient in their forecasts that a difficult year lay ahead, but that the hospitality industry would lead the way out of recession.

It has indeed been a difficult year for the economy, for our industry and indeed for every individual in the State. We have experienced a succession of economic traumas including revelations of massive national debt, the nationalisation of several financial institutions and a Budget which has raised taxes and reduced spending. The hospitality industry has not been immune to the impact of these events and has seen the closure or many businesses, the further tightening of budgets in public sector catering, a continuing fall in visitor numbers and a sharp reduction in consumer spending.

Your Institute has also experienced a difficult year with reductions in the Hospitality Management Skillnet training budget while most members and sponsors are also feeling the impact of the economic downturn. I am therefore pleased to report to you that the Irish Hospitality Institute has completed this year in a position of strength, having taken strategic decisions designed to match our business model with the prevailing economic environment and having those decisions effectively implemented by our management team. A pillar of our strategy has been to maintain our membership and to offer members the range and quality of services which will guarantee their continued support. Membership fees represent 23% of our income with a further 21% generated by members attending our conferences and social events. It is evident therefore that our financial well-being depends heavily on a successful membership growth and retention strategy. In this context, may I remind you of some of the key benefits which come with membership of IHI. They include discounts on educational programmes, a mine of relevant information on our website, subscription to trade magazines, and of course many networking opportunities at our conferences and social events. The [www.hospitalitynews.com](http://www.hospitalitynews.com) website continues to grow in popularity and influence, bringing IHI members a news services updated in real time. A strong and expanding membership will enable us to further enhance the range and quality of our services and I would appeal to all members to help us in attracting industry professionals to the Institute. In this respect I acknowledge the time and commitment of Young IHI members linking with colleges throughout the country to spread the IHI message and winning the support of students who will be the industry professionals of the future. Our profile in the colleges is also enhanced by the annual IHI Colleges Management Game and I congratulate DIT on its success in the 2010 event. Our thanks also go to the sponsors of the game, Champagne Taittinger (Febvre and Company), Fáilte Ireland, the Irish Hotels Federation, HOTS and Foras Na Gaeilge.

At the other end of the spectrum the College of Fellows continued to share its collective wisdom with your Council. During the year Douglas Jordan, registrar Fáilte Ireland succeeded Richard Bourke as chairman of the College. We were delighted to honour Richard with a Lifetime Award at the Founders' Banquet and to induct new Fellows Sheila Matthews, Fiona Teehan, Ethna Murphy, Donagh Davern and our chief executive Natasha Kinsella.

While the speakers at our 2010 Hospitality Management Conference accurately predicted the challenges which the year would bring, they also predicted an early return to growth for tourism and the hospitality industry. It is good to note that this forecast also appears to be accurate. The opening months of 2011 have seen industry operators in optimistic mood on the basis of booking patterns, while Tourism Ireland and Fáilte Ireland are predicting a rise in overseas visitor numbers this year, boosted by a realisation in many markets that Ireland now offers exceptional value alongside our traditional attributes of scenery, heritage and a friendly people. Our industry can take much of the credit for this new 'Good Value' image. Over recent exceptionally challenging times, hospitality professionals have been highly successful in reducing the cost base of their enterprises, achieving operating efficiencies and raising productivity while maintaining morale and embracing strategies which have secured the survival of many businesses which would otherwise have failed. Your Institute has played a pivotal role in this success story through its focus on



Fergal O'Connell FIHI  
President Irish Hospitality Institute

the concept of Continuous Professional Development. This area of our work becomes more important with every passing day and we are currently at an advanced stage of developing a new CDP Programme which will enable members to achieve recognition for each phase of their professional development.

Throughout the year, members of IHI continued to invest in training and professional development. The 2010 IHI People Management Conference which we organized in partnership with Fáilte Ireland attracted HR professionals from more than 100 organisations. The commitment of IHI to training was also recognized at the Irish Institute of Training and Development National Training Awards 2010 when we were presented with the Networks and Groups Award. We continued to offer Hospitality Management Skillnets training during the year and were approved for further allocations from this fund, which has not been sufficient however to support a continuation of the programme. Your Institute is currently examining strategies for the provision of this necessary training in the future.

We continued the successful strategy of equipping our membership with resources which are required in an industry which is experiencing unparalleled diversity. For the first time our annual Diversity Awards, reflected the practice and principles of Irish Hospitality Institute's 'Ten Steps to Equality and Diversity'. The awards are supported by the Minister for Integration to whom, we express our sincere thanks.

Never before have networking and communications played such an important role in professional life. While social networking through the internet has facilitated communications between busy managers, it is not a substitute for personal interaction and conversation. We are delighted therefore that you, our members, continue to support the social events on our calendar including our Summer Barbecue and the Founders' Banquet, which is the most glittering of our industry's annual events. Once again this year we honoured outstanding industry professionals with Hospitality Awards and I congratulate the winners who are listed elsewhere in this booklet.

We are also fortunate that we enjoy the support of many companies and organizations who themselves bear the hallmark of excellence. This year we welcomed as new Patrons of the Institute, Net Affinity and Nostra Systems who join Diageo, Aramark, Fáilte Ireland, Unilever Food Solutions, the Irish Times, and the School of Hospitality Management & Tourism at DIT. We forged a new association with the National Pensions Board and continued to enjoy the support our Trade Members. In these challenging times the patronage of these companies and organisations is vital to the continued well being of the Institute and I thank them for their participation.

As IHI members, you are well served by your Council, which worked long and hard during the year on a wide range of committees and project groups, as you are with our professional staff headed by chief executive Natasha Kinsella, Events Executive Lyndsey Campbell and Network Manager Niamh Morgan.

Your Institute enjoys a wide sphere of influence as the professional body within a dynamic industry. We are involved in the education of professionals through the external validation of courses, curricular development and through the administration of the IHI's own management course. Our conferences and seminars as well as our research projects are directed towards the professional development of members and our participation in several key industry committees and on the juries of awards of excellence further underlines our commitment to our core values.

The Annual Report for 2010 reflects a year of management of a challenging environment, during which we continued to fulfil our responsibilities of representation, education and professional development which are the core values of the Irish Hospitality Institute.

We look forward to a return to growth in our industry in the year that lies ahead.

