



# BizSnaps

A Snapshot look at local businesses

## Racing Collectibles & Parrot Bay Boutique

4033 N Hwy 51, Janesville, WI 53545

**(608) 754-1550**

Hours: Tues-Fri 1:00p.m.-6:00p.m. & Sat 12:00 noon-5:00p.m.

**Name:** Ruthanne Koeshall

**Title:** Owner

### When was business started?

My husband and I opened it in 1994. He enjoyed racing and Nascar was becoming more popular and diecast cars were being collected by fans. In 1998 we moved to the current location of Hwy 51 next to Lions Quick Mart. After my husband died, I continued to run the business. This year I decided to diversify and carry some new products.

**Describe products/services:** Racing Collectibles sells diecast cars by Motorsports-Authentic. In 2006 they bought out Action and Team Caliber diecast. I also sell JH twill jackets, and BSI flags. Chase apparel makes most of the shirts and hats. There are many novelties and every year they come out with something new. Most of the clothing is ordered in special for the customer. With all the different drivers and sponsors it is more practical to special order items and save the customer money.

**Parrot Bay Boutique is the new part of my store** with home decor, gifts, collectibles and a variety of items. Some items I will carry are wrought iron decor, home made soaps, lavender sachets, and I may have some jewelry. With both lines of products it is a good idea to stop in on a regular basis as new items are ordered all the time. Now you can find gifts for men and women and children in one location.

**Racing Collectibles** has many customers who have been buying their Nascar products since 1994. I always try to find what a customer is looking for their collections if I can find them. My supplier has a dealer network and I can contact dealers across the country looking for diecast cars.

**I plan on providing** Nascar fans with a source for racing collectibles for their favorite drivers and also a place to shop for unique and inexpensive decor for home, gardens and gifts. My friendly customers make my job fun and interesting.

**It has been a change** for customers with the new company buying out a line of products that has been out for many years, but I'm sure the Nascar fans will continue to collect their favorite drivers.

The Janesville  
**Gazette**

**BIZSNAPS IS A SERVICE OF THE ADVERTISING DEPARTMENT** of The Janesville Gazette, Jotter, and Bliss News Media. BizSnaps can be found online at [www.gazetteextra.com/bizsnaps](http://www.gazetteextra.com/bizsnaps) in .pdf format for printing. To be a part of BizSnaps, call your marketing rep at 608-754-3311 or go to [www.blissnet.net/botw/bizsnaps](http://www.blissnet.net/botw/bizsnaps) to submit your information.