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— I N T — A L —

the Celtic Catalogue

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Celtic Travel, Fashion, Giftware & more!



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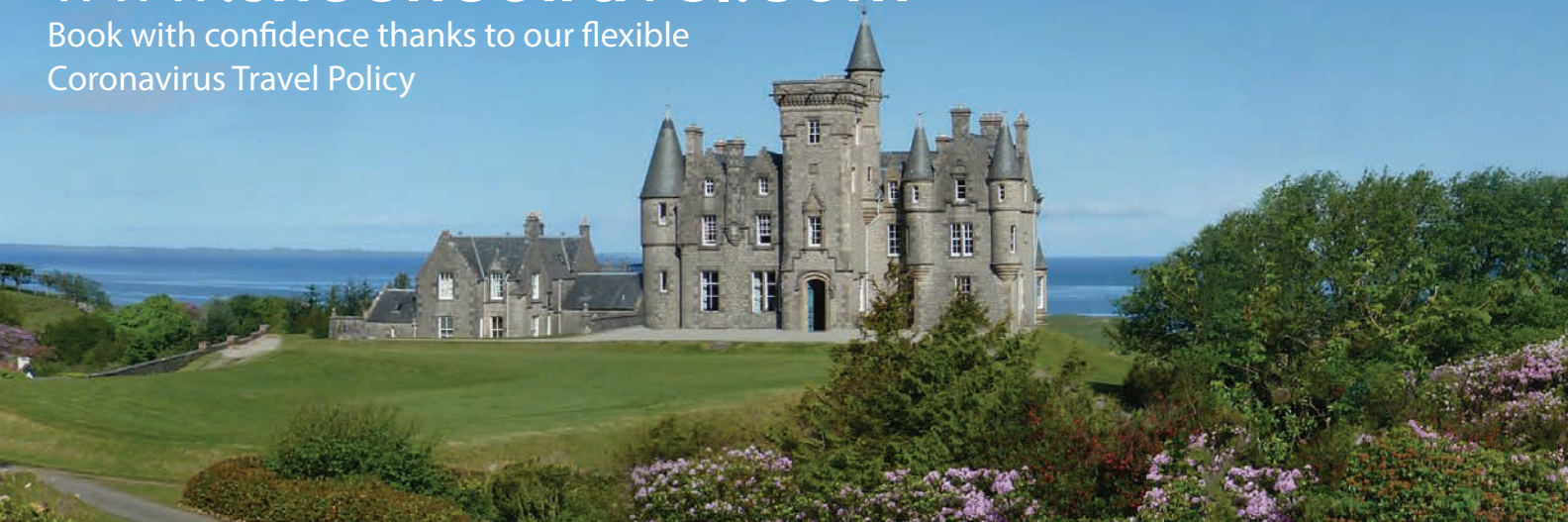
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What is the company's history and mandate?

Sheenco Travel started trading in 2012, offering luxury vacations to Ireland under the original name of Shamrock Vacations. By 2015 we were being asked for trips to Scotland and other parts of the U.K., so we expanded our product base accordingly. We were unable to trademark the original name, so in 2016 we rebranded to the more unique Sheenco Travel, which is now trademarked in Ireland, the U.S. and Canada. We have a very specific purpose; to create priceless memories that enrich lives. We take great pride in achieving this with every luxury vacation we plan for our guests.

What are your core products?

We are very much guest led and, as the majority of our trips are customized to suit each individual, no itinerary is the same. That being said, our most popular product is our Chauffeur Driven Tours where guests travel with their own private driver-guide. We also offer unique and diverse experiences including exclusive use castle hire, and even a "Downton Abbey" option, where visitors can enjoy a hosted stay with a real Lord and Lady. We do have scheduled tours in Ireland and Scotland where guests stay every night in a castle - these are very exclusive with only two departures each year and a maximum number of 18/20 participants on each tour.

How do you differ from the competition?

Our focus is on luxury with customer service to match. All Sheenco approved accommodations, attractions, experiences, and transportation services are hand selected by our team based on the level of service and high-end experience offered by each provider. We love building relationships and ensuring that guests really do experience the vacation of their dreams. From creating a bespoke itinerary based on their interests, offering a concierge service for all the little extras in the run up to the trip, to checking in with guests while they are traveling to ensure they are happy with every little thing.

How do you reach your potential clients?

Initial contact is usually made through our website, although we love going to travel shows to meet our guests face to face. Once we make contact we do like to stay in touch - while we have missed having our guests travel since the pandemic hit, we have sent regular updates via email on how we are faring in Ireland. We especially enjoy the responses we receive with news and pictures from our guests who, over the years, have become true friends.

How has COVID-19 impacted your business?

It has had a huge impact - our last guests traveled in March 2020. We can't wait to get back to creating those priceless memories as soon as International travel reopens and are especially excited at the recent announcement that Ireland will reopen to International travelers on July 19th! We are very grateful to our guests as they have been wonderfully loyal and so patient as they reschedule their trips, repeatedly in some cases, and continue to hold fast to their dreams of a luxury vacation. We are also planning new trips and are seeing a huge demand for travel in 2022, so expect to be very busy for the foreseeable future as everyone gets back to visit us once again.

What are your future plans for the business?

We are excited to be launching the Sheenco Travel Franchise in the U.S. this summer. Franchisees will have a unique opportunity to join the Sheenco Travel family and spread the word of our wonderful offering. Our dedicated operations team in Ireland will continue taking care of all elements of the booking and delivery of our luxury vacations. This will allow franchisees to focus on building relationships with guests on the ground in the U.S. and helping them to plan bespoke itineraries for their dream vacations. A Sheenco Travel Franchise is an exciting opportunity for anyone with an interest in luxury travel, especially to Ireland, Scotland, England, and Wales.

A scenic photograph of Powerscourt House and Gardens in County Wicklow, Ireland. The image shows a large, ornate stone mansion perched on a hill, surrounded by lush green lawns and mature trees. In the foreground, a large pond reflects the house and the surrounding landscape. A fountain is visible in the middle ground, and the sky is filled with soft, white clouds.

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I am Linden MacIntyre. Please support the Highland Village Next Chapter Campaign and its mission to grow Gaelic heritage and culture. For more information and to donate visit highlandvillage.ca”



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What is your own background?

I was born in the small town of Ballyhaunis, County Mayo, Ireland, in 1954 - one of 10 siblings. In my mid-teens I was employed by an Aran sweater manufacturer in Mayo and I travelled across the U.S. twice a year selling our sweaters to both department stores and individual stores. This was a huge eye opener for me - seeing how much North Americans loved our Irish sweaters. From there I upped sticks and moved to Dublin and was a buyer for a larger woollen store where I began my relationships with suppliers that we still use to this day.

