



— THE WORLD —
Spectator
TRIBUTE TO
SMALL BUSINESS
2025



THE WORLD-Spectator

TRIBUTE TO

Small Business

Small businesses are the backbone of our communities

Small businesses are a vital part of the local economy. Every small community has businesses that play an important role in making that community what it is.

Small businesses support local groups and organizations, they pay the taxes that keep your community going, they employ your friends and neighbors, and they provide the services you need.

They create jobs

Small businesses have a huge impact on the job market. While some people think of large companies creating the majority of the jobs in Canada, that simply is not the case.

In fact, small and medium sized enterprises give 9 out of 10 Canadians in the private sector their jobs. Small businesses alone provide 67 per cent of all jobs in Canada. These jobs give individuals buying power, allowing them to support other small businesses and keeping our economy running.

They improve communities

There are over a million small businesses in Canada.

The money those businesses make does not just have an impact on the country; the companies also pay municipal and education taxes.

Those taxes provide a lot of money that is then used to support the communities where these businesses are located.

Small businesses are also relied on time and time again to support the communities they are a part of. Whether

it's a donation to the minor hockey team, a local fundraiser, a silent auction item, or local sponsorship, communities rely on their small businesses for support at all levels.

They are a big part of our economy

The vast majority of businesses in Canada are small or medium sized businesses. They in fact make up 99 per cent of all the businesses in the country.

These businesses also provide 38.4 per cent of Canada's gross domestic product (or GDP) and make up 30% of their provinces' GDPs on average. That is a lot of money generated by small businesses!

They fuel innovation

Over 1.2 million Canadians run small businesses. That is partly because Canada is, according to The World Bank, the third easiest country in which to start a business. All these businesses increase the country's innovation. Entrepreneurs come up with new products, services, and even ways of working.

This level of innovation—and support for innovation—pushes businesses of all sizes to be creative and to work hard to always improve their offerings.

They can grow

Just because a business is small today does not mean it will stay that way. There is always the opportunity

for it to grow into a large business. This growth then helps Canada develop its own large companies, keeping it competitive on the global stage.

In Southeast Saskatchewan alone, we have seen many, many examples of small businesses growing, adding to their staff, expanding their locations, and reaching new markets.

Backbone of small communities

Small businesses are an important part of our overall economy, but they are even more important in our small communities. Look through this section and see some of the small businesses that support our communities! Every small business has a story to tell! Whether it's a story about a family business that has been around for generations, or a story about a business that has changed hands and found new opportunities, these businesses are extremely important to our region!



CATHAY WAGANTALL, M.P.
YORKTON—MELVILLE
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Recognizing Saskatchewan's Small Businesses

Small businesses are the backbone of our communities. They create jobs, help drive Saskatchewan's economy and give back in countless ways. When you support a small business, you're supporting a dream, a family's livelihood and the heart of your community. Let's continue to support local as these businesses provide the products, services and opportunities that help our communities grow and keep our province strong.



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SMALL BUSINESS

Zaylie Furniture, Appliances & Cabinetry

Zaylie Furniture and Appliances opened its doors in Moosomin in April 2017, and since then. Owners Wayne McGonigal and Arvelle McGonigal haven't looked back.

The store sells furniture, appliances and mattresses and lots of home décor at their location at the corner of Broadway Avenue and Gordon Street.

Since opening the new business, the couple say they have no regrets.

"It has been awesome!" says Arvelle. "We are happy with it. It has actually been way busier than I thought it would be, and we get new people in here all the time."

"We don't regret a thing, that's for sure," says Wayne. "The first time people are in, we hear 'wow,' or 'it's bigger than we thought,' or 'you have lots of stuff,' or 'you do such a good job of setting things up.'"

"We still get a lot of people who come in the first time and are shocked that it's so nice," says Arvelle. "so that's nice to hear, especially from reps who come out of the city. We provide not only just furniture and appliances and mattresses, but we always get a lot of people saying we have unique pieces too."

Both Wayne and Arvelle say being an independent furniture store allows them to pick out unique pieces for their store.

"Nobody is telling us what we have to put on the floor here," says Arvelle. "So that's where we have some of the more unique pieces and different pieces that you don't see in the cities."

"I think in the big picture, what separates us is that we have not only the product and it's set up nice, but we have small town service. I know that's a cliché but it's true!" says



Wayne and Arvelle McGonigal,
owners of Zaylie Furniture and Appliances

Wayne. "I just think we have better service. If someone wants Arvelle to come over to their house two blocks over and have a look, then she will find time to come over there!"

