

Sue's Copy Place - COVID-19 Success Story

Located in Downtown Mission, Sue's Copy Place (Sue's) is your source for all of your printing needs! Owned by Suzanne (Sue) Nicholson, a Métis businesswoman, Sue's offers a variety of services including same-day business cards; report and document binding; laminating; faxing; and, emailing services. The business can do UV printing, and can print on any surface including glass, wood, metal or plastic. Sue's creates beautiful canvas prints, puzzles, candles and even golf balls. The business works with many local schools producing a variety of options for Parent Advisory Council (PAC) fundraising products. The business sets high expectations for their service delivery, quality and service to the community and has been successful because of the team's strong work ethic, quick delivery, low costs and innovative products.



Sue has been operating her business for 25 years, and is well connected to Mission's business Community, including dedicated clients in the Downtown Mission core, as well as many prominent real estate agents in S'ólh Téméxw, the Stó:lō Traditional Territory.

When the COVID pandemic hit and businesses were forced to close, Sue was in the process of expanding her business and moving to a new location just down the street. Although she was forced to close her doors to the public, she remained in the shop, in isolation, to work on her new space. Her son Rhett, who does contract graphic design for the business, worked from home but Sue was forced to layoff her only other employee. She started to pivot her business, and began taking orders over the phone and through email, then provided curbside pickup, deliveries, and sending orders in the mail.

Figure 1 Sue's Copy Place Facebook post May 20th, 2020 - Come get a FREE 12x18 "Now Open" sign. 1 per business - any business in Mission. While Supplies last. Come find us at our New Location.



Sue Nicholson is an amazing woman, and showed tremendous strength and resilience during the COVID pandemic. Sue worked by herself to keep her team and customers safe and made minimal supply orders and filled desperately needed orders. She worked every day but Sunday, so that she could be available to get an order done, even though she is a senior, and part of the most vulnerable groups to be exposed to COVID. When she was able to re-open her business, she put procedures in place to ensure that all surfaces were cleaned, including the debit machine, door handles, pens, staplers, and even fax papers. She realized that there are things that she could not control and stopped worrying about the things she could not change. She persevered; she smiled through it all, stayed optimistic, thought positively, and prayed, even as her revenues decreased by 75%.

Because of the COVID pandemic, Sue quickly saw needs within the Community emerge. The local library was closed due to COVID, and many local seniors were not able to access the library

computers. Sue was able to work with her community members and provide email and faxing services, so that her vulnerable customers could access federal COVID assistance in a safe way. She also created supplies and resources for parents, who because of the school closures, now had to create classrooms in their homes. Sue also supported other businesses by drastically reducing prices on printing take-out menus, to help local restaurants pivot to curbside and delivery services.



BUSINESSES IN THE FIGHT
COVID19 SALE

8.5" x 5.5"

TAKE OUT MENU'S / HALF PAGE FLYERS

1000 D/S BLACK \$50	1000 ONE SIDE BLACK \$40
1000 D/S COLOUR \$175	1000 ONE SIDE COLOUR \$100

The advertisement features a central graphic of two boxing gloves, one black and one red, with lightning bolts around them. The text is arranged in a clear, bold font, with the sale details presented in a table format.

Sue's Copy Place measures their success by having a good reputation in the Community. Much of their business is based on referrals, so as they are introduced to new customers, and expand services for existing customers, and meet those needs with excellent service and repeat business, they know their reputation is growing.

Sue is a strong, resilient Indigenous businesswomen, that has built a solid, reputable business, and inspired her community to work together and help each other, especially during COVID.

Figure 2 Sue's Copy Place Facebook post March 31st, 2020 - To our customers fighting to stay in business. We've put together a sale as low as we can go. If you think it will help let us know. We will even help with a basic design. If you need a special take out menu or to let people know you are doing delivery. Whatever info you need to get out.

Sue's Copy Place

Suzanne (Sue) Nicholson

Place 33090 1st Ave. lower Suite, Mission, BC V2V 1G3

Tel: (604) 826-8372

Fax: (604)287-8782

Email: suescopy@shaw.ca

Web: <http://suescopy.com/index.html>