What is the company's history and mandate?

The Sweater Shop was founded in 1986, and we celebrated our 35th birthday in May of this year. It was founded by myself and my sister Breege with our 1st store on Wicklow Street in the heart of Dublin. The mandate centers around 3 core principles - providing quality Irish knits, with a great selection, at unrivaled value. The store became a huge favourite for Irish customers and tourists alike thanks to our mix of timeless, classic Aran sweaters and new, vibrant colours and styles. Soon, we expanded to all parts of Ireland, including Kilkenny, Galway, Donegal, Kerry, and Limerick. Luckily, my son Paul, my daughter Laura and my daughters-in-law, Kate & Eileen-Louise, are all part of the business and help with the day-to-day details. We now operate both physical and online stores as the demand for quality Irish knits is bigger than ever.

How has it evolved over time?

In some ways we have not evolved at all. The classic Aran sweater was a customer favourite in 1986 and remains our signature and most sought-after sweater. We absolutely love to see customers from overseas come into the store, and instantly pick up

the Aran Sweater and comment on how their mother, aunt or grandmother used to knit these sweaters for them when they were kids. We love to see the instant affinity our clients have with our products, and to hear their own history with the Aran sweater and their connection to Ireland. The Aran sweater is a timeless classic and has now been adopted by Hollywood in recent years with Taylor Swift, Chris Evans and Paul Mescal introducing a new generation to the simple beauty of the fabric and design.

What are your core products?

We specialize in authentic Irish knits, and our core products are classic to contemporary Aran sweaters. The new colors have brought a new life to the classic Aran. We also stock a new fabric called Super Soft Merino wool sweaters and accessories. This is ideal for people who love the look of the Irish Sweaters but who many have an irritation to the wool - the range is incredibly delicate on the skin and still has that durable look keeping it as close to the original concept as possible.

What are the challenges of the job?

The current challenge is an obvious one, but one that we cannot wait to put behind us. COVID-19 has impacted all businesses in one way or another. We never thought we would be able to survive closing our doors for the best part of 18 months, however thanks to the development of our website we have been able to focus solely on selling online which has gone from strength to strength. We would never have been able to commit this level of time and effort to developing our website in normal times where we would be very much focused on the physical store.

What are the rewards?

Customer interaction and feedback are a huge motivating factor for us. We are lucky to sell a product that people genuinely have an instant affinity for. I definitely think we took these interactions for granted in a pre-COVID-19 world, but we absolutely cannot wait to welcome customers back into the stores. We are lucky in that our online customers are constantly getting in touch to say how much they love their Irish knit.

What are your thoughts on the current state of the Celtic marketplace?

The Celtic marketplace is stronger than it has ever been. There are so many amazing independent retailers and designers across the Celtic Isles at the moment. We have seen a huge increase in the quality of Irish handknit products, from woollen accessories to jewelry - all steeped in Irish culture. The same goes for every part of Ireland. We are always so impressed with the Celtic design talent we see in all the towns of Ireland. Each town has their own unique offering showcasing the best of both classic and contemporary Celtic designs.

What are your future plans for the business?

Our plan is to continue to grow and drive our business both here in Ireland and online - the fact that our stores were closed during COVID-19 has given us a unique opportunity to focus and grow our online business. Tourists were unable to travel and visit our country, but our website allowed us to share our Irish knitwear with them. We learned a huge amount during lockdown here in Ireland and focused all our energy on growing our online presence and reaching out to customers worldwide.



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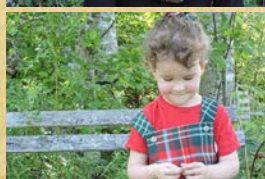
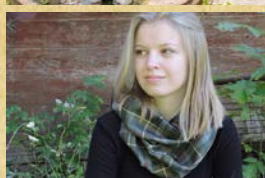
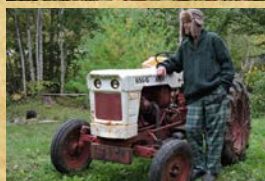
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What is your background?

I am originally from Scotland and moved to Vancouver, Canada in 2008. I have been involved in the jewellery industry for over 40 years. I left school when I was 15 years old, not really knowing where my future was going. I was fortunate enough to get a fulltime job in the watch and clock industry when I was 17 and worked my way up from the bottom, learning everything as I went. This led me to the jewelry industry which has been my teacher, my triumphs, my failures...my life.

What is the company's history and mandate?

After the birth of my daughter, Caitlin, I became inspired to design my own jewelry. During my mid-40s I had an opportunity to relocate and restart my life in Vancouver. I opened my own business in October 2008 with the small savings I had brought with me from Scotland.

How has it evolved over time?

Like many small businesses I grew it by reinvesting every cent that was made and spending long hours in all the processes. After a couple of years, I was able to employ my first staff member, then within a year my second staff member, and we now have a great team of 8 full-time personal. The company grew from selling to 20 retail stores to over 250 stores across North America, and we are now firmly established as a recognized jewelry brand. My design portfolio has grown from 40 pieces to well over 1000 current designs, and I remain the sole designer for all my jewelry collections.

What are your roles and responsibilities there?

As the owner of the business, I take overall responsibility for all aspects of the business; I am the designer, the hirer, the chief

financial officer, the dreamer, the creative guy, the marketing guy, and I will also pack and ship orders if I have to. I am the guy where the buck stops. My name is my brand and I stand behind every piece we produce. I am also an employer - a job which I take very seriously. I have a huge responsibility to all my staff in creating an ethical, sustainable business which will continue to grow and prosper. You can't have a successful business without great staff and great customers.

What are the challenges of the job?

The job requires quite a lot of travel for trade shows, etc. It is not unusual for me to travel up to 100,000 miles in a year and spend countless nights in hotels. It sounds glamorous, but I miss my own bed sometimes.

What are the rewards?

Firstly, I love my job. I wake up and look forward to every day. I am grateful for my wonderful staff and equally wonderful customer relationships. These relationships that we build in our work business lives form an extremely important secondary family. Sometimes I get wonderful emails from customers expressing their gratitude for the creation of a piece that has special meaning to them. Emails and messages such as those remind me that what I do is special and can have significant meaning for people at different times in their lives.

What are your core products?

I design jewelry for both men and women, including pendants, earrings, bracelets, chains and rings. We work in sterling silver, with 10k or 18k gold.

How do you differ from the competition?

