



### Nelson | Judy Banfield

Despite legal struggles with her ex-business partner and husband, Judy Banfield's business is — now more than ever — part of the fabric of Nelson

**Position/Company:** Owner of Comfort and Joy

**Products and services:** We are a specialty retail store with a focus on newborns up to age six. We sell almost anything and everything from outdoor baby gear to toys and even breast-feeding supplies. I am an internationally certified lactation consultant and I offer breast-feeding tips for free.

**Past lives:** I used to teach at a daycare and preschool, and then taught for eight years at the college level. Then I took about 11 years for raising my children. It was tough at first (starting Comfort and Joy) because I was a very committed stay-at-home mom and I knew nothing about retail. I've never worked so hard in my life as with this job (as owner of Comfort and Joy).

**How do you and your business fit into the community?** The store is really part of the fabric of this community and I think businesses should be involved. I was on the Capitol Theatre board for four years, the Chamber of Commerce board for three years, I'm a member of the Nelson business association, I do fundraisers for the hospital through raffles and donations, I run a breast-feeding support group and I was one of the founders of the Community First Health Co-op in Nelson and area.

**Financially, how did you get started?** My husband (now ex-husband) and I had some personal money and we also got loans from Community Futures and the Credit Union. It officially became my store on October 25, 2004, and I have had to learn all about the buying and negotiating that he used to do.



### Revelstoke | Juliet and Rocky Ehlers

If you ask Rocky and Juliet Ehlers who owns The Enchanted Forest they'll never say, "We do" — rather they will say, "The forest owns us"

**Position/Company:** Co-owners of The Enchanted Forest

**Products and services:** What we really sell is a good two-hour experience. The Enchanted Forest is a walking tour through the Columbia wet-belt forest. We have 350 handcrafted figurines of various themes, a wetland boardwalk, a self-guided wetland boat tour, B.C.'s tallest tree house and a gift shop.

**Past lives:** Rocky—Before taking over The Enchanted Forest in 1989 I was a contract road builder on the West Coast doing rock drilling and blasting. Juliet—I had just graduated from nursing at BCIT when we moved to Revelstoke. I worked at the hospital full time for 13 years and I also looked after the financial end of The Enchanted Forest.

**What is your biggest achievement?** Rocky—I thoroughly love selling happiness. It's a great product to sell and I love our customers. People leave happier than when they came in the door. I think it's also keeping the business going after more than 40 years. We've been here for 15 years and even though we've made some changes, the basic idea is very much the same—it's still a walk in a woodland fantasy.

**What do you like to do away from work?** Juliet—We have two grandchildren here in Revelstoke we like to see a lot and we also spend time taking care of our parents. Rocky likes to go hiking with our sons and we enjoy getting out on the lake with our pontoon boat.



### Windermere | Ron Mason

From vegetation control to NASCAR, this entrepreneur will never quit looking for opportunities, and still pours his heart into his community

**Position/Company:** President and general manager of Copper Point Golf Club

**Past lives:** I've been in business my whole life, mostly building brands. I started in Winnipeg at the age of 16 in the radiant heating business with a friend of my father's. I ended up in Lethbridge (with that company) and started a company that became the Western Canadian distributor for vegetation control sprayers. After that I owned several battery stores in Calgary with another partner. We started our own battery line called Red Cell batteries and I ended up travelling about 200 days of the year. In building the Red Cell battery company I got involved with sports marketing and we sponsored a NASCAR team—that was worth about \$10 million per year.

**What is your biggest achievement?** Building the Red Cell company gave me the confidence to make Copper Point successful. There were a lot of cross-marketing, sponsorship and partnership opportunities with Red Cell that I really learned from and I was able to transfer that experience to this project.

**Who do you admire most?** John Lagadin is my partner and chairman of the board at Copper Point. He is a huge supporter of entrepreneurs and his commitment to this valley and the community is tremendous. He taught me the patience and ethics of business. Also Don Seable—I admire everything he's done for the golf industry. He's taught me a great amount and I don't think he has had the recognition he deserves.