Fergal O'Connell, FIHI  
President Irish Hospitality Institute

## NATIONAL COUNCIL 2010



**Shane Cookman FIHI**  
Fitzpatrick's Manhattan  
President until July 2010



**Fergal O'Connell FIHI**  
Fitzwilliam Hotel  
President from July 2010



**Nicky Logue MIHI**  
Fitzpatrick's Castle Hotel  
Deputy President from July 2010



**Matthias Müller FIHI**  
Treasurer, Abbey Court Hotel



**Maurice Bergin FIHI**  
HSC Ltd



**Yvonne Brady MIHI**  
Hilton Hotels



**Aidan Ryan MIHI**  
Royal Marine Hotel



**Stephen Dudley MIHI**  
Fáilte Ireland



**Ciaran Murtagh MIHI**  
Slieve Donard Resort & Spa



**Stephen Williams MIHI**  
Avvio



**Clare McLeod MIHI**  
Tourism Ireland



**Glenn Valentine MIHI**  
Citywest Hotel



**Micheal Stapleton MIHI**  
Radisson Royal Blu Hotel



**Andrew Henning MIHI**  
Westin Dublin



**Michelle Conaghan MIHI**  
Net Affinity



**Clem Ryan MIHI**  
Dublin Institute of Technology



**John Carty YIHI**  
Chairperson YIHI

## CHIEF EXECUTIVE'S REPORT



**Natasha Kinsella FIHI**  
IHI Chief Executive

Echoing the message of our President 2010 has seen a continued challenge which the institute took note in terms of its own annual calendar of activities & training fund available to ensure as much support of its members. While proving difficult financially as presented within our audited accounts the continued support of our members, trade associations and Patrons proved that our activities portray the level of professionalism that remains at the core of our survival.

2010 saw cuts in training funds for Hospitality Management Skillnet which in turn affected the level of funds distributed to our members companies however due to the implementation of a comprehensive strategy to reach trainee numbers of over 750 and training days up to 1124 by year end 2010. This was equally recognised externally with an the overall award for Networks & Groups Award presented to the network from the IITD (Institute of Training & Development). This would not have been achieved if not through the support of our council and HMS board, participation of our members which we are grateful and the continued support of our all our Partners.

### MEMBERSHIP FOCUS

In our ongoing efforts to improve and retain membership, our focus was to develop the activities relevant to our members while offering those activities within a wider regional spread.

As an executive team we also strictly maintained procedures for all events in terms strict policy of pre-payments, membership fees invoiced monthly with special offers for early payers, payments plans to facilitate our members and cancellations with immediate effect for non payers, differential rates for all events for members and non members, to present real tangible benefits for members who continue to support.

2010 also saw the launch of the new look IHI website & E-zine communication showcasing daily updates from Hospitality E-news (By Frank Corr) full of relevant up to date key industry news.

### A NATIONAL ORGANISATION

In relation to regional spread, there is clear evidence of this regional spread in particular within Hospitality Management Skillnet and the area of professional development with over half of all programmes offered regionally.

In addition while maintaining a high proportion of the years' previous core membership figures we welcomed new Patrons including NetAffinity', who developed the new IHI website, Nostra Systems who have managed the IHI to progress to cloud technology and a new association with the Pensions Board.

The Young Irish Hospitality focused also in 2010 to conduct road shows to colleges nationally and inform the student population of our sector the opportunities of support and professional development.

### FINANCIAL STABILITY

2010, while extremely challenging with presented funding cuts the institute experienced impacts on finances like any other business within the sector. It was due to our outstanding debts consistently chased over the year aligned with the implications of Skillnets funding model in the year the council and executive team took some serious action in relation to debt collection. This however resulted in a considerable amount of write-offs throughout the year as well as the IHI compensating for the match funds toward the Skillnet.

We continued to work with our accountants O'Donnell and Associates in the preparation of monthly management accounts guided by the initial development of realistic budgets which informed decision making.

### IHI INCOME 2010

Although the year has faced financial challenges we must still remember that 21% of income being generated is through membership, over 11% through patronage, over 25% from conferences & events, 18% from day release course & 37% Hospitality Management Skillnet. It would not be possible for the Institute to carry on many of its activities without continued support from our Patrons and overall membership.

The Patrons are clearly still our main source of medium term financial development and for their continued support we are grateful. In addition we also recognise our trade members and all other companies that have supported the activities during the year.

### THE PROFESSIONAL VOICE

The Council, Executive and many members continue to work close with various industry groups and organisations on behalf of hospitality professionals. Over the last 12 months, we have been, and continue to work with:

- Fáilte Ireland in partnership on a number of key projects, including an annual People Management conference and in 2010 specifically, a series of focused industry breakfast seminars
- The Environmental Health Officers Association, Food Safety Authority of Ireland and The National Hygiene Partnership.
- Skillnets Ltd, The Irish Hotels Federation, and other key Industry bodies on the Hospitality Management
- Skillnet Project in partnership with Fáilte Ireland.
- The Equality Authority and department of Justice and office of Integration Promoting Diversity & Equality to the Sector.
- The Irish Hotels Federation and Fáilte Ireland on the Trainee Management Development Programme Advisory Committee.
- With various Institutes of Technology for the Irish Hospitality Institute Certificate Course in Hospitality Management.
- In 2010, appointed by the Minister of Education, Athlone Institute of Technology at Governing Body level.

### STRATEGIC PLAN

2010 began the initial round table discussions of its council setting the scene in June for the strategic Plan 2012 / 2014 while finalising completion of all activities of the Plan 2009/2011.

The members feedback from evaluations conducted at all of our events and training activity throughout the year was instrumental in setting some key objectives which includes: the continued focus of financial generation, enhanced regionalisation of the Institute, an improvement of services and benefits to our members, the promotion of the Institute and its communication to members through various forms, key audiences and influencers, a move toward greater operational efficiency, linkages to kindred organisations and most significantly continue the delivery of professional development opportunities to our members.

