

# OUR SALUTE TO Small Business



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## tribute to small business

# Goodman Steel

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

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

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

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

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

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

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

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

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

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

Goodman Steel purchased the Python-X two years ago.

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

Goodman Steel has also recently added a Machitech diamond cut



General Manager Jeff Nordquist and Operations Manager Steve Silvernagle.

high definition plasma table. The new addition allows them to cut flat plate as a weld prep with bevvels and angles. The plasma table will decrease turnaround times for customers—in the past, pre-cut plate had to be ordered from suppliers, leading to some wait time.

Nordquist says that in the future he'd like to diversify the business a bit more.

"With the potash it's so up and down. In the spring and summer we're so busy we can't keep up with the work and then winter comes and it slows down. Our plan is to diversify and try to level out those humps. This machine brings in so many dynamics, we can now go chasing larger structural steel packages to get us through the winters. I'd say 85 per cent of our business is in the local area, so we could branch out

to other mines in the Regina and Saskatoon regions. There are lots of opportunities out there, we just need to find them."

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

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

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## tribute to small business

### Trobert Law Firm

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

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

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

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

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

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

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

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

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

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

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

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

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

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



James Trobert of Trobert Law Firm in Estevan.

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

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

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

# TROBERT LAW FIRM

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## tribute to small business

### The Conexus Difference

Conexus would like to salute the small businesses in the area. At Conexus we care about you and your business. Your dedication in supporting the local economy is vital in keeping your communities prosperous and strong.

Conexus is committed to seeing our small business owners thrive and remain sustainable for years to come. Through an innovative partnership with MNP a complimentary service called the Conexus Business Accelerator has been created. The Conexus Business Accelerator is business training that is tailored to help Saskatchewan small business leaders and entrepreneurs better manage their finances and grow their businesses.

Leanne Rushton, Small Business Advisor at the Conexus Moosomin Branch, is excited to be part of this new venture.

"This is a great service that Conexus and MNP have teamed up to offer to the business owners in our communities. It is especially beneficial to businesses in rural areas, as most seminars are often held in larger centres and this will eliminate driving time. Life is busy and this is just one of the ways that we can assist business owners with growing their business while saving them valuable time and money," says Leanne Rushton, from Conexus Credit Union Moosomin Branch.

The service is designed so you can learn from your office, staff room, home—whatever works for you and your team. The courses will be offered in webinars and face-to-face settings for your convenience. The Conexus Business

Accelerator provides education on a variety of topics that range from starting a business through to succession planning.

Todd MacMurchy, Area Man-

ager Conexus Business Solutions said, "We strive to deliver a world class member experience, and to do that we must deliver services that fit our member's needs. This new partnership with MNP has allowed us to have conversations with our members that allows us to protect them better. The new initiative with Business Accelerator is a terrific tool and resource to help our business members to become more educated and in the end operate a more successful business. We are truly excited for these new

partnerships and beginnings with our partners and our new products. This helps us give a world class member experience."

Small business owners interested in learning more about the Conexus Business Accelerator are encouraged to contact the Moosomin Conexus branch at 306-435-3374 or visit [www.conexus.ca](http://www.conexus.ca)

Sign up today to take advantage of this great service that covers the essentials for business strategy for small business leaders and entrepreneurs.



Leanne Rushton, Small Business Advisor at the Conexus Moosomin Branch.

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# tribute to small business

## West Fraser Developments

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

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

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

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

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

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

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

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

from there he kept taking steps up.

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

Moosomin's Best Western marks the company's fifth hotel, with a sixth hotel recently opened in Kindersley, Sask. in March of 2016.

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

"It seems as though Moosomin is a growing town, there's lots of

business coming into the town so it could definitely use another hotel.

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

Moosomin's Best Western employs up to 14 staff.

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

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

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

West Fraser Developments has built hotels in other locations

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

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

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

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



The staff and management of the Best Western Plus in Moosomin.