"I feel like we have what the city has, but we just provide more personal friendly service. We want people to be happy when

they are done!"

Arvelle and Wayne say they have served customers from a wide area around Moosomin, and their customer base appears to be growing. So is their store.

"We keep expanding our inventory, there are lots of new lines and Canadian Made

companies available. We have more on the floor, and more storage space now."

What do they hope for the future of their business?

"I'd just like to see us have our name out there so people aren't automatically thinking 'we need a new bed, we should head to Brandon,' or 'we need a new fridge and we should pull up the internet and see what's at Home Depot,'" says Arvelle.

"I think the goal is to have an area of, say 90 miles where, when they think of furniture or appliances or bedding, Zaylie's is the first thing that pops into their heads," says Wayne. "In our little area we want to be the name that people talk about when it comes to furniture."

"So I think we have to keep doing what we've been doing, bringing in good stuff, looking after the customers, and offering competitive prices. We have good product, we have knowledgeable staff who can help you out—and we won't forget about you after you have bought from us."

Zaylie Furniture also offers cabinetry.

Arvelle is ready to help plan and design the kitchen of your dreams. Working with Superior cabinets which are manufactured in Saskatoon. Cabinetry is also so much more than just a kitchen. We can help with bathroom vanities, entry wall storage, built ins for your living room or toy room! We can help you get storage and functionality in your space you need! With the showroom almost complete, stop in and have a look soon!

Arvelle and Wayne want to thank the community and surrounding communities for their continued support.

WE DELIVER

Zaylie Offers a Wide Variety of Canadian Made Furniture Along With Saskatchewan Made Cabinets!



SUPERIOR
CABINETS



LOTUS
SLEEP WELL. SLEEP LOTUS.



stylus
made to order sofas



BERMEX
Designed for life



LH HOME



DECOR-REST
FURNITURE LTD.

Come & make your furniture one of
a kind with custom brands

Decor Rest or Stylus Bermex Dining

shop from home @
zaylie.ca



815 BROADWAY AVE. MOOSOMIN, SK

STORE HOURS:

10 A.M. - 5:00 P.M. MONDAY - FRIDAY

10 A.M. - 3 P.M. SATURDAY

306-435-2154



Bock & Company Law Office

In 2010 Lynnette Bock decided to start her own law office, and Bock & Company Law Office was born, with fellow lawyer Alanna DeCorby joining the practice in 2024.

"I went out on my own, it was at the very end of 2010 and I've been a solo practitioner ever since that time up until Alanna came," says Lynnette.

"Real Estate conveyancing is probably our biggest type of law we practice, but small business law, estate planning and estate administration are also our main focuses.

"I have two full-time support staff in addition to myself and Alanna.

"The best part about what we do is meeting people and getting to know what brings them to the area and what their needs are, and helping them out in certain situations, trying to work to make things better for them.

"It's a good feeling helping people with what to us may seem like day-to-day transactions, but for the average person, buying a house or dealing with an estate is a pretty big deal, and we love trying to help them through it and keep things as simple and stress-free as possible."

Lynnette says she's thrilled with the addition of Alanna to Bock & Company Law Office.

"She is looking for new clients, so there is definitely lots of opportunity for people here to use her services," says Lynnette.

"I completed my bar course in September of 2024 before starting in-office to complete my articling requirements. This past June, I was admitted to the Saskatchewan bar.

"We practice broad areas of the law—we do real estate, estates, wills and estate planning, and a little bit of corporate law.

"I was always interested in Law. I took my undergraduate degree at the University of Regina—I took a PPE degree. It's Philosophy, Political Science, and Economics. I had initially taken general courses in my first year before finding my major. I was really interested in Political Science and I also really enjoyed Economics. I ended up



Lynnette Bock and Alanna DeCorby with Bock & Company Law Office.

taking an introduction to Philosophy class where the Professor had made a presentation on what you can do with a Philosophy or a PPE degree. One of the careers was

Law. Because I'd always been interested in Law, I took that presentation as a sign to look further into the requirements for applying. From there, everything happened pretty quickly. I kept my grades up, and continued to volunteer to ensure I had a competitive application. I was lucky enough to be accepted to the University of Alberta Faculty of Law.

