

Prestige Lawn Care: Cultivating Greenery, Nurturing Community

By Shannon Russell

In the bustling world of lawn care, one name stands out for its unwavering commitment to excellence, integrity, and community: Jay Norrie of Prestige Lawn Care. What started as a humble endeavor in 1998 has blossomed into a thriving business known for its impeccable service and dedication to customer satisfaction.

Jay's journey into the world of lawn care began with a passion for the outdoors and a keen eye for environmental stewardship. Armed with a degree in Environmental Pest Management, Jay honed his skills while managing a large chain lawn company. However, it wasn't long before he noticed the shortcomings of sending out underqualified technicians with limited knowledge, compromising the quality of service provided. Determined to offer customers their hard-earned money's worth, Jay seized an opportunity when the company's Barrie office closed its doors. That drove him to embark on his entrepreneurial adventure.

Central to Prestige Lawn Care's ethos is Jay's unwavering commitment to excellence. With a philosophy rooted in honesty, reliability, and competitive pricing, Jay ensures that every client receives nothing short of exemplary service. For Jay, it's not just about treating lawns; it's about cultivating relationships and nurturing thriving outdoor spaces.



Driven by his love for the great outdoors, Jay finds immense fulfillment in his work. Unlike the monotony of a typical 9-5 job, Jay thrives on the satisfaction of happy customers and the opportunity to educate others on the joys of a lush, healthy lawn. Whether it's welcoming new clients or fostering long-term relationships with returning ones, Jay cherishes every interaction as an opportunity to make a positive impact.

Beyond business success, Jay is a staunch advocate for supporting local small businesses. To him, they're not just faceless entities but friends and neighbors who form the backbone of the community. In a world dominated by corporate giants, Jay believes in the power of grassroots efforts to drive economic vitality and foster a sense of belonging.

Amidst the hustle and bustle of running a business, Jay never loses sight of the importance of gratitude and positivity. A funny story here and there serves as a reminder to appreciate the loyalty of his customers, who entrust him with the care of their outdoor sanctuaries. After all, a beautiful, healthy lawn is more than just grass—it's a testament to the dedication and hard work invested in creating a welcoming home.

Family lies at the heart of Jay's motivations, serving as both his rock and his inspiration. With two children currently pursuing their post-secondary education, Jay's dedication to providing for his loved ones shines through in every aspect of his business endeavors.

In the world of lawn care, Jay Norrie and Prestige Lawn Care stand as beacons of excellence, integrity, and community spirit. With a steadfast commitment to quality service and a passion for fostering green spaces, Jay continues to leave an indelible mark on both his clients' lawns and their hearts. ■



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WILDERNESS RAW

Feeding Your Pet The Way Nature Intended

BY SHANNON RUSSELL WITH
MIKE CATTARUZZA & RYAN HILL

Tell us a bit about your business?

Wilderness Raw is an independent retailer of raw pet food, treats, and supplies. We are dedicated to providing the freshest and highest-quality ingredients for pets. Our vast selection includes quality proteins and meals from reputable brands, along with supplements and premium side dishes to complement any diet. At Wilderness Raw, we believe that if the quality isn't good enough for us, it's not good enough for your pets. We offer personalized one-on-one assessments to ensure the chosen diet suits your pet's needs. Can't make it to the store? We also provide delivery services!

Tell us how Wilderness Raw came to be.

Wilderness Raw was established in late 2018 out of a personal need for quality pet food. After experiencing many trials and errors in finding the right product for their own dogs, the founders finally sourced a reliable and high-quality supplier. This led to the birth of Wilderness Raw. During the COVID-19 pandemic, the business successfully pivoted to contactless delivery, allowing pet owners to continue providing for their pets without leaving their homes. This service remains a key part of our offering today.

What is the philosophy behind Wilderness Raw?

Our philosophy centers on offering natural, locally sourced products to ensure optimal health and well-being for pets. We emphasize quality and transparency, thoroughly vetting and testing all products before they reach our shelves. We collaborate with trusted local manufacturers who source ingredients from Canadian farms, focusing on sustainability and ethical practices. We prioritize products free from artificial additives and support the natural dietary needs of pets. Continuously developing our knowledge and skills, we strive to improve the ever-growing pet industry.

Tell us the inspiration behind the business and what brings your everyday a little joy?

The team at Wilderness Raw finds joy in building relationships with customers, who we consider part of our Wilderness Raw family. Helping pet parents with dietary concerns and seeing the positive impact on their pets is deeply rewarding. Our greatest inspiration comes from witnessing the improvements in pets'

health and happiness after switching to our recommended diets. The fulfillment we get from both our customers and our home lives drives everything we do.

Do you have a special message to share with your community?

