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Today's Enterprises

Today's Enterprises in Redvers is a true, small-town success story. Murray Aulie purchased the business in 1996 from the previous owners, who had started the business in 1993, and has found ways to grow and diversify the business ever since.

"They started it in a little office that was an Investors Group office, and then they bought the paper and moved into there and that's when I bought it from them in '96," says Aulie.

"When I had the store in '96, I was doing simple electronics like the Radio Shack, and computers and VCR repairs, and TV repairs. We have grown, and now electronics are a small part of the business."

Today the business offers a wide range of services.

"We do electronics and furniture sales, we service cellular phones and satellite dishes—both Bell and Shaw—we do some electronic repair," says Aulie. "I've got a good selection of accessories for electronics from radios to security cameras, to household electronics. We're also a Sears outlet, and a mattress and furniture store. We're selling flowers now—a little added service for the town. Bouquets are brought in and we have a cooler set up there to display them until someone wants them."

"Electronics wasn't enough by itself. We needed to do more to expand into other things to keep the business growing."

The business has seen significant expansions twice over the years. Just over a year ago, Aulie purchased and renovated an old grocery store, allowing the business to grow even more.

"In '96 when I bought it we were about 1,000 square feet, and in

2000 when we moved into the E & J Furniture location, that was 3,000 square feet," says Aulie.

"When I moved, we had extra room to expand, so we got into a little bit of furniture and we blossomed from there. Then I bought the grocery store and we moved

we've only been here a year since August 1. We've only got a year under our belt right now and I'd like to get settled and make the business more efficient."

It has always been a dream for Aulie to own his own business.

"I always liked electronics," he explains. "I had worked for an electric place before and I had a little knowledge. I went to tech school for electronic repair as well. I guess it was a life-long dream to have an electronics store."

Aulie says that there are many benefits to running your own business.

get locally instead of going to the cities."

Aulie says he enjoys doing business in a small community, and it shows. Every customer that walks in the door is treated like a friend, and Aulie regularly offers the use of his large parking lot outside for community events.

"I get the benefit of being in business in a small town. Everybody knows everybody so you can't tell one thing to someone and think you can tell something else to someone else, you have to stay honest with everybody," he says. "And the small town community



Business owner Murray Aulie at the counter of Today's Enterprises in Redvers.

into it a year ago. It was a huge expansion."

Aulie says his plans for the future are to make things more comfortable for both his customer as well as his employees in the new location.

"There's always growth—right now I just have to get settled in,

"Making my own decisions and having great staff to work with is the biggest benefit of having a business . . . My staff are the backbone of the business," he says. "And being your own boss, helping people, fixing other people's problems, supplying them, giving them the option of products that they can

spirit is what I like."

Aulie says he believes he is providing an important service to the community.

"I can offer furniture and accessories and electronics at competitive prices compared to the cities and I'm right here, they don't have to drive two hours to get to it."

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LH Bradley & Son Ltd

Moosomin's LH Bradley and Son will turn 70 years old in 2016, making the GM dealership one of the oldest vehicle dealerships in the province.

The dealership has been owned and run by three generations of the Bradley family. In 1946 Lloyd Bradley purchased the dealership—then called Moosomin Machinery—along with two other partners, before he took over the dealership entirely in 1956.

In 1963, Lloyd's son Don Bradley became involved in the dealership, passing the reins to his son Rob Bradley in 1990. Today Rob runs the dealership, while his father Don still has a hand in the business as a partner.

Both Rob and Don say the car business is in their blood.

"I've always had gasoline in my blood," says Don. "I always wanted to be in the car business."

"I've been around it my whole life," says Rob. "I started washing cars at a young age and I just worked my way up to the parts and the service, and here we are today. I don't think I'd be happy doing anything else."

"I don't think I'd change anything, the business has been good to our family."

"Moosomin has always been my home," says Don. "I like living in Moosomin and I don't want to live anywhere else. I like the lifestyle here, dealing with the public here. We've got to be thankful for the many good customers over the years. It's a way of making a living like anybody else. Gasoline was in our blood and that's what we did."

"It's a good community—it's been good to the Bradley fam-

ily, and I think we've contributed something back to the community over the years. My dad was mayor for over 30 years and I was mayor for 25. I'm glad I did it. If I was young, I'd do it again tomorrow."

After obtaining a three-year business degree, Rob says he was eager to take over a business that had been in the family for so many years.

"The opportunity was there and you don't get a lot of opportunities to come into a business that's been around for a lot of years," he says. "Once you get into it and you work with the people and the staff that have been here a long time—and they're more family than coworkers—it's a daily routine with challenges."

The Bradleys say their business has benefitted from Moosomin being a regional centre, with lots of industry and services.

"Moosomin is the centre," says Don. "Moosomin is a good place to do business—you've got potash, you've got good farming, you've got the hospitals, you've got doctors, you've got lawyers."

"The town draws customers in to do two or three things at a time," says Rob. "They go to the dentist, they do shopping, get groceries."

LH Bradley and Son is a full service dealership, offering everything from sales, to parts and tires and repairs. Rob says how they operate has changed dramatically over the years.

"The biggest change over the years is the technology on the new products," he says. "The training required to sell and repair these new products is done on a daily basis, especially for the technicians.



Rob and Don Bradley in front of their dealership.

Every time a product is updated or changed they are required to take the training.

"Everything is done differently now. We used to do business with a handshake but now with all the processes and procedures to follow it is much more challenging and a lot more involved."

Rob says the dealership has tried to keep up with those challenges.

"The consumer is well informed right now. Obviously with the internet, everything is at your fingertips, so we've had to transition into the digital age like everybody else. We offer services on our website and the specials are all on there and the current programs are all on there for the new vehicles. And that's because everyone is so well informed that they can push a button to check the prices within two minutes and base their decision on that. That's one of the biggest challenges—keeping it up to date and keeping our staff up to date and trained."

Don says the business has been lucky to have good staff.

"We've had people here that we've had for a long time and we value our employees," he says. "Some people here have worked for us for 30 to 40 years. A small business needs people, and we've had good success with people."

Over the years the business has grown. The business underwent a major renovation, inside and out, nine years ago, and an exterior renovation was completed again this summer, bringing the dealership up to current GM specifications.

Rob says the dealership will continue to meet the challenges of keeping up with the time and the demands of doing business today.

Both he and Don say they can't picture doing anything else, and love what they do.

"I like dealing with the public," says Don. "I like to see the smile on their face when they get a new car."

"Every day is a new challenge," Rob says. "There's always something to overcome every day in this business. And this is a good place to raise a family and grow up in."

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Jeannot Electric

Like so many small-town contractors, electrician Kyle Jeannot started Jeannot Electric as a way to provide his services to local people. But things have changed in the last few years, and Jeannot Electric has gone from a one-person business to a business with numerous employees.

Jeannot started the business, based in Moosomin, on June 9, 2014. "It's expanded quite a bit," he says. "A year ago I was just a one-man operation, and then we got an apprentice two or three months in and then we got another apprentice in February, and a journeyman started in June."

Jeannot says one of the reasons that Jeannot Electric expanded quickly was because of a large amount of renovation and restoration than needed to be done as a result of flooding in the region.

"When the flooding happened we tried hard to serve the customers who needed restoration work done. There were a lot of basements and new services to houses that need to be done from Whitewood to Moosomin and Rocanville," he says, "so everybody was kind of stretched out and couldn't keep up, so we had to hire new guys."

"Since then, we've been lucky—we've just been keeping up with more

work that's coming up all the time."

Jeannot Electric provides services to many of the surrounding areas. "We go as far as Maryfield so the south, and up to Rocanville and then we go all the way out to Ochap and Whitewood and up to Round Lake, so it's a fairly big area that we cover," says Jeannot. "We do residential and commercial electrical services and then any agricultural stuff. That's the fields we deal in."

Jeannot says that electrician work has been something he's always wanted to do, as well as running his own business.

"It was something I always wanted to do—just run my own company," he says. "I always wanted to run an electric company since I started in the trade as an apprentice."

"I actually worked three years as a journeyman before I went out on my own. Seeing as there was a demand for somebody else in town, that's when I decided to go on my own."

"For now, there's me and another journeyman and two apprentices that work for us."

Jeannot says he enjoys running his own business.

"It's nice. You get to make your own hours and meet a lot of different people, and the variety of work always changes which is nice," he says. "Basically we get to own our own business at the end of the day, and we enjoy doing it ourselves. It's nice dealing with the customers."

Jeannot says he enjoys doing business in a rural community, providing services to residents and small businesses.

"It's nice because you know everybody. You get to walk down the street and you know the people that are there, and you know whose place you're going to and you've got an idea who you're dealing with," he says.



Kyle Jeannot with his truck and trailer.



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Kari's Kloset

Seven years have passed since Kari Kosior opened Kari's Kloset on Main Street in Moosomin, and Kari says she loves running the business as much as she did the first day she started.

"I just love it," she says. "I found a really nice sign that says 'Do what you love and you'll never work a day in your life.' And it's so true. I never wake up feeling like 'oh, I've got to go to work.'

"I love helping people feel good about themselves and get excited about seeing the new trends each season. I really enjoy teaching people the do's and don'ts. Dressing for your body type is a big one. I love people watching and thinking about how they put an outfit together. I really like helping people try to find their style. I just love it."

Kari's Kloset sells women's clothing, accessories, and footwear.

Kari knew she wanted to run her own business when she was going to school for business at Assiniboine Community College in Brandon and got a chance to be the manager at the Ricki's store in Brandon.

"I was assistant manager for a year and then I had to opportunity to step into the acting store manager role and that is the year that finally built my confidence up to realize that I can do this," she says.

"In that year I learned what I loved about retail and what I didn't love. Mostly, I didn't like working shiftwork, mall hours and working for a large company."

Kari says, once her manager returned, she knew it was time for her to start looking for an opportunity to run her own store.

"I was ready to go out on my own and to start looking at moving back to a small town, and find an oppor-

tunity to open and start up my own store," says Kari.

Kari began talking to Jeannie Watterman, the former owner of Jay Lynne's Boutique in Moosomin, and the owner of a number of stores at Clear Lake. Jeannie still owned the building in Moosomin where Jay Lynne's used to be and asked Kari if she had considered running a business in Moosomin.

"Moosomin was familiar to me," says Kari. "My dad grew up here, and my mom grew up on Rocanville."

"The decision ended up being made in a matter of a month, and before I knew it I was going to my first trade show and ordering the clothes."

Once the decision was made, Kari says she didn't look back.

"From the day I signed the papers and bought the store, to the day of taking over possession of the building, to having the stock coming in, to renovating the building, merchandising, getting set up, getting my advertising in place, I never once thought 'what if nobody comes.' Until it was the Saturday I opened. It was two in the morning when I left the store the night before, and then I laid in bed and thought 'what if nobody comes.'"

It turns out Kari didn't have to worry.

"Sure enough that morning it was a beautiful fall day," she says.

"It was crazy. I never ever expected to have that many people walk through a little small town store."

"And the people—I remember coming around the till with every purchase, just meeting people for the first time, thanking them so much for coming that first day, and I couldn't believe how genuine peo-



Kari Kosior, the owner of Kari's Kloset.

ple were, how grateful they were to have me there. I would say 'thank you' and they would touch me on the shoulder and say 'no, thank you for coming to Moosomin.' And still to this day the customers still show their appreciation and how grateful they are, and I'm very lucky. I would never ever look back. I'm very happy I'm here."

Kari started running the business with just herself and one other staff member. Today the business has seven staff. Over the years, Kari has also expanded the store to make more room for clothing, and she is constantly working on new ideas for her business, such as changing the way she displays things, or building an online audience through social media, like her Facebook page.

Kari, who is known for her personalized service and providing a small-town shopping experience to her customers, says she loves spending time thinking about what's next for her business.

"This is what I do for myself,"

she says. "Some people say 'oh Kari you need to give yourself a break and give yourself a manicure and massage.' Sure I'll go and do those things when I have the time. But I actually enjoy sitting there and planning my store and planning ahead the next season and whatever else is coming up."

Kari draws her regular customers from about a 30-mile radius of Moosomin, as well as people who come in from out of town when they are visiting relatives and friends.

Kari says she will continue to do what she does best—serve her customers, while trying to come up with new ideas to make her business even better.

"I'm always asking my customers for advice and feedback," she says.

"As a business owner, I don't have a boss to give me a pat on the back when I do a good job. Instead, I am rewarded through my customers, my employees, my husband and my family. And every year I am eager to challenge myself and to keep raising the bar."

Kari's Kloset

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Starglow Auto

After a seven-year break from the automotive repair industry, Murray Hagedorn is back in business.