"I really enjoy getting to know clients, having that solicitor client relationship and being able to help people with whatever they are coming to us for, whether it is an estate or helping them navigate through a tough time in their life. Typically when we see people for an estate, someone close to them or near and dear to them has passed, so helping people navigate in that way feels good. And for things like real estate, we are helping people in an exciting time in their life, whether they're buying or selling.

"I've always been a people person, so I really like that side of things to help the community, and I grew up around here, so it's cool to return to the area and practice law."

Why did Alanna choose Bock & Company?

"I chose it for a couple of reasons, the first one being I knew I wanted to come home," she says. "I'd gone to the University of Alberta Faculty of Law for school. It was always in the back of my head that I'd be returning to Saskatchewan and returning to this area just because my family is here and my friends are here and this is where I grew up.

"And then I had worked with Lynnette back in the summer of 2022, and it was an incredible experience getting to see how the firm works and how the legal assistants and the lawyer work together. I really liked the work environment and the work culture here, so that is one of the reasons I chose Bock & Company. And of course I love that it's women owned and operated.

"I grew up in Spy Hill, Saskatchewan and I currently live in Langenburg with my husband, Ben."



Bock & Company LAW OFFICE

500 MAPLE ST • ESTERHAZY, SK
306-745-3952

ROCANVILLE BRANCH

FRIDAYS

306-645-4552

WESTLAND INSURANCE BUILDING

LYNNETTE BOCK
B.A., J.D.

ALANNA DECORBY
B.A., J.D.



Esterhazy Optometry Clinic

Dr. Knezacek has proudly cared for the vision needs of the Esterhazy community for over two decades. Born and raised here, he graduated from Esterhazy High School before pursuing his studies at the University of Saskatchewan and the School of Optometry in Waterloo, where he received his Doctor of Optometry degree in 1999. After working in several clinics across the province, he returned home and founded our clinic in 2002. Since then, the practice has grown steadily to provide more than just eye exams.

Today, we also offer advanced dry eye treatments and carry Vivier Skin Care products to support overall eye and skin health. Alongside his work in Esterhazy, Dr. Knezacek is also a partner at Family Eye Care Centre in Regina and owner of Renova Med Spa.

In January 2025, we were excited to welcome our new associate, Dr. Bomboir, who is working closely with Dr. Knezacek to continue providing excellent eye care for Esterhazy and surrounding communities. As she raises her young family, Dr. Bomboir looks forward to building her career in Esterhazy alongside



Dr. Knezacek, with the hope of someday making the clinic her own.

Dr. Knezacek will be seeing his patients for years to come and plans to continue making the

trip to Esterhazy twice a month, while Dr. Bomboir is available three to four days each week. This allows us to minimize wait times for regular Eye Exams to less than a month in advance.

Dr. Knezacek and Dr. Bomboir are accepting new patients of all ages. Together with our dedicated team of dispensers, technicians, and receptionists, we are open Monday to Friday to care

for you and your family's vision. We are proud to serve Esterhazy and look forward to continuing that tradition for many years to come.

Dr. Knezacek and Dr. Bomboir recommend the following frequencies for eye exams:

- Infants first exam: 6-12 months.
- At least one exam between 3-5 years old
- Once a year while in school
- Every two years from ages 20-64
- Once a year for 65+

Saskatchewan Health covers annual eye exams for children under 18 with a valid health card, as well as annual eye exams for diabetics. Saskatchewan Health also covers any emergency visits such as red eye, new floaters or flashing lights, eye pain, metal in the eye or other issues with vision and eye pain. Call the Esterhazy Optometry Clinic to book an appointment or book online at www.EyeSage.net

Check out our upcoming Sales!

Buy your first pair of glasses with select Transitions or Xperio Polarized Sun Lenses and get a second pair (frames + lenses) starting at just 99\$!

Only looking for one pair?

**Kids Glasses starting @ 199\$
Single Vision starting @ 249\$
Progressives starting @ 329\$**

**October
20-24**



**DR. NATHAN KNEZACEK, OD
DR. TANISHA BOMBOIR, OD**

**November
24-28**



Borderland Co-op

Feeding, fueling, funding, building your community

Borderland Co-op has grown greatly over the years, with over 15,000 members throughout our trading area and operations in Moosomin, Rocanville, Whitewood, Broadview, Grenfell, Kipling, and Maryfield.

Borderland Co-op employs 392 Team Members across our locations.

We are one of the largest employers in the area, providing our Team Members with competitive salaries, a comprehensive benefits package, and an employer-contributed pension plan.