## Best Western Plus Moosomin Hotel



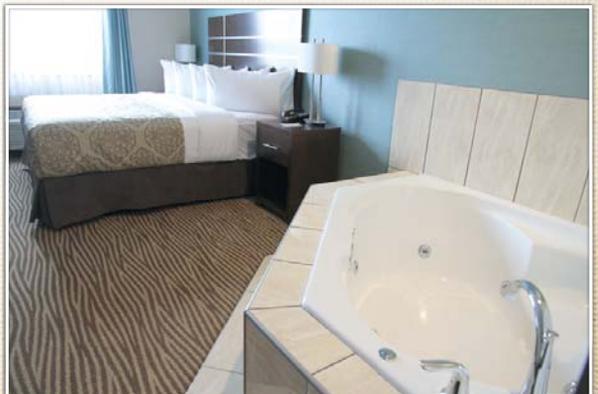
79 guest rooms including:  
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### Guest Room Features:

Microwave, minifridge, telephone with voicemail (free local calls), 42" LED Flat Screen Television with numerous channels, large desk area with lamp, suites contain sofas/beds for added space

### Hotel Features:

- 24 hour fitness center with state of the art fitness equipment
- Indoor Pool and hot tub
- 24 hour business center with multiuse printer/scan/fax
- Laundry facilities
- Free wifi throughout the hotel
- Plenty of free parking in designated parking lot
- Complimentary hot breakfast from 6 a.m. to 10 a.m. daily
- Vending machines and ice machines on each floor
- Located central to Moosomin attractions
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## tribute to small business Flaman

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

Flaman's location in Moosomin has a lot to offer. From construction equipment to ag equipment, trailer sales and fitness equipment, the Moosomin location is set up to serve a wide variety of needs.

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

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

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

They also carry a full line of Banjo water fittings, along with sprayers and pumps to suit everyone's needs.

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

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

Flaman's philosophy is to sup-

port and invest in the area they serve, and the new location in Moosomin is a testament to that.

The Moosomin location sees customers from a wide area. What do the customers like about doing business there?

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

"At Flaman it doesn't matter

how big we get, the focus is still on the customers."

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

Flaman Moosomin also prides itself in being involved in the community. This Christmas, Flaman will challenge the town to fill a trailer with toys and non perishable items to donate to those less fortunate. The staff at Flaman will also be downtown during Moosomin's Moonlight Madness on Nov. 30, offering rides and lots of Christmas cheer with their custom-built "holiday train." Last year the staff, dressed as elves, brought a wagon downtown and handed out free hot chocolate.

Steinger says Flaman sees a lot of potential for the Moosomin

area.

"It's a growing area," he says. "In Saskatchewan right now this is one of the few areas that continues to thrive since oil prices dropped. And our potential here is huge."

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

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

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

"If you take good people, mix them with other good people and have good environment, you end up with great people and a great team."

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



Mark Steinger, the manager at Flaman Moosomin.

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## tribute to small business

# Strive Fitness Centre

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

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

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

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

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

"The memberships are important, but we strive to focus on individual needs as much as possible.

"The coaching is important. The one hour in here is good but the 23 hours that they're out there is where they need the help. We even help them with working out at home and nutrition guidance for when they're at home."

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

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

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

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

As part of that goal, McAuley has teamed up with Vanessa Skiba to create a Chronic Disease Exercise Program, working with people with chronic diseases and providing education sessions and exercise therapy for them.

"I really want to promote this program and get the word out there," she says. "We started it this September at the MCC Centre and it is a not-for-profit program funded by the Moosomin and District Hospital Foundation and other local businesses.

"People can ask their doctors to be referred to the program if they have diseases such as diabetes, heart disease, or COPD, among others. The cost to participate is \$25 per month for two group training sessions per week with Certified Exercise Physiologist, Vanessa Skiba.

A lot has changed at Strive over the years.

