

# MEET SASKATCHEWAN'S NEXT GENERATION OF

# YOUNG

# Entrepreneurs



Across Saskatchewan, youngsters aged 7 to 18 are busy filling their bank accounts by creating a product, providing a service, or buying and selling someone else's product. This is called entrepreneurship.

Many of Saskatchewan's young entrepreneurs are well known at the Edwards School of Business, at the University of Saskatchewan (U of S), partly because of a competition known as the Get a Bigger Wagon Young Entrepreneur Awards (GABWYEA). In early 2023, at the 5th annual GABWYEA celebration, we presented cash to nine young entrepreneurs from Swift Current, Humboldt, Val Marie, Saskatoon, and Davidson.

Story by  
*Maureen Haddock*



## A LITTLE HISTORY

In the 1970s, I was often asked when my husband Gord was going to get a real job. Apparently, some people thought entrepreneurship was a risky way to make a living. I found it rather exciting and never doubted Gord for a minute.

I wrote *Get a Bigger Wagon* and *Get an Even Bigger Wagon* to share the stories of my husband's boyhood misadventures, which I believe helped him become the entrepreneur he is today. He enjoyed a freedom-filled childhood in Rosetown, Saskatchewan. Like many Saskatchewan children, he was allowed to try things, fail, and try again. He learned to solve problems, communicate his needs, and share his ideas and dreams. I hoped the *Get a Bigger Wagon* books would inspire families to share stories around the kitchen table. I believe children need to learn about their parents' and grandparents' successes and failures. It's easier to share dreams, mistakes, and fears with people who have also shared theirs with you. Many entrepreneurs remember being inspired by one or more family members, teachers, neighbours, siblings, or friends. Saskatchewan is the perfect place for these essential interactions.

Gord graduated from the College of Commerce at the U of S in 1972. He often looked back to his university years when starting new businesses, and wished there had been more classes in entrepreneurship. In 1986, after many real-life business experiences, we moved to Saskatoon to bring The Body Shop franchise to our province. Some years later, Gord began to lobby each consecutive dean of Commerce to establish a major in entrepreneurship at the college. In 1997, Gord and I created an annual scholarship for a commerce student interested in entrepreneurship. To our surprise, some of these recipients kept in touch with us. We enjoyed hearing from these young entrepreneurs. We listened eagerly, sometimes mentoring, and often forming, friendships.



## PRIZES

During our first two years we offered cash in three categories.

7 to 9 years: \$500

10 to 12 years: \$750

13 to 15 years: \$1,000

As we learned more about youth entrepreneurship in our province, we found it necessary to add two more categories, which began in 2020:

16-18 years: \$1,500

Sailing the Entrepreneur Ship: \$1,500

In 2007, we started the Annual Haddock Entrepreneurial Speaker Series, within the College of Commerce, which had just become the Edwards School of Business. We have learned so much from experienced businesspeople that we wanted to make seasoned entrepreneurs available to U of S students, community members, alumni, and young entrepreneurs. In January of 2023, we held our 16th presentation in the series. There is no cost to attend this annual event, and everyone is welcome.

It became clear that most of our entrepreneurial speakers had owned childhood businesses. We began hearing stories about business-minded

youngsters in Saskatchewan towns. We were interested in learning more, and so was the Edwards School of Business. We wanted young entrepreneurs from across the province to have an opportunity to meet our experienced business speakers.

In response, we founded the Get a Bigger Wagon Young Entrepreneur Awards competition in 2018, in affiliation with our speaker series and the Edwards School of Business. Our applicants come from across the province.

Videos of all past speakers can be viewed at [www.getabiggerwagon.com](http://www.getabiggerwagon.com) or <https://www.youtube.com/c/EdwardsSchoolofBusiness>

# Meet the Young Entrepreneurs of Saskatchewan



◀ Two Indigenous makers who have contributed to the Fireweed Artisan Boxes are Roman John (left) and Hades Baldhead-John.

## Fireweed Artisan Boxes

**Location:** Saskatchewan

**Owners:** Jill Sauter and Joe Taylor

**Award:** 2021 Sailing the Entrepreneur Ship Award

Jill Sauter met Joe Taylor in 2018, and Jill was impressed with the creativity and confidence she saw in the student entrepreneurs in Joe's business club. During the pandemic, the club continued to create products even though there were less opportunities to sell their wares. Jill presented the concept of subscription boxes to Joe, as a solution to this problem. Joe loved the idea.