To learn more about Borderland Co-op
and how to join our team, visit us at
www.borderlandco-op.crs

- Moosomin 186 Jobs Full/Part Time
- Rocanville 32 Jobs Full/Part Time
- Whitewood 59 Jobs Full/Part Time
- Broadview 52 Jobs Full/Part Time
- Grenfell 28 Jobs Full/Part Time
- Kipling 35 Jobs Full/Part Time

We are community minded, we are local

We support and invest in our communities because we live here too! Our profits are used to develop jobs and economic activity in our communities, give back to local initiatives and organizations and provide a return to our owners. In 2024, our Borderland Co-op invested into 298 community projects! We welcome the opportunity to be involved in helping grow strong communities.

At Borderland Co-op we recognize the need for fund-raising and event sponsorships in the communities we

serve. We are proud to be able to provide this support to local events, groups, and charities.

A different way of doing business

At Borderland Co-op, members are owners. It's a different way of doing business. And we think being different is a good thing. We're owned by local members. Not by far-away shareholders. We support and invest in our commu-

nities because it's where we live too. And since our members are owners, we share our profits with them.

We're guided by the needs of our community members.

Borderland Co-op is more than just a place to shop. We're a business built to support our communities and meet the needs of our members.

Borderland Co-op membership advantages

Borderland Co-op is locally invested, community minded and offers lifetime membership benefits.

Yes, you can shop at any Co-op without a membership but here are some great reasons why you should become a Borderland Co-op member!

- With a one-time purchase of \$10, your membership buys you a piece of the business. That is right, you become an OWNER because you are purchasing a share in our business!
- Member Owners build equity over time (meaning your \$10 share grows in value as you purchase products at Borderland Co-op).
- Each year, part of our profits are returned

back to you, based on how much you shop with us and how well our business performs. As an owner, you'll also gain equity in our business, which grows over time.

- Borderland Co-op invests in our local communities, and we give back through helping local groups and organizations.

It only takes a few minutes to become a Borderland Co-op Member. Complete the online application or stop in at our Admin Office in person to purchase yours today.



BORDERLAND

MOOSOMIN | ROCANVILLE | MARYFIELD | WHITEWOOD | KIPLING | BROADVIEW | GRENELL



WE ARE
WE ARE
WE ARE

MEMBERS
OWNERS
CO-OP

WE'RE PROUD TO SUPPORT YOUR LOCAL EVENTS & ORGANIZATIONS!

In 2024 Borderland Co-op was able to help out with 298 community projects!

At Borderland Co-op, members are owners. It's a different way of doing business. We're owned by our local members. We support and invest in our communities, because it's where we live too. We're guided by the needs of our members, and since members are owners, we share our profits with them!

BECOME A MEMBER TODAY



BORDERLANDCO-OP.CRS

Locally Invested | Community Minded | Lifetime Membership Benefits





Community Futures Sunrise

Fueling local success with Community Futures Sunrise

Entrepreneurs are the fuel that drive southeast Saskatchewan's economy—bringing innovation, energy, and a strong sense of community to our towns and rural areas. These dedicated individuals take risks, create jobs, and contribute to the vibrancy and resilience of our region. Supporting them every step of the way is Community Futures (CF) Sunrise, a grassroots organization committed to helping rural businesses start, grow, and thrive.

Stronger businesses, stronger communities

In rural Saskatchewan, small businesses are more than economic engines—they are community anchors. From coffee shops and repair services to value-added agri-businesses and tech startups, these ventures shape the character and quality of life in our region. CF Sunrise plays a vital role in this ecosystem by offering personalized support, practical tools, and flexible financing options tailored to the needs of rural entrepreneurs. Their work ensures great ideas aren't left behind due to geography or limited resources.

Smart financing solutions

CF Sunrise provides flexible small business financing options designed to meet entrepreneurs where they are and help move their businesses forward:



- **Growth Loans** support larger investments like equipment purchases, facility upgrades, or new product launches.

- **Micro Loans** of up to \$25,000 offer low-interest, easy-access capital—ideal for startups, working capital, or smaller expansions.

Unlike traditional lenders, CF Sunrise focuses on relationships and long-term success, helping entrepreneurs start new businesses, expand existing ones, or

even purchase an established operation.

Programs that make a difference

CF Sunrise also delivers innovative programs that engage, inspire, and support entrepreneurs of all ages and backgrounds:

- **YouthBiz:** Since 2007, this hands-on entrepreneurship competition has encouraged students in Grades 6 to 12 to develop real business ideas, create budgets, and pitch their mini-enterprises. It's a fun, confidence-building experience that fosters creativity and financial literacy. The 19th edition launches this fall—get in touch to participate or sponsor!

