



Celebrating Small Business October 20th, 2022: Downtown Forest Business Profiles

Amy Scott- Straight 2 the Point Osteopathy and Wellness Clinic

Amy owns and runs Straight 2 the Point Osteopathy and Wellness Clinic in Forest, Ontario. Her business is a sole proprietorship. A sole proprietorship is a business with a single owner who is solely responsible for the business. In the eyes of legal and tax authorities, the business and the operator are one and the same.

Amy started her business in 2017 and has been managing this professional service-based business since the beginning. A professional service business is any business who's main offering a service or expertise is rather than a product for sale.

Her office is a 9-5 operation, and she usually starts her days at 9am and carries out 'owner operator' duties such as treating clients, managing contractors, and overseeing the financial details such as operating expenses and revenue. Revenue is a dollar figure that indicates how much money a company has earned by selling its products and services in a given period (a week, month, quarter or year). Before becoming a business owner,

Amy worked as a registered nurse and noticed that patients in traditional healthcare settings were sometimes treated like numbers on a spreadsheet. She created Straight 2 the Point after her time working in a hospital and struggling with her own health issues to offer a more personal environment to her clients.

Amy markets her business in a variety of ways, including the use of content marketing using her knowledge and expertise. Content marketing is an online marketing strategy that helps companies attract and engage customers by publishing content specific to their interests and needs—e.g., blogs, articles, videos, social media posts.



Chris Williamson- Williamson Farms Country Store



Chris Williamson is the co-owner of Williamson Farms Country Store, a partnership and complimentary shop to the Williamson's family farm business that was started in 1906. Chris has co-owned the store since it opened its doors, and she uses her background in retail, accounting and bookkeeping every day to manage the store's operations with her husband.

A retailer is a business that finds, buys and gathers products or services from multiple suppliers and sells them to consumers. Retailers provide value by offering consumers a wide selection of products and services in one place. This type of business typically buys products in larger quantities at reduced unit costs. To make a profit, retailers mark up the prices of the products they sell.

Williamson Farms Country Store is usually open from 10-6, but Chris starts her day around 6:30 in the morning and carries out tasks like picking up new products, ensuring product shipping, organizing the storefront, managing inventory, and dealing with the financial aspects of running a business. For example, managing accounts payable is one of the most important financial responsibilities for any business. It ensures you are paying your bills on time and that you have the cash flow you need to operate.

Chris had started selling products online through their e-commerce store. E-commerce is the process of buying, selling or exchanging products and services electronically—usually via the Internet or a mobile device.

This change is a great example of a business owner continuing to learn and try new things to grow the family business. One of the common challenges of having a bricks-and-mortar location and e-commerce store at the same time is inventory management. A company's inventory includes any product for sale, any unfinished products (works in process), and any materials it owns to produce goods.

Chris Williamson engages her daughters in the family business for support and ideas, demonstrating a great example of collaboration, which is an important step for succession of any business. Succession planning is a process for identifying, recruiting, training and mentoring individuals with leadership potential, preparing them to step into ownership. The goal is to ensure a business can continue to run smoothly during planned or unplanned changes.

Chris has been an entrepreneur for almost all her life, starting with opening a clothing store when she was 13, and she has been in the retail business for 45 years.

Tracy- Java and Scoops



Java and Scoops is an “unassuming, petite shop” with counter service of specialty coffees, old-fashioned ice cream and delicious lunches. Located in downtown Forest, Java and Scoop opened their door three and a half years back to the public. The shop offers health-conscious lunch options with vegetarian, vegan and gluten-free options. The shop owner,

Tracy is the sole proprietor of the business. A sole proprietorship is an unincorporated business that one individual owns. It is the most straightforward kind of business structure. The sole proprietorship owner is responsible for making decisions, receives all the profits, claims all losses, and does not have separate legal status from the business.

Before starting Java and Scoops, Tracy was a photographer. Due to the lack of healthy and specialty lunch options in the area, like gluten-free, dairy free and vegan items, she decided to start her own café business. An entrepreneur is someone who starts or owns a business. Having different menu options is one way for a business to have a competitive advantage. A competitive advantage is anything that gives a company an edge over its competitors, helping it attract more customers and grow.