My designs are contemporary Celtic. I am

constantly striving for new ways to evolve my thinking and design methods. I like to use unusual elements in my work, such as raw uncut diamonds. I have no interest in doing anything similar to my competition - my designs come from my heart and my experiences in this wonderful life.

How do you reach your potential clients?

We currently only sell through our valued retail partnerships. The best way for us to grow this customer base is by attending and exhibiting at trade shows all over North America. We also have a state-of-the-art website where our designs can be viewed.

What are your thoughts on the current state of the Celtic marketplace?

The Celtic marketplace is booming. More and more people want to find out where they are from. In this day of "information at the speed of light" it is much easier for inquisitive people to trace their roots. There is more information available about Celtic culture and Celtic art than ever before. The Celts were nomadic people from all over Europe and as a result a large part of the North American population can trace their roots back to the Celts.

What are your future plans for the business?

To keep on doing what I love by producing the most excellent, innovative, and meaningful jewelry that I can. To grow my business while taking care of my staff and customers, and to support and give back to the community via charities. We will be taking advantage of modern technology using our own online website selling directly to all other countries outside of North America. In North America we will continue to sell through our retail partners.



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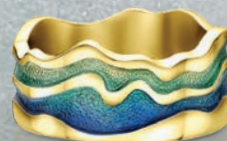
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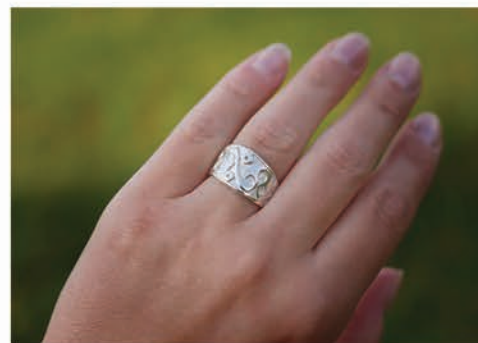


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What is the company's history and mandate?

We were established in 1971 with the express goal of bringing Welsh and Celtic heritage into the spotlight. Not to do so in a nostalgic and reproductive sense, but as a living Celtic tradition rooted in the vibrancy of the still strong and vital Welsh cultural and linguistic heartland of Wales. Back then, almost everyone in the town were first language Welsh speakers and it still has a majority of Welsh speakers and is genuinely a living, vibrant, Celtic homeland. It remains our mission to show that Celtic culture lives and breathes and thrives - more so than ever now with the new global village created by the digital age. We are, and always have been, at the very cutting edge of this. Yes, we create original knotwork artwork and pieces, but we also draw upon and grow all the other artistic Celtic traditions, many of which look remarkably contemporary and modern. The Rhiannon design style is unique and strong and clearly thoroughly rooted in our Celtic past whilst looking very strongly to the future. It is too easy and too frequently assumed that Celtic equates to knotwork - ironic when we recall that knotwork was originally fused into the Celtic artistic tradition as an Asian import. Indeed, it is one of the great strengths of Celtic artistry that it is a millennia-long fusion of styles across a broad geographic melting pot which creates an enormous pallet of visually stunning styles upon which we can draw as we develop that style for the present and the future.

How has it evolved over time?

From small beginnings as an outlet for local artisans to sell high quality handmade pieces, the original retail outlet soon became internationally known as the Welsh Craft Design Centre. Rhiannon decided to teach herself the art of gold and

silversmithing so that she could sell her own products as well as those of others and everything grew from that point. In 1999, the business acquired the buildings on either side of the original building and after a very extensive renovation added the Rhiannon Gallery, the Museum of Celtic Art, new viewing workshops, a much larger craft gallery and separate jewellery showroom, a café and, latterly, a small two-bedroom maisonette available as a holiday let. Around the same time, I completed my training as a Diamantaire and we started to develop a premium stone setting side to the business, making Welsh Gold limited edition pieces, with and without precious stones, and very consciously taking the brand up to the very top of the premium end of the market. Over time we have become increasingly certain that quality and longevity count more than anything else and remain determined to maintain and increase our presence as a premium international designer jewellery brand. I still hand-pick every precious stone and diamond and refuse to compromise on quality or value. Celebrating our 50th anniversary this year, and with Rhiannon herself retiring officially at the end of next summer, I plan to expand the business both by adding retail locations - London is top of the list - and continuing to grow the company's online presence and sales as well as nurturing and improving the fantastic Rhiannon Centre in Tregaron. In spite of the challenges of the past year the plan is to raise significant new equity funding this year and next to grow and thrive as we enter our second half century.

What are the rewards of the job?

Nothing beats a happy customer, and we have customers who have thousands of pounds worth of our jewellery because they are so happy. There is always something magical about making bespoke pieces too.

There are many occasions where customers have come to us with sketchy designs or old jewellery to be melted and remade into something new and creating something special for them, then seeing how much it means to them is always a joy. Both Rhiannon and I are also very committed to bringing life and vitality to a deeply rural and relatively poor part of Wales. There is a horrific paucity of opportunity unless you wish to be in the agricultural sector, work as a tradesman or work for the public sector. Good quality, high skilled, value creating jobs are very scarce and we want to grow the whole town of Tregaron as a jewellery business hub if we can. Bringing good jobs and economic vitality to our hometown and, in doing so, helping to support the growth and health of the culture which contributes so much to our collective Celtic heritage.

What are your core products?

Unique design in silver, gold, and Rhiannon Welsh Gold - the range is huge. Unlike most jewellers and brands, we don't retire any designs but will keep making them forever, unless they are specific limited editions. We provide a lifetime guarantee; if you wear out your piece of Rhiannon by wearing it every day for 25 or 30 years, we will make you the same piece brand new for half its current retail price in exchange for the one you have loved so well and for so long that it has become a pale shadow of its original self! We can do this for around 95 per cent of all the designs we have ever made.

What are your thoughts on the current state of the Celtic marketplace?

