

James River TRADING POST & GIFT SHOP

...Hobby to Retail



*Shown in the picture is John McDonald of SEFP board with Nancy Larsen, SEFP facilitator presenting The "1st Dollar of Profit" to Kirk and Deb Towns, Owners.
(Picture courtesy of Southeastern Electric Cooperative Inc)*

OWNERS: Kirk & Deb Towns

LOCATION: Olivet, SD

NUMBER OF EMPLOYEES: 2

BACKGROUND: A cowboy and former Yosemite State Park workers for 13 years the owners are very happy living in a small town again. Collections of steins, coins, baseball cards, Indian artifacts and 3000+ products from the catalog are available in the Gift Shop first opened in June 2003.

ASSISTANCE REQUESTED: Business planning and information

RESULTS: A new business was started

QUOTABLE: "We started the business plan and changed focus a few times. And now after opening Deb and I are still finding out what the customer needs. Olivet is very receptive to what we have to offer and glad we took this step. The help that SEFP provides is very beneficial and we appreciate the service."

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