

THE WORLD-Spectator

TRIBUTE TO

Small Business



Small Business 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% 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.

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% of all the businesses in the country.

These businesses also provide 38.4 per cent of Canada's gross domes-

tic 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 oppor-

tunity 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!

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!

Small Businesses are the engine that drives our community.



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Thank You

to our small businesses!
We acknowledge and appreciate your contributions to our communities



Dr. Robert Kitchen MP
Souris-Moose Mountain



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Universe Satellite Sales

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 30 years now. "This is where you come to buy your toys," he says. "A number of years ago, I bought Larry out and have carried on as the sole owner."

"We sell snowmobiles, ATVs and UTV watercraft, side by sides, Kioti tractors, Ariens lawn tractors, and have been selling E-Z-Go golf carts since 2017. 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."

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 nine full-time staff as well as one Rocanville School students



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

working on the apprenticeship program, and will be adding extra 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 CatMasters and we have Gold Cat Master people working here, as well as an ag mechanic. 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 are having some supply is-

ues with our snowmobiles, but we have lots of ATVs and UTVs in stock, lots of Kioti tractors, and we have golf carts arriving for the spring golf season."

Langley says he has sold snow machines and quads as far away as B.C. and Yellowstone, 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 shopping—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 built into something and say, when it's all over and done with, 'Hmm, I helped built that.'"



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Rocky Mountain Equipment



In the agricultural industry, establishing a professional and dependable partnership with your customers is everything.

That relationship, based on trust and reliability, has certainly been the trademark of Rocky Mountain Equipment (RME).

RME is owned by Garrett Ganden and Matt Campbell. Born out of the consolidation between Hi-Way Service Ltd., Hammer Equipment, and several smaller brands, they rebranded their stores under a single name in 2011. Today, the business boasts 37 dealerships, employing 800 people, and serving tens of thousands of customers across Western Canada, and beyond.

As one of the largest agriculture dealerships in the country, RME is committed to providing their equipment partners with a consistent experience through their customer interaction. From a new equipment purchase to a service booking or part inquiry, customers know their nearest RME location is dedicated to doing right by them.

The Moosomin dealership came on board in 2008, and boasts a 98-year history—operating from 1924 to 2008 as Miller Farm Equipment. That history and the relationships it has forged are still evident today in Moosomin.

"There are Century Farms here that we have dealt with since Day 1," says Gary Dyke, Sales Manager at RME Moosomin.

"I have been here for 31 years, and in that time I have dealt with lots of the same people and families," adds RME Moosomin Parts Manager Brian Beckett.

Dyke says that interacting with customers is the best part of the job. "For the most part, ag dealers all perform the same business in the same industry, but their way of running their business is different. Finding a way to partner with each producer is a challenge, but the personal relationships you create on the way to finding that perfect fit are rewarding."

RME Moosomin employs a trained, professional staff of 18, including five service technicians, four parts technicians, a service advisor, service manager and parts manager, branch admin and their sales team, Jason Miller, Shaun Setrum, Alvin Hebert, and Sales Manager Gary Dyke.

Their 24/7 team is on call to serve you faster and better, no matter the time of day or night in season.

While the business specializes in CASE IH, Bourgault, Vaderstad, MacDon, Degelman, Riteway and Jaylor products, they will service any piece of ag equipment you can find on a farmyard. "We're always here to help," says Beckett.

The dealership also carries Traeger grills and accessories and Milwaukee tools.

"People choose us for the great brand and the equipment we sell," says Dyke.

The last few years have presented sig-

nificant challenges to producers and dealerships alike. "From a very late harvest, late spring seeding, and staying open for business during Covid, to drought and high moisture conditions, we know that a normal year is never normal in this business," says Dyke.

"Currently with the supply chain issues, we are feeling it significantly. Parts and machine availability are at a premium like never before and we are prepared to do whatever we can to assist our customers and their operations, so they experience the least impact as possible," adds Beckett.

The farming industry has evolved, and RME has had to evolve with it.

"These days, farming is not a business that you can just decide you want to get into," says Dyke. "Our customer base is shrinking yearly because of land sales for other purposes, and the constant disappearance of the family farm. Therefore, creating a long-term partnership and relationship with your customers is incredibly important," he says. "You also have to create a great culture of solid practices and be able to be flexible with the ever-changing conditions."

Dyke adds that like everyone in the ag industry today, finding heavy duty mechanics—which are in short supply—also poses a challenge.

In a constantly fluctuating work environment, preparedness is crucial.

"Being ready when our customers need us is important," adds Beckett. "We understand that this is a time and weather dependent business and certainly not a nine-to-five. We focus on being ready when you are, and we're incredibly dedicated to that service. We will do whatever possible to keep you in the field or get you into the field. Some of our favourite stories are ones that happened late at night, in the field, and with a considerable challenge ahead of us."

