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North Trail Island: 32 acre private island, nicely forested, in the Strait of Georgia just 24 miles west of Vancouver, 1200sqft main residence has 2 bedrooms, 400sqft loft, fireplace and large oceanfront deck. 1100sqft cabin, substantial barn, Self-sufficient with domestic water from the mainland. Amazing views overlooking the Strait \$2,282,000 of Georgia.







NW Vancouver Island: 4000ft of lakefront on Alice Lake, Forest service road access or water access from two boat launches on the lake, Lakefront development - 17 subdivided acreages from 9.88-16.48 acres totalling 220 forested acres. 4000ft of diverse lakefront, rock outcrops, private bays and beach areas. Great investment \$1,250,000 opportunity!







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Tlell Acreage: Graham Island, Haida Gwaii. 15 semi-oceanfront acres south of the Tlell River. Partially cleared, some forested areas, ocean views. 1968sqft 2-storey custom home with wood ceiling beams, sandstone fireplace, maple counter tops and oak flooring. Drilled well, septic, storage building & outbuildings. Easy access to sand and gravel \$220,000



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oceanfront acres where the Phillips River enters Phillips Arm, surrounded by majestic mountains and Crown land. The only private titles in this region. Flat topography, 1000sqft dwelling. Water access only, approx. one hour from Campbell River. Amazing wilderness region with ocean, river and lake access.



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Pacific Coastal Airlines' Inflight Magazine April/May 2015 | Volume 9 | Number 2

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PRESIDENT'S MESSAGE





PCA honours its small town roots

Supporting local communities has always been a big part of our corporate culture. This sense of family and neighborhood is not an affectation, but a natural evolution rooted in our humble beginnings in the small coastal town of Bella Coola nearly 40 years ago.

Despite being the sixth largest airline operating at YVR today (based on outbound seats), and the third largest airline in takeoffs and landings, we still feel like a small town airline, and we are proud of the strong relationships we have built with the people and the communities we serve. One example of our commitment to communities can be found in our annual golf tournament, which is being held Thursday, June 4 at Mayfair Lakes Golf & Country Club in Richmond. Now entering its 23rd year, Pacific Coastal Airlines Annual Memorial Golf Tournament will raise funds for two important local charities — the Source Club

and NEC Native Education College.

The Source Club of Powell River is an organization that provides educational and life skills programs to people with mental illness and helps them re-integrate into the community.

BC's largest private Aboriginal College, NEC, offers programs leading to the BC Adult Graduation Diploma, and college certificates and diplomas that provide access to employment or further post-secondary education.

This golf tournament, like so many other community initiatives in which we are involved, enjoys strong support from our employees. This not only benefits local communities, but also helps to build and maintain a sense of family here at Pacific Coastal — and that is something to be proud of.

You can register to golf or sponsor our tournament on our website at www. pacificcoastal.com

Quentin Smith

MEET A PACIFIC COASTAL EMPLOYEE



Name: Matt Wate

Position: Costumer Service Agent and Ramp Agent

Based in: Powell River Airport (YPW)

Time with Pacific Coastal: Three years

What is the mission or vision of your department?

Our mission is to ensure a safe and positive travel experience for passengers travelling for work or play: People Friendly, People First.

What do you love most about this job?:

I have always loved planes and airports, plus I have a background in tourism. This job lets me talk to travellers and visit with passengers while being around planes. It's great!

Where did you grow up and where is home now?

I grew up in Powell River and continue to live here, based out of the Powell River Airport.

Do you have family?

My mom, dad, two sisters and three nephews

What are your hobbies outside the job? I love playing sports as well as hiking and kayaking ... plus building Lego with my nephews!

OUR CONTRIBUTORS



Susan Lundy is an award-winning freelance writer, author and magazine editor, who grew up in Victoria and now lives on Salt Spring Island.



Alyn Edwards has been a career journalist and, more recently, a public relations consultant, freelance writer, and, since 2003, a partner at Peak Communicators.



Jen Blyth is a is an award-winning writer, photographer and editor, whose stories have appeared in BC Business, BC Home, WestWorld and Yes Magazine.



Montreal-born **Brian Kieran** has worked for several BC newspapers, taking him from England to Qatar.

TALE OF THE TAILS

Ride on — the story of the mountain biker

When the subject of tail art for Pacific Coastal Airline planes came up, the company "found it difficult to sum all that is BC in a single image." Now, each of the airline's tails features different icons. Here is the story of the mountain biker.

British Columbia has some of the best and most diverse mountain biking terrain in Canada, making it both an adventure and a mainstream sport with a popularity that has grown exponentially in the past decade.

