

Appendix A – OR&CO Business Plan – Year 1 to 5

Meet the Ocean Rudee Crew



This Irish-American lives with his dog Sandollar, FableCat and a feisty parrot named Chaco in a small stone cabin next to 'The Lighthouse'. As the local wickie (Lighthouse Keeper) he's kept busy cleaning, polishing and tending to a never-ending list of chores.

Above all else however, Ocean Rudee is a storyteller.

No matter how busy he might be, "...there's always time to read a good book." During frequent visits from his friends and while shopping for supplies in a nearby fishing village, opportunities arise each week for him to engage in his favorite pastime - reading aloud to young and old alike.

Shortly after moving into 'The Lighthouse', Ocean Rudee found a small puppy abandoned on the beach. She was clinging to some driftwood near the base of the cliffs - wet, cold and lonely.

Gus and SalliJane arrived just in time to assist with the rescue of this cute Yellow Labrador Retriever. From the very first moment Sandollar set foot inside 'The Lighthouse' everyone realized that life would never be the same again for Ocean Rudee, Chaco, FableCat and the rest of the crew.



When Ocean Rudee arrived at 'The Lighthouse' (after Rusty Anchor's departure) it had been abandoned for months. Over those many moons a number of mice had taken up residence and Ocean Rudee had real concerns about what these hungry rodents might do to his collection of books and tall tales from around the world. When word of his dilemma got out in The Village it didn't take long for a solution to be found. Bobbi the Librarian secretly delivered a particularly active and vivacious young tomcat to 'The Lighthouse'. He arrived one afternoon in a brightly colored picnic basket and as the legend of FableCat began - the mice 'problem' - was soon ended.

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When Ocean Rudee first moved into 'The Lighthouse' he didn't realize that another resident was already aboard. As the story goes, Rusty Anchor, the very first Lighthouse Keeper, had owned a feisty Blue and Gold Macaw Parrot named - Chaco. When Mr. Anchor was called away to serve in another jurisdiction he was unable to convince his fine-feathered friend to leave the safe and friendly confines of the Lighthouse tower he'd learned to call home. Thus, when Ocean Rudee arrived on the scene it was Chaco who provided him with a welcome – he'll never forget. The rest, as they say, is history...



"Way out on a windswept seacoast stands a Lighthouse and a small stone cabin. There lives Ocean Rudee whose life is filled with magic and adventure..."

'The Lighthouse' has been active on its stretch of coastline for well over a century. For a brief period of modern time it was replaced by a radio beacon, which for geologic reasons was unable to safely protect the seafarers who plied the nearby waters. When Ocean Rudee was asked to take over as 'Keeper' the first thing he built was his 'Lighthouse Tower Library' – taking full advantage of the height this particular masonry beacon provided. Now his collection of stories and tales from around the world are always at the ready for another Imagination Travelin' adventure.



This young Scottish woman is the manager of Tojima's Village Hardware Store. Shortly after her arrival everyone realizes that Aileen can fix just about anything that gets broken. Her skills, knowledge and friendship soon become invaluable to Ocean Rudee. If he's got electrical problems to solve, or he's in need of a few landscape gardening tips, Ocean Rudee soon discovers that this handywoman has all the answers. In fact, he finds himself quite taken by Aileen. Before long their relationship develops an unmistakably romantic air.



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For most of his life Cap'n Whaley, an African-American, sailed the Seven Seas. He first signed on as a cabin boy with a merchant ship in the Georgia Sea Islands. It didn't take him long to work his way to the top and he's been Cap'n Whaley for more years now than he cares to remember. He dropped anchor for the last time - in the harbor near 'The Lighthouse' - shortly after his grandson, Roland Whaley, was born. When Ocean Rudee and the good Cap'n first met they surprised each other with their story-telling abilities. After sharing a few Imagination Travelin' adventures - they became fast friends.

A British-American fishwife, Barnacle Babs and her 9-year old nephew Harlan operate the 'Village Seafood and Fresh Fish Market' near Ocean Rudee's Lighthouse. She's a tough, salty, strong-willed woman, "...50-ish years of age." Her unkempt hair and weathered features provide testimony to Ocean Rudee and her neighbors in The Village of just how hard she works - each and every day. She's loud of manner, full of folk wisdom and her family business ends up providing Ocean Rudee with fresh seafood and a whole lot more. Whenever Barnacle Babs appears there are lots of laughs soon to follow (just ask Harlan).