RME empowers all its locations to manage and run locally. "They want us to be a part of the community, be involved in our customer's lives, and make decisions that are best for the local customers," Dyke says.

"We do not have a mandate that reflects our decisions. But, on the other hand having 37 locations allows us to have better access to parts, a direct link to the manufacturers, a wealth of repair and machine knowledge"

RME encourages each branch to invest in their communities through charity, as volunteers or sponsors, and hosting community events. They want them to earn new customers through positive word of mouth, and by providing great experiences.

"RME is and will be a member of the Moosomin and surrounding communi-

ties for a long time to come. We are very thankful for our current partners and look forward to meeting and growing with all our new partners (customers) in the years to come," says Beckett.

Rocky Mountain Equipment is located at 1604 Park Avenue in Moosomin. Their

sales and parts department are open Monday to Friday, 8am-5pm and Saturdays from 8am-12pm from May to November. As far as service hours go—if you're in the field, then so are we! For service, call 306-435-3866, 8am-5pm. For after hours service, call 306-434-8913.

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*See your local Service Sales Manager for full details.

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Sun Country Hearing

Melanie Tribiger is the new owner of Sun Country Hearing, but she is far from new to the business and is a familiar face for the company.

Melanie Tribiger purchased Sun Country Hearing, which has offices in Estevan and Moosomin, earlier this year from Jacque Mvula—after Mvula and her family moved to the United States.

"I started one week after Jacque Mvula opened the clinic. That was back in 2014," said Tribiger. "I started as the receptionist, and then I have worked my way up."

"I've done every job on the way up. I worked as a technician, where I was doing hearing aid cleaning and repairs, and decided that I wanted to go to school to be able to offer hearing tests and hearing aid fittings," said Tribiger, who is nearing her eighth anniversary with the business.

She enrolled in the hearing aid practitioner diploma program at MacEwen University in Edmonton and finished the program last year.

She decided to purchase the business because she has a passion for helping people while at the clinic.

"I've always gravitated to situations where I'm helping," Tribiger said. "I've been a volunteer with numerous organizations, and working here in the hearing clinic, I've found that same satisfaction, that I was able to be helping people, and I think it's so rewarding to help people hear and communicate better to improve their own quality of life."

Mvula was a great person to learn from, too.

"I could not be where I am today without Jacque's mentorship," said Tribiger. "Right from day one she included me in the business and she's let me see what happens in order to make the business run. That's why I felt confident enough to take this next step."

Sun Country offers hearing tests for those ages 18 and



From left: Lois Feaver, Melanie Tribiger, and Mikayla Belhumeur are the team at Sun Country Hearing.

up; hearing aid sales, service and repairs; custom hearing protection and ear molds, and ear wax removal.

The location in Moosomin is a satellite office that is open once a week. It's a pretty busy site, but Tribiger has been able to balance the two so far. Sun Country's Estevan clinic is open four days a week.

She has adopted the slogan Your Hometown Hearing Clinic. She was born and raised in Estevan and said she understands the struggle of having to seek services outside of her hometown, and that's why she is proud to offer audiology services in Estevan.

As for Moosomin, even though it isn't where she's from, she is happy to offer her "hometown" services to those that need it.

Tribiger stressed that she wants to treat people the same way she wants her family treated. Her passion for helping her clients comes from her own experiences with her dad when his health began to fail.

Frustrated with the treatment he sometimes received during appointments, she relates that to her own business saying, "Regardless of how old someone is, they deserve kindness, care and compassion, and that's something I hold important here in our clinic."

The clients are the best part of her job, she said. Each day she gets to go to work and visit with people while building relationships.

"I've never had satisfaction of doing a job, like I have here," she said. "When you're helping people in a way that is so meaningful to them and it makes such an impact on their lives, you want to keep doing that."

Owning the business has also been a rewarding experience. She has had a learning curve being an entrepreneur, but her time at Sun Country and the different roles she has had helped her adjust.

"It was an opportunity that I welcomed. It's been a whole new experience, but I'm enjoying it," said Tribiger. Sun Country Hearing has three employees in Estevan, including herself.

Even though the business has changed ownership, it's business as usual for them, she said. The remaining staff members are the same and they bring experience to the table.

"It's still the same faces, staff and service that everyone's been used to and it will continue to be the same. But I am hoping to expand the business in the future."

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West Wind Florist & Greenhouse

November 1st marks the two year anniversary of Dana Crosson West Wind's tradition of offering the finest floral arrangements, plants, and gifts to the Moosomin and surrounding area. The wild and whimsical prairies are a huge inspiration and influence on her work as an artist and landscape designer.