This new Strategic Plan 2012/2014 will be launched at the AGM 2011

### THE FUTURE

The Irish Hospitality Institute will now set the focus for the strategic plan 2010/2014 while cognisant of the difficult times that faces both the Institute and the Industry. This focus however with your support is key to ensure its continued belief in concentrating on its core values, namely act as a promoter and facilitator of management development in association with our various industry partners and to provide a strong networking organisation for hospitality while regaining the financial stability of the Irish Hospitality Institute.

## HOSPITALITY SKILLNET IITD AWARD MARCH 2010

Hospitality Management Skillnet won the Sector IITD Award for Networks & Groups at the Irish Institute of Training and Development (IITD) annual awards ceremony on Friday 26th March in Killashee Country House Hotel, Kildare.

The network, led by the Irish Hospitality Institute (IHI) is an industry led training network in collaboration with Fáilte Ireland, the Irish Hotels Federation and Dublin Institute of Technology (School of Tourism & Hospitality). The aim of Hospitality Management Skillnet is to increase the participation in training by firms operating in the tourism & hospitality industry, in order to improve competitiveness and employability within the sector.

Hospitality Management Skillnet has been in existence since 1999 as one of the original networks operating within the Training Networks Programme (TNP) an initiative of Skillnets Ltd. In 2010, the Hospitality Management Skillnet are the dedicated network providing subsidised training specifically for the Tourism & Hospitality Sector in Ireland.

Now in their 12th year, the IITD National Training Awards aim to recognise organisations, which demonstrate best practice and an ongoing commitment to training & developing their people. For participants, the Awards are an opportunity to benchmark their training and development programmes in real terms. Behind every successful National Training Award entry is a compelling business story, both about the benefits to be derived from investing in people and the recognition of the T&D function as a key driver of organisation performance in modern Irish businesses.

Entries are judged on criteria including the level of resource and investment in training & development activity relative to the size of the organisation; innovative developments in the delivery of T&D; evidence of the sustainability of T&D initiatives and the evaluation of tangible business and organisational benefits achieved through T&D.

Hospitality Management Skillnet won the award based on its achievements of the "Strategic Plan" whereby all the training and development targets and objectives were met and in some cases exceeded. Over the two year programme Hospitality Management Skillnet trained 1,091 delegates far exceeding the original target of 600 delegates and held 108 training activities exceeding the target of 31. The number of member companies increased from 270 to 399. Should you wish to join Hospitality Management Skillnet there is no joining or annual subscription fee.



Hospitality  
Management SKILLNET

Left to right -  
Shane Cookman FIHI President IHI,  
Natasha Kinsella CEO IHI,  
John Gorman, President IITD,  
Liz Kennedy Burke DIT School of Hospitality & Tourism,  
Carl Blake Senior Programme Manager Skillnets Ltd.

## NATIONAL HOSPITALITY BUSINESS MANAGEMENT GAME 2010 25th Anniversary, March 2010

A team of 5 students, representing Dublin Institute of Technology, was selected as the outright winner of the Irish Hospitality Institute (IHI) Business Management Game 2010, in association with Champagne Taittinger and Fáilte Ireland. The team scored top marks in the competition that attracted 11 teams representing young hospitality managers of the future from all over Ireland. The 25th IHI Business Management Game, which took place in the Radisson Blu Hotel Little Island Cork, is also supported by Irish Hotels Federation and HOTS.

At the presentation of the awards, Captain Sinead McIntyre, on behalf of other members, spoke of the team's delight in winning the overall prize which is a 2-day tutored trip for the team and its tutor to Champagne Taittinger's historic Château de la Marquetterie and Vineyards in Reims, North East France, courtesy of wine importers Febvre and Company. Shane Cookman FIHI, President of IHI; Seán O'Malley, Manager Education Operations, Fáilte Ireland and Gregory Alken, Director of Febvre & Company, who represent Champagne Taittinger in Ireland, presented the award.

Competition this year was intense, taking place as it did in an economic environment that has changed utterly since last September. Game participants spent two days devising a strategy, planning and managing a fictitious hospitality business in a simulated business environment, reflecting current economic constraints. The HOTS for the first year was provided as an online programme specifically developed to pitch for business in a highly competitive environment where realistic operating budgets were of paramount importance, most especially in the area of quality service standards.

The winning team, under the tutorage of Clement Ryan & John Ryan included, Captain, Jennifer O'Neill, Sinead McIntyre, Kate Fennelly, Sara Hall and Chris O'Callaghan. The team competed with ten others from Institutes of Technology from Cork, Athlone, Galway Mayo, Dundalk, Dublin and Shannon College of Hotel Management,



Griffith College Dublin and Fáilte Irelands Trainee Management Development Programme (TMDP) for the top prize. Judging took place over two days and the adjudication panel was made up of senior members of the Irish tourism and hospitality industry, under the chairmanship of Maurice Bergin Director of Hospitality Solutions Consulting and Director council member of the IHI.

Natasha Kinsella MIHI, Chief Executive of the Irish Hospitality Institute, speaking at the awards ceremony said: "As the 25th anniversary is upon us since the inaugural business game held in Dublin the event generated as much challenges for the teams as ever before and for the first time the HOTS element was facilitated completely on-line. All competitors exhibited clear ability, understanding of the business and great innovation throughout the course of the entire competition which leaves us in no doubt about the calibre of our managers of the future. We can be confident, even considering current constraints, the future of the Irish hospitality and tourism industry is in safe hands."

Fáilte Ireland, The National Tourism Development Authority, has a long association with the IHI Business Management Game and has supported the competition since its inception in 1986. Sean O'Malley of Fáilte Ireland said: "We see it as a very valuable learning exercise for management students, giving them an opportunity to further develop marketing, human resources, financial, teamwork and presentation skills. We would encourage all colleges to enter teams and students who are not participating must be encouraged to join in and observe the presentations and meet students from all the hotel colleges in Ireland".

In 2004 Febvre & Company joined Fáilte Ireland as main sponsors of the Game. Gregory Alken, Director of Febvre & Company said: "Febvre & Company is an integral part of the hospitality industry. It is our mutual and professional collaboration that delivers the quality product to the customer. The quest for ultimate customer satisfaction requires a 365 days per year persistence in improving knowledge and standards. It is incumbent on all of us in the industry to ensure that we can compete with the very best. Therefore, we see this sponsorship as a natural fit in furthering the education of our students, the future managers who will be to the forefront in leading our industry in the years ahead. We are pleased to partner the IHI and Fáilte Ireland in this worthy project".