Tracy purchased the build her business is located in and started her own business from scratch. Entrepreneurs who choose to purchase their location typically obtain a commercial mortgage, which is a loan given to a business to buy a commercial property. A loan is a sum of money borrowed with the agreement to pay the lender back within a specific period of time. Not all entrepreneurs purchase the building. It is more common for entrepreneurs to lease a location, which means you do not own the building (it is similar to paying rent). She was only eight months in the business when Covid-19 hit, but with her determination, she was able to keep and run the business.

A typical day for Tracy is hectic. She not only serves the customers, but she also bakes the items and keeps them stocked. Time management is a critical skill for entrepreneurs like Tracy. Time management is the ability to use one's time effectively or productively. She has many other jobs to look after as well. She oversees her accounts and is a bookkeeper while maintaining an inventory to run the store. A bookkeeper is a person who records the accounts or transactions of a business. She manages and runs her own social media accounts to keep a healthy digital presence and market her business.

It is very important for a business owner to have a marketing plan. A marketing plan outlines a business's its intended marketing and advertising activities for a specific period of time (usually the next 12 months). She is a barista and trains new employees, often hired during busy seasons. An employee is a person who is paid to work for someone else. Business owners either manage employees themselves or hire managers who work directly with employees and report to them, depending on the size of the business and number of employees.

Brianne Roder & Morgan Hutton- My Fit Room



My Fit Room is a partnership between two sisters, Morgan Hutton and Brianne Roder, who are both certified personal trainers and wellness coaches. My Fit Room was opened in 2017 in Forest, Ontario and offers personal training, full body workout programs, and monthly virtual programs to fit the preferred experience for clients. Their goal is to promote that 'movement is medicine' by making the space all about social, physical, and mental well-being.

Before Morgan and Brianne purchased both connecting locations and started My Fit Room, they worked at an agricultural dealership and in a hospital as a physiotherapist assistant. They have two studios operating simultaneously, so communication is very important to them in order to keep the business' day-to-day operations running smoothly. They work hard to maintain communication with one another as a partnership and as sisters to distribute daily tasks and to maintain good customer relationships.

Scheduling is a very big part of owning and running My Fit Room. Organizing and figuring out which trainer will carry out which task requires constant communication between members. The daily tasks are anything and everything for these business owners, and some of these include collecting payments, bookwork, lots of cleaning and managing their social media pages. They operate group classes, personal training sessions, yoga, and workshops themselves as well.

H&R Block

H&R Block is a tax preparation company operating in Canada, the United States, and Australia. The company was founded in 1955 by brothers Henry W. Bloch and Richard Bloch. As of 2018, H&R Block operates approximately 12,000 retail tax offices staffed by tax professionals worldwide.

Matthew Laberge owns Forest's franchise for the company. He brought the franchise in 2021. With a franchise, a company licenses its processes, intellectual property (e.g., trademarks), trade secrets and proprietary knowledge to an entrepreneur for a one-time fee and ongoing annual royalties.

An entrepreneur who buys a franchise is called a franchisee. The franchisor is the business that originally developed the products, services and proprietary knowledge being licensed.

Franchising is a popular way to start a business and is prominent in the food industry. It gives entrepreneurs access to a franchise brand, marketing and ready-made operational model.

Matthew is also a sole proprietor for many other businesses like Clap Balm. It is an all-natural balm applied to your hands after hockey to kill the unwanted smell left by gloves. He is also a financial advisor at choice wealth management.

A typical day for Matthew is to meet new businesses and clients. He handles new clients and businesses and meets and create new business with the help of networking on social media and other events. It is also on his to-do list to stay in touch with old businesses and clients and address their needs. They don't outsource much of their tasks.



Chris & Kristy Ravell- Ravell Insurance



Ravell Insurance Inc. is a local insurance company backed by Lambton Mutual. Located in downtown Forest, Ravell Insurance Inc opened its door 7 years back when it took over from a previous business that had been downtown for more than 45 years.