"The six years have gone by very fast," says McAuley. "We've added lots of things since then. We are continually growing ourselves as the industry grows and demands change. We have now added yoga and BOSU classes since last year. We renovated our facility to provide more space as we add new pieces of equipment."

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

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

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

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



Kristen McAuley, the owner of Strive Fitness Centre.

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

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

"It will be Strive's six-year anniversary next month. I don't know where the time has gone but it is exciting to know how far we've come and that there is still lots of opportunity to grow our services in the future!"



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## tribute to small business

### J. Beale Financial Services

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

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

We work with families, farm corporations, and businesses to understand their goals, protect their wealth, minimize their taxes, and help them pass their wealth to the next generation.

Vivian Clark, Brenda Siller, and Lori Beale handle our administrative and marketing duties out of our Regina office. They have more than 70 years of combined experience in all aspects of customer service and administration.

Meredith Swanson supervises our Wawota office. He looks for new opportunities on behalf of J. Beale Financial Services Inc. while donating much of his time to the betterment of his community.

Mike Parisone\* is our Wealth Specialist and he enjoys meeting with clients to review and update their investments. With 16 years in the financial industry, Mike has the skills necessary to help clients understand their investing needs and allow them to make informed decisions.

Jim Beale\*, CPCA, CHS™, is the leader of J. Beale Financial Services Inc. He's been a finan-

cial advisor for 27 years and has accumulated the knowledge and experience that allows him to help clients no matter what life stage they're at. Jim specializes in business insurance, farm succession planning, and corporate consulting.

Working with many business owners and their accountants over the years, Jim has insight into what really motivates the business owner. As a business owner himself, Jim implements the same strategies and solutions for J. Beale Financial Services Inc. that he recommends to clients.

Thank you to all our clients for your business. We look forward to our next meeting with you to discuss how we can continue to help you achieve your financial goals.

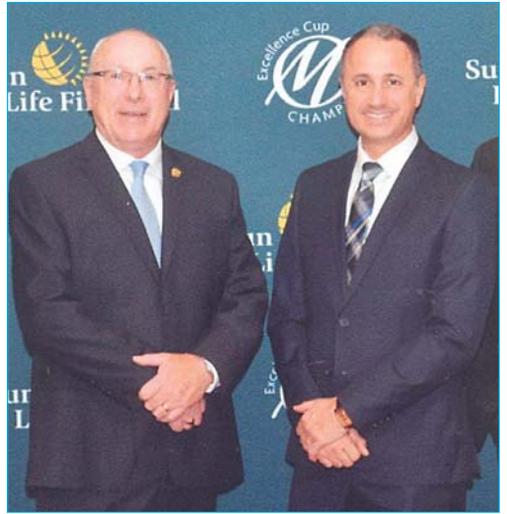
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For more information, go to our website and Facebook:  
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Above: Jim Beale and Mike Parisone.  
Below: Lori and Jim Beale.



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## tribute to small business

### Today's Enterprises

Today's Enterprises in Redvers is a true, small-town success story.

Murray Aulie purchased the business in 1996 from the previous owners, who had started the business in 1993, and has found ways to grow and diversify the business ever since.

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

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

Today the business offers a wide range of services.

"We do electronics and furniture sales, we service cellular phones and satellite dishes—both Bell and Shaw—we do some electronic repair," says Aulie. "I've got a good selection of accessories for electronics from radios to security cameras, to household electronics. We're also a Sears outlet, and a mattress and furniture store."

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

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

"In '96 when I bought it we were about 1,000 square feet, and in 2000 when we moved into the E & J Furniture location, that was 3,000 square feet," says Aulie.

"When I moved, we had extra room to expand, so we got into a lot of furniture and we blossomed from there. Then I bought the grocery store—9,000 square feet—and we moved into it two years ago. It was a huge expansion."

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

"There's always growth—right now I just have to get settled in. We've got two years under our belt right now and I'd like to get

settled and make the business more efficient."