The Irish Hospitality Institute was founded in 1966 as the professional body for managers in the hotel, catering and tourism industries. The IHI currently has 1000 members within hospitality management positions in Ireland and abroad.



## ANNUAL GENERAL MEETING 2010



The AGM of the Irish Hospitality Institute took place in Croke Park Stadium on Thursday 20th May 2010. It was presided over by Shane Cookman FIHI. The members present discussed the audited accounts.

Brian Fahy announced the following members offered themselves for re-election:

Shane Cookman FIHI, Fergal O'Connell MIHI, Matthias Muller FIHI, Nicky Logue MIHI, Clem Ryan MIHI, Stephen Dudley MIHI, Maurice Bergin FIHI, Glenn Valentine MIHI, Clare McLeod MIHI, Stephen Willams MIHI.

The following were nominated for election to council:

1. Aidan Ryan, General Manager, Royal Marine Hotel
2. Yvonne Brady, Human Resources Director, Hilton Ireland
3. Micheal Stapleton, General Manager, Radisson Blu Royal Hotel, Dublin
4. Michelle Conaghan, Head of Client Services, Net Affinity
5. Andrew Henning, General Manager, Westin Dublin

Shane Cookman FIHI thanked Council members who are retiring:

Fiona Teehan MIHI  
 Sarah Marr MIHI  
 Marc Thornton FIHI  
 Rishnoor Kaur MIH

## NATIONAL HOSPITALITY MANAGERS' CONFERENCE, MAY 2010 "A Taste of what's to come"

Shane Cookman FIHI, President of The Irish Hospitality Institute opened the National Hospitality Managers Conference & AGM 2010 at Croke Park Stadium, Dublin.

The conference was entitled "A Taste of what's to come". It was supported by Fáilte Ireland and in association with Hospitality management Skillnet.

The conference boasted an exciting line-up of speakers including:



**Richard Guiney**, CEO, Dublin City Bids

Richard Guiney is the Chief Executive Officer of the Dublin City Business Improvement District (DBID) which was established in 2008 and serves over 2,000 businesses in Dublin's city centre in an area that is 2.5km long and 1.5km wide. DBID works to maintain Dublin's status as one of Europe's premier choices for shoppers, tourists and business leaders alike. Its services include street improvements, events and marketing, making the city a more attractive place for all. Richard, an accountant and professional tax advisor by profession, is a proud Dubliner, and is passionate about the city that he serves.



**Marc Coleman**, Economist Editor, News Talk 106-108FM

As well as being Economics Editor of Newstalk 106 to 108fm, Marc presents Ireland's newest current affairs radio programme "Coleman at Large" each Wednesday and writes a weekly column for the Sunday Independent. Previously he was Economics Editor of the Irish Times and before that an Economist with the European Central Bank in Frankfurt and the Department of Finance in Dublin. Marc is an economics graduate of Trinity College Dublin and University College Dublin as well as the prestigious Institute of World Economics in Kiel, Germany and holds a scholarship MBA from the Smurfit Business School.



**Joan O'Shaughnessy**, CEO ARAMARK/Campbell Catering

Joan O'Shaughnessy is CEO of ARAMARK and Honorary President of The Catering Trust charitable foundation. Joan has maintained ARAMARK as Ireland's largest contract catering firm. Joan has over 30 years experience in the hotel and catering industries.

ARAMARK Ireland incorporating Campbell Catering has almost 4,000 employees serving over 250,000 customers across their 400 locations daily.

In 2009, The Diversity Journal, a US publication listed Joan as one of their Women to Watch in Business for 2010. Joan has driven ARAMARK Ireland to the leadership position it holds today.



**Aidan Murphy**, *Partner, Horwath Bastow Charleton*

Aidan has been a partner in Horwath Bastow Charleton's dedicated Hotel, Tourism and Leisure division since 2004. Aidan has extensive experience working as a financial consultant on infrastructure projects, including hotel and tourism developments. He experience is the areas of project finance, property finance, and tax based transactions. This has awarded him with a skill set to include strategic analysis, advise on long-term business viability, succession planning, financial analysis, funding structures, and cash flow priorities.

#### INDUSTRY EXPERT PANEL SESSION



**James Clarke**, *Senior Event Controller, Aiken Promotions*

James Clarke has been associated with the entertainment industry for over 40 years. He has served on boards, contributed to event management guidance, been a D.J., band manager, club manager and a senior manager in Aiken Promotions. It is in this latter role that he has made a significant contribution to the development of events as a major support to tourism and the culture which is unique to Ireland. Working closely with the legendary Jim Aiken he has been associated with major events at numerous venues, hosting an impressive selection of international artists.



**Pat McCann**, *Chief Executive, Maldrone Hotels & Dalata Management Services Ltd.*

Pat is a Non-Executive Director of Greencore Group plc, EBS Building Society and Irish Heart Foundation.

He has served as National President of the Irish Hotels Federation, was a Member of the National Tourism Council (Ireland) from 1996 to 1998, and a Member of the Irish Tourism Review Group (2003). In 2004, Pat was appointed Chairman of The Expert Working Group on the Western Rail Corridor. He has also been a Member of the National Executive Council of IBEC (Irish Business and Employers Confederation), Chairman of IBEC's Ecotax Committee and a Member of the Board of the Labour Relations Commission (Ireland).



**Lee Kindey**, *Director, Lee Hotels*

Lee Kindey has been involved in the hotel industry for more than fifty years. He spent many years as a general manager of Jury's Hotel in Ballsbridge before taking over as Executive Director of the family business The Sligo Park Hotel. The Mespil Hotel was developed from an office building and opened in 1995. It has since been redeveloped and expanded. Lee regards the difficulties being experienced by the industry at present as the greatest challenge he has experienced in his career. Survival, he believes will depend on good management, excellent marketing and by providing the best service, delivered by a highly motivated and educated team.