Her team prioritises the use of seasonal blooms and their arrangements hold a variety of specialty flowers, foliage, foraged goods, and dried botanicals.

Dana grew up on a farm between Moosomin and Rocanville. After obtaining a degree in Landscape Architecture, and working for a landscape architecture firm in the lower mainland of BC, she has moved back to her roots to continue West Wind's trusted business in the community.

From elegant, hand crafted bouquets to greenhouses full of stunning annuals and perennials for your garden, and even a landscape architect onsite, West Wind is truly a one stop shop.

Life is too short to pass up the opportunity to surround yourself with beauty. Plant the garden and enjoy the fruits of your labour, buy the flowers for your loved one, design the backyard oasis you have been dreaming



Dana Crosson hard at work creating a beautiful floral arrangement

about. The knowledgeable staff at West Wind is well versed and ready to help you with all your garden, floral, and plant needs.

Whether it is envisioning your bridal party flowers or planning your backyard space, West Wind understands you want a wide array of choices that will last and look beautiful. With a background in landscape architecture, and experienced staff in the floral design business, their team knows how to ensure you will be ecstatic when you see your vision come to life.

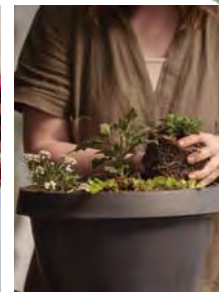
From designing your bridal bouquet to choosing the layout of your garden, it is easy to get started:

1. Pick a time in your schedule to come visit us at the shop /greenhouses or give our team a call.
2. Talk to one of our knowledgeable staff about what you need for your event or backyard.
3. Rest easy knowing that with the help of our experienced team, you have chosen the right plants or flowers for your event or space.

Life is too short so, Stop and smell the roses! Dana Crosson and her team would like to thank you for supporting her small business - by supporting local businesses you are supporting your community and neighbours!

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Whitewood Outdoor & Pet Supplies

What began in a 700-square-foot building on Whitewood's main street in 2007 has expanded to what is now the 2,500-square-foot home of Whitewood Outdoor and Pet Supplies.

For business owners Andrea and Calvin Wasmuth, it has meant three moves since their grand opening in 2007, having gone from their original building to their second just one and a half years after opening and spreading into 1,800 square feet of retail space. Six years later, when the building next door became available, they made their move into their current building.

"When we first started thinking about what kind of store to open," owner Andrea Wasmuth said, "we wanted to offer something that wasn't offered in Whitewood and area and that's why we went with the idea of an outdoor and pet supplies type of store."

"I had no retail experience," Wasmuth chuckled as she recalled the decision she and her husband made at that time. "I went from daycare to retail and it was a big learning curve."

Trying to find suppliers was the biggest challenge in those early years, as well as learning the business, according to the



Andrea and Calvin Wasmuth, the owners of Whitewood Outdoor and Pet Supplies.

Wasmuths.

Today, the store offers an extensive selection of outdoor supplies, including camping

supplies, guns, ammunition, fishing supplies, pet food and pet supplies, winter mitts and outerwear. There's also a great

selection of footwear for all ages, work boots and work wear.

Both Calvin and Andrea say two of the biggest challenges for

them was figuring out what people wanted and what sells and what doesn't.

While a global pandemic has added to the challenges of getting supplies and seeing substantial increases in shipping costs, Covid has also caused more and more people to choose to find things to do closer to home and that has meant increased customer traffic.

"Customers are often shocked to see how much stock we have," Andrea said. "They walk into the store and can't believe the selection they have to choose from."

The Wasmuths can look back over the past 15 years and are very proud of seeing just how much they have grown.

"It's encouraging," Andrea said, "to see where we've come from and how much our customer base has grown."

They are also drawing from a bigger area than ever now, and as more and more people see just what they have to offer, they look forward to being able to meet the needs of their customers. The toughest thing may always be in knowing what to order, but the Wasmuths are up to the challenge and plan to continue serving their customers as best as they can.



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Pharmasave Moosomin

If there's one business that makes customer service and giving back to the community a main pillar of doing business, it's Moosomin Pharmasave.

Owner Darcy Rambold was born and raised in Moosomin, and after graduating from the University of Saskatchewan with a Bachelor of Science in Pharmacy degree in 1992, he was hired as a staff pharmacist by Morgan Adam, the former owner of Pharmasave, in May of 1992. In April of 2001 Darcy purchased the store from Morgan.

Since then he has completed two major renovations of Pharmasave, which included an addition to the back of the store to enable expansion of the dispensary in 2009, as well as a total face-lift of the store front in 2012.

