

# Marketing plan developed after boot camp

Editor's note: This is the second of six features on downtown businesses that attended a recent boot camp.

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Attending Jon Schallert's business boot camp in Longmont, Colo., in September was just one step of many to create a better business for Coal Creek Coffee Company president and CEO John Guerin.

Guerin was one of six Laramie downtown business owners who attended the boot camp and who will be visited by Schallert today as part of the overall boot camp experience.

Guerin said, "Our company has pursued excellence in our industry from the beginning with our coffees, our foods, our staff and our customers' experience with us. We've always worked to further our education about fine coffees, traditional Italian espresso and artistic, European foods."

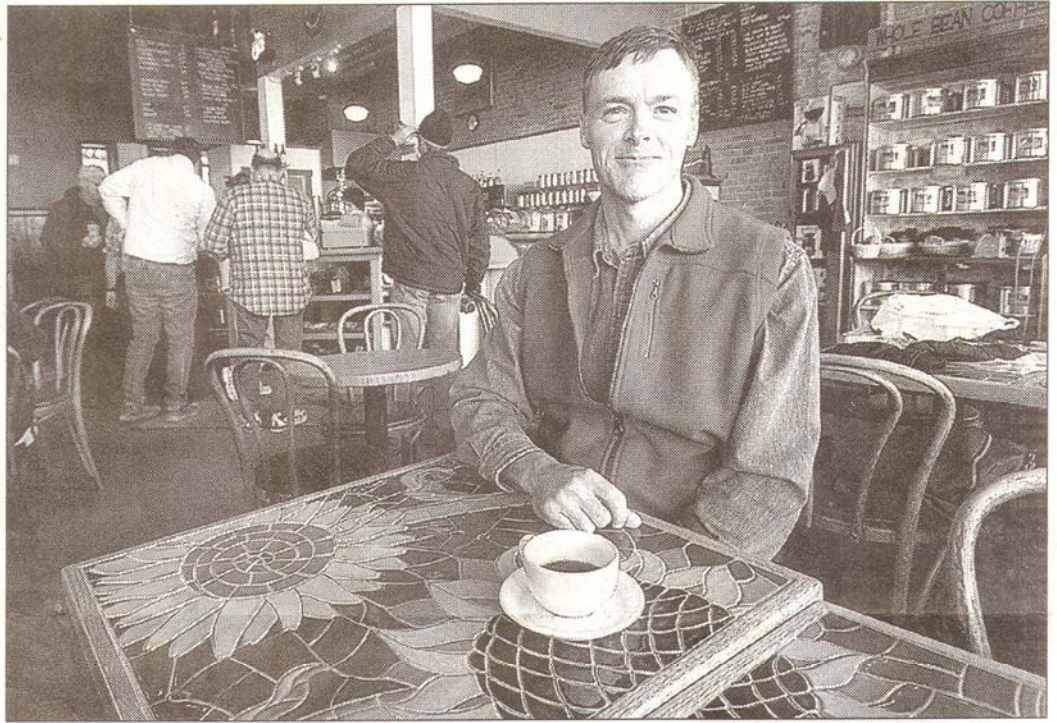
At the boot camp, Guerin said he was able to present his business model to Schallert and the other business owners in attendance. "What I learned was that our products are second to none and very unique within our industry, but we're not doing near as good a job as we could be in communicating that information to our public."

He added, "I learned about quantifiable real-world marketing and how to better communicate to our public what makes us special."

Guerin said the depth of knowledge (called 'drinking from the fire hose' at the seminar) he gained in the 2½-day workshop "gives me great confidence in our future success."

## Public workshop

He encourages local business owners to attend Schallert's 90-minute work session tonight at the Union Pacific Train Depot. Registra-



ROB DENSMORE/Boomerang photographer

John Guerin, president and CEO of Coal Creek Company, developed a 1½-year market plan following his return from the business boot camp where he was taught a theory called Destination Business by Jon Schallert.

tion begins at 6 p.m. The workshop, sponsored by the Laramie Main Street Program, the Downtown Laramie Business Association and the Chamber of Commerce, runs from 6:30-8 p.m. It is open to all Laramie businesses. The cost of the workshop is \$15 per person if pre-registered, and \$20 per person at the door. Dinner is included and will be catered by the Altitude Chophouse and Brewery. For more information and to register, contact Jane Daniels of the Laramie Main Street Program at 742-2212.

Guerin said he knows West Laramie businesses are trying to form an association and want to promote their businesses as destinations, and he encourages them to attend.

He said while the businesses that attend the workshop won't get 2½-days worth of knowledge, he said they will receive a wealth of information vital for improving their businesses.

Guerin said everyone he talked to that attended the boot camp was "blown away" by the amount of information provided. He said Schallert presents the information in a down-to-earth manner that's easy to understand and apply. The tools provided by Schallert can be used by any business, he said, but noted some tools are more effective for smaller businesses.

"Everyone who participates with these methods can benefit. If we're going to compete with the shopping available in other communities, we must further our educations and be open to new ways of presenting ourselves in our own community and in the entire Rocky Mountain region. We are unique, and we should flaunt that uniqueness to as large an audience as possible," Guerin said.

Along with the public workshop, Schallert will also be visiting each of the six businesses. Guerin said Schallert is not

a coffee drinker and is not sure what Schallert's visit will entail. He said one thing Schallert promotes is having businesses find a "microniche," a product that can help set them apart. Guerin said with coffeehouses that is a difficult method. "Food is subjective," he said.

When Guerin returned from the boot camp, he sat down and developed a six-page marketing plan that covers the next 18 months. The plan includes sales goals and other marketing goals, he said. He submitted the plan to Schallert, and Guerin said Schallert was complimentary of the plan.

Guerin and his wife, Jodi, have owned the Coal Creek Coffee Company since 1995. They opened the roastery next door in 1998. This year, they opened a Coal Creek Coffee shop at the Laramie campus of Laramie County Community College and a shop in Fort Collins, Colo.