It is a partnership business between Chris and Kristy Ravell. A partnership is a business that consists of two or more people who combine their resources to form a business and agree to share risks, profits and losses.

Lambton Mutual is the parent company. It was formed in 1875 and is 100% Canadian. Ravell Insurance Inc. is their front agent in the Forest area. Before the start of Ravell Insurance Inc, Kristy used to work as an agent with another insurance company while her husband Chris was in the pharmacy business. Because of Kristy's passion for the Insurance business, she convinces Chris to join her in this field, and they decided to assume this business and rename it Ravell Insurance Inc.

A typical day for Chris and Kristy is to serve the customers, take a phone calls and set up a consultation with different clients. They have two other staff members to help them run their day-to-day business. They care for basic renewal, contracts, car dealerships, and farm customers. Kristy also manages her social media and the new intake of clients.

Glen Van Valkenburg -Vanvalkenburg & Sons Jewelers



Van Valkenburg & Son Jewellers is a five-generation, family-owned business. They have been in business for the past 140-plus years. Located in downtown Forest, the store first opened its door in 1873. The business model for the store is a corporation. A corporation is a legally established entity that can enter contracts, own assets, incur debt, sue, and be sued—all separately from its owner(s).

Because it is defined by law, a corporation can technically exist forever. This means that if the owner dies, the company can continue as an operating entity—unlike in partnerships or sole proprietorships where company assets may be tied up in estate and taxation issues.

The shop owner, Glen Van Valkenburg, has been managing the store since 1985. He was born into the business, as his family has owned this business from the very beginning. Glen is responsible for running and looking after every aspect of the company. His employees look after day-to-day business. An employee is a person who is paid to work for someone else. Business owners either manage employees themselves or hire managers who work directly with employees and report to them, depending on the business size and number of employees. Glen manages his employees. He also takes care of all the shop inventory. A company's inventory includes any finished units of product it holds for sale, unfinished units of products (works in process), and any raw materials it owns to manufacture goods.

Before starting his family business, Glen was involved in various fields. He was a bus admin at the University of Windsor and drove ambulances and many other ventures.

A typical day for Glen is taking care of the store. He stocks jewelry and places it in the displays. Glen repairs the watches and jewelry himself. He also attends to his customers and place orders for any custom jewelry people order. He also takes care of the store's social media. A business owner needs to have a marketing plan. A marketing plan outlines a business's intended marketing and advertising activities for a specific period (usually the next 12 months). Glen secures all his jewelry back in the lock and closes the store.

Melanie Zupancic- This & That Shabby Chic



This and That Shabby Chic is a sole proprietorship business in Downtown Forest, that sells vintage clothes, décor, and antiques. A sole proprietorship is a business with a single owner who is solely responsible for the business. This and That Shabby Chic previously ran as a partnership when Melanie opened the business 5 years ago with a close friend. A partnership is a business established by two or more owners. After several months Melanie and her friend felt it was best to dissolve the partnership, because roles were not defined clearly in the beginning of starting the business. Their Partnership started strong with similar mindsets but as they did not concentrate enough on the business plan, it had to end.

This and That Shabby Chic is open 3 days a week on weekends and is a seasonal business. A seasonal business is a business that is busier during one time of year than the other. This and That Shabby Chic Melanie's average day in her business involves taking stock of new inventory that has arrived during the week from her buyers. Melanie's buyers shop during the week at various locations and Melanie buys the products back.

Like many entrepreneurs, Melanie must wear many hats. She is the face of the business, does all marketing and bookkeeping and is the face of the business.

Small Town Beauty

Small Town Beauty is a bright, little town spa on King Street. They offer a wide range of esthetic services. Kayla Moore is the sole proprietor of the salon.

Kayla is the stylist behind the chair at Small Town Beauty. She has been a hairstylist/esthetician for eight years, and she opened her place after many years in a salon setting.

A typical day for Kayla is busy. Her day starts with cleaning and prepping for the day. She does all laundry, cleans the spa, and arranges her products. She provides various services like hair cuts, styling, waxing, pedicures, manicures, brow services, facials and many more. She oversees her accounts and is a bookkeeper while maintaining an inventory to run the store. Kayla operates and handles her social media and manages all the booking for her saloon.