In 2014, Darcy purchased the former site of the Moosomin World-Spectator at 624 Main Street in Moosomin, and after a thorough renovation of the building, the Pharmasave Wellness & Mobility Centre opened for business in August of 2014.

Darcy then purchased the building which housed the Sears outlet and McNaughton Furniture located at 601 Carleton Street in Moosomin in 2017. This building became the Pharmasave Wellness & Mobility Centre Showroom.

Pharmasave is a retail pharmacy that has always focused on customer service. It employs four licensed pharmacists to serve your prescription needs in an effective and timely manner.

The business offers free delivery—daily delivery within Moosomin and twice a week to the communities of Maryfield and Wawota.

It also provides prescription services to two Long Term Care facilities—the South East Integrated Care Centre in



Darcy Rambold, pharmacist and owner of Pharmasave.

Moosomin and Deerview Lodge in Wawota.

Pharmasave Moosomin is a full line retail pharmacy, featuring an extensive line of over-the-counter medications, vitamins and herbal medications, cosmetics, giftware, greeting cards, electronic gift cards, health and beauty products, books and magazines.

Pharmasave is a proud supporter of the community of Moosomin, and over the years has made donations toward: The Town of Moosomin recreation facilities; Pipestone Hills Golf Club; Moosomin Curling Club; Moosomin Fig-

ure Skating Club; Moosomin Minor Hockey; Moosomin Rangers Senior Hockey team; Moosomin Generals Football Club; Moosomin Rodeo; Moosomin and District Arts Council; Creative Vision Productions; Moosomin & District Music Festival; Moosomin Community Band; Moosomin Community Theatre; Southeast Integrated Care Centre; Cobblestone House; Moosomin Thrift Store; and MOTOH (Moosomin Organization for the Transportation of the Handicapped)

The Pharmasave Wellness & Mobility Centre is a full-line Home Health Care Store that offers power lift chairs, adjustable electric beds (including mattresses), wheeled walkers and rollators, electric scooters and wheelchairs, crutches, walkers and wheelchairs for sale and rent, home and bathroom aids, including grab bars, raised toilet seats, bath benches and pillows.

You can also find sports medicine supplies (KT Tape, athletic tape), pain therapy items including hot/cold pads and TENS therapy units, compression stockings which feature custom fitting by a certified fitter, an extensive line of athletic and orthopedic braces, including custom fitting by a certified Athletic Therapist, and exercise equipment such as resistance bands

and tubing, weights, and exercise poles by Urban Poling.

The Wellness Centre also sells footwear, featuring the Clarks and Merrill brands with a focus on casual, hiking, running, boots, sandals and slippers.

It also has a Kodak Photo Kiosk for printing photos from your camera, smart phone or USB drive, a wide variety of giftware items such as salt lamps, essential oils and lamps, electronic gift cards, and light Therapy for SAD (Seasonal Affective Disorder).



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Today's Furniture & Electronics

Today's Furniture & Electronics in Redvers is a true, small-town success story. Murray Aulie has been in business since 1996 and moved into his 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. They are a SaskTel Authorized Dealer, selling all brands of cell phones and computers. They also install internet services and repair all Bell and Shaw satellite systems. Aulie operates under The Source banner. They also install and service security systems, which are becoming more and more popular.

Aulie also has a full showroom of furniture on hand and sells both the Ashley and Palliser brands. Sofas, love seats, recliners, dining room suites, home decor, mattresses and bedding—if you need it, he has it!

A couple of years ago, Aulie also added a full selection of toys to his inventory. He also stocks Traeger, Louisiana, and Pitt Boss Wood Fired Grills.

"We are going to start using my previous location for the display of bedroom and dining room furniture," he adds. "The gym used to be there but because of the regulations they had to close up. We plan to have about seven or eight bedroom sets, headboards, foot boards, chest of drawers, night stands, and dressers, and then another four or five sets of dining room tables and chairs.

"We pride ourselves on having a large



Business owner Murray Aulie at the counter of Today's Furniture & Electronics in Redvers.

amount of inventory on hand. When you come here, we want you to leave happy and satisfied. 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!"

Aulie is married to Heather, who is a full-time elementary school teacher in Redvers. They have four children—Becky, 24, Ryan, 22, Jenna, 19, and Jaxon, 9. All have helped out in the store over the years.

Aulie prides himself on excellent cus-

tomers service and loves his staff. Terri-Ann Toms is in charge of furniture and advertising, Jill Garnier is in charge of cellular and electronics, and Bailey Garnier and Kelsey Raymond are in charge of shipping and receiving. Pat Sylvestre is our bookkeeper and keeps us organized in all areas of the store. Konner Picard is our service technician as well as deliveries. We have two high school students employed this year as well.

