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## **Rachelle Dubeau, Dani + Madi**

By Claire Buisseret

Rachelle Dubeau is the owner of Dani + Madi in Spruce Grove. She started up her small business in 2020 amid the COVID-19 pandemic. Also working as an accountant, Rachelle is always busy. Beginning a business in 2020 made everything difficult, but luckily Rachelle never faced shut-downs in her industry. Being open allowed Rachelle to continue to foster personal relationships with her customers and community.

“Honesty and Integrity” are the two words that Rachelle operates her business by and uses in her family-life. Honesty is always the best policy and Rachelle is a firm believer that being dishonest with a customer is the worst way to run a business. Without these two core principles you face the risk of karma which Rachelle is a firm believer in. “Without customers who trust you and your company you have no business.” Growing up with parents that were entrepreneurs instilled a sense of

motivation and self-empowerment in Rachelle. Those feelings grew into Rachelle’s mission to make others feel their most confident.

Dani + Madi is very active in the community. The shop frequently interacts with and supports fellow local businesses. Collaboration and mutual support are vital to a community of small businesses. Rachelle explained that local small businesses act as a family to support one another, network, and promote services available within the Tri-Region. As a self-proclaimed “talker,” Rachelle enjoys offering her retail location as a safe space to visit, explore, and chat with knowledgeable staff. To her, it’s about more than “just buying a shirt,” the whole experience of visiting Dani + Madi is a priority for her as a



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business owner. The experience of stopping by the shop should make you feel welcome, valued, and beautiful regardless of any other factors.

Rachelle has no issue being the “business developer” while her employees “run the business.” This skillset has come in handy for Dani + Madi as they always have someone to keep them on the right track and pursue the company’s dreams. Not only is Rachelle a great business owner she also has a love for story-sharing. Rachelle has been passionate about sharing inspirational stories of women since she was a young girl. That passion came to fruition when she began a YouTube channel which then progressed into a podcast. Her podcast “Designed to Inspire” was created to inspire women by hearing the dreams and accomplishments of women. Although the YouTube channel has fallen to the wayside with all of her current projects you can still find Dani + Madi live streaming from the shop every once in a while.

As the owner of a small local business Rachelle was “floored” when she was recognized as a 2022 Woman of Influence as she believed that she wasn’t doing anything particularly special. Her story has spread around the community and she has been an inspiration to other business owners and business owners to-be. The best part of Rachelle’s day as a business owner is interacting with her customers. She hopes to foster an inclusive, supportive, and positive environment within her store. We cannot wait to see Rachelle continue to accomplish and live out her dreams while inspiring the next generation.