

Review Club

VOLUME 23 - Issue 6, 2010

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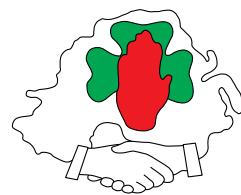


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Minutes of the executive meeting

Held in H&W Welders FSC

on Saturday 11th September 2010



The Chairman, John Davidson, opened the meeting following which Joe Patterson apologised on behalf of Philip Mallon who had a prior family engagement.

The Secretary, Bob McGlone, then read the Minutes of the last meeting which were passed without amendment and proposed by Raymond Connors and seconded by Gerry Gallagher.

Correspondence was read out which included details of the invitation the Federation received to meet the DSD Minister, Alex Atwood M.L.A., and his officials. Also accompanying the Federation at the meeting were representatives of the N.I. Sports Forum, the Golfing Union of Ireland and the Ulster branch of the GAA. The Chairman intimated that the Minister appeared to show more empathy to our proposals, being made aware of the inextricable link between the social and sporting aspect of private member sports, social and recreational clubs.

A discussion ensued on the proposed voluntary code of practice which seems to have been placed on the back burner as we have not attended nor been invited to attend a meeting on the subject? In more positive terms North West delegate, Gerry Gallagher, has been attending meetings of the Derry City Centre Initiative which seems to be more proactive on the issue by focusing on a code of practice aimed at reducing alcohol fuelled anti-social behaviour.

A report was given on the increasing use of the Federation helplines which has seen advice given to resolve a wide range of issues for numerous clubs.

We have been approached by a drinks supplier claiming to offer advantageous pricing structures. At this stage however we have not had firm proposals presented. The question was asked, would it not be possible for us as an organisation to involve ourselves in a similar venture? However it would seem unlikely, as the people involved have many years experience.

A full report was given on the C.O.R.C.A. meeting which included the ongoing search on mainland UK to secure a similar pricing tariff for Sky Television to that enjoyed in Northern Ireland. The main issue seems to centre around the fact that clubs throughout the remainder of the UK do not, in the main, fulfil the requirement of being categorised as a sports club which is central to qualifying.

A proposal was made by the Treasurer that consideration be given to appointing a delegate since the passing of our esteemed colleague Joe Elwood. The Chairman suggested that it would seem sensible to indeed look at someone to represent that area (South Belfast) due to its size and the high number of clubs which are located there. It was proposed that this matter be further discussed at the next executive committee meeting.

The AGM and Dinner Dance will be held in March and April


respectively with dates to be finalised subject to availability. It is hoped to have the 2011 A.G.M. in the R.A.O.B. HQ, similar to 2010, if the club finds that acceptable. The Dinner Dance will most likely be held in the Kings Hall, Belfast.

Gerry Gallagher posed a question on a VAT related issue in respect of snooker/pool and gaming machines. It should be noted that in order for clubs to qualify for a refund of VAT on snooker/pool (which can be for a period of four years) VAT is required to have been paid on membership subscriptions.

A financial report was presented by the Treasurer with copies distributed. The Treasurer went through them in detail with the report subsequently proposed and seconded by Brian McCartney and Jim Wilson as a true record of our financial standing to date.


As there was no further business the Chairman closed the meeting with thanks being extended to H&W Welders F.S.C. for the excellent hospitality following the meeting.

Bob McGlone, Secretary



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Gaming machines VAT refund update

Clubs will be aware that there has been a long standing case in which the NI Federation of Clubs has been actively involved. The first notice and advice to Clubs dates back several years when clubs were first advised that they should submit a claim for an overpayment of VAT in relation to Gaming Machines.

Clubs were able to claim VAT paid on the net take from Gaming Machines for the three years up to December 2005.

Clubs which submitted an appeal, under what has become known as the 'Linneweber case' should have received, or will be receiving, assessments from HMRC. These assessments will be accompanied by either a

cheque or a credit being placed on the Club's HMRC account. The amount will relate exactly to the figure which the Club originally claimed. HMRC has decided to pay out these claims pending a final appeal which is set to be heard at some future date. It is widely suspected by most commentators that this final appeal will not to be successful for HMRC. However, due to the fact that the payments are being made on the basis of 'protective assessments', all Clubs receiving refunds should note that in the event of the appeal being won by HMRC, the refunds will have to be repaid. We suggest placing a 'provision note' in the Club's accounts to this effect. We are advising all Clubs in receipt of a refund to bank the cheque

which arrives from HMRC, or in the case of a credit to offset this amount against future VAT payments. In either case it is important to submit a further claim for interest owed on the amount claimed.

This involves writing a letter to HMRC quoting your VAT number, their letter reference number and stating that since the original VAT payment was made in accordance with HMRC guidance, the Club is entitled to 'official' interest on the repayment. You should not use a 'Notice of Appeal' form to submit this interest claim. The Club is not appealing the amount paid; it is simply requesting payment of interest.

It is disappointing that HMRC

has not applied 'official' interest to the amount being repaid. Over the period that the claims were made, interest rates were higher than they are today. We have received advice that interest on these claims could be calculated to as much as 37% of the final amount. Clubs will appreciate therefore that it is well worth submitting a further claim for this interest.