"My staff are the backbone of the business," he says. "Making my own decisions and having great staff to work with is the

biggest benefit of having a business. Helping people, supplying them, giving them the option of products that they can 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 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 Kenossee Lake promoting our grills.

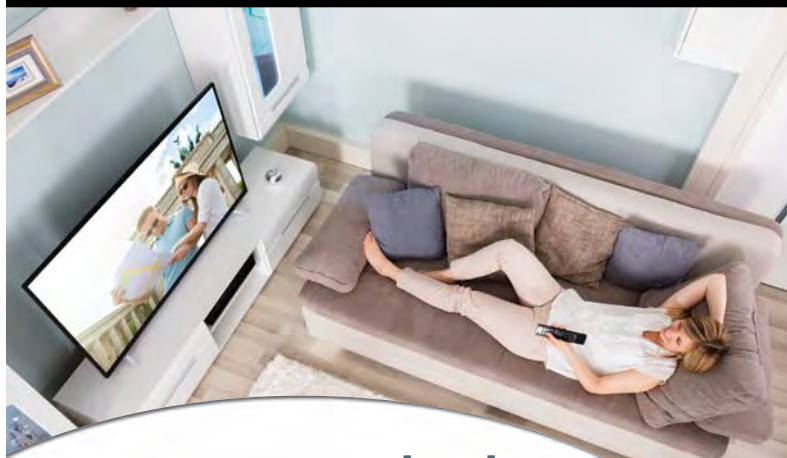
"Small town business success is very possible in this day and age, especially with the reoccurring medical restrictions," says Aulie. "You don't have to drive to Regina, Estevan or Brandon. That's why we carry such a large inventory. Come visit our store, you will be pleasantly surprised at what we have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

Today's Furniture and Electronics is open Monday to Saturdays. It also has a Facebook page. Phone 306-452-6309.

Today's
FURNITURE ELECTRONICS

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Trobert Gilliss Law Firm

Trobert Gilliss Law Firm is a general practice law firm based out of the City of Estevan but which also has branch offices in Kipling, Stoughton, and Oxbow. The firm purchased a building at 1339 4th Street in Estevan in October 2019 in order to better serve its clients.

"I've been practicing for over 25 years now," said James Trobert, Senior Partner at Trobert Gilliss. "I went out on my own in 2004 after previously practising with Ed Komarnicki. It comes with the territory—when you practice law you generally 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 Gilliss Law offers a variety of legal services. The law firm is a general practice and Trobert principally practices in real estate, corporate commercial, wills and estates, municipal law, contracts, and a little bit of everything in between.

There are two lawyers who are partners at the law firm, James Trobert and Kathryn Gilliss, who became a partner in March 2020. Kathryn primarily practices in criminal law, family law and real estate, but is currently on maternity leave.

"Along with the partners, 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, although it has seen many recent challenges due to the oil industry downturn and the impending shutdown of the Boundary Dam power plant. 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 every two weeks to Kipling on Fridays. His office is now located in the Kipling Public Library. He also attends once a week, every Tuesday, to Stoughton and Oxbow to service those areas as well.

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

"Over the years I've been able to build up a good rapport with the citizens of Kipling. 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.

"The biggest change has been from technology—we do so much more of our stuff online now. Land titles is all automated, it's all online now, so is personal property, corporate registry along with doing legal research. 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 plans to continue travelling to Kipling, Stoughton, and Oxbow to provide legal services.



Kathryn Gilliss and James Trobert



James F. Trobert
 B.A., LL.B.
 Barrister & Solicitor

Kathryn E.A. Gilliss
 B.A. (Hons), JD

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Wolverine Supplies

Wolverine Supplies of Virden is your one-stop shop for all your shooting sports needs. From firearms, ammunition and optics to gunsmithing, training, and accessories—we truly offer everything you will need for your next perfect shot. We also carry a selection of clothing and outdoor gear to help fully prepare you for your next adventure!

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 that ranks us at the top of our industry, thanks to a well-trained and knowledgeable staff of over twenty people.

The staff members of our shop, besides providing great service, also stress the safe operation and use of firearms



by offering sound recommendations 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 par-

ticipate in recreational shooting activities.

Wolverine Supplies strives to meet our customers' shooting needs in any way possible and will special order just about anything—as long as it is in production. 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, Ronald McDonald House, Canadian Mental Health Association, Courageous Companions, Westman Special Olympics and the Virden Indoor Rodeo.

Wolverine Supplies invites you to take a trip into the Assiniboine Valley to visit the shop 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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Virden Ag & Parts

When Virden Ag & Parts opened its doors on September 9, 2020, the idea was to fill a gap in the local business market.

