

ALTERNATIVES

The Center for Economic Options -- A Tradition of Enterprise

Fall 2002

Volume 9 Issue 1

CEO introduces Promotions! and The Mountain Marketplace

The Center for Economic Options (CEO) has expanded markets for its Showcase West Virginia store participants by developing two new social purpose enterprises - a promotional, corporate and commemorative gift program (**Promotions!**) and a distribution program (**The Mountain Marketplace**). These new ventures will offer a number of Showcase West Virginia's top-selling businesses the opportunity to increase sales through new market sources. "All of the companies wishing to grow may not reach their goals in the Showcase West Virginia store alone," stated Pam Curry, CEO executive director. "We've explored several options, and researched the best ways to assist businesses to grow to what ever level they choose."

Corporations, organizations, and political entities want their message to stand apart in this crowded information age. Many are turning to handcrafted, individualized items to present as corporate gifts, incentives and awards, advertising specialties, and thank you premiums. CEO will make it easier for these items to be found and ordered with **Promotions!** "CEO will be collecting specifications from participating Showcase West Virginia businesses that want a slice of the \$7 billion promotional item industry," stated Sherry Swint, CEO program officer. To become part of **Promotions!**, a Showcase West Virginia business must be able to individualize, customize, label, or alter the size or color of its product to suit the **Promotions!** order. "For example, several of the Showcase West Virginia decorative glass businesses can engrave pieces with logos, or slogans.

Potters can make signature pieces useful for fund-raising. Specialty food businesses can create labels with special messages, names, or an organization's colors," added Swint. CEO will also offer custom gift-baskets for special clients, events, and the holiday season. The promotional products industry is experiencing 10% growth annually.

"The impetus to develop **Promotions!** as a social-purpose enterprise came as a natural outgrowth from the Showcase (continued, page 3)



Denis Sutton, executive director of the Children's Home Society meets with CEO program officer, Sherry Swint to discuss products that can be tailored to his specifications through Promotions!. Insert -- a sample of a glass paperweight designed through Promotions! for Senator Rockefeller's **Discover the Real West Virginia Foundation**.

On the Inside

The holidays are quickly approaching!

Shop the Showcase West Virginia retail store for gifts sure to please friends, family and business associates. For your convenience, we've included a mini-catalog of some of Showcase West Virginia's best selling products in this edition of Alternatives.





Letter from the Executive Director

The Center for Economic Options is rapidly becoming a full-fledged social entrepreneur – a term that is gaining attention throughout the nonprofit sector. A social entrepreneur is a mission-focused non profit organization that operates as a business and creates revenues by responding to market forces. A growing number of progressive nonprofits are taking responsibility for their own survival by increasing financial self-sufficiency while lessening, or even ceasing, their dependence on philanthropic giving and government subsidy. Why? There is freedom in becoming a social entrepreneur - freedom to operate with agility and creativity so often missed due to funding restrictions. Social entrepreneurs also face the same risks that challenge for-profit businesses. However, by combining the best of the not-for-profit, philanthropic world with the best of the for-profit, enterprising world, social entrepreneurs can increase their potential to reach more, serve more, change more and see their vision become reality.

The Center for Economic Options (CEO) has a long and rich history linking small-scale manufactures and artists with markets for their products. We are serving our social mission and reinforcing it by using private-sector tools and strategies. Social entrepreneurial strategies can include the creation of social purpose enterprises, as well as income earned through fees for services, sale of program-related materials, consultation fees, etc. Social entrepreneurs must manage a dual bottom line — mission-related results and financial results.

CEO's strategy is to develop a "portfolio" of market-focused social-purpose enterprises as economic engines in West Virginia – the heart of Appalachia. CEO's track record for starting and operating such enterprises that directly assist people operating microenterprises, includes the development and launch of *Appalachian By Design* and, more recently, the start-up and operation of the *Showcase West Virginia* retail store in the Charleston Town Center. The planned portfolio includes:

- **Showcase West Virginia retail store(s)**
 - **Showcase West Virginia Shows**
 - **Promotions!**
 - **The Mountain Marketplace**

CEO is dedicated to pursuing innovative strategies to ensure the financial stability, sustainability, and continuation of these social-purpose enterprises. Enterprise development is a long-term strategy and not without risks. In the interim, CEO is continuing to seek investment from foundations, governmental agencies, corporate donors, and private philanthropists. We are now asking for your support. The annual fund drive is underway. Your financial contribution to CEO will provide much needed investment for market ventures that help our state's small scale entrepreneurs succeed in creating desirable jobs and household income.

ALTERNATIVES

Mission

The Center for Economic Options is committed to improving the sustainable economic well-being of West Virginians, with a particular focus on people in rural areas who have historically been excluded from the economy.

Vision

People are thriving in vibrant, rural West Virginia communities by means of culturally and ecologically sound small-scale entrepreneurship.

Goals

Create opportunities and develop systems that encourage and assist people in engaging in the economy by means of sustainable microbusiness ownership.

Identify, preserve, and build human, social, and environmental assets in rural communities for the purpose of sustaining microbusiness ownership.

Advocate and facilitate policies and practices that support sustainable rural microbusinesses.

CEO STAFF

Pam Curry	Executive Director
Ashley Summitt, Esq.	Program Officer
Sherry Swint	Program Officer
Tom Thurman	Program Assistant
Marilyn Harrell	Planning and Development Officer
Julia Higginbotham	Finance and Operations Officer
Jill Mollohan	Executive Assistant

Located at the Showcase West Virginia Retail Store

Amber Ernst	Store Manager
Sara Labreque	Program Assistant
Bill Salisbury	Asst. Store Manager
Jane Paxton	Asst. Store Manager
Jon Dent	Asst. Store Manager
Clarence Wells	Sales Associate

The Center values contributions from our newsletter readers. Do you have comments, suggestions or possibly an article for Alternatives? Please share them with us.

Please send your ideas to the Center at the address below or e-mail them to mharrellopts@citynet.net.

CENTER FOR ECONOMIC

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Showcase West Virginia retail store moves within Charleston Town Center Look for the sign!

The Showcase West Virginia retail store has moved and is open for business through the holidays and early 2003 at the former Montgomery Wards location in the Charleston Town Center. The new location is near JCPenney and only a few stores away from the previous Showcase West Virginia store on the first floor. “Only the specific location has changed - Showcase West Virginia remains a premier marketplace for high-quality West Virginia merchandise and exceptional customer service” stated Pam Curry, CEO Executive Director.