Hagedorn started Murray's Automatic in 1983, eventually selling the business in 2008 after many years of service. After selling the business, Hagedorn started StarGlow Auto Clean, an auto cleaning and detailing business, and StarGlow Snow Gone, pushing snow for residents and businesses in the winter.

In April of this year, Hagedorn reacquired Murray's Automatic, changing the name to StarGlow Auto.

He says he's happy to be back in the saddle and wants customers to know they will receive top-notch service at StarGlow Auto.

"We want to run high quality work and do the best we can for customer service, backing up our work policy," he says. "We want to make sure that the customer is the one that's priority, that they know what they're dealing with and that the work is available and that it's good quality work."

"That's what we're here for, to serve the community."

The business specializes in all kinds of auto repair, from brakes and air conditioning, to oil changes, tune ups, custom exhaust and electrical problems.

"We also want to put a demand oil change in place where customers can drop in anytime and have an oil change on demand—real quick," says Hagedorn.

"We also do complete vehicle checks for safety, the whole works."

Hagedorn says he enjoys being

back in the automotive repair business.

"I'm enjoying it, and I like being back at the shop," he says. "It has taken some time to build it back up to where it is now, but we're content with it."

"I'm back in the swing. You don't ever forget your knowledge from before and you just go in with open arms and go back at it hard."

Hagedorn says he enjoys the challenges that come with running

the business.

"I like the challenge of repairing vehicles and making things workable," he says. "It's always a challenge to run a business any day. I've been doing it for a lot of years, but it has been fun and intriguing and educating."

Hagedorn says the business is here to stay.

"When I first came to Moosomin there was 12 or 13 small repair shops, and for all the years I was in business I don't ever believe I had a quiet day. And now there's four or five repair shops running with a larger population. So we're here to stay and we're here to do our job. Because we believe the town needs a good, reliable place to get work done."

"I've been in business in Moosomin since I've moved here—that's 35 years—and I've yet to

have a quiet day or have any big concerns over running a business. Moosomin is a great town, it's a busy little town. And it's an exciting community. It's good to be here, and I'm proud to be part of this community. It's really worth being here."

Hagedorn says, with proper customer service and high standards, he believes StarGlow Auto will grow.

"I think if we keep up with the automotive standards and the automotive needs I don't foresee any issues. I think it's probably going to stick around."

"Small businesses like this one will go a long way, as long as you're staying updated and working with the way the economy is, and the demands with the vehicles. If you stay with it, it's going to grow with the community."



Murray Hagedorn with his dog Monty in the shop at StarGlow Auto.



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small business week Goodman Steel

Few people who drive by Goodman Steel located along Highway 8 through Rocanville realize what a large part the company has to play in the serving potash mines in the area.

Started in the 1960's, the company was founded by Ken Goodman to provide services to the new mining industry in the area, and was taken over by new owners first in 1987 and again in 2013.

The shaft was being sunk at Rocanville's potash mine in the 1960s, and serving the mining industry has been important to Goodman Steel ever since.

Goodman Steel is a steel fabrication and machine shop. The company works with anything from structural steel, piping, chutework, tanks, stainless steel and aluminum. The machine shop produces shafts, flanges and other miscellaneous machined items.

"In the machine shop, one of the major items we produce is our UBOT (Universal Bolt On Tooling) miner tooling," said Jeff Nordquist, a shareholder of Goodman Steel. "It's the tooling that is on the front of the miners and cuts the ore. We had been fabricating conventional miner tooling for years and in 2011, we started with the new UBOT tooling. It's something that we're proud of."

"These tools break off of the miners. Before there was a plate with multiple welded holders and if one broke off they would have to replace the entire plate which weighs about 200 pounds. So now we have designed it so they can replace the individual holders with four bolts and a weight of around 10 pounds. This significantly decreases the downtime of the miner and also increases the safety factor."

"In addition to the UBOT, we manufacture one of the most aggressive and efficient trim chains in the industry. The chain is located on the front end of the miner and its purpose is to clean up the cut on the roof and floor. Ours has been known to cut one million tons before needing to be replaced."

Nordquist says that about 95 per cent of Goodman Steel's work revolves around potash. Goodman Steel employs about 60 people and expanded its shop in 2008.

"The new shop was a big change," said Nordquist. "Expanding into the new shop gave us an opportunity to become more efficient and take on larger projects."

"We've added a six-axis robotic plasma machine called the Python-X. There were only two or three of these that we knew of in Saskatchewan at the time and now we've purchased one. It cuts all of our structural steel. You simply load a beam on the conveyor and it comes out the other end with all the holes and copes required. Beams that were taking three to four hours to drill and cope now take us less than 15 minutes. It has changed the whole dynamic of our shop."

Goodman Steel purchased the Python-X two years ago.

"We've wanted the opportunity to take on bigger projects and become more competitive in the structural steel market. We needed it to become and stay competitive, and at the time no one in our area had one so we thought we'd stay ahead of the game as far as keeping up with technol-



General Manager Jeff Nordquist and Operations Manager Steve Silvernagle.

ogy. We want to be the leaders of technology rather than the followers."

Nordquist says that in the future he'd like to diversify the business a bit more. "With the potash it's so up and down. In the spring and summer we're so busy we can't keep up with the work and then winter comes and it slows down. Our plan is to diversify and try to level out those humps. This machine brings in so many dynamics, we can now go chasing larger structural steel packages to get us through the winters. I'd say 85 per cent of our business is in the local area, so we could branch out to other mines in the Regina and Saskatoon regions. There are lots of opportunities out there, we just need to find them."

Because of the range of work, every day is different for Goodman's employees.

"Every day is a different challenge," said Nordquist. "It's interesting because you never know—you're making something new every day. It's awesome when a customer calls you and wants a problem solved, whether its redesigning or designing something new. The fun part is serving the customers and helping them get what they need. It's a great feeling when you can go through a minesite and see all the products we have manufactured for them in use. I guess that's the satisfaction part of it, seeing a quality finished product in use."



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Strive Fitness Centre

Fitness and wellness are two of Kristen McAuley's passions, and the owner of Strive Fitness Centre in Moosomin has the perfect outlet for helping people achieve their health goals.

"I wanted to help educate others on getting healthy. It was a passion of mine," she says. "I went to university, got a kinesiology degree and started into the industry right away."

McAuley managed a publicly funded facility in Peace River, Alberta before moving to back to the Moosomin area—where she grew up—to purchase the gym in Main Street in November of 2010.

Strive Fitness Centre opened its doors, and today offers a wide array of fitness and health options.

"We offer memberships here, we do personal training and nutrition coaching, lots of different fitness classes, we have indoor tanning, we have products like protein supplements and weight loss products," says McAuley.

"The memberships are important, but we like to do the one-on-one stuff too where we can focus on people and help them. The coaching is important. The one hour in here is good but the 23 hours that they're out there is where they need the help. We even help them with working out at home and nutrition guidance for when they're at home."

McAuley's long-term goal is to focus as much on wellness as on fitness.

"With the way the world is changing and the way that people's health is changing I would like to be more of an overall wellness facility," she says.

"We're going into working with

people with chronic diseases, like diabetes and heart disease, even depression and obesity.

"It's not just about coming in and lifting some weights. Everyone has a different story and nobody's situation is the same. And most people do have some sort of health condition or injury to work with.

"That's where the one-on-one does come in, because they know they need that help."

McAuley says she is currently working with the health region to see if a management team consisting of exercise therapists, dietitians, and other professionals can work with people with chronic diseases and provide education sessions and exercise therapy for them.

Another big focus is sports.

"We'd like to branch out to the sports teams, not only in Moosomin, but in other surrounding communities, to educate them on their sports nutrition and off season training and on season training," says McAuley.

"The broader we can make our services the better. I'd even like to see older adult programming. Any population we can help, I'd like to help."

A lot has changed at Strive over the years.

"The five years have gone by very fast," says McAuley.

"We've added lots of things since then. We've changed out the equipment. We've added things like kickboxing and TRX and the mom and tots classes.

"We are also starting some renos here this month to expand inside to make more space so we can run more programs and add more equipment with time."



Kristen McAuley, the owner of Strive Fitness Centre, coaches someone on the elliptical.

McAuley says she's happy she's running her own facility in Moosomin, and proud of what she's accomplished.

"Moosomin's a busy town," she says. "The locals are always buzzing around and there are always contractors in this town, so we've always got new people coming in the door. It's a happening community and I like it."

"The community itself is really good. If you get one person who comes in the door and they like it they bring three of their friends."

"I'm proud of myself to know

that I've created this space, that people have put us into their daily routine to come and better themselves, to know that Strive is where they come every day. This is where they watch the news, this is where they get healthy."

"If you come in here at seven at night, there are 20 women in here that are going to classes, and there are men and women working out. Between the staff and the members it's just buzzing and everybody's developed friendships here."

"It's a positive environment and I hope to keep it that way."



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Davidson Truck and Tractor

When Todd Davidson started fixing heavy trucks on his own 13 years ago, he had no idea what the future had in store for him as a private business owner.

"I just kept getting busier and busier and I had to hire more people to keep up with the work," says Davidson.

Today Davidson Truck and Tractor in Moosomin is what most would consider to be a true small-town success story.

Davidson started with a 2,500-square-foot workshop on Highway 8, and just himself as an employee.

"Within a year I had to hire another mechanic and a parts person to keep up with the work, and it just kept going from there," he says.

Davidson now has 12 staff, and has completed three major additions at his location on Highway 8. He now has 6,500-square feet of shop space, a cold storage building, and is in the process of completing a 5,000-square foot parts department and office building, which should be up and operating this month.

When it comes to trucks, there's not much that Davidson Truck and Tractor doesn't do.

"Our main service is work on highway trucks and tractors," says Davidson. "The next biggest thing we do is provide towing services. We've got three tow trucks and a truck and trailer for recovery with a winch.

"We also have two mobile service trucks so we can go out on the road or go out to a farm or another location and bring the appropriate

parts. If you can't bring it to us, we can bring it to you.

"We also retail a lot of parts over the counter for people who fix it themselves. We carry lots of heavy truck and automotive parts. Anything that's related to a highway tractor or semi truck going down the road or on the farm, we can get access or likely have the part.

"If it's got nuts and bolts, we can likely get it going."

Davidson and his father also work together to buy, refurbish and sell used semi trucks.

"My dad is a salesman by trade, so having him in my back pocket was kind of a no brainer," says Davidson. "It was just another thing people were looking for. Not everyone wanted to travel to the cities to buy trucks. They wanted to come here, and why not? It was another service I could offer."

Davidson Truck and Tractor is one of the only businesses of its type in the Moosomin area. Davidson says most full-service heavy truck companies are located in the cities, which means he serves a wide area around Moosomin, with calls coming from as far as an hour away.

"We're far enough away from the major centres that we can sustain our business and we don't have the big trucking companies or the major manufacturers looking to set up shop here," he says.

Davidson says there's still lots of potential for growth.

"When I first started, farmers would have one semi tractor, and some of them wouldn't even have that. Now some of my bigger farming clients have almost 20 trucks.



Todd Davidson, the owner of Davidson Truck and Tractor.

"One of the biggest changes is that my customers have more equipment to service than when they started. And that's changed my business because if they didn't I'd still be by myself. There's more of a demand for this type of business.

"I want to see the business continue to grow and continue to be competitive. Hopefully I can find ample staff. I want the business to continue to grow in every aspect.

"I think it is going to grow. The farmers are going to continue to

haul their product and there's more trucks on the highway transporting goods.

What does he enjoy about the business?

"I enjoy the customers and my staff. I enjoy fixing my customers' equipment and ultimately having them leave here driving their truck away. They've got a piece of equipment they can work with again.

"Moosomin is a great community. I enjoy doing business here and raising my family here."

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Hutch Ambulance Service

It has been five years since Hutch Ambulance started in Moosomin. Hutch is owned by Walter Hutchinson, his sister-in-law Kathy Kennedy and brother Cam Hutchinson. On July 1, 2010 they took on the Moosomin ambulance operation, formerly Backlin's Ambulance, from previous owners Garry and Cindy Towler.

Since then, Walter Hutchinson says there have been significant changes.

"The number of staff has stayed the same," he says. "We're about the same call volume but the biggest thing I've noticed is the change in care medicine, and the equipment. As well, the scope of the paramedics is expanding, so they're allowed to give more medicine and do more procedures. For example when we first took over there were four of our staff that were intermediate paramedics and they could start and IV, whereas now all of them can start IVs."

Despite the change in ownership, many of the staff have remained the same.

"Our staff have over 75 years of experience," says Hutchinson. "Our full-time staff have stayed the same and we are very fortunate, as most rural services have a lot of turnover, which we do not have."

