

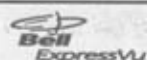


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Ball Outdoor Sales: New Owner, Same Vision For Success

Spotlight Staff

From humble beginnings to a four season outdoor recreation centre, Ball Outdoor Sales and new owner Brian Bowyer both have come full circle.

From the business end, Bryce Ball started the Outdoor Centre 59 years ago (thus the name Ball Outdoor Sales). However, prior to this Mr. Ball's father built his business on the same property. Mr. Ball senior was also into outdoor recreation servicing. He was a blacksmith.

Long time employee Carmen Shaw, who is a mechanic/service technician, is still with the company. He began working for Bryce 34 years ago. Then, in 1984, he became a partial owner along with Mr. Ball. Then on May 15 1994, the business was sold to Lloyd Lee and Doug Brown.

However with the



New Owners Brian and Judy Bowyer During Their Expansion Open House

career history started in the Royal Air Force in England in air technology and mechanical service. In the Technology sector he was involved in electronics/software aerospace. In 1972 Brian moved to Labrador where he stayed

Mississauga. "From aerospace technology/mechanical service to owner/operator of an outdoor recreational business, I think that I have also come full circle", says Bowyer.

Both Brian and his wife Judy fell in love with the beauty of the Land O' Lakes region. "It is a great drawing card for this type of business. The scenery alone is well worth a trip here." However the lakes in the area were not the only drawing card. Another drawing card to purchasing this business was the knowledge of its success. Winning Arctic Cats highest sales achievement award for all of Canada over the past few consecutive years is something to boast about.

An intricate part of the success of the business

is previous owner Doug Brown. Doug is continuing on as an active general manager. "Doug is committed to staying on



Doug Brown: Previous Owner And Current G.M.

and growing the business to share the day to day operations", says Mr. Bowyer.

"With Doug's increased knowledge of the products and service that was being

sold here, there became a need to keep up to the capacity to accommodate the service end of the increased sales", said Bowyer. "We do sell quite a diverse array of equipment here. From Arctic Cat Snowmobiles and ATV's, Lund Boats, Naylor Dock Systems, and Stihl Chainsaws just to name a few. In fact, we will be announcing in the next 4-6 weeks new boat lines to compliment the already successful Lund line of boats that we already

stock", Brian said. "There is a year round product mix in this business with a full range of products for all customers. Our goal is To Provide Stronger Customer Service by raising our service level, and with our expansion, we will be able to meet this goal".

On January 24, Ball

area three times larger. It will improve the service response time. It will also allow the technicians to service more equipment indoors. Even larger products (boats etc) will be able to be serviced inside. The parts department and shipping/receiving department will remain where it is now, but they will be expanding the showroom and the administrative offices. "Our current storage area will become our new showroom. Plus we will add new showroom space", said Bowyer. "We will also be adding to our product line. We will stock and show expansion to our Arctic Cat, Lund Boats, Motors, Dock & Lift systems as well as expanding the size of our yard out front. Pleasure boats including Pontoon boats, fiberglass pleasure boats and Lund Aluminum Fishing Boats will be expanding as well, all as part of the 2nd phase of our expansion".

If success is the offspring of hard work and vision, then Brian Bowyer and the team at Ball Outdoor Sales will continue to see expansion, both now and in the years ahead.

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Carmen Shaw: Service Technician And Former Partner

retirement of Lloyd Lee in November of 2003, the business was put up for sale and purchased by Brian Bowyer. Brian's

for two years. Then finished his service in England before moving back to Canada in 1980. He lived in Montreal, Ottawa, and

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