CEO moved the Showcase West Virginia store – fixtures and merchandise – to the former Montgomery Wards site in mid-October due to a leasing decision by Charleston Town Center’s corporate headquarters. CEO had negotiated a license arrangement for the previous site with the risk that the space could be leased by the out-of-state company that operates the Charleston Town Center. “Entrepreneurs are well aware that risks can be profitable or they can create special challenges. The risk that CEO took in negotiating a month-to-month affordable rental arrangement played an important role in making available the financial resources CEO needed to start and develop the Showcase West Virginia store. CEO’s entrepreneurial

cost-effective gamble paid off until September 2002 when CEO received word that a long-term lease had been signed by Charleston Town Center with a national chain for the space” reflected Curry.

Through an arrangement with the Charleston Town Center and Charleston Urban Renewal Authority (CURA), CEO arranged to move the Showcase West Virginia store into the former Montgomery Wards location while negotiations for a new, long-term site within the Charleston Town Center are ongoing. According to Curry “the temporary space at the former Montgomery Wards location through the holidays and the planned move into a leased space nearby in late winter will enable the Showcase West Virginia store to continue to connect customers with a great variety of fine products made by local small scale entrepreneurs.

“Our plan is that our doors will never be closed during this process,” she said. “The Showcase West Virginia store will be offering new amenities, improved retail functions, and will provide a base for CEO’s development of the planned distributorship (The Mountain Marketplace), and corporate and promotional enterprise (Promotions!).”

We are on the move!

(from the front cover)

West Virginia retail store,” stated Curry. Upon seeing and shopping at Showcase West Virginia, heads of governmental agencies, nonprofits, and corporations began asking for this service. Currently, CEO is working with representatives from Senator Rockefeller’s office, the West Virginia Development Office and the West Virginia Children’s Home Society to fulfill custom orders. “With modest marketing, we believe that **Promotions!** can help many West Virginia manufacturers and artists become more diversified and profitable.”

Last year, internationally recognized retail expert John Shallert spent a day with the staff of CEO to discuss merchandis-

ing and strategies for growth. “That’s when we considered adding a distribution service as a way to reach additional markets,” said Ashley Summitt, CEO program officer. With **The Mountain Marketplace**, CEO envisions distributing to regional gift stores, hotels, specialty food stores, grocery stores, and airports. Buyers will be able to customize their order by product type, and display size. “Many retail buyers do not want the administrative costs of dealing with dozens of very small businesses that may offer limited product lines,” Curry states, “by packaging the top-sellers of the Showcase West Virginia retail store, CEO will be able to market a diverse, interesting

and customer-proven collection of lines while giving buyers a single point of contact for reorders, shipping, billing, etc.”

CEO will provide high-quality marketing materials to further brand **The Mountain Marketplace** as a social purpose enterprise. “We have several buyers interested in this pilot phase, and will be working on the catalogues this winter,” said Summitt.

For more information on The Mountain Marketplace or Promotions! or to place orders, call CEO at (304) 345-1298.

CEO receives support from W.K. Kellogg Foundation

Central Appalachian Network to develop local policy, communication initiatives

Two of West Virginia's nonprofit organizations received grant awards from the W. K. Kellogg Foundation as part of its Networks for Rural Policy Development initiative. The Center for Economic Options (CEO), and the Conservation Fund's Natural Capital Investment Fund, based in Shepherdstown will each receive \$150,000 over three years. Both CEO and The Conservation Fund are members of the Central Appalachian Network (CAN). The Kellogg Foundation is investing in members of CAN to show how a network can create and communicate a new understanding about the conditions and assets of rural America. The grants will allow members of the CAN to develop communication strategies for addressing local policy issues around economic diversification.

Both CEO and The Conservation Fund work with individuals in rural communities to build wealth, retain assets, and take control of their economic destinies. "Micro-entrepreneurs face myriad policy issues in the course of doing business. We are interested in these issues and how policy can be advanced," stated CEO executive director, Pam Curry.

The Conservation Fund works nationally to protect America's legacy of land and water resources. In 1999, The Conservation Fund established the Natural Capital Investment Fund (NCIF) to hasten the rate of enterprise formation and business development in the state. According to Marten Jenkins, NCIF director, the grant will help to broaden the understanding of policy issues associated with the access to

capital and angel investor network development.

The Central Appalachian Network had its beginnings in 1993, when representatives from interested organizations met in Athens, Ohio at the request of the Aspen Institute. The Aspen Institute convened this round table as part of a program studying regional approaches to poverty alleviation. Members from a number of these organizations continued meeting and have supported the development of the network.

According to Curry, a founding member of CAN, "This multi-state network is working to build a healthy regional economy in Central Appalachia. We are pleased that the Kellogg Foundation recognizes the potential power of this network and is studying our activities as a model."

The W. K. Kellogg Foundation envisions CAN's member organizations playing key roles in educating and informing policymakers about rural issues and about positive, community-based examples for addressing persistent rural problems. According to Curry the grants, "will

help us, as rural organizations, tell our stories that so clearly reflect the diversity, innovation and importance of rural America and Appalachia."

CAN currently includes nonprofit and community-based organizations, and policy-focused organizations from West Virginia, Ohio, Kentucky and Virginia. Each organization is committed to economic justice through ecologically sustainable rural development strategies, local self-reliance and innovative community building.

What policies
are impacting
your
businesses?

e-mail

econoptns@citynet.net

to register your
concerns.

Money in the Mountains connections yield results

West Virginia and the Celtic lands of Ireland, Scotland, Wales, and England share much in common — culture, mountains, forests, and efforts to maintain the forests' productivity and value for future generations. In 2000, CEO sponsored the **Money in the Mountains: Sustainable**

At the Money in the Mountains Conference, Russell Rowley discusses issues with Connie McCauley, executive director of Poplar Forest.

Microbusiness Options for Forest Landowners conference as a way to connect international innovators and programs with counterparts in West Virginia to share ideas on forest economies and sustainable development of forest wealth.