Not much is outsourced at Small Town Beauty. Only the products used are brought from skin care.



4 Rest Beauty Bar

4 Rest Beauty Bar is a bright and health-inspected spa. They offer a wide range of esthetic services, nursing footcare, and homecare options. Located on 1 James Street Forest, 4 Rest opened its door on January 1, 2020, in the middle of the pandemic.

The shop owner, Ashley Gallant, is the sole proprietor of the business. A sole proprietorship is an unincorporated business that one individual owns. It is the most straightforward kind of business structure. The sole proprietorship owner is responsible for making decisions, receiving all the profits, claiming all losses, and not having different legal status from the business.

Before starting 4 rest beauty Bar, Ashley was an esthetician. Before taking over an older spa in the exact location, she used to work there. 4 Rest Beauty is a start-up business. A start-up is a business in the earliest stages of getting established. Companies may stay in start-up mode for as long as three years. She recreated her spa from "head to toe" and has been going strong.

A typical day for Ashley is busy. Her day starts at 8 a.m. doing all the laundry, cleaning the spa and arranging her products. She provides various services like waxing, pedicures, manicures, brow services, facials and many more. Time management is a critical skill for any entrepreneur. Time management is the ability to use one's time effectively or productively. She has many other jobs to look after as well. She oversees her accounts and is a bookkeeper while maintaining an inventory to run the store. A bookkeeper is a person who records the accounts or transactions of a business.

Ashley outsources some of her products, like local handmade soaps, candles, and skincare lines. Outsourcing is the business practice of hiring a party outside a company to perform services or create goods traditionally performed in-house by the company's employees and staff.



Brooke-Strands Hair Salon



Brooke has owned Strands Hair Trends in Forest Ontario for 13 years as a sole proprietorship, and she has also been managing her business since it opened. The hours that her full-service, inclusive salon and mini spa differ throughout the week, but Brooke works all day from 9am to 9pm mostly every day. Brooke's business offers specialized and unique services with every member of staff contributing their own style and talent, and the work environment helps them to evolve with the salon industry and refine their skills.

Brooke's main role is managing business aspects like ordering and keeping track of inventory, updating the social media and website, and doing lots and lots of cleaning and laundry. Before Brooke started Strands, she worked as a hairstylist at a nursing home.

The bookwork and payroll tasks are outsourced outside of the business, and the retail portion of the salon is a mixture of local products and other inventory. A larger salon like Strands Hair Trends requires good communication skills and most of all teamwork. Some very important aspects of working at this business are making sure the appointments are all scheduled correctly, having an exceptional customer service standard, and the having the ability to make good conversation while also completing services.

When opening and managing a salon, you also must make sure to maintain a welcoming, clean, and professional environment. A salon owner must think of the aesthetic of their space – what interior design are you going for, what is the layout of the salon and how are you going to make this layout work the best for the space?

Cory & Amy – Cory's Carz

Cory's Carz is a corporation business owned and managed by Cory and his wife Amy. Cory and Amy share management duties of the business, and Cory is also one of the main service mechanics for their company.

The couple bought the business, and Cory started his entrepreneurship journey and interest as a school bus mechanic. Amy does a little bit of everything, from helping out on the administrative duties of running a business and managing the bookkeeping and customer relations.

A corporation is a company that is owned by several people but that is considered a different legal entity from the owners. Companies usually become corporations when they want limited liability, which makes it so that the corporation's shareholders are not personally responsible when it comes to legal matters like debt.



Craig Rainsberry- Lambton Shores Chiropractic



Lambton Shores Chiropractic is a sole proprietorship that has been in operation for 6 years. Craig has been managing the businesses as owner and operator for the full 6 years.

Craig's average day as a business owner mostly involves looking after his patients. Including the patients visits and treatments, as well as the follow up paperwork. Craig also needs to continue educating himself to be sure that he is providing the best care to his patients.