The NIFC considers this to be a significant victory for Clubs and repayments received will be a timely help for all Clubs but in particular for those which may be struggling. The NIFC is happy that the majority of its member clubs acted on their information and advice and made protective claims within the applicable time limit.



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Questions & Answers

Q. We have recently carried out a stock check and have found that we are missing differing amounts of sprits and beer. Having previously had no problems with stock it is unlikely this can be down to accidental wastage. A committee member feels that we should dismiss our bar employees, is this an overreaction?

A. You are correct that dismissing all your employees for these stock losses would be an overreaction and would place the club at risk of unfair dismissal claims. You may wish to review the Steward's contracts; in the NIFC Club Manual Model Contracts the Stewards

are personally responsible for stock losses, if this is the case for the club's contracts then you may find that if

the Stewards are reminded of this then they will take a more proactive approach to stemming the losses. This will give them due warning of the fact and hopefully encourage them to make sure no further losses occur. It is unlikely that you would have any recourse to claim this amount from any employees other than the Stewards. You may also wish to consider that if it is just a blip, and stock mistakes do happen, that you are risking an otherwise productive working relationship with the Stewards by pursuing them for the losses. It would also be completely in order to send a general letter to all employees stating that these losses are unacceptable and that the committee are investigating the losses. Any employee caught stealing from the club will face instant dismissal for gross misconduct.



Flexible working

The Government intends to extend the right for employees to request flexible working hours to all employees. Currently the right applies to those who have one or more children under

the age of 17 (19 if a child is disabled) or who are carers. The changes are part of the Coalition Government's five-year plan and further information will be provided when available.

Directory scam warning

Clubs are being warned to watch out for the latest "directory scam" involving bogus invoices designed to look as if they are connected with Yellow Pages. As a result of complaints Trading Standards departments and the publishers, Yell Ltd., have teamed up to issue warnings about false claims for payment from firms trying to pass themselves off as genuine.

Complaints have been made about bogus invoices for £499 from 'Yellow Pages 24' claiming to operate from an address in Riverside, London SE1 or Oxford Street, London W1.

The scam involves an attempt to mislead people into signing fake advertising contracts

which, sometimes, result in repeated demands for payment by phone. In other instances attempts are made to get a signature on a fax purporting to confirm the cancellation of an advert. This is followed by the demand for £499. On some occasions the telephone calls become threatening.

There is also a warning that bogus forms are sent by e-mail or fax and have a similar appearance to the "Yellow Pages" brand. Yell customers are asked to be particularly alert to any such correspondence coming from Holland or Germany.

Our advice is to ignore any communications and don't pay the invoices.



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Arthur's Day celebrates the legacy of Arthur Guinness



Imelda May leads Guinness fans in a toast 'To Arthur' for the 2010 Arthur's Day Celebration held in Galway.

Thousands of people came together at 17.59 on Thursday, 23rd September to raise a toast to Arthur Guinness, the pioneering brewer and philanthropist who introduced Guinness to the world.

Arthur's Day is a fitting tribute to Arthur Guinness and his legacy, with all ticket proceeds from the day going directly to the Arthur Guinness Fund. The Arthur Guinness Fund has already distributed €1 million to Irish Social Entrepreneurs who are making a positive and sustainable impact on Irish communities.

Over 1,500 planned events took place across the island

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Sharon Corr performing on stage as part of the Arthur's Day Celebration held at the Savoy Theatre in Cork, Ireland.

of Ireland, with over 150 confirmed artists and 200 hours of live music performances.

Speaking at Arthur's Day, Tanya Clarke, Head of Guinness said, "Arthur's Day is all about celebrating the legacy of Arthur Guinness and the iconic brand he created, with all ticket proceeds benefiting the Arthur Guinness Fund. Thousands of events are taking place all around the country today as a fitting tribute to Arthur Guinness."

Speaking at the Arthur's Day celebration, Westlife said, "Arthur's Day is the first time we have performed in a pub. It has been incredible, we are so excited to be involved. Here's to Arthur and a brilliant day!"

