



Entrepreneur News

Upcoming Workshops

Marketing Your Business

Once you have your business down on paper, you will need to put your marketing plan together. Find out from this informative workshop how to go about getting your name and your product 'out there'.

Hour 1: Market Segmentation and Positioning

Hour 2: Creative Planning

Hour 3: Print Advertising

Business Development Officer, Ian Wiebe, is leading this informative workshop. Whether you are just starting to work on a new business venture, or looking at ways to kick-start an existing one, you are sure to come away with a wealth of information and new ideas.

Thursday June 8: 10:00 am—1:00 pm

Wednesday June 21 : 6:00 pm—9:00 pm

Understanding Financial Statements.

Learn how to read and use financial statements for decision making and capital investment. Take the guess work out of business analysis.

Beginning this fall : Date tba

To sign up for a workshop—or to get your name on a list to receive updates, please contact the office at 453-9165 (Toll Free: 1-800-567-9911) or by e-mail at vision@cfcdsuncountry.bc.ca.

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**We're open for business.
Let us help you with yours!**

**Business Hours : Monday – Friday
8:30 AM – 4:30 PM
Closed for lunch 12:00 – 12:30 PM**

We offer to new and existing businesses:

- Free & Confidential Business Counselling
- Business Loans
- Computers with Internet Access
- Business Resource Library
- Bookkeeping Service on a cost recovery basis

CFDC of Sun Country Box 1480, 310 Railway Avenue, Ashcroft, BC V0K 1A0
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BRAD PELLETIER CHEYENNE SPORTS

Brad Pelletier
Ph#(604)869-5062
Web Site:
www.cheyennesportinggoods.com

Brad Pelletier is a man of vision, determination, and focus. All the ingredients required to carry on the business of CHEYENNE SPORTS.

Starting right from high school Brad began working for the previous owner and learned all the in and outs prior to his decision to purchase from the retiring owner. "This is a great business because it has been here for 30 years. Our customers are upbeat and happy."

The business has doubled and caters to all sports and outdoors enthusiasts.

If you want to know where to fish and what to use CHEYENNE SPORTS is the local expert. If you love to cycle and need apparel and footwear they carry a great selection of inventory. Hockey, baseball, skate sharpening, darts, and camping equipment. They have it all.

The biggest draw to CHEYENNE SPORTS is probably the cycling and fishing supplies. CHEYENNE SPORTS is a general sporting goods store and the community has come to count on buying all their sporting needs locally which benefits everyone.

As the front of the store says: ONE STOP SPORTS, the place to come to fulfill all your sporting requirements. Brad became the official new owner on May 12th and is not planning any big changes ex-

cept maybe some fresh paint later on. "It works as is and our customers are happy with the way things are now."

CHEYENNE SPORTS is a town icon located at 237 Wallace Street, Hope, B.C. For any visitors it is a great place to stop in and get your latest fishing tackle or any other outdoors needs.

Community Futures Sun Country lent a helping hand when Debbie introduced herself to the Chamber of Commerce. Brad first met Debbie there and again when Vic of Sun Country made visits to local merchants. Brad had been considering purchasing the business when Bruce the previous owner announced he would like to retire. Community Futures Sun Country Business Development Officer, Ian Wiebe, worked with Brad to apply for the extra funding to make the purchase.

"But", said Brad, "it took twice as long to get through all the banking, real estate, environmental assessments, and lots of homework". Brad's 5 year plan is to have everything under control and sees himself happily serving his customers for many years to come.

The torch has been passed from the original owner, to Bruce the previous owner and now Brad is carrying on. It must be a great place to do business with the consistency of service and 30

years of knowledge backing it up.

Brad would like to expand the apparel and footwear in the future. "We serve a wide range of demographics because we cater to so many different sporting activities. Team sport items have not been selling like they used to but that could be a sign of the times."

I asked Brad when he had time to go out and "play" but he said not for a little while. The store hours are Monday to Saturday from 8:30 to 5:30. Fridays they are open later to 8:00 pm and during the long weekend the store is open on Sundays. So I asked Brad if he slept there and he said pretty much but you can tell he loves his business!



The only place where success comes before work is in the dictionary.

*Vidal Sassoon,
Entrepreneur*

Book of the Month

World Wide Web

Marketing:

Integrating the web into your marketing strategy.

By Jim Sterne

Discover ways to maximize your organization's Web marketing initiatives.