Other roles in Craig's day include everything his business needs to operate smoothly. He must maintain a full inventory of materials, a clean and hospitable building, and hire staff.

This business was purchased from a previous chiropractor and the name was changed to Lambton Shores Chiropractic when Craig took over the building and business. An entrepreneur can purchase a business from a previous owner, and the remaining inventory and customers. In this case that would include the medical supplies and patients.

Robin Galbraith – Robin's Backyard Nursery



Robin and her family currently run her backyard plant nursery in Lambton Shores, and they specialize in outdoor plants like trees, shrubs, and perennials. Robin has been starting plants from her own clippings for years before she started her business in 2015 with the help of her daughter and granddaughters. The nursery usually features garden shrubs that grow very well in our Canadian hardiness zone 5 and can survive the cold winters outdoors, and Robin ensures that her plants have good root systems before putting them up for sale. Her website features all sorts of tips about landscaping and gardening, and she offers personalized plant selections based on what her customers want for their spaces.

Robin used to be a factory worker before she became an entrepreneur, but she has always been interested in learning and teaching about gardening and landscaping. She is very knowledgeable on things like identifying common garden pests, where to put specific plants depending on their individual needs, and outdoor plant upkeep.

Running a home-based and product-based business can be a very rewarding and personal experience. A product-based business is a business that sells physical objects, and a home-based business can be product or service based.

Robin's business would be both a product and service-based business, as she does offer her expertise to customers who are looking for specific plants or landscaping advice and she sells physical 'things' like trees and shrubs.

Typical landscaping and home and garden companies have to have specific health and safety rules in place to protect their workers and their customers.

What do you think a landscaping business might have to consider a liability risk that is different than most businesses?

Suzanna - The Society of St. Vincent de Paul

The Society of Saint Vincent de Paul Forest is a thrift store associated with SVDP non-profit organization. A non-profit organization is a group organized for purposes other than generating a profit. No part of the organization's income is distributed to its members, directors, or officers.

The store has been in town for more than 40 years. Suzanna has managed the store for the past nine years. She also gets help from other volunteers off and on.

The store is busy in summer, and the business is slow in winter. A typical day for Suzanna is sorting through donations, pricing the items, and arranging them to be showcased around the shop. She also cleans the store and rearranges it to make it feel tidier and more welcoming.



David McClean -Forest Museum



Forest Museum is a corporation and non-profit established on April 14, 1962, by a group of local citizens who formed The Forest-Lambton Museum Society and established this Forest-Lambton Museum. A corporation is a legally established entity that can enter contracts, own assets, incur debt, sue, and be sued—all separately from its owner(s).

Because it is defined by law, a corporation can technically exist forever. This means that if the owner dies, the company can continue as an operating entity—unlike in partnerships or sole proprietorships where company assets may be tied up in estate and taxation issues.

The museum started in a Victorian-era house at 59 Broadway Street to house its artifacts. In 2009 it was relocated to its current site, the building that housed the much-loved Forest Home Bakery for well over one hundred years. Board members and volunteers currently run the museum. Now, David McClean is handling the museum. He has been in charge for the last five years with many other volunteers.

A typical day starts with opening doors at 10 a.m. David arranges stuff and does some basic housekeeping of the place. They have visitors from "near and far." During tours, David answers queries and elaborates more on local history. He also organizes and maintains a catalogue of all the artifacts in the museum. They only outsource primary artifact services and printing of marketing material.

Through the museum, the society engages our community in exploring its culture and heritage. The museum's exhibits, archives and social media help visitors understand and appreciate the area's history and make meaningful connections between past and present.

Forest Travel Service

Forest Travel Service has been in business since 1977. They offer complete travel services to destinations worldwide. They are fully bonded to provide their clients with professional and friendly travel arrangements to suit individual needs. Their services include airline reservations, cruise bookings, travel insurance, group travel and many more.

Angelina Pickering owns and manages the business. Forest Travels is corporation. It was established in 1977. Angelina has worked for the business for last 13 years, but she brought Forest Travels nine years ago.