"The equipment has also improved—it's just exploding with new technology coming out. There is more equipment and techniques that they can now use—it's quite exciting what they can do now."

Kathy Kennedy and Cam Hutchinson operate Hutch Ambulance in Assiniboia. Cam had prior experience as an EMT and had met Garry Towler through his work in

Grenfell.

"It started back in 1990," says Hutchinson. "My brother had been an EMT in Grenfell and he did that for about four or five years and then he moved onto industrial safety and he came back and bought the Assiniboia ambulance service in 2008. Cam knew Garry from when he worked in Grenfell as an EMT, and one day Garry said, 'Why don't you buy Moosomin's?' And it just went from there."

There were many reasons why they had decided to purchase Moosomin's ambulance service, explains Walter.

"I think there were a number of factors that made Moosomin attractive. They had a long-term staff, a well-run business, obviously the new hospital—the number of rural doctors they had was incredible. And we had just heard lots of great things about Moosomin. So we decided to come here. And now we have five full-time and two part-time staff and myself."

"I'd been through Moosomin before and the takeover took about a year, so I came through here several times and looked at it and was impressed with the town. It's a very positive atmosphere and people seem to be able to get things done in Moosomin, and it's quite rewarding to see. Just the amount of encouragement we've been able to receive from the community and businesses has been great."

"People are always saying, 'Hey, how's it going,' or 'How are you guys doing?' It's very fulfilling that way. Also the relationships we have with other health stakeholders in the community are very positive—the relationships with



Walter Hutchinson with one of the ambulances.

the doctors and the nurses and the clinics. We're very thankful for that. Not everybody has what Moosomin has."

Previously, Hutchinson was a teacher and sought out a change in his career path. "I taught for 14 years," he says. "I was looking for a change from teaching, and just being able to work at a new career and being able to help people is very satisfying and fulfilling. And also being able to run your own small business and see both the challenges and the successes that you have."

Although he admits it was more difficult than he had imagined beforehand, he says it was rewarding nonetheless.

"It was harder than I thought, but it's been more rewarding than I thought too. Just being able to help people and hearing about people that are very sick and seeing them recover—it's quite rewarding."

As far as plans for the future, Hutch Ambulance is going to be purchasing new equipment to bet-

ter aid employees and patients.

"We've gone to a power-stretcher this year in one of our units and we're going to be looking at getting another one next year," says Hutchinson. "It provides more comfort and it allows you to do different things so that the patient can be more comfortable. It's less strain on the employees and more comfortable for the patient as well."

"They lift the stretcher probably 15 to 20 times on a call, so that's a lot less wear and tear on everyone."

"We will also be purchasing new cardiac monitors thanks to the help of the community and the Moosomin Elks. The cardiac monitors will be a huge upgrade as they will allow us to see more views of the heart and it will give a better picture of what is going on with the patient."

"I think the amount of the paramedics we have for the town is appropriate, but you never know," he says, "there might be some changes coming that you cannot predict or see coming."



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West Fraser Developments

Building a hotel is no small job, but like many companies, West Fraser Developments Ltd., the company that built Moosomin's new Best Western Plus Hotel, has humble beginnings.

Moosomin's Best Western opened its doors on October 15. The property is a Best Western Plus with 79 guest rooms, a 24-hour fitness centre, an indoor pool and a hot tub, business centre, complimentary hot breakfast every morning, and a meeting room that can accommodate up to 30 people.

This is West Fraser Developments' second Best Western Hotel in Saskatchewan, and one of numerous properties that the company has across Western Canada.

According to Reena Sandhu, the Vice President of Hospitality for this family-owned company, West Fraser Developments, based in Surrey, B.C., got its start as a window company in 1992.

"Raj Sandhu is the owner and president of the company," says Reena. "Our company is very multifaceted today, but basically started out as a window manufacturing company. We still have the window business. It's called AVS Windows. That was founded in 1992, and that was Raj's very first business."

"Most of our residential buildings are within the lower mainland in B.C. and our hospitality projects are across Western Canada."

Reena explains how Raj went from windows into building residential properties.

"From there he got into building homes—like single family dwellings," she says. "That was his introduction to construction and

from there he kept taking steps up.

"From single family homes he moved up to town homes and apartments and then eventually, around 2009, he jumped into the hospitality industry and we built our first hotel."

Moosomin's Best Western marks the company's fifth hotel, with plans for a sixth hotel to open in Kindersley, Sask. in January.

Reena says the potential for growth in communities like Moosomin is what has inspired the company to invest in those communities.

"It seems as though Moosomin

is a growing town, there's lots of business coming into the town so it could definitely use another hotel.

"We have other properties in Saskatchewan as well—we generally target small towns that have a lot of work going on in the area, whether it be oil rigs or something going on that's drawing workers into the town."

Moosomin's Best Western employs up to 14 staff.

"At the front desk there are usually four or five employees and in housekeeping and maintenance, usually another five or six," Reena says.

There are plenty of benefits to doing business in Saskatchewan, says Reena.

"The oil for one thing," she says, "that brings a lot of business. There's a lot going on out there. It provides a lot of opportunities for hotels to feed into that market."

West Fraser Developments has built hotels in other locations

across Canada, including Hudson's Hope in B.C., Cold Lake Alberta, as well as two more in Saskatchewan—in Estevan and Melville.

"The one thing we find that people really like about Best Western hotels over other chains is the breakfast," Reena explains. "That's usually a huge selling point. Best Western is very proud of their breakfast program. I would say that is one thing that separates us from other hotels. Also, just the fact that it's brand new, it's modern—you can't really beat that."

As far as their future plans go, Reena says West Fraser Developments is looking to start moving into larger markets.

"We're always looking to expand—our goal is pretty well one or two hotels per year. And in terms of regions we definitely want to get into cities now because we've just been doing small town hotels up until now."



The staff and management of the new Best Western Plus in Moosomin. At far right is West Fraser Developments owner Raj Sandhu.



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The Conexus Difference

The Conexus Credit Union branch in Moosomin opened in a new location in May of 2013. The branch currently features 20 staff with up to 35 years of experience in the financial services industry and offers a complete range of financial solutions, including credit union banking services, financial planning and investments.

"The goal for the staff at the branch level is to always be there to help members while providing a world-class service and expert advice," says Roxanne Nabholz, Manager of Financial Services at the Moosomin Conexus Credit Union. "We are a credit union where member relationships strive and continue to develop because we are delivering an experience of what members say they want, as our members are also our shareholders," Nabholz adds.

The branch currently features 20 staff with up to 35 years of experience that provide expert professional services and innovative products to meet their members' financial needs. Nabholz says, "We offer expert advice to our members to help them through all cycles of life, whether it's being a student, acquiring lines of credit, starting families, and everywhere in between leading up to retirement and beyond."

One common question heard at the Moosomin branch lately is "what are you saving for?" The current savings campaign featured at Conexus stresses the importance of saving money or paying yourself first before spending elsewhere. If you save regularly, your savings will add up quickly, so you can go on vacation, plan a home renovation, or top up your RRSPs, TFSA's or your child's RESP.

"Many people believe saving money could be challenging, and

rightfully so, however if you set up an automatic monthly or weekly transfer into a savings account, you will hardly notice the difference" said Nabholz. "Ask us about setting up your plan to make saving a habit by visiting the Moosomin branch, or by calling us to set up an appointment."

The Conexus branch in Moosomin also provides wealth management, estate planning, lending and even small business advising. "We offer all services that small businesses require such as acquiring loans, various deposit services, succession planning, mortgages and a whole lot more," says Todd Andries, Regional Manager for Conexus Business Solutions. "We're a full service organization, meaning we are proud to serve our local businesses and can offer cradle to grave services to businesses like we do with our personal members, so we really get to know our members."

Small businesses are vitally important and make communities unique and prosper, regardless of population. Todd mentions "small businesses have a strong impact on the local economy and Conexus is proud to lend its support and services that will allow these businesses to be sustainable for years to come." Small business owners who have accounts with Conexus but personal accounts at other financial institutions should consider holding all of their accounts with Conexus to take full advantage of services available through the credit union.

Conexus can help small businesses improve productivity by upgrading them to utilize Small Business Online Banking, which is innovative, simple to use and seamless. Designed especially for the needs of small and micro businesses, the on-



Roxanne Nabholz in front of the Moosomin branch of Conexus Credit Union.

line business banking upgrade gives businesses powerful, time-saving features in one convenient package. With Small Business Online Banking, moving money between business and personal accounts is easy, so people can see all of their accounts at a glance without having to log in more than once. When it comes to your business, Conexus wants you to succeed!
 "Each small business is unique and we can provide support in many

areas to ensure the business reaches its full potential and becomes successful" says Andries. "During Small Business Week, we want to congratulate and recognize the contributions that small businesses make to their communities, and wish them continued success for the years to come."

Small businesses interested in learning more about the Conexus difference are encouraged to contact the Moosomin Conexus branch at 306-435-3374, or visit www.conexus.ca.

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Fouillard Carpets

It's not easy for a business as large as Fouillard Carpets to operate in a community as small as St. Lazare, but owners Marc and Delores Fouillard say competitive pricing, a large inventory, and customer service are what have made their business work for so many years.

Fouillard Carpets has been a family business since the late 1970s, with Marc and Delores running the business for the last 30 years.

Marc recalls the business's beginnings back in the 1970 when it was run out of two quonsets by his father.

"Everything was done in the cold, no heat," he says. "We were buying mill direct and we were the only ones in Canada doing it. Now it's standard, now it's all mill direct."

Marc says buying direct from the mill was one of the ways that Fouillard Carpets was able to offer lower prices at the time.

Today, he says that's standard, but being independently owned is not.

"Most carpet stores are in buying groups, and very few are privately owned. They are owned by bigger companies," he says.

In the 1990s Marc and Delores took over the family business and moved it across the road into the 10,000-square-foot building it is still in today.

The business started by selling carpet and vinyl, but today they sell carpet, vinyl, tile, area rugs, window coverings, and more.

Tucked into the Qu'Appelle Valley, St. Lazare is a bit remote, but Fouillard Carpets serves a radius of about 150 miles from where they are located.

"We go down to Estevan and

Melita," says Delores. "We have customers right up to Brandon, and we'll go north of Yorkton and right up to Swan River."

Why do people choose an independently owned carpet business in St. Lazare?

"Because people know us. It's our name. It's the Fouillard," says Delores.

"A lot of mom and pop shops have closed in those communities. They couldn't survive anymore," adds Marc.

Delores points out that St. Lazare has a very long history of being a centre for trade.

"St. Lazare is an old historical settlement. This is where the Hudson Bay trading post was."

"People have come to buy from here for probably 500 years," says Marc, "and they traded at the fort when the Indians were all around."

"They're still coming here to trade, basically that's what it is," says Delores.

Marc says people who walk in their door tend to be serious about doing a deal.

"When they're coming to St. Lazare, a community of 300 people, they're coming here to buy. They're not usually coming here just to look," says Marc.

Marc says their selection can't be ignored.

"We show the product, we handle all the brands, we've got the products in stock that people can see," he says. "We've got more stock than all the stores put together in Brandon. So people come in and say 'they've got buying power.' We go against the grain. But we've got to go against the grain because we've



Delores and Marc Fouillard, the owners of Fouillard Carpets in St. Lazare.

got to find a way to draw the people.

"Price is a big thing. We've seen people come in here with a quote for \$8,000. We're doing the job for \$4,000. And now we're starting to see people come out of places like Yorkton saying 'God we didn't believe we could get something like that out of a small community like this.'"

"We are very competitive on our prices."

Marc and Delores say one of the reasons they can provide such a wide range of products is because they are still buying from independent mills, as well as the major suppliers.

They are also known for their service.

"Customers always say before they leave, you guys are the ones who have helped us out the most out of all the places we've ever been," says Marc. "We'll talk to them and explain to them 'this is what you should do, this is how

you should do it, this is why you can't do it that way, this is why you should do it that way.' At the end of the day we've got to answer the complaints, so you've got to try to sell the product with no complaints. That's the bottom line."

Both Marc and Delores say that working with many different types of people over the years has been the best thing about running the business.

"I've enjoyed most of the people we've had to deal with over the years," says Marc. "I wouldn't change anything in my life. I'd do the same thing all over again."

"Absolutely the people have been the best," says Delores. "Every day is different and you meet such different people from all over the place and you get to learn their communities through the people."

"Every day is different. There have been no regrets. I don't know how to do anything else. For 30 years this is all I've ever done. It's all been good."



