



PRESS RELEASE

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Six Phillips County businesses return from “Destination Bootcamp” with new tools to Change Business and attract new customers

Phillips County, Kansas, June, 2011 -- Phillips County Economic Development (PCED) gave sponsorships toward six businesses to be involved with the acclaimed Schallert Destination Bootcamp, as part of the Community Reinvestment Program. Jeff Hofaker, PCED director, participated as the community coordinator for businesses owners attending from Phillips County. The Phillips County, Kansas businesses attending were: Heartland Marketing, Couli Kaffee, The Hair Co. Salon, Ultimate Image, KKAN/KQMA Radio, and Kustom Kreations. These business owners returned this week from a Colorado-based business improvement “Destination BootCamp”, where they learned hundreds of new methods to bring more customers and tourists to Phillipsburg and the area in order to “Discover Phillips County”. These fortunate individuals were among a group of business owners from across North America who attends the two and one-half, 20-hour workshop.

Phillips County, Kansas is the first county in the United States to make a long-term (4-year) commitment to offer local businesses a sponsorship for attending the Destination Bootcamp when being a part of the Community Reinvestment Program. Thirteen businesses attended in 2010 and 2011, with Phillips County Economic Development looking to provide at least twelve more sponsorships over the next two years.

The two and one-half day “Destination Bootcamp”, created by marketing consultant Jon Schallert, teaches independent business owners on how to reposition their businesses as “consumer destinations”. According to Schallert, a business using his “Destination Business” strategies can compete effectively with superstores like Wal-Mart and Home Depot, and significantly impact a local community. According to Schallert, it is not uncommon for destination businesses to create change in an entire city, by pulling consumers from miles around, from outside the typical, immediate marketplace of a community.

“With the principles we learned at the BootCamp, we will be able to satisfy more of our customers’ needs and make purchasing ‘coffee products, natural breads, and home-made sorbets’ a more enjoyable and relaxing experience,” says Eric & Nicolina Coulimore, owners of Couli Kaffee, ‘a cafe serving the best handcrafted meals and specialty drinks in the Midwest’.

“How a product(s) or service(s) is sold to the marketplace and existing clientele, with consistent and recognizable labeling is key,” stated Janeen Wallgren, Heartland Marketing. Heartland Marketing is the most dependable supplier for top quality hardware, agriculture and petroleum products at a fair price while providing the best customer service in the industry.

“The Schallert Bootcamp principles and ideas that I am going to apply will help position the Hair Company to entice customers from the micropolitan area of Hays and other towns over sixty miles away, because of the ultra-service we are providing”, says Shelli Dennis. The Hair Co. Salon is the most intriguing salon in Northern Kansas, inspired by the past and designing for the present, your hair is our palette.

“Schallert’s Bootcamp definitely gives you a new, eye-opening perspective to the possibilities of your business,” says Teal Yates, KKAN/KQMA radio, “the only regional information center, locally owned and locally operated radio station offering the best charismatic LIVE programming in the United States.”

“Entrepreneurs are always looking for ways to improve their business. Opening up to a client’s panorama of your business, its products/services, and marketing is ESSENTIAL. Rural communities and businesses MUST stay on the leading edge of marketing to ensure not only their survival, but the unrealized growth potential in becoming a destination business”, affirmed Jeff Hofaker, PCED director.

Phillips County, Kansas has always had strong entrepreneurs and leaders. Dane G. Hansen and McDill “Huck” Boyd were two entrepreneurs who fought for the rural community, its businesses, its way of life, and the future prospect of its citizens and visitors to “Discover Phillips County”. As a Rural Opportunity Zone (ROZ) area in Kansas, a designated Entrepreneurial Community by Network Kansas, and offering an Entrepreneurial grant program for local businesses, Phillips County, Kansas has positioned itself as the most entrepreneurial minded, rural community in the Midwest United States.

Schallert’s Destination Business BootCamp is held in Colorado three times annually. Jon Schallert has worked with independent business owners since 1983, speaks to thousands every year, and is the President of The Schallert Group, Inc., Longmont, Colorado. One newspaper called Schallert ‘the marketing guru rooting for retail underdogs’. Business owners interested in attending the next Schallert Bootcamp can contact Jeff Hofaker at (785) 543-5809 for more information on Phillips County attendee experiences, or one can visit Schallert’s website at www.DestinationBootCamp.com.

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