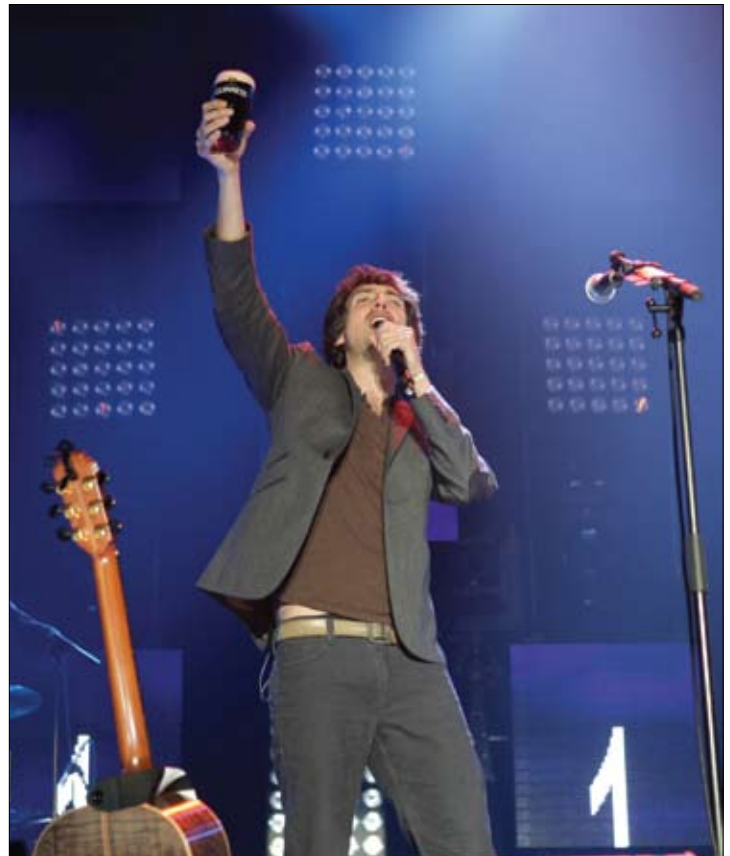
Snow Patrol added, "We're really excited to be involved with Arthur's Day this year. It's great that our fans get to enjoy us up close. It's also really great that some of Ireland's best up and coming acts get a chance to join in".



Guinness fans raise a toast 'To Arthur'.

The official Arthur's Day iPhone app provided people with an opportunity to come together at 17.59 to share in the celebration. Within 72 hours after launch, it had gone to number one in the Apple App Store. It offered information on events taking place throughout the country and allowed users to share toasts with friends and on live TV and also track where their friends were toasting on the night via a geo locator and a Facebook link up.

Arthur's Day was also celebrated in other countries with live music events in the USA, the Caribbean and Asia, as well as other countries all across the world.



Gary Lightbody of Snow Patrol at the Hop Store, Dublin.

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A great night with Guinness Black Lager


Guinness Black Lager offered people across Northern Ireland the chance to experience a new evolution in lager at sampling events during August.

The Master Brewers of Guinness have built upon 250 years of rich brewing heritage to create this new Black Lager. Hailed as 'lager evolved', it takes lager enjoyment to a new level by combining the refreshing taste of lager with a unique flavourful character.

On offer was the chance of winning an incredible trip to Ibiza courtesy of Guinness Black Lager and Cool FM, simply by posting a photo of themselves enjoying their night to the Cool FM Facebook page.




Mark McQuillan with the Guinness Black Lager Crew.




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The Harp Ice Cold Big Gig goes above ground

September's Harp Ice Cold Big Gig saw one of the biggest artists ever booked for the show arriving in Belfast for a very special appearance – Rarely Seen Above Ground. The gig's organisers were thrilled to be presenting one of the most exciting breakthrough Irish acts, who has been thrilling crowds in Ireland, UK and France. The solo performer, who simultaneously plays drums and sings, arrived with his critically acclaimed visual show on the back of the release of his second album – Be It Right Or Wrong.

The multi-instrumentalist, who was rated 13th in last year's Irish Times top 50 best contemporary Irish acts, was a Choice Music Prize nominee for his first

album The Roamer.

If that wasn't enough to get excited about, the band all of Belfast is talking about, The Continuous Battle of Order, were supporting on the night.

Opening the night was exciting new act Pixel Vs Nanobot. A female fronted three-piece with experimental, dark and moody reviews already under their belt, the future looks exciting for this unpredictable outfit.



MIX IT UP

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Tennent's goes Gign' the Bann!

Thousands of people, some from as far afield as Florida and Canada, flocked to Portglenone for the Gign' the Bann festival, sponsored by Tennent's Lager.

The cross cultural programme included a Gospel Concert, Lunasa, Liadan, The Rapparees, More Power to Your Elbow and the Thiepval Memorial Pipe Band. There was also a dance workshop, 5k run, junior disco and 'Wee Bard' competition.

Brian McCart, festival vice-chairman, said, "It was a fantastic success – the festival just gets bigger and better and this year we were especially pleased to have Tennent's Lager on board. It's really nice to see that sort of support coming right down to community level."

Aisling Duffy, Tennent's Marketing Manager NI, said, "Tennent's is an avid supporter of music events, but not just the big ones! We were delighted to lend our support to Gign' the Bann as a great event for Portglenone as well as for the whole south Derry area."

Tennent's have a whole upcoming programme of musical events 'on tap' over this autumn and winter.



Joan Kelly of Tennent's Lager, raises a glass to musicians Heather Frew of McNeillstown Pipe Band, banjo player Justin Graham and fiddler and festival secretary Siobhan McCormack.

These include original events, sponsorships, partnerships and pouring rights, aimed

particularly at students, gig lovers and talented young bands.

