



with Helen Carroll

# Kaleidoscope

## School daze . . .

There was a time when moving from primary to secondary school was a straightforward enough affair. At some stage during sixth class, parents chose what school their child would be moving onto. They filled out a form, the young boy or girl did an entrance exam and, come September, they were suddenly playing with the big boys.

There was no dilemma, no massive weighing up of the pros and cons and certainly no such things as a waiting list. Usually the decision was based solely on where the parents were schooled. At the time, Kil-

kenny wasn't exactly a hub of national commerce and not many people ended up moving here for work purposes. So where you prepared for your leaving certificate was really only a matter of inheritance.

Proximity, accessibility and where your friends were going mattered not a whit. If the previous generation went there, you were too. Which would explain why most of the girls on our road hopped onto bikes and broke a fairly substantial sweat heading across town every morning, cycling right past the front gate of the lovely new secondary

school which overlooked our houses.

There was nothing wrong with this school, it was just

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as good as the one we were breaking our backs to get to. But it wasn't the right order of nuns. Our mothers didn't

go there, and so there was absolutely no way any of us would.

It's not so simple now

though. Choosing what school you want your child to attend has become highly complicated and stressful.

There are reputations to consider (the school's and the teachers') league tables to digest, facilities to examine and opinions to canvass (and everyone who draws breath seems to have an opinion on what the 'good' schools are).

And then, once you've made your decision, all you can do is wait and see if your child is accepted. And that's when the fun really starts. Kilkenny seems to be producing a lot more children than our schools can cope with. And as a result, the whole thing has turned into some kind of hysterical lottery.

Over the past couple of weeks, all the schools have held open evenings which were attended by hundreds of anxious parents and their offspring. Squashed into school halls, listening to speeches, shiftily eyeing up the opposition while smiling eagerly at anyone who looks like a person in authority. It's like one long, uncomfortable and desperately overcrowded job interview. And unless you have some sort of blood tie with your school of choice, then your chances of getting in come down to nothing more than picking names out of a hat.

Which is why nearly child in Kilkenny has their name in nearly every hat going. Spreading your bets is the only way of boosting your chances and surely you'll have to get lucky at least once? They'd never make you home school a teenager - would they?

There's a few years to go before secondary school becomes an issue in this house. But with money being drained out of our schools on a daily basis, the chances of extra desks being shoved in to accommodate the masses seems unlikely. And we're not going back to the good old days any time

soon, so it will be just as anxious a wait for us, battling our way through the open evenings, entering as many draws as possible and crossing our fingers while we wait.

Personally, I'm hoping all those wet, cold mornings spent trekking across town on a bike will pay off and at least one of the schools will welcome us with open arms. It's the only half decent inheritance I have to pass on. And I'm not sure what will happen if someone tries to take it away from me., because I've never been very lucky with a lottery.

## Two awards for Gowran company



Threesixty managing director Simon O'Dwyer is pictured at the launch of client Nualight's new website. Threesixty won two prizes at the WOLDA international design awards.

GOWRAN-BASED Threesixty, one of the country's leading B2B brand agencies, has scooped two international design "Oscars" for corporate branding work for two Irish companies.

The company was chosen by the Worldwide Design Annual (WOLDA) for work carried out for Dublin-based Trilogy Technologies and Kilkenny-based Bespoke and Co, two high inno-

vation companies operating in competitive B2B markets. The WOLDAs recognise the very best of logo and trademark design from around the world, and this year attracted

over 1,400 entries. The award scheme creates an archive that tracks the evolution of tastes, styles and trends in global design year after year.

Bespoke and Co and Trilogy Technologies worked with Threesixty to create a highly differentiated market position and market-winning brand propositions.

Threesixty managing director Simon O'Dwyer said the company was delighted to receive the awards.

"We are absolutely thrilled for our clients to get this recognition. We thrive on working with people like Trilogy Technologies and Bespoke and Co who are absolutely passionate about scaling their businesses," he said.

Threesixty's services focus on brand strategy, brand mentoring and coaching, brand identity systems and brand marketing communications.

## All Ireland title for Callan Bacon and major boost for local food industry

KILKENNY based bacon specialist Callan Bacon won gold, silver and bronze in the competitive 'bacon' category in last week's Blas na hÉireann (National Irish Food awards) 2011. Based in Callan since 1924, this family run operation has been providing the people in South Leinster and all over Ireland with quality bacon products for generations. Their success has had a big impact on the town and its surroundings with 30 new full time jobs being created within the last year.

In this year's competition, in the 'bacon' category, which attracted entrants from all over Ireland, they took to the podium winning gold, silver and bronze medals. The south Kilkenny company took bronze for their Sweet Cured Pork Loin with a Mixed Pepper Crust, got silver with their Smoked Back Bacon Joint and secured the gold medal for the category winner Smoked Bacon Eye Loin Sweet Cure Bacon. They also secured silver in the 'cured meats' category for their smoked bacon, Glensallagh Eye Loin Joint.

So how come you haven't heard of Callan



John Walsh (for his son Paul) from Callan Bacon, Callan who received three awards, gold, silver and bronze for Smoked Bacon Eye Loin, Sweet Cured Pork Loin and smoked back bacon pictured with Artie Clifford, left, Chairman and Peter Ward at the Blas na hÉireann annual food awards at the Dingle Food Festival in County Kerry. Picture by Don MacMonagle

Bacon? Well, if you've done your weekly shop in any of the leading supermarket chains in and around the southeast, you have probably seen their products, if not bought them. It produces the majority of its bacon for large supermarkets and other shops, including Aldi, Lidl, Superquinn and Dunnes.

