

Will Gallagher explains why Oppidea.com is a place where Opportunities meet Ideas

Small business and accounting expert William Gallagher is a 25 year native of the Monterey Peninsula and a one of the Chamber's most recent additions to the Diplomat Committee. Gallagher is of Irish decent, born in England and educated in the Bahamas and Canada. He studied Accounting and Economics at the University of Toronto and California State University, Hayward.

Gallagher started his uniquely named business, Oppidea, 20 years ago working to help support small businesses as they waded through a myriad of forms paperwork, compliance and legal issues. He explains, "I asked a language expert to find a classical word for me. I wanted a word or phrase that meant synergy or union...a merging of ideas," he said. "I also wanted it to be of Celtic or Gaelic origin to reflect my heritage." He selected the word **Oppida**. **Oppidum** (plural **oppida**) which is a Latin word, meaning the main settlement in any administrative area of ancient Rome. The main features of the oppida are the architectural construction of the walls and gates, the spacious layout and commanding view of the surrounding area.

Other definitions of the word suggest a safe place where people gathered together to trade, exchange ideas and to provide mutual security, comfort and companionship. "Oppida may have grown into the great cities we see today," said Gallagher. "Regardless, I saw the word as signifying the benefits of people working together to achieve something wonderful. Perhaps creating an oasis where previously there was wilderness. Certainly a notion of the mutual benefit when people get together to exchange ideas, skills and crafts. That is how I view my relationship with my clients."

He added the "e" to make **OPPIDEA** (pronounced Oh-pea-dee-ah) thus creating a new and unique word but the intent is the same. Gallagher adds, "Immediately I saw the words **OPP**portunity and **IDEA**s and that is how I want you to remember the name. Not all of his clients have been small companies. He spent years designing complex spreadsheets and report suites for large corporations and organizations. He specializes in data integrity, "clean" user-friendly applications that provide timely, accurate and appropriate information for the business decision makers.

Outside of work, his love is for the performing arts including symphony, opera, ballet and theatre. Gallagher is also committed to personal fitness and a healthy lifestyle. His passion is travel but also for his home and garden. Gallagher considers his business an "art" and welcomes the opportunity to design and craft elegant systems to provide creative solutions to your complex business problems. You may learn more by logging onto his website at www.oppidea.com