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Spray-On Solutions

When Colton Frederickson from Wawota decided to start dealing in Rhino Linings, he had no idea how big the demand would be. Today, Spray-On Solutions is run by Colton alongside his mother Heather who have been operating the business for the last three years in Wawota. Heather says the idea to start the business was all Colton's.



Colton Frederickson with his trailer.

"It was Colton's idea," says Heather. "Colton is an entrepreneur. I guess it runs in my family. My husband had his own business and I had my own business. Colton started his own business as a roofer when he was 15. "He was thinking about getting his truck spray lined, so he went to the Rhino website and he came across industrial spraying," she says. "A product he'd been working with when he was building homes was Blueskin, and it's a product for waterproofing basements. He looked into Rhino Linings' website and he phoned me and he said 'You know what, this is a really cool product. They do flooring, they do roofing, we should look into it.' "Currently there are only a few Industrial Rhino Lining Coating dealers in Canada. We know of one in Edmonton and another in Toronto."

Spray-On Solutions has expanded their business to provide many other services as well. From waterproofing basements to flooring and resurfacing counter tops, the business is multi-faceted. "Most of the jobs right now are garages," says Heather. "People are converting their garages to living spaces. We do a lot of water-proofing. We do ponds, outdoor patios, roofing. Roofing is mostly in the fall, and we can do camper roofs. "For a lot of our business we could be doing concrete repair solely. That's a huge part of the business. We do garage floors, basement floors, we did several basement floors last spring prior to the flooding." Spray-On Solutions has grown considerably in the short time that they have been in business. "We worked part-time, Colton and I, for the first year. And now our business has doubled. It seems to double every year. We expanded to dry-ice blasting. That was our project last May. We have two trucks now and we're looking at purchasing another trailer for the flooring side of it. We've got lots in the of way expansion."

It's not uncommon for Spray-On Solutions to be contacted for large jobs that are often located hours away. The question now, says Heather, is knowing how to manage the company's growth. "We'd sooner do a small job with good service," she says. "Customer service is huge for us. I just know that is the lifeline to business in a small community." Heather says getting to know your customers is a large benefit for a business in a small town. "We don't treat our customers like a number," she says. "You get to know your customers, and get to know what they like—and working with contractors and people like that, you know them all on a personal basis. We just like working at home, in a small community and getting to know the people on a personal level." Heather says word of mouth has been great for their business. "Word of mouth travels fast. We don't do a lot of advertising," she says. "And we have more work than what we can keep up with—one job leads to three or four other jobs. Last winter we had an average of two floors a week all winter."

Heather says whether it's a big job, like a concrete floor, or a small job, like putting a slip-proof surface on someone's steps—she enjoys the reaction of customers when the job is finished. "We love to see people when they look at their concrete floor and the holes are all gone," she says. "And for people that resurface their counter tops and they can't afford a \$15,000 kitchen, they can get a new and very glamorous look with resurfacing—it's a cheaper alternative!" Heather says there's no question that Spray-On Solutions will continue to grow. "I'm not sure how big we want to get. We want to grow. We just want to build the business up and be successful," she says.

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Magna Fab Inc

Magna Fab Inc. in Redvers specializes in oilfield fabrication, farm equipment repairs and agriculture equipment, but few people likely know that the company got its start in Calgary, Alberta building oilfield equipment for Russian oil companies.

Marc Dumaine, a farm boy, was born and raised in Storthoaks, Sask. and is the owner of Magna Fab Inc.

In 1997 Marc moved to Calgary to explore opportunity in the oil and gas business.

In 1999 Marc was working for an oilfield equipment service company located in Houston, Texas and got an opportunity to work in Russia setting up coil tubing rigs along with underbalanced drilling equipment.

While working in Russia Marc was approached by other companies in Russia that were interested in the new technology that was being set up for the first time in Russia.

He then explored the opportunity in Russia for oilfield equipment by going to the oil show in Moscow; from there he had a lot of interest.

One major oil company in East Siberia approached Marc to design and manufacture underbalanced drilling equipment, along with coil tubing rigs.

Marc then started up a company called Magnaflo Systems Inc. In 2001, he was building equipment that year, and he started up two welding shops in Calgary, to keep up with the contracts.

By 2007 Marc had built and delivered twelve underbalanced drilling units and eight nitrogen membrane units to work in Eastern and western Siberia. He also supplied 18 men to work over in Russia for two years, training the Russians on operations and drilling of the wells.

Once all equipment was built for Russian projects, Marc renamed his welding company Magna Fab Inc. in 2008. Marc then started chasing work in Canada for the oil and gas business.

In 2010 shops in Calgary got extremely expensive to rent and he realized that Calgary was not the place to be for manufacturing.

This is when Marc decided to go back to his roots, and buy property and shops in Redvers to save on high costs and at the end of the day own some property.

Marc's brother Trent and Andrew Smith from PEI were managing a shop in Calgary during the builds of Russian equipment.

He approached both Trent and Andrew with the idea of moving to Saskatchewan if he was to buy shops there, and with Trent having a young family, and Andrew being from a small community in PEI they jumped all over the opportunity to move to Redvers.

With both Trent and Marc growing up in the Storthoaks and Redvers area, they had good contacts along with family and friends that were very supportive of the move.

"Our shop used to be the old Nelson Motors John Deere shop in Redvers. We decided to buy it and fix it up the way we wanted it, and here we are."

Trent says the move turned out to be a good one. Between the oilfield, farmers and agriculture in the area, the company has been busy.

Magna Fab provides its services to the surrounding areas around Redvers right up to the U.S. border.

"We have qualified journeyman welders. We get lots of business from word of mouth, which is good," says Trent.

Trent says the company got started at just the right time in the area.

Trent Dumaine, Lynsey Bauche and Andrew Smith with Magna Fab Inc. in Redvers.



"Before Magna Fab got here the oil patch was really busy. A lot of the welding companies were just strictly oil because it was good money and there weren't too many that welded for the farmers.

"When we came down here people asked if we would be interested in doing the farm equipment repairs and agriculture equipment. As a new company we decided that we were not going to turn down any work, and that we would try our best to keep all customers happy whether it is oil patch, farming or ranching.

"All of our employees here are local. We try our best to help out the community. We support Redvers and the surrounding area. We don't buy too much outside of this area—we take pride in using the local businesses and it's been a pretty good response so far."

Magna Fab also has two hard banding machines on site to serve the oil industry—a service that is unique.

The company is also a distributor of the HUWE Wrench, which is invented for the oil patch.

"HUWE is designed, owned and operated by Marc Dumaine and Larry Matthewson," says Lynsey

Bauche the sales rep for HUWE. "Our corporate headquarters and distribution facility is in Calgary, but the wrench is manufactured in Selkirk, Manitoba.

"It's all Canadian made and its durable design is made specifically for your harsh oil patch conditions.

"It's a safety tool as well. It avoids the hazards of swinging a large heavy hammer, and it dramatically saves on hammer unions and lowers the risk of impact injuries to your operator and any bystanders.

"It's used to tighten and loosen all your hammer unions in the field. It has been around for about three years now and we are selling into 21 different countries, and have distributors signing up daily to sell our wrench."

Lynsey says more info on the wrench can be found online at www.huwewrench.com.

Even though the oilfield is no longer booming in the area, Magna Fab has been kept busy with harvest and agricultural work.

"We're hoping we can expand one day and maybe add on to our shops," says Trent. "Right now we're just kind of holding back to see what the future holds."



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Shelley's Kneedles and Knots

When Shelley Pritchard-Szaroz started offering massage therapy services in Moosomin in 2005, she knew she wanted her business to grow from a one-person operation to something larger.

"It was my 10-year goal to have my own building," said Pritchard-Szaroz. "I was working at Dee's Kutting Krew, and then I was self employed after that. In 2008 my arthritis was flaring up in my hands and wrists and I couldn't do massage therapy anymore. One of my clients suggested I go to Brandon for acupuncture, so I went and it made a big difference. After that I was referring my clients to him, and then I decided to take the course and I got my first certificate in 2009. I continued with acupuncture courses and got my diploma in 2014."

Pritchard-Szaroz opened Shelley's Kneedles and Knots in 2009 at a small location on Main Street in Moosomin. Two years ago, the business underwent a major expansion, with her move into a new, fully renovated, much larger building on South Front Street.

The current location of Shelley's Kneedles and Knots is 2,000 square feet. There are six treatment rooms and a spa room.

Today the business offers massage therapy, acupuncture, reiki, reflexology, and craniosacral therapy. There is also a whole line of spa services offered including facials, body wraps, body scrubs, and hot rock massage.

"Under massage therapy I do a whole bunch of modalities as well, because you always have to take continuing education throughout the year," says Pritchard-Szaroz. "You're required to take 40 education credits in three years, but I al-

ways exceed that. I at least double or triple it. I love learning new things, I love being able to provide my clients with the best treatment possible."

Shelley's Kneedles and Knots currently has seven therapists.

"It's grown a lot," said Pritchard-Szaroz. "It's amazing. Two years ago we opened at the new location and there were three of us then. I had taken a big leap. I didn't know if it would work out or not, but it has gone well. I think word of mouth is really amazing. I've had a really good client list the whole time I've been here."

Each of the therapists at Shelley's Kneedles and Knots works independently. "It has all worked out well," says Pritchard-Szaroz. "It's nice for clients to come and to have the opportunity to see different therapists. Different therapists do different techniques. We do have clients that see us for different things."

Pritchard-Szaroz says that over the years their clientele list has grown longer. She says she has lots of customers from the Moosomin area, but customers also travel from as far away as Regina, Grenfell, Yorkton, and Virden, among other communities.

"Since we opened in this location our clientele list has more than doubled," she says. "We've got about 2,000 people on our clientele list and I would say about 90 per cent of those people come on a fairly regular basis."

"Lots of people come to see us and drive so far because it's not just us that they're seeing when they come to Moosomin. They get their groceries, they get their doctors appointments in, they get their dentist appointments in, they go to the



Shelley Pritchard-Szaroz giving a client a massage.

farm implement dealers or whatever they may need. It's not usually just us they come to see, which supports more businesses than just ourselves, which is great. The doctors are really good at referring people to us as well, which is very appreciated."

Pritchard-Szaroz says that she believes that the benefits outweigh the risks of running her own business.

"I love that I can set the hours that I want. For example, if people have an emergency and need to get in, I can go later and work on that for them. It's a little stressful owning your own business sometimes, but my business is such a happy business. People are always happy when they come and see you, and they're always happy when they leave so it's a very gratifying business."

"I love what I do. I love that gratifying feeling. I like being able to help people feel better. Even the smallest change for people can be

life changing. I had a client come in for acupuncture who had headaches every day for 30 years and had tried every kind of therapy and every kind of medicine and never had relief, and acupuncture helped her out. That very first treatment, before the needles were out, she said her headache was gone. It really is an amazing thing for people."

Pritchard-Szaroz says that she is happy with the way her business is running right now.

"I think right where it's at is where I want to stay. I want to stay the size I am with the great group of girls I work with, giving great care to everyone. We're very thankful to Moosomin and the surrounding area for supporting us."

"We really try and provide the best care that we can for our clients and try to do that on a daily basis. I think that we've grown because we're passionate about what we do."



Shelley's Kneedles & Knots

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HOT STONE MASSAGE

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Services are provided by Charlene

REFLEXOLOGY\$50
Initial treatments are 75 minutes, subsequent treatments 60 minutes	
Reflexology 3 Pack\$130
Add Reflexology to any pedicure or footcare for\$40

SIGNATURE PEDICURE

Begin this pedicure relaxing your feet in a warm foot soak. Next, enjoy the invigorating foot and leg exfoliation using a non-abrasive scrub, followed by extensive callus removal, a warm towel wrap, cuticle work and nail shaping. Your feet will be rejuvenated with a moisture surge selected to meet the needs of your feet. Relax during an extremely hydrating foot and leg massage, finishing with a three-step polish and two nail decals of your choice!

75 Minutes\$55
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EXPRESS PEDICURE

This pedicure includes a warm foot soak, warm towel wrap, cuticle work and nail shaping as well as a moisture surge to hydrate and protect the skin. Finished with a three step polish of your choice!

45 Minutes\$40
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PRINCESS PEDICURE

(AGES 6-12)

This fantastic pedicure includes a warm foot soak, warm towel wrap, cuticle work, nail shaping, and a massage of the foot. Finished with a three step polish of your choice that includes 2 fun nail decals.

45 Minutes\$35
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TOTAL FOOTCARE

This includes trimming of the toenails, nail thinning (if needed), cuticle work, nail shaping and callus removal. The treatment finishes off with a rejuvenating moisture surge, selected to meet the needs of your feet, to hydrate and protect the skin.

