

Small Business Week

OCTOBER 15-21, 2023

Support local business



There's something inherently charming about the small, local businesses that call west central Saskatchewan home and give us all an inviting atmosphere for friendly conversation.

They are the heartbeat of our communities, the friendly faces behind the counter, and the source of countless unique products and services.

Business in a small town comes with a lot of challenges such as limited customer base, limited access to resources, competition with big chains, seasonal fluctuations, and community expectations to list a few.

Despite these challenges, many entrepreneurs thrive in small towns by embracing community spirit, great customer service and adapting their businesses to cater to local needs.

Overcoming these hurdles requires creativity, resilience, and an understanding of the importance of "community"
Cheers to all of our local businesses that make this region great and continue to chase their dreams!



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Successful businesses build relationships

By Joan Janzen

Small Business Week is recognized on the week of October 15-21. Those businesses have a big impact on our economy thanks to the contribution of hard working entrepreneurs. One of those entrepreneurs is Barbe Dunn from Kindersley.

She was owned and operated Sunshine Kennels for twenty-five years, opening her business in 1998. It all began when she was approached by someone who rescued dogs, who asked if she would consider taking over the dog rescue.

"I said if I was going to do that, I would board dogs," Barbe said. "But I didn't do the dog rescue." Instead she began boarding dogs and cats, as well as providing grooming services.

"Someone from Swift Current came out and taught me how to groom dogs, so I never had to go away to get training," she explained.

Sunshine Kennels started out on 12th Avenue East, as a small kennel with a capacity for seven dogs. In 2003 they moved the business to their current location, two miles north of Kindersley, and can now accommodate 39 dogs.

Of course there's always challenges when you own your own business, one of which is acquiring competent employees. "I've had amazing people work for me, but it's not like a normal 9-5 job," she said. "But it has advantages for people who want flexibility, because you can set your own hours."

"I tell people who come to work here, the two most important things are to ensure the dogs are secure and the facility is clean," she said. She currently employs three part-time staff.

When asked if she puts in long hours, she replied, "Oh yes! The dogs



Barbe Dunn at Sunshine Kennels has been boarding and grooming dogs for 25 years. But more importantly, she has been building long-term relationships within the community.

are in and out four times a day. Basically we're open twelve hours a day, sometimes more. And you need to be constantly checking for wear and tear at the kennel that needs to be kept up." She also grooms three to four dogs every day. But there are also advantages to being a small business owner.

"I have the flexibility to come and go and don't have to answer to someone else, although I do have to be here for certain times," she explained. "It gives me the opportunity to take time and talk to my customers. It's fun because we've known some people forever, since they were kids."

It's obvious that it's more than a business venture; it's about forming relationships and gaining people's trust. "That wouldn't happen if I was working at someone else's business," she speculated.

In order to ensure everything runs smoothly she has set hours for drop off and pick up, which they strictly adhere to. "You have to have set hours. And someone has to be here at those times," she said.

The kennel also has a policy in place requiring all animals that come

into their care to have all their shots up to date. This provides safety and health for the pets and the kennel.

Customers come from as far away as Elrose, but most are from the local area. When people bring their dogs to board, Barbe offers to groom them during their stay. "It helps them out and pet owners think it's awesome," she noted. "We're always looking for ways we can do more."

Although the long hours, work and dedication are vital for the success of a small business, Barbe says there's another critical component, and that's the many loyal, long-time customers from the community.

"We always try to provide service with integrity so that people can rely on us. We have a basic facility but people like it," she said. "If we can provide consistent, quality care for their animals, they will always come back and we work together with them to meet their particular needs."

"We build relationships with people. Often we walk with them through the death of their pets. It's about long term relationships," she concluded.



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Merid Mercantile will feature locally crafted products



Keith and Katherine Warrington stand in front of their new "Merid Mercantile", a welcome addition to their Merid & Magna Historic Retreat.

By Joan Janzen

Keith and Katherine Warrington were very excited to have their "Merid Mercantile" building arrive on the occasion of their 32nd wedding anniversary on October 12th. Their newest addition is located on their farm yard just a short distance from their Merid and Magna schools. When you're driving between Al-sask and Marengo, you'll see their sign for the Merid & Magna Historic Retreat. The new 400 sq ft building will house local products from neighbouring farms and ranches, as well as their own refinished items.