The Coastal Mountains have created some challenging terrain from the North Shore to Whistler, while on Vancouver Island, the coastal terrain is so popular that Ecoasis Mountain Bike National Cycling Centre opened at Bear Mountain Resort in January. A partnership between Ecoasis and Cycling Canada has seen the resort designated as the official high-performance training centre of the Canadian National Mountain Bike Team.

"Southern Vancouver Island has all the ingredients to turn out world-class athletes



and has been doing so for many years," says Andreas Hestler, Victoria native and the creator of the annual BC Bike Race.

"It is amazing to see facilities developed to support athletes and, of equal importance, to engage the local community in encouraging a healthy lifestyle. I am excited to see the longterm legacy that this forward thinking can deliver — this is a win-win for everyone."

The province's coast plays host to the annual BC Bike Race, this year from June 27 to July 4. The seven-stop race begins in North Vancouver and takes riders from rain forest to high alpine on Vancouver Island, the Sunshine Coast and up Sea to Sky Highway territory to end in Whistler.

The race began as a team event in 2007,

added a solo portion in 2009 and draws world-class competitors annually.

In August, Mount Washington Alpine Resort on Vancouver Island plays host to the Bearclaw Invitational, a slopestyle event that this year takes place Aug. 21 to 23.

Whistler and Panorama Resort will host Canada Cup Series mountain bike events in July and August.

Pacific Coastal added the mountain bike artwork to its aircraft in August 2012 after holding a contest among Pacific Coastal employees. Ryan Parenteau, heavy maintenance supervisor, suggested the contest for the company's newest aircraft; he entered his design of a mountain biker and won the contest.





Powell River, BC

LAND OF PLENTY

DIVERSITY POWERS ECONOMIC GROWTH IN POWELL RIVER

By JENNIFER BLYTH

n Powell River's website, you'll find a slogan: "Every new resident starts with a visit."

And really, with its breathtaking scenery, recreation opportunities and cultural amenities, it couldn't be more true.

However, with its affordable land prices, a diversifying economic base, the infrastructure for telecommuting, and a central location with easy access to Vancouver via Pacific Coastal Airlines, it's also easy to see why younger families are choosing Powell River.

"The real strengths here are the quality of life and the affordability," says Scott Randolph, Director of Economic Development for the City of Powell River. Plus, "in 20 minutes and for an affordable price, you can be in Vancouver," he adds.

"It's all about being able to afford to buy a house on a piece of land and not have to mortgage your future."

And it all begins with a visit.

The community's roots are in the resource sector, and those businesses remain. The paper mill currently employs about 400 people and with wood prices fairly stable, harvesting continues.

But what other economic drivers are influencing the city's employment and investment?

"Where do I begin?" Randolph asks with a laugh.

In addition to forestry and the mill, aquaculture — both freshwater and saltwater shellfish — is growing, as is transportation-related industry with new investment coming into the airport. A new medical marijuana growing facility is also bringing a \$3.5-million refurbishment to the old Catalyst administration building, with an expected 50 to 60 initial jobs and more to come upon Phase Two.

Recreation, culture and tourism-related business is also improving, and more is expected with the current low Canadian dollar.

Buoyed by the international success and reputation of events like the biennial Kathaumixw choral celebration, "we spent several years growing the cultural sector here and making sure it is sustainable," Randolph says, pointing to the success of the community's residential symphony academy that draws faculty and students from around the world.



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International education is also bringing a brand new residential campus from China's Sino Bright School, expected to bring \$22 million in construction revenue to the community, plus 400 students in its first year.

Biking and water sports are a natural with the access to Desolation Sound, mountains and forest trails, and for adventurers who prefer to stay on two feet, the Sunshine Coast Trail offers one of the longest hut-to-hut hiking experience in North America, Randolph notes.

With its natural setting and welcoming community, Powell River has also become an inviting destination over recent decades for people with developmental disabilities. With that population growth came related services and programming through organizations like Inclusion Powell River, so "the social service sector here is quite strong," Randolph notes.

While Powell River boasted a diversity among its work opportunities, the community was supported by an older population with an average age of 51. In looking at the exceptional amenities it had to offer however, that became the central message in a program



Above, aerial view of Powell River. At left, workers who find themselves in a community with an increasingly diversified economic base.

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designed to attract younger families.

"A lot of our younger families are moving to the community and starting businesses," Randolph notes.

Many are also telecommuting, and have enjoyed the opportunity to settle on larger properties that allow them to grow food, which is supporting the health of Powell River's food security movement, but also further adding to its diversity.

In addition, "younger families are moving here because of the recreational offerings."