Harlan is the 9-year old nephew of Barnacle Babs. When he's not in school or studying bugs 'n birds and other creatures of the coastline, he helps out his Aunt Babs at the fish market. His father, Martin, was Barnacle Babs' brother. They opened the 'Village Seafood and Fresh Fish Market' as a family business just after Harlan was born. When he was only 2-years old both of his parents were lost at sea when a sudden winter storm took down their fully loaded trawler. Fortunately, Harlan's life has stayed on an even keel – in large part due to Barnacle Babs' big heart and affectionate spirit. His bright demeanor and comic wit keeps Ocean Rudee's life filled with more than just good things to eat from the sea.



Ocean Rudee's best friend, Gus Logan, was born and raised in New Orleans. He's tall, lanky and speaks with a southern accent. Gus lives on a 40-acre truck farm about 10 miles from the coast. Whenever he's in the mood for a couple of 'Tall Tower Tales' he heads toward the windswept seacoast and his pal Ocean Rudee. Each time he comes to visit, his old pick-up truck is loaded with either fresh vegetables, canned goods or fruit leathers for Ocean Rudee's pantry. Gus is married to Ruby Peters who has a 10-year old daughter (from her first marriage) named SalliJane.



Ruby Peters is married to Gus Logan. She has a 10-year old daughter (from her first marriage) named SalliJane. Ruby was born into a farming community in the mid-western United States. She was the first woman in her family to ever graduate from college. She met Gus while traveling one summer near New Orleans. After they were married they decided to put down roots closer to the sea and 'The Village' was just the right size of a town to be close to. Ruby loves the country, the ocean, growing plants, Gus and her daughter SalliJane (not necessarily in that order). Plus, Imagination Travelin' with Ocean Rudee takes her to places far and wide - without her ever having to leave home.

SalliJane is the 10-year old daughter of Ruby Peters. When she's first introduced to Ocean Rudee their friendship is immediate. SalliJane loves listening to stories and playing music with Ocean Rudee on her flute. She's tall, thin, curious and enthusiastic about almost everything in nature. At the same time her excitable attitude is well balanced by an insightful and contemplative disposition. More often than not, her comments and thoughtful questions catch Ocean Rudee and Gus completely by surprise. Her life in the country brings her great joy. Her trips to 'The Lighthouse' - for Imagination Travelin' adventures with Ocean Rudee - sometimes take her around the world.





At 8-years of age Roland is tall, slender, witty, a fast learner and he worships his grandfather, Cap'n Whaley, in a rather mischievous manner. He loves to play games - baseball, soccer, basketball, checkers, Frisbee and football are his favorites. Roland and Ocean Rudee became friends as soon as they met. With Cap'n Whaley and 'games' as common denominators, they've discovered many different ways to have fun together. In fact, Imagination Travelin' has become one of Roland's most enjoyable modes of transportation.

A Native American medicine woman, Squashblossom, lives on the desert in the southwestern region of the country. Her truest friends are the animals, the plants, the sun, the moon and an old sidewinder named Desert Dan. She's at peace with herself. Her energies are in tune with the earth and the natural elements. Gus and Ocean Rudee's first encounter with Squashblossom was one they'll never forget. Her occasional visits to the Lighthouse keep Ocean Rudee in touch with things 'above and beyond the sea'. Even though they are miles and life-styles apart their friendship has maintained a strong and steady course since its first beginnings.



Initially Ocean Rudee's relationship with the Garcia family, who operate a custom leather and upholstery shop in The Village, is inhibited by his inability to speak Spanish. Quick to lend a helping hand is Angelica, their oldest daughter, who speaks both English and Spanish fluently. Under her tutelage Ocean Rudee learns about Hispanic culture and his Spanish vocabulary steadily increases. Plus, Angelica's newfound interest in international travel provides Ocean Rudee with the opportunity to read-aloud stories from around the world.



This Asian-American owns the hardware store in the Village. When gifts of building materials or money anonymously appear around town - it's always Ko's doing. Yet he hides his gentle heart and compassionate nature behind an efficient and sometimes sarcastic personality. Koichi's eyes express the full range of his emotions. In fact, his 'grumpy glare' has been known to silence children and adults alike. At first Ocean Rudee was confused by Ko's brusque manner - until he laughed. Koichi's laugh is unique, unguarded and infectious. Whenever Ko finds reason to chortle, Ocean Rudee can't stop himself from joining in.