**Bill Kelly**, *Director, Kellys Resort Hotel*

Bill Kelly is the fourth generation of the Kelly Family to run Kelly's Resort Hotel in Rosslare which has been in operation since 1895. On completion of his training in Lausanne Hotel School in Switzerland's Bill returned to take up the Management position at Kelly's. During his time in Lausanne he spent time working in some of the top-class properties in the world including – Boca Raton Hotel and Club in Florida, Lai Lai Sheraton Hotel in Taiwan and Hotel Concorde La Fayette in Paris. He has overseen a range of major developments including the Aqua Club, modernisation of all bedrooms, introducing a Spa "SeaSpa", adding on new rooms and suites, thus bringing Kelly's forward into the 21st Century.



**Eamon McKeon**, *CEO, Irish Tourist Industry Confederation*

Eamonn McKeon has a long and distinguished career in Irish Tourism. He joined Bord Fáilte, the Irish Tourist Board in 1965 and left 3 years later to join Great Southern Hotels as Sales Manager. He served as Executive Vice President of CIE Tours in North America from 1976 to 1981. In 1982 he was appointed Chief Executive of Great Southern Hotels, a position he held until 2004. He served 2 years as President of the Irish Hotels Federation in 1993 and 1994. He also served 5 years as Chairman on CERT and steered through the merger of CERT and Bord Fáilte into a new organisation Fáilte Ireland, the National Tourism Development Agency. He has served on many tourism boards and committees over the years including the advisory board of the Convention Centre Dublin. He was appointed Chief Executive of the Irish Tourist Industry Confederation in 2005.

*The National Hospitality Manager's Conference was sponsored by:*



## HOSPITALITY MANAGEMENT SKILLNET LAUNCHES 2010 TRAINING PLAN



Minister for Tourism, Culture & Sport Mary Hanafin T.D. today launched the Hospitality Management Skillnet at the Irish Hospitality Institute National Hospitality Managers Conference and AGM "A taste of what's to come" in Croke Park Conference Centre with over 120 delegates in attendance.

The training network, funded by Skillnets Ltd will train over 1500 employees in the hospitality & tourism industry over the next two years. A pioneering new feature of the programme is the provision of training for a percentage of unemployed people. Skillnets has approved over €200,000 in funding to the network under the Training Networks Programme (TNP) 2010-2011. Additional funding of over €200,000 will be invested by the 300 member companies of the Hospitality Management Skillnet.

Speaking at the conference Mary Hanafin said "the story of successful tourism enterprises is one that is largely about people - how they are recruited, how they are managed, how they are trained and educated. Skilled and trained staff are valued and rewarded, and are supported through a process of continuous learning and career development. The most recent Fáilte Ireland Visitor Attitude Survey shows that 95% of overseas visitors in 2009 said that their holiday either matched or exceeded expectations. That is largely due to the well trained, friendly staff that they come into contact with during their holiday. Ireland's reputation for hospitality is renowned the world over and it is very important that we maintain that well deserved tribute."



*Hospitality Management Skillnet* is funded by member companies and the Training Networks Programme, an initiative of Skillnets Ltd funded from the National Training Fund through the Department of Enterprise, Trade & Innovation.

## COUNCIL, FELLOWS AND YOUNG IHI MEET IN ABBEY COURT HOTEL, NENAGH, CO. TIPPERARY TO DISCUSS MEMBERSHIP STRATEGY FOR 2011.

Matt Müller, General Manager from The Abbey Court Hotel was delighted to host the Irish Hospitality Institute's membership strategy meeting and Gala Dinner on Thursday 17th June 2010.

With the Council, Fellows and Young IHI members of the Institute in attendance, the meeting discussed future strategies for both retaining and growing membership to ensure future and relevance of the Institute.

A fabulous dinner took place afterwards in the lovely surroundings of The Abbey Court Hotel, with an outstanding menu compiled by their Executive Chef David Oulton. The IHI and Executive Council would like to thank Matt Müller and all his team for such fabulous hospitality during their visit.



## IHI ANNUAL SUMMER BARBEQUE JULY 2010

Each year the IHI organise a social summer event for all categories of membership as well as offering a special rate for non members. The IHI Summer Barbeque took place in Fitzpatrick's Castle Hotel in Killiney on 22nd July where 60 people attended the event. We would like to give a special thanks to Nicky Logue and all his team at Fitzpatrick's Castle for their generous hospitality. A large thanks also goes to Febvre for kindly providing the reception drinks and wine.



L to R: Shane Cookman FIHI, President IHI, Nicky Logue MIHI, Fitzpatrick's Castle, Natasha Kinsella FIHI, IHI, Kerri Judge, Febvre & Co. and David O'Boyle, Febvre & Co.



## FELLOWS PREMIUM WHISKEY TASTING SEPTEMBER 2010

Dick Bourke FIHI attended his last key event as Chair of the College of Fellows for the Irish Hospitality Institute before officially handing over to Douglas Jordan FIHI from Fáilte Ireland. The event was held in the Old Jameson Distillery where the hospitality was second to none.

A whiskey tour and tasting took place along with a superb five-course dinner with wine. Niall Stewart Ambassador for Jameson graciously guided our attendees with a tutored Whiskey Tasting including a 12-year-old Jameson Reserve, a Redbreast and Jameson Gold Reserve.

Dick Bourke FIHI was presented on behalf of the Irish Hospitality Institute, by the new incoming Chair of College of Fellows, Douglas Jordan FIHI with a mounted box holding an 18-year-old bottle of Jameson engraved denoting the event and date to thank him for all the work he has done as Chair of the College of Fellows.

On behalf of the IHI we would like to acknowledge the substantial support for this event to John Callely, Managing Director, Jameson Whiskey Visitor Centres in Dublin and Cork. and Ray Dempsey, General Manager The Old Jameson Distillery and also to thank the team on the night providing Hospitality second to none to all of our guests.



L to R: John Callely, Managing Director, Jameson Whiskey Visitor Centres in Dublin and Cork., Dick Bourke FIHI, Fergal O'Connell MIHI, President Elect, Irish Hospitality Institute, Douglas Jordan FIHI, Chair of the College of Fellows, Natasha Kinsella, MIHI, CEO, Irish Hospitality Institute & Ray Dempsey, General Manager The Old Jameson Distillery.