"The original design was actually a horse barn that we converted into a store with one big area," Katherine said. "This is one of the ways we're supporting our neighbours by selling something for them. You don't know how much that means to them."

The mercantile will provide access to locally made products for the people who stay at the couple's Air B&B. "It provides something a little extra for the people who come here, and they really want to shop locally," she noted. However her guests are known to also be recipients of fresh produce from her garden and homemade baking. There are plenty of extra's to enjoy at their prairie schools.

Which is why the number of people coming to their country hide-away is increasing. Their October calendar is pretty much booked, and Keith and Katherine are looking forward to hosting their youngest son's wedding in two weeks time.

"The schools have been very busy, and really picked up momentum," Katherine said. They recently added a hot tub to the smaller school which has increased interest for people who come from cities to relax and enjoy the country lifestyle. A lot of those people have expressed an interest in local history.

"We're one of the few places in this area that has a tourism twist. People were going through my old shed and quonset looking for treasures," she admitted. The idea for the Merid Mercantile grew from their guests requesting access to locally made products.

"There's a lot of really talented artists in our community, and they don't have many places where they

can showcase their work," Katherine said. It will also feature the many refinished and restored antique items that the couple have worked on in their "Tattered Treasures" venture.

"We'll be digging out pieces that we have, refinish them and put them in the mercantile," she said. "We needed a place on the farm where we can curate some of those pieces and display them."

"We really can't imag-

ine living anywhere else," Katherine confessed. "So we created a life that allows us to stay here. There's an old saying 'If you build it, they will come', and they are coming."

The addition of the Merid Mercantile is the Warrington's way of helping to support small businesses in their community. Once their little store is up and running, you can look forward to finding all sorts of treasures.

Join Us as We Celebrate SMALL BUSINESS WEEK October 15-21, 2023



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NATIONAL SMALL BUSINESS WEEK Q&A WITH SCOTT MATHENY

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— Scott Matheny

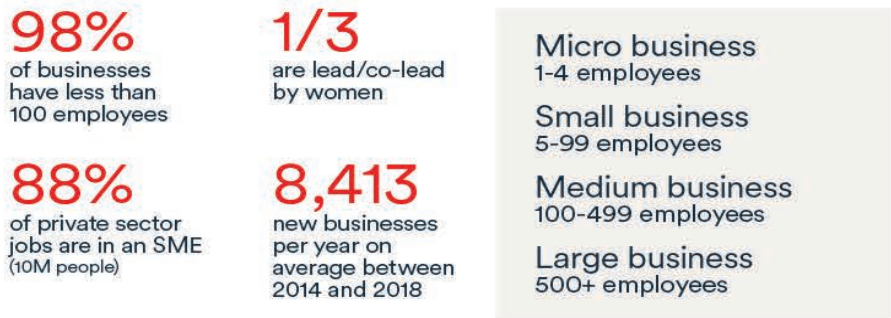


Small business is big in Canada

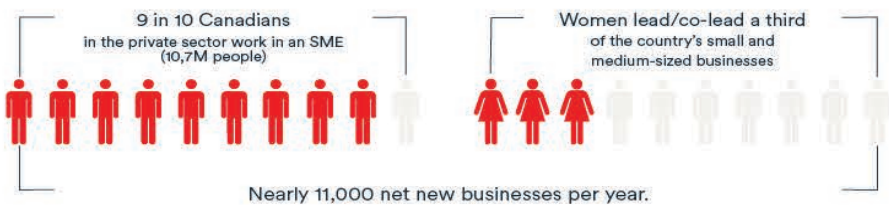


Did you know that small and medium-sized businesses contribute 52% of Canada's gross domestic product? The Business Development Bank of Canada (BDC) is the bank for Canadians entrepreneurs. Celebrate entrepreneurship during *BDC Small Business Week™* and help fuel our country's entrepreneurial spirit!