Of course, connectivity is also important. For residents, a \$16-million fibre optics investment by Telus will bring significant accessibility improvements. "Residents will have access to 100 megabytes per second downloads this year and one gigabyte per second downloads in 2016. This of course is an important piece of infrastructure for attracting new residents to the community, especially the telecommuters we have targeted in our campaign," Randolph says.

To Get There

Pacific Coastal Airlines runs several flights daily between Vancouver Airport's South Terminal and Powell River. Visit www.pacificcoastal.com for more details.







Nimmo Bay and CR suspension bridge grab headlines, boost tourism



THE KIERAN REPORT with BRIAN KIERAN

t happened quietly in the first week of 2015.
An eco-resort on the edge of the Great Bear
Rainforest, accessed primarily through Port
Hardy, became one of only two Canadian destinations to merit National Geographic's exclusive "Unique Lodges of the World" designation.

In the blink of an eye, Nimmo Bay Wilderness Resort — 25 minutes by floatplane northeast of Port Hardy — vaulted northern Vancouver Island onto the international stage as the gateway into the heart and soul of supernatural BC.

This prestigious designation is one of two tourism milestones that promise to make 2015 a breakthrough year for Vancouver Island.

The second is the opening of the highest suspension bridge in Canada at Elk Falls in Campbell River. It will be a must-see, bucket-list tourist destination rivaling the famous Capilano and Lynn Canyon suspension bridges in North Vancouver.

Fraser Murray, owner and operator of Nimmo Bay, says: "When we were first approached by National Geographic to join as one of their charter members of the Unique Lodges of the World, we knew that the collection of properties they would choose would share the same passion for the environment that we have at Nimmo Bay. We're excited to work with National Geographic to share our vision for sustainable travel through the Great Bear Rainforest on the coast of British Columbia."



An international team inspected the property and judged it on design and character, guest experience and service, and best practices in sustainable tourism.

The initial collection of "unique" resorts numbers 24 properties on six continents, including prestigious resorts such as Tierra Patagonia Hotel and Spa in Chile and Tswalu Kalahari in South Africa.

Costas Christ, editor at large for National Geographic Traveler magazine says: "National Geographic has opened a new chapter in the power of travel to protect our planet. Travelers can feel confident when they stay in one of these lodges that they are helping to safeguard cultural and natural treasures in some of the world's most incredible places."

The gushing press release writers at National Geographic says: "Nimmo Bay seems carved from its own wilderness, a small collection of beautifully designed wooden chalets that seem to float at the

Nimmo Bay Wilderness Resort, located at the edge of the Great Bear Rainforest, has been given National Geographic's exclusive "Unique Lodges of the World" designation, one of two big boosts this year for Vancouver Island tourism. Experiences nearby the resort are seen here. Photos courtesy of Nimmo Bay Resort.

"Travelers can feel confident when they stay in one of these lodges that they are helping to safeguard cultural and natural treasures in some of the world's most incredible places."



water's edge. With a 1,500-metre waterfall just steps from the lodge, nature and wildlife are literally on the doorstep. Whether tracking humpback whales or hiking in old-growth forests, fly-fishing for salmon, or sitting down to an elegant picnic at the edge of a glacier, there are myriad ways to experience this slice of wild paradise."

Resort spokesperson Jennifer Jewczyk says: "The partnership has brought a lot of global attention to us and has driven more traffic to our website. We have not estimated the exact economic impact, but we continue to support the local community. We hire locally, support many local artists, work closely and support other local companies such as Mackay Whale Watching, West Coast Helicopters, Pacific Coastal Airlines, Sea Wolf Adventures and Hardy Buoys Smoked Fish Inc. We locally source our building materials and get as much locally sourced food as we can."

Jewczyk adds, "Most of our guests are from the US; however, the UK and Europe markets have been growing over the past three years. Within Canada, we are seeing increases in guests from BC, Alberta and Ontario."

Campbell River's Elk Falls Suspension Bridge is a great example of what happens when a community and its corporate partners pull together.

The entire project has been made possible by \$124,500 in funding from the Campbell River Rotary Club, a federal government grant for \$86,650, another \$325,000 from the Island Coastal Economic Trust and a \$150,000 contribution from BC Hydro, which is working nearby on the John Hart Generating Station replacement project.

The much-anticipated bridge, which is 64 metres long and hangs

Continued on page 10





Thinking about adoption?

Children are waiting.



60 metres above Elk Falls, should be opening this spring.

The main bridge-viewing platform will be accessible to users coming off a new trail between Elk Falls and the new 80-stall Elk Falls parking lot off the highway to Gold River. The platform will be wheelchair accessible and offer a front facing view of the falls. The second viewing platform will be located on the other, northern, side of the suspension bridge.

