

# Cover Story:

## TD Granite – Carved in Stone

Tara Robertson and Diane Falconer, owners of TD Granite Inc. in Stanstead (Beebe), sat down on Tara's front porch one morning a few years ago for coffee. They had both recently found themselves unemployed and were in search of their next career opportunity. As the saying goes 'as one door closes, another one opens.' This was the day that these two ladies set out on an adventure.



Both Diane and Tara agreed that they enjoyed their previous employment in the granite industry. After a little discussion over the second cup of coffee they both came up with the idea to continue doing what they once did, but this time to do it on their own. This was 10 years ago, June 1<sup>st</sup>, 2010, when TD Granite took form. They set out with a business plan, and realized there was a lot to consider. Finding a location to set up was imperative, then equipment and employees. To start, they were able to negotiate a shop with equipment to lease, and in less than a month their doors were open for business.



As with all businesses, the path is not always smooth. Within the first year of operation, their landlords went into receivership and they were forced to find a new home. "Having your own business, you continually run

into bumps in the road. You can't get overwhelmed by one setback. You have to deal with one thing at a time but head on. Most of the time you can find a way around, over, or straight through it, if you have to."

TD Granite deals primarily in monuments. They also make signs, plaques, pavers, and garden stones, as well as various military memorials. Tara works mostly in the administration end of the business and Diane works in the shop. With a bit of a chuckle they agreed that you might find either one in the office or the shop.

The majority of their clients are located outside of Quebec. Their products are primarily shipped to the rest of Canada and parts of the USA. On weekly shipping runs to Barre, VT, you just might find either one behind the wheel, off to deliver the finished product. I asked them if people often are surprised or question what a woman knows about 'a man's job'? The ladies agreed most definitely that yes, gaining respect was imperative. "You need to know what you are talking about. With time, quality of work, product and service, people come around and see for themselves what TD can provide, regardless of gender."

Their projections for the future are to remain focused on growing while enjoying what they do. They firmly believe that there is no reason why a woman cannot realize her dream. **Congratulations ladies, and Happy Birthday to TD Granite on June 1, 2020.**

To all the women who step out there and face the winds and the waves to make their way in business, congratulations on your determination.

### Tribute to All Women

*I recently read the book *The Pirate Queen: In Search of Grace O'Malley and Other Legendary Women of the Sea* by Barbara Sjolholm.*

*According to the author, Christian Robertson was certainly a legendary woman of the sea. She built a shipping business with vessels in Canada and Greenland. She was a woman in charge.*

*Barbara Sjolholm writes the following:  
"On a clear evening Christian is at a window in her upstairs office. Taking her pen, she dips it in the ink and writes: 'It was a man's world.' Yet in our collective imagination freedom belongs to the sailor, the ones who leave friends and family behind for wind and waves."*

*To all the women who step out there to make their way in business, research, education, science, medicine and many other endeavours, congratulations on your determination.*