This spring, Russell Rowley, director of the Smallwoods Association in Wales, invited fellow Money in the Mountains attendee Jim Birkemeir from Wisconsin's Timbergreen Community Forestry Association to speak to an annual gathering of the 30 top woodland initiatives. Rowley also reports that the Small Woods Association was successful in a major European Objective 1 bid for a large Welsh Project called Local Woods/Coed Lleol to try to reconnect people with woodlands in Wales. Congratulations!



Visit from Nepal

Madhuri Ale of the Women Development Service Center, and Mahin Limbu of the National Association of Village Development Committees in Nepal met with CEO staff in August to discuss how rural entrepreneurs could create access to markets for their work. The Nepalese women were members of a study group sponsored by Bluefield State College.



CEO state leader in efforts to promote entrepreneurship, industry of culture

As a nationally recognized social entrepreneur, CEO is also playing a lead role in helping to identify and address barriers to entrepreneurial success. CEO provides practical experience when the economic development discussions turn to working with the creative class, social entrepreneurship, and/or strategies for moving people along the continuum from economic vulnerability to economic self-reliance. CEO is positioned to leverage resources and provide leadership to integrate various entrepreneurial initiatives including:

Rural Entrepreneurial Initiative

CEO was one of the organizations highlighted in the application that the West Virginia Rural Development Council submitted to the Kauffman Foundation for West Virginia's selection as a rural entrepreneurial "discovery state." An active participant in the resulting REI/WV Entrepreneurial Initiative, CEO has played a leadership role in assessing the entrepreneurial environment in West Virginia in order to identify opportunity and policy barriers to entrepreneurship. In late August, 2002, CEO's executive director was featured as social entrepreneur of the month on the Kauffman Foundation's website: www.ruraleship.org.

West Virginia: A Vision Shared

CEO is a member of the New Economy: New Challenges and New Solutions' taskforce of the Vision Shared initiative. CEO's responses to the "Increase Entrepreneurship" section helps keep work in this area focused on all manners of entrepreneurs - from the "gazelle" businesses that have the capacity and desire to grow quickly, to the new business owners wishing to grow incrementally, to business owners that operate enterprises at a level that is satisfying and manageable for their personal situation.

An Industry of Culture: Building the Creative Economy

CEO's executive director participated on the planning committee for this initiative and helped coordinate West Virginia's participation in the "Building Creative Economies" regional conference in Asheville, North Carolina. CEO was honored with a request to present an overview of the Showcase West Virginia program as an Intermediary Marketing panelist. The conference, which was sponsored and supported by a partnership between ARC and the National Endowment for the Arts, focused on the industry of culture that can be developed in West Virginia and other Appalachian states. CEO played a leadership role in the West Virginia delegation that met before and during the conference and decided to advance the idea of West Virginia's "Industry of Culture" as part of the state's overall economic development strategy through a Vision Shared. CEO is playing a key role in facilitating further discussions on how incorporating this concept into economic development strategies.

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CENTER FOR ECONOMIC *Options*.inc.

CEO not awarded state funding Private funding sources provide core support

CEO's portfolio of active and planned social purpose enterprises that benefit small scale manufacturers and artisans in West Virginia was not selected by the committee to move forward to the public hearing phase of the process. In June, 2002, CEO requested funding from the West Virginia Economic Development Grant (WVEDG) committee to help underwrite the development of a portfolio of social purpose enterprises, including the Showcase West Virginia retail store. Over 195 groups applied for a piece of the \$200 million dollars set aside by the 2001 legislative

session to spur development across the state.

Despite a presentation describing how CEO could, in a three year period, support the development of 54 new registered businesses and the creation of approximately 300 new full-time, part time and seasonal/contractual jobs. Additionally, CEO projected that 680 businesses would be retained, as well as the 1597 jobs they provide. CEO projected the projected would directly generate \$4.1 million in revenue between 2003-2005. This would include: \$1.6 million in cost recovery to CEO; \$2.2 million to participating

(continued page 11)

Capacity building, enterprise development expertise offered

At the close of 2001, CEO was among the ten progressive organizations chosen to participate in a new program - the Microenterprise Development Organization Institution Cluster (MIC) Project. The MIC project offers ongoing capacity building services to executive directors of selected organizations that work with low-income markets. The capacity building project was designed and implemented by WSEP Consulting Group (WCG), a division of WSEP Ventures, based in Chicago Illinois.

The President and CEO of WSEP Ventures and WCG, is Connie Evans, an internationally recognized "social entrepreneur" with expertise in organization/corporate strategy, idea conceptualization, and planning and analysis. Pam Curry participated in the three MIC retreats. CEO's Board Chair, Ruth Joseck, accompanied Curry to Fort Lauderdale for the retreat focusing on board governance.

The eighteen month program activities include multi-day training sessions, peer-to-peer learning, organizational effectiveness consultations, executive coaching, tracking and follow-up. CEO is receiving recommendations and specified and custom services on social entrepreneurship, financial analysis, revenue opportunities, opportunity assessment, and organizational development through a \$20,000 voucher provided by WCG. CEO and WSEP Ventures plan to explore continuation the relationship as CEO moves forward on its long range goal of becoming financially self-sufficient as a social entrepreneur.

Order now for the holidays!

CEO tests Showcase West Virginia Catalog

As the Showcase West Virginia Access-to-Markets Program begins its third year, CEO staff is excited about developing new marketing and training opportunities. "We've discussed developing a catalog featuring the Showcase West Virginia product line since the store opened," explained Pam Curry, CEO executive director. "Customers have requested a way to purchase Showcase West Virginia merchandise when they can't get to Charleston. A print catalog, and ultimately, a web-based catalog are natural extensions of the store."

The catalog insert found on pages 7, 8, 9, and 10 features the products of some of the top selling businesses in several product categories. Sherry Swint, program offer said, "This insert will allow CEO to gauge the interest in and response to an expanded catalog featuring Showcase West Virginia's full

product line. Introducing a catalog on a limited scale will also help us to refine its systems for orders, processing and shipping." CEO's approach often is to try new program components on a smaller scale, and then expand if successful. "In 2000, we started the Showcase West Virginia store in a 480 square-foot space, and expanded as customer and client demand increased. This strategy has worked well for CEO," explained Curry.

CEO will evaluate the response to this catalog insert after the holiday season, and begin to make decisions about additional catalog offerings. "We believe people will want these products, and are happy to offer them in this new format," said Swint.

