

With economies and global stock markets rebounding from their March lows, it's easy to gloss over the fact that for small businesses, the reality is very different. Recovery is a distant prospect and they remain faced with debt and uncertainty going forward. As I've written about in previous posts, small businesses are the engine of the Canadian economy, and what impacts them, impacts us all. Entrepreneurs are the risk-takers, are those with vision and ambition and are willing to gamble it all to see their dreams through. They risk their personal assets -pledged for business loans they otherwise wouldn't qualify for, and they operate with no safety net, no health care benefits, no pension and no job security.

They are the heroes of this pandemic, as much as front-line workers are. Small business owners have no choice but to go to work just to put food on the table -hopefully, but not necessarily. Read < [here](#) >.



Governments need to do their part to support the most vulnerable in society and by any metric, small business owners qualify. But equally importantly, it's what we do as well. Each of us are consumers and can provide support to local businesses in their time of need. They provide goods and services which we need, so let's patronize them with our hard-earned dollars and stand in solidarity with their community-based shops. Halloween is right around the corner and then the mother of all holidays -Christmas. What better time than now to direct our spending towards the champions of risk and ambition -our home grown local businesses. Let's call it the **Community Challenge** and I challenge all of you to drive past the big box stores between now and New Years, park in front of the small business in your neighbourhood and open your wallets in solidarity with them. Chances are your kids play on the same soccer or hockey team as they do, unlike the CEO of a US-based multinational corporation whose annual bonus is more than any of us make in 10 years.

Think global, but shop local -we're all in this together.

Be safe, be well!

Martin
519-546-5088