45 Minutes\$40
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NAIL CARE

This includes trimming of the toenails, nail thinning (if needed), cuticle work, nail shaping and finishes with a refreshing moisture surge to hydrate and protect the skin.

30 Minutes\$25
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HEEL & CALLUS CARE

For clients that have problems with excess callus or cracks on their feet. This includes extensive callus removal and a soothing moisture surge to hydrate and protect the skin.

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Spa Services

Provided are provided by Arvelle

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A high performance treatment that protects, nourishes, and improves skin tone and elasticity. This is an invigorating and refreshing cream gel wrap that produces a quick, firming, visible result followed by massage with deliciously scented D-age cream. This leaves the skin feeling toned and silky and soft.

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ULTIMATE TRANQUILITY

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TRANQUILITY RITUAL

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Brazen Clothing

Cherish Easton purchased Brazen Clothing on Moosomin's Main Street a year ago, and hasn't looked back since.

"I want my shop to be exciting, unique and convenient," says Easton. "I strive to have what customers are looking for to keep more business locally and to save them a trip to the city.

"I also try my best to keep the looks fresh and fun and have a good mix of unique brands and pieces, to have something for everyone and keep those customers coming back again and again."

Easton has been in business since 2009 when she started a home-based business making hair clips, baby blankets, and other accessories for babies and children.

In 2012, she opened Prep 'n Pretty Boutique at a small location on Broadway Avenue in Moosomin, then moved the store to a larger location on Main Street. The store sold children's clothing and accessories.

In November of 2014, the owner of Brazen Clothing, a store selling women's, men's and children's clothing, accessories and shoes, decided it was time to sell the business, and Easton jumped at the opportunity.

"When the opportunity to buy Brazen presented itself, we knew if we combined our stores, we'd have a better business and a wider selection," says Easton. "The children's clothing alone wasn't really enough.

"When I was in high school, I did really want to own a clothing store, so it was a really good opportunity, when Brazen went to sell, that I

could take it over."

Easton says purchasing Brazen was the right move and she's watched her business grow ever since.

"We have a much bigger customer base. I have a huge staff compared to my first store. It was only me and one casual employee over there. Now we have six employees, three that are full time.

"Our stock is drastically larger than it was over there."

Easton describes Brazen as a "lifestyle store for everyone and their family."

The store focuses on clothing and accessories, as well as footwear, carrying popular brands like Matt and Natt, Sketchers, Silver jeans, Bench jackets, and Saxx underwear.

Easton serves customers in the Moosomin area, but says it's not uncommon for her to get calls from larger centres like Regina when people are looking for a brand and can't find it elsewhere, or to have customers walk in from surrounding towns.

"I like when people come in here and they are looking for something and when we go and find them that piece they say that's exactly what they were looking for," she says. "Or when another customer comes in and says they've heard good things, and they've come from out of town to be here.

"It's a really good feeling when you know those communities have their own stores and they're coming here because they've heard really good things about our place.

"We've had customers that have called here from Regina and asked if they can come or if we can ship



Cherish Easton, the owner of Brazen Clothing, and her husband Ross.

things because we have a specific brand that they can't get elsewhere.

"Some have connections to the community and others have seen through Facebook or Instagram that we carry that brand."

Easton says she loves serving the area, and is glad she lives in a small town.

"It's great to be a part of a small community where customers know you and do their best to support you and your business. The one-on-one relationship a small local business offers, compared to a large centre, is very important to us.

"Owning a small business in a

city wouldn't guarantee us that same support. Customers don't know you there and don't have any reason to be loyal to your shop over the six or eight others just like it."

Easton says she is proud of what she has accomplished, starting with a home based business and running her own clothing store.

"We have put in a lot of hours and worked very hard. We have grown exponentially and our success is something we are very proud of.

"Our success is also thanks to our wonderful customers and we look forward to continuing to serve the community in the future."

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Flaman

You can't miss the Flaman building as you approach the west side of Moosomin. Built in December of 2012, the building boasts a staff of 17, and a lot full of equipment to serve the area.

Flaman's location in Moosomin carries a little bit of everything. From construction equipment to ag equipment, trailer sales and fitness equipment, the Moosomin location is set up to serve a wide variety of needs.

"The interesting thing about Flaman's is that everything we do is centered around what the community needs," says Mark Steining, the manager of the Moosomin branch.

"In different locations, we rent and sell different equipment, depending on what that area needs. In Moosomin we have skid steers, man lifts, scissor lifts, ag equipment, and a lot of concrete working equipment. Those are the things that are needed here, so Flaman's invested in the community and tried to fill the holes and help the area to have anything they need."

Flaman Moosomin has just become an SGI accredited safety centre, with a focus on repairing and stocking parts for all types of trailers and campers.

Steining says they are also planning to add a full line of Banjo water fittings, along with sprayers and pumps to suit everyone's needs.

"We're trying to fill all the niches that are needed in the community," he says.

He says the company is in full support of that. "If it sounds right and it's good for the area, they'll stand behind it and help make it

happen." Flaman's philosophy is to support and invest in the area they serve, and the new location in Moosomin is a testament to that.

"We have probably one of the nicest buildings and lots," says Steining. "Flaman really invested in this community. This building has cost a lot of money, and it's nice to see an investment like that."

The Moosomin location sees

customers from a wide area. What do the customers like about doing business there?

"The friendly atmosphere, and the service," says Steining. "We take care of our customers. If they have a problem, we're going to do our best to fix it. That's what we aim toward. And that's the sign of a great company to work for."

"At Flaman it doesn't matter how big we get, the focus is still on the customers."

Steining says it's not uncommon for the staff at Flaman to go the extra mile to make sure a customer gets up and running or gets the parts, service or equipment they need.

He says the company sees a lot of potential for the Moosomin area. "It's a growing area," he says. "In Saskatchewan right now this is

one of the few areas that continues to thrive since oil prices dropped. And our potential here is huge."

"I don't see anything but good things. We're going in the right direction. I don't see us slowing down."

What does Steining like the most about managing the Moosomin location?

"The staff," he says. "The staff here have a lot of energy and talent, and diversity. They're just good people."

"You can build the fanciest building, you can have the best equipment, and if you don't have the people in that place, you don't have anything."

"I'm very proud of my staff and happy to be a part of the Moosomin business community."



Manager Mark Steining in front of the Flaman Moosomin location.

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Village of Welwyn

There are a number of businesses in the Village of Welwyn that have been doing work in the area, and are looking forward to continuing to serve customers in the area.

Here are a few of Welwyn's local businesses:

Big City Plumbing & Heating

Bryce Mailloux got Big City Plumbing and Heating started last February.

"My main thing is service work, getting hot water heaters going and getting the heat going and looking after gas leaks, that kind of stuff," says Mailloux. "That's my main aim of my business—trying to provide a same-day service."

Mailloux does all kinds of plumbing work and says he enjoys a challenge.

"It's kind of thought provoking work," he says. "It's interesting, that's what I like about it. I like the troubleshooting side."

Bryce works alone right now but is considering taking on an apprentice next spring.

Connoisseur Woodcrafts

John Ruhland has been operating Connoisseur Woodcrafts in Welwyn for 16 months, and employs five full-time and one part-time staff. Connoisseur specializes in residential and commercial cabinets.

"Everything we do for both commercial and residential is custom," says John. "We can do some really unique finishes and quality work and design."

John has a long history in woodworking, and ran his own company in Alberta before moving to Welwyn.

Joe Dirt Skidsteer Services

Joe Green got started with his skidsteer service about three years ago.

"I grew up on a farm running a skidsteer for my grandpa and I always wanted one, so I finally bought one when I was old enough and started doing this," he says.

Joe does any big and small jobs that require a skidsteer, including snow removal, corral cleaning, landscaping, and trenching.

"It's just cool to go in and see a project at the start, and you go in and finish it and see how good you can get it once you're done," says Joe. "You can see the end result and that people are happy with it."

Murray Swanston

Murray Swanston specializes in exterior work, such as siding, win-

dows and doors, as well as other home renovations.

Murray has been doing that kind of work since 2004. He says he saw a need for that type of work and decided he would get started with it. "There was just a demand in the area for that kind of work, and I like working outside," he says.

Dirty Deeds Yard & Garden

Dirty Deeds Yard and Garden is a full landscaping company that started in June of this year.

Les Bryce and Carolee Lee Wall run the company and do the work together.

"I specialize in paving stone and blockwork right from the design mode to the finished product and Carol is the horticulture specialist. She is very educated on Zone 2 and 3 plants," says Les.

"We're trying to establish a business that has an excellent reputation with excellent work."

Les says they are already taking bookings for the spring of 2016.

"Everyone's home is basically an extension of their personality and curb appeal is a great thing for a property owner," says Les. "We are good at developing a beautiful yard."

Santer's Transport

Santer's Transport specializes in heavy truck and trailer repair, as well as automotive repairs. The business also sells automotive parts, batteries, tires and accessories.

Frank Baily has been running the business since 2003.

"It was a different avenue for me," he says. "I drove truck before for over 20 years. I decided to try this, and it has worked out pretty good!" Santer's presently has two mechanics and a book keeper on staff.

"The biggest thing I enjoy is the satisfaction of helping people," says Baily. "That's my biggest reward. Customer satisfaction is number one for me."

Derek & Carl Bowey

Derek Bowey and his father Carl specialize in custom cabinets, crown moulding, countertops and home renovations.

Derek took the family business over this past summer, but has been working with his dad since 1995.

"It's something I enjoy doing and there is a fair amount of work in this area with the kitchens," he says.

"I like working with my hands and making different designs out of wood."

JPF Contracting

Joe Frayn has been in construction for around 15 years, and has been doing jobs on his own for the past few years.

"We do general carpentry and general construction, concrete, garages and other small buildings, home renovations and repairs," he says. "I've been doing this off and on for a while now and I've started to get a little more serious about it."

Joe says he likes it when people are satisfied with a job.

"Construction is my thing. We like making people happy," he says. "We like making people smile."

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Mazergroup

Mazergroup came to Moosomin in 2005 with the encouragement of New Holland.

"The reason it got started was because the opportunity came up," said Mike Ushey, sales manager at Mazergroup Moosomin. "The previous person terminated the dealership and after a little bit of time Mazergroup decided to move in here with the encouragement of New Holland. They needed a dealership here, they felt this was a strong trading area, and New Holland wanted some representation, so they approached Mazergroup to come here."

Since Mazergroup came to Moosomin in May of 2005, the company has seen its customer base and staff grow.

"We've definitely grown by employees in the parts department,"

said Tammy Howes, parts manager at Mazergroup. "Sales has also grown in employees. We have about 12 staff here. Our goal has been to provide good service to our customers and good parts service especially. We are seeing volumes increase because of that. Service is so important and we're doing our best to keep our customers happy. Our customers are definitely number one here, they are our first priority, and I think that's what's making it work for us."

Mazergroup is a farm machinery dealership which also has a line of New Holland construction equipment.

"We also carry Hyundai and Kobelco construction equipment, but our major concern here is the ag industry and ag equipment,"



Moosomin Mazergroup employee Terry Grant waiting on a customer at the service desk.



Moosomin Mazergroup manager Mike Ushey in front of the dealership.

said Ushey. "We do parts, service, and sales of ag equipment. Moosomin seems to be a strong area. We have a fairly large trading area, it seems to be a strong mix of agriculture—in some areas there's cattle, in others it's strictly grain. The fact that there are two other dealerships in the town says something. Competition actually brings people to you, which is a good thing."

Ushey says that Mazergroup in Moosomin provides service to people both locally, and from out of the area.

"Our trading area would definitely be a two-hour area for sure," he says.

The company has changed a lot over the years, and there are plans to build a new 20,000-square-foot dealership in Moosomin.

"It has grown to the point that Bob Mazer feels confident enough to build us a new building, on which our construction will hopefully start next spring," explained Ushey. "So it has grown enough to justify that. There is a signature building that Mazergroup is trying to achieve, and they are eventually wanting their buildings all

to look the same, so that particular design is what we intend to use. There will definitely be more office space, more showroom space, way more shop space, and a wash bay, which is something we need. That's all the stuff that we're missing here right now and we'll be looking forward to those things in the new facility."

Ushey says that he enjoys his job because he comes from a farming background.

"I love dealing with the people, I love the fact that I can get out into the territory and into the country and talk to customers and sell equipment. Agriculture is something that I love, so it makes it pretty easy to come to work every day if you're doing something that you like to do. It feels really good to be part of a company that's growing. They're an excellent company to work for and I feel really good about the whole organization."