Resources for micro-entrepreneurs

Susan Inglis, internationally recognized consultant has compiled the following hints and resources for microbusiness owners. Inglis provided this information for CEO clients and others at the 2002 state-wide entrepreneurs conference held in Charleston.

Useful to handcraft/gift/home accent businesses:

The Artisan Enterprise Network	www.artisanenterprisenetwork.org
The Crafts Center	www.craftscenter.org
PEOPLink	www.peoplink.org
CatGen	www.catgen.com
The National Craft Association	www.craftassoc.com
HomeDecor	www.homedecorbuyer.com
George Little Management	www.glmshows.com
MAGIC International	www.magiconline.com
International Home Furnishings Market	www.ihfc.com
One Nest	www.OneNest.com
WhereOware	www.whereoware.com

Useful to specialty foods/natural products businesses:

Acenet Food Ventures	www.acenetworks.org
Natural Products Expo	www.naturalproductsexpo.com
New Hopw Media	www.newhope.com
SPINS	www.SPINS.com
Gaiam	www.gaiam.com
Mother Nature	www.mothernature.com

For Market Research

American Demographics	www.marketingtools.com
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About Trade Shows

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www.tsnn.com

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- ✓ Marketing is constant. Everything you do and say contributes to how you are perceived. Make sure you are marketing to sell.
- ✓ Put your product where the money is already flowing. Make sure your products fit commercial trends.
- ✓ In setting your prices, make sure you are asking for all that you need, and then position your product where that is a reasonable price. Adjust the look of your product to fit the needs of this market, too.
- ✓ Know how to sell your story. Have professional looking sales materials: linesheets, hangtags, packaging, and a concise general brochure about your business.
- ✓ Use sales agents. Sales agents are where the money is already flowing.
- ✓ Keep product development and marketing efforts closely tied. Be ever responsive to the market.
- ✓ Ask early and often (but not too often) if your potential customer is interested in buying your product. If the customer you are targeting does not want your product always ask them where they think it belongs if not with them, and whether it might be adjusted to serve their needs.
- ✓ Remember that in every sale you attempt but do not make, you have made a marketing move, anyway. Make it a good one.
- ✓ When you secure a customer, ask them what agents they buy from and what trade shows they shop. That's were you should be, too.
- ✓ Be mindful of how you are marketing yourself. Catalog companies expect to send you seven catalogs before you buy. What are the seven encounters the consumer is going to have with you before s/he buys?

Captive Elegance



Pewter surface pendant necklace and earrings

Pewter and cobalt blue glass luster beads on a leather cord. 16" Necklace Sterling silver earwires.

Available in gold-filled. 2- piece set

- CE001 Pewter \$22.00
- CE002 Gold-filled \$22.00



Gold Animal Necklace and Earrings - Exquisite!

Czech dark blue glass pearls, light blue luster and dimpled glass, blue and white marbled beads. Gold-plated pewter elephant, lion, zebra and rhino beads with ornate pendant. 14K gold-filled earwire. 2-piece set.

32" Necklace with toggle clasp. Also available in pewter.

- CE003 gold \$60.00
- CE004 Pewter \$60.00



Pewter Kokopelli Pendant Necklace, bracelet and earrings

Hematite, Black Onyx, Swarovski Crystal and Pewter beads. Sterling silver earwires. Magnetic clasp on necklace and bracelet.

18 " Necklace. 8" Bracelet .

Available in gold-filled. 3-piece set

- CE005 Pewter \$48.00
- CE006 Gold-filled \$48.00



Straight Fork Farm

Intoxicating Lavender Milk Bath

One of the finest ways to relax and pamper yourself is to indulge in a soothing milk bath. Milk is a gentle and effective skin cleanser. It gently softens your bath water for a wonderful luxurious bath. The milk bath is eight ounces in a natural kraft bag, with a wooden scoop.

SFF001 \$12.95

Lavender Gift Set

All products are hand made with pure lavender essential oil. Lavender oil has properties that are skin healing, calming and balancing. Packaged in a wooden-crate, the set includes an 8-oz. lavender hemp lotion, lavender bath fizzers, and lavender soap.

SFF003 \$25.00



Canine Bar Soap

Pet shampoo that is friendly on your pet and you. With the essential oils of lavender, cedarwood and clove to aid in keeping those pesky fleas away.

This is approximately a .45 oz. dog bone shaped bar of soap.

SFF002 \$10.00

Heritage Glass Works



Celebrate the winter season with a friendly snowman made of glass. This smiling snowman's hat and scarf are available in the following colors- cranberry (shown), purple, medium green, and cobalt blue. Size is 6" x 3"

- HGW002 Cranberry \$50.00
- HGW003 Purple \$50.00
- HGW004 Green \$50.00
- HGW005 Cobalt \$50.00



The image of West Virginia is sand-blasted onto the paperweight that shimmers with cobalt blue and gold color. 4" x 3". A great gift for anyone!

HWA001 \$40.00

Accent your home or work office with this unique handblown glass pen holder. Pen not included. Choice of cranberry (shown), blue, or green.

- HAG006 Cranberry \$15.00
- HAG007 Blue \$15.00
- HAG008 Green \$15.00



2002



Little Bo Peep

She delights young and old as a Topsy-turvy doll. Little Bo Peep comes complete with a shepherdess' crook. Sheep's friendly face is found when doll is turned over. Suitable for children. Whimsical doll reminiscent of days gone by!

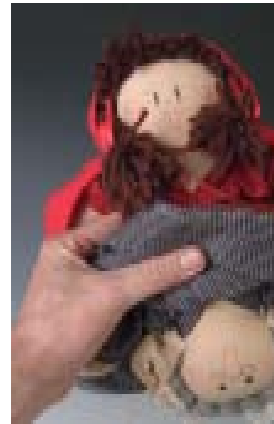
PC001 \$32.00

Patty Cakes

Educating Emily

Emily is a teacher preparing for the school day to begin. She carries an apple, a ruler, and books in her arms and wears a pencil in her authentic wool hair. Glasses on her nose complete the look. 32". Decorative item only.

PC003 \$36.95



Red Riding Hood

A topsy-turvy doll created from a pattern used in colonial days. One side is Red Riding Hood, another side find Grandma, and on the third side is the Big Bad Wolf. Sure to become a family heirloom. Three dolls for the price of one.

