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BUSINESS
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for sale and more than
mom and pop

tribute to small business

The World-Spectator

It was 134 years ago—October 2, 1884—when Moosomin's first newspaper rolled off the press.

The World-Spectator continues to grow, 134 years later, Publisher Kevin Weedmark joined the newspaper staff in 1988.

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

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

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

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

Newspapers in some surrounding communities like Virden and Carlyle are owned by large corporations, but the World-Spectator remains independent.

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

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

"Our subscriber base is growing, and recently we have had a lot of new subscribers in Esterhazy.

The World-Spectator is the most award winning newspaper in Saskatchewan, regularly winning provincial and national awards for news coverage, photography, and design.

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

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

The World-Spectator runs some special promotions through the year, including the Summer Shopping Spree and the \$15,000 Christmas Giveaway, which is getting under way this week for 2018.

"The \$15,000 Christmas Giveaway started as the Christmas Car Giveaway several years ago," says Weedmark.

"The first year we did it, I honestly didn't know if we could get enough businesses involved to give away a car, but we threw it out there to the businesses, and we had incredible response.

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

"A couple of years ago, we changed to a new format where the winner receives a \$15,000 chequebook to spend at any of the participating businesses, and there are also individual prizes from each business.

"The response from businesses and the public was great. There's a



Kevin Weedmark and Kara Kinna

lot of work that goes into the draw, but it's great to reward shoppers for shopping locally!"

Eleven years ago, the World-Spectator started a new regional newspaper, Plain and Valley.

It has grown to be a major business in its own right.

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

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

What are the rewards of being in business?

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

our communities and the issues that affect them.

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

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

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

The World-Spectator also provides complete printing services."

"We have some very talented designers on staff who can create everything from a logo to business cards to brochures to programs to coroplast and aluminum signs," says Weedmark. "We're proud of all of our staff and the work they do."



THE WORLD-Spectator

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Dirty Bird Oilfield

When Dexter Mondor, Kurt Nistor, Don VanMeer, and Paul Corkish started Dirty Bird Oilfield Services out of Carlyle two years ago, they knew they were filling a need in the oilfield industry in Southeast Saskatchewan and Southwest Manitoba.

Together the four owners have a wealth of years of experience in the oilfield industry. All of them were former employees at Carson Energy Services in Carlyle and were inspired to start their own business after seeing the amalgamation and the closure of some larger oilfield companies in the area.

"They left a hole," says Dexter Mondor. "There were other companies in the area that do the work, but for our clients they left that hole. They just said we are closing the doors, we are moving on and somebody else will pick up the work. We thought somebody else is going to pick up the work, why don't we?"

"We knew there was going to be a demand. We had already talked to some of the consultants we worked for, for several years and some of the clients who said we want to keep you people out here. That is what we really pride ourselves on. We are the right people doing the right job for the clients."

What does Dirty Bird do?
"We do oil field maintenance," says Dexter. "We do pipeline construction and facility construction. In theory once the drilling rig is gone the service rig does their thing. We have a well head sitting above ground. We can take over and do the rest. We can set down jacks, we can tie that well down

with a flow line to the battery, we can build the battery facility and we can also come back and do the routine maintenance, whether it's tank inspection, valve changes, dirt work, gravel work.

"With the four owners, just between two of them there's 60 years of experience. So we have a lot of knowledge. We are not afraid to tackle any job. We've done some big jobs, we've done some small jobs. The only thing we can't do is what the drilling rig does and what the service rig does, but we can do the pipeline installation, batteries and the general day-to-day maintenance that you need, whether it is

preventative maintenance or small build or a rebuild of a well head. Our scope of work is huge for even being a small company."

Dirty Bird services an area that includes the southeast corner of Saskatchewan and the Southwest corner of Manitoba.

"It is a fairly large area. We have been travelling almost two hours from the shop sometimes," says Dexter.

From two trucks at the start, and a handful of employees, the company has grown steadily to now include five trucks and 14 employees.

Dexter says there are lots of benefits to being in business in Southeast Saskatchewan.

"There are a lot of small oil companies," he says. "The guy you go out and work for might not just be the operator, he could be part owner of the oil company. You're doing business on a more personal basis, and it's a big enough area that you do work for the big companies as well. So there is a wide variety of stuff going on. If you're diverse

enough, you can do a lot for certain clients.

"They say you learn something new every day and I haven't gone a day at work since I started out here that I'm not learning something new.

"You have a sense of accomplishment, and now that we're working for ourselves it is just that much more of a sense of accomplishment."

Are they happy they took the leap and started their own company?

"Oh yeah, definitely yes," says Dexter. "There have been some times where you sit back and say 'why did we do this,' but there have been more times when we're like 'yeah we're glad that we did this.'

"I want to keep growing. We are not sure how big we want to get. We will maybe branch out into a few other things. Between the four of us, we like the slow steady growth, so maybe in five years if we had 10 trucks going we would be more than happy."



From left are Don Van Meer, Kurt Nistor, Dexter Mondor, and Paul Corkish.