- **Business Builder:** Tailored for individuals managing health challenges, this program offers free business planning and coaching to help turn ideas into viable ventures.

- **Side Hustle:** For aspiring business owners with an idea but no clear plan, this program guides participants through six structured modules to help turn passion into profit.

A community-driven approach

This Small Business Week, we celebrate not just the hardworking entrepreneurs across southeast Saskatchewan, but also the organizations behind them. CF Sunrise plays a crucial role in ensuring local businesses have the tools and support they need to succeed.

Learn more or get involved at cfsask.ca/sunrise

Loans Advice Support

Community Futures Sunrise

Serving Business in Southeast Sask

info@cfsunrise.ca 306-842-8803 @communityfuturessunrise



Breeze Business Management & Waystone Software

When J'aime Payne left her hometown of Huntsville, Ontario—better known as Muskoka or Cottage Country—in 2013 to pursue a career in music, she never imagined the journey would one day bring her to the wide-open skies of Moosomin, Saskatchewan.

In Toronto, Payne immersed herself in the city's creative pulse. She wrote and performed original songs, secured FACTOR jury-approved funding for a full-length album, and received a MuchFACT grant to produce a professional music video. Her songwriting expanded to include commercial work for global brands like Visa, Audible, and Hyundai. As her profile grew, so did her presence behind the scenes—managing grants for other artists and eventually serving as Director of Member Services at the Canadian Independent Recording Artists' Association (CIRAA).

It was within Toronto's vibrant arts community that she also met her future spouse. Their connection, rooted in creativity and ambition, would eventually carry them across the country.

Despite her blossoming career, Payne found herself increasingly disillusioned by the relentless self-promotion demanded by the music industry. Tired of chasing algorithms, she set out on a soul-searching trip to Saba Island in the Dutch Caribbean. There, she reconnected with her creative instincts—and returned to Canada with the idea for The Snow Lake Initiative, a social enterprise designed to support Canadian artists through micro-grants and mentorship. She launched the program in 2018. Designed to be simple and accessible, it provided small but meaningful financial boosts and connected emerging artists with experienced mentors.



The Snow Lake Initiative quickly earned a reputation for cutting through red tape and lowering barriers—before the pandemic made sponsorship unsustainable, forcing her to make the difficult decision to wind it down.

Meanwhile, Payne's long-standing interest in business and financial management was gaining momentum. The spark had been lit years earlier, when she met Mark Swann, founder of NorthSoft Systems, at a Muskoka music competition. Recognizing her knack for structure and client care, Swann encouraged her to consider accounting—a career path she soon embraced during a financially difficult season. Returning to Muskoka, and with the support of her parents, she committed to rebuilding from the ground up.

In 2020, she founded Breeze Business Management, a virtual book-keeping firm serving clients across Canada. From trades and retail businesses to creative entrepreneurs, Breeze quickly attracted a loyal clientele drawn to Payne's signature mix of clarity, transparency, and care. As Breeze grew, so

did her interest in developing tools to solve the everyday challenges her clients faced. In 2021, she began co-developing a cloud-based accounting tool in partnership with NorthSoft Systems, drawing directly from her hands-on experience working with small business owners.

In 2022, Payne relocated to Regina to support her spouse through a family medicine residency. There, she joined Cultivator by Conexus, a startup accelerator that provided structure and mentorship for early-stage ventures. She continued working on tech solutions—and reintroduced music into her life, collaborating with Regina-based producer Nasmore on her song Ritual, which has quietly gained over 11,000 streams, particularly in Portugal and the United States.

"I'm still waiting for more streams," she laughs. "My most popular song is still a trap-style children's anthem about Santa. With over 400,000 views on Treehouse Direct's YouTube channel... let's just say I'm not holding my breath."

In July 2024, after her spouse completed residency, the couple chose to settle

in Moosomin—drawn by the town's strong community values and welcoming medical community.

In early 2025, Payne co-founded Waystone Software with Linda Moore, her longtime manager at Breeze. Together, they're building tailored software solutions designed to address the real-world challenges their clients face every day.

But Payne's vision doesn't stop at business and technology.

She recently launched Muskoka in Moosomin—a curated collection of artisan goods from Ontario's cottage country. From handmade treats to seasonal favourites, the initiative offers a cozy, nostalgic taste of Muskoka—right here in southeast Saskatchewan.

