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**The PaddleSurf.ca Shop Profile**

Last Edited: Tuesday, August 10, 2010

Edited by: Taylor Fulde

Hi there and thanks for your interest in participating in the [PaddleSurf.ca](http://www.paddlesurf.ca/) Shop Profile interview!

With this document it's our aim to help to both build quality content for our website, while at the same time entice users to visit your site for further information on your products and services.

Please be thorough with your responses and do your best to add interesting facts and opinions. We've left these questions as open-ended as possible in an effort to give your Shop Profile as unique a feel as possible.

Some basic rules:

1. Please avoid advertising or promotional copy in your responses. This would include using terms and phrases like “the best”, “call us now”, “beats the competition” etc… Again, the goal is to create more of a personal interest piece as opposed to a promotional piece.
2. Responses may be edited and rearranged to produce more of an editorial piece, as opposed to a direct interview styled presentation.
3. Responses may be edited for brevity and clarity if deemed necessary.
4. We reserve the right to refuse publishing any content that we consider to be offensive, not conducive to the site’s audience, or unrelated to the site’s overall goals.
5. You grant PaddleSurf.ca permission to post on our website all content (text,photo,video, etc.) sent for consideration. Simpy put, if you are uncertain as to the ownership of the content you send, please do not send it!

For more information, please visit <http://www.paddlesurf.ca/shop-profile/>.

Please enter your responses below each question and from there, we'll compose the final copy to publish on our website in the Shop Profile section of our website.

Thanks again and please feel free to get in touch at editor@paddlesurf.ca or give us a call at (604) 922-2161 if you have any questions or would like to discuss any items in the document.

INTERVIEW START

1. How long has your company been in business, and how did you get your start?
NOTE: This is a general question about the business in general, not specific to SUP
RESPONSE:
2. When and how did you first find out about Stand Up Paddleboarding?
RESPONSE:
3. When did you start carrying SUP related products in your store?
RESPONSE:
4. What are your top board brands?
RESPONSE:
5. What are your top selling paddle brands and models?
RESPONSE:
6. Do you offer additional value added services?
NOTE: This may include things such as lessons, tours, events, repairs, custom fitting etc. Please be specific and elaborate in your responses.
RESPONSE:
7. How do most of your customers use their stand up paddle boards?
NOTE: For instance, do they mostly tour around on the flatwater, river rapid running or wave surfing?
RESPONSE:
8. Where do you and your customers get out on the water?
RESPONSE:
9. Where do you see stand up paddle boarding going in the next few years?
RESPONSE:
10. Please

Also, please attach any photos you'd like to consider for inclusion in your Shop Profile. Images should be in high a resolution as possible.

Thanks again for your participating and we look forward to working with you in the future!

Regards,

Taylor Fulde

Paddle Surf Canada

[www.paddlesurf.ca](http://www.paddlesurf.ca/)

Servoweb Technologies

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