Mazergroup has 14 locations. The company started in Brandon, Manitoba. Moosomin's Mazergroup location is the only one in Saskatchewan, while the rest are located throughout Manitoba.




MAZERGROUP

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Celebration Ford

Tyler Thorn, the owner of Celebration Ford in Moosomin, says he can't imagine doing anything else.

"I enjoy owning a business," he says. "I enjoy the car business because every day is different. We deal with different things every day. I'm a car guy so that helps too. I just can't picture what else I would do. I guess it's always been what I wanted to do."

Tyler's father, Bill Thorn, purchased the dealership in 1980, passing the reins to his son Tyler in 2006. The business was located downtown, on Broadway Avenue until last year, when it moved into a brand new, 28,000-square-foot dealership on Highway 1 on the east side of Moosomin.

Thorn says the dealership pro-

vides every vehicle service that it can.

"We sell cars, we fix them, we do tires, brakes, maintenance, major overhauls," he says. "You name it, we fix it. We also do auto body work and windshields. Anything car related."

Thorn says he always knew he would want to be in the car business, even when Saskatchewan's economy wasn't doing that well.

"When I was in university I knew that some day that this is what I wanted to do," he says. "The car business wasn't fun for a few years, it was tough to make any money and we just went through a period of time where it was a tough business for a few years. We got through that."

Thorn started working at the business with his dad in 1997.

"I graduated university in '97 and I came back and started in June. I did a little bit of everything—I started out in the office doing the accounting, I worked at service, I worked at parts, I worked as the sales manager. I did every job in the building—other than fixing cars."

When Thorn took over the business in 2006, he was more than ready, although he says there are always challenges to running your own business.

"I don't really know what I expected. There are good days and bad days. I had a lot less grey hair in 2006," Thorn says with a laugh. "Things happen, you just work through them, and some days are better than others but it's fun for the most part."

Over time the business has grown immensely.

"In 1980 when we started we had less than 10 employees," says Thorn "Now we're up to 30. Back then we

Owner Tyler Thorn in front of Celebration Ford's new dealership



had two buildings, the old body shop, and the building would have been less than 10,000 square feet in total. Now we're just shy of 28,000 square feet."

Thorn says the move to the new dealership on the highway and expansion of their business was needed for a number of reasons.

"We needed more capacity for our service department, but we didn't have room for more technicians, so we were always booked up," he says. "If you needed your car fixed, chances are it would be two or three weeks. Even an oil change would take three or four days. If we wanted to grow and expand and look after our customers we needed to add more space."

"We've seen fairly significant growth in our what we call our fixed operation—parts, service, body shop, detailing. Our fixed operation is up about 50 per cent. We're happy with that."

Despite all the changes, the heart of the business has remained the same.

"It's funny—we don't offer anything really different today than

we did 35 years ago," says Thorn. "The cars are different, obviously. Things certainly have evolved, but the core of our business hasn't really changed. How we do things is different in terms of technology. When we fix a car, chances are the first thing we do is plug a laptop computer into it, that's where the technician starts."

With the growth and expansion of the dealership, Thorn says he sees a bright future for Celebration Ford.

"The economy is there—we're looking long-term and not just the next 12 months. You don't build a building for the next year, you build it for the foreseeable future," he says. "We felt pretty confident that geographically Moosomin is a pretty good location, far enough from Yorkton, and Brandon and Regina. We're a bit of an economic hub for the area. With the mine and the pipelines and the agriculture it's nice and diversified. Our future is pretty bright for our community."

"Facility-wise I don't think we'll be adding on to the place any time soon. We've built it for growth. Now, in the next five years, I'd like to grow into this place."



Celebration Ford's service shop is always busy.



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J. Beale Financial Services Inc. is a locally owned and operated financial services organization with offices in Wawota and Regina.

The goal of our team is to provide superior service to our clients as it relates to life and health insurance, investments, and retirement and estate planning.

We work with families, farm corporations, and businesses to understand their goals, protect their wealth, minimize their taxes, and help them pass their estates on to

the next generation in the most efficient fashion.

Vivian Clark oversees our operations as office manager in Regina. As a licensed administrative assistant, Vivian provides procedural guidance on investments and contract coordinating on insurance based on her 18 years in the financial services industry.

Meredith Swanson lives in Wawota and watches over our office there. He is a sales associate with 30 years of experience as a Sun

Life Advisor. Meredith develops new business on behalf of J. Beale Financial Services Inc. while donating much of his time for the betterment of his community.

Team member Mike Parisone is our wealth specialist and he enjoys meeting with our clients to review and update their investments. Fifteen years in the investment world has given Mike the skills necessary to help our clients understand their investing needs and allow them to make informed decisions.

Our team goes to great lengths to help our clients. This includes our willingness to bring in specialists to work with us and our clients to solve problems, provide solutions, and give our clients the best chance to successfully meet their goals.

Jim Beale CPCA CHS is the leader of this financial services organization. He has been a financial advisor for 26 years, and in that time has accumulated knowledge and

experience that allows him to help clients in many ways. Jim specializes in business insurance, succession planning, and corporate consulting.

Working with many business owners and their accountants over the years has given Jim insight into what really motivates the business owner. Because Jim is a business owner himself, J. Beale Financial Services Inc. implements the same strategies and solutions that are recommended to our clients.

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Left: Jim Beale and Mike Parisone. Below: Meredith Swanson (far right) with his wife Lynne and Financial Centre Manager Brian Kilback during the 2013 awards night.



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Superior Ag-Auto

Superior Ag-Auto in Moosomin had its beginnings in August of 1995 as an auto recycling business, but what the business does has changed immensely over the years.

The business is owned and operated by Bernard Pranke with the assistance of his wife Rolna and son Ben.

"Today our business is mostly steel fabrication and sales," explains Bernard.

Steel fabrication is the process of building metal structures or pieces by cutting, bending, and assembling the steel. Today, Bernard creates a wide range of steel

products, from metal fences and gazebos to agricultural repair parts.

"We did some ladders for grain bins," adds Rolna. "We have a machine that textures the steel, so it makes a safe grip to hang onto and your foot isn't going to slip—it's actually got some traction."

"We do gazebos, fences, railings, you name it—with fabricating metal, there's no limit to how you can form the steel."

"The only limit is your imagination," says Rolna. "Tell Bernard what you want and he can make it."



Ben, Rolna and Bernard Pranke stand in front of a gazebo that Bernard built.

Bernard recently purchased a new piece of equipment which allows him to do more when it comes to metal forming.

"The Hebo machine has been the key for us," he says. "It has a heavy-duty motor with a gear box, and it can twist steel. You can feed it regular flat steel and it comes out textured."

"There are two or three of these machines in Canada. I think Hebo makes 10 or 12 a year, and that's for the world."

"It's basically blacksmithing using a machine," adds Ben.

Bernard says he is now also using software for his design work, as opposed to drawing everything by hand.

Superior Ag-Auto wasn't always into steel fabrication. Bernard went to school for mechanic training, worked at various shops and then ended up in auto recycling and repairs. The business has evolved from there.

"It was a different market then," says Bernard.

"The average vehicle on the road was older than what it is now, and that's changed a lot."

"There were more backyard mechanics then too, and more shops doing repairs," says Rolna "so they would contact us and save a bit of money for their customers with some used parts."

When asked why he decided to start his own business, Bernard



Bernard Pranke twists steel into an ornamental shape using his Hebo machine.

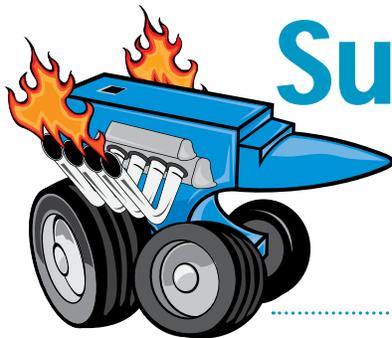
says, "I always felt like being self-employed. I grew up on a farm, so you're always doing things for yourself. I like the creativity and the variety."

"You have to be disciplined," adds Rolna "and have a business mindset to make it work."

Both Bernard and Rolna grew up on farms in the area and enjoy living in Moosomin.

"I grew up here, so you know a lot of people and their history," says Bernard. "It's nice dealing with people you know and keeping in touch."

"We both grew up in the area, so it's home," says Rolna.



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Better Homes and Gardens

The Prairieview brokerage of Better Homes and Gardens Real Estate is one of Moosomin's newest businesses.

The Moosomin office opened its doors this October after owner Matt Dominguez saw an opportunity to open an office in the Moosomin area. Dominguez, who also has offices in Regina and Estevan, says a connection with a former employee led to the Moosomin office being opened.

"In any business, it's about your people," he says. "And so, with the good people in the Moosomin area, what their goals were for their careers, and how they wanted to serve their customers, it was perfect for what I wanted to do for those exact same customers. It was that kind of energy that I thought was great."

Dominguez, a former wide receiver with the Saskatchewan Roughriders, got a taste for real estate when he was still playing football.

"When I was still playing ball, I had bought a couple of revenue houses that I decided to sell," he says. I thought, 'I think I could have done a better job than the REALTOR® did. With my personality—I'm very sociable—real estate was the right fit for me.

Dominguez started working for a real estate company as manager in Moose Jaw, which eventually became Better Homes and Gardens. He eventually ended up owning the Moose Jaw, Estevan and North Battlefords offices. But when an opportunity arose to start an office in Regina, he decided to go for it, shedding Moose Jaw and North

Battleford, but keeping Estevan.

Staff connections were what led him to start his newest office in Moosomin.

"It's great," he says. "Our Moosomin office REALTORS®, Rick and Randy, Carmen and Leanne, they know everybody. They're trustworthy. There are people that know them and trust them and have grown up in the area with them. What people don't know is Better Homes and Gardens. What's going to have to happen as we do good work out there, as we become a presence, hopefully people will understand that we're synonymous with good service and a great customer experience. Being out there with the REALTORS® that we do have is really going to hopefully put a footprint on the area."

"I hope to be the dominant real estate company there, that provides great service. I hope people look to us as their go-to for their real estate needs. Whether that be commercial, farm or the residential."

Does Dominguez's past in football have any bearing on his attitude as a businessman?

"You know what, I think it does," he says. "They only show you the good stuff about sports, they never show you the bad stuff. Having to deal with adversity in terms of my injuries, or contracts, or crazy fans and travel, and individual goals from peers—those types of things matter, and you learn from it. There's all this growth experience that you get, and leadership experience. You've been through the fire and you've had to manage people

and guys and keep spirits up, and I think those things of all have helped me be the kind of broker that I am for my REALTORS®.

"I try to praise them as much as I can, and then if there are any issues, we make sure to handle them in a timely and professional manner, understanding the end goal and that we are all working together. I don't look at myself as the boss, we work together."

Rick Beckett, an experienced broker, and the branch manager of the Moosomin office, says coming to Moosomin was a good move for Better Homes and Gardens.

"This area of the province is one of the few areas that still seems to be growing quite a bit right now," he says. "Things are moving well. Oil has slowed us down a bit to the south, but Moosomin itself seems to be doing okay. I think it was a good move on everybody's part."

Beckett says the new office in Moosomin will help expand Better Homes and Gardens' reach in the Saskatchewan market. There will also be an office in Carlyle as part of the expansion.

"Matt has the rights to Better Homes and Gardens throughout most of Saskatchewan, and we are his third and fourth offices. We're helping him expand. We're always looking for other REALTORS® as well, and other agencies that might



Matt Dominguez, the owner of the Prairieview brokerage of Better Homes and Gardens.

be interested in making the switch.

"The nice thing about this is that he can come into the area, he's not starting with new agents, he's starting with an experienced team. Between the four of us I think we probably have 25 years in the business. So, he's gained a lot of experience instead of starting out with somebody who's just taken the course."

"We offer all branches of real estate. We do residential, farm, acreages, commercial, recreation. So we'll have all those properties covered. We try and serve all the needs of our clientele."

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Kassie's Jewelry

For over 25 years, Kassie's Jewelry in Moosomin has served the area as a local jeweler. The business was started in 1989 when Ross and Michele Shaw purchased the building that used to house the existing jewelry store in Moosomin.

Ross Shaw was working in advertising in Brandon when he decided to try his hand at running a business.

"I was looking at getting into business, and because of Michele's connection to her home town of Moosomin, we knew it was available to purchase," he says.

"With both of us growing up in a small town, we knew Moosomin would be a good place to start a business."

Shaw also opened a store in Virden, which he ran for 13 years.

Today Kassie's Jewelry is a successful jewelry store that carries a wide variety of different products and offers a number of services.

"We market jewelry, giftware, and home decor," says Shaw. "As far as services, we do pretty well anything that pertains to the jewelry end of it—gold repair, custom gold design, watch repair, appraisal services. That's how we evolved over the years from starting with basic services."