"I wanted to create something that felt both nostalgic and fresh," Payne says. "Muskoka is where I'm from, but Moosomin is home now. There's something really special about combining the two."

The collection will debut at Trends Mercantile and will also be featured at the Moosomin Visual Arts Centre's Christmas Market on November 22. Payne serves as Treasurer



at MVAC, where she's also taking part in a light-hearted challenge to explore the diverse art styles offered through the centre's robust programming.

And in true entrepreneurial fashion, she's already working on her next community offering—boutique indoor cycling classes.

Currently completing her group cycle instructor certification, Payne hopes to launch a welcoming spin studio experience in Moosomin, offering a low-pressure way to move, sweat, and connect.

"I've always struggled with balancing a screen-based career and physical wellness," she says. "This is about introducing a style of exercise I love (and miss), and helping others enjoy something that, frankly, most of us don't look forward to—working

out."

Her vision? Medium-intensity cardio, paired with great music and soft, ambient lighting to create a more enjoyable atmosphere. Classes will cater to all fitness levels—from those just returning to movement, to those looking to diversify their routine. And yes, there might even be a bingo card challenge involving Iron Prairie, Anytime Fitness, Exhale Yoga, and her yet-to-be-named studio to encourage a more holistic approach to fitness.

With a background that spans the arts, tech, book-keeping, wellness, and community development, J'aime Payne's story is a reminder that innovation doesn't just happen in big cities—it can flourish in a home studio, a modest office, or a prairie town, wherever passion and perseverance collide.

J'AIME PAYNE

PRONUNCIATION: 'GEM' OR 'I LOVE' (IN FRENCH)



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breeze

FINDING THE BALANCE
BETWEEN PROFIT & PURPOSE



Hearing & Wellness By Porchlight



Hearing & Wellness by Porch Light has successfully opened and has been operating at 220 Broadway Avenue in Moosomin since November 1, 2022. Bonnie Riffel, BC-HIS, states "Operating out of my home has given a warm, welcoming feeling to my patients. People seem to be more relaxed and comfortable when they come in."

Bonnie has always felt a connection to those from the smaller communities and after 17 years of working in

Regina or on the road out to Yorkton, Melville and Carlyle, she was excited to return to her hometown of Moosomin to bring a much needed service to those who struggle to travel to the larger centres.

Not only does Hearing & Wellness by Porch Light offer the latest in hearing aid technology from multiple manufacturers, but they also offer services such as cleaning and maintenance of hearing aids, and aural rehabilitation and counseling for

those struggling even with the use of amplification. We also offer in-home services for those who are unable to travel, amplified listening devices for safety and security, industrial screening and hearing conservation programs, and hearing protection for a multitude of activities.

If you have any questions, feel free to contact our friendly staff at 306-435-2500. We can help you over the phone or schedule an appointment for a consultation.

Hearing & Wellness by Porch Light

3RD YEAR ANNIVERSARY PROMO

25% OFF

*Certain conditions apply. Accessories not included. While supplies last

Regular Price: \$5,008.50

Promo Price: \$3,756.38 per ear

Hearing Testing
Consultations
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Assistive Listening Devices



220 Broadway Ave. | Moosomin, SK | S0G 3N0

306-435-2500

Fax: 306-435-2503



THE WORLD-Spectator

TRIBUTE TO SMALL BUSINESS

Today's Furniture & Electronics

Today's Furniture & Electronics in Redvers is a true small-town success story. I have been in business since 1996 and moved into my 9,000-square-foot building in 2013. The building was previously owned by Bill and Leona Curle, Olsen's IGA, and the Redvers Co-op.

Today's Furniture & Electronics is very diversified. We are a SaskTel Authorized Dealer, selling all brands of cell phones and computers. We also have a full showroom of furniture on hand and sell Ashley, Palliser, Elran, Minhas Sofas, loveseats, recliners, dining room suites, bedroom sets, home decor, mattresses, and bedding. If you need it, we have it!

In 2020, I also added a full selection of toys to my inventory, expanding this stock yearly. I also stock Traeger, Louisiana, and Pitt Boss Wood Fired Grills, grill accessories, spices, and pellets. Today's also installs and services security systems, which are becoming more and more popular. We also install internet services and repair all Bell and Shaw satellite systems.