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

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

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

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

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

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



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

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# tribute to small business

## Village of Welwyn

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

Here are a few of Welwyn's local businesses:

### Big City Plumbing & Heating

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

Mailloux does all kinds of plumbing work and says he enjoys a challenge. "It's kind of thought provoking work," he says. "It's interesting, that's what I like about it. I like the troubleshooting side."

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

### Joe Dirt Skidsteer Services

Joe Green got started with his skidsteer service about three years ago. "I grew up on a farm running a skidsteer for my grandpa and I always wanted one, so I finally bought one when I was old enough and started doing this," he says.

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

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

### Murray Swanston

Murray Swanston specializes in exterior work, such as siding, windows and doors, as well as other home renovations.

Murray has been doing that kind of work since 2004. He says he saw a need for that type of work and decided he would get started with it.

"There was just a demand in the area for that kind of work, and I like working outside," he says.

### Dirty Deeds Yard & Garden

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

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

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

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

"Everyone's home is basically an extension of their personality and curb

appeal is a great thing for a property owner," says Les. "We are good at developing a beautiful yard."

### Santer's Transport

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

Frank Bailly has been running the business since 2003. "It was a different avenue for me," he says. "I drove truck before for over 20 years. I decided to try this, and it has worked out pretty good!"

Santer's presently has two mechanics and a book keeper on staff.

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

### Derek & Carl Bowey

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

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

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

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

### Welwyn Custom Meat Cutting

Tim Kruse has 25 years of experience cutting meat, and his business, Welwyn Custom Meat Cutting, is in its fourth year. Kruse says it is a growing business. "I'm a full service custom cutting operation," says Kruse. "I smoke hams and bacon, make sausage, turkey, pepperoni sticks, all that sort of thing."

"It's been my passion for years to do this. I've been in this business for over 25 years. But I've always worked for somebody else and it was time to branch off on my own. I enjoy cutting meat and doing the best job I can, and the response from the customer what drives me. If I can make somebody happy at the end of the day, that's what I'm all about."

Kruse, who works with one other staff member and his wife, says his business is growing and he has cut for people as far away as Moose Jaw.

"It is a very fulfilling vocation," he says. "You feel at the end of the day that you've accomplished something and part of what drives me is seeing what I've done at the end of the day."

### Halliday Fine Carpentry

René Halliday has been in carpentry since 1999 and has been operating in the Welwyn area for 11 years.

"We specialize in renovations and new builds," says Halliday. "It's renovations from top to bottom, and as far as residential and new builds, we've done anything from great big huge pole barns and garages to additions on homes. As far as the winter goes I like to get inside more. With kitchens and washrooms, we do very high end work. We do whatever the customer wants. We do remodelling, small commercial, new homes. We do the whole ball of wax when it comes to homes."

Halliday says he likes what he does.

"It's something that I really enjoy doing," he says. "I enjoy the gratification when things are all done and the smile on the customer's face. Small jobs, big jobs, it doesn't matter—they like the fact that we pay attention to detail, and we're very clean."

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## tribute to small business

# Crushrite Concrete

When Jonathan Robert, the owner of Crushrite Concrete, was young, he says he didn't know that he was going to be a part of the family business that was started by his grandfather in 1968.

"He started with a partner in the road construction game in Manitoba and part of that was a redi mix plant," says Robert. "He sold the redi mix portion to my father, and my dad had it from 1976 up until the present day, and in 2008 I took it over from my dad."

"It was a tremendous opportunity for me and my family. I went out and gave a shot at different things. When I was young I didn't think I would want to be in this business. Concrete construction is hard work."

"So I went and I did computer tech and a few things, and ended up getting different jobs so I could pay for school. I found out I didn't like any of the odd jobs that I did, so I went into the redi mix game in Winnipeg, because I thought I may as well do something I was good at. When I got involved with a company there, I actually found that not only was I good at it, but I really enjoyed it. And after working there for about a year, my dad called me and said 'so do you enjoy what you do?' and I said 'yeah very much,' and he said 'why don't you come home and do it with us?' Why don't you work for yourself rather than working for someone else? It was a great opportunity, so I came home."

