



# CALGARY CONSUMERS MEET WITH... BYRON VANDEKRAATS *from* CARTWRIGHT LIGHTING

This is CARTWRIGHT LIGHTINGS 16th-year as a Consumer Choice Award winner in the category of *Lighting Showroom* in the region of Southern Alberta. The company has been in business since 1982 and is Southern Alberta's leading Decorative Lighting Store.



## cartwright LIGHTING

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### **WHAT DOES IT MEAN FOR YOUR COMPANY TO BE VOTED BY CONSUMERS AS SOUTHERN ALBERTA'S BEST?**

Being recognized by the customers we serve on a daily basis is an awesome feeling and a true honor. For our team winning this award demonstrates how their hard work and commitment goes a long way. Obviously the last couple years have been challenging in our community. We met numerous times as a company to ensure that service remained #1 and this award reflects the buy-in from our team to that philosophy.

### **HOW WILL WINNING THIS AWARD AFFECT THE WORK YOU DO MOVING FORWARD?**

Although winning the consumer choice award is something we take seriously, our mandate always stays the same. Provide exceptional customer service and do what you say you are going to do, when you say you are going to do it.

### **WHAT SETS YOU APART FROM YOUR COMPETITORS?**

We are a team of dedicated people who truly want what is best for our customers. We know that we cannot be everything to everyone but that does not change our approach to exceptional service.

### **WHAT IS THE BIGGEST RISK YOU HAVE EVER TAKEN IN BUSINESS?**

12 years ago our ownership group moved our showroom from the prominent location on Crowchild Trail to our current location north of Deerfoot Meadows. At the time there was only speculation of what the area would turn into. Now it is the hub of home decor in Calgary. It took vision and a lot of trust to take that step.

### **BUSINESSWISE, WHAT IS YOUR NEXT BIG STEP?**

We really want to stay in front of our industry supporting innovative design and process. We also strive to breakdown some of the stigma around a free standing lighting showroom. We carry a wide variety of home accessories, mirrors and some great furniture. Our focus will be on good value products, and a strong energetic team. People spend a lot of time in their homes and we want to assist in making them uniquely theirs.

### WHAT I LOVE IN MY JOB...

Being a part of a team that truly cares about the work that they do.

### RECENTLY I LEARNED...

How great people always pull together during a difficult time.

### ONE WORD I WANT TO OWN IN MY CUSTOMERS' MIND...

Service

### DAILY, I TRY TO...

Start with a positive mindset. We have so much to be thankful for, especially the country we live in.

### DURING MY SPARE TIME I...

Hang out with family/friends and ride bikes.