It sells some of its branded bacon, espe-

cially around the Kilkenny area and in selected Dunnes Stores, you are far more likely to have enjoyed some of Callan Bacon's quality cuts as part of a supermarket's "own brand" range.

What makes the team at Callan Bacon so successful? "Winning the entire category was a real achievement for all the team here and it's a

tribute to the emphasis we place on quality and taste for every product," Paul Walshe, Market Development Manager with Callan Bacon said.

Export success has played a big part in their story and bacon produced in Callan can be found in supermarkets and stores right across Ireland and the UK.

In a period when the whole country is going

through difficult times and the economy is at a historic low, finding a success story close to home is a real boost. With a focus on producing top quality products in a world class facility, the future surely remains bright for one of Kilkenny's leading lights in the business world.

You can find out more at [www.callanbacon.com](http://www.callanbacon.com)

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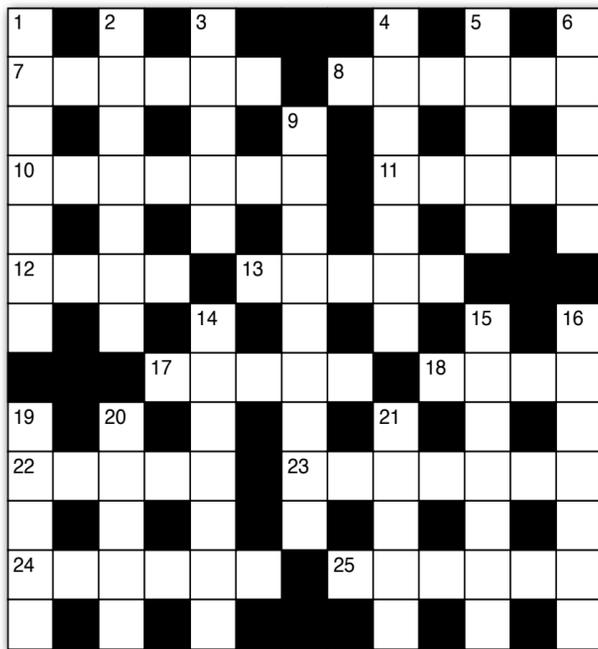
## People Crossword Week 40

### Cryptic Clues

- Across**  
7. A hat the French give back to an animal (6)  
8. Top conference (6)  
10. A strange pointer to what you get from food (7)  
11. I hurried out and was seen (5)  
12. Singer moving a lot (4)  
13. Corn seen in wood (5)  
17. Damages guns on the hilltop (5)  
18. The main point of listening is taking-in (4)  
22. Letter about a jewel and love (5)  
23. The fellow in French says language (7)  
24. And the girl takes in a wrecker (6)  
25. Seem to be a F-fruit (6)

- Down**  
1. Sea snake is found in here (7)  
2. Produces vegetables (7)  
3. An account he has of pains (5)  
4. Express pleasure, say, at clubs used for a pastime (7)  
5. Have teeth in me to an extent (5)  
6. Room to read (5)  
9. Stars a crazy modern District Attorney (9)  
14. A vehicle or two? (7)  
15. Compared to the person he told untruths about (7)  
16. Sculpture right in height (7)  
19. Find an explanation for loves going astray (5)  
20. Represents the wherewithal (5)  
21. The raised fibres of an extremely pretty garment (5)

**Cryptic Solutions Week 39** Across: 1 Badge; 4 Sallient; 8 Advisor; 9 Brisk; 10 Lira; 11 Anglican; 13 Hood; 14 Mead; 16 Etruscan; 17 Hals; 20 Outre; 21 Bassoon; 22 Decided; 23 Inter. Down: 1 Beatles record; 2 Dover; 3 Ease; 4 Shrink; 5 Labelled; 6 Evincing; 7 Taken prisoner; 12 Godspeed; 13 Heretic; 15 Garbed; 18 About;  
**Quick Solutions Week 39** Across: 1 Moist; 4 Drastic; 8 Rostrum; 9 Clown; 10 Item; 11 Inveigle; 13 Raid; 14 Hint; 16 Aquiline; 17 Dodo; 20 Icing; 21 Apprise; 22 Nuntery; 23 Dummy. Down: 1 Mortification; 2 Issue; 3 Tire; 4 Demand; 5 Accredited; 6 Thought; 7 Confectionery; 12 Dialogue; 13 Reunion; 15 Infamy; 18 Opium; 19 Sped.



### Quick Clues

- Across**  
7. Motive (6)  
8. Powerful (6)  
10. Maim (7)  
11. Beneath (5)  
12. Restaurant (4)  
13. Wide (5)  
17. Severe (5)  
18. Tranquil (4)  
22. Wrong (5)  
23. Scarf (7)  
24. Becoming (6)  
25. Cue (6)
- Down**  
1. Forecast (7)  
2. Forge (7)  
3. Uncertainty (5)  
4. Humorous (7)  
5. Prepared (5)  
6. Tale (5)  
9. Tedious (9)  
14. Transient (7)  
15. Vocation (7)  
16. Green (7)  
19. Robust (5)  
20. Dyke (5)  
21. Attach (5)