

CENTRAL POINT, Ore., Oct. 18, 2013 /PRNewswire-iReach/ --

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Central Point, Oregon, October 18, 2013, Owners and Managers from Bobbio's Pizza, Big Town Hero, Dusty's Transmissions, The Big House, Twin Creeks Retirement and the Wash N' Go Depot returned this month from a Colorado-based business improvement "Destination BootCamp, where they learned hundreds of new methods to bring more customers and tourists to Central Point. These Central Point business owners and managers were among a group of others from across North America who attended the two and one-half day, 20-hour workshop.

Rick Deates, Camron Clarkson, Dave Duste, Shannon Payne, Cassandra Easton, and Kelly Geiger

are the first of their business type from Southern Oregon to ever attend the Destination BootCamp. "We knew we were unique businesses, we just needed an objective third party to help us realize that and then provide us with a path forward."

The two and one-half day "Destination Boot Camp", created by marketing consultant Jon Schallert, teaches independent business owners how to reposition their businesses as "consumer destinations". According to Schallert, a business using his "Destination Business" strategies can compete effectively with superstores like Wal-Mart and Home Depot, and significantly impact a local community. According to Schallert, it is not uncommon for destination businesses to create change in an entire city, by drawing consumers from miles around, from outside the immediate marketplace of a community.

"With the principles we learned at the BootCamp, we will be able to satisfy more of our customer's needs and make purchasing our products and services a much more enjoyable and fun experience. Additionally, we will be attracting more visitors and tourists from outside of Central Point", says Community Development Director Tom Humphrey. "With what we've learned, there's no reason we can't attract loyal, world-class customers from hundreds of miles away."

The City of Central Point has endorsed Destination Business principles for years and is making a practice of getting local businesses involved in the Boot Camp and in comparable activities to promote their competitive edge and ultimate success.

Schallert's Destination Business BootCamp is held in Colorado three times annually. Schallert has worked with independent business owners since 1983, speaks to thousands every year, and is the President of the Schallert Group, Inc., Longmont, Colorado. One newspaper called Schallert "the marketing guru rooting for the retail underdogs". Business owners interested in attending may contact Tom Humphrey at 541-423-1025 for more information on the BootCamp experience, or one can visit Schallert's website at www.DestinationBootCamp.com.

Six Local Central Point, Oregon Businesses Return From "Destination BootCamp" With New Tools To Cha

Written by Australian Business

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