PC003 \$32.00

Hard Rock Candles



Made from natural stone native to West Virginia with no two alike! Each stone is selected for its individual shape, color, texture and natural beauty. Perfect in any location -- indoors or out. Outdoors, fill with citronella oil for the perfect accent of light . . . insect free! Indoors, fill with smokeless, odorless oil, or your favorite scented oil and enjoy in every room of the house! Candles includes on 4 oz. bottle of oil and funnel.

HRC01 Single Wick Sandstone \$24.99

HRC02 Double Wick Sandstone \$30.99

HRC03 Single Wick Coal \$29.99

HRC04 Extra 4 oz. oil \$2.99

HRC05 Extra wick \$1.99

The original **Coal Candle** . . . after months of testing we finally mastered a way to produce a coal candle that burns the wick only. No worries about the coal catching fire! A beautiful home accent and unusual conversation piece.

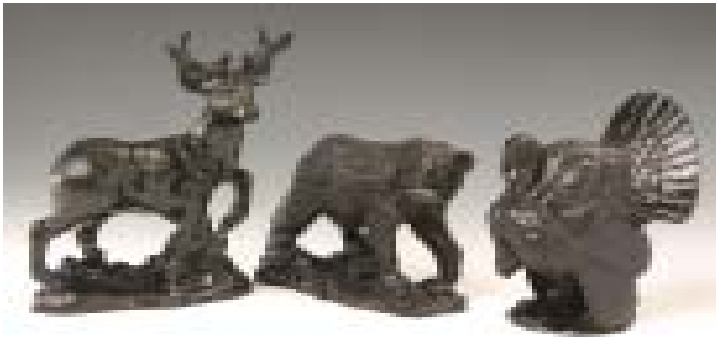
DeFluris' Fine Chocolates

Celebrate the winter holiday season with an assorted selection of luscious milk and dark chocolates. These premium chocolates are made by hand in the finest candy-making tradition. The assortment lets you savor buttery caramels, rich truffles, chocolate covered nuts and silky creams. All boxes tied with ribbon.



DFC001 6 piece box \$6.00
DFC002 10 piece box \$10.00
DFC003 20 piece box \$20.00

MOUNTAINEER COAL CREATIONS



The wildlife package provides three of West Virginia's best known creatures including a turkey, a deer, and black bear with fish. A wonderful gift for the outdoor enthusiast. Sizes: Turkey 5" x 5", Deer 7" x 7", Bear 6" x 5"
MCC002 Set of three \$46.00



The modern coal miner statue is a great gift for those in the coal industry. The statue stands 11" and is mounted on a 4" wooden base.
MCC001 \$24.00

Surprise the golf lover on your gift list with this coal statue. Can be used as a trophy with area to place engraved plate. A unique addition to any golf collection. Stands 12" by 7".
MCC003 \$28.00

Gold Dome PHOTOGRAPHY



Among the most popular images representing West Virginia are the State Capitol in Charleston, the mill at Babcock State Park, and the Mail Pouch Barns. Each collection of photography features these scenes of West Virginia in the four seasons. Photographs 4" x 6" with black mat. Total size is 10" x 20". Quantities limited. An impressive gift!

- | | | |
|---------------|---------------------------------|----------------|
| GDP001 | State Capitol (above) | \$35.00 |
| GDP002 | Mill at Babcock (center) | \$35.00 |
| GDP003 | Mail Pouch Barns (right) | \$35.00 |



West Virginia Getaways: A Guide to the State's Bed & Breakfasts and Country Inns



Make the most of your trip to West Virginia with West Virginia Getaways. This guidebook contains detailed descriptions of 90 of the state's best B&B's, country

inns, cottages, and cabins. It is organized by region, so that almost anywhere you travel in West Virginia, you will have some interesting -- and charming -- lodging options. 289 pages 6"x6" paperback
PHD001 \$14.95

Appalachian Conquest by Eugene Huddleston, PhD.



A complete treatise on how topography and the rugged mountain ranges were conquered by the C&O, N&W, Virginia and Clinchfield Railroad Companies. This book explores the history of bringing the coal harvest out of the "Pocahontas Roads" in McDowell and Wyoming Counties. Includes 190 photos, diagrams, maps and illustrations in color and black and white. 138 pages 6"8.5x11" hardcover
PHD002 \$29.95

More Than Beans and Cornbread: Traditional West Virginia Cooking by Barbara McCallum



McCallum gives you "old West Virginia family recipes" to keep you eating well, using common, simple ingredients. She includes recipes for such down home delicacies as Beef Pot Roast, Sweet-Sour Baked Beans, and Scripture Cake. So, let's break bread -- West, by God, Virginia style. You'll discover it is more than pinto beans and cornbread. 190 pages 7.25"x10" paperback
PHD003 \$12.95



Showcase West Virginia has gift baskets and boxes for all occasions - personal and professional. Your customers, clients and friends will love receiving the best from West Virginia's artists, crafters, and specialty food producers. Products found in Showcase West Virginia gift baskets are made by small-scale entrepreneurs from across West Virginia -- most using time-tested recipes and techniques that reflect the unique mountain heritage of this wild and wonderful state.



Tasteful Sampling Basket (left)

Experience a delicious sampling of West Virginia specialty foods along with a small handmade wooden cutting board.
SWV001 \$50.00 (Gift wrap not available)

Good Morning Basket (center)

A beautiful hand-thrown pottery coffee mug with gourmet coffee, and chocolate truffles. A quick and tasteful gift.
SWV002 \$32.00 (Gift wrap not available)

Now *That's* Italian Basket (right)

Everyone loves a little Italy!
 Enjoy hand cut pasta, meatball mix, a delicious tomato basil sauce, tasty salad dressing, two chocolate truffles, and gourmet coffee -- a complete meal!
SWV003 \$40.00 (Gift wrap not available)



A. Customer Information

Please print

Name _____ Company _____

Street Address (no P.O. Box) _____ Apt. _____

City _____ State _____ Zip _____

Phone () _____ The above address is a business home

For Shipment to another address, print below

Name _____ Company _____

Street Address (no P.O. Box) _____ Apt. _____

City _____ State _____ Zip _____

Phone () _____ The above address is a business home

B. Method of Payment:

Check Visa MasterCard Discover

Credit Card number _____

Exp. Date _____

Signature _____

Please make checks payable to Center for Economic Options

Would you like for us to wrap this for you?

