



# Learning The Drill

**6 owners of small local businesses to take part in “Business BootCamp”**

By Max Showalter

The latest effort to create a hilltop-to-hilltop shopping district in downtown Lafayette and the West Lafayette Levee and Village will send owners of six small, local businesses to Florida for intensive training next week.

An \$8,365 grant from the Lafayette Urban Enterprise Association to the Downtown Business Center will fund the tuition portion of the cost of attending the “Destination Business BootCamp” March 12-13 in Orlando.

Conducted by national retail expert, Jon Schallert of the Schallert Group Inc., the seminar covers 14 areas, including micro-niche products, interior and exterior image and loyalty validation. It also offers personal consultations with other national business leaders.

“I need to be refreshed, get some new ideas,” said Karyl Traeger, owner of The Green Door at 834 Main St., which sells gifts, antiques and interior décor items. “I want to learn how to expand my customer base, including the tourist trade.” Traeger recruited five other women who own businesses, and each will pay their own travel, lodging and other expenses. In return for sending six participants from one area, Schallert will make a no-charge visit to Greater Lafayette in May.

“Revitalizing and encouraging local businesses is at the heart of our mission, and what better way to do that than to invest in the success of locally owned retailers and restaurants,” said LUEA executive director Dennis Carson. “A big draw for LUEA, too, is that this expert will visit our community and work one-on-one with these business owners.”

Linda Elmore, owner of LE Originals in West Lafayette’s River City Market, at 235 E. State St., expects to receive information at the two-day seminar that will help her be a better retailer. “I’m now expanding my stock, and I want to learn how to buy better and retail better,” said Elmore, who sells candles, hand-made jewelry and other accessories at the store that opened last year.

The other West Lafayette business involved, the Triple XXX Family Restaurant, at 2 N. Salisbury St., has been open since 1929 but still sees a need for additional training. “We want to become even more of a destination business,” said co-owner Carrie Ehresman.

Also planning to attend the seminar are Debbie Goode, of Perfect Solutions, 532 Main St.; Charlene McAndrews of Main Street Ice Cream Shop and Coffee House, 1005 Main St.; and Tracy Deno of New Dimensions Inc., which opened last September at 926 Main St. “I want to get a clear sense of how to make my business and how to earn and retain customers,” Deno said.

DBC president Miochael Wilson is pleased that participants in next week’s seminar in Orlando will represent hilltop-to-hilltop businesses. “The enthusiasm of those who are participating is indicative of the commitment our local business owners have made to succeeding and working together,” Wilson said. “We’ve got the Upper Main Street Ice Cream Shop at one end and Triple XXX in West Lafayette at the other. That’s the synergy we’re after.”

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## Want to know more?

- The Schallert Group Inc. is based in Sorrento, Fla. The telephone number is (352) 383-9579. On the Web: [www.jonschallert.com](http://www.jonschallert.com)
- Lafayette Urban Enterprise Association is located in the Swezey Commerce Center at 337 Columbia St. The telephone number is (765) 742-1984. On the Web: [www.luea.org](http://www.luea.org)
- The Downtown Business Center has offices in the Big Four Depot at Riehle Plaza, 200 N. Second St. The telephone number is (765) 742-2313.

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