We invite everyone to stop by our store, pets included. If you or your pet need a calm environment, please call us at (705-615-9820) or email us at info@wildernessraw.com, and we'll arrange a special visit for you both.

Tell us a fun story connected to your business?

Wilderness Raw is more than just a business; it's a story of friendship and community. The Cattaruzza and Hill families became neighbors in 2011 and soon formed a strong bond. Their children grew up together, and even before becoming co-owners, Ryan frequently helped Mike with the business. While they don't always work together at the store, their friendship remains strong, and they continue to create lasting memories in their off time.

Tell us a bit about Wilderness Raw's community involvement?

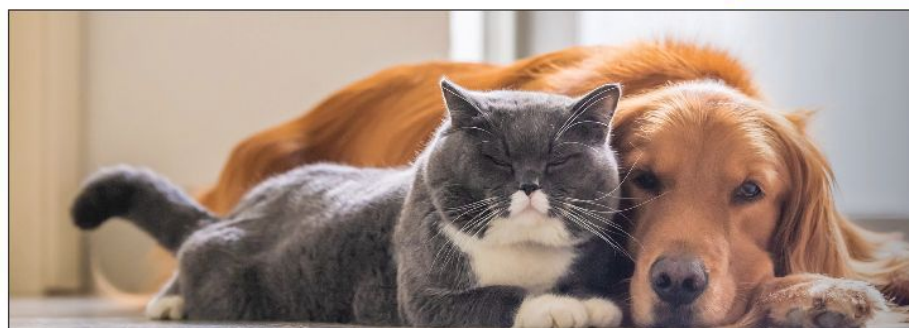
Wilderness Raw is proud to sponsor the South Simcoe Ball Hockey League and the South Simcoe Storm U15 BB team. We also support the Sunnybrae Bulldogs' efforts to raise funds for new playground equipment and contribute to various dog rescues and their fundraising efforts. Our commitment to the community includes meeting pet owners after hours when their pets need urgent care.

MEET THE OWNERS:

Mike: "My wife, Stephanie, usually runs the store during the day. Our daughter, who is very sporty, plays on two ball hockey teams and trains and coaches jiu-jitsu. Our son loves outdoor wilderness camping. We also enjoy taking our 135-pound American Bulldog, Maximus, on camping trips, even to places without electricity, like the Mississagi Lighthouse on Manitoulin Island."

Ryan: "I have been married for 17 years. My children love jiu-jitsu, with my daughter enjoying drawing and my son creating with Lego. My son has apraxia of speech, which can be challenging. We have two cats, Tootie and Everest."

At Wilderness Raw, they are not just a business; but a family dedicated to improving the lives of pets and their owners.



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BUILDING SUCCESS: THE JOURNEY OF YOUR FINANCIAL SUCCESS MATRIX

BY SHANNON RUSSELL WITH DAVID POTOCKI & MARIA MEJIA

David and Maria have a combined experience that stretches over decades, each bringing unique strengths to the table. David, with his 30 years of business acumen, and Maria, with her extensive background in accounting and bookkeeping, found a perfect synergy in their collaboration. Their partnership birthed Your Financial Success Matrix, a consultancy designed to provide businesses with not only coaching strategies but also meticulous financial tracking.

The journey to forming this dynamic duo began when David, a seasoned business strategist, realized that many businesses failed not because they ignored problems, but because they couldn't see them in the first place. He met Maria, whose expertise in accounting revealed the often-overlooked financial pitfalls. Together, they formed a team poised to address these blind spots, ensuring that businesses have a clear vision of their financial health and strategic direction.

At the heart of Your Financial Success Matrix lies a powerful philosophy: Businesses don't fail because they saw a problem and ignored it; they failed because there was a problem they didn't see. This belief drives their mission to help clients identify and address unseen issues before they become insurmountable obstacles. David has honed various strategies over the years to tackle different aspects of business operations, from marketing to management. With Maria on board, these strategies are now bolstered by robust financial tracking and analysis, making their approach even more comprehensive and effective.

David and Maria draw their greatest inspiration from their clients successes. The joy of seeing a business owner achieve financial freedom and gain more time with their family fuels their passion. They take immense pleasure in getting to know their clients personally and crafting creative solutions tailored to each unique business challenge. This collaborative approach not only fosters strong client relationships but also results in more innovative and effective strategies.

To the community, David often shares a guiding principle: If you don't know where you are going, any road will get you there. He emphasizes the importance of having a clear end goal and working backwards to create a roadmap for success. This advice encapsulates their method of starting with the end in mind and meticulously planning each step to ensure their clients dreams become reality.



In their day-to-day operations, David and Maria maintain a positive and proactive attitude. They view problems not as setbacks but as opportunities to innovate and improve. This mindset keeps their work dynamic and engaging, transforming challenges into learning experiences and solutions.

