

WHY WISEOWL?

In the summer of 1997, a computer shop was started out of my garage in Engadine Michigan.

The name Wise Owl came from a clipart in the Word Perfect application. I liked owls and this owl was wise due to the graduation cap on his head.

My son Bennie III who was then 16 started working for me. He had school and I had a full time job for the State of Michigan as an IT guy, so we opened the shop at 4 and stayed open until 8. We did well replacing modems and even were a local Internet Service Provider. In 1999 we moved to the center of Engadine and shared a building with Village Pizza. Those were the days.



Then in 2003 when my son graduated from school, I lost my best tech. I could not keep up with demand, so Wise Owl Computers closed.

In 2007 Bennie reopened the computer repair business, under the name of BL Computers in Newberry Michigan. He had a shop within ShoPac Supply (printer cartridge refills). He did well and gained many loyal customers.

In 2010, Bennie approached me and said why don't we start a computer shop in the Sault.

So Bennie, myself and Andy (son-in-law) started Wise Owl Computers in a small office at 409 Ashmun St. We quickly outgrew the office and started renting a portion of the office we currently occupy now. As time went on, we expanded into the back room which is now the Repair Shop.