Lorrie Bewza, president of the Rotary Club and suspension bridge project chair, anticipates the newest mid-island tourist attraction will bring 70,000 new visitors to Elk Falls — thus doubling its current annual draw.

"Those new visitors will add \$5 million annually to our local economy according to the Campbell River Visitor Centre."



Campbell River's Elk Falls Suspension Bridge under construction.

FISHING LODGE WITH A DIFFERENCE

lack Gold Lodge located in Rivers Inlet, B.C. has been welcoming guests for over 28 years. Priding itself as a lodge with a difference, it is the only lodge with full amenities and a choice of packages. Clients can choose an all-inclusive option that includes all meals and airfare or choose a standard package where the they supply their own food and arrange their own transportation to the lodge.

The lodge is located in the heart of one of the best

salmon fishing spots in the world and is home to the current weighted record in the inlet (recent history) which was caught just minutes away.

Black Gold is one of the most desirable fishing lodges if you're looking to fish super-size Chinook, Coho, Pink as well as other species of salmon.

When not on the water, guests relax in comfortable, well-furnished cabins and enjoy great service from the experienced staff. www.BlackGoldLodge.com





Discover a little slice of island paradise

BY KRISTYL CLARK www.valleymom.ca

Tigh-Na-Mara is a slice of Vancouver Island paradise that will recharge your batteries, help you connect with nature and ignite the fire in your relationship. Having enjoyed both a family holiday and a second honeymoon at this all-season oceanfront resort in beautiful Parksville, I've had the pleasure of two unique and unforgettable experiences.

While I could go on forever about what makes me adore this hot spot, here are 6 reasons why you should put Tigh-Na-Mara on your travel bucket list.

1. The Accommodations - Situated in a three-story log-style condominium, our Deluxe Studio Suite featured an incredible ocean-view from our private patio. There was also a Jacuzzi tub with jets in the room, high ceilings, a full kitchen and a gas fireplace – oh -so-romantic!

During our family trip, we stayed in an authentic log cottage with the kiddies, which featured a traditional wood burning fire place, comfortable rustic furnishings, bathroom and a full kitchen.

- **2.** The Grotto Spa This oasis is like no other spa we've ever been to. Treatments focus on West Coast natural ingredients and the natural stone grotto a 2,500 square-foot warm mineral pool infused with minerals and trace elements to detoxify your body.
- **3. The Dining** With fresh local seafood, spa-inspired anti-oxidant cuisine and delectable desserts, the Treetop Tapas & Grill is a unique dining experience reserved for robed guests.

There's also Cedars Restaurant & Lounge that seamlessly blends a modern upscale environment with that cozy, rustic signature style that puts Tigh-Na-Mara on the map, while the menu offers plenty of new twists on your old favourites.

- **4. Beaches & Parks** -The Parksville-Qualicum Beach area enjoys the mildest yearround climate in Canada. Enjoy golfing nearly every day of the year as well as hiking, wildlife viewing, beachcombing and taking in the view of the Strait of Georgia and Coast Mountains.
- **5.** The Amenities There's plenty of things to do for your whole clan, including a playground, indoor pool and hot tub, fitness room, tennis court, ping pong table and more.
- **6. Kid-Friendly Programs** Available during summer holidays, Spring Break and the Christmas holidays, there are so many fun and educational activities offered during the seasonal resort recreation program.

And there you have it 6 reasons to make Tigh-Na-Mara your next getaway. Doesn't this island oasis sound amazing? You'll have to experience it yourself and see if I've missed anything on our little list.

BUSINESS ROUNDUP

LICENSE REVENUE BENEFITS ANGLERS

All revenue generated from BC fishing licences will now directly benefit anglers thanks to a new agreement between the Province and the Freshwater Fisheries Society of BC.

Effective April 1, the total amount to be transferred to the society for 2015-16 will be approximately \$10 million, an increase of about \$3 million annually.

While the society's activities have been focused primarily on stocking smaller lakes, the new funding will allow work with provincial biologists to improve angling opportunities in lakes and rivers. This includes angler access improvements, stock assessment to help inform management decisions and resources to enhance capacity for compliance monitoring and enforcement on both stocked and wild waterbodies.

The non-profit Freshwater Fisheries Society of BC aims to conserve and enhance freshwater fishing in the province and is recognized as one of the most progressive fisheries management organizations in North America.

EAT! FOOD + COOKING CELEBRATES VANCOUVER CULINARY SCENE

A gastronomic feast for the senses comes to Vancouver with the 13th annual EAT! Vancouver Food + Cooking Festival April 26 to May 3. The largest festival of its kind in Canada, EAT! Vancouver features an expanded eight-day program with more than 35 collaborative workshops, dinners and events taking place throughout Vancouver before culminating in a three-day show at BC Place Stadium May 1 to 3. Vancouver's top chefs welcome contemporaries from across Canada, bringing them together with artisans, farmers, winemakers, craft brewers, distillers and media from BC and beyond.