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Hugh's fabulous funfair



Tennent's girls Nicki Cartmill and Finola Guinnane, along with Premiere Circus performers Paul Quate and Richard Geddis were getting into the mood for Hugh Tennent's Fabulous Funfair in Belfast. The Victorian themed promotion was the first of 80 which Tennent's will roll out around the province over the next 12 weeks, continuing the celebration of Tennent's 125th anniversary.

Photo John Harrison.

Bulgarian lifeguard lifts whiskey lovers' ultimate dream prize in global competition

A 28-year old lifeguard from Svishtov Bulgaria has won a global Bushmills Irish Whiskey competition with a prize described as 'the whiskey lover's ultimate dream'.

Ivan Ivanov was chosen from finalists from nine countries as the winner of the Make it at Bushmills challenge at a gala in the village of Bushmills in September. The historic area has a history of whiskey production stretching back more than 400 years.

He will now spend 30 days working alongside Bushmills' Master Distiller Colum Egan with the aim of becoming the first ever person outside the

distillery to create their own blend of one of the world's best-loved Irish whiskeys. Their prize also includes a month's luxury penthouse accommodation in Ireland and £5,000 spending money.

Make it at Bushmills has attracted interest from around the globe since its launch in the New York



Make it at Bushmills winner, Ivan Ivanov from Bulgaria, celebrates his win with Master Distiller, Colum Egan.

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Stock Exchange on St Patrick's day on March 17. The nine finalists from Ireland, the United Kingdom, the United States, Northern Ireland, South Africa, France, Belgium, the Netherlands and Bulgaria were chosen by public vote to represent their countries in this week's two-day 'Bushcamp' finale, set by Bushmills' Master Distiller, Colum Egan.

The contestants included a head sommelier from a French three-star Michelin restaurant, a former Wall Street broker as well as a drumming world record holder from Lisburn, Allister Brown, aged 33 years old.

Following a series of mental, physical and skills-based challenges, the performance of the individual contenders was assessed by a judging panel that included Irish rugby legend, Keith Wood, Foy Vance, one of

Ireland's most respected singer-songwriters and Joel Harrison, a regular contributor to a number of leading whiskey publications.

Ivan said, "Winning the public vote to represent Bulgaria in the final phase of the competition was a real honour. But to be the overall winner is just incredible - I still can't believe I'll spend a month making whiskey with the world's best. It's the whiskey lover's ultimate dream."

Colum Egan said, "Throughout the competition, Ivan has shown that he has the passion and personality to Make it at Bushmills. This is a fantastic opportunity for him to learn how great whiskey is made and I know he'll grasp this opportunity with both hands."

Follow Ivan's progress at the Old Bushmills Distillery on facebook.com/bushmills1608.

Miller Genuine Draft reveals the extraordinary through heavyweight campaign

Miller Genuine Draft has announced plans to launch a heavyweight through-the-line campaign that focuses on its unique brewing process and is breaking new ground in beer advertising.

Miller Genuine Draft is cold filtered four times to reveal the extraordinary – a beer that's distinctively light, smooth and refreshing.

To communicate and bring the cold filtration process to life in an engaging and captivating way, Miller Genuine Draft's new campaign utilises clean art as a metaphor – a form of street art where the artists use high pressure hoses to remove

dirt from walls and buildings to reveal extraordinary designs.

The advert features a group of artists that go out at night and create, using clean art, a spectacular natural scene on a drab, grey city building, as the voiceover explains "Sometimes it's what's underneath that counts, you just have to reveal it."

The advertising campaign will be screened in cinemas and TV across Ireland from September and will reach 90% of all 18-34 year olds in Ireland.

To support the launch, Miller Genuine Draft has also commissioned the biggest

ever real clean art advertising campaign that will involve using clean art to communicate the campaign message on pavements, walls and bars in key urban areas. The campaign also includes digital advertising, On and Off trade POS, and a Facebook page.

Richard Ingram, Marketing Manager for Miller Genuine Draft said, "Our aim is to change the way people think about beer and that aim is brought to life through this campaign. The process of reverse art is used as a vivid metaphor

for the process of cold filtration.

"We're creating a talking point for our consumers, capturing their imagination and communicating with them in a way that we feel is category-breaking for the beer industry."





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This September, a new Miller Genuine Draft marketing campaign commences with a heavyweight TV and cinema campaign, supported by outdoor and online advertising over the same period. To bring this campaign to life in-bar our comprehensive new range of point-of-sale is available right now.

For more details, or to order Miller Genuine Draft, contact Richmond Marketing on (01) 623 3222.

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Magners 'pulled a winner' with consumers

Some extra sparkle was added to on trade venues across Northern Ireland, courtesy of Magners, the original draught Irish cider since 1935.

The promotion which was part of a significant, wider draught initiative brought a fun and innovative 'pull a winner' promotion to locations throughout Northern Ireland. Customers of the venues had the chance to sample complimentary Magners and even luckier ones won great prizes from tee-shirts and pints of Magners to tickets to various events.

Complementing Magners



national TV and outdoor advertising campaign, participants were simply asked to pull a tap on a giant apple - not unlike the action of pulling a pint - to reveal what they'd won.



