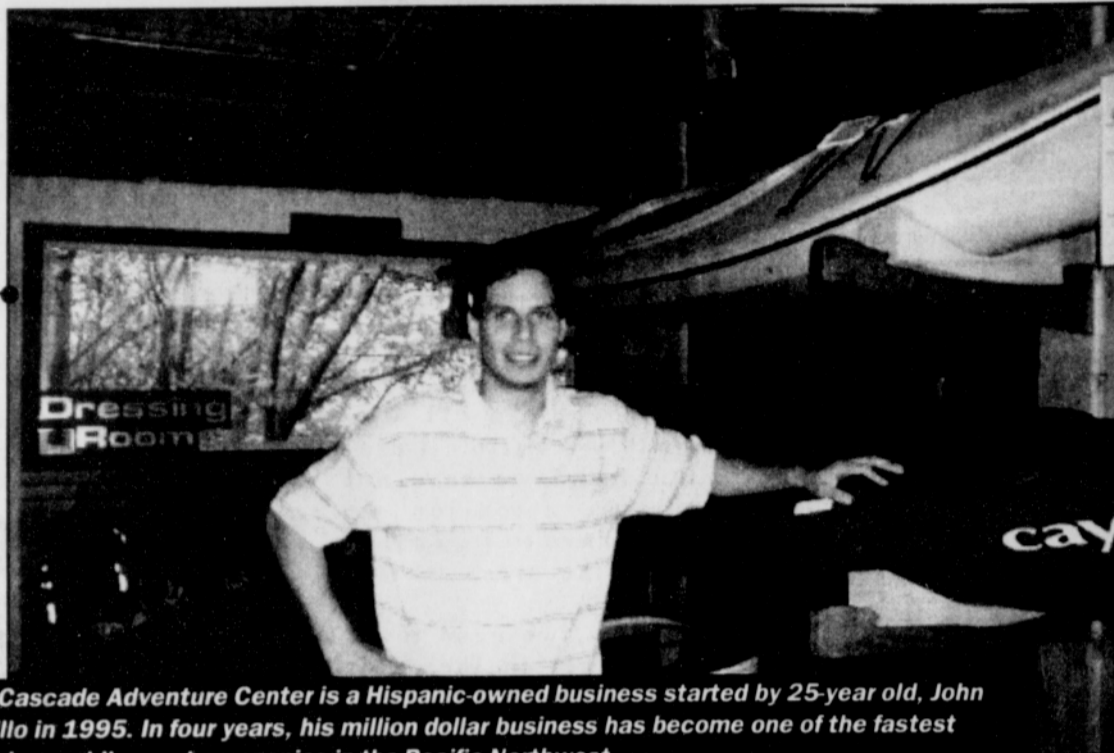




YOUNG ENTREPRENEUR SMALL BUSINESS ASSOCIATION WINNER



The Cascade Adventure Center is a Hispanic-owned business started by 25-year old, John Trujillo in 1995. In four years, his million dollar business has become one of the fastest growing paddle sport companies in the Pacific Northwest.

John Trujillo's passion for kayaking is the driving force behind his business success. When John started the Cascade Adventure Center in 1995, he had two whitewater kayaks and the distinction of being one of the nation's premier kayakers. John won a silver medal in the 1992 Kayak Slalom World Championships. He also writes reviews for Paddler Magazine and tests every boat that comes out in the market. John's love of the sport as well as current public interest in kayaking has made his business one of the fastest growing paddle sport companies in the Pacific Northwest. In less than four years, Trujillo has steered his enterprise from a small, whitewater kayaking school to a full-service paddle sport establishment which offers a fully-equipped retail shop, rafting trips on the Deschutes River and whitewater/sea kayaking schools.

His million-dollar business requires skill and knowledge of the sport because the sport changes quickly. His staff also paddles professionally. John loves what he does because he is able to share his enthusiasm for paddling with other people. He teaches all young entrepreneurs that passion for what you do in life leads to success.

MAKING PROGRESS

"There's been three progressions in my business. It started with just myself and two kayaks for the school. From there, I brought on my younger brother to help teach the lessons. Things got busy very quickly.

The second progression was 1 1/2 years after teaching people, the clients were ready to buy gear and equipment. And so, we started to sell the actual equipment and went

into retail.

The third progression was getting on the Internet. We then put all the products online which opened up the geographical boundaries of where we could reach customers.

E-commerce is nothing new. It's been around a long time. It is just a new medium in reaching customers for the same sale like mail-order catalogs. We've been savvy with the search engines and designing a website that has a good navigation component. So far, we have put exactly zero dollars into marketing our website to date. The premiere of our expanded website will be on January 3rd and can be reached at kayakusa.com.

LAST COMMENT

"Surround yourself with advisors, people who have been there. And, don't miss deadlines and appointments."




Geneva's Shear Perfection

photo by M. Washington




Soon & Joan Chung of Philly Cafe

photo by M. Washington



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