We pride ourselves on having a large amount of inventory on hand. We cover a large service area and offer a delivery service. We have customers from all over Southern Saskatchewan and Southwestern Manitoba. You never know who is going to walk through our door or where they're from!

I am married to Heather, who is a teacher in Redvers. We have four children—Becky (26), Ryan (24), Jenna (21), and Jaxon (12). All have helped out in the store



Back row from left: Owner Murray Aulie, Ryan Aulie, and Kelsey Raymond. Front low: Terri-Ann Toms, Alli Urschel, Kaylee Lovell, and Makayla Halliday.

over the years.

I pride myself on excellent customer service and love my staff. When you come here, we want you to leave happy and satisfied. Terri-Ann Toms is in charge of furniture and advertising, Jill Garnier is in charge of cellular and electronics, and Bailey Garnier is in charge of shipping/

receiving and social media. Kelsey Raymond also helps in shipping/receiving, cellular and electronics, service technician, and deliveries. Mackayla Halliday is our bookkeeper. Kaylee Lovell will float around and help in all departments, and we have one high school student employed this year as well.

My staff are the backbone of the business. Making my own decisions and having great staff to work with is the biggest benefit of having a business. Helping people, supplying them, and giving them the option of products they can get locally instead of going to the cities is what I enjoy.

I enjoy doing business in a small community, and it shows. Every customer that walks in the door is treated like a friend, and I regularly offer the use of my 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. And the small-town community spirit is what I like.

Today's Furniture & Electronics is also very generous to various non-profit organizations. We support many various events, including our local Health Foundation Fundraiser and the Redvers Wildlife Auction. We have in the past few years held BBQs at Kenosee Lake, promoting our grills.

Small town business success is very possible in this day and age. You don't have to drive to Regina, Estevan, or Brandon. That's why we carry such a large inventory. Come visit our store; you will be pleasantly surprised at what we have to offer!

Today's Furniture and Electronics is open Monday to Saturday and also has a Facebook page. You can reach us by phone at 306-452-6309.



NOVEMBER 3RD-8TH

Gigantic TRUCKLOAD SALE

SEACAN
FULL OF
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Wolverine Supplies

Wolverine Supplies of Virden, Manitoba is your one-stop shop for all your hunting and shooting sports needs. From firearms, ammunition and optics to hunting blinds, gunsmithing and accessories—we offer everything you will need for your next perfect shot. We also carry a selection of base layers to keep you warm in all conditions!

Wolverine Supplies caters to all types of shooting requirements, with our business coming from hunters, target shooters and collectors, as well as police and military customers from all across Canada.

Our business philosophy is simple; to supply quality service and full support on everything we sell, whilst supplying affordable gear and accessories. This has resulted in Wolverine Supplies establishing a reputation for customer service thanks to a well trained and knowledgeable staff. The staff members of our shop, besides providing great service, also stress the safe operation and use of firearms by offering sound rec-



ommendations based on our practical experience. We also attempt to make firearms users aware of the current and ever-changing firearms regulations and

encourage family members and friends to participate in recreational shooting activities.

Wolverine Supplies strives to meet

our customers' shooting needs in any way possible, if we don't carry it, we will do our best to source it. We have the experience to access specialized and difficult-to-find products. Wolverine Supplies is the exclusive Canadian distributor for a large selection of manufacturers and have a distribution network coast to coast.

Wolverine Supplies has a strong sense of community and is proud to have a long history of supporting our community and our industry by sponsoring local and national events, youth groups, gun clubs and non-profit organizations. Some of our more recent sponsorships include STARS® Air Ambulance, the CCFR (Canadian Coalition for Firearms Rights), Manitoba High School Rodeo Association, and the Virden Indoor Rodeo.

Wolverine Supplies invites you to take a trip into the Assiniboine Valley to visit the store and help us endeavour to find you exactly what you're after for your next competition, hunting expedition, trip to the range or outdoor adventure!



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ERP Pro Hardware

ERP Pro Hardware in Redvers is celebrating its 40th year this year, and 40 years later is proud to still be a family-owned hardware store that prides itself on small-town customer service.

"My parents Robert and Joanne Soroka started it 40 years ago. We started on main street in Redvers and we were there up until about three years ago and then we moved to the store that is on the highway," says owner Katrina Rocha. "My grandpa had his lumberyard there, so we moved to this location and took over the lumberyard space as well. It made sense to have everything all in one location."

"It's a family run hardware store that has anything and everything from lumber to paint to tools to hunting and fishing supplies."