For further information on Magners activities visit

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WKD supports industry's responsible drinking campaign

Leading drinks manufacturer Beverage Brands is actively supporting an industry-wide responsible drinking initiative by featuring Drinkaware's 'Why Let Good Times Go Bad?' campaign logo on all WKD brand communications and key multipacks. The Drinkaware campaign aims to promote a sensible approach to drinking amongst young adults through communicating a series of tips and advice. The campaign creative will be seen across both on-trade and off-trade outlets this autumn, and via a wide range of outdoor media.

To demonstrate Beverage Brands' commitment to the activity, the 'Why Let Good Times Go Bad?' logo is featuring prominently on WKD materials

to the end of October. The logo appears in the brand's TV ads and is shown on all promotional communications, websites and online communications, and on key multipacks. In addition, a Beverage Brands' initiative will see 100,000 campaign flyers distributed across universities.

Karen Salters, joint Managing Director for Beverage Brands, owner of WKD, said, "The key consumer messages of the Drinkaware campaign are to: eat before you go out, pace yourself with soft drinks, and look out for one another.

We fully support this guidance and are happy to link the campaign logo with WKD as widely as possible so as to really make an impact."

Magners ensures a 'Pear-fect' pairing for comedy

Magners Pear has announced it is taking over the helm of Magners Waterfront Comedy Club, as of this new season. Now known as the Magners Pear Waterfront Comedy Club, it is renowned for hosting a line up of today's greatest stand-up stars and the finest new emerging talent.

Announcing details of the new programme for the Magners Pear Waterfront Comedy Club, James Simpson, Magners Marketing Manager said, "I'm looking forward to seeing fans of stand-up, like myself, enjoying what promises to be another great programme. Once again the Magners Pear Waterfront Comedy Club will be showcasing the big names from the national and international comedy circuit as well as the finest emerging talents. As a brand we know the importance of investing in success and we are delighted to bring that attitude to comedy with our substantial investment in stand up at Belfast's

Waterfront which has already proved its credentials as a home of comedy."

"The association gives us an important showcase for our brand, complementing its association with relaxed sociability and craic. So, here's to another season of evenings filled with laughter all rounded off with a sociable Magners Pear over ice! The Magners Pear Waterfront Comedy club relationship reinforces the leading role that Magners plays in nurturing comedy talent and delighting audiences in Northern Ireland."

To celebrate the success of Magners Pear Waterfront Comedy Club the Waterfront is offering comedy fans the chance to win a pair of tickets to EVERY Comedy Club event taking place in the Waterfront Auditorium between 1 January and 31 December 2011! Visit www.waterfront.co.uk to enter the competition to be in with a chance of winning.

James Simpson, Magners Marketing Manager (left) and Tim Husbands, Managing Director of Belfast Waterfront and The Ulster Hall



(centre, right) is pictured assisting the double act of Groucho Marx and Charlie Chaplin in launching the all new Magners Pear Waterfront Comedy Club.

Magners Light Fall for Fashion launch

Pictured at the recent launch of Magners Light Fall for Fashion in Belfast is Magners Marketing Manager, James Simpson, with models Dearbhla Hogan (left) and Julie Doherty.



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Beck's Vier music inspires art

Be PART of something special

Beck's Vier celebrated in its characteristically unique way at a launch event hosted by Tennent's Northern Ireland and attended by an audience of distinguished guests including media, local drinks industry representatives and VIPs.

The evening provided guests with an opportunity to witness why exactly Beck's Vier is 'Different By Choice' and experience the brand's new platform of 'Music Inspires Art'.

The surprise night united leading Irish art and music talent to create original and exhilarating performances based around the four key ingredients of the premium brewed pilsner lager.

Imported from Bremen, Germany, Beck's Vier is brewed with precision to the Reinheitsgebot purity law, which ensures that only four pure ingredients are ever involved. This unique blend of golden barley, Bavarian hops, pure glacier water and yeast gives Beck's Vier its clean, crisp, full bodied taste and exceptional refreshment.

The 'Music Inspires Art' event showcased the very best in music talent and visual wizardry and saw Beck's Vier team up with some remarkable local artistes to portray the uniqueness of the beer brand.

A highlight of the night was a performance by a group of free-



(L-R) Beck's Vier Model Lee Rush; Niki MacCorquodale, Brand Manager for Beck's Vier; Nicola McCleery, Marketing Manager for Tennent's NI and Beck's Vier Model Zara Shaw.

runners from Dublin, known as 'Displacement'. Specialising in L'Art du Deplacement or Parkour as it is better known, the group created a dynamic and diverse show choreographed specifically for the Beck's Vier event.

Niki MacCorquodale, Brand Manager for Beck's Vier said, "We are delighted to be hosting this fabulous event which not only showcases some of Ireland's most exciting artistic talents, but is also a firm sign of Beck's Vier's commitment to investing in the local drinks industry.

"Our Music Inspires Art event is just the latest in Beck's long-

standing series of collaborations with musicians and artists to create electrifying audio-visual performances. Tonight we have unveiled new, limited edition Beck's Vier fonts and uniquely designed glassware, all showcasing designs by celebrated emerging artists who have been inspired by some of their favourite music.