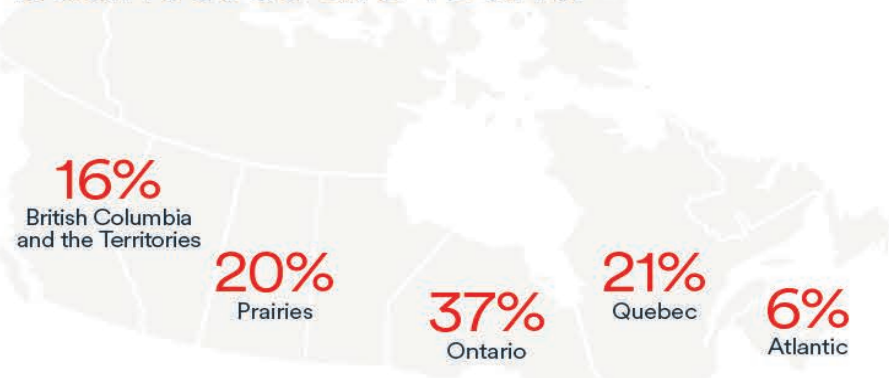
More than 1.2 million businesses in Canada...



...and 726,000 entrepreneurs



Where small and medium-sized businesses are found



- 25 – 44 year olds → have the greatest tendency to form new businesses
- Women → are 1.2 times more likely to start businesses than men
- 37% → of all entrepreneurs in Canada are now women

Top 3 industries with the most SMEs

- 1** Construction → Sector employs 1.3M people
- 2** Mining, quarrying, and oil and gas extraction → Sector employs 1.3M people
- 3** Agriculture, forestry, fishing and hunting → Sector employs 0.304M people

For 44 years, the Business Development Bank of Canada has organized *BDC Small Business Week™*, bringing thousands of entrepreneurs together to learn, network and celebrate the people building companies across the country.

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Celebrating **SMALL BUSINESS WEEK** Oct. 15-21

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Why small business is big in Canada

Small business is the backbone of the Canadian economy. These enterprises, which include many local shops and contractors, drive innovation, create jobs and foster economic growth. In recognition of BDC Small Business Week, taking place from October 15 to 21, here are seven facts highlighting the importance of Canadian small businesses:

1. About 98 per cent of all businesses in Canada have fewer than 100 employees, making small businesses a dominant force in the entrepreneurial landscape.
2. More than 80 per cent of the private sector workforce is employed by small and medium-sized enterprises (SMEs), demonstrating the critical role of small businesses in job creation and employment opportunities.
3. Small businesses in Canada contribute about 53 per cent to the country's GDP,

underscoring their substantial economic impact.

4. Small businesses accounted for about 43 per cent of all goods and services exported by Canadian businesses, showcasing their contribution to international trade.
5. Small businesses are active in various sectors, with the highest concentration in professional, scientific and technical services, retail trade and construction.
6. Small businesses play a vital role in rural communities, accounting for 26.5 per cent of total employment in rural areas.
7. Small businesses are often the breeding ground for innovation, with more than 41 per cent of all private sector investments in research and development being made by SMEs.

This year, you can observe BDC Small Business Week by supporting the small and medium-sized businesses in your community. Visit bdc.ca for more information.



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Benefits of a go-to-market (GTM) strategy for your small business

If you're launching a new product or service, implementing a go-to-market (GTM) strategy can be the difference between thriving and barely staying afloat. A well-crafted GTM strategy can improve brand awareness and increase your sales. It can also improve the efficiency of your roll-out and reduce overall costs, resulting in higher profits.

How to create a GTM strategy

Your GTM strategy outlines your company's goals, budget, target market and approach to marketing and sales.

