



Barry Timmins, Keith Jollymore and Burt Perry are three Dal students about to set out on a marketing adventure with some high waves. Dal Photo: Mike Hayes.

## Surf Tech a novel concept

By MARK ALBERSTAT

IMAGINE PALM TREES, warm sand, pineapples, surfers, and a warm breeze. California? Hawaii? Wrong—Nova Scotia.

A former Dal student (Barry Timmins), a third year med student (Burt Perry) and a business student (Keith Jollymore) are taking on the more than ambitious task of bringing California to Nova Scotia in the form of a new store called Surf Tech Atlantic.

The store will carry all kinds of surf and sailboards in a number of price ranges, as well as beach towels, Hawaiian clothes and accessories. The store will also offer a range of lessons and customers will be able to rent boards as well. Barry Timmins graduated in 1984 with a commerce degree, marketing major, which he hopes will come in handy when selling the idea of the store and the products themselves on the market place.

"I've been involved in a few business groups, but that's somewhat limited. Burt's been in the

(surf and sailboard) business for awhile. He owned and operated a successful store in Trois-Rivieres, Quebec," said Timmins.

"I've been involved in the selling of boards for the past four years. I was with Aerobics First when they were doing it and I was a dealer rep for a European company," said Jollymore. "We don't profess to know the business side really well but we think we're prepared as anyone in our position would be."

Keith Timmins said, "A lot of Dal students board sail now—you'd be surprised at the number that have tried it, or claim to be into it. A lot of people like to identify with the image."

"I know a couple of professors from the Geology department and one from the physics department who are involved," added Jollymore. "It almost seems that as many faculty members are involved in the sport as there are students involved."

"We expect to see a lot of university interest. It will probably catch on at the university level

before it hits the high school, but it will catch on all through. We'll also be selling skateboards so that should be popular with the high school age group."

The store's date for opening is tentatively set for the middle of April. The store will feature "lush vegetation, and sand boxes in the changing rooms, so you will have to take your shoes or sneakers off when you want to try something on. We think that's a fairly novel idea," said Timmins.

**"It's going to be a very easy-to-deal with, relaxed environment, very inviting. We hope to have a few peach faced parrots. We'll have palm trees and we'll also have an octopus coming out of the chimney."**

"When you walk up the stairs (from the Birmingham Street entrance), you'll see our colours and a surfboard coming out from the wall. From Queen Street you'll see our sun deck and our patio. There will hopefully be sails blowing in the wind too," said Jollymore.

"We've taken some of the best strategies and ideas from places like Virginia, Florida, Quebec and California," added Timmins. "We've taken what we liked and what we think will work best and incorporated it into our store."

After one gets through the palm trees and sand, what makes this store any different than any other store selling the same type of merchandise?

"Youth atmosphere and service," said Timmins, adding, "we won't sell a board without finding out the sailing abilities of the person and exactly what they want. That's something you can't get from Canadian Tire or Sports Experts."

When anyone purchases a board from us, they are entitled to a set of complimentary lessons. Should they already know how to board sail they can pass the lessons along to a friend, brother, sister, or whoever may want them, or they can get some advanced instruction," he said.

Jollymore also noted that "All our clothing is different than what you can buy now. We have exclusive lines on our summer wear. No one else is carrying as high a quality product as we are."

As mentioned, this unique store will not leave the customer high and dry after purchasing a

sailboard or surfboard.

"We have a seven acre school on Lake MicMac. It's on the same side as the Silver Spray water ski club. We'll have three qualified instructors, mostly Dal students. It will be controlled access and you'll have to get a pass from the store to get onto the site," said Timmins. "We're offering a full range of lessons from introductory level through to advanced. Private lessons are available."

Among the other services offered by Surf Tech will be a surf hotline. "Our store is going to be a surf central. It will tell anyone who wants to know where the winds are best. We'll have a tape on to tell the people where the best conditions are. Or if it's too cold one day we'll suggest a certain lake and the tape will even be on when we're closed," said Jollymore. The phone number will be hard for avid sailors to forget as it is 429-SURF.

An obvious question about a surf store is "What happens during the long off season in Nova Scotia?"

"We'll be switching our emphasis heavily into winter clothing. We haven't fully committed ourselves yet as to what lines we'll be carrying. It will be European ski wear and that sort of thing," said Jollymore.

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