Find ticket details and more information at www.eat-vancouver.com

LOCAL LEADERS SERIES SUPPORTS BUSINESS AND ENTREPRENEURSHIP

Restaurant magnate, celebrity chef and CBC Dragon Vikram Vij kicks off the first Local Leaders monthly business mixer April 2 at Small Business BC in Vancouver.

The Local Leaders series, in partnership with

the province, runs April-July, and encourages business growth and development by giving entrepreneurs an opportunity to network with and gain inspiration from top business leaders in the community. As an immigrant entrepreneur and popular business mogul, Vij will share the many ups and downs he faced on the road to success. Others featured in the monthly mixer include: Brian Scudamore, May 7; Andrew Shepherd, June 4; and Kelsey Ramsden, July 9. For more information and ticket details visit smallbusinessbc.ca

BC FOOD LEADERS GATHER TO BUILD ECONOMICALLY VIABLE FOOD SYSTEM

A report released earlier this spring by the Real Estate Foundation of BC found that local food leaders express a strong desire for a regional vision for a food system that includes mentorship of new farmers, farmland protection and improved access to local food.

The report, Local Food Futures for British Columbia, found that public education and outreach around local food is essential in understanding the key role of sustainable food systems in social, health, economic and ecological systems. The result of discussions held in Prince George, Cranbrook, Kamloops, Kelowna, Nanaimo and Richmond, province-wide priorities for action include: increasing public knowledge about local food systems; expanding local infrastructure for food processing, storage and distribution; supporting established and new farmers; and protecting access to foodlands and fresh water.

NEW YEAR-ROUND TRAILS OPEN NEAR FERNIE

Fernie is expected to become a hub for cross-country skiing in BC with the Fernie Nordic Society's recent opening of the Elk Valley Nordic Centre near Mount Fernie Provincial Park. The \$500,000 project includes the planning, design and construction of eight kilometres of trails for summer and winter use, a 60-foot pedestrian bridge and a new warming hut. The facility and trail system aims to handle regional and provincial-level races plus other year-round activities. The all-season trails are expected to open this summer for beginner-level mountain and family-oriented biking before switching to skiing trails in the winter.







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Photo Courtesy of The Harvest Golf Course

Hot on the trail of Hal Quinn's Pacific Coastal Golf Tour

By HAL QUINN

(First in a Series of Three)

mong all the pleasures that the game of golf has to offer, one of the most enjoyable is the anticipation that comes when checking in golf clubs at an airport.

And few flights are more spectacular and few destinations are more worthy of the anticipation than the trip via Pacific Coastal Airlines into Kelowna and the heart of golf country in the Okanagan Valley.

When vacationers from around the world (even many Vancouverites) contemplate a BC golf trip, very few imagine seeing blooming cacti. Even fewer imagine a setting where those cacti border vineyards stretching to a cloudless horizon silhouetted by semi-arid rolling hills.

Yet it can all been seen from the air — a glorious valley defined by massive fresh water lakes and the Sonora Desert that reaches all the way north from New Mexico into the heart of the Okanagan. Considered for a long time Canada's cornucopia of fruits and internationally acclaimed wines, the valley is now acknowledged alongside the best golf locations anywhere.

Spring comes early to the Central Okanagan, and the sun-drenched summer lingers long and leaves slowly. When much of Canada and the northern States are still in March's wintry embrace or preparing for the first bracing winds of November, residents in Kelowna and their thousands of visitors

savour warm sunny days on and off the golf courses.

In fact, the denizens of the third-largest city in BC enjoy more than 2,000 hours of sunshine per year. During the brief hiatus between golf seasons they enjoy a full slate of winter activities in some of the best powder at some of the best ski resorts — Big White, Silver Star and Apex.

With each passing season, as the world's wine connoisseurs and golf's cognoscenti bestow more awards on local vintners and course architects, Kelowna's reputation grows in stature and breadth. It all started many summers ago.

The first Europeans to appreciate the fine weather and the Valley's bounty arrived in the 1700s. They established a thriving trade with the indigenous people whose word for Grizzly bear was adopted as the name of the town of 600 people when it was incorporated in 1905.

In 1958, the late Princess Margaret opened the Lake Okanagan floating bridge — the only one of its kind in Canada, and a full 7/8th of a mile long — replacing the ferry that had linked Kelowna to the west bank of the lake. That bridge has since been replaced by a modern multi-lane span, and viewing the Kelowna skyline from it makes the smalltown days seem like ancient history. And since 1920, there has been golf.

