

Jane and Trevor's Adventure Network

Whitehorse (rural)

Started: 1998

Contact: Jane Vincent and Trevor Braun

Jane and Trevor's Adventure Network is a number of businesses in one. In the winter, the "Huski Joring" part involves skijoring (skiing with dogs) tours and instruction. In the summer, the "Yukan Canoe School" offers canoeing courses and trips. The business also designs and manufactures skijoring and mushing equipment.



Getting started: After the first winter of testing the skijoring business, Trevor took the Dana Naye business planning course and received financial support from the Canada Employment Centre for implementing the plan. Trevor then took a course to become a national certified canoe instructor, got a wilderness guiding license and the required insurance, and began teaching his own "Yukan Canoe" courses. Jane and Trevor also guided their first family voyageur canoe trip.

Key to success: The past experience and skills of the duo, and diversification within the business, provide a strong base. Free coverage in local media raised their profile early on and was supported by their own print ad. Word of mouth has also played a strong role in getting the business going.

Lessons learned: Jane and Trevor are keeping personal and business finances separate to monitor the health of the business. In their first winter, there was a gray area between business and pleasure activities so they plan to draw clearer lines between the two. Communication with their landlords helps reduce uncertainty about the security of their rented home base.

Future of business: Jane and Trevor will be designing a comprehensive approach to marketing. The Network will establish a wall tent camp this winter for overnight skijoring trips. They also plan on providing more family trips in both seasons. A significant goal is to acquire their own land for their wilderness based business.