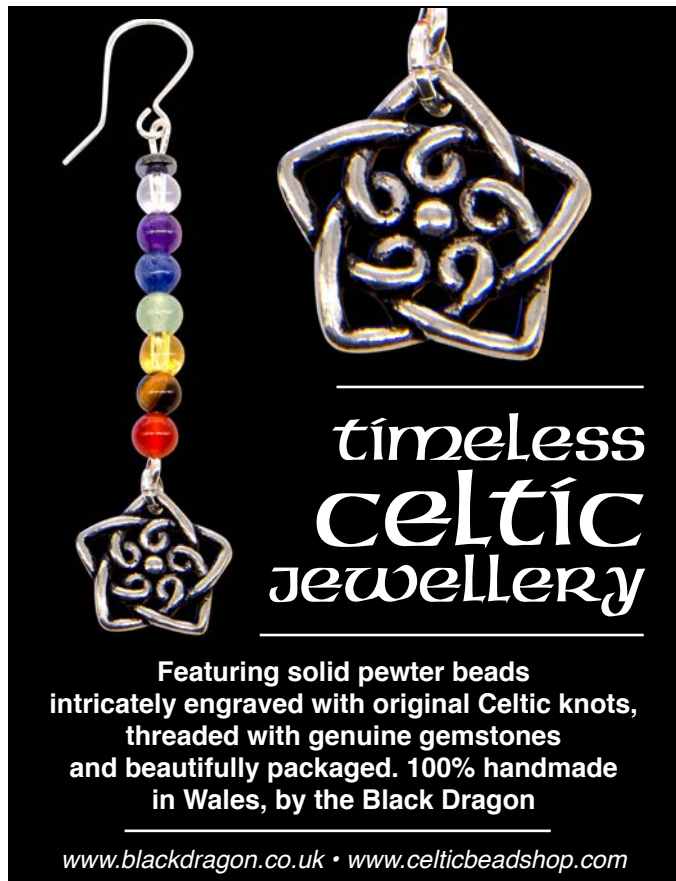
We do need more innovation and a greater willingness to create new Celtic styles and artistic traditions that are more than knotwork or copies of historic or archaeological pieces.



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What is your background?

I am our founder-whisky maker, an ex-pat Scot and Canadian emigree. After a student job with Black & White whisky, I was inspired to study fermentation at Strathclyde and London universities, earning three degrees. After graduating I applied for distilling jobs but was told that I was 'overqualified'! So, I worked in fermentation with Pfizer and Eli Lilly instead. From big pharma it was a natural migration into entrepreneurial biotechnology and then into new venture start-ups. At this stage I realized I had the necessary life experience to create a distilling job for myself by building a single malt whisky distillery.

What is the company's history and mandate?

In 2016, my Alberta-born wife Andrea and I started Macaloney's Caledonian Distillery & Twa Dogs Brewery, in Victoria B.C. - one of North America's leading tourist destinations. Having spent some time in England enjoying fine English ales, I was also inspired by the booming craft beer culture to include a brewery with our distillery. Our whisky distillery is now a world award winning single malt and potstill whisky (Irish-style) whisky maker, and our Twa Dogs craft beers use local ingredients, including lavender and west coast seaweed. Our 5-star distillery/brewery experiential tours are ranked Top 3 Victoria food and drink experiences on TripAdvisor. We also offer contract distilling to other aspiring whisky distillers.

How has the business

evolved over time?

To create world class products, we bring together experienced, world class people, equipment, and raw materials. This includes Master Distiller Mike Nicolson, a 3rd generation distiller who has worked in 18 Scottish distilleries, and Dr. Jim Swan from Scotland as the world leading whisky maturation researcher. Jim invented the genre of 'finished whiskies' (whiskies initially matured in ex-Bourbon casks then transferred to a Sherry, Port, Moscatel, etc., cask for finishing). He also created world award-winning whiskies for Kavalan, Taiwan and Amrut, India. As an avid Highland clan historian, I have traced our Macaloney roots back to 710 AD in Scotland and from there even farther back to the Kingdom of Leinster, Ireland around 500 AD. Later my family left Islay, Scotland for Antrim in Ireland. This inspired me make both single malt and Irish-style whiskies, and to study Irish whisky making at Midleton, Ireland. I was also inspired to make peat-smoked single malt whiskies, characteristic of Islay. However, being passionate about traditional methods I wanted to smoke local barley at our distillery - only done today by Laphroaig, Kilchoman, and Bowmore. To learn how to peat-smoke barley, I visited my ancestral home of Islay. Then back in Canada I asked my cousin Doug, an Alberta prairie farmer if he could 'custom-build' a commercial scale unit capable of smoking 2,000 kg of barley at a time. Within weeks he trailered our state-of-the-art unit over the Rocky Mountains, and on the ferry over to Vancouver Island. When we 'fired it up' it was an instant success - wherein the peated barley attained 54 ppm (parts per million) of peat smoke. Big Islay whiskies have 45-55 ppm. Yet, our whisky - with its local barley and local peat (from the Olympic peninsula in WA) - has a more refined nose with tropical fruit and a hint of sea breeze characteristic of an 'island distillery'. Then, when we submitted this peated newmake to the industry's most competitive 'World Whiskies Awards' (WWA) in London, U.K., it took 'World Best' in 2020. All of our whiskies - whether classic single malt, peated single malt, or triple-distilled

potstill - have won world awards, including several 'Canadian Best'. Our Twa Dogs craft beers are also a great product beloved by locals who have made our beer garden and tap room with its 10 craft beers on tap a huge success. We have also innovated as the first distillery in Canada to offer crowdfunding whereby everyday Canadians can become a 'Founder-Owner' and enjoy a range of ownership perks. This is being opened to Americans and the British as well. Along with a potential financial return on investment, this gives discounts on products, early-bird notice of new products and exclusives on limited products, branded 'owners' merchandise, unlimited free tours for friends & family, free access to a 3-day hands-on Caley Academy of brewing and distilling, etc.

What are your roles and responsibilities?

Whisky maker, purveyor of Scottish and Irish culture, and quality control.

What are the challenges of the job?

Getting the word out that we have world class whiskies and tours, great local craft beers using local ingredients.

What are the rewards?

Customers looking for our beers, whiskies, and tours with enthusiastic expectation and leaving with big smiles.

How do you differ from the competition?

We are a combined brewery/distillery, and we celebrate our Scottish Irish heritage, including kilted staff, world award winning whiskies, and 5-star tour experiences.

What are your future plans for the business?

Keep reaching out to folks to let them know we have world-leading whiskies and experiential tours in beautiful Victoria, Vancouver Island.