- **Why Web navigation and interaction are important to your customers and your brand**
- **Identifying Web marketing goals, brainstorming new ideas, and prioritizing projects**
- **How to get as many people to visit your site as possible**
- **E-metrics—how to measure online marketing strategies**
- **Running a site from the business angle**

Book available from the Sun Country Reference Library.

Sun Country Staff

Debbie Arnott
General Manager

Jackie Tegart
Community Coordinator

Ian Wiebe
Business Dev. Officer

Kim Hadley
Accounting Clerk

Wendy Clement
Receptionist

Lillooet Community Partners complete a Small Mill Feasibility Study

This past winter and spring CFDC of Sun Country partnered with the District of Lillooet, Ainsworth Engineered Canada, Bridgeside Forest Products and Western Diversification on an exciting project in the Lillooet community.

The project was a feasibility study to determine the viability of First Nations, Governments, and private sector interests working together to attract and operate a small log facility in the Lillooet area. The aim of the project is to increase employment and economic wealth in all sectors, including value added business.

The outcome of the study, which included many hours of meetings with potential partners, is a signed partnership agreement and a Business Plan which includes a 5-year financial forecast for a small-log sawmill in Lillooet. The venture has the potential to enhance the relationship between the community of Lillooet,

local forest industries and First Nations.

Additional benefits include direct ownership and participation by community and First nations in a local forest based industry, increased community and First Nations control over forest management, increased cooperation with existing forest companies, creation of good quality jobs and improved raw material (log and lumber) supply for local manufacturing facilities (Ainsworth and Bridgeside) and local revenue sharing and improved economy.

Anyone wishing to read the report in its entirety should contact the District of Lillooet or the Sun Country office.

What we think determines what happens to us, so if we want to change our lives, we must stretch our minds. *Wayne Dyer*

Plan to Advertise

Like everything else in business, it is vital to plan out your advertising. When advertising your products or services, it is important that you identify your target market, and create an advertisement that will (1) reach that market, and (2) communicate your message effectively.

It is recommended that this be done periodically, and that a detailed plan be put in place that outlines:

- who you are advertising to, and where they are
- what you want to say
- what you want to achieve
- how you will send the message
- when you will send the message
- how much it will cost
- how you will evaluate if your ads are an investment or an expense

With a little investment of your time, it is possible to create an advertising plan that will be effective and result in an increase in sales, and customer base.

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Sun Country
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Creek)

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Jim Ryan
(Spences Bridge)

Director
John White
(Clinton)

The
Sun Country
Region
Includes:

Ashcroft
Boston Bar
Cache Creek
Clinton
Hope
Lillooet
Logan Lake
Lytton
Savona
Spences Bridge

What's all the Racket about Racking?



Have you got a product or service you'd like the travelling public to know about? Have you thought about putting information into the area Information Centres?

BC Tourism Information Centres get millions of visitors every year and even if you just rack in the local area you will be getting your message out to thousands of visitors and locals too, who often stop by with their out-of-town visitors.

In Hope, where the Info Centre is open year round, the racking fee is \$80.25 for the entire year. In 2005, just under 50,000 people stopped by at the centre. (Hope Visitor Centre: Contact Inge Wilson at 604-869-2021)

In Lytton, also open year round, and seven days a week from May until September, the annual fee is \$25.00. Members of the Lytton Chamber of Commerce do not pay. The Centre requests a minimum of 200 brochures. (Lytton Visitor Information Centre: Contact Peggy Chute at 250-455-2523)

Cache Creek opened its Info Centre last summer for the first time. This will be their first year to charge a racking fee and at just \$25.00 for Ashcroft and Cache Creek businesses for the 5 month season, this is good value. Members of the Cache Creek Chamber of Commerce receive racking as part of their membership. Out of area businesses pay \$30.00 for the season. If you haven't got a brochure, you may want to at least drop off a business card for display. (Cache Creek Visitor Information Centre: Contact Nancy Carson at 250-457-7661)

A few guidelines to follow:

- A standard 4 X 9 inch brochure fits the racks.
- Make sure your contact information is current.
- You should call the Info Centre to see whether there are minimum requirements.
- If possible drop by the centre, introduce yourself to the staff and help them to understand what your business is all about. It will help them to promote you to their visitors.
- If you are new to 'racking', consider contacting some of the other businesses who use the service. Ask them how racking benefits their business.

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover." -- Mark Twain

Attention All Business Owners In The Sun Country Region!

**Please send your business cards to our office
And we would be happy to display them for you.**

Box 1480, 310 Railway Ave. Ashcroft, BC V0K 1A0