

2007 Existing Business of the Year



“The KSBDC gave us the recommendations and resources needed to put our business plan together so we could obtain financing and be prepared to put our plans into action.”

Sandy Sample, Owner



Pittsburg State University Kansas Small Business Development Center

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Name of Business	Front Row Sports
Owner	Roger and Sandy Sample
Nature of Business	Retail sport shoes, apparel & screen printing
City	Garnett
County	Anderson
Phone	785 - 448 - 5818
Web Site	www.frontrowsportsks.com
Business Structure	Sole Proprietorship
Business Began	1997
Employees at Start Up	2
Employees in 2007	4
KSBDC Counselor	Kathryn Richard, PSU KSBDC

Roger and Sandy Sample saw a need for a sporting goods store in their community and approached the KSBDC at Pittsburg State University for assistance in developing their start-up plans. KSBDC consultant, Kathryn Richard, assisted them with developing a business plan and financial projections. Roger and Sandy then took their plans to the bank to look into financing options. Ready to start their new venture, they made plans to have Sandy keep her day job so that they would have a stable source of income, while Roger worked full-time at the store.

Roger and Sandy encountered a major challenge at startup, that being the general public's perception that such a store may not exist very long in the rural community. Together, they worked to win over these potential customers and gain their trust. As a result of an emphasis on customer service and quality products at competitive prices, Front Row Sports has had a sustainable and manageable growth each year.

Today, the store offers product lines that include name brand sports shoes and apparel, sports gift items and sporting goods. They also offer in-house screen printing. Recently, they added a website to reach more customers and to provide information about the store's products.

Local school spirit seems to have increased due in-part to the fan apparel that Front Row Sports provides and from the new look they create for teams each year.

Roger and Sandy believe in contributing to the community and have made a special effort to sponsor local softball teams and make donations to events that benefit kids or fitness. They also are active in various local organizations including the Chamber and the hospital foundation.

“Our advice is to try to make each customer feel important, so that they think they are the only customer you have at that time.”