



Ron Snow

Apprenticeship program ensures growth for Jeff Fetty Designs

At his forge in West Virginia, artist-blacksmith Jeff Fetty has been nurturing his craft and business for nearly 30 years. While coaxing hard, cold iron into delicately wrought objects, Fetty remains conscious of the need to develop his skills as a business person. He has utilized a variety of resources and attributes much of his growth as an artist to his extensive travels to trainings around the world and close to home.

Fetty has taken advantage of opportunities offered by the state and private agencies, as well as independent research, to develop a foundation of basic business skills.

Much of his initial business growth came through client referrals and marketing opportunities provided by Tamarack and other local galleries. Fetty achieved the second stage of growth by reaching a broader national market through more sophisticated marketing. The evolution of his craft required new business skills in the area of workflow management and cost accounting.

As his business grew, Fetty applied for and was awarded training funds from the Governor's Guaranteed Work Force Program, which enabled him to train new employees and develop an apprenticeship program that will ultimately provide the skilled assistance needed to continue expanding the business.

See more: www.jeffetty.com.

"The best way for me to learn is through interaction with others. West Virginia has a rich craft tradition, an artistic community and a network of skilled business people eager to share their knowledge. I doubt I could find a better place to pursue my craft."

Jeff Fetty, Artist-Blacksmith
Jeff Fetty Designs, Spencer

Relax, refocus and revitalize

While the 450 acres found at Mountain Quest Institute in Pocahontas County (MQI) may appear to be just farmland, there's more going on behind the doors of this quiet retreat, research and conference facility than one may expect to find.

Nestled in the Allegheny Mountains of West Virginia, MQI is a perfect destination to help you escape the daily stress of life, both personally and professionally.

MQI includes 12 unique rooms, a 23,000-volume library, a private Jacuzzi, a family-friendly community room, and a glass-roofed observation tower. But the Institute is much more than just a place to lay your head – it's also a learning experience.

Co-founders and internationally renowned management experts

Alex and David Bennet facilitate workshops for groups that help improve organizational efficiency and individual growth.

"The nature of the environment of MQI is simultaneously physical, psychological, social, intellectual and practical," said Alex Bennett.

Groups visit MQI to resolve specific issues or plan for their future. The research side of MQI is committed to enabling companies to react more quickly and fluidly in today's fast-changing business environment.

"MQI is dedicated to helping individuals and companies achieve growth, understand and sustain performance



Courtesy of Mountain Quest

in a rapidly changing, uncertain and increasingly complex world," said Bennett.

Whether seeking a pleasure trip with the family or a company retreat, Mountain Quest Institute is the place to go to relax, refocus and revitalize.

For more information on Mountain Quest Institute, visit www.mountainquestinstitute.com.

World-class tourist destination draws thousands of out-of-state visitors

In April 2008, three whitewater rafting companies – The Rivermen, Class VI River Runners and Adventure Mountain River – merged into a new company, Adventures on the Gorge.

The core strategy of the new company is to become a year-round adventure destination resort where visitors can choose to stay longer by utilizing the resort's multiple activities, lodging options and dining facilities. These opportunities will allow Adventures on the Gorge to become more competitive and marketable not only in the rafting industry, but in the vacation-destination world as well.

Adventures on the Gorge took a bold step in 2009, a time of economic uncertainty, to move The Rivermen to Class VI's existing 140-acre facility and spend more than \$3.5 million on a new lodge, bath house, basic rental cabins, deluxe rental cabins and operations garage. The company also added Tree Tops Canopy Tour, a world-class, year-round canopy tour that has already attracted thousands of out-of-state visitors. The canopy tour offers zip-lines, skylines, rappelling and hiking.

Adventures on the Gorge utilized the Governor's Guaranteed Work Force Program in three specific areas to become more competitive and marketable, as well as to increase revenue. Areas of focus included advanced medical education, swift-water rescue and specialized canopy tour guide training. As a result of this expansion, the number of seasonal and full-time employees has increased.

"The Governor's Guaranteed Work Force Program training award, along with investment in infrastructure, has helped Adventures on the Gorge grow its revenue in 2009 by 20 percent," said Paul Buechler, CEO of Adventures on the Gorge.

Learn more: www.adventurewestvirginia.com.



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"Taking Polly to a local or favorite spot is a great way to share stories with those who are not familiar with your hometown and state."

Debbie Stine, Traveling companion of Polly the Travel Frog



Courtesy of Polly the Travel Frog

Don't forget to pack the frog

What initially started as a single classroom learning project is now a popular travel companion for both kids and adults. When Candee Schneider and Debbie Stine decided to use a frog to help teach students about different cities and locations around the world, they never thought "Polly the Travel Frog" would be such a jet setter.

Why a frog? "Well, we liked the idea of a frog 'hopping around the world,'" said Stine.

Polly is a fun and exciting learning tool that helps build the foundation for skills in reading, writing, global literacy, photography, technology and communication. When Polly and her companions set out on an adventure, they are invited to share photos and stories about their travels on Polly's website, www.PollyTheTravelFrog.com.

"You don't have to go out of state or overseas to travel," said Stine. "Taking Polly to a local or favorite spot is a great way to share stories with those who are not familiar with your hometown and state."