"This entire campaign, and these limited edition designs in particular, will be amplified by a major advertising campaign for Northern Ireland including 48 and 6 sheets, as well as radio. A major consumer recruitment campaign targeting over 10,000 consumers will also be rolled out across the province."

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New regional group gives 'voice' to families bereaved by suicide

A new group representing families and individuals who have been bereaved by suicide was launched on 10th September - World Suicide Prevention Day. Families Voices Forum has been set up to ensure that the voices of those affected by suicide are heard.

Members of the Forum feel there is a need for the interests and experiences of those family members who have lost a loved one through suicide to be heard. The group intends to champion rights and to challenge and contribute to change within suicide and self-harm policy through their involvement in the delivery of the 'Protect Life Strategy: A Shared Vision: the Northern Ireland Suicide Prevention Strategy and Action Plan 2006-2011.

Welcoming the establishment

of the group, Dr Eddie Rooney, Chief Executive of the Public Health Agency said, "Men and women of every age group and every walk of life in Northern Ireland die by suicide and these deaths impact upon all of the community. With a collective effort, the tragic deaths of many people can be reduced and can prevent the sorrow and pain felt by those bereaved. Suicide prevention is the business of each and every one of us."

Mary Creaney, spokesperson for Families Voices Forum added, "We want to establish what is working and what needs to be improved to benefit those bereaved by suicide. We also want to increase awareness of the impact of suicide across all communities in Northern Ireland and for anyone feeling suicidal to know that there is help out there for them."



Dr Eddie Rooney and Mary Creaney from Families Voices Forum.

'Kids in Need' Gala Ball

The familiar Stenaline Showboat, hosted by Kids in Need in August each year, took on a new format in 2010 in the form of a Gala Ball held in Belfast's Hilton Hotel.

Needless to say it was a tremendous success with the N.I. Cancer Fund for Children and Fleming Fulton School each receiving £3,000.



(L-R) Lisa McNaught, Roy McNaught, Donna Duffin, Harry Beckinsale and Kerri McNaught.

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"Albania to America... with Belfast in between"

by Shaun Schofield

Shaun Schofield began watching Northern Ireland play football by chance in 1993, by taking in a trip to Albania, bizarrely realising a childhood ambition to visit this almost unknown country.

A conversation in Tirana airport with a group of NI supporters led to him purchasing a season ticket for Northern Ireland's home international series for the Euro '96 qualifying campaign, having previously always watched the England national team.

Since June 1995, Shaun has not missed a single full Northern Ireland international either at home or abroad, taking in visits to all parts of Europe, plus far off destinations such as the Caribbean, Chile and even Thailand. Up until August 2010, this has totalled 122 games.

In 2006 'There's Always One' was published, written by Shaun, taking in journeys to games between June 1995 to June 2005. A charity fundraising venture, this project donated £9,600 – all the profits – from the sales of the book to

two Ulster charities: Heartbeat and Action Concern.

'Albania to America...with Belfast in between' is the sequel to 'There's Always One'. The book covers the period August 2005 to August 2010, when the Northern Ireland team played 44 full internationals. It details the sights and scenes from the events surrounding those games, plus an insight into Shaun's thoughts on life in general. There are also various chapters on the fledgling women's team, including a guest chapter from another supporter, who took in an arduous trip to watch the women in Belarus. However, a constant theme throughout concentrates on the infinite growth of Northern Ireland's support; commonly known as the 'Green and White Army'.

Once again, the project is a charity fundraising venture, with an initial target of £15,000 from a print run of 2,000. The beneficiaries are the Royal British Legion (Northern Ireland) and the Irish F.A.'s 'Going for Goal' charity.

The UEFA President Michel Platini and 50 cap Northern

Ireland defender Stephen Craigan have written forewords to the book and it is hoped other contributions will be forthcoming from present Northern Ireland players and broadcasters.

The launch date is 15th November at 1pm and the IFA, Chief Executive, Patrick Nelson has kindly allowed it to be held at the IFA HQ. Requests for invitations should be made via the contact points listed below. The launch, which should take around 45 minutes, will be followed by a light lunch and refreshments.

Confirmed outlets for sales at present are the Irish F.A. shop in Windsor Avenue and the I.F.A online shop, the RBL Belfast Office in Talbot Street, from the author (payment by cheque or PayPal addresses below) and hopefully at the Podium 4 Sport store in Belfast. Also various NI Supporter's Clubs are always pro-active with this project and various book signings will take place.



The foreword and sample chapters are available should anyone wish to peruse. However, as with the previous project, given that all the profits are going to charity, we ask that purchases be made, unless a proposed review of the book is to take place, in which case a full JPG file will be made available.

Please contact at the points below should you wish to discuss any matters.

E-mail: albaniatoamerica@gmail.com
Telephone: 07930 405379
Post: S. Schofield, Box 4292, Dunstable, LU6 9AR.

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Magners League kick-off

The great and the good from Celtic Rugby gathered recently at the Millennium Stadium, Cardiff to reflect on another record breaking Magners League year, and to celebrate the start of the new look tenth anniversary season.

