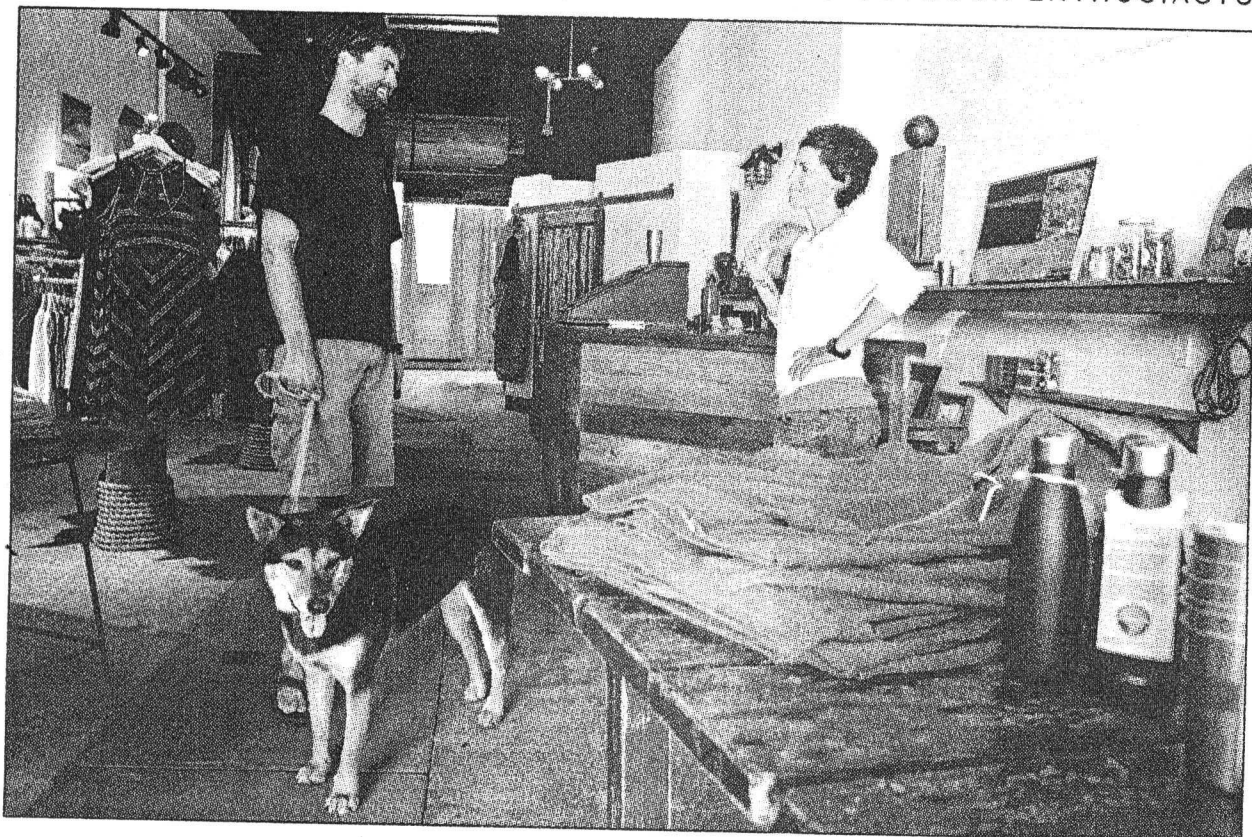


SMALL BUSINESS: NEW WESTSIDE STORE CATERS TO OUTDOOR ENTHUSIASTS



Stacy Forrester, owner of Sawyer Land & Sea Supply, greets a customer on her store's opening day Tuesday.

MATTHEW HINTZ/SENTINEL

'Breath of fresh air'

Woman realizes dream
with big mid-life career switch

By JONDI GUMZ

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SANTA CRUZ — Stacy Forrester, 41, left her corporate job after 12 years to open a lifestyle store on the Westside that offers clothing and accessories for people who enjoy yoga, surfing and travel.

