

Member Spotlight

Igniting The Spark

I really **invest** myself into every project and I really **care** that my clients do well. I work where I was raised which provides a **comforting factor** and I get a sense of **contributing to my community**.

Influencers

My father, Peter Chafe, was a big influence on starting my business; I get my **entrepreneurial spirit** from him. My previous boss, Janet Merrithew, was also a big influence because she was so **creative** and a **successful** woman in business.

Words of Wisdom

My piece of advice would be **don't be scared** to start, you need some **risk** in life. It's hard but it's **worth the try** and stick with it. Find people with **common ground!**

Why the Strait Area

The thing I like most about doing business in the Strait Area is the **community connection**.

I become **familiar** with clients I don't know well, and I end up doing business with family friends, old coaches...you name it. You get this sense of a **shared history** with these people that you wouldn't get in a large city.



Achieving that Wow Factor

My business is **focused** on **small businesses** and I put a great deal of **effort into helping** them. When I take on a project, it isn't just something I have to get done; my approach is to **ensure clients see real value** from our time together. My husband, Steve Rankin, is a **talented photographer** and our collaboration has been a huge **benefit** to me and my clients.



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Hopes and Dreams

My goal was to be **self employed** and to support other small businesses in **developing their promotion and marketing**. In the years ahead I see myself **sustaining** what I'm doing right now, while **raising a family**. I still want to be **supporting small businesses** because they are such an important part of our community.