Jill and Joe became business partners, and together run Fireweed Artisan Boxes as a social enterprise. The boxes are filled with goods sourced from Indigenous entrepreneurs and artists, and new collections are offered seasonally. Each box contains a copy of *The Fire*, a magazine detailing each item, the artist who made it, and an educational piece dealing with tradition and reconciliation.

[www.facebook.com/FireweedArtisanBoxes](https://www.facebook.com/FireweedArtisanBoxes)

## Meet Saskatchewan's Next Generation of Young Entrepreneurs

### The Sesula Mineral & Gem Museum and Rock Shop

**Location:** Radisson

**Owner:** Judah Tyreman

**Award:** 2018 Get a Bigger Wagon Young Entrepreneur Award (13-15 years)

When 9-year-old Judah Tyreman received a rock tumbler as a gift, he began collecting, polishing, and learning about gems. He created a summer display in a senior citizens' centre and soon expanded into a rental space. Judah was bequeathed a collection of minerals and gems from his dear friend, Mr. Sesula. The Sesula Mineral & Gem Museum is named in honour of this deceased friend.

Judah's museum is a hands-on educational facility listed with Tourism Saskatchewan, and has become a field trip destination for students and teachers. Children can touch displays, ask questions, buy treasures, share ideas, and become inspired.

Judah will soon be 19, is finished high school, and owns the building that houses his business. He built a suite in the back of his building, and the

rent helps offset his mortgage. He has finished the second-floor museum display area and an office for himself. He plans to build another suite in the back half of the upstairs.

Online, you will find many five-star reviews of the Sesula Mineral & Gem Museum and Rock Shop. Visitors believe the museum is worth the trip to Radisson, Saskatchewan.



▲ Jonny Harris, of the TV show *Still Standing*, visited the Radisson museum when Judah was twelve.



▲ Brooke (left) and Ava Martin share a table at a trade show.

### The Awesome Toy Store

**Location:** Aberdeen

**Owner:** Ava Martin

**Award:** 2022 Get a Bigger Wagon Young Entrepreneur Award (10-12)

Ava Martin wanted to be an entrepreneur just like her mom. Ava found a company that wholesaled toys, and learned how to select, order, display, and enter the toys onto her virtual store.

In 2021, Ava entered the Get a Bigger Wagon Young Entrepreneur Awards competition. Although she didn't win, she made some changes to her business, and in 2022 she entered again. During that year, Ava discovered the magic of face-to-face communication at trade shows. She was able to learn what interested other kids and stock her site accordingly.

She enjoyed making in-person recommendations to gift buyers. She moved her online store to one of her mother's sites, which saved Ava money and offered her more traffic.

When asked what she would do with her \$750 prize, she said, "I will buy more awesome toys for more awesome kids!"

Ava's sister Brooke won the 2022 Get a Bigger Wagon Young Entrepreneur Award (7-9) with her business The Reel Fisher Girl. The sisters often share a table at trade shows, which is fun and saves them money.

[www.tinysparkboutique.com/collections/the-awesome-toy-store](http://www.tinysparkboutique.com/collections/the-awesome-toy-store)

## Meet Saskatchewan's Next Generation of Young Entrepreneurs

### Tater's Taters

**Location:** Raymore

**Owner:** Barrett Norleen

**Award:** 2021 Get a Bigger Wagon Young Entrepreneur Award (10-12)

At almost 12, Barrett Norleen is in love with agriculture and has been in business for several years. When he was nine years of age, he sold his 4H steer and bought a vintage 8N Ford tractor. He



borrowed a neighbour's one-row planter and rented a patch of land from his parents. That year, Barrett seeded 1,000 pounds of potatoes which produced a 10,000-pound crop.

In 2021, there was a drought, which limited Barrett's yield to 7,000 pounds. Like a true entrepreneur, in 2022, he planted 2 tons of potatoes, which yielded 20,000 pounds. He continues to plant Red Vikings, added White Russets, and is certified organic for farmgate sales. Barrett often donates potatoes for fundraising dinners or to organizations providing meals for the less fortunate.