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Zaylie Furniture & Appliances

Zaylie Furniture and Appliances opened its doors in Moosomin almost a year and a half ago, and since then owners Wayne McGonigal and Arvelle Leslie haven't looked back.

The store sells furniture, appliances and bedding 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, so I know that we still have other people to reach out there, not just local people. But there are also local people who come in and say, 'oh I haven't been in yet because I haven't needed anything.' So there are still potential customers we need to reach."

"We don't regret doing it, 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 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 beds, 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 a 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



Wayne McGonigal and Arvelle Leslie, the owners of Zaylie Furniture & Appliances.

their store.

"We've expanded our inventory a lot already, adding another appliance line—Samsung—a couple new accessory lines and bedding," says Arvelle. "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."



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Community Futures Sunrise

Community Futures (CF) Sunrise has been serving southeast Saskatchewan for more than 20 years, assisting entrepreneurs as they start up, expand or buy businesses in the region. With an office located in Weyburn, Saskatchewan, CF Sunrise offers business advice and coaching, business workshops and financing options to assist when entrepreneurs need it most.

"Our mission is to assist entrepreneurs as they develop strong businesses in the southeast corner of the province. The business loans, learning resources and advice we provide all work to help the entrepreneur reach their business goals," says Verna O'Neill, general manager of CF Sunrise. "Our focus is always on our customers and we certainly get a lot done with very few people! CF Sunrise has three hard-working and knowledgeable staff members in the office, and our board is made up of eight dedicated volunteers from throughout the region."

Working one-on-one with clients as they develop their business plans has been one of the most rewarding aspects of the job for CF Sunrise's business lender, Teresa LaFoy. "I know that with the extra business coaching provided by CF Sunrise, these entrepreneurs will have a better idea of their start-up requirements, their monthly cash flow needs and their ability to meet payment obligations to creditors. When CF Sunrise provides small business financing to a company, we always keep in contact. We work with communities in our region to organize business training sessions, and these workshops help to educate and inspire entrepreneurs even after they've been in business for a long time! We bring together like-minded individuals in a great peer environment during our training sessions, and wow, the ideas that come from those sessions are game-changers for the companies that attend."

One of CF Sunrise's clients, Zaylie Furniture & Appliances, has been serving their customers in Moosomin and area since the spring of 2017. Owners Wayne McGonigal and Arvelle Leslie are excellent examples of successful entrepreneurs that have tapped into CF Sunrise's services. Wayne and Arvelle found a market need, invested in their community and work hard every day to serve their customers and realize their business goals. "It is very fulfilling to stop in and visit our clients, and see them adding value to the community they serve. For instance, Zaylie Furniture & Appliances has an amazing showroom, offers a wide array of furniture and appliances to the regional market and always have an eye on what their customers need," comments LaFoy.

Home-based businesses, non-profit organizations looking to



One of CF Sunrise's clients, Zaylie Furniture & Appliances.

start a money-making side to their operations, and small businesses that need a boost to their pre-Christmas inventory should contact CF Sunrise for assistance.

"We really do serve such a wide array of business clients, and encourage entrepreneurs to contact us if they have questions as they develop their companies," says O'Neill. "We have loan funds, business planning tools, cash flow templates and fresh marketing ideas for companies in our region. CF Sunrise really is a one-stop business information hub for southeast Saskatchewan."



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Barnard Bros.

When brothers Devon and Evan Barnard got a chance to take on a local custom corral cleaning business, they went for the opportunity, knowing it would be a great addition to their family farming operation.

Barnard Bros. Custom Corral Cleaning has been in operation for five years now.

"We work in the livestock industry, cleaning corrals for farmers," says Devon. "We haul out cattle manure and spread it out on the fields and it acts as fertilizer for the fields for hay ground or stubble."

"There was just a demand for this around the area. My brother helped someone at Wawota do it, and they are still doing it as well, but they just wanted to downsize

a little bit, so we saw the opportunity to buy the equipment from them.

"They did more of the Wawota area, and there was hardly anybody up in the Moosomin and Rocanville area doing any work, so there was a great opportunity for us to take part, and for the work to happen."

Since getting started five years ago, the business has been a success.

"We've covered everywhere from Redvers to Spy Hill, all the way from the Manitoba border to Whitewood and everywhere in between," says Devon.

The brothers still farm with their family on their operation about 20 minutes southwest of Moosomin,

but Devon says having the corral cleaning business is a great addition to being involved in the farm. He says the brothers have found it a worthwhile business venture.

"It's a lot of work over these five years to get to where we are at now, with some ups and downs, but you just have to keep going with the flow and hopefully it all works out in the end," he says.

"There are a lot of good customers. Every customer is a good customer and there are still phone calls coming in from further away yet because there is a demand for it, but it's tough to get to everywhere in such a short time period with the weather permitting."

"Our coverage area has grown. We would like to expand in the future with maybe another truck or spreader. With the equipment base and the manpower we have now, it seems to be functioning pretty decently, and it would be nice to see a little bit of expansion, but not so much where you can't handle it at the time."