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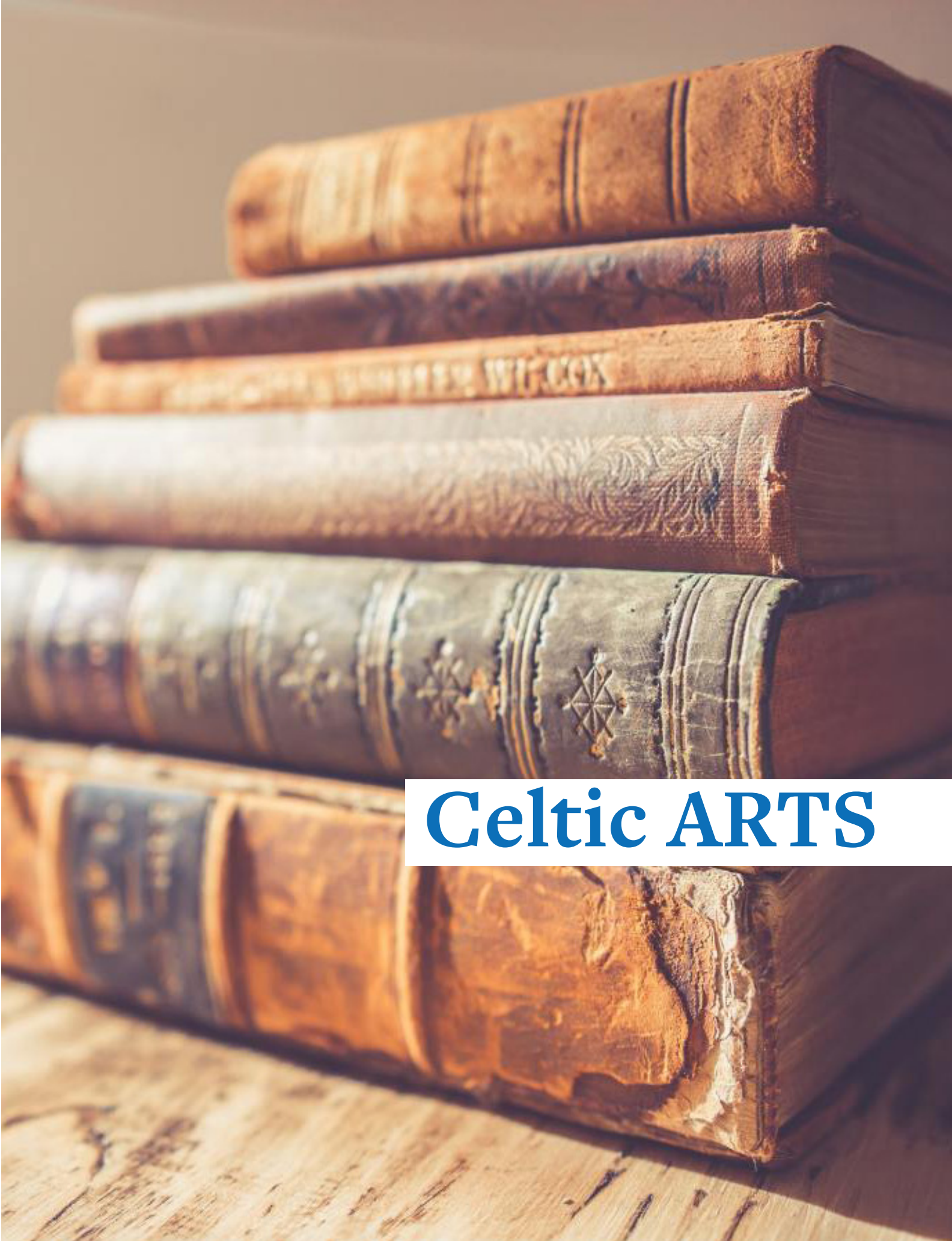


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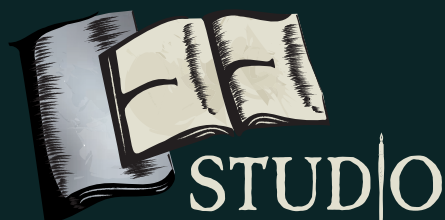
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What is your background?

I have a deep interest in language and linguistics, travel, ancient history, and art. When I was young, I hitchhiked more than ten thousand miles around the United States, backpacked for a summer, and continued to free rock climb when I was with other rock climbers in good territory for it. For several years, I worked temporary jobs for six to nine months of the year in order to travel in the balance. A nature-lover and adventurer, I have lived outdoors, kayaked, biked, and cross-country skied a fair bit.

When I was in my thirties, I helped start a data communications company called U.S. Robotics that broke new ground developing, manufacturing, and selling great modems. There I learned about business and eventually made enough money to raise my family, start and run a charitable foundation, and retire to write books and illustrate them. Travel, linguistics, ancient history, and the DNA of ancestry share a theme of movement, development, and the timeline of who we humans are and how we got here. Those ideas are explored in the books I write and produce through my self-publishing company.

What is the company's mandate?

Over the years of my life, I have learned much, experienced much, and wrote much of it down in journals. The goal is to sift and refine that life experience into products - books, art, notecards, puzzles, and travel gear - that might help give other people a zest for life, reverence for the natural world, laughter, and hope.

How has it evolved over time?

When I was twenty-one, I came close enough to death that ever afterward I was grateful for all good things, small and large, that came my way. I believe in returning the favors of life, and bountiful support as much as possible.

What are the challenges of the job?

There aren't enough hours in the day. I am not proficient at self-promotion, selling my products, or making phone calls to strangers. I am an introvert trying to do an extrovert's job.

What are the rewards?

Besides sales, which help to defray the costs of the enterprise, I enjoy hearing from readers when they appreciate some part of the books. More importantly, I am gratified to share with anyone who might benefit from my words, art, and experiences, now and in the deep future.

What are your core products?

My books include *Backcountry Ranger*, *The Diaries and Photographs of Norton Pearl in Glacier National Park, 1910-1913*, published 1994, *Sacred Space, Pine Hollow*, published 2014, *We Are the Land, Ireland*, published 2019, and the pocket-sized *Leslie's Field Guide to Ireland*, published 2020. Other products of my illustrations include folding note cards, postcards, travel puzzles, coasters, fine art reproductions of note cards, and custom frameable art.

I am currently working on an illustrated book about traveling in Ireland and Scot-

land with the working title, *Erin and Alba* to be published in 2021-2022. After, I will be editing the rest of the illustrated travel journals, and writing my memoir, and poetry.

Although I am not a formally trained artist, writer, teacher, historian, linguist, or geneticist, I am a student of those subjects and use that knowledge in my traveling experience to create unique and insightful books and art.

How do you reach your potential clients?

Via my website, where I sell everything to end users, as well as retail outlets. I have been known to hire a table at local events, and do book signings, and talks. I drive around in my travel van loaded with books selling them out the back. My books are carried at the local bookstores in Traverse City, Michigan where I encourage people to go so that the stores will stay in business. In a year or two, I may open a tiny retail store in Traverse City. I may decide to sell my books on Amazon.

What are your future plans for the business?

I will keep producing new books, art, and products, and continue to search out marketing venues, including conventions, shows, the internet, talks, and presentations. I may hit the road in my travel van with my journal and paint kit, products, and a few friends for companionship to adventure around, and sell directly to customers.

