

Brown and Gold Outlet looks at expansion



Brown and Gold Outlet owner Casey Campbell surrounds himself with his University of Wyoming retail apparel.

ROB DENSMORE/Boomerang photographer

BY KARLA POMEROY
Boomerang Staff Writer

The Brown and Gold Outlet is looking to expand several areas of its business and is using advice and suggestions provided by marketing consultant Jon Schallert to assist it in deciding where to start.

Brown and Gold Outlet marketing/advertising manager Alicia Richins attended Schallert's boot camp in Longmont, Colo., in September, and owner Casey Campbell attended Schallert's workshop earlier this week in Laramie.

Richins said, "We have a lot of great items. We wanted to learn new ways to tell people what we offer." She said they want to get the work out about their screen printing and embroidery business. Brown and Gold Outlet will design logos for local businesses and is able to put logos on all types of apparel. Campbell said the embroidery business, which puts logos, pictures, etc., on

ball caps, is also going strong, but they want to spread the word.

The business handles several large accounts including Cabela's and Gart Sports/Sports Authority. They handle a lot of local promotional items for WellDog, WyoTech and UW Athletics.

Campbell said that during the workshop Wednesday night in Laramie, Schallert provided a lot of good ideas and reaffirmed some of the ideas they have been considering.

He said most of their business is production with about one-third retail. He said they are looking at expanding each area of the business. Along with the store at 408 University, the Brown and Gold Outlet has an online store and a Cheyenne store. He said they are looking at possibly expanding retail into other cities around Wyoming, expanding their online business, or expanding their wholesale accounts.

Campbell said their immediate project will be restructuring their Web site. He said that will improve their online and catalog sales.

Then, he said, they will have to decide what areas to expand. "We're close to peak right now in all areas," he said, but noted they don't want to stay there.

Campbell, with his wife Dodi, has owned and operated the Brown and Gold Outlet for 15 years, the past 10 years on Ivinson under the name Brown and Gold Outlet. The business began in 1991 as Foster's TNT Screen Printing and then Rocky Mountain Shirt Works. He said they have expanded from two employees to 50.

He said he was glad that Richins was able to attend the boot camp and said it was fortunate that Laramie had a chance to bring someone in of Schallert's caliber.

Campbell added that he is excited to see so many businesses looking to try new things and willing to work together.