

# My Business, My Community

## Nanaimo Regional District

### My Business

Outsider, the Outdoors Store Ltd.

### My Community

Qualicum Beach



### Name

Michael Addiscott

### Immigrated/migrated from

Scotland

### Language(s) spoken

Accented English, comically bad French and German

### Years in Community

4 1/2

### Products & Services of my Business

We sell Clothing, Footwear and Accessories for people who spend time outdoors for work, recreation or health. What sets us apart is that every item is chosen to help people to make the most of this wonderful area. That's as likely to be a neighbour or family member as it is a tourist.

### Business Contact information:

138 West 2nd Ave. Qualicum Beach,  
[www.outsidersports.ca](http://www.outsidersports.ca)

### Advantage of doing businesses here

There is a really positive relationship between the store and the community. Qualicum Beach is a destination for retirement, holidays and day trips. The store is a resource that helps customers to realise the ideals that brought them here in the first place. Whether people want to walk around the unique stores that make up the town's core, spend a day at the beach or head onto the area's trails, we are one of the first stops to help them enjoy their day in comfort and safety

### Able to be successful here because

There are a number of factors, but integrity is top of the list. I expect the products we sell to be used in the real world, and any customer could end up next to me on a bike ride, at a social event or standing in the playground waiting to pick up the kids from school. I always want them to feel they've got the best return for their money.

### Greatest Challenge overcame

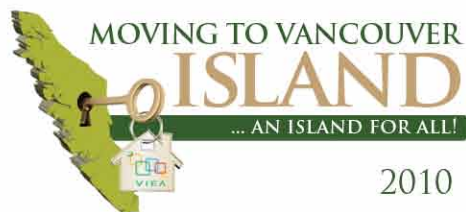
That has, without doubt, been the downturn in the economy. The poor US Dollar and new Visa requirements had a huge impact, and with Canada's oldest demographic, we have a local market that got hit particularly hard by the investment market taking a nose-dive.

### If I were to do it again, I would

Invest earlier and more heavily in electronic marketing.

### How moving here enhanced my dreams:

Previously I had a great career but my life involved commuting, long hours and trips away from home. It was hard to find time with my family or to spend on my own wellbeing (mental or physical!)



Every day now, as I ride to work, go about my day, walk down 2nd Avenue to pick up a coffee, I do it in a place that people aspire to come to. I help at my kids' schools, am an active member of Arrowsmith Search and Rescue and contribute to the development of local business through the Chamber of Commerce. I love the fact that in this small town the community and I have got time to enjoy each other.

### **Most Valuable Advice to give to someone new**

Be honest with yourself about the value of your business to the end user. Just because you believe your business is a good idea, or because the intended structure suits your needs does not mean that it deserves to be successful in the market. Try to make sure that your family, friends and staff know that you value them, even when your time or resources are short.

### **Best Business Quote**

OK, it's cynical but worth bearing in mind during buying season when I'm being tempted by next year's goodies; PT Barnum- "No-one ever went bust underestimating the public's taste."

### **Anything else to add**

Life is full and it can be hard to set time aside for yourself. Build something that's good for the soul into your day or you'll find life is passing you by in a stampede of obligations.