## PEOPLE MANAGEMENT CONFERENCE, SEPTEMBER 2010 "Focused for Our Future"



Over 60 tourism and hospitality professionals congregated at the Royal Marine Hotel, Dun Laoghaire today for the 4th People Management Conference 2010 titled "Focused on Our Future". The event, organised by Hospitality Management Skillnet in partnership with Fáilte Ireland, was expertly guided by Fiona Brown Johnson from Profile Training.

The Hospitality Management Skillnet, managed by key industry partners including Fáilte Ireland, the Irish Hotels Federation, Dublin Institute of Technology and the Irish Hospitality Institute (Promoter Company for the network) launched a new website to support facilitating over 1500 employees with training solutions over the next two years. The new website now identifies a calendar of training activities as well as facilitating bookings and payments online.

The Hospitality Management Skillnet is funded by member companies and the Training Networks Programme, an initiative of Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills. Natasha Kinsella, Chief Executive Officer of the Irish Hospitality Institute, highlighted the need for organisations to become more focused on the future and adopt strategies, which would ensure survival. Natasha particularly noted "a pioneering new feature of the Skillnet programme is the provision of training for a percentage of unemployed people, therefore providing an opportunity for those working in the industry on a part-time/casual/short-term basis to maintain their current skill level and up-skill in other related areas." Natasha went on to state "that this provides benefits for both the employer and the individual at no additional cost to either party." On behalf of all the Partners Natasha also formally launched the new website for Hospitality Management Skillnet.

Colm Breheny, Manager of Professional Development, Fáilte Ireland closed the People Management Conference 2010. Colm stated 'The importance of paying close attention to staff training and development has never been greater. It goes without saying, but nonetheless must be said again and again, that our people are one of our greatest resources and are a key determinant of the success or otherwise of our tourism and hospitality businesses, and therefore the success and recovery of our industry and economy as a whole.'

'Everyone in attendance at this conference is in some way associated with the development of people in tourism and hospitality businesses, everyone is well aware of the challenging environment in which we are working, and we all have some experience and ideas to share in order to deal with these challenges.'

'Fáilte Ireland is delighted to be jointly involved again this year with Hospitality Management Skillnet in providing participants with the opportunity to learn not only from the conference speakers, but also from each other, on how to focus on preparing our people and businesses for the future.'

Other speakers included Paul O'Toole, Director General, FÁS, Brenda Shanahan, First winner of the Irish Apprentice and Chief operations Director for the Muckross Park Hotel & Cloisters Spa, Liz Kennedy Burke, Hospitality Management Skillnet Consultant, Gary O'Mahoney, Head of IR/HR, Traded Services, IBEC, Maura Howe, Project Manager, National Pensions Awareness Campaign, The Pensions Board, Sean Gallagher, Entrepreneur, Speaker and Dragons Den Panelist.

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## DIVERSITY AWARDS 2010

5th Year December 2010



The Office of the Minister for Equality, Integration & Human Rights, Mary White TD, presents Diversity Awards highlighting diversity & equality within the Irish Hospitality and Tourism Industry.

Thursday December 16th 2010 in Herbert Park Hotel: The Winners in six categories of the Hospitality Diversity Awards were named as:

- Dublin Institute of Technology, School of Hospitality Management & Tourism won the inaugural college category
- Crowne Plaza Dublin, Blanchardstown won the Hotel (Individual) category
- Sodexo Ireland won the Catering Operations category
- Guinness Storehouse Dublin won Other Tourism & Hospitality Business category
- Three Q Recruitment won the Recruitment / Contract category
- Radisson Blu Royal Hotel Dublin won the Hotel (Groups) category

This year each was recognised for nurturing a wide diversity of employee and customer backgrounds through structured and meaningful integration strategies and resources within their organisations.

Speaking at the awards Mary White T.D. Minister of State for Equality, Integration & Human Rights said; "The tourism and hospitality sector is embedded in the economic, social and cultural life of every county in Ireland and is an important contributor to our economy in terms of the employment it creates and business it generates. It has helped to establish Ireland's international reputation as a welcoming and congenial place to visit and do business. In the Irish hospitality industry, workers are often on the frontline of a service which very much depends on creating positive business images. We must ensure that all staff are valued and can work in a fair, equal and inclusive work environment."



College: DIT



Hotel Individual: Crowne Plaza Dublin



Catering Operations: Sodexo Ireland



Recruitment/Contract: Three Q



Other Tourism & Hospitality Business: Guinness Storehouse



Hotel (Groups) Radisson Blu Royal Hotel Dublin



## FOUNDERS' BANQUET & HOSPITALITY MANAGEMENT AWARDS 2010, NOVEMBER 2010

One of the most prestigious awards in the hospitality industry was awarded to Olivia Duff of Headfort Arms Hotel as she was awarded Hospitality Manager of the Year 2010 – Hotel. The Gala Awards ceremony was held in The Convention Centre, Dublin and presided over by this year's outgoing president Shane Cookman FIHI (General Manager, Fitzpatrick Manhattan Hotel) and Guest of Honour, Minister for Tourism, Culture and Sport, Mary Hanafin TD.

### HOSPITALITY MANAGEMENT AWARDS 2010

The Irish Hospitality Institute Awards were presented in five categories to the following:



**Hospitality Manager of the Year 2010 – Hotel**  
Olivia Duff, Headfort Arms Hotel, Kells.

Olivia is responsible for a team of 120 employees. She is responsible for leading a Management team of 10 to achieve objectives/goals of the business, rationalise effectively in these difficult times and remain loyal to the ethos of a Personal Family Managed Hotel. This year she led the team of 120 to win the Hotel & Caterer Gold Medal Award for Best 3\* Hotel in Ireland 2010.



**Young Hospitality Manager of the Year 2010**  
Desmond McCann, The Burlington Hotel

Having graduated from NCI with a 1:1 degree and winning the President's Award Desmond decided to take a career in Hospitality. He has received great success in his employment with The Burlington Hotel and formerly the Jury Doyle Group.



**Hospitality Manager of the Year 2010 – Human Resources**  
Joanne Martin, Radisson Blu Royal Hotel, Dublin

Joanne has the knowledge and skills to work in the Human Resources department and had developed these skills from practical experiences throughout that time increasing her knowledge and also by studying difference courses throughout that time increasing her knowledge and skills on how to deal with people and being competent in her role as HR Manager. Since moving to the Radisson Joanne has become a master trainer for the hotel in all areas of training that the Radisson hotel provides.