He says they pride themselves on being dependable to their cus-

tomers.

"We try to show up with everything working functional," he says. "We try to strive for minimal down time, and just to come in and leave with a functional corral system where you are not dealing with ruts, and where everything is clean and tidy. We try to do the best job we can in a timely manner. It's well worth the expense. I find it cleans up all the diseases and helps with the functionality of the corrals in the spring time. In the fall when you try and do anything, it is easier to handle cattle with a clean corral than with piles of wet and boggy corral."

"We enjoy going to different places and seeing everybody's operations and how they work, and we like just going in, getting a job done and seeing what you can accomplish in a day, and leaving with the satisfaction that you did a good job."

"We'd just like to thank our past customers for their support over the years. It's really appreciated, and we hope to see you in the future."



Devon and Evan Barnard with some of their equipment.

Barnard Bros.

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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, and the recent addition of a fully stocked Archery Department—we truly offer everything you will need for your next perfect shot.

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. Recently we have expanded into Archery, with the ability to not only provide product—but also custom fitting and tuning

as well as maintenance and repair services to a whole new demographic of customers!

Our business philosophy is simple: to supply quality service and full support on everything we sell, whilst supplying affordable firearms 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 20 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 participate 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 has a distribution network coast to coast.

Wolverine Supplies supports local non-profit organizations including but not limited to Ducks Unlimited, Firefighter's Banquet and Westman Dreams for Kids. We also raised funds for the Wounded Warrior program and assist shooting events with donations and sponsorship.

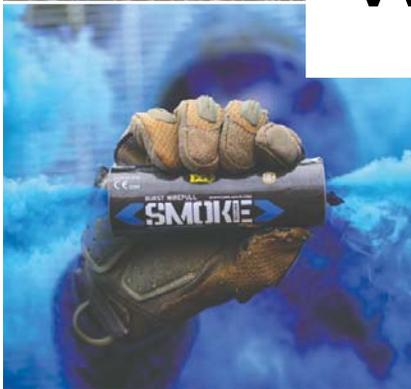
Wolverine Supplies also has a strong sense of community and is proud to have a long history of supporting our community and our industry by sponsoring local and national events, youth groups, gun clubs and non-profit organizations. Some of our more recent sponsorships include STARS® Air Ambulance, Canadian Mental Health Association, Courageous Companions, Ronald McDonald House, Westman Special Olympics and the Virden Indoor Rodeo.



The storefront of Wolverine Supplies.



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Positive Signs

For the past six years, Marty and Cathay Wagantall have been the owners of Positive Signs Inc., located in Esterhazy, Saskatchewan. Since Marty and Cathay bought the business, they have constantly been looking for ways to retool and expand their business to better meet the needs of the diverse and growing number of customers. This has been Positive Signs Inc's best year to date.

In just the past couple of months we have redesigned the shop from front to back and have added some great new equipment to our production line. These include a new Production Digital Printing Press and a machine that can slit, cut, crease and perforate paper in a single pass.

You can visit www.positivesigns.ca to get a sense of all the ways that we can assist you with your signage and printing needs, from concept to completion. All that being said, there is one thing that sets Positive Signs Inc apart from all the other signage and printing companies in Saskatchewan, and that's our staff.

Whether you pop into the shop or phone in, you will find Ardelle to be approachable, authentic and proficient. Ardelle is our frontline manager and runs the ever-expanding copy/print side of our business, featuring our new C2070 Accurio Production Digital Printing Press as well as cutting and finishing our paper products on our Polar paper cutter. She can also help make your project become a reality with her expansive knowledge of the products and services we offer.

Erin is just as personable, talented and professional, but usu-

ally a little less accessible—only because she is frequently focusing on pumping out accurate estimates or creating beautiful design work for our valued customers. Erin helps visualize the customer's ideas for a variety of products, such as industrial signage, decals, cards and booklets for the mining industry; logos, business cards and advertising products for a small business; personalized attire for schools, sport teams or promotions, canvas prints of your favorite pictures and art work, or customized invitations for that special occasion.

Then we have Lindsay. She seems a little quieter and more reserved, but don't let that fool you. Besides being our premiere production specialist—capably running our 54-inch Roland cutter/printer, our OKI digital printer that does a phenomenal job of printing color plus white on transfer media, our heat press, our laminators, and making banners—Lindsay, also competently helps out with design and managing the front desk.

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

From all of us at Positive Signs Inc.—a heartfelt Thank You to all of the communities, businesses, organizations and individuals who have given us the privilege of serving them. If you have never given Positive Signs a try, we



Above, from left: Erin Unchulenko, Lindsay Berthelet, and Ardelle Patterson.



Right: Some of Positive Signs' merchandise on display.

Below: Positive Signs' new C2070 Accurio Production Digital Printing Press.

would be pleased to talk with you about your specific signage and printing needs. We look forward to meeting and serving you!



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