Wrap includes attractive craft paper box tied with cheery red gingham ribbon. The gift nestled in dark green tissue paper. Showcase West Virginia gift card included. **Cost - \$1.00 per item**
Message: Attach separate messages if necessary. PLEASE PRINT

C. Items Ordered: Attach separate listing if necessary.

Page No.	Item No.	Quantity	Wrap	Description	Unit Price	Total

D. Shipping Options

If your order costs	UPS ground	UPS 2-day air
up to \$15.00	\$6.50	\$15.00
\$15.01 - \$30.00	\$8.50	\$22.00
\$30.01 - \$50.00	\$11.00	\$30.00
\$50.01 - \$75.00	\$14.00	\$38.00
\$75.01 - \$150.00	\$17.00	\$42.00
	Please add an additional \$3.00 per gift basket ordered	Please add an additional \$6.00 per gift basket ordered

Total Price of Items	
Shipping & Handling	
<input type="checkbox"/> UPS ground	+
<input type="checkbox"/> UPS 2-day air	
Gift Wrap	+
Add 6% Sales Tax	+
GRAND TOTAL	

Mail Order form to
 Showcase West Virginia
 214 Capitol Street
 Charleston, WV 25301

Telephone Ordering:
 (304) 342-8527
 1-866-???-????

M-S 10:00 a.m. to 9:00 p.m.
 Sun 12:30 p.m. to 6:00 p.m.
 EST

When you're in Charleston, don't forget to stop by the Showcase West Virginia store and gallery at the Charleston Town Center!

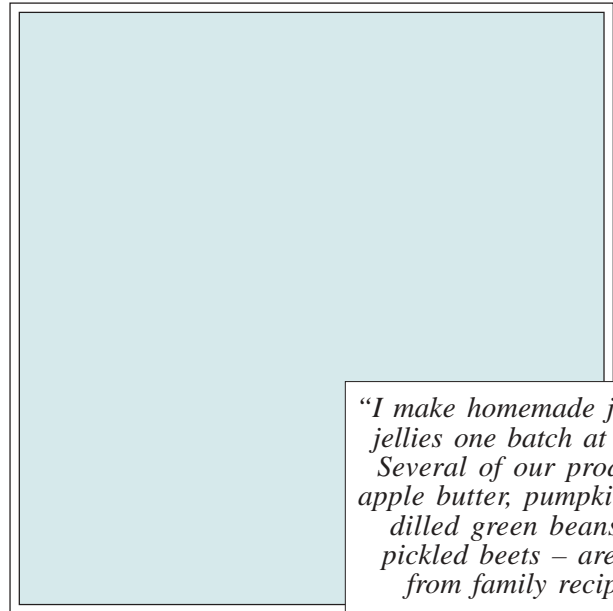
Showcase Spotlight

Ordinary Evelyn's "not so ordinary"

Ordinary Evelyn's "not so ordinary" products are consistently top sellers at the Showcase West Virginia retail store. What makes Evelyn McGlothlin's products out of the ordinary? Her level of personal involvement for starters. Quantities of Ordinary Evelyn's products are limited both by her time and her production methods. "I work full-time as a cook at an elementary school and I don't want to quit. So the time I can spend cooking and canning is limited, even though I realize that the possibilities are endless now that I've gotten into it," said McGlothlin.

Producing a high-quality product is important to McGlothlin. "We grow a lot of our vegetables and fruits. For our dilled green beans, my husband raises the beans, because I just couldn't find a commercial bean that suits us, and the dill too." The McGlothlins pick wild blackberries for much of their blackberry jam as well. "That jam is not in all our stores because it takes so much work and our supplies of blackberries are limited." Production time, of course, varies from product to product. Evelyn's apple butter for example stews for approximately 20 to 24 hours before the canning process begins. The hot pepper butter takes much less time – from picking the peppers to the jars, she can average 48 jars in 3 hours.

Her business started with encouragement from her two daughters and know-how from her mother. "I learned to cook from my mother; it's something I've always loved to do. I was the only girl with four brothers and back then you had to work. I always enjoyed being in the kitchen though, and I've always been a stay-at-home kind of person. When people come to my house, no one leaves without a can or jar of something. My youngest daughter, who lives in Lexington now, kept telling me, 'All these things you make, people sell them, you should be selling them too.' I wasn't really sure where to start, so I called the Department of Agriculture, and found out all I needed to do to get this



"I make homemade jams and jellies one batch at a time. Several of our products – apple butter, pumpkin butter, dilled green beans, and pickled beets – are made from family recipes."

business going. I always joke that I liked the kitchen so much that now I've got two!"

McGlothlin has been selling her product through Showcase West Virginia since the store's inception. "My products have done very well in Showcase. I like how it's being done; it's really great how it's operating and how the staff takes an interest in you. I love the store too; I can't think of anything I'd change." She also sells her products through Tamarack, Perdue's (at the Capital Market), Risk's Market (Charleston), a couple small places in Nitro, Poplar Forest (Flatwoods), and several farmer's markets throughout the state, including Logan and Weston. They also sell in two shops in Lexington, Kentucky; both connections made through her daughter.

Ordinary Evelyn's is located about 9 miles from Clay, West Virginia in Clay County. The business employs only Evelyn; her husband works as a volunteer. She envisions her business expanding a little more while maintaining the highest product quality. Her recipe for success? "Lots of hard work and good customers that really like the product."

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businesses; and \$252,000 in sales taxes. CEO also projected that the businesses participating in its portfolio of enterprises would generate a combined total of \$97 million in revenue during this period. This projected revenue would represent income from all markets from each company, inclusive of CEO's enterprises.

"Preparing for the presentation was a good exercise for CEO staff," stated CEO executive director, Pam Curry. "We extrapolated information from a survey recently completed by our clients and from that had impressive figures on how our work positively impacts the state's economy."

CEO currently generates approximately a sixth of its organization's budget through entrepreneurial program activity. "Historically, CEO has been forced to look outside the state for financial resources. Those foundations in New York

City, Chicago, and other urban areas consistently express surprise and concern with CEO's lack of support and leverage from state-generated economic development resources (i.e. the WVEDG). CEO must continue to rely on its funding partners and investors for now, but plans to approach financial self-sufficiency within ten years. CEO's 2001-2002 funding partners include:

- Appalachian Regional Commission
- Mary Reynolds Babcock Foundation
- Charles M. and Mary D. Grant Foundation
- W.K. Kellogg Foundation
- Greater Kanawha Valley Foundation
- West Virginia Division of Forestry
- Steptoe and Johnson
- Bellington Bank
- Annual Fund Donors
- WSEP Ventures



Showcase West Virginia Participant Pages

Ask Ashley

Q Why does the Center for Economic Options refer to the Showcase West Virginia retail store as “more than a store?”