Robert worked for his uncle at Yorkton Concrete for three years and finished his economics degree before starting on a succession plan to take over the company from his father.

Today the business employs up to 25 people in its peak construction sea-

son, and has locations in Esterhazy and Moosomin, as well as a satellite location in Grenfell.

"We're a redi mix concrete supplier," says Robert. "If you need concrete we manufacture and we deliver it to site. We also do concrete contracting. If you have a hard time finding a contractor to do your concrete work, we will supply a contractor to your site and perform the concrete work."

Crushrite supplies concrete for commercial, industrial and residential applications.

Robert says the industry has changed a lot over the years, including the way they make concrete.

"Cement (the dry powder that we use to make concrete) is ground down finer and therefore isn't as good as it was 10, 20 and 30 years ago, so we have to use chemical admixtures and flyash to make a great product. It's not as simple as adding rock, sand cement and water together anymore. It's very sophisticated," he says.

"The technology advancements that I've seen just in my 15-20 years have radically changed. Some of the big advancements for us have been different chemicals and sealers we can use. We now have a sealer we can put right into the concrete. It will make the concrete harder and denser and will stop water from getting into the concrete and ripping itself apart."

"Another cool thing we've seen recently is that we have the ability to put in something called micro rebar, where we literally add steel to the concrete and then you don't have to put rebar in your slab, and it makes your concrete far more durable and the reinforcement is way better. It's really cool to be a part of those technological changes."

Robert says that Crushrite has ex-



Jon Robert, the owner of Crushrite, with one of his trucks.

perienced relatively steady growth over the years, something that can't be said for all concrete businesses on the prairies this last year.

"We are extremely fortunate that we are around the best mining sites in the world for potash extraction. And because of that, those mines are still pulling ore out of the ground which supports a lot of families. We are very blessed in current economic times because of those mines."

"And Moosomin has an extremely progressive outlook as a community culture. Our business has changed so much because when they started doing the hospital initiative, once they got it built, the community just soared and the council had a strategy to bring people in and businesses in and attract more people. That progressiveness really has far reaching effects."

What does Robert like best about running Crushrite?

"Working with my staff and seeing them grow," he says. "And doing a job and being able to look back and say 'okay that's something we did, we built that.' Our company was a part of 90 slipform elevator jobs across Saskatchewan and Alberta, so

driving to Edmonton I can reflect, 'I remember that job' or 'I did that driveway 15 years ago and it's still holding up.' Building products that last is really the best part. And mentoring and seeing my staff grow and seeing happy customers, helping them get what they want."

What's next for Crushrite?

"There are a few technological advancements that we've kind of dipped our toe into the water to see," says Robert. "One of them is soil stabilization where we actually inject a cement slurry into the ground on a road to create a base rather than putting tons of non-renewable A base down. We can actually inject soil stabilization products to make the ground stable. The City of Yorkton has also moved ahead on using concrete pavement for the second year in a row. The cost is the same as asphalt pavement but lasts 10 fold as long."

"I guess we'll just wait to see where the wind takes us. I'm in a unique position. I'm nowhere close to wanting to retire, I really enjoy what I do and I'm having a lot of fun doing it. We're just going to focus inward on building good products and making happy customers."



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## tribute to small business

# The World-Spectator

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

The World-Spectator continues to grow, 132 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, and I really enjoy being part of this newspaper."

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

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

The World-Spectator is the most award winning newspaper in Saskatchewan, regularly winning pro-

vincial and national awards for news coverage, photography, and design.

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

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

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

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

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

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

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

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



Kevin Weedmark and Kara Kinna

there are also individual prizes from each business.

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

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

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

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

What are the rewards of being in business?

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

our communities and the issues that affect them.

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

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

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

The World-Spectator also provides 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 websites," says Weedmark.

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



# THE WORLD-Spectator

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