The 2009-10 season saw the introduction of the highly successful Magners League play-off system and Grand Final. Now as it enters its tenth year of competition, the Magners League is preparing for yet more expansion, this time with the introduction of two Italian teams: Aironi Rugby and Benetton Treviso - taking the total number of Magners League teams to twelve.

Paul McGurk, Magners Trade Marketing Manager said, "Our substantial investment and continued commitment to the

Magners League will reinforce its position as one of the most successful competitions in world rugby. As Ulster embarks on its Magners League campaign we will be working very hard behind the scenes to put together some comprehensive and engaging marketing campaigns to further enhance supporters' enjoyment of Magners League."

The announcement by BBC NI that it would be broadcasting live coverage of all Ulster's

home Magners League matches reinforced the importance of the competition and indeed has

further raised the profile of the Magners brand.



Paul McGurk, Magners Trade Marketing Manager, is pictured at the launch of the Magners League with (left to right) John Muldoon, Connaught, Paul O'Connell, Munster, Leo Cullen, Leinster and Bryn Cunningham, Ulster.

Quinn Insurance/UGAAWA Merit Award

When it comes to the closing stages of the All-Ireland championships, sometimes minors, no matter what they have achieved, are forgotten about. However, we, in the Ulster GAA Writers' Association, like to think that we keep tabs on all people in GAA affairs so for our Quinn Insurance/UGAAWA Merit Award for August 2010 we honour teenager Ronan O'Neill.

The Omagh St Enda's footballer doesn't really need an introduction as he has been turning in storming performances with his club

for some years at underage levels. Last winter, he was one of the stars of the Omagh U18 team that won the St Paul's organised Ulster Minor Football Championship. Bigger and better things were to come of course with Tyrone defeating Cork in the All-Ireland MFC in September.

"I never thought that I would be in the running for the UGAAWA award," enthused Ronan. "It is good to see people looking to the minors as we put in as much effort as senior players. It is a boost before the All-Ireland final."



John P. Graham, Chairman of the Ulster GAA Writers Association and Ronan McCabe, representing Quinn Insurance, presents the August Merit Award to Tyrone and Omagh Minor footballer, Ronan O'Neill.

Picture by Peadar McMahon

You just can't beat a day at the races...

Down Royal Racecourse, 5th & 6th November – Don't miss it!

Down Royal's explosive start to their National Hunt Season on 5th & 6th November always inspires fireworks both on and off the track. The Northern Ireland Festival of Racing is now firmly established as the premier event in Northern Ireland's racing and social calendar. The standard of racing on show over the festival this year is superb.

Last year in the feature race, the JNwine.com Champion Chase (Grade 1), 'The Listener' scored on his third attempt in the Down Royal Showcase, in fact the previous three winners of the race have all been trained in England! In this year's race, Kauto Star, undoubtedly the most famous

steeplechaser in the world, had been entered along with 2010 Cheltenham Gold Cup winner Imperial Commander. The quality of racing is not confined to the Saturday big race, the Grade 2 Ladbrokes Chase was a thrilling renewal with the Paul Nicholls trained 'Hercomesthetruth' scoring from the Cheltenham Arkle winner 'Forpaddytheplasterer'. Friday's feature race, The WKD Core Hurdle, has been upgraded from Grade 3 to Grade 2. Last year this race was won by the locally owned 'Voler la Vedette' who held on from champion hurdle hopeful 'Go Native'.

The festival will see the facilities

operating at maximum capacity with hospitality options to suit all budgets and demands, starting from £60.

Discounts are available for groups booking coach trips to the racecourse. On Friday 5th November, there will be a £20 Punters' Pack offer which includes; entrance to the racecourse, £5 bet with Sean Graham Bookmakers, access to



a private marquee, hot beef roll, racecard and a choice of either a WKD Core Cider or glass of white wine. There will only be 500 Punters' Packs available over the festival, at a cost of £20 and they must be booked in advance.

Remember Remember the 5th & 6th November



PUNTERS' PACK £20 PER PERSON - Trackside Marquee Friday 5th November

There will only be 500 Punters' Packs available over the festival and they must be booked in advance.

A Punters' Pack includes; • Entrance to the racecourse • Access to a private marquee • Beef roll • £5 bet with Sean Graham Bookmakers • Racecard • WKD Core apple cider or glass of white wine.

GENERAL ADMISSION: Friday 5th, £10 • Saturday 6th, £15. Children under 16 go free, OAP and student rates are available on both days. First race on both days 1:00pm (approx.) and last race 4:00pm (approx.)



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Glentoran's Young named manager of the month



Glentoran's Scott Young receives Carling Northern Ireland Football Writers Manager of the Month award for August from chairman of the Carling NIFWA, Stephen Looney.

When Scott Young took the reins at his beloved Glentoran many thought he was on a hiding to nothing. The east Belfast giants, although champions, were playing second fiddle to cross-town rivals Linfield but Young quickly went about doing things his way.