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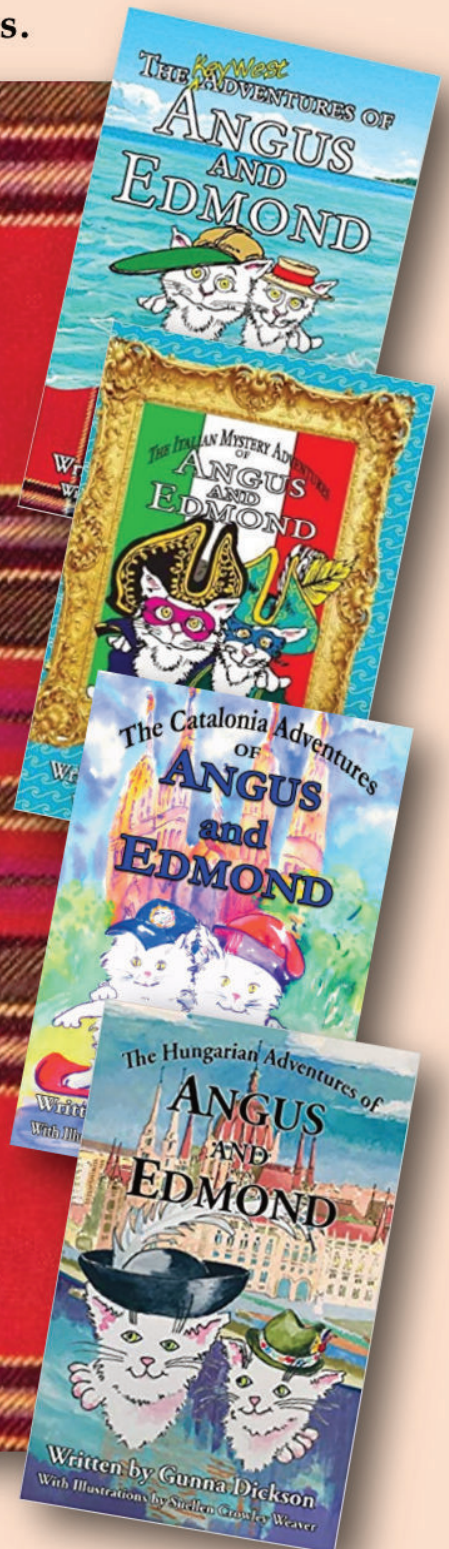
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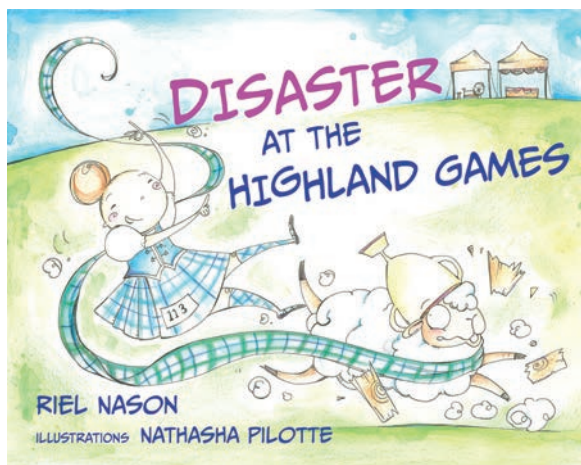


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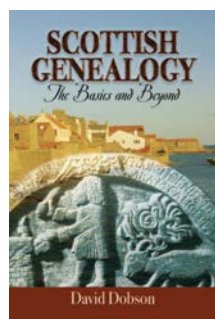


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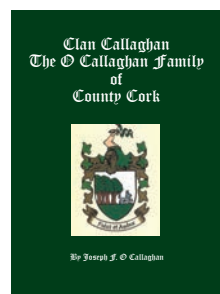
**Scottish Genealogy:
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research topic—including statutory registers, church records, tax records, sasines and land registers, court records, military and maritime sources, burgh and estate records, emigration records, and much more—Dr. Dobson has compiled an extensive list of the publications and archival records that most researchers have not heard of. It would take years for any other individual to compile such a far-reaching bibliography and compilation of relevant records in Scottish archives.

David Dobson was born in 1940 in Carnoustie, Scotland. Most of his working life was spent at Madras College, St. Andrews. He has been an Honorary Research Fellow at the University of Aberdeen, the University of Edinburgh, and at present, at the University of St. Andrews. He is the author of more than 200 books, including *Scottish Emigration to Colonial America, 1607-1785*, *Scottish Trade with Colonial Charleston, 1683-1783*, and numerous historical and genealogical source books. He now lives in Dundee and is working on further source books.

xiv, 158 pp., indexed (main index & surname index), illus., paper. 2021 ISBN 9780806321134. #1459. \$25.95



