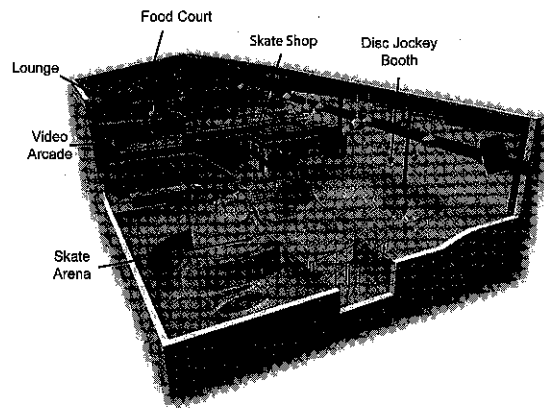


Section 2:

GETTING TO KNOW SKATEBOARDS, INC.



As the Microsoft Office Specialist for Skateboards, Inc., you will be responsible for creating a series of documents that are important to its startup. Before you begin, it is essential that you become familiar with the Skateboards, Inc. establishment. This section introduces you to your employer, Skateboards, Inc.

INCLUDED IN THIS SECTION:

- 2.1 The Importance of Getting to Know Skateboards, Inc.
- 2.2 Meet Randy Boardman, President and Founder of Skateboards, Inc.




Section 2: Getting to Know Skateboards, Inc.

2.1 The Importance of Getting to Know Skateboards, Inc.

Since you will be acting as the Microsoft Office Specialist throughout this simulation, it is important that you familiarize yourself with the Skateboards, Inc. company. Carefully review the background information provided in the table below to learn more about *Skateboards, Inc.*

Skateboards, Inc. Background Information

Company Name:	Skateboards, Inc.	
Company President and Owner:	Randy Boardman	
Description of the Company:	Skateboards, Inc. is an indoor skateboarding and rollerblading facility that is housed with a food court, lounge, D.J. booth, video arcade, pro shop, and large screen TVs.	
The Skateboards, Inc. Mission Statement:	To provide a state-of-the-art indoor experience where patrons can enjoy skateboarding and rollerblading and other entertainment in a safe, clean environment.	
Address and Contact Information:	360 Jackson Boulevard Rapid City, SD 57702 Phone: 1-888-555-RAIL (7245) Fax: 1-888-555-PIPE (7473) Web: www.skateboardsinc.net	
Hours of Operation:	Monday - Friday 3 – 10 pm Saturday 9 am – 10 pm Sunday 9 am – 8 pm	
The Facility:	The facility consists of more than 30,000 square feet of total space. Eleven thousand square feet is dedicated to a state-of-the-art skateboarding and rollerblading arena equipped with beginner to advanced level ramps, rails, and half-pipes.	
About the Customers of Skateboards, Inc.:	Customers of Skateboards, Inc. will consist of both males and females ranging in age from 13 to 25 years old. The majority of the customers is expected to be teenagers who have a passion for skateboarding and rollerblading.	

2.2 Meet Randy Boardman, President and Founder of Skateboards, Inc.

To further your knowledge and background of Skateboards, Inc., read the story of how the company got started by Founder and President, Randy Boardman.



How I Started Skateboards, Inc. by Randy Boardman, Founder and President

“One cold Sunday morning in 1998, I was out riding skateboards with my children, Randy Jr., Sarah, and Michael, at Rapid City Skate Park in downtown Rapid City, South Dakota. I started riding skateboards as a child and passed on the love of skateboarding to my children. I paid my dues on those cold, cement ramps. My daughter Sarah not only enjoyed riding skateboards, but also enjoyed rollerblading.

I had many conversations with fellow rollerbladers and skateboarders at the park. We chatted about how great it would be to have an indoor skating park that could be used all year long. On that morning back in 1998, Skateboards, Inc. was born. We were a small group of skaters and rollerbladers that rode for the fun of it, but I figured with just a little time and energy, and with the help of family and friends, I could build a successful indoor skate park. I discussed some of my ideas with a friend, who was a graphic designer, and before I knew it, he designed the Skateboards, Inc. logo.

I researched ramps and rails, pro shop equipment, and food court regulations and started looking for a warehouse that could be transformed into my dream park. I found a warehouse on Jackson Boulevard that was used for storage for a motorcycle dealership that had recently closed down. At that point, everything began to come together. It's been quite a challenge. I want to make sure that all of my family and friends know that this dream couldn't have become a reality without them. It's been a long, hard road but we're finally ready to “rock and roll” at Skateboards, Inc. – Rapid City's latest and greatest skateboard and rollerblade park.”