Outside of work, David enjoys life on his dream rural property, where he lives with his wife, children, and two dogs. The tranquility of the countryside and the presence of a river provide a perfect backdrop for relaxation and numerous projects during his downtime.

Maria, who is eagerly awaiting the arrival of her first child, is excited about the new chapter in her life and looks forward to the joys of motherhood. David's vast experience, having worked with over 700 businesses, positions him as a valuable resource. He generously shares his knowledge through ongoing free workshops, where business owners can learn and implement five growth strategies immediately.

Together, David and Maria of Your Financial Success Matrix are not just consultants; they are dedicated partners in their clients journeys to success, offering a blend of strategic insight and financial expertise that ensures businesses not only survive but thrive.

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COMPHYSIO+ PERFORMANCE WELLNESS

WITH TOM AND KYLEE SWALES

What is COMPHYSIO + Performance Wellness and how did it come to be the business it is today?

Tom, a passionate Physiotherapist and Strength Coach has commitment to patient care and unique treatment philosophy that meant they needed to scale to deliver on his vision to make a bigger impact on their communities. He started in the basement of his family's first home. Shortly after, Tom and Wife, Kylee partnered up creating the vision and brand of Concept of Movement. They then moved into 110 Bradford Street, Barrie. Kylee started at the front desk, managing everything from client intakes, phones, marketing, cleaning, etc. While Tom focused on patient care, onboarding and training new team members to assist in managing the quickly growing patient list. In 2019, a rebrand happened to create "COMPHYSIO +Performance Wellness" to encompass their expanding service offerings including Chiropractic, Osteopathy and Acupuncture and added advanced technology such as the Pulse PEMF and Thor Cold Laser to assist in quicker patient recovery. The business expanded into 5,000 square feet, with a full private gym renovation, now known as the "The Movement Factory" and they onboard a leadership team, headed up by Clinic Director and Physiotherapist, Natalie Ornella and Client Care Manager, Stephanie Hayden to ensure quality of care is never compromised!

"It's heartwarming to look back and think of how far we have come in the last 12 years. We've gone from just the two of us to an incredible team of 25 extremely talented professionals who we get to work alongside us!"

Kylee shares. We love our community and feel completely blessed to do what we do, to keep people living happy, pain free lives!"

What is the philosophy behind the business?

At COMPHYSIO+ the philosophy revolves around personalized 1 on 1 care, patient education, and creating a positive atmosphere. Since 2012, they have been dedicated to helping individuals overcome pain and limitations by addressing root causes and empowering them to take control of their health. With COMphysio+ you can rediscover the joy of pain-free living and get back to doing what you love. #youCANwithCOM

What is COMPHYSIO+ biggest inspiration?

"Apart from our family being our biggest inspiration, we are driven by the desire to serve our community with a culture that offers continual growth and innovative care from a team our communities love working with!" shared the founders.

"The right people on the right bus creates a culture that supports one another, works as a collaborative team, and strives to be the best version of themselves." says Kylee.

Nothing exemplified this team's unity more than when Tom was hospitalized for 5 weeks, 10 days in the ICU, for an invasive Strep A infection that nearly took his life. The COM team banded together taking care of every aspect of the business while Kylee was by Tom's side every day to support him in his recovery. "We are truly grateful for the team we have the honor to work with every day," shares Kylee.



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Do Your Giggles Turn to Dribbles? Are You on the Tee but Have to Pee? Freedom and Confidence Can Be Yours Again.

By Jennifer Matthews

Many people don't like to talk about urinary leaks, urgency and frequent bathroom trips. It is a condition that affects two out of every three women, and sadly, once it has started, it only worsens without intervention. Erin Craven, Freedom Founder and CEO at UROSPOT, a private urology/ pelvic health focused clinic, started her strong passion for women's empowerment, health care, innovation, and technology five years ago. UROSPOT offers an innovative way to restore freedom and peace of mind for people living with these pelvic health challenges. "Experiencing these issues myself, and struggling to find a solution where I could remain fully clothed, I began my journey into learning as much as I could. I quickly realized that I wasn't alone," said Erin. With 23 years of healthcare executive experience and a team that includes Dr. Laura Sovran OBGYN and Dr. Sinéad Dufour, the guru of pelvic health physio in Canada, UROSPOT offers a modern treatment approach. This approach helps people say goodbye to these issues in the most dignified manner, with the bonus of being partially covered by physiotherapy benefits. It may be surprising to learn that both women and men struggle with pelvic health challenges, and UROSPOT supports both.