Owned by Matt and Gennifer Hipwell—who also own the firearms business Wolverine Supplies in Virden—the idea for Virden Ag sprang from a discussion among the management team at Wolverine Supplies about where to go next—expand the services that Wolverine Supplies offers or do something else.

Matt Hipwell says they opted to do something else.

"We talked about diversifying Wolverine Supplies and broadening the spectrum of products it sold, and I took the view of no, let's leave this sandbox and find a new sandbox, and asked what does the area need locally? Four of the six sitting around the table were also involved in the agriculture industry, and there was a gap there for parts. Because of losing Morris Sales and Service earlier that spring, customers now had to travel to Moosomin, Shoal Lake, Brandon, and Reston for agricultural parts.

"It was identified as a local void in the market."

With that Virden Ag was born, and it has grown ever since.

The business started out selling ag parts, and shortly after got into the rental business. Today short-line sales and service are also a growing part of the business.

"It started with the parts side, and shortly after the rental side of it came up and it was more for pieces of agriculture equipment that some farmers don't need all the time," says Hipwell. "It started off with manure spreaders. Livestock farmers only need them seasonally, they don't need a big expensive piece of equipment to only use a few times a year. And then next was high speed tillage equipment—it has become an important part of our



market.

"What we were looking for was products that complemented others in the area, or where there was a void in the area. So we took on Stihl lawn and garden. There was no local Stihl dealer. That was the first big name brand we started to carry, and that was also a product line that gave every home owner a reason to come see us. And then we added other short line equipment—Farm King, which is a brand synonymous with farmers all over the area in grain handling and haying equipment, Bednar Tillage Equipment, Hustler Livestock feeding systems, which offer a lower cost, energy efficient ways of feeding hay and silage to your livestock, JBS manure spreaders and silage wagons.

"We were also looking for a tractor line and that's where Kioti tractors came in. Kioti offers a wide range,

from the acreage owner up to any size of farmer who wants that chore-sized tractor. We also carry Mandako landrillers and tillage equipment, and Cub Cadet garden tractors and zero turn mowers."

Today the business is in the process of building and moving into a new 6,000-square-foot facility located on 14 acres north of Virden in the industrial park

"We're taking a leap," says Hipwell. "We have a facility that's under construction as we speak."

Hipwell says Virden Ag services an area that ranges as far north as Riding Mountain National Park, as far south as the U.S. border, as far east as Carberry, and as far west as southeast Saskatchewan with some of their lines. The business has four full-time staff and two to four part-time staff depending on the season.

Hipwell says he's most proud of the business' ability to provide community support and a much needed service to the local area.

"Local community support is the biggest thing that springs to mind," he says. "Our customers are glad we are here because they want the option to shop locally. And we are happy to be able to provide products that were lacking in our market."

What does the future hold for Virden Ag?

"The new building gives us a solid foundation to provide and support the products that we currently represent and to potentially fill any further voids in the industry," says Hipwell. "The biggest benefit of this facility is to provide the service and support. We need the ability to service the products we currently sell and provide our customers with the stability of knowing that the brands they have bought will be supported and they will be looked after.

"The service part is an area we are looking to grow."



VIRDEN AG & PARTS

136 Anson Street Virden, MB
Tel: (204) 748-4469 www.virdenag.ca















Zaylie Furniture, Bedding & Appliances

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.

"Wayne came to me with the idea and said we should do this, and I was like you're crazy," says Arvelle. "And then we dropped it for a while, and then he brought it up again. We just saw a need for it in town, and we both like being our own bosses."

"I have a bit of an entrepreneurial spirit, and this kind of store was missing in Moosomin," says Wayne. "Because Arvelle had her part time Funky Junk store (which refurbishes previously used furniture), this just seemed to fit into that. You could meld the two together, and do them both."

"We like being our own bosses and this was something other people said was missing in Moosomin. And with her doing Funky Junk we thought it was a good combination, and it just kind of went from there."

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 ,



Wayne and Arvelle McGonigal, owners of Zaylie Furniture and Appliances

but we always get a lot of people saying we have unique pieces too. And I think that's where my Funky Junk kind of comes in to help a bit."

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.

"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."

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

Set up and take away services are available. We strive to give the best customer service possible, if something is wrong we will try to make it right!!



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Positive Signs Inc.

All of us—businesses, families and individuals—have felt the devastating impact of Covid 19 and the measures taken around it. To those of you who have suffered the loss of loved ones, employment, or the freedom to travel and be with family and friends, we share your grief and pray for better days ahead.

