

# Wolf Island Business & Tourism Association Welcomes "Spotlight"

## Spotlight Staff

In the late February meeting of the W.I.B.T.A., thanks in part to the Frontenac Community Futures Development Corporation, Publikations Ink! owner Sam Jarvis had an opportunity to present "Business Spotlight" to the members who were present.

The opportunity arose when business owners on Wolfe Island commented during a recent FCFDC meeting that Islanders needed its own way to communicate with one another on the island, and from there, the ball started rolling.

The benefits for the busi-

ness community to have "Business Spotlight" delivered to their area is great for all who will actually use its services. Publikations Ink!, the mother company of "Spotlight", offers many business supports, not just a monthly business newspaper. In other supports, not just businesses but social

community groups also have an opportunity to have promotional advertising sold on their behalf, with extra funds (beyond the cost of the promotion) being turned over to the organization as a fund-raiser.

Brochures and other supports are also available to all that require them. "Busi-

ness Spotlight" is a means to communicate business news and product promotion/information to everyone in their area at very reasonable costs. The paper comes free to every mailbox each month, which means that advertising costs can be cut down to once a month and not ev-

ery week like other newspapers.

This expansion to Wolfe Island is the first phase of a major expansion of the business newspaper to reach all homes in Frontenac County (excluding the city of Kingston) by the end of this coming tourist season

## Wolfe Island Business Owners Vince and Sherry Mosier

Long time residents of Wolfe Island Vince and Sherry Mosier say that "despite a possible perception of the limitations of living on the Island (i.e. separation from the main land), we are very happy to be residents here. There is no place in the world like it". Infact Vince even changed his career to spend more time on the island by operating a local grocery store.

As owners of Mosier's Grocery store for the past ten years Vince and Sherry are pleased to offer their friends and neighbors the convenience of a new LCBO and Beer Store. Mosier's store acquired the rights to the local LCBO and Beer Store for the island in December of this past year. "We were lucky to have opened the Beer store in December", said Vince. "We were told that it would be the busiest season of the



Vince & Sherry Mosier

year, and so far it has been."

In addition to its beer store, Mosier's Grocery is a general store, which sells groceries and souvenirs. As well they have premium ice cream (both hard scoop and soft serve) on the island which is one of its most popular items in season. They also have movie rent-

als which are a big help in a sporadic season (winter months and rainy season mostly), as well as new Wolfe Island Post Cards. These post cards capture historical buildings and landmarks, with beautiful Island scenery and shots of the Wolfe Islander III ferry. They are all designed and created by Sherry.

From a business owner's perspective, the Mosier's are convinced that one of the greatest assets that they have on the island for the community and for the businesses is the free ferry. But the greatest thing about the island is the fact that everyone there is part of the family. No matter what the activity, whether it is the annual 5K/10K run, the art in the garden fund-raiser or the annual island baseball tournament, when Wolfe Islanders get together, they are there to have good time and share stories with one another. People there get along. Even among the business owners. "There seems to

be more comradery here on the island among the business owners. We are a close knit group who often work together to support one another", said Vince. "If

we were to loose one of the existing businesses we would need to go to the mainland to get what we need, and that would be a minimum of a two-hour trip. But it's not just that, but it would seem we are loosing a member of the family".



Inside Mosier's Grocery & Beer Store