The legendary Pacific Northwest golf architect A.V. Macan, whose designs include some of Canada's top courses including

At left: Spectacular views on the 5th tee at Kelowna's The Harvest Golf Course. At right: The 8th fairway of Tower Ranch Golf Course in Kelowna.

Shaughnessy and Marine Drive in Vancouver, created the Kelowna G&CC more than nine decades ago. It remains the heart of the area's golf, but great new courses are just minutes away.

In fact, barely 10 minutes after collecting baggage and clubs at Canada's 11th busiest airport, golfers can be at two of Kelowna's finest. Tower Ranch, designed by Tom McBroom, has more than 100 white silica sand bunkers, 650 feet of elevation change, and lake and valley views from 16 holes. The Okanagan Golf Club, set on 384 acres of bluffs amid Ponderosa Pines, got Jack Nicklaus's attention. In 2000, the Golden Bear himself officially opened The Bear, a 6,885-yard companion to Les Furber's The Quail.

A golf club that reflects the city's history and heritage is aptly named The Harvest. Just southeast of Kelowna, the inviting Graham Cooke design unfolds on 285 rolling acres that it shares with more than 1,000 apple trees of nine different varieties. A few miles down the road is the dramatic Gallagher's Canyon. The canyon that gives the course its name can be fully

appreciated on the 7th tee. The urge to peer over the edge to the spectacular gorge, and the river that runs through it hundreds of feet below, is irresistible.

In the hills above the city, there's a warm welcoming feeling at The Sunset Ranch G&CC. Architect J. Bruce Carr took full advantage of the valley views and the meanderings of Scotty Creek. The Furber-designed Kelowna Springs boasts spring-fed water hazards on 11 of the 18 holes. Wayne Carleton's Black Mountain layout is a spectacular mountainside design with a stunning island green on the par 4 fifth hole.

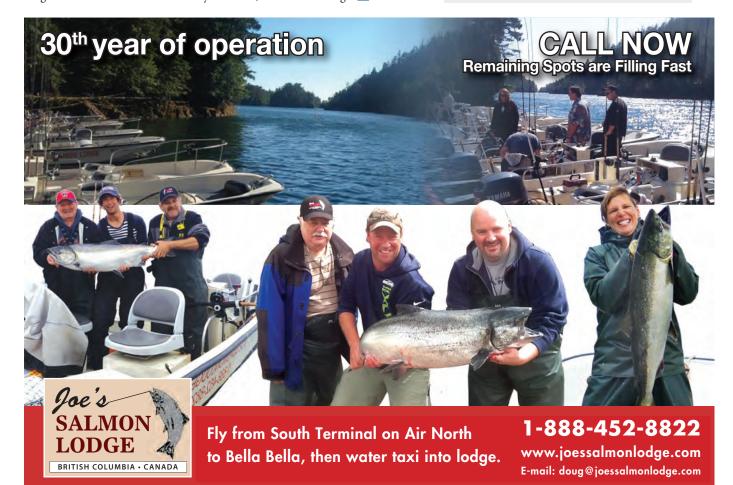
Doug Carrick has design credits all over the world, but his Ridge Course at the Predator Ridge Resort, that sprawls over 1,200 acres on a spectacular site above Lake Okanagan, is among his finest. Paired with Furber's Predator, the resort is the ultimate place to stay-and-play, go to the spa (the nearby Swarovski Sparkling Hills Resort Spa is astounding) and play again.

The same can be said for Kelowna. At the first stop on the Pacific Coastal Golf Tour, once is not enough.



To Get There

Pacific Coastal Airlines flies daily, except Saturday, between Vancouver and Kelowna with a stop in Cranbrook. Visit www. pacificcoastal.com for more details.





NORTH ISLAND COMMUNITY BUILDS FUTURE ON WEST COAST FISHERY



Story and photos by ALYN EDWARDS

ickey Flanagan has worked in Port Hardy's fish processing business since the age of 15 when it became his after-school and summer employment. Today, he is the chief executive officer of Keltic Seafoods, a multi-faceted seafood processing, cold storage and rendering business employing 75 local people year round.

For Bruce and Carol Dirom, smoking salmon started out as a hobby when Bruce, an avid sports fisherman, was employed by BC Hydro. As word spread about his delicious smoked salmon, Bruce decided to earn extra income for his growing family by providing seasonal cold locker storage and a smokehouse service for visiting sports fishermen.

Today, 20 years later, you can find the Diroms' Hardy Buoys Smoked Fish products in stores across Canada and as far away as Costco in Taiwan. The company's 27,000-square-foot processing facility employs 65 people year round with another 15 employees added in summer months to undertake custom processing of sport-caught fish.