We are so grateful for the individuals, organizations, schools, businesses, communities, and municipalities that have faithfully supported us and given us the privilege of serving them over the years, and especially during the unprecedented times of the last couple of years. THANK YOU!

We, Marty and Cathay Wagantall, have owned and operated Positive Signs Inc. for 11 years. We are constantly looking for ways to retool and expand our services to better meet the needs of our diverse and growing number of customers.

We often hear people say, "Oh, I didn't know you could do that." So, here is a list of the major ways that we may be of service to you. Everything we do falls under one of four major categories: Signage, Printing, Branded Apparel and Promotional Products.

Signage

Our friendly, competent, capable staff are ready to assist you with your signage needs—Building signs, Billboard signs, Magnetic signs, Real Estate and Site signs, Rink Board signs, Safety signs, Traffic signs, Yard Signs, Display signs, Lamacoids, License Plates, Name Plates, Decals of any shape and size. We also do all manner of banners, including roll-ups!

Our staff can help select the right material, size, colours and location for your signage, based on the scope of your event, project or building. Most signs can be designed and produced within a few days to a couple of weeks depending on their complexity.

Our best in class Epson SureColor S80600 wide format printer creates crisp, clean eye-catching photo



Left to right are Robert, Sandra, Carol and Anya

quality graphics whether working with regular, cast or reflective vinyl, static cling, perforated window films, poster paper, canvas or a variety of banner materials.

Printing

On our Digital Print Press we can provide you with exceptional quality custom Posters, Post Cards, Christmas, Birthday and Special Event Cards, Safety Cards, Tent Cards, Business Cards, Flyers, Invitations, Calendars, Labels, Tags, NCR Books, Invoices, Menus, Manuals and Reports, Pads, Binders, Gift Certificates, Log Books, Photo Copies, Enlargements, and more—on a variety of paper and card stocks to meet your specific requirements.

We can also take care of your Finishing needs including coiling, stapling, padding, and hot and cold laminating.

We do Custom Enhancements like trimming, folding, scoring, perforating and sequential numbering.

Branded Apparel

We carry a variety of heat transfer materials to apply

to almost any apparel! Whether you are wanting to create a personalized gift, add a name, number or logo to a jersey or hoodie, Positive Signs is ready to help.

Does your team need new jerseys? We can take care of that as well.

Our OKI printer allows us to print smaller and more intricate designs to make almost any image possible. We also carry printable Siser Heat Transfer Vinyl as well as various colors in Siser Easyweed, Electric, Glitter, and Glow in the Dark options.

When design and production come together through our skillful and conscientious staff, the results are an excellent experience for you and products and services that meet your needs in a timely and professional manner.

Promotional Products

Last, but not least, we can assist you in finding the perfect promotional products. Advertise your business, or special event; create keepsakes for weddings and reunions; express thanks or recognition for family, friends, staff and teams. Whether you are looking for custom YETI Tumblers, Embroidered Blankets, hats or toques - key chains or pens. The list goes on!

So, there you have it, these are some of the ways that Positive Signs Inc would be pleased to serve you. Hopefully now, fewer and fewer people will be able to say, "Oh, I didn't know you could do that."

Cathay and I are extremely grateful for all of our staff. They are wonderful people and have a great work ethic, incredible synergy, and a strong desire to keep growing and expanding their skills. And they genuinely love what they do and care about the people they serve.

From all of us at Positive Signs Inc. to all our faithful customers—a heartfelt Thank You! To those we haven't had the privilege of serving yet, we look forward to the opportunity to provide your next signage, printing, branded apparel or promotional product needs.

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Hearing & Wellness by Porch Light

We are happy to announce Hearing & Wellness By Porch Light will be opening their doors November 1, 2022!

After 17 years in the hearing industry helping patients all over Saskatchewan and Manitoba, Bonnie Riffel has decided to move back to her home town of Moosomin, Saskatchewan, to bring a more personal touch to the hearing industry in rural Saskatchewan.

Hearing & Wellness By Porch Light will be providing a patient center form of care to evaluate the individuals hearing difficulties and work on a treatment plan which not only consists of amplification products, but also rehabilitation processes for sound recognition not just hearing. Not only do we offer the latest in amplified technology but also custom hearing protection for industrial workers, musicians, those having difficulty sleeping and for swimming.

With top of the line equipment and up to date training, patients are given the best care and attention by the staff at Hearing & Wellness By Porch Light. Bonnie states, "After working for companies that focus



Bonnie Riffel

on sales first, I have seen how this can hinder the patient experience as well as their



progress. We put our patients' health first to make sure the progress and experience that the patient receives is what WE would expect if we were in their position."

