

TERRENA RIZZOLI

RIZZOLI DENTURE & IMPLANT CLINIC - Stony Plain, AB



Accomplished business owner and licensed Denturist, Terrena Rizzoli says she wants people to know that success comes in all shapes and forms. "I was an okay student," she says chuckling, "but definitely not at the top of my class". "I felt I always had to work that much harder to achieve the grades I needed to get into the Denturist Technology Program. Studying was always a struggle for me so I did most of my after school work in the tutor class that was offered to every program. Going that extra mile to get decent grades seemed like a lot of work at the time, but it definitely paid off once I got into my program which is where I started to excel."

This year is her 10th year in her business, and still the time flies. But time has also contributed to her success. "When I started in this industry, I quickly realized how many patients had dental problems and, as a result, had extremely low confidence. Helping people to restore their confidence with a beautiful smile is what I love most about my job."

"I remember being a kid," she recounts, "and my Mom having problems with her teeth. They didn't have insurance, and with having three young children, my Mom put herself last. I remember thinking that

if I became a dentist, I could help her. That's how my interest in the field started." Her parents also both owned a business, as well as ran a farm. She adds, "You strive to be like the people you look up to."

Terrena owns and operates Rizzoli Denture & Implant Clinic, located in Stony Plain, Alberta. Her business offers services in all types of denture and denture-related services, as well as implant solutions. But with every service, making the patient feel their best is the top priority.

It is this caring attitude that helped establish her success. "When I opened up 10 years ago, I faced many challenges, as all business owners do." She kind of chuckles when she says, "There were many days at the beginning I would just sit by the phone, hoping someone would call to book an appointment." Then she says, "But after a while, word of mouth greatly increased my patient base, as well as referrals from local dentists."

"There was a lot of hard work too," she states, "I took some time off, when I had my three children, and that was

huge. There was a great deal of pressure to keep your business afloat as well as be the best mother you can to your children." She talks about supports she had along the way, and mentions Apeetogosan Development, who helped her out with a business loan. "It wasn't just the loan - they offered so much guidance and really made sure I was able to do my best at running my clinic. I always felt that they really want to see me succeed. I can never say enough about the team there."

"My parents once told me, when I was starting out, 'Everything new is scary - but in time, this will become your new normal'." It was the advice I needed to push on.

"I mean, no one teaches you how to be an entrepreneur," she says, "but here I am."

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