As communications manager for Marine Harvest Canada, Ian Roberts has helped put Port Hardy on the map for the processing of farm-raised Atlantic salmon in BC. Marine Harvest is the leading aquaculture company in the world, supplying one-fifth of the global demand for farm-raised salmon and trout.

And, as one of the North Island's largest employers, Marine Harvest has 500 full-time staff — approximately one third of them based in Port Hardy.

Combined, the three fish processing companies provide full-time employment for up to 500 Port Hardy residents with more people employed seasonally. The three companies are friendly competitors, often sharing employees and expertise.

"There is good cooperation between the companies. We are all across the water from each other in Port Hardy, so we often work together," Ian Roberts says.

For example, Keltic Seafoods' rendering facility takes waste streams from all the fish processing plants to turn it into fish oil and fishmeal, which are widely used in secondary product lines.

Value added fish processing has become an important economic driver alongside forestry and mining for North Island communities of which Port Hardy is the largest. It is the third largest employer behind the regional district and the hospital.

One way or another, thousands of metric tonnes of seafood pass through Port Hardy with value added businesses providing payrolls in the millions, while purchasing supplies and services are exceeding \$125 million annually.

Keltic Seafoods began business 14 years ago after a group of local investors took a big gamble buying a closed down processing





Above, Keltic Seafoods CEO Mickey Flanagan, and (at right) the Keltic Seafoods plant, which dominates Port Hardy's harbour. Opposite page: Bruce and Carol Dirom of Hardy Bouys, and smoked fish production at the Hardy Bouys' operation.

plant from Maple Leaf Foods. The company now ships its products all over the world.

With contracts with fish boats and three First Nations communities, Keltic processes hake, pollock, arrow tooth flounder, sardines, herring, halibut, rock fish, sea cucumbers and salmon from all around Vancouver Island, Johnstone Straits and from deep sea fishermen working in the open Pacific.

Combined, the three fish processing companies provide full-time employment for up to 500 Port Hardy residents, with even more people employed seasonally.

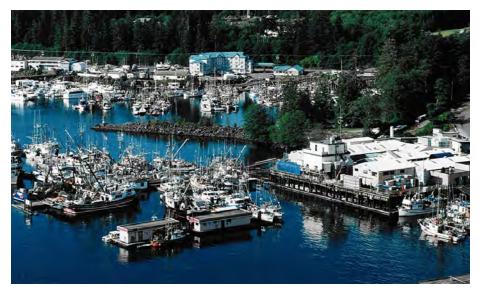
"In 1995, the salmon industry went into a slide and all other fisheries have had their challenges because it's so cyclical," Keltic's Mickey Flanagan says. "We haven't seen sardines for a few years. But we're seeing a resurgence of salmon and renewed interest in herring."

Keltic Seafoods markets through its wholesale customers to Russia, Ukraine, much of Europe and all through South East Asia.

"We're strategically located near the fishing grounds for the central coast, the gulf, west coast and mid island," he says.

According to Port Hardy Mayor Hank Bood, "Approximately half the families in our town benefit from the harbor. We land more fish here than either Prince Rupert or Vancouver."

He points to Marine Harvest as one of the most efficient fish processing plants in North America — one that is now expanding production capacity and its workforce.



"We're strategically right in the middle of the fishing grounds and the farms," he says. "Things are on an upturn for us here."

For visitors to the North Island region, Hardy Buoys has been an increasingly important stop. In addition, there is the retail outlet at the company's Port Hardy smokehouse plant, which is very popular.

But the service it provides to sports anglers — providing seasonal processing for the day's catch seven days a week — is also a very

popular last stop for North Island visitors. From mid-June to the September long weekend, up to 80 staff ensure that, when visitors are leaving Port Hardy, their fish are ready to take with them.

"It takes a huge team effort to keep track of the approximately 250,000 pounds of some 20,000 pieces of fish that pass through their hands," owner Carol Dirom says of her staff. "And, in all this organized chaos, people really do get their own fish back."



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Photo by Lorenz Jiminez

Toss a dart at a map of the province and odds are good you'll find a trail-running experience nearby.

RUNNING WILD

TRAIL RUNNING PICKS UP PACE ACROSS THE PROVINCE

By SEAN MCINTYRE

he names alone are enough to elicit sore thighs and a rapid heart rate.

There's Kelowna's Scorched Sole Ultra, Beat the Bugs in Prince George and the Kaslo Suffer Fest.

Some promise adventure, and others a challenge unlike any other. Yet all trail running races can guarantee an unforgettable running experience — even after the aches and pains wear off.

