Industry and
Resources

2103 - 11th Avenue
Regina, Canada
S4P 3V7

October 1, 2003

Mr. Richard Johns:
1029 Avenue K. North
SASKATOON SK S7L 2N5

Dear Richard:

RE: Sharing SBLA Success Stories

Please find enclosed, a copy of the brochure which highlights ***White Night Security.*** We have also included other success stories that you may be interested in reading.

We believe that small businesses help create a strong economic foundation in the communities and we are proud of the creativity and effort that our clients have put into the success of their businesses.

We are sharing these success stories with over 235 active SBLA's across the province and are encouraging them to spread the word about your business. We feel that this information may be an opportunity to increase business for you as people learn of the successful businesses that operate across our province.

We are encouraging the SBLA's to take an active interest in promoting small businesses in their community. The success that you have had in starting your own business is a very strong indication of your desire to be part of a successful community and is a positive step in growing the economy across our province.

We would like to thank you for taking the time to provide us with the information on your business and wish you the greatest of success in the future.

SBLA Staff
Enclosures

Saskatoon Success Story

White Night Security – Richard Johns, Owner

Richard Johns, of Saskatoon, exemplifies what entrepreneurs are all about. When asked what makes a business successful, he said, "Listen to what your clients are telling you." It was listening to his clients that lead Richard to start a security company. Richard had operated a commercial cleaning business for 13 years when his clients began asking him to take on some duties that were more security in nature. Richard began to investigate the security industry and found there were not any minimum guidelines regarding the training of security guards. Richard, who had seven years of self-defense training, realized the industry needed to change and began working on the problem. Saskatchewan Justice implemented a training course that all security guards have to take before they are licensed. Richard began teaching the course. In addition, he also included handcuff training and self-defense techniques.

In 1999, Richard and a partner started White Night Security. The first year they concentrated on providing training courses to their employees. Richard designed their uniforms to ensure they had a professional image. They made sure their car was marked and started by offering their services to companies to show customers what a trained, professional security force was capable of. The strategy worked and business increased by word of mouth. In the four years Richard has been in business he has more than doubled his income each year. The other security companies in Saskatoon are now giving their guards better training and Richard is pleased that his efforts have resulted in raising the standard for the industry.

After one year the partnership dissolved; however, Richard continued and needed to purchase another car to keep up with the demand. White Night Security had five fully trained guards on staff and business was booming, but the banks still wanted three years of financial statements before giving him a loan. Richard heard about the Small Business Loans Association (SBLA) Program and gave Saskatoon New Enterprises Co-op Ltd. a call. The SBLA contact person, Kim Peterson, was very helpful and the $10,000 SBLA loan helped Richard expand his business.

White Night Security guards have helped the Saskatoon police catch the thieves responsible for two armed robberies last year. One was an armed robbery at a 7-Eleven convenience store and the other was a bank robbery. In one case, the security guard got a good description of the vehicle and the suspects along with other pertinent information that was then passed on to the police. The police were able to catch the thieves based on this information. In the other robbery the guard actually subdued the suspect and held him until the police arrived. The Saskatoon Star Phoenix ran an article on each incident and the media exposure resulted in an increase in business. White Night Security now has 20 guards on staff, with the possibility of expanding to 30 in the very near future.