



Retail BC knows that it can be a challenge to meet other retailers in your community when you're so busy working in and on your business. That's why we're excited to be launching Re-Tales, monthly networking events, on new ideas, innovations and creative thinking on issues that are impacting business owners today — hence the name *Re-Tales!*

If you're not familiar with our retail community or events, come connect with your community!

Wednesday, February 25th from 5:00-7:00pm

Location: 1758 West 8th Avenue, Vancouver

Special Launch cost: \$10.00 (plus GST) - includes appies & 1 beverage

Registration: This event is limited to 50 people on a first-come, first serve basis. Please contact Melissa at 604-730-5256 or email melissa@retailbc.org to register.

Hear Shanda Jerrett's Re-Tale of opportunity

After arriving from her native Australia, Shanda Jerrett realized that it constantly rains in Vancouver. At first, the novelty of puddle jumping far outweighed the practicality of having the appropriate rain gear to stay dry. After many days of getting soaked the novelty eventually lost its charm but Jerrett considered this damp challenge a significant business opportunity.



So two years ago, Gumdrops, an urban wet weather boutique based out of Vancouver, was born and the first time retailer hasn't looked back since. Jerrett has been cited as one of the most exciting and innovative new retailers in Canada and received the ARC (Achievement in new Retail Concepts) Award. Her reputation throughout her carefully chosen customer demographic has been so significant, that she has gone through far more inventory on multiple occasions that she ever imagined and finds demand outweighing storage space for her fashion forward stylish wares.

Jerrett, only 28 year's old, has embraced Vancouver's rainy weather by declaring, "If you can't beat 'em, join 'em" and hasn't looked back since.