



Sara Boss, manager RBC, Truro award sponsor presents Adam Fisher, Ditch Doctor with Small Business Innovation Award. Joanne McRae, chamber president assisted during the presentation. (Rees Photo)

### Small Business Innovation Award

The Small Business Innovation Award recognizes a Truro or Colchester County entrepreneur who has been in business for more than five years, who is continually modifying to demonstrate innovative leadership through the use of technology, development of new or value-added products and services and improved productivity. Those nominated for this award portray community spirit and generosity, consistently supporting community causes while growing the economy. The award was sponsored by RBC.

Adam and Carole Fisher of Ditch Doctor were selected as the 2018 Small Business Innovation Award recipient.

Since 2002, Adam and Carole Fisher have been building their business Ditch Doctor Atlantic Limited in Glenholme. The excavation company provides services for water management needs including long-reach excavation services, general excavation, bush cutting, dredging and rotary ditching services. They also manufac-

ture and sell a Ditch Doctor excavator attachment which they have designed, and are currently exporting to markets in Ontario with an eye to expanding across Canada and into the United States.

It has taken patience, commitment and vision to grow their company. They continue to innovate in order to meet evolving customer demands by conducting planning, research and development making the Ditch Doctor attachment a multi-purpose work tool. This will allow it to do other large scale jobs besides ditching.

With more than 30 years in the excavation industry, they realize people want things done right the first time with focus on the environment as well as efficiency at the top of the list. They strive to provide this to their customers leaving them with a finished job they are happy with. Increasing their sales each year, Adam and Carole say hard work, a lot of determination and believing in making a change have contributed to their growth.



Pure Paint Laboratories, Bible Hill was selected as the 2018 Small Business Exporter of the Year. David Copus, representing NSBI, award sponsor presents Gena Arthur, Pure Paint founder with the award while Chamber president Joanne McRae looks on. (Rees Photo)

### Exporter of the Year

The Exporter of the Year award recognizes a Truro or Colchester County business that has demonstrated excellence in exporting outside Nova Scotia, and has achieved noticeable growth as a result of entering expanded markets, while creating employment, and contributing to the local economy. The award was sponsored by NSBI.

Gena Arthur of Pure Paint Laboratories was selected as the 2018 Small Business Exporter of the Year.

Established in 2012, Bible Hill-based Pure Paint is the first Canadian company to develop, manufacture and offer an all-natural, 100% interior and exterior paint that is totally harmless to the environment and to people that use it. Their customer base is diverse, ranging from individuals ordering from the company website to large retail chains in Canada and the US.

This company, operating at the

Perennia Innovation Centre, began with research and development and now employs 2 full-time and three part-time staff. With the purchase of specialized production equipment required to make their product, they have doubled exports in the past two years. This success has led to a search for a new location offering room for more expansion and growth.

Their in-demand product begins in a field full of flowers. They use oil seed crops to produce their paint creating a completely harmless non-toxic product that performs with equal or superior quality to other paints on the market.

As company owner, Gena says she feels good about their product because not only are they manufacturing and selling something everyone needs, but are also providing an alternative that is solving a real problem with regard to air quality and waste.



Dave Ritcey, Director of Community and Business Development, Community Credit Union, sponsor of the award presents Derek, Christine and Paige White of Levels Game Loft with the New Small Business of the Year award. Joanne McRae, chamber president assisted with the presentation. (Rees Photo)

### New Small Business of the Year

This award recognizes a Truro or Colchester business operating for more than one year and less than two years that has gained an expanding positive reputation. The business must have shown innovation and offer unique products or services that go the extra mile in the local marketplace. The award is sponsored by Community Credit Union.

Derek White & Family of Levels Game Loft was selected as the New Small Business of the Year.

Levels Game Loft, owned by Derek White and family, opened in the heart of downtown Truro last year on Esplanade Street. The new business already has a complement of five staff. An arcade for this generation, the business offers a variety of gaming services, all on high-end equipment and at an affordable rate. They focus on creating a fun and comfortable atmosphere where gamers and non-gamers alike can visit to enjoy a

new and entertaining experience.

At Levels Game Loft ensuring great customer service is their greatest priority. They offer a popular membership program that offers customers discounts and promotions along with free/discounted service on their birthday.

The gaming centre offers community involvement as much as possible, opening its boardroom to not-for-profits to use as a meeting space free of charge. They are a passionate ally with the LGBTQI+ community and are happy to join many other groups in creating a safe and inclusive space for everyone. Levels Game Loft stands out as a truly one-of-a-kind business in our area. They are embracing their mission to create a safe, comfortable place for children to socialize and fit in with others with similar interests serving a need in the community for youth.

The Deadline for the December issue of **Shoreline** Journal is November 20



As a community of approximately 12,700 residents, Truro is an energetic, growing town, located in central Nova Scotia. Because of its geographical position and historic importance, Truro is known as the "Hub of Nova Scotia".

**Festival of Lights Kickoff Celebrations**  
Friday, Nov. 17, 7:30 pm. Tree-lighting and Carol Sing at the Civic Square, Prince Street. Come see all the lights, enjoy hot chocolate compliments of Sobeys Prince Street and Bible Hill Kinsmen Club, candy canes for the kids and caroling under the stars.

**Truro's Santa Claus Parade**  
Saturday, Nov. 18, 6:00 pm. This year's theme: Canada 150-Christmas Past & Present. Route: begins at Lorne Street, turns right on Queen, left on Court, left on Prince, right on Young, left on Esplanade, left on Walker, left on Queen and back to Lorne.

**Civic Square**  
When the cold winter weather returns, skating and winter activities will resume at Truro's Civic Square. Start planning now for your participation in or attending the Long John Festival in February.

Located on the Halifax to Moncton Growth Corridor, Truro's location and available infrastructure offers businesses many advantages.

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