Take the following steps to create an effective GTM strategy:

- **Define your goals.** What do you want to achieve with your new product? Do you want to increase sales, improve brand awareness or something else?
- **Identify your target market.** Who are you trying to reach with your products or services? What are their pain points, and what are the solutions?
- **Develop a marketing and sales strategy.** How will you reach your target market and generate leads? How will you close sales?
- **Create a budget.** How much money will you need to implement your strategy?
- **Get feedback.** Get feedback from your team, customers and other stakeholders. This will help you identify potential weaknesses and make improvements.
- **Measure your results.** How will you measure the success of your GTM strategy? Track your results so you can see what's working and what's not.
- **Be flexible.** The market is constantly changing, so it's

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They have two young daughters and the family is involved in numerous activities in the community of Leader (both as participants and volunteers); including Lions Club, curling, Wild West Daze and more. Leader Pharmacy supports many groups, teams, events, and other functions through financial donations, raffle items, and volunteer commitments. Your continued support of our small business allows us to make these contributions directly back to our community.

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We take this opportunity to celebrate

SMALL BUSINESS WEEK

OCTOBER 15 - 21, 2023

Small Businesses are the Heart of Saskatchewan!

Ken Francis, MLA
 Kindersley Constituency
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“You never achieve real success unless you like what you are doing.” — Dale Carnegie

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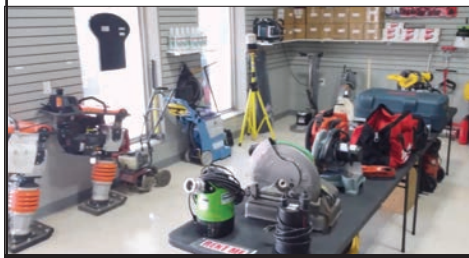
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TOWN OF KERROBERT

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LOCALS SUPPORTING LOCALS

Kerrobart Businesses are a huge part of what keeps our town unique. Local Businesses are run by our neighbour, friends and family. When we buy local we support local! It goes beyond the money to the building of a community with community support.

On behalf of the Chamber of Commerce and the Town of Kerrobart we THANK our local small businesses for the dedication and hard work that you do to provide services and products to the Town of Kerrobart!!

The Town of Kerrobart Council is the legislative function of the Town's municipal government, and is responsible for establishing corporate policy and setting the strategic direction of Town staff for both short and long term goals.

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Small Businesses are the heart of Saskatchewan



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Our Team is here to serve you!

We are proud to be a family owned and operated company that began 37 years ago in Flin Flon, Manitoba. In 2012, we relocated to the farm after Blaine had retired from coaching hockey for 17 years. Both of our adult children have many memories of visiting the farm as young children, so moving was a great option. Today, our 4 children and our 4 grandchildren cherish their visits to the farm. There is always something to do and there is always something to see. It's a life that we are grateful we are able to share with our grandchildren, especially now that Grandpa and Grandma have a pool and a park in their back yard!

When we decided to open our first tanning studio & boutique location in 2016, Kindersley was a perfect choice! The roots of our family extend back to the Kindersley area (Flaxcombe) since 1944. Although our immediate family has only made Flaxcombe our home over the past 11 years, it has always been a place where we have had roots, the farm!

Studio306 is a full service wellness studio that offers Sunless and UV Tanning , Red Light Therapy, Cocoon Wellness Pod, Sauna Pro, Hair, Esthetics and Massage Therapy. We currently carry an extensive line of over 100 exclusive products such as Balmain, Kevin Murphy, Eleven, Amika, K-18, T3 Heating Tools, Corkcicle, Three Ships and Bushbalm (as seen on Dragon's Den), NCLA, Lalicious, My Kitsch, Blume Blends, SugarBearHair, Spongelle, Bodyography, Coco Floss, Snoozies, Dock & Bay to name a few.

Our mantra at Studio306 is that beauty products and wellness services should be life changing. For us this means that they should significantly elevate our daily routines and bring us joy each time we use them! At Studio306 we not only value products and services that look and feel luxurious, but first and foremost, products and services that work for everyone. Studio306 seeks to make the quest for beauty the blissful experience that it is meant to be by delivering a selection of the most effective and luxurious products and services in the industry in an inviting atmosphere.

Our goal was to bring the BIG CITY to our community and surrounding area. Our family is grateful for all of the support we have been given over the past 7 years - every day we deliver 'Service From Our Hearts'. It is our passion to provide high quality product and equipment that exceed our customer's expectations.



**1000A Main St., Kindersley
306-463-2427**