Katrina says moving to a new, larger location on Highway 13 has allowed the business to keep growing and offer more to its customers.

"When we moved we expanded," she says. "We have the whole Milwaukee tool wall now. We have expanded workwear, and we are expanding workwear again—we are actually getting into FR stuff now. We were able to bring in some different brands that we couldn't carry in the other store due to limited space. We also got into griddles, from Blackstone to LoCo to Pittboss. And it also allowed us to expand the firearms side as well. It allowed us to have our own gun room. It was kind of limited in the old store. So it's just a different shopping experience on that end for our avid hunters. They have their own space now."

Today Katrina and her father Robert run the store along with three other staff. Corey Rocha is also an owner, and is more focused on the



contractor end of the business doing installs and renovations.

Katrina says the best thing about ERP Pro Hardware is the way they have maintained their small-town family feel over the years.

"The root of it is just very family owned and we go that extra mile for everybody," she says. "I think the base roots of what we stand for have always stayed the same."

"We are proud of just being present in the community. We give back to the community a lot, whether it's by donations or we do raffles and donate to certain things in the community that need funds. And I think just being that family storefront as well, there is something to be said for that instead of being a big corporation."

What does she enjoy about it the most?

I would say the people," she says. "Just the broad range of people that we get to meet from all over the southeast corner, especially on the lumber end. We get to see a lot of different people, and that is my favorite part is just connecting with the people."

Katrina says ERP looks forward to continuing to grow.

"I think our plan is to keep growing but still keep those family roots," she says. "We plan to expand as much as we can within what we can manage here at this new location."

At left: Katrina Rocha, Robert Soroka, and Derek Soroka. Not shown: Corey Rocha.

ERP PRO HARDWARE

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House of Hearing



When Chelsea Stewart opened House of Hearing in January 2022 in Esterhazy, Saskatchewan, she did it with a clear mission: to make high-quality hearing care accessible, compassionate, and community-focused.

As a licensed audiologist and mother of three, Chelsea was on maternity leave from her position with the Saskatchewan Health Authority, when her husband's

new job brought the family to Esterhazy. Chelsea was faced with limited audiology opportunities in rural areas and the demands of raising a young family, so she made the bold decision to start her own clinic.

With guidance from a business advisor at WESK, and strong community support, House of Hearing was established. The name came to Chelsea one day by perfect-



ly reflecting her vision of a welcoming, home-like clinic where patients feel understood, respected, and cared for.

Today, House of Hearing offers a wide variety of services for individuals aged 4 and up, including:

- Hearing evaluations
- Hearing aid fittings and servicing
- Earwax removal
- Custom earmolds and hearing protection
- Employee hearing screenings
- Mobile and in-home services for those unable to travel

Chelsea runs the clinic alongside the office manager, Natasha Morrison, the friendly face and voice patients first meet. Together, they form a small, but dedicated team driven by their "People over Profit" philosophy. Every patient is treated like family, and the focus is always on trust, education, and individualized care, never money.

Accessibility is at the core of House of Hearing's mission. In addition to the Esterhazy clinic, Chelsea also travels to Rocanville and Broadview and offers on-site and in-home services for workplaces, care homes, or individuals with mobility challenges. The clinic is also expanding its mobile and virtual services to reach more rural and remote communities.

Owning her own practice has given Chelsea the freedom to control the quality of care she provides. She has seen the strain rural residents face when traveling long distances for hearing care and she is



passionate about closing that gap across Saskatchewan and Manitoba.

House of Hearing continues to grow, fuelled largely by word-of-mouth referrals. Many patients come in after negative experiences elsewhere, and Chelsea takes pride in helping them rediscover the positive impact hearing health can have on their lives.

Beyond day-to-day appointments, the clinic is committed to education and outreach. Chelsea regularly hosts free community events and presentations, both in person and online. Teaching topics like Brain Hearing™ technology, which focuses on how the brain, not just the ears, processes sound. She is also expanding efforts to raise awareness about how untreated hearing loss can impact communication, relationships, cognitive health, and overall well-being.

Looking to the future, Chelsea's vision for House of Hearing is to continue expanding mobile and virtual services, increase community outreach and hearing health education, emphasize strong follow-up care and support for every patient, and help make hearing care a standard part of routine health check-ups, just like dental and eye exams.

Chelsea enjoys making a real difference in people's lives. Being able to help someone hear their grandchild's laughter again or participate fully in conversations is the most rewarding part of her work. And while the business continues to evolve, its core values remain the same.



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