Every day is always different for Angelina at the business. She meets clients, does a lot of paperwork, and make booking and reservations for the clients. She wears many hats at the same time in her business. She is a travel agent and bookkeeper who handles customer service and many other tasks. A travel agent is a person who sells transportation, lodging, and admission to entertainment activities to individuals and groups planning trips. They offer advice on destinations, plan trip itineraries, and make travel arrangements for clients.

Angelina also works as a Program Instructor at Sari Therapeutic Riding. It's a therapeutic riding facility which help people with different difficulties to ride horses. Riding a horse moves the rider's body in a manner like a human gait, so riders with physical needs often show improvement in flexibility, balance, and muscle strength.



Kiwanis Kineto Theatre



The first moving pictures that Downtown FOrest saw were in 1905 at the old town hall, beside the old Carnegie building. On April 13, 1917 the Rumford brothers (a local family) purchased a piece of property in Forest on what was then known as Front Street, which is now 24 King Street West, The building is now known as the Kiwanis Kineto Theatre.

The theatre was sold to the Kiwanis Club of Forest on February 1st, 1977 for \$18,000 and the service club still owns and operates the theatre as a **non-profit** business. A non-profit is _____.

The members of the Kiwanis Club of Forest do much of the work themselves, as volunteers. This includes tickets sales, advertising, bookkeeping, renovations, cleaning, and concessions.

he Kiwanis Club of Forest offsets the cost of operating the theatre through other community fund raisers such as Bingos, Calendar Draw Sales, Pancake Breakfasts, Advertising Sales, Strawberry Social, Christmas Tree sales, and various other events. The Club is also responsible for other service projects that are brought to you every year.

These are members of the Forest community responsible for the continuing success of the Kiwanis Club of Forest. They are current members in good standing and some will be your floorwalkers for the show when you attend. The club utilizes the basement of this facility for its meetings and the Theatre and meeting room are available for rentals to other groups.

Forest Library



Lambton County Library began in 1932 as the Lambton County Library Association, a partnership between 14 member libraries. It conducted its business from the Sarnia Public Library. In 1950 the library became a cooperative and moved to a new Headquarters on Niagara Street in Wyoming, Ontario. In 1967, Lambton County Library was established with 19 independent libraries across the County merging to form one administration with one budget. Lambton County Library serves the public at 25 locations and operates a mobile library service.

Lambton County Library offers many free services at 25 locations in Lambton County.

At any Lambton County Library location, you can borrow books, DVDs, magazines or use computers or wireless Internet. All locations also offer many programs and activities for children, teens and adults.

Lambton County Library also operates the Sarnia Library Theatre, a 306-seat auditorium that can be rented year-round for recitals, plays, concerts, movie screenings, and more. Lambton County Library is operated by the County of Lambton Libraries Department. The library is governed by Lambton County Council.

Lambton County Library strives to provide a balanced collection of materials that meets the cultural, recreational, educational and informational needs of Lambton County.

We offer a range of materials in our collection, including books, eBooks, audiobooks, eAudiobooks, magazines, eMagazines, newspapers, eNewspapers, CDs, eMusic, DVDs, electronic movies and tv series, video games, specialized collection (snowshoes, pedometers, GPS, book club kits, braille books, eReaders, ESL language learning materials, Kill-a-Watt meters, large print books, Ontario Park Passes, multilingual materials, museum passes, Seed Library, and VOX™ Books), Playaway Views and Launchpads, theme kits, Makerspace equipment, and a collection of materials in accessible formats.

The idea behind makerspaces is simple: they are places where people come together to learn about technology, crafts and other kinds of making; to share knowledge and skills with others; and to apply this knowledge and skill by creating things.

With your library card you have access to two free online learning programs, Gale Courses and LinkedIn Learning. Both of these programs offer a wide range of courses ranging from topics like personal finance, business, to interior design, to using software applications like Microsoft Office. Makerspaces are collections of resources: they are spaces filled with technologies, tools and toys, 3D printers, laser cutters and robotics.

Many of the terms used in the document can be found on the Business Development bank of Canada's online Glossary

<https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/templates-business-guides/glossary>