A CEO refers to the Showcase West Virginia retail store located at the Town Center Mall as “more than a store” because it is one component of CEO’s access-to-markets program. In order to participate in other market access enterprises (i.e. Showcase Shows, Promotions! and/or The Mountain Marketplace) a business owner must be an active participant in the retail store. This helps CEO staff get to know each business owner, the product lines, marketing needs, and be able to identify other marketing opportunities.

Training opportunities are also an integral part of our program and can help the participants expand their product lines and be ready to access new markets. Recently, the Center hosted a marketing consultant who provided one-on-one consultations on their product packaging and packaging resources. Six businesses from the program attended and found the information invaluable.

Q If I wish to demonstrate, perform or sample my products in the Showcase West Virginia store located at the Town Center Mall, what do I need to do?

A Any business participant in the Showcase West Virginia Access to Markets Program can always come to the store to interact with customers. CEO encourages this because it is an inexpensive, yet very effective way to conduct market research, premier or test new products, and create customer loyalty. Tastings, demonstrations and performances also help set Showcase West Virginia apart from other retail stores in the area.

The staff of the Showcase West Virginia store is more than happy to help you have a successful demonstration event. We do ask that you schedule a time with the store staff beforehand so that we may make the necessary arrangements with the mall and advertise the event. Store staff can advise you of the best times to be in the store, and promote the event beforehand. You can call the store at 304-342-8527 and ask for Jon Dent or any other staff member to arrange your product demonstration, tasting or performance.

Q I would like to prepare my inventory stock for the 2002 holiday season at the Showcase West Virginia retail store. Do you have any advice?

A Last year’s holiday selling season at the Showcase West Virginia retail store was phenomenal and we anticipate that this year’s holiday season will be even more impressive. During the month of December 2001, the retail store sold almost \$100,000 worth of products; a figure that pleasantly surprised us all. To be ready for this holiday season, the staff would like to make the following suggestions: Begin your production of your inventory stock EARLY. We suggest that you begin production and planning ahead now. Also, look at last year’s holiday sales in the store, if applicable, and then double the amount of inventory that you sold last year. If this is your first holiday season in the Showcase West Virginia store, you can speak with Sara Labrecque, the Program Assistant in charge of inventory orders for the store, to help determine what the store might require of your product inventory for this upcoming season.

Sara will begin to place the orders for holiday inventory during September and October. Because the holiday sales’ season begins to heat up after Thanksgiving, all products to be sold during the holidays should be received at the store before that date. Any questions about scheduling product delivery or product quantities should be directed to Sara Labrecque at 304-345-1298, ext. 34.

WAY TO GO!

Sales at Showcase West Virginia’s were up 40% from January - September 2002 over the same period in 2001 -- and within 2% of sales targets.

They asked for it!

The Showcase West Virginia retail store staff has collected customer requests. Do you make any of the following products? Although we can not guarantee a market, we know that the following items have been suggested.

- Bells
- Wind chimes
- More variety in collector spoons
- Thimbles, and postcards
- Shot Glasses with WV logo
- Coffee mugs with WV logo
- Chocolate fudge- regular and sugar free
- Sugar free chocolate-covered cherries
- Any sugar free food products
- Incense
- Lye soap
- Marshall University products
- Thumb pianos
- Corn cob pipes
- New born/children's t-shirts, and clothing
- West Virginia stickers
- Buckwheat honey
- Elephant -motif products
- Walking canes
- West Virginia cookie cutters
- Clip earrings
- License plates
- Baby quilts
- The song, "West Virginia Hills"
- Hard candy
- Maple candy
- Maple syrup
- Ramps
- Cat treats
- Sandstone coasters

Needed: Donated items for Showcase West Virginia

A refrigerated drink case with glass front to display water and other cold drinks.

Store floor fixtures: bookcases, hutches, armoires, cubes, lighted cases, counters

Packaging: bubble wrap, flattened standardized shipping boxes, gift baskets, ribbon, bows, shred, packaging tape,

Training report and update

During 2002, CEO sponsored three training workshops for business clients in CEO's Market to Access program. **Stepping Up to Wholesale** was a joint venture between, CEO, Mountain Made. Com, Tamarack, and Popular Forest Cooperative during the month of January with 57 participants that discussed three artisan's experience in reaching the wholesale market through high end craft wholesale shows.

Just Shoot It! was an interactive photography training workshop that allow the participants time to work with the instructor to photograph their work. 11 participant attended. Two of the participants are using the work obtained at this session in their marketing materials.

The third training this year was **Market through Packaging** which assisted businesses in packaging ideas and design. Six participants attended this session and also attended the individual consultation sessions held after the training.

This winter, CEO is planning on a full-day training course focusing on web-based marketing. The training will be held in Charleston, and focus on the ins and outs of selling via the Web. Look for information on this upcoming training in the mail.

Have ideas for other training sessions? Contact Sherry Swint at (304) 345-1298 or sswintoptns@citynet.net with ideas.

Become involved in Promotions!

CEO is announcing **Promotions!**, a new enterprise that will be catering to the gift and promotional needs of businesses and corporations. Current business clients in Showcase West Virginia are encouraged to participate by supplying promotional, signature, or private label products. If you are interested in participating in **Promotions!**, CEO's corporate gift initiative, please contact Sherry Swint for more information (304) 345-1298 or sswintoptns@citynet.net

New Markets through Export

The West Virginia Export Initiative is a program to help expose businesses to global opportunities. Research shows that businesses that export enjoy higher growth and employee retention than those that focus solely on the domestic market. This program aims to support and enhance the performance of West Virginia businesses, so they can reach their full potential to provide jobs and grow their business. The International Division of the West Virginia Development Office, with support from the Export Council of West Virginia and the US Department of Commerce, coordinate the program.

Any size company in virtually any industry can participate in a program offered by the Development Office at little or no cost. Events include Catalog Shows, Trade Missions, Trade Shows, Video Conferencing and On-line Matchmaking.

