

Treeline Woodworks Ltd.

Whitehorse

Started: 1984

Contact: Jim Quinsey

Treeline Woodworks is a full service furniture and cabinet business. Most of Treeline's work is for businesses and governments but they also provide kitchens and furniture for private homes. One of the two owners works at the business along with two full-time and one part-time staff.



Getting started: After Jim opened his first woodworking shop in Whitehorse in the late 1970s, he decided to go to Ontario's Sheridan College to take design training. In 1984, he opened another leased shop in Whitehorse but after two years he bought land and built his own shop. He was able to secure a combination of financing from banks, family and a Yukon government small business program.

Key to success: Having the passion and drive to stick to his dream has been key to the success of Jim's business. Personal contact with clients, meeting their needs, and standing behind the products are also important. Treeline's track record of well constructed items and good service for the life of the product is increasingly being recognized by buyers as being as important as price.

Lessons learned: Jim has learned it is important to take the time to think beyond the day to day to keep the direction of the business on track with his vision. Treeline is currently expanding its space to address the problem of the long waiting period its clients now face.

Future of business: Jim plans to expand into the Alaskan market. Continued participation in trade missions, knocking on doors of prospective clients, and the development of a targeted catalogue will help this expansion. Jim's long term vision is to have a showroom to make Treeline's products more available to the public.