At the start of the new Carling Premiership season, the doom and gloom merchants wrote off any chance the Glens had of making a serious title push but they may have to eat their words.

Young, named the Carling Northern Ireland Football Writers Manager of the Month for August, has got his side playing attractive football and sit proudly at the top of the table.

"I'm honoured to get the first Carling Northern Ireland Football Writers Manager of the Month Award of the season but really the award goes to the

players and the backroom staff for the amount of hard work that they have put in," said Young. "But it's early in the season and while it's always nice to get awards, it's the first one this year so we won't be getting carried away. Anything can happen in football and there is a long way to go, but, of course, it's a case of, so far, so good."

Carling's Terry Loughins said, "We're delighted the new season of the Carling Premiership has kicked off and think it's a fantastic achievement for Scott Young to win the first Manager of the Month award as he begins his first full season as manager of Glentoran. I've no doubt that we are in for a very exciting League this year and it's going to be great to see how it unfolds over the next few months. Carling is delighted to be at the heart of local football, supporting local talent, and bringing local people back to the game."

World Police and Fire Games 2013



Sports Minister, Nelson McCausland (third right) announcing that the N.I. Executive has agreed to provide up to £6 million to help fund the World Police and Fire Games 2013 in Belfast which are the third largest sporting event in the world. Pictured are Robin Mansfield, Director General NI Prison Service; Justice Minister, David Ford; Dame Mary Peters; Assistant Chief Constable, Duncan McCausland; Chris Kerr, Assistant Chief Fire Officer; and Lord Mayor of Belfast, Pat Convery.

Photo John Harrison.

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1989

Bruno wobbles Iron Mike

For five or six seconds, Frank Bruno had the heavyweight championship of the world in his grasp as the supposedly indestructible Mike Tyson reeled across the open-air ring at the Las Vegas Hilton from the impact of an almighty hook. But then reality intruded on the longest lived dream in sport as, halfway through the fifth round. Yet another British challenger faltered and failed.



Frank Bruno: lasted 5 rounds.

Bruno had done well to survive the first round as Tyson had battered him to his knees before the sound of the opening bell faded. At least Bruno had the satisfaction of finishing on his feet, and that electrifying moment when the impossible almost happened was his passport to folk hero status.

95 die at Hillsborough

The ultimate disaster in British sport eventually occurred at Hillsborough on a beautiful spring Saturday. It was April 15, FA Cup semi-final day, Liverpool v Nottingham Forest. Although the disasters at Ibrox in 1971 and at Bradford and Heysel in 1985 should have shocked football into taking responsibility and new initiatives for crowd safety and security, they hadn't.



Fans attempt to escape.

So, between 2.30 and 3.06pm more than 1,000 policemen, the administrators of the FA and of Sheffield Wednesday watched as 95 supporters, including women and children, needlessly died. Some 53,000 people had come to watch a football match, but instead of arriving at a place of entertainment and drama they streamed into a death-trap.

Hillsborough, like most major stadiums, was now a place that imprisoned the paying spectators by fencing them in. Stewards and

police saw all spectators as potential hooligans. Thus it was that a series of serious police blunders at the Leppings Lane end meant that 95 people perished when they were crushed to death.

Kenny Dalglish summed up the numbed feelings of a nation when he said, "Football is irrelevant now, nobody is even asking after the other scores."

That such a tragedy could happen so soon after Heysel and Bradford was a shocking indictment of English football. On the day of Hillsborough, The Sunday Times said, "Despite disaster after disaster, nothing seems to shake the complacency and incompetence of those who run the country's most popular spectator sport. Football stadiums, and their administration, remain a disgrace. They are filthy, dangerous places that spectators only put up with because of their enthusiasm for what happens on the pitch."

Lord Justice Taylor was given the task of conducting a wide-ranging inquiry into the events.

Campese gifts Lions

David Campese, the Australian wing who had turned try-scoring into an art form, handed Findlay Calder's British Lions the series on a platter in the deciding Test in Sydney on July 15.



Campese, the leading try scorer in Test history, uncharacteristically lost possession on his own tryline and gave the tourists a 19-18 win in the dying minutes.

Mike Teague of the British and Irish Lions competes for a lineout.

The Lions lost the first Test 30-12 but came back to win a bitter second Test in Brisbane 19-12 that soured the remainder of the tour. However, the Lions were not complaining. They went home having won 11 of their 12 matches.

Also this year...

Football - Relegated West Ham broke with tradition on June 5 and sacked John Lyall. Lyall, who had been their manager for 15 years, was only the fifth person to have held the post.

Cycling - Sean Kelly of Ireland won the inaugural World Cup, judged on places in the six classic races during the year.

Golf - Britain beat the United States in the Walker Cup for the first time since 1971.

Motorcycling - Eddie Lawson retained the world 500cc title on a Honda. It was his fourth win in six years.

Tennis - Boris Becker beat Ivan Lendl in the US Open final.

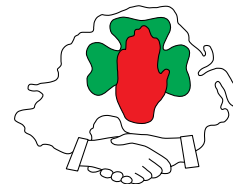
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