Shaw says being independent in a day and age when chain-owned jewelry stores are becoming more common isn't always easy, but there's still a market for people who are looking for the things the big chains can't offer.

"There are still a lot of people out there that want to buy quality and they want the individual personal service," he says. "There's a saying in our industry 'if you don't know

your jewelry, know your jeweler.'

"I think there will always be room for independent owners. There's a certain percentage of people who expect that service. And I think that there always will be.

"And from what we're seeing with some of the product that is brought into us for repair, people often question what kind of quality they're buying. If they're not getting the quality they want from chains, they're definitely going to be looking at the independent stores."

Shaw says he can get any product that the chain stores carry, but because he is independent, he can be a bit more choosy about the products he carries. He says one thing he tries to focus on in his store is Canadian diamonds. He carries a variety of Fire and Ice Canadian diamond products, along with a few other lines of Canadian diamonds.

"Quite often independent business people have a more unique sense of buying, and that's where you see different things," he says.

"That's the direction we're heading with Kassie's in our diamond product. The majority of our higher quality diamond product is Canadian-made with Canadian diamonds.

"I think that's where the quality is. It's also better for our country if people buy Canadian. We tend to stick to our Canadian-made product, which tends to be of higher quality than the off-shore product when it comes to gold and diamonds."

Shaw says a lot has changed in the jewelry industry over the years.

"It's changed immensely in the sense that there's more product available and it's easier for customers to see more product," he says.

"The giftware end of it has



Ross Shaw in front of Kassie's Jewelry.

changed a lot. We sell more home decor now, as opposed to collectibles or china. We do an awful lot with things like large pictures, the larger vases. We can enlarge photos for people and put them on canvases—that type of thing. That has changed drastically in our business."

Three years ago, Kassie's Jewelry did an interior and exterior renovation on the store. The interior was done in a heritage style, winning a provincial Heritage Preservation award.

"You have to keep up with the times, and we really had to go for a more upscale look because most of the independents in our industry are disappearing," says Shaw.

"You're competing directly with city stores and city chains at a different level."

Shaw says, after 26 years in business, it's still the people that make it worthwhile.

"It's always the people you enjoy dealing with," he says. "Most businesses would say that a majority of people are good to deal with and

that's what they enjoy about running their own business. Getting to know our customers is what it's all about."

Shaw says he has gained a lot of satisfaction from having his own business, and he still enjoys learning new things.

"I think it's just a feeling of being successful with something that you've achieved. Plus, you do have a big percentage of control of what direction your business grows," he says. "I think our products are very interesting in the sense that you can always learn something—there's no end to what's coming out, the new trends every season. It's still a learning experience for me."

Shaw believes every small business is important to the community it's in.

"For the sake of any community you want to see its businesses flourish," he says. "I've always thought that, in a small town, you're all a piece of the puzzle, and if you start losing businesses, that puzzle is not complete."

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Maple Farm Equipment

Founded in 1964, Maple Farm Equipment was named "Maple" as it was Maple Avenue that housed the original Minneapolis Moline agricultural dealership operations.

In 1984, they were awarded the John Deere contract which they still hold today. Through the years, Maple has grown to become one of the premier John Deere dealerships in Saskatchewan and Manitoba, operating seven locations in Balcarres, Foam Lake, Moosomin, Preeceville, Wynyard and Yorkton, Saskatchewan as well as Russell, Manitoba.

In February 2014, Maple entered into a partnership with The Jim Pattison Group. At the helm of the organization sits Kevin Hitchings, General Manager, Mike Badowski, General Sales Manager, Rob Slonski, Aftermarket Manager, and David Merrick, Director of Finance.

Hitchings began his career at Maple Farm Equipment in 1991. During his tenure with Maple, he worked in all departments leading up to his role as General Manager for their locations in Moosomin and Russell. In 2014, with the partnership with The Jim Pattison Group, Hitchings took on the role of General Manager for Maple Farm Equipment.

With this new partnership, Maple will see continued growth, continued and increased customer service, new facilities, and new technologies to utilize both in their business, and technology which they can pass on to their customers.

"The development and implementation of new technology is an important factor determining the future of agriculture in our area

and around the world," Hitchings says. "Many companies sell equipment, but Maple gives customers the tools and knowledge to customize solutions with John Deere FarmSight, Field Analyzer, Wireless Data Transfer, and Crop Reporting. These systems can all analyze and send data between the customer, their machine operations, and Maple's trusted advisors to maximize potential while reducing downtime and increasing productivity and output."

Since its inception, the company has prided itself on quality service and this continues today. "People are everything in our world," Hitchings says. "Having good employees that we can empower to drive customer satisfaction is imperative. Great employees drive our business, develop relationships with our customers, and drive high customer satisfaction, which in turn motivates repeat business and growth."

With any company's growth, the larger you become the internal issues also grow. "This changes the focus of the company, and one can easily forget about the most important thing—the people," Hitchings continued. "The customers are why we have a business, and they should always be our number one focus."

With that, Maple Farm Equipment has branch managers at each location. "They are the eyes and ears for our company, reading the pulse of the customers and employees. They are there to protect the company's interests and to communicate what the needs are for the customers."

Hitchings says one of the chal-



Kevin Hitchings showing Jim Pattison and David Cobb (Managing Director, Corporate Development) the "Crops of the Parkland" display outside the Yorkton Chamber of Commerce.

lenges that farmers face in the future will be continuing to increase yields.

"There is much speculation as to what the future of farming will hold. One thing is for certain—we are the generation which faces the need to increase agricultural yields, while at the same time decreasing outputs which present a negative environmental impact."

Call centres, remote display access, data management, and water management are all key pieces to enable dealers to accomplish their goals and move forward in the industry. We as an industry will work to increase the output of plants and crops through modification of plant DNA. Our machinery will get bigger in order to properly and efficiently harvest larger crops. We will continue to fight off insect infestation and disease through selective breeding techniques, and applications of chemical insecticides, fungicides and pesticides. By using these methods, we stand the possibility of seeing an increase in crop yields which will provide more food,

animal feed, and fibre materials, all without the necessity of more land, fuel for machinery and production, and water."

Ultimately, Hitchings credits consistency, integrity, communication and strong leadership as the keys to operating a successful dealership, whether you have one store or 25. And this is evident in the numerous accreditations their company has consistently received with the John Deere Signature Status for Parts, Service and/or Sales Excellence Award.

Service excellence is the company's mandate, and an integral part of service is parts availability. Maple maintains one of the largest parts inventories in the province. They have completely modern service repair shops with enclosed compound storage for customer equipment, and their technicians are certified and considered the best in the area.

As Maple Farm Equipment continues to provide quality service to their customers, so too, their good leadership continues to drive good business.



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Universe Satellite

When Rocanville's Stan Langley and Larry Mills started selling satellite dishes in the early 1980s, he had no idea that it would lead to him one day being the largest ATV and snowmobile dealer in the area.

"We didn't start selling the snowmobiles until about 1991," says Langley. "We brought some rental units back from Yellowstone park, and they sold really well, so we started looking for a brand name to sell."

That brand name turned out to be Arctic Cat, which Langley has been selling for 22 years now.

"This is where you come to buy your toys," he says.

"We sell snowmobiles, ATVs, side by sides—we service all of that, and we've got a full line of accessories for them. We probably stock more accessories than most dealers do here, as far as clothing and just the basic stuff you use for add-ons to your equipment. Plus we have a

huge parts supply here. I was once told that if Universe Satellite doesn't have it, no one will have it."

In January, Langley added Kioti tractors to his lineup of equipment he sells after he was told by another ATV dealer that the tractors tend to do well with the power sports clientele.

"They're great for acreages. They're great chore tractors," says Langley.

Over the years, Universe Satellite has done nothing but grow. Langley started with a building on Highway 8, and has added on to that building twice, as well as purchasing a building as a repair shop, and building another building across the highway for storing his large inventory.

"It's grown a lot," he says. "We are 15,400 square feet now."

Today the business has six full-time staff as well as two students, and will be adding another two staff

to help out during the busy winter season.

Why did Langley get into the snowmobile and ATV business in the first place?

"There aren't many people around here that do this," he says. "It's a pretty expensive business to get into, not everybody's going to start one, and people come for the service."

"I'm pretty fortunate, I've got a pretty good range of mechanics here. We've got journeymen mechanics, we have Cat Masters and we have Gold Cat Master people working here. So a lot of people come here because of the service that they get and the selection we have. We also have some great administrative staff working here."

"Right now we're sitting with close to 200 units here. That's a pretty big selection. A lot of places in the city don't have this big a selection."

Langley says he has sold snow machines and quads as far away as B.C. and Yellowknife, but it is important to him to ensure local people have a place where they can buy locally as well.

"The service that you get in small towns, it's a lot different than what you get in a big city centre," he says. "It's nice to keep local people shop-

ping—and that's the big thing, trying to get people to shop locally—sometimes it's hard."

When asked what he likes the most about doing business, Langley doesn't hesitate to answer.

"The people," he says. "I really enjoy visiting with the people and spending time with them. And you get to know them."

"We do a lot of deliveries. A lot of times in the evening, that's my outing for the evening. If someone buys a quad or snowmobile and they don't have a way of moving it, we'll deliver it for them. That gives you a night out, and you get to visit them. It's usually a cup of coffee at the person's place and you get to have a visit."

Langley says this is a great area to be in the snowmobile and ATV business.

"We've got some beautiful country for snowmobiling. We've got great snowmobile trails. We've got a quad trail that is great. You can ride from here to Esterhazy down the old railroad bed, and there's lots of scenery."

"This area has been blessed with having the potash mine here. People have good jobs that pay fairly well, there's more and more people moving into the area all the time. The oil patch is a little slow right now but it's coming back."

Langley says his business has always been run by family, and that's how he hopes it continues in the years to come.

"Well, I hope I'm still around. I hope they let me keep working," he says with a laugh. "I don't ever plan on retiring. My son Ian and daughter-in-law Savannah will probably take the business over and go on from there. And hopefully they will keep it in the family and keep it going."

Langley says it's always tough to run a small business, but the rewards outweigh the risks.

"The rewards? There is monetary gain," he says "but I think it is just to see it build into something and say, when it's all over and done with, 'Hmm, I helped build that.'"



Stan Langley, the owner of Universe Satellite, in his showroom.



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small business week

The World-Spectator

It was October 2, 1884 when Moosomin's first newspaper rolled off the press.

The World-Spectator continues to grow, 131 years later.

Publisher Kevin Weedmark joined the newspaper staff in 1988.

"I had the opportunity to buy the business in 2002, which was a great opportunity," he says.

Associate publisher Kara Kinna joined the staff as a reporter in 2002, and has helped grow the business.

"I spent a number of years reporting, which I enjoyed immensely, before moving into sales and then the associate publisher's job," she says. "Today I do a little bit of everything, and I really enjoy being part of this newspaper."

The media landscape has changed radically in Canada, with large corporations buying up newspapers in small communities.

Newspapers in communities such as Virden, Redvers, Carlyle, Grenfell and Broadview are owned by large corporations, but the World-Spectator remains fiercely independent.

"Perhaps what's different about us is that we see the World-Spectator as a community service first, and as a business second," Weedmark says.

"We believe that we are here to serve our communities. The result of that is that we are well read. Our paid circulation is higher than that of newspapers in much larger communities, such as Yorkton, Estevan, and Weyburn. As a result, our advertising base is growing as well. We put the focus on the editorial side and the community service side, and the business side seems to do well as a result."

The World-Spectator is the most award winning newspaper in Sas-

katchewan, regularly winning provincial and national awards for news coverage, photography, and design.

"We're proud of our award-winning record," says Weedmark. "We try to do our very best each week to cover our communities, and hopefully that shows."

The World-Spectator tries to offer advertisers extra value with a schedule of special sections throughout the year.

Each year, some new sections get added to the mix. This is the first time the Small Business Week feature has run, for example.

"The idea for this section came when I was talking to a business owner who was telling me how long his business had been in his family. I thought we needed to come up with a section to help businesses tell their stories, and this section is the result."

The World-Spectator runs some special promotions through the year, including the Summer Shopping Spree and the Christmas Giveaway.

"The Christmas Giveaway started as the Christmas Car Giveaway several years ago," says Weedmark. "The first year we did it, I honestly didn't know if we could get enough businesses involved to give away a car, but we threw it out there to the businesses, and we had incredible response."

"The car promotion was a lot of fun. We drove a lot of cars a lot of miles. The first year, the car had a giant bow on top, and I swear we didn't burn any gas taking it to Elkhorn to display one windy day. That bow was like a sail on the top of the car."