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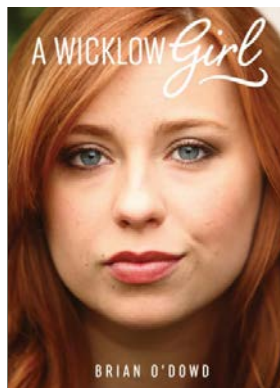
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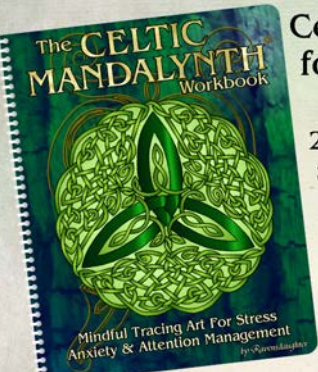
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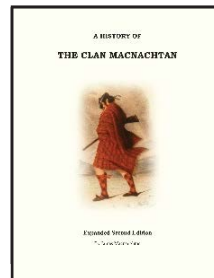
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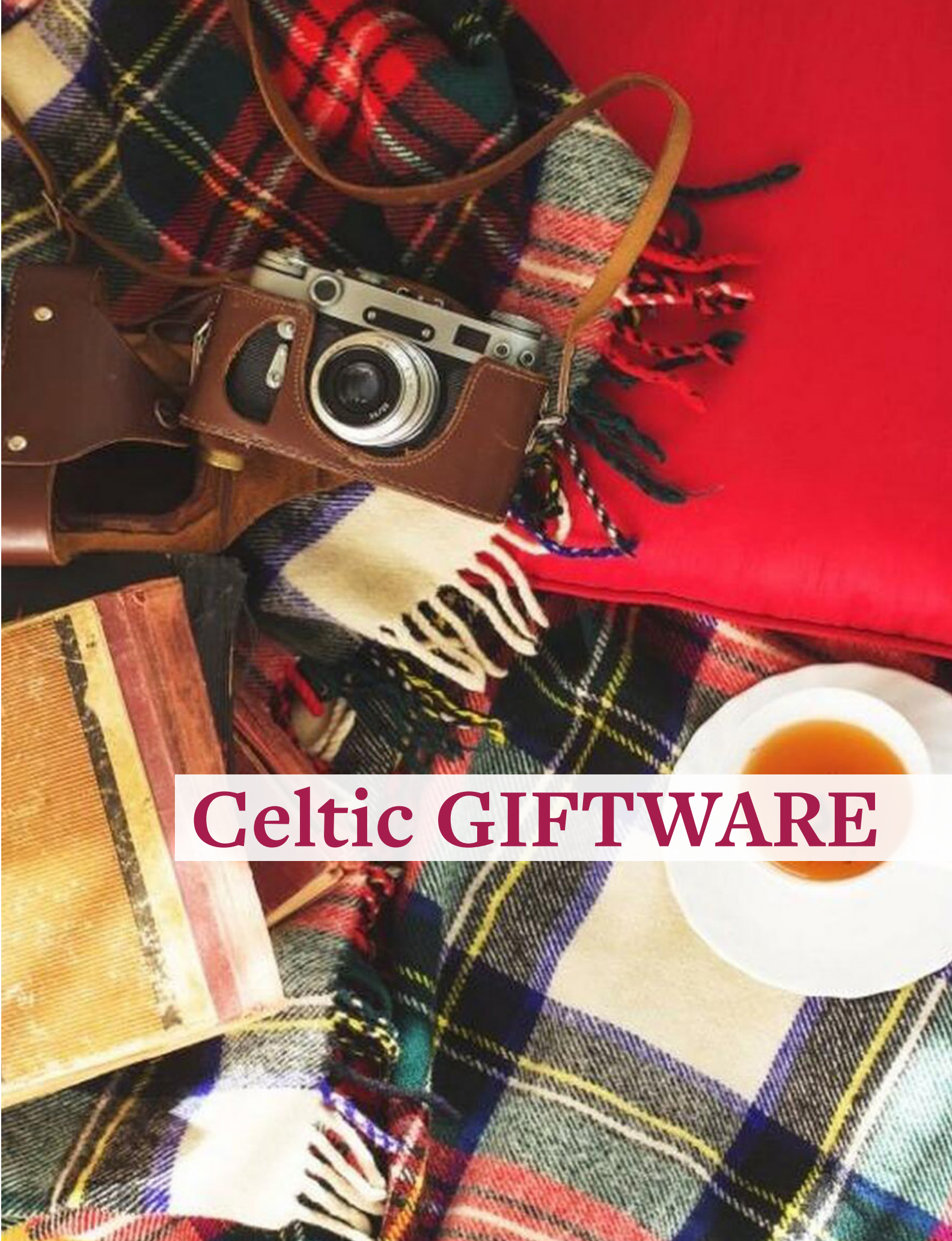
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What is your own background?

I started working for my father in his small printing/publishing company when I was 18, and a year later I went to work in the U.K. for 2 years. I came back and have spent 50+ years working and running O'Brien companies, developing and producing a range of print related products for market in Ireland, the UK, USA, Canada and other regions.

What is the company's history and mandate?

We started in the 1950s. My father's company, E & T O'Brien, located in Dublin, published and printed a weekly Newsletter called Second Thoughts, which was sold in Newsagents specifically to assist people in completing crossword puzzles - a popular weekend activity in those days.

How has it evolved over time?

The company started doing commercial printing in the 1960's, in the 1970's it moved to bigger premises and started printing books for a sister company called The O'Brien Press Ltd. In the 1980's the company now trading as O'Brien Printing, moved again to bigger premises and started producing a range of Office Diaries and Calendars, a new company was formed called O'Brien Diaries Ltd. Around this time we started designing Celtic/Irish products such as Old Irish Maps, Celtic/Irish Prints, Notebooks, Journals etc. O'Brien Celtic Gifts was then formed to market these products in Ireland, UK, & USA etc.

What are your roles and responsibilities there?

My main roles are managing the company and designing and updating products. My two sons do most of the day-to-day running of the business these days.

What are the rewards involved?

When a customer writes to us stating 'I have been buying your diaries for over 15 years - they are such good quality' or 'I bought one of your beautiful Celtic journals 4 years ago - I just love it and I now want to order another one'. We regularly get these types of messages from all over the world - that is the biggest reward of all.

What are your core products?

We carry an extensive and unique range of Celtic/Irish journals, notebooks, framed prints, calendars, as well as desk and pocket diaries, planners and calendars for the retail, corporate, educational, and domestic markets in Ireland, the U.K., the USA and elsewhere. So look out for some new, modern Products and Designs - from OBRIEN'S.

How do you differ from your competitors?

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How has the COVID-19 pandemic impacted your business?

We have been operational right through the COVID-19 epidemic, sometimes with limited staff, but with key production machines producing some of our more important products, such as diaries which are required for the running of every-day businesses and organizations. However, regarding the Irish Heritage and Tourist market products, demand dropped to almost nil.

What are your thoughts on the current state of the Celtic marketplace?

It is challenging. The modern era is eroding many of the wonderful images and activities of the Celtic/Irish lifestyle and, as time moves on, the relevance of many of these historical activities are in danger of disappearing. As such, the diminishing Irish/American market may need to be re-invented.

What are your future plans for the business?

Like all businesses, nothing stays the same, so we try to find the time to use our market knowledge and highly skilled staff, aligned with modern technology, to produce new products that will have a place in today's marketplace. Sometimes it works, sometimes not so much, but we still very much believe in a solid future for our products. So look out for some new, modern Products and Designs - from OBRIEN'S.

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Patrick King Woollen Company

Robert Paterson

www.patrickkingwoollencompany.com



What is your own background?

I was born in Glasgow, Scotland and emigrated to Canada in 1972. I remember my school report cards mentioning how I was a quiet boy, but that I had to stop using my fists as other children made fun of my Scottish accent. I have over 23 years of experience in the wholesale and retail Celtic industry.

What is the company's history and mandate?

Patrick King was my great grandfather who came from a long line of weavers in Ireland in the mid 1800s but had to leave their home during the potato famine and emigrated to Glasgow in 1850. I am carrying the flame of my family by producing and designing tartan wools.

How has it evolved over time?

We continue to be a recognizable name for quality tartan wool products. We manufacture and design stock and custom tartans for corporate, hotel chains, tourist locations and retail shops. We also design custom tartans for weddings where we incorporate the bride and grooms' clan or special colours to create a new family tartan where we produce blankets for the wedding guests.

