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SIDNEY BREAKFAST CLUB MONTHLY MEETING
7:00 a.m., Thursday May 14th, 2015

Location!!

**Victoria Flying Club
Restaurant
"Dakota Cafe"**

Located at Victoria International Airport
next to the Control Tower

from Victoria:

Pat Bay Highway, **use interchange toward
airport, follow Canora to airport industrial
east side**, then left on Canso Rd. at T
intersection, continue straight into **parking
lot in front of the control tower.**

**Hot & Cold Breakfast
Buffet**

Scrambled eggs, bacon and sausage,
breakfast potatoes; fresh fruit tray; assorted
muffins, orange juice/apple juice; coffee/tea
service

\$12.00 incl. Taxes

The dining room will be open at
6:45 a.m. for our use only!!

A G E N D A

1. Introduction of Attendees and any New Participants
2. **Art Aylesworth, Partner**

**Peetz Outdoors Ltd - Manufacturer of Artisan Wood and
Brass Fishing Reels.**

Art Aylesworth is a well known serial entrepreneur who has helped several companies enter and succeed in competitive markets around the world. The list includes Sharps Audio Visual and Island Displays in the service industries here on Vancouver Island as well as his CEO role with Carmanah Technologies during its rise to global leadership in the solar lighting industry between 2000 and 2007. He is now working on his next project and will join us to speak about the rising consumer demand for quality products made in Canada.

As the new owner of Peetz Outdoors, Art and his partners are now taking this venerable old brand and infusing it with updated products, new marketing and brand positioning. An important part of this effort is the artisan heritage and "Made in Canada" history of Peetz - one of Victoria's oldest and most recognizable manufacturing businesses. The company has been hand making Mahogany and Brass fishing reels on Vancouver Island since 1925. Founded by Boris Peetz and built with the help of his children (Ivan and Judy) and more recently, Bill Hooson, the company has sold more than 200,000 fishing reels over the span of ninety + years.

At one time the defacto standard for all west coast fishing, Peetz saw its fortunes change in the early 90's when modern technology and off shore manufactured products began to displace it in the market. Once 30 employees strong, the company slowly contracted to only two by 2005. However, with new ownership and direction, Peetz plans to join other businesses in North America benefiting from a consumer desire to buy more local goods and enjoy greater perceived value. Artisan products and "old school" quality are having a clear resurgence with a younger demographic as well as those who "remember when". Find out how the company plans to rebuild itself and capitalize on shifting consumer priorities and today's socio-economic realities.

3. Notice of upcoming meetings and/or topics of interest
4. Any Other Business

For more information, please contact:

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