

# JEDI — Helping Build Prosperity



Bob & Fe Galcot

## Fe's Bed & Breakfast Tulelake, CA.

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with others."

Bob Galcot



LuCena West Tours

## Tulelake Business is on the Map!

Visitors love Tulelake's wealth of natural treasures and its colorful historic tradition as the "Horseradish Capitol of the World!" Thousands of waterfowl may be spied nestling together on the lake. Explorers are invited to venture forth into 46,000 acres of nationally preserved lava beds and trails, and over 430 wildlife species tempt animal and bird lovers to bring their binocs! In winter, large numbers of bald eagles migrate through the area. Guided tours may be arranged through *Fe's Bed and Breakfast*, and when rest is needed, the bed and breakfast offers the perfect place to retire, with a homestyle breakfast prepared by Fe the next morning.

Fe and her husband, Bob, opened the bed and breakfast to provide affordable comfort to their visitors. Bob notes that their tours include "the Wildlife Refuge, the Lava Beds National Park and birding. There are 263 bird species viewable at different times of the year." Fe quickly adds, "I love seeing our guests return from their day's adventure, so excited about the things they have seen. We also have many foreign travelers from France, Italy, England, and China."

Bob appreciates the support he received from JEDI to help open the bed and breakfast. After attending JEDI's ***It's Your Business*** class he felt much more focused and had more direction with his business. Bob received a loan through the City of Tulelake Business Loan Fund and used the money to buy the tour bus and upgrade the bed and breakfast building. Bob also received counseling on marketing strategies from Diane Strachan, JEDI's coordinator of the ***Stewardship Tourism Project***. "Within four days of getting our website up," Bob explains, "we started booking guests. Now 50% of our bookings come from our website. Diane also helped us identify our target markets and helped us design our brochure." The bed and breakfast is part of JEDI's Travel Green webpage at [www.e-jedi.org/travelgreen](http://www.e-jedi.org/travelgreen).

*Fe's Bed and Breakfast* continues to grow each year with more guests and referrals. One of the reasons for this is the newly designated Volcanic Legacy All American Road, a national byway chosen by the U.S. Secretary of Transportation. Fe explains, "Because the byway runs near Tulelake, we realized we had to prepare for more business. In the next year we will go from four to seven bedrooms, plus a vacation rental." This is a good example of a business planning for future growth. The Galeotos will be working with JEDI in the next year to create a marketing plan for their vacation rental. They want potential guests to know how comfortable and affordable it will be for them.

Bob and Fe also collaborate with other local businesses including, *Don's Deli and Market*, which supplies delicious sandwiches for the tours. "We feel it's especially important in a small rural community to work with others," says Bob. When asked what advice he would give someone starting or expanding a business, Bob said he highly recommends contacting JEDI for the ***It's Your Business*** class and for one-on-one business counseling related to marketing, loan, and financial management support.

To find out more about *Fe's Bed and Breakfast* and the tours, contact Fe or Bob at 1-877-478-0184. You can email them at [lucena@cot.net](mailto:lucena@cot.net), or visit their website at [www.visitsiskiyou.org/feslwt](http://www.visitsiskiyou.org/feslwt).