**Hospitality Manager of the Year 2010 – Catering**  
Brian Bates, ARAMARK at NUI Galway.

Brian Bates is a graduate of the Fáilte Ireland Hospitality Skills programme. Brian has been General Manager of Catering for ARAMARK at one of Ireland's largest Education sector catering sites – NUI Galway since April 2008. Brian manages a team of 70 people providing delicious meals for 17,500 staff and students on campus each day. Upon his appointment to General Manager, Brian's initial targets were to increase the emphasis on hospitality and to retain contract for ARAMARK at NUI Galway. These targets were achieved, resulting in a renewal of the NUI Galway contract with ARAMARK, achieving great financial results on site and essential recognition from a very demanding environment.



**Hospitality Graduate of the Year 2010 -**  
Sandra Murphy, Shannon College of Hotel Management

Sandra graduated with First Class Honours in the Bachelor of Business Studies in International Hotel Management from Shannon College of Hotel Management. She was also awarded the "Guinness Storehouse Scholarship". This is awarded to the student achieves the best academic results. She also received the prize for being the most proficient student in German. Since joining the team in Cork International Airport Hotel Sandra has proven herself to be indispensable. She eagerly took in the role of "Optimus" co-ordinator and the hotels are seeing the results of her hard work on a daily basis.



**Hospitality Manager of the Year 2010 – Environmental**  
Iris Wade, ARAMARK Ireland

Iris has been Public Relations & Corporate Social Responsibility Co coordinator for ARAMARK Ireland at Head Office since October 2007. Her co-ordinates all aspects of ARAMARK Ireland's CSR programme across the organisation's 400 operations and 4,000 employees which is backed by the board of directors. In 2008 Iris devised the CSR programme for the company which included focusing on reducing the impact of their operations on the environment in which they operate. Initial targets were a dedicated reduction in waste, focus on recycling practises and introduction of Travel mugs initiative across their operations, in an effort to reduce the number of recyclables.

## ENROLMENT IN TO THE COLLEGE OF FELLOWS

### Presented by

*Shane Cookman FIHI, President IHI, Minister for Tourism, Culture and Sport,  
Mary Hanafin TD. and Douglas Jordan FIHI, Chairperson, College of Fellows*

### Sheila Matthews FIHI, Owner Bed & Breakfast, Ballsbridge



Sheila was literally born into the business. Her family owned and operated the "Elva" hotel and restaurant opposite the Rotunda Hospital for many years. She was educated in Wesley College Dublin and went on to study Hotel Management in Cathal Brugha Street and later, Marketing in UCD.

At the age of 25 she assumed responsibility for the management and operation of the family business. However, word of coming Compulsory Purchase Orders all around led to many changes in city centre life and business, and eventually she moved to Ballsbridge, where she opened a Bed and Breakfast business.

This led to recommendations in the Former Guide, the Dortmund Guide, the Best 300 Guide and the Guide de Routarde. She was Deputy President of the then IHCI in the years 1994/95, and was Secretary of the European Catering Association in 2001 and 2002. In 1997 she joined the Board of the National Hygiene Partnership, representing the IHCI and was PRO from 2002 to 2009.

### Fiona Teehan FIHI, General Manager, Pembroke Townhouse



Fiona Teehan is a graduate of DIT Cathal Brugha Street with an Honours Degree in Hotel & Catering Management and has held a number of positions within the Hospitality Industry to include the Blue Book's Caragh Lodge in Co. Kerry, Liz McGrath's The Plettenberg Hotel in South Africa and London's Connaught Hotel and more recently spent five years as Operations Manager in Luttrellstown Castle in Castlknock, Dublin, one of Ireland's most exclusive private dining and entertainment venues of its' time.

Having gained a variety of experience within the Events and Hospitality Sectors, Fiona managed the most senior forum in the Irish Business calendar and that of the Irish Management Institute 2005 National Conference before joining Events, Destination and Conference Management Company, Advantage ICO. Fiona's present position is that of General Manager of Pembroke Townhouse in Ballsbridge, Dublin.

Until recently, Fiona sat on Council of the Irish Hospitality Institute and chaired the Membership sub-committee during this time, and is a past Chairperson of the Irish Hospitality Institute's Young IHI Committee. Fiona presently sits on the Board of SKAL - Dublin Chapter.

### Ethna Murphy FIHI, Manager – Leisure Insights & Innovation, Fáilte Ireland



A hotel and catering management graduate of the Dublin College of Catering, she also holds postgraduate qualifications in both marketing and tourism development and held a number of management posts within the hospitality industry prior to joining CERT. Current position – Manager, Leisure Tourism – Insights and Innovation Division. As manger of the Leisure Insights and Innovation department within Fáilte Ireland, Ethna and the team are responsible for identifying and prioritising supports that will deliver high quality, distinctive holiday experiences that drive the development of the tourism destinations within Ireland.

From activity breaks to cultural tourism holidays and initiatives the remit and work of her department is to offer the Irish industry and sector groups specialist advice, key business supports and assistance to meet current and future consumer demands. Her previous position was that of that of Hospitality Marketing Manager, a key focus of which was working with the accommodation associations and marketing groups to deliver a programme of marketing and development supports for each of these sectors. This role also included the support for the development the emerging Food Tourism product.

### Donagh Davern FIHI, Group General Manager, The Kingsley Hotel Group



Graduated from Shannon College of Hotel Management in 1994, he then completed an Honours Masters (Msc) in Hospitality Management on a part-time basis graduating in 2001. Donagh won the IHI "Young Hospitality Manager of the Year" in 2002

Donagh spent 4 years spent in the USA working for Hilton. He also lectured for a time in Waterford Institute of Technology and has worked with other colleges on course reviews, departmental reviews, as an external examiner

and on interview panels. Previous Industry positions include 2 years as Deputy General Manager of Sheen Falls Lodge; 4 years as General Manager of The Killarney Park Hotel; 4 years as Resort General Manager of The Heritage Golf & Spa Resort. Currently Group General Manager for The Kingsley Hotel Group for the past year

Currently pursuing Accountancy Qualification Part-Time, in Year 2 of Certified Public Accountants (CPA) exams. Donagh was a Past National Council member of both the IHI and IHF. Appointed to newly established Fáilte Cork – the regional tourism development board for the Cork region.

