

# Ahhh....that home town feeling

by Dena Kent-Esbjerg



When our young adults from Sarnia set out for the big city either for school, their first job, or just looking for a little independence, we know that after they get a taste of city life we will only see them at Thanksgiving and Christmas and the odd summer occasion. The big city swallows them whole while they take advantage of every party, networking event and restaurant opening in town. Where it seems to offer an endless array of opportunities just waiting to be explored, their home-town seems to be something of the past.

But for Kelly Moir and Sam Eastman who left for university years ago to study, their dreams seemed to be getting further and further away. Life got real. Affordable rental units were no longer affordable and the opportunity to save money to purchase a home and/or start a business seemed nearly impossible.

Both were raised in Sarnia and had family still living here, and when they decided to partner-up in a business adventure they both felt that Sarnia would allow for the best opportunities. “I had come back for a summer to live with my family and felt a sense of community that I had never felt before”, says Moir.

Suddenly, understanding the appeal of moving back to Sarnia was in the forefront. This small town where they grew up was a real

opportunity, and it is their key to true independence, the type they found when they went to University years ago. This is a chance for them to stop surviving and start thriving. With the average home price is at least \$200k less than the big city, Sarnia gives young entrepreneurs and their families a chance to invest, travel, try new things and most of all to get out and live, with about half the financial stress.

“It was a great feeling to get to meet other local business owners and support the businesses that are in our community”, states Moir, who also says that Sarnia is Ontario’s best kept secret.

Sarnia seems to be one of the only places left where young city goers stand a chance at starting something that’s all their own, maybe even with a bit of extra money to invest, have the opportunity to explore and live a great life.

Here is where they can obtain what they’ve been after, for less than half the price. The things they love, like authentic interactions such as meeting their neighbours, let alone a space of their own and a chance to build something real and lasting. Maybe the small towns like Sarnia are exactly the kind of place they were really looking for.

Today, Lake Effect Studio is operated by Moir and Eastman. They are an environmental marketing firm that handles branding, social media marketing, graphic design, email management and much more. “It is a one-stop shop for small business”, says Moir, “and we are very excited to be here in Sarnia working with our community”.

She also stated that the young entrepreneurs of Sarnia and area are very excited to see the revitalization of the Downtown area.

So, if you are looking for marketing ideas or graphic design, look to our young and upcoming businesses like Lake Effect Studio, for new, refreshing and innovative ideas.

You can contact Kelly Moir at 519-381-2454 or by emailing her at [info@thelakeeffect.ca](mailto:info@thelakeeffect.ca) or check out their website at [www.thelakeeffect.ca](http://www.thelakeeffect.ca).

