



NO BIZ LIKE SHOE

Customers take a shine to attention-grabbing shoe stands that feature clever themes and costumes.

An entrepreneur in Iowa is taking the ordinary shoeshine biz, and making it into an exciting, fun and upbeat money-maker.

Jack Barringer, known as "Cactus Jack," is polishing up the shoeshine biz image with clever theme-oriented shoeshine stands that cannot fail to grab attention wherever they are set up.

The Cactus Jack shoeshine stands range from football helmets and airplanes to 19th century carriages and Express Shine (patterned after a mailbox.)

According to Cactus Jack, "I have traveled all over the world many times and have seen hundreds and hundreds of shoeshine booths in hotels and airports.

"Having always believed that one is not completely well-dressed unless their shoes are shined, I would often have my shoes done in one of these airport or hotel shops.

"But shoeshine stands have always had a rather dingy image. An idea occurred to me one day while I was having my shoes shined.

The Big Idea

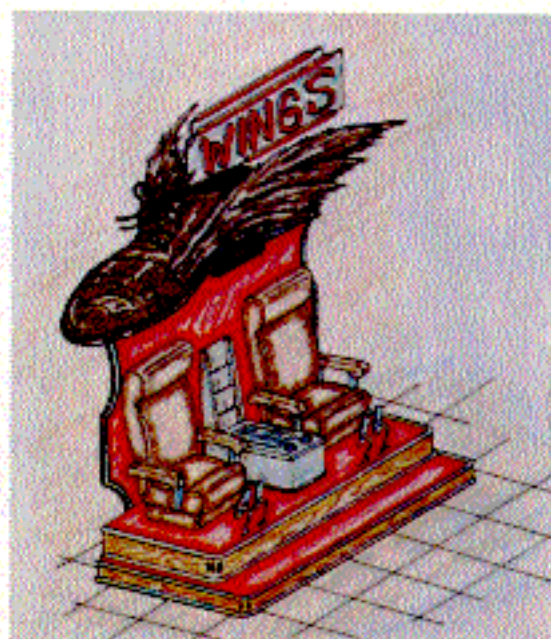
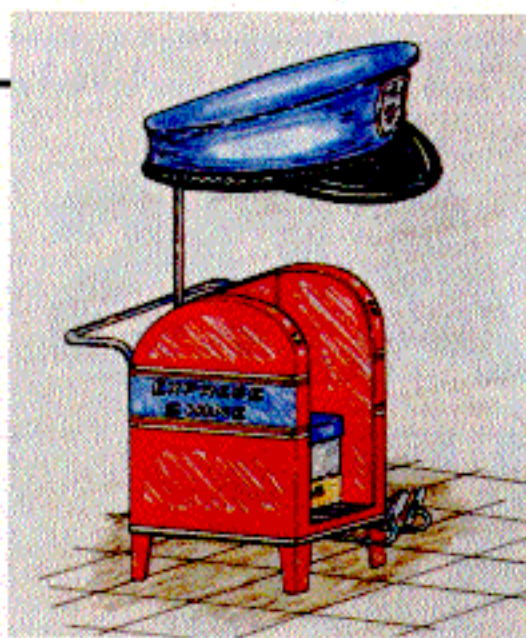
"What if someone knew a little bit about marketing and promotion created a shoeshine stand that was different from the status quo?"

Cactus Jack is well-qualified to be the marketing ace to conceptualize a better mousetrap for shining shoes.

He's the innovator behind many entrepreneurial projects including the "Monster Arm Wrestling" machine.

About 10 years ago he created the device with levers that gave macho-types the thrill of pitting their biceps against an opponent's without having to track down a partner to challenge.

"The machines were very successful,"



Cactus Jack, (far left) has updated the shoeshine stand and has started a business helping others to open their own snappy, money-making stands. The stands are welcome wherever busy people gather and it's not uncommon to pocket hundreds of dollars a day from one of Cactus Jack's themed-for-fun-and-profit stands. The renderings show a few ideas Cactus Jack has for custom-made shoeshine stands.

stand full of sea paraphernalia all over it and have their shoes shined by a "mermaid."

Costs for the custom designs vary.

All of the stands can be permanently placed in a location or can travel around from special event to special event on a little trailer.

"We also see the stands as a good business building opportunity for small business owners. We have set-up the stands in banks and other business locations to build store traffic during slow sales seasons," said Cactus Jack.

Currently there are Cactus Jack stands placed in hotels, shopping centers and in truck travel plazas on Interstate 80 from Chicago to Denver.

The entrepreneur plans to place about 1000 locations in the next 3 years. Cactus Jack also sells a Master License and is interested in hearing from individuals outside the United States who are interested in establishing their own theme-oriented shoe shine business.

"If a reader in Paris wants us to make a shoeshine stand that looks like the Eiffel Tower, we can do it," he said.

"Shoeshines are no different than anything else," said Cactus Jack. They have to be marketed. What we're doing to the concept is adding the cheesecake and fluff and organizing it.

"Our theme-oriented stands are just like Disneyland—for scuffed up shoes."

For additional information, contact Cactus Jack at P.O. Box 882, Ames, Iowa 50010 or call 515-292-8321. ●

BIZ

said Cactus Jack. "I had machines set-up in all 50 states and in 8 countries."

New Twist For Old Concept

Looking for a new venture and field to conquer, Cactus Jack went into the business of restoring old horsedrawn carriages. The carriages were rented out for special events, grand openings, parades and other business-oriented promotions.

He received a lot of positive reinforcement for the carriages, and came up with the concept of converting the buggies into shoeshine stands.

"I added the extra-special twist of having pretty girls do the shoeshine work and established Cactus Jack's Shoe Shine Co. The girls dress in western-styled cow-girl outfits and shine shoes while the customer sits in the carriage."

The response to the shoeshine stand

that Cactus Jack set up in Ames, Iowa was staggering.

"No one that has ever known anything about marketing has applied it to shoe shining. We've taken an average service and turned it into the largest shoe shining outfit in the world," said Cactus Jack.

How To Start Your Own

Cactus Jack has received tremendous interest from entrepreneurs who want their own theme shoeshine stand. He's now set up a program whereby entrepreneurs can get their own distributorship for \$5000.

"We help the entrepreneur find a good location and we fly them out to our headquarters in Ames, Iowa for 3-days of training. We supply the special outfits for whatever themed stand they've selected and also include business cards and products," said Cactus Jack.

"It's a complete turnkey operation," he said.

Cactus Jack will also customize any stand design an entrepreneur needs. For example, a seafood restaurant wanted a stand placed in their lobby for customer's use. Cactus Jack designed a lifeguard