### Natasha Kinsella FIHI, Chief Executive, Irish Hospitality Institute



Natasha is an honours graduate of Hotel & Catering Management from Athlone Institute of Technology 1992 - 1998 and holds a Masters of Hospitality Management from DIT Cathal Brugha Street 2000. In 2004 graduated with her second degree with a BSc in Human Resources Management CIPD. Natasha was awarded the prestigious "IHI Young Hospitality Manager of the Year" 2000.

While holding a number of positions within the Hospitality Industry she also spent time Lecturing in Athlone Institute of Technology within the Hotel & Catering Department. After progressing mainly in operational positions within France, England & Ireland, she went on to gain experience in Human Resources with Jury's Doyle Group Head Office. Most recent positions was her role as Professional Development advisor for Fáilte Ireland involving her in many key projects in support of Marketing the Hospitality Industry as a Career Choice, developing the first ever Careers Festival within Ireland as well as the Development of the National Recruitment Plan.

During her time working Natasha recognised the value of networking and IHI holding a position from 2000 on YIHI, went on to chair YIHI from 2003 - 2005 and then held a council position up to 2007. It was in 2007 that Natasha was delighted to take on the role fulltime as Chief Executive of the Irish Hospitality Institute managing its daily operations & Training Network. Also as part of this role she sits on many boards including the National Hygiene Partnership, the advisory group for the Food Safety Authority of Ireland, is company secretary of the Hospitality Trust and just this year was appointed by the Minister for Education on the Governing Body of Athlone Institute of Technology.

## Life Time Achievement AWARD 2010

*Richard E Bourke, FIHI*

*Presented by*

*Shane Cookman FIHI, President IHI, Minister for Tourism, Culture and Sport, Mary Hanafin T.D.  
and Douglas Jordan FIHI, Chairperson, College of Fellows*

A graduate of Shannon College of Hotel Management, 1966. Holding a number of positions in the beginning of his career including Sales and Catering, Shannon Airport, Commis Chef, Actons Hotel, Kinsale, Assistant Manager, Banhoff Buffet, Zurich, Commis Chef, Royal Oak Hotel Keswick. Assistant Manager, Crown and Mitre Hotel, Carlisle. He then continued as Assistant Manager, Shelbourne Hotel, Dublin, Assistant Manager, Anner Hotel, Thurles. Manager, Imperial Hotel, Galway. Manager, C.E.R.T. Regional Training Advisor, Parknasilla G.S.H. General Manager, Galway G.S.H. General Manager, Jury's Hotel, Cork General Manager & Jurys Hotel Ballsbridge and The Towers Hotel, Lansdowne Road from 1995-2007.

Current roles within industry following his retirement from operations include: Member Fáilte Ireland Board : Member: Remuneration Committee. Golf Committee. Chair: Spa Categorisation Committee and Golf Club/ Resort Assessment Committee. Member Dublin Tourist Authority Board :Chair Remuneration Committee, Director Killarney Golf and Fishing Club Ltd., Chair Irish Tourist Assistance Service, Director Irish Tourist Industry Confederation.

He also held position at Council level as well as president of the Irish Hotels Federation: Chair Benevolent Fund. Trustee/Director Marhil Properties.

Richard has also been a long standing member of the IHI, holding the Chair College of Fellows Irish Hospitality Institute, Student Member 1964-1966, Member 1967- 1995 and a Fellow 1995- present.



## PRESIDENT'S HANDOVER

Also on the night Fergal O'Connell FIHI was announced as the New President of IHI and as his first official duty presents the Past President's Pin to Shane Cookman FIHI. The executive team wish Shane every success for his venture in New York and best wishes to Fergal with his new role as President.



Hospitality Manager of the Year - Hotel  
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Young Hospitality Manager of the Year  
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Hospitality Manager of the Year - Human Resources  
sponsored by



Hospitality Graduate of the Year  
sponsored by



Hospitality Manager of the Year - Catering  
sponsored by



Hospitality Manager of the Year - Environmental  
sponsored by



## DAY RELEASE CERTIFICATE IN HOSPITALITY MANAGEMENT

The Irish Hospitality Institute continued to deliver the Day release certificate in Hospitality Management. The course is a three year long Certificate which is run in Dublin and Cork Institutes of Technology.

The certificate is designed to provide a relevant professional qualification for those who wish to pursue a supervisory/management career in the hospitality industry. It is structured in two parts: management education and practical experience working in the industry. The outcome of the course will provide managers with an education and training necessary to efficiently manage diverse Hotel or Catering Operations.



## HOSPITALITY TRUST

The Hospitality Trust was originally founded in 2000 (known as the Catering Trust) and is a benevolent association for the Hospitality Industry in Ireland and it aims to support people looking for help currently or previously engaged directly or indirectly in the hotel and catering industry.

### Aims of the Trust:

To identify where need exists among present and former employees of the Irish hospitality industry.

To respond to that need in a generous and appropriate manner in accordance with the resources of the Hospitality Trust.

To work with other appropriate organisations in delivering benevolence to its clients.

To involve the hospitality industry community in its work.  
To raise sufficient funds to undertake current projects and to provide for the future.

To be accountable for all funds entrusted to the Hospitality Trust.



## TRADE MEMBERS 2010

Adsmart

ARAMARK/Campbell Catering

Avvio

Bewley's Coffee Ltd.

Bookassist

BWG Foodservices Ltd

Calor Gas

Catering Equipment Association

Ecolab Ltd.

Fáilte Ireland

Fitzers Catering

Gleeson Group Ltd.

Green Hospitality Award

HC Training

Higgins & Co.

John Lane & Son Tralee Ltd.

Kraft Foods

O'Donnell & Associates

Tallon/Ready Chef

### Irish Hospitality Institute Patrons 2010



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*In Association with*



### Irish Hospitality Institute Executive 2010



**Natasha Kinsella** FIHI  
*Chief Executive*



**Lyndsey Campbell**  
*Events Executive*



**Niamh Morgan**  
*Network Manager from April 2010*

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