

# “Easy and reliable” SaskTel Web Hosting

## BACKGROUND

A small family farm located in Unity, Saskatchewan, Dare to Dream Farm has been professionally breeding, raising and training Arabian horses since 2002. Owners Amanda and Barry Ubell have over 23 years of experience raising and showing horses. Along with their five children, they are dedicated to producing national quality halter western-style horses for both the open and amateur circuits. In addition to purebred Arabians, Dare to Dream also raises, trains and shows half-Arabians and paints. Their love for all animals is apparent in the variety and number of other animals they care for and in the emphasis they place on finding the right horse for the right home.

## CHALLENGE

Breeding of Arabian horses is a very specialized business, so remaining easily accessible to customers is extremely important. With customers located around the world, it was vital for Amanda and Barry to provide potential buyers with a means to instantly access information on available animals, services and fees. “Most of our clients are located in the United States and the UK,” explains Amanda Ubell. “We needed a web site to allow our customers to see what’s going on and what we’re producing. It’s faster and easier than e-mail. Nowadays you have to have a web site.”

Convenience was a major factor in choosing a web hosting service for Dare to Dream. Investing a large amount of time and funds into creating an online presence was something Amanda preferred to avoid. Dare to Dream Farm’s web site showcases their animals with full colour photos, text and video that provide customers with a detailed portrait of each horse, as well as background information on the family and their business.

## SOLUTION

When Dare to Dream decided to create a web presence, Amanda immediately thought of SaskTel. The convenience of combining SaskTel Web Hosting with their other SaskTel services was a major draw. “I phoned SaskTel and asked if they did web hosting. They did and told me the price. I was happy with it and said okay,” explains Amanda. “We had our telephone and everything with SaskTel, so it was nice to get just one bill – make one payment. It was just easy.”

The site has been live since 2003 now and the reliability of SaskTel Web Hosting has been a great benefit to Amanda. “It’s nice because it never goes down. It’s always there and it’s always working. I’ve never had any problems at all.”

As a result of their online presence, Dare to Dream Farm has consistently increased their exposure and business abroad. “We get a lot more international inquiries and that’s a great thing.”

SaskTel Web Hosting has been a very beneficial service for Dare to Dream and Amanda has been happy to recommend it to others. But, would she like to see SaskTel make any changes to the service? “No. I’m happy with it the way it is!”



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**Amanda Ubell  
Owner, Dare to Dream Farm**

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