What are the challenges of the job?

The only challenge is meeting our customers timelines when designing their custom tartan products so that they will have these beautiful products for their special exhibitions.

What are the rewards?

The rewards are seeing the finished products. We use our customers corporate colours or their environmental colours - as examples, the Canadian Rocky Mountains or the Athabasca Glacier - where we use the surrounding colours to design a custom tartan. It is really rewarding to see the surrounding inspirational colours and replicate these colours onto our looms and bringing the fabric to life. We can also incorporate special dates within the thread counts to tell their story.

What are your core products?

We use both Lambswool and Merino Wool in manufacturing scarves, stoles, capes, blankets, bags, and purses. We are soon launching a new Lambswool baby blanket line called Little Lamb and a dog blanket line called Barkingtosh.

How do you differ from the competition?

We work very closely with our customers to give them amazing service and can complete projects in tight schedules. That is what our experience brings you.

How do you reach your potential clients?

We exhibit in eight trade shows per year showcasing our product lines. Tartan is classic and has timeless qualities and will compliment any home, office, or cottage. In fashion, we produce chic scarves, clutch purses, cross body bags, messenger bags, capes, and stoles.

How has COVID-19 impacted your business?

Covid has really hurt our retail partners throughout North America as we specialize in tourist areas where most of our wholesale customers remain closed. We will get through this, however. During COVID-19, I realized how vulnerable we are as a planet and its up to us to leave our home healthy for our children's children. We designed a tartan called "One World Together" with the colours blue (representing healthy oceans), green (for our lush forests), white (for hope), red (for love) and black (for equality). 20 per cent of our sales will be donated to the Canadian Wildlife Federation.

What are your thoughts on the current state of the Celtic marketplace?

I believe it is still strong as we are all connected, we are story tellers, we are mentors to our children. It is up to us to instill our special heritage. My favorite saying is that "you don't know where you're going until you know where you came from."

What can be done to improve that?

We improve this by continuing publications as the likes of the Celtic Life Magazine, as well as promoting Celtic Festivals, Scottish Highland Games, and information Clan tents where we showcase our heritage.

What are your future plans for the business?

We are continuing to produce new product lines, designing customs tartans for hotels, schools, promotional companies, and the tourist markets. Our passion is weaved within our fabric!



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What is your own background?

I have been an artist and maker all my adult life and had worked with the family jewelry business for several years. The time came when I wanted to create the type of jewelry that I wanted to wear myself but couldn't find anywhere. That first design - my Celtic Wolf - eventually led to Celtic Knot Works, which is celebrating seven years in business. I am currently fascinated with early Viking-era history and the impact this culture had on the Celtic people. The work that came out of that - especially the rune sets and pendants - led me to launch Viking Celt Trading Company.

What is the company's history and mandate?

In the course of designing new products for Celtic Knot Works, I found myself making more and more Viking designs that eventually needed a home of their own. So, the Viking Celt Trading Company was conceived to serve as a fun location to discover beautiful jewelry, authentic Elder Futhark Viking Rune sets, and unique gifts. As an artist and designer, I am using Viking Celt Trading Company to debut new products, present limited edition items, and collaborate with my most creative friends.

How has it evolved over time?

That remains to be seen. We are just getting launched and are starting to build a strong core audience of customers & fans who value and appreciate what we do. Viking Celt Trading Company is openly and explicitly inclusive, valuing all people, with no hateful agendas allowed. That is not going to change.

What are your roles and responsibilities there?

We are a small family business. That means I do a lot, from creating designs, overseeing the hand-casting - which is done here in the United States to ensure high quality - packing and shipping orders, keeping the website up to date, and social media. I also have a great partner in my wife Suzie, a talented designer and entrepreneur, the support of my mom Micki, and our cat

Raven who keeps us motivated by requiring incredible amounts of snacks at all times.

What are the challenges of the job?

I love designing and making, and that is when I am at my happiest. One of my greatest joys is bringing new products out and seeing our customers' reactions. It is a very back and forth relationship. I like creating meaningful designs that make people happy. Keeping up with the flow of ideas is my biggest challenge. It takes time to turn a concept into a high-quality product, but that type of pressure is enjoyable in its own way. When people reach out to me and let me know how much they enjoy wearing or using the things I make, it brings me a lot of fulfillment. The challenging aspects of the job are definitely outweighed by the joys.

What are the rewards?

It is important that Celtic history isn't lost entirely to myth and memory. By putting a modern twist on ancient symbols - and introducing them to a generation of people who can incorporate the strength and wisdom of the Viking Celts into their lives - I feel like I have done something important. The best part is when people take the time to give me feedback. There has been a phenomenal response and I love it when someone sends me an email letting me know how my work impacted them.

What are your core products?

Viking jewelry - our best-selling hand-crafted pewter pendants include Thor's Hammer, Viking Compass, the Celtic Raven and more. Viking Rune Sets - we offer two sizes; full size and a convenient travel size that comes in a stainless-steel treasure box enhanced with Celtic knotwork. Runes are either hand-cast in fine American pewter or made from all-natural wood. We have also recently introduced Challenge Coins featuring the Viking Compass and the Celtic Tree of Life.

How do you differ from the competition?

We are unique in emphasizing the Viking

Celt experience - the intersection of two strong, creative cultures who each - in their own way - changed the world. From a purely aesthetic perspective, there are not a lot of people doing what we do. We are highly committed to working with American small businesses. That is why all our pewter pieces are cast for us here in the United States. We use a higher quality pewter and for the price point a remarkable amount of fine detail and hand finishing. I personally create many of our products myself, with a focus on keeping the quality level exceptional.

How do you reach your potential clients?

We are primarily online, connecting with our customers via our website, Facebook, and Instagram. We also do some email marketing. When the situation safely allows for it, we are looking forward to getting back on the road and going to some shows and events.

What are your thoughts on the current state of the Celtic marketplace?

Optimistic. Given the year that the entire planet has just been through, the strength and vigor of the Celtic marketplace puts a smile on my face. The creativity is there, the passion is there, the products people are creating are beyond beautiful. Customer confidence will return as people feel safer - we are already seeing this start to happen. Brighter days are ahead because we have been strong so far. I can't wait - I love the entire Celtic show experience. I love the people who come to the shows. I love the other vendors. I love being part of this tight-knit, friendly community.

What are your future plans for the business?

There are a couple of new products in development that I am excited about and should have in time for the holidays, but I am under strict orders not to spill the beans just yet. Until then, we are going to keep doing what we can do to keep a smile on people's faces.

Celtic Knot Works



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-Bob, creator, owner, maker



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