### Ashlee's Cookies

**Location:** Val Marie

**Owner:** Ashlee Waldner

**Award:** 2022 Get a Bigger Wagon Young Entrepreneur Award (16-18)

Ashlee Waldner didn't intend to start a business three years ago. She simply loved baking, so her mother volunteered her to make Christmas cookies for a community fundraiser. As a result, Ashlee received several requests for cookies, and before long, she was in business.

Ashlee credits her accidental business with helping her grow as a person and an entrepreneur. She says that running her business has taught her many life skills, such as how to manage money, interact with people, and, above all, stay true to commitments.



She still loves baking, contributing to fundraisers, and saving money for her education. Ashley donates baking and gift certificates to the local Lion's Club fundraisers and daycares. Her \$1500 prize will be put towards her tuition at Edwards School of Business.

[www.facebook.com/Ashlees-cookies-115277407019411](https://www.facebook.com/Ashlees-cookies-115277407019411)

## Cassidy's Lemonade Stand

**Location:** Saskatoon and beyond

**Owner:** Cassidy Evans

**Award:** 2018 Get a Bigger Wagon Young Entrepreneur Awards (10-12)

Cassidy Evans' entire family was impacted when she was diagnosed with Cystic Fibrosis (CF) in 2012. In 2013, Cassidy asked to set up a lemonade stand to raise money for Cystic Fibrosis research. She raised \$100 in one day and knew she could make a difference. In 2018, after a few years of selling lemonade and raising money wherever she could, the family bought a lemonade truck so she could

attend events and sell lemonade and merchandise more easily. That same year, she entered The Get a Bigger Wagon Young Entrepreneur Awards and won the \$750 prize, which she used to add special equipment to her truck.

Cassidy has raised over \$115,000 for Cystic Fibrosis Canada and works tirelessly, educating the public and inspiring others who live with CF.

[kimberlyjoyevans.com/  
cassidys-lemonade-stand](http://kimberlyjoyevans.com/cassidys-lemonade-stand)



## CP Sheep Farms

**Location:** Davidson

**Owner:** Carson Palmer

**Award:** 2021 Get a Bigger Wagon Young Entrepreneur Awards (16-18)

Carson Palmer began raising sheep in 2015, when he was just 10 years old. In 2021, when he entered the Get a Bigger Wagon Young Entrepreneur Awards competition for a second time, his 40 ewes provided him with 68 lambs. He feeds his herd the finest

quality food, and his dog, Moe, keeps predators at bay. Carson watches his lambs carefully, even bottle-feeding the neglected ones.

Carson is very active in his school and community and, in Grade 11, he won the Craik RCMP Citizenship Award for his contributions. Now in Grade 12, he has been accepted into the Edwards School of Business for fall 2023. Carson has saved his farm profits over the years to pay for his postgraduate education.

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### Shevkenek Racquets Saskatoon

**Location:** Saskatoon

**Owner:** Will Shevkenek

**Award:** 2019 Get a Bigger Wagon Young Entrepreneur Award (13-15)

Will Shevkenek entered the Get a Bigger Wagon Young Entrepreneur Awards competition in 2018 with his siblings. Although their business didn't win, they attended the event, listened to speaker Mr. Duane Smith, and introduced themselves to the Haddocks.

Inspired by Mr. Smith's stories about selling exclusive products,

Will started a new business. He purchased squash racquets and gear from a national distributor for Karakal, an English brand, and he brought his products to the YMCA courts whenever he was there to play. He talked to players, made connections, and marketed his product in person. He encouraged potential customers to try the racquets before buying. Will entered the competition again in 2019, won, and used his \$1,000 prize to buy a stringer to repair racquets, something his customers had asked him to consider.

Now in Grade 11, Will has remained involved with the Edwards School of Business, speaking at the Edwards Entrepreneurship Exploration Camp, and attending the 5th GABWYEAs. He plans to attend the University of Saskatchewan after Grade 12.

Will credits his experience in debating competitions for helping him develop confidence and communication skills. In November of 2022, his team placed 2nd at the Canadian National BP Debate Championships, qualifying him and his partner to travel to Oxford University to compete in March.



➤ Gord and Maureen Haddock stand with Will Shevkenek.