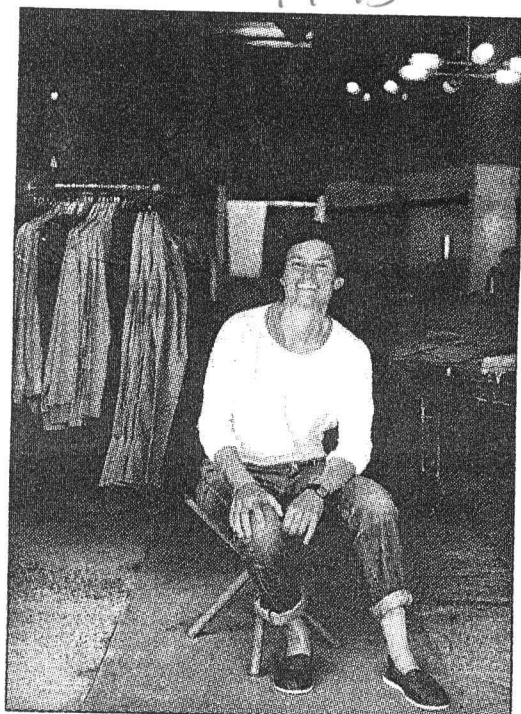
"Those are my favorite things," said Forrester, trim, petite and casually dressed, greeting visitors at Sawyer Land & Sea Supply, which opened Tuesday in the busy Swift Street Courtyard.

For those unfamiliar with Sawyer Land & Sea Supply, consider if L.L. Bean or Territory Ahead were transplanted to Santa Cruz.

Forrester stocks sleeveless vests, hoodies, shorts, pants and cotton knit dresses, and carries brands such as Patagonia, Marmot, prAna and Horny Toad. For travelers, there are lightweight waterproof jackets and swimsuits.

Her focus is on quality everyday clothing that fits the Santa Cruz weather pattern of cool mornings and warm afternoons, while offering classic styles and, most of all, comfort — "that ah-h feeling," she said.

She commissioned an array of surfboards, \$850 and higher, from up-and-coming shapers Ashley Lloyd and Travis Reynolds, giving the pair total creative freedom.



MATTHEW HINTZ/SENTINEL

Stacy Forrester recently left her corporate job to open Sawyer Land & Sea Supply, an outdoor goods and clothing store.

SAWYER

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"The work coming out of him is like you've never seen," she said of Reynolds, whose artistry is evident in a surfboard glistening with color, \$3,500, next to the sales counter.

Lloyd was working on a surfboard for the store when Oprah's O magazine came by, she added.

For summer fun when the surf is small, Forrester stocks lightweight paipo belly boards, \$350, and sturdy surf mats, \$200. She sought out products made in the U.S., such as blankets by Woolrich, Buck Bags from Montana and Strawfoot bags made on the Westside.

All of this is carefully arranged in a way that celebrates being outdoors. A canoe hand-built by locals Robinson & Wyatt hangs from the ceiling, and paintings of the coast on reclaimed wood by Santa Cruzan Mark Yanowsky are a reminder the ocean is calling.

Yes, it's dog-friendly, with biscuits and a water bowl for canine visitors.

"It's like a breath of fresh air," said Westsider Garth Lewis, appreciating a showcase for local products. "You're helping someone in your own community by purchasing something here."

UC Berkeley grad student Scott Walls, who bought a Sawyer sweatshirt and eyed the camping gear, said, "I think it will do well here."

Forrester, who named the store for her grandfather, a woodsman who took her fish-



MATTHEW HINTZ/SENTINEL

A customer browses the racks at Sawyer Land & Sea Supply, an outdoor lifestyle store which opened Tuesday next to the Swift Street Courtyard.

ing on the Sacramento River and camping under the stars, made a six-figure investment in her new venture.

She took a class with Keith Holtaway of the Small Business Development Center and developed a business plan based on her experience selling Merrell footwear to a passel of outdoor stores in her territory. That helped her land a Small Business Administration loan from Monterey County Bank in December and she hired local contractors and painters to ready the former Vine Hill Winery tasting room.

Her partner, who works at UC Santa Cruz, was supportive.

Forrester said her landlords, Mark and Kelly San-

AT A GLANCE

SAWYER LAND & SEA SUPPLY

WHAT: Store offering clothing and accessories for outdoor enthusiasts, surfers and travelers.

WHERE: Swift Street Courtyard, 102 Ingalls St., No. 21, Santa Cruz, next to Kelly's French Bakery.

PROPRIETOR: Stacy Forrester

HOURS: 11 a.m. to 7 p.m. Tuesday through Sunday.

INFORMATION: 458-3466 and <http://sawyersupply.com/>

chez, will let her show adventure movies outside Sawyer Land & Sea Supply and she plans to launch her own clothing line, schedule talks by researchers at Long Marine Lab and bring in live music.

Though it was hard to give up the freedom she had as a sales rep and her 401K retire-

ment plan, she said feels she made the right choice. On a recent surf outing, she said, "One guy paddled up to me and said 'Thank you for bringing this to Santa Cruz.'"

Follow Sentinel reporter Jondi Gumz on Twitter at [Twitter.com/jondigumz](https://twitter.com/jondigumz)