"Last year we changed to a new format where the winner receives a \$15,000 chequebook to spend at any of the participating businesses, and



Kevin Weedmark and Kara Kinna

there are also individual prizes from each business.

"The response from businesses and the public was great."

Nine years ago, the World-Spectator started a new regional newspaper, Plain and Valley. It has grown to be a major business on its own.

"At the time we started Plain and Valley the other regional papers had very little or no editorial content—nothing to encourage people to pick up the paper and read it. We have always included a lot of editorial content in Plain and Valley, with the result that it gets taken home, and it gets read," says Kinna.

"We often hear back from readers throughout the region letting us know how much they appreciate the stories in Plain and Valley."

What are the rewards of being in business?

"Every business is unique, but the media business is unlike any other," says Weedmark. "It's satisfying to look over the paper at the end of the week, knowing how much work went into it, and knowing that we have done our absolute best to cover

our communities and the issues that affect them.

"When there's a fundraiser for someone in need, for instance, and we can help get the word out and make everyone aware, it's satisfying to know that we have done our best and we may have contributed to the success of that fundraiser."

"The greatest satisfaction I get is when people come up and say 'thank you for that story,' or 'thank you for printing my letter to the editor—it got some results,' or 'thank you for helping promote our event.' It's nice to know that we have been able to help in those cases."

"It's enjoyable to see the role that the local paper plays in the area, and we hope it continues to serve our communities well," says Kinna.

The World-Spectator also provides a complete printing service. "We have some very talented designers on staff who can create everything from a logo to business cards to brochures to programs to websites," says Weedmark.

"We're proud of all of our staff and the work they do."



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small business week

Trobert Law Firm

Trobert Law Firm in Estevan got started when James Trobert took the office over from Ed Komarnicki in 2004. The main office is in Estevan but there are also offices in Kipling, Stoughton, and Oxbow.

"We were in partnership, and I've been practicing myself for 19 years now," said James Trobert. "I went out on my own in 2004. It comes with the territory—when you practice law you gear to go into business for yourself."

"I found it very rewarding to do that and I enjoy being my own boss and running the practice. It has its headaches but the good outweighs the bad, that's for sure."

Trobert Law offers a variety of services. The law firm has a general practice that primarily revolves around real estate, corporate commercial, wills and estates, municipal law, contracts, and a little bit of everything in between.

There are two lawyers who work at the law firm, James Trobert and Kathryn Gilliss.

"Along with myself and my associate we have three support staff, two of which are paralegals, and my wife is the bookkeeper for the office as well," Trobert says.

Trobert says Southeast Saskatchewan is a great area to do business. "It's a vibrant area, it's enjoyed some of the same boom that most of Saskatchewan has. The biggest thing that keeps me coming out to Kipling is the people, they're so friendly. I love them out there and it's such a close knit community, I love going out there."

Trobert travels once a week, every Wednesday, to Stoughton and Oxbow to service those areas as well.

"It was my predecessor, Ed, who went in to these areas, and he basically branched out to service more areas of this province and some clientele, and when he went into politics I took over and enjoyed it, so I continued to do it, and it's worked well for us as well. It keeps me busy."

Trobert says that the best thing about working in different communities is being able to get out of the office and travel.

"Over the years I've been able to build up a good rapport with the citizens of Kipling there. I enjoy the town, I enjoy the people there, it's been fun to practice out there."

There have been many changes with the practice over the years.

"With the boom that we've had up until recently, it's been crazy how real estate has changed in the sense of what people are paying for farmland and housing and everything else on top of that," says Trobert. "That's been one of the biggest things. You look at a town like Kipling where you could buy a decent sized house for \$50,000. Over the last few years we've seen that double or in some cases even triple, so that's been pretty remarkable."

"The other part of the whole practice of law is that we do so much more of our stuff online now. Land titles is all automated, it's all on-



James Trobert of Trobert Law Firm in Estevan.

line now, so is personal property, corporate registry. Basically everything we do now is all done through the computer and all done online, so we've had to keep up with the technology to keep servicing our clients."

Trobert says he is looking to expand more in terms of embracing technology. Trobert would like include more social media as part of his business, and expand Trobert Law's website.

Trobert plans to continue travelling to Kipling, Stoughton, and Oxbow to provide legal services.

TROBERT LAW FIRM

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Expose-All Hydrovac

When Todd Davies realized what kind of demand there was for hydrovac services in the Moose Mountain area, he decided it was time to try his hand at running his own business.

"I was actually working as a maintenance supervisor for Moose Mountain Provincial Park and I was hiring hydrovacs on occasion and I saw the need for them and how they operate," he says. "I thought that was the way of the future when it comes excavating around delicate areas and infrastructure.

"I got my first truck in 2011. My nephew, he ran the truck for the first year and business was just picking up more and more. We did some advertising and it kind of just snowballed.

"Next thing I know I have my next truck on order," he says with a laugh. "We have two trucks now, and with the oilfield slowing down we're still busy—not as busy as we were obviously—but we're still employing four people right now."

Davies says he does a wide variety of work, and as a result his reach extended to many towns and municipalities, as well as mines.

"We're pretty diversified with those trucks. The main objective is excavating with high pressure water so we can cut with the high pressure water—and its vacuumed up with the wet-vac system, and we can expose utilities without mechanical excavation. So there's virtually no damage to gas lines, telephone lines, fibre optics, pipelines, water lines—whatever is buried in the ground. "For the municipalities I dig out culverts and I do some farm work as well, rotating lines for farmers

or if they've got buried utilities on their property and they're not quite sure where it is. I'll just come in and cut a slot and open up an area. And we thaw frozen sewer lines because we've got a boiler system on these trucks for cutting frozen ground.

"Good old winter time," he chuckles.

Expose-All Hydrovac does work for a number of communities.

"I do work for lots of the local towns, when it comes to water breaks or repairs on water lines and sewer lines. I also do work for power line contractors—like SaskPower, SaskTel, SaskEnergy, K-Line Maintenance," Davies says. "I serve an area right from the Manitoba border, to the U.S. border, and then right over to south of Regina.

I'm definitely getting pulled all over the place, and that's a lot to do with the business that we've established. And the work we're doing—customers are happy with our work and that's good advertising. So it just kind of trickles out from there."

When asked how he thinks the business has changed over the years he says it's simply become bigger.

"It hasn't really changed, it's just increased," he says. "I think it's increasing because there's a lot of infrastructure going into the ground. So the concept of hydrovaccing hasn't changed, but it's definitely growing, with the safety and just for the demand for hydrovaccing, because of all the utilities in the ground."

The oil industry is important to Expose-All Hydrovac.

"The oil industry is a big driving force in this area. The smaller towns are expanding, there's people coming in because of oil. That's kind of on the downward slope right now, but the last few years oil has driven the market around here—it doesn't

matter what industry you're in. "The oil activity around here and the expansions—all the towns are growing a little bit, there's people coming in and that's where all this infrastructure work is being done. We're kind of in the heart of it down here."

Davies enjoys working with his customers.

"I like getting out and meeting the people, and just having satisfied customers after they see what you've done and the work you've done. Having happy customers, and especially new customers who don't really know how it all works, and they watch it and they're kind of amazed to see how it works. Getting out and meeting people is something I enjoy."

Despite the decline of the oil industry, Davies stills plans on expanding his business.

"We're working on expanding here," he says. "I know things are slow, but we've still got enough work that we plan on expanding. I've got another truck in the process of being built. We should have three trucks on the ground soon."



Garth Klyen and Todd Davies in front of the Expose-All Hydrovac truck.



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Blackwater Septic

Blackwater Septic Service, based in the Kenosee area, is owned and operated by Todd Davies—who also owns and operates Expose-All Hydrovac Ltd.

The business is new, as Todd found that he was getting more and more call for septic service in the area.

Todd operates the business alongside his brother Tim, and the company's first truck was ordered in August.

"We're pretty much going now. I would say we're established and we're ready for business," says Todd. "What I'm striving for right now is to just establish a base and a clientele."

Todd decided to start the business after people often asked if he could use his hydrovac trucks for septic services.

"There is a bit of a market and a bit of a void in this area—the Moose Mountain area—and especially north of the Moose Mountains," he says.

"When people call, usually they're in dire need to get things pumped out—so a lot of times you're doing it after hours," says Tim, who is primarily in charge of the septic services. "We thought maybe we should get a unit that can just look after that stuff."

"We custom designed an 1,800-gallon septic truck and tricked it out with a hoist, spray bar, hot water and pressure washer system that is not standard on septic trucks," says Todd. "This allows us to diversify the use of the truck to more than just sucking out septic tanks."

"We will be offering environmentally friendly dust control products and application, pressure washing,

grease trap cleaning, car wash pit cleaning and, of course, septic tank cleaning. With the high pressure wash pump we can also jet sewer blockages and break up excess solid debris inside of septic tanks. I have incorporated my hydrovac and water hauling experience into this truck to offer more than just septic tank pump outs.

working in the oilfield. Tim says it was time for a change.

"I worked in the oilfield for 14 years as a battery operator," he says. "It was time for a change and Todd had hydrovacs for a few years and I got talking to him and I asked him if he needed an operator. That happened about a year and a half ago—April of last year. I started running a hydrovac and this need came up and I was fortunate enough and he was generous enough to include me in on this."

Much of the business, Tim suspects, will be from customers Todd has already provided service for.

"Todd's got a good reputation. He worked at Kenosee Lake for years and so he knows a lot of those people," says Tim. "The cabin own-

their site."

Tim says the demand for septic service is obvious.

"It seems once the trucks drives on the street it's like one of those old fashioned ice cream carts—once people see it, they're like, 'Hey, come over here!'" he says with a chuckle.

Tim enjoys the work, and says after so many years in the oil industry it is a refreshing change.

"For me to just step in and go to work for the last year and a half has been fairly easy—I'm just kind of riding Todd's coattails," he laughs. "It has been fantastic. When we go to work in the morning and we get home at night, we're done. Unless there's an emergency. In the oilfield, when you're operating a battery, you're tied to a phone 24-7 for 365



Todd Davies and Tim Davies with the Blackwater septic truck.

"Aside from these options we also offer portable restroom trailer rentals complete with hot running water and flush toilets. Nobody likes a porta-potty!

"With our father being a long time Journeyman plumber and pipe fitter, we are also providing complete septic system sales and installations."

Tim started working for his brother before Blackwater Septic Service was started. Previously, he had been

ers are your big ones at the lake, but Todd has been doing a lot in the oilfield—and we do farms, we do golf courses—anything that isn't tied into a sewer system."

"I'm right up at Kenosee," says Todd. "The resort is at my back door, so there's all that work right there that I'm going to be chasing down. Moose Mountain and the White Bear Resort and then the campground—we can do on site camper-trailer units. We can come right to

days. I'm not 25 anymore. It was just time for a change. You work hard, but when you're done, you're done."

Todd says he plans on expanding Blackwater Septic as much as possible in the coming year.

"I'm hoping to grow it—I want to have two trucks going here next year and then we'll see from there," he says. "I think it won't take us too long to get that work established. You've just got to get after the work, right? You can't be scared!"



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Small and medium-sized businesses are even more important to the communities of southeast Saskatchewan and southwest Manitoba. Local businesses support our communities in more ways than one. They provide a livelihood for the owners, they provide employment for your friends and neighbours, they provide the local tax base that allows your local community to offer services to residents, and they provide the support for fundraising and volunteer activities without which small communities could not function. This is Small Business Week, a time to recognize the contributions of small businesses. The businesses in this section are a cross-section of the small businesses that are so vital to our communities.

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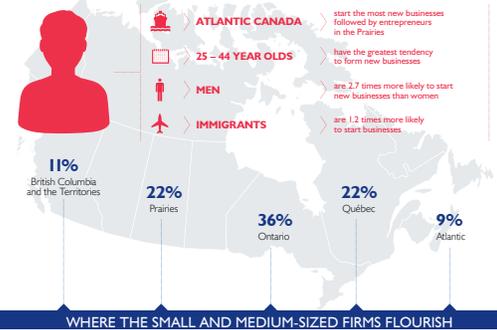
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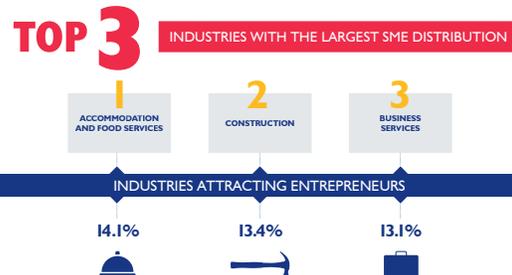
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