

shop  
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USINESS  
support  
mom and pop  
community local  
neighborhood  
merchants  
downtown  
markets  
stores  
main street  
brick and mortar  
more and pop

## 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.

Nordquist says that about 95 per cent of Goodman Steel's work revolves around potash, and Goodman Steel is one of Mosaic's six fabrication and machining preferred vendors.

Goodman Steel employs about 50 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."

It also allowed for new machines. A Machitech automation diamond cut HPR 400 high definition plasma table was added to the shop a year ago. The plasma table decreases turnaround times—in the past, pre-cut plate had to be ordered from suppliers, leading to some wait time.

Goodman steel uses the machine for most of their own projects, and has used the machine in almost every job. The eight foot by 12 foot plasma table can cut material up to four inches thick.

"Every project we do, there seems to be a piece of plate on it," says Nordquist.

The plasma table allows Goodman Steel to do cutting for other people, and to do it quickly. From agriculture to oil to manufacturing, and other industries, the table can have a lot of uses.

"We can put the plate on the table and cut the material right away, we don't have that delay time any more," says Nordquist.

The machine works by having a person—a detailer—draw the shape that needs to be cut using software. That shape is then sent to the plasma table where it is cut. The machine has a bevelled head which allows Goodman Steel to cut weld prep on the edges of the plate.

Expanding their shop has also allowed Goodman Steel to add 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 we've purchased one," says Nordquist. "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."

The Python can cut angle iron, HSS, flat plate, and pipe. Goodman Steel purchased the Python-X three years ago.



General Manager Jeff Nordquist and Operations Manager Steve Silvernagle.

"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."

Nordquist says that Goodman Steel continues to diversify their business.

"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. These machines bring in so many dynamics, we can now go chasing larger structural steel packages. I'd say 85 per cent of

our business is in the local area, so we've been branching out to other mines in the Regina and Saskatoon regions. There are lots of opportunities out there."

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 it's re-designing 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. That's the satisfying part of it, seeing a quality finished product in use."

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## tribute to small business

# Flaman

Since opening their doors in Moosomin in 2012, Flaman Moosomin has been a success story in growth.

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

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.

Five years after opening their doors, Steinger says all areas of the business are still growing as people have come to rely on their business more and more over the years for a variety of needs.

"People realize we're not just a rental place," he says. "Every area we have focussed on has grown. Even our service department—now we have all kinds of customers with trailers to be repaired or safetied who come to us."

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."

"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 cus-

tomers get up and running or gets the parts, service or equipment they need.

Flaman Moosomin also prides itself in being involved in the community, and Steinger says that's a big part of their success—the good feeling people get when they think of the business.

In 2016 the staff built a "holiday train" for Christmas and gave over 200 kids rides during Moonlight Madness in Moosomin. This year over 300 kids rode the train, and Flaman collected donations for a local charity—Caring Communities.

Steinger says stuff like that goes a long way. "When you're part of a community and you act like part of a community and give back to the community, it gives back to you," he says.

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.

# FLAMAN

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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 over 20 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, although it has seen a downfall due to the oil industry. 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



James Trobert of Trobert Law Firm in Estevan.

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

# TROBERT LAW FIRM

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main street  
brick and mortar  
mom and pop

## 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, 134 years later,

Publisher Kevin Weedmark told 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 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."

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

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

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

The World-Spectator tries to offer advertisers extra value with a schedule of special sections throughout the year. The Small Business feature is one of those sections.

"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."

"Then 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



Kevin Weedmark and Kara Kinna

and the public was great."

Over 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 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, and can make coroplast and epanel signs. "We have some very talented designers on staff who can create everything from a logo to business cards to brochures to programs to websites to signs," says Weedmark.

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



# THE WORLD-Spectator

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