Also . . . <http://kro.com/wvec/september2002/> is a monthly e-newsletter produced by the WV Export Council...we would love to add subscribers, free of charge.

We can also offer \$100 savings on a one-year www.BuyUSA.com subscription. BuyUSA is a program of the US Department of Commerce designed to match US and international companies for international trade. Visit www.wvdo.org/international and select the BuyUSA logo for more information.

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West Virginia Microenterprise Development Association (WVMEDA)

As a member of both the national Association for Enterprise Development (AEO) and WVEI, CEO recently collaborated on the development of a state microenterprise association. CEO provided information and connections to an AEO representative who traveled from Washington DC to Charleston to help facilitate the discussion. West Virginia MEDA is now forming a structure and is moving to continue the microenterprise economic impact research begun by CEO and Dr. Michael Hicks of Marshall University's Center for Economic and Business Research several years ago.

Association for Enterprise Opportunities (AEO)

CEO, a long-standing member of this national trade association, annually participates in the national conference, presenting seminars on topics such as the economic impact of microenterprise, strategies for developing social enterprises, and the start up and development of the Showcase West Virginia retail store. Recently, CEO was asked by AEO to serve as chair for a new conference track on Social Entrepreneurism which will be initiated at the Denver, Colorado conference in May 2003. CEO is in the process of recruiting committee members from across the country with experience, knowledge and success in this emerging field for non profit economic development.

QUICK TIP! Advertising 101: AIDA Approach

When you spend your time and resources preparing an advertisement, you want the biggest bang for your buck. The job of advertisements is to persuade potential customers to buy your product. Do your ads work? Next time you prepare an ad, try the AIDA formula. Does your ad

Attract attention of your potential customer.

Interest your prospect in the product.

Create Desire for the product

Define the Action your customer needs to take. This step is the one most commonly overlooked. Be explicit.

By following this simple formula, your ads should be clear, and help your products reach their markets.

CEO Launces Improved Website www.centerforeconomicoptions.org

CEO has a new web address: www.centerforeconomicoptions.org. The improved website is still under constructions, but CEO executive assistant, Jill Mollohan, hopes to have all information up and accessible by winter. "We're working on making the website interactive so our clients can participate in on-line chats," she says. "So far, the improvements allow people to find out more about CEO, marketing training, and upcoming events."

The world marketplace is also open for business. The catalog insert in this issue of Alternatives will help CEO staff evaluate the merit in developing expanded print and electronic catalogs in the future. "Customers visiting the Showcase West Virginia retail store ask if they can make purchases on-line," says Ashley Summitt, CEO program office. "We hope that soon, we can answer 'yes.'"



Now Available -- Wealth in Woodlands: Sustainable Microbusiness Options for the Forest Landowner

Forest landowners in West Virginia have a new tool to help develop forest resources in a manner that is sustainable and can generate wealth. *Wealth in Woodlands: Sustainable Microbusinesses Options for the Forest Landowner* was published by CEO to help landowners evaluation how to best utilize their resource.

"Wealth in Woodlands is an informal, rather than a scientific, technical, or academic resource directory that has been developed for small scale land-

owners," says CEO executive director, Pam Curry. "We believe that when managed and viewed as a long-term investment, forestland can generate revenue now and in the future."

Decisions made about timber stands and forest lands today impact the land, local communities and a broader community of people in the state. Information and knowledge are two tools that can help the forest landowner become more confident in exercising sustainable management practices.

According to Curry, "With creativity, entrepreneurship and an eye toward the future, we believe the wealth in West Virginia's woodlands can be experienced for generations."

Wealth in Woodlands: Sustainable Options for the Forest Landowner is available for \$14.95 plus \$2.00 shipping and handling. Please call (304) 345-1298 to order.

CEO celebrates West Virginia and its entrepreneurs during West Virginia Day event



The Center For Economic Options (CEO) celebrated West Virginia Day at its Showcase West Virginia location at the Charleston Town Center on June 20, 2002 as a way to demonstrate that small-scale enterprises are critically important to the state's economy by allowing people to become economically self-reliant. The day's festivities included live performances by West Virginia musicians and product tastings and demonstrations. All featured musicians and businesses sell their product through the Showcase West Virginia retail store. The special event was held at Center Court of the Charleston Town Center and more than 800 people attended.



Above - Mary Dailey of Ginny's Tonic and Charlie Casabona of DeFluris Fine Chocolates hand out tasty samples; **above right** - Todd Coyle of Flat Rabbit Music provides live entertainment at the Charleston Town Center's center court; **above center**- Bill Salisbury, Showcase West Virginia assistant manager helps a customer with her purchase; **bottom** - Brooks Griffin of Accents captures the attention of two young shoppers.

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We invite you to give to CEO's second annual fund campaign. Your gift is important to our work as we strengthen West Virginia's economy one entrepreneur at a time. Contributions to CEO will go directly to support our programmatic work of locating or creating new markets for fine-crafted West Virginia products, and making sure the state's smallest businesses are prepared for such opportunities.

Please clip the form below and send it in with your donation.

Thank you!

RETURN SERVICE REQUESTED

To those who made last year's Annual Fund Campaign a success, THANK YOU!

Center For Economic Options
Annual Fund Campaign 2002-2003

These are suggestions. Gifts at any level are appreciated!

Table with 3 columns: Contribution Level (Executive Circle, Sustainer, Benefactor, Patron, Partner, Friend), Amount (\$3,000 to \$40), and Description of Gift (Exclusive Gift Basket, Gourmet Basket, Handmade glass paper weight, etc.)

Tax laws require us to inform our contributors that the cost of some of the above benefits are not tax deductible. Your contribution less the value of the donor benefit is the portion of you gift that is tax deductible. However, you have the option to take the full value of the gift as a tax deduction by choosing not to accept the donor benefits we offer you. Please indicate your choice below:

- I ACCEPT the donor benefits and understand that the tax deductible value of my gift is reduced by the value of the benefits.
I CHOOSE NOT TO ACCEPT the donor benefits.

My gift to the Annual Support Fund is \$ _____

Please Make checks payable to: Center For Economic Options

Name _____

Please charge my:

Address _____

VISA MasterCard Discover

City/State/ZIP _____

Acct. No. _____ Exp. Date _____

() ()

Home Telephone Business Telephone

Signature _____