Many of my patients over the past 17 years have had concerns of having to drive to a large city (many times needing to get a ride from someone) and having to wait for assistance. Hearing & Wellness By Porch

Light is located in the smaller community of Moosomin, Saskatchewan, situated at the west end of one of the main streets of town with easy access from the two main highways (Highway #1 and Highway #8) and ample parking.

Call today to schedule your comprehensive hearing evaluation and consultation. 306-435-2500.

Hearing & Wellness by Porch Light

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306-435-2500

Fax: 306-435-2503



Community Futures Sunrise

The world is changing fast, and along with it, so is business and our economy.

As the southeast transitions away from coal, and business leans into the many disruptions that come with our technological age, it can be hard to know what to do and where to turn for advice.

Community Futures (CF) Sunrise is here to get you through it. Whether you're starting a new business or trying to grow one, they can help.

Led by Andria Brady, the rural development organization has the advice and expertise your business needs to get ahead.

"I have been involved with CF Sunrise for close to 20 years as a volunteer, and I am thrilled to now be leading the organization. I believe very strongly in our mandate of supporting small business and growing our region," says Andria. She is the general manager at CF Sunrise and is dedicated to helping promote, grow and diversify our rural economy.

Sunrise has a variety of programs and services, tailored to help businesses and communities succeed.

"We're here to help you and your business—whether you have a small, home-based side hustle or an existing



Andria Brady, General Manager of Community Futures Sunrise

bricks and mortar location. Thriving businesses build vibrant, sustainable communities.

"Reach out today to learn about what we offer, the programs you can use, and how we can help you get ahead," says Andria.

Learn more at cfsask.ca/sunrise or call 306-842-8803 for details on how CF Sunrise can help you.

CF Sunrise offers a variety of financial services to both new and existing businesses in southeast SK:

1. Biz Start and Biz Boost - low-interest microloans up to \$25,000.
2. Business loans - up to \$150,000 to help you start or expand a business in southeast Saskatchewan
3. Plus, advice on developing business plans & related information, workshops on a wide variety of topics of interest based on feedback and requests we receive, training and more.

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To apply visit: www.mashuplab.ca/communityfutures



Flatland Plumbing & Heating

Flatland Plumbing & Heating is celebrating 10 years in business this year.

The business opened its doors in Whitewood in 2012, then expanded to Kipling, and has recently opened a third location in Moosomin.

Derek Ecklund, the owner of Flatland Plumbing & Heating, says when the business started, he had no idea it would grow the way it has.

"A friend and I were working for another plumbing company in Moosomin and decided to go on our own and start Flatland and it has just escalated," he says. "After the first year we had enough work to keep us busy and start hiring people."

"Word of mouth was one big thing. We tried to do our best and do good work and then it slowly grew our customer base. We really didn't turn down any work anywhere, we'd just pick up and go wherever the work was, and started covering a large area and got good customers in lots of different towns."

"The local plumber in Kipling was going to retire, and we bought an office building there and got a seed planted there, and we were busy in Kipling. Then with Devo's Plumbing and Heating shutting down in Moosomin, we knew there was going a bit more of a market in Moosomin. We had some really good customers there ever since we started that followed us."

"Ever since we started Flatland, it's just been escalating and growing."

Ecklund says they provide a wide range of services.

"There is not much we don't do," he says. "We'll do everything from service work like fixing taps and replacing toilets, to sewer augering, to installing furnaces and water heaters. We do new housing and renos, and we are getting more and more into the commercial side of things too, so we'll do big shops. We did a big Department of Highways shop a few years ago. We do wells, septic sys-



Flatland Plumbing & Heating's new location in Moosomin.

tems—there not much we won't do."

Today Flatland Plumbing & Heating has 23 staff and services an area of approximately 75 kilometers around each of its three locations.

Ecklund says he is especially proud of their customer service, and quality of their work.

"I like to think our customer service is pretty good. We have a good bunch of guys, and we get compliments on how quick we get there and on the guys that we have."

Ecklund says he sees the business continuing to grow.



Derek Ecklund and his three children with some of their tools.

"If the work keeps up, I have lots of good guys, and if they end up sticking with me, and they can take over some of the roles that I am doing, then we will continue growing. If the work is there, then we keep working."

"I take a lot of pride in what we do, just how much we have grown and the connections I have with the customers we have. I take pride in everything we do and where this company is at now."

"I give a lot of the credit to where we are today to all my guys and employees. They are hard working, dedicated, and great employees. Flatland wouldn't be where it is today without the guys we have and the work they do for Flatland."

"When we started, I thought it would be me and my partner and a couple of helpers or apprentices to continue as we went, but things just really took off. I didn't expect the company to be where it is today."

FlatLand

Plumbing & Heating

**Dont forget to book your
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