When walking into UROSPOT, clients will discover an environment unlike any other. It is not lost on the staff that even the first step to call



for a consultation has taken a tremendous amount of courage for many people who inquire about their services. "At UROSPOT everyone feels welcomed, comfortable, and confident that they are with a group of women who care," explains Erin. With a compassionate team that works to bring people newfound levels of joy, freedom, and confidence, UROSPOT can only be described as client-focused. In their spa-like environment, the team administers pelvic floor muscle restoration via the Kegel Throne, a medical chair that is non-invasive and dignified. Clients stay completely clothed for the duration of the treatment. No one touches you, and nothing goes inside your body. This FDA and Health Canada approved technology delivers 11,000 Kegel exercises in one 28-minute session—the client simply sits on a chair while remaining fully clothed. There is no pain and no downtime. The chair does all the work for you. "It is not surprising to see tears of joy after this life-changing treatment. Clients will say they didn't realize how much of their day-to-day life was taken up by this, until it wasn't anymore." Aside from the relief of urinary urgency, frequency, night waking, prolapse and incontinence, the technology can have the added side effect of more pleasure during intimacy. At UROSPOT, you leave empowered and educated. As pelvic health experts, treatment includes world-class education and support on so many aspects of pelvic health.

The treatment done at UROSPOT also has a positive environmental impact. With so many adults dealing with incontinence, adult diapers now outsell baby diapers, and just one single pad can take over 500 years to decompose in our landfills. Research shows people are spending \$900-\$2000 per year on pads and adult diapers.

UROSPOT is rapidly expanding across Canada with 17 locations either open or in development, and it all started because one woman, who experienced these issues herself, wanted to help other women. If you or someone you know could benefit from saying goodbye to bladder leaks, urgency, frequent bathroom trips, night waking and prolapse, visit urospot.com to book your complimentary consultation today. UROSPOT is partially covered by physiotherapy benefits. ■



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UROSPOT



Springwater Pharmacy

Family Owned and Community Minded

By Shannon Russell

As Springwater locals, many of you have likely met Lou and Meg already; for those of you who have not...here is the story behind your very own Springwater Pharmacy.

Lou and Meg met in Toronto over 19 years ago while they were both studying to be pharmacists. During their study breaks, the two clearly had chemistry together (wink, wink) and fell in love. The Celli's moved to Oro-Medonte where they currently live with their three children and beloved cat Flynn.

The Celli's opened the Springwater Pharmacy in 2016 at the Springwater Medical Centre. The Medical Centre is home to a local doctor, dentist, and physiotherapist clinic, making this a perfect one stop shop.

Being 19-year veterans in the industry brings an amazing service to the community; one based on knowledge, experience, and a passion for their profession. "With the love for our profession allowing us to make a real difference in the health and well-being of our patients," says Lou. "Operating an independent pharmacy provides the focus to our patients first and



also allows many opportunities to give back to the community we live in."

The couple work with the philosophy to treat all their patients like family. "We believe that everyone who comes to Springwater Pharmacy should feel respected and trust that their health is in good hands," express the Celli's.

This pharmacist duo are constantly finding inspiration in their patients and customers, enjoying each interaction and the special connections that are made. As pharmacy experts, Lou, and Meg recognise that health challenges can be emotional and difficult to process; in these times they impress that every day has successes to celebrate. "We love being able to support and help people through those challenges," share the team. "Just making our job that much more rewarding and special to us."

As an Independent, family-owned business, the opportunities to give back to the community are abundant. Springwater Pharmacy exercises this in their many proud sponsorship initiatives: Barrie Youth Soccer, Barrie Rugby, Barrie Royals basketball, Barrie Sharks hockey, Barrie Baycats baseball, Oro Thunder hockey, Oro Soccer, and Gilda's Club Simcoe.

A definite testament to the saying 'supporting local, support your community.'

Springwater Pharmacy is a full-service pharmacy providing standard medications, specialty compounds, medication counselling and an assortment of health and wellness products (including some locally made gifts). Their ability to make specialty compounds sets this pharmacy outside the masses.

New regulations had many establishments being forced to abandon this method of distribution in medications. Springwater Pharmacy has retained this speciality where they can continue to transform medications to make them more effective or easier to take by combining them into a liquid form. "We provide a variety of flavours for pediatric medications," shares Lou. "We even create medications for your pets."

Springwater Pharmacy's family have created a comfortable, friendly environment where you can feel reassured your best health interests are a priority. Their love for their community and supporting so many locally driven businesses put them a step above. Their support of this very publication brought to you each month and their insightful knowledge shared in their expert contributor articles enrich their connections with each and every neighbour they meet. The best way to see for yourself just how great this business and the family behind it is, is to head over to the Springwater Pharmacy and introduce yourself. The Cellis always welcome a friendly face from the neighbourhood. ■

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