



Looking forward with confidence in Huntsville.

Scott Morrison & Brent Stapleton
Coldwell Banker Thompson Real Estate

Seth Rudin and Terry Currie
Muskoka Rock Company

Bruce Smith
Hutcheson Sand and Mixes

Three Huntsville and area business leaders discuss their commitment to local healthcare, and how supporting Huntsville Hospital is connected to emerging from COVID with an extra boost of confidence.

If you find yourself strolling along a beautiful flagstone path that follows the contours of the natural surroundings, perfect drainage included, to a real estate open house in the area, chances are good you've just connected with all three of the business leaders featured this month. Whether they come from Cape Breton, Toronto or places in between, our Business Cares contributors are big believers and supporters of the Huntsville area and the community they share now.

What is it about Huntsville?

Seth Rudin, Muskoka Rock Company President says, "the way Huntsville has evolved is very smart; it has great capacity to grow without losing its charm". Coldwell Banker Thompson Real Estate Broker Scott Morrison loves the community because "it genuinely acts like a community; everyone has each other's back through thick and thin". And Hutcheson Sand and Mixes CEO, Bruce Smith, sums it up this way: "I came here with my family to improve our quality of life. The way this community pulls together, especially the business community, fits my definition of quality of life."

Why join Business Cares the first time?

Seth: "We have 100 employees, the majority of whom live in and all around Huntsville. We signed on originally because the hospital is critical for our people; access to family healthcare is a big reason they live here. In return, businesses and families alike need to support it. The hospital impacts every stage of life for everyone."

Scott: "The choice to support Business Cares was driven by our agents; the vote to join was unanimous. They know the value of this hospital:

If you don't have local, acute healthcare, your community moves down a notch. Our agents learn first hand every day how important the hospital is to people who are moving into the area."

Bruce: "We got involved with business cares because we want to do our part to ensure a high level of healthcare in this community. The hospital is central to that high level of healthcare. Both for our employees and for the future of the community."

Why sign on for another five years of Business Cares?

Bruce: "We renewed because that need hasn't changed over the last five years. Upgrades and new technology are needed every year. The need is constant. I'll be a lifer in my support of local healthcare even after I'm no longer a business owner."

Seth: "The original reason stills stands, but now the community is growing even faster and the hospital needs the capacity to keep pace. That is everyone's responsibility. We also renewed because the hospital and the Foundation are very good stewards of the money they raise and how it is spent. That makes it much easier to support."

Scott: "I think, and my agents agree, that the need to support local healthcare is even more relevant now than it was five years ago. We needed our

hospital team during COVID and they stepped up. But the pandemic also made the underfunding problem more obvious. We have to keep up, and they need our help more than ever."

What is the connection between COVID and confidence?

Scott: "During the height of COVID, our hospital proved that it is a leader in this community. It is equally true that coming out of COVID, that leadership translates into confidence for the future. We know they can handle challenges come what may. And there is another aspect of this that's equally important: COVID has accelerated the move north from major centres. People are turning seasonal properties into full time residences. Families are rethinking work/life balance, and moving here for better quality of life. Our hospital gives people the confidence to make those changes."

Bruce: "My company is one of the lucky ones; we've learned a lot through the pandemic and we're emerging stronger. The local hospital plays a role in my confidence. Look at the growth here, even through the pandemic. Huntsville is strong, there is a vitality here, and that demonstrates how much people believe in this community. A big part of it is that they believe in their healthcare system and leadership. This gives everyone the opportunity to come back healthy."

Seth: "Having a local hospital gives everyone the security and safety one needs to be comfortable in returning to whatever normal is now. That kind of healthcare leadership helps us emerge with confidence. Let's be clear - we're not done with challenges such as COVID; there will be new challenges, but having the hospital well-supported by the community will help everyone face those challenges."

Any final words of wisdom?

Bruce: "Those who have been fortunate over the last two years should give back to the community and the hospital. It's the right thing to do. I'm proud to be associated with this group and this business community. Anyone who signs on to Business Cares will be too."

Seth: "Having a resource like Huntsville Hospital allows the town to attract businesses, people and services. It's a complete package.

We need to continue to recognize its value and continue to support it."

Scott: "If you benefit from being in this community, and almost everyone and every business here does, you have to give back in whatever way you can. There is nothing more important than our collective health. When you support Business Cares and support the businesses who step up, you are contributing to Huntsville's collective health."