The number of folks who have laced up their runners and hit the trail has surged in recent years. According to a study conducted by the Outdoor Foundation, trail running enthusiasts in the United States rose from 4.5 million in 2006 to more than 6 million in 2012.

Jade Kersey, founder of BC Race Review, said British Columbians have helped set the pace for the trail-running boom. Events have popped up in cities and towns, beneath towering rainforests, along windswept mountain ridges and through expansive sagebrush deserts. Toss a dart at a map of the province and odds are good you'll find a trail-running experience nearby.

Kersey created bcracereview.com after becoming frustrated with the disjointed nature of tracking down running events across the province.

"I found that there were hundreds of events that nobody knew about on hundreds of different sites. I decided that as a multi-sport athlete, I would appreciate a site that listed all types of events for running, cycling and triathlon sports," he said. "So I made one."

Since its inception, Kersey's personal database of racing events has grown steadily. Last year, it averaged roughly 20,000 views per month.

The sport's rising popularity is commonly attributed to the stunning backdrops and ever-changing obstacles. Many runners hit the trail after they've spent years pounding the pavement.

"Trail running takes us back to our childhood, when we would just run," said Gus Oliveira, an avid trail runner and personal trainer from the Gulf Islands. "Trail runners enjoy the fresh air of the forests and the natural ground underfoot. They are often less worried about pace, time or splits and are out there to enjoy their surroundings, often stopping to enjoy beautiful views, not stopping for traffic lights."

Trail running experiences vary widely. In addition to the ultra-marathon epics that cross mountain ranges and cover hundreds of kilometres, there are five-kilometre jaunts and many events held exclusively for kids.

The Fat Dog 120, which can require two days to complete, takes participants across stunning (and steep) scenery in and around Manning Provincial Park. Runners who cross the finish line will have climbed 8,673 metres, nearly the height of Mt. Everest. Outside Magazine ranks the 193-kilometre event among the nine toughest ultra-marathons on the planet.

About 75 kilometres north of Campbell River, hundreds of participants descend upon Sayward every summer Solstice for the Kusam Klimb, a 23-kilometre loop that scales the scenic and often snow-covered Mt. H'kusam.

The Cranbrook-based Bigfoot Running Club hosts races on an almost monthly basis. If a nine-kilometre uphill dash isn't to your liking, you can register for the Two Buttes Fell Run, which foregoes trails and















Above and on previous page: The 10th annual Perseverance Trail Run in Cumberland. The 10-kilometre race, which is held each year to raise money for the Cumberland Community Forest Society, is open to runners of all ages.

requires participants to bushwhack between checkpoints.

Other events, like the 13-kilometre Loon Lake Run near Powell River in September, offer an introduction to the trials of the trail. With an elevation gain of barely a few metres, organizers promise an entry level run for runners of all experience levels.

In Vancouver Island's Comox Valley, Sarah Seads has co-managed the Perseverance Run in Cumberland every October since 2004. When she began, organizers could expect about 30 people to show up. For the past three years, the run has met its 350-person cap well ahead of race day and raised more than \$150,000 as part of a massive community fundraising event.

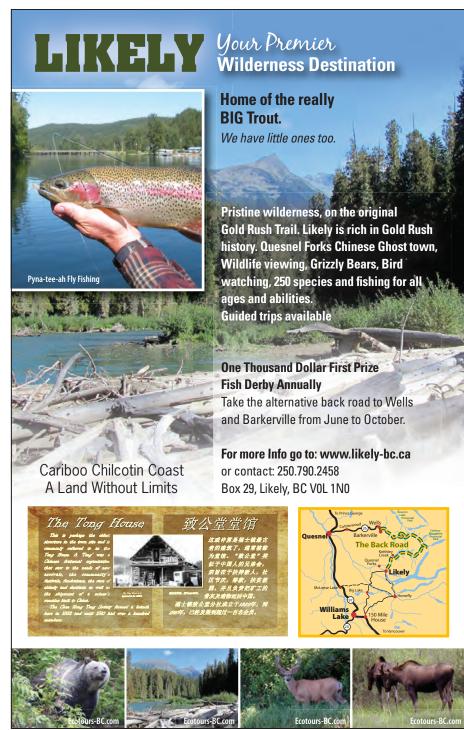
Seads, a kinesiologist and owner of Equilibrium Lifestyle Management, said good trail running events offer challenging terrain, plenty of ups and downs, and accurate trail markers to keep runners on track. Strong community focus, a family friendly vibe and celebratory energy are often what keep people coming back.

"A good trail race is a fun way to spend the day," she said.

Seads tells newbies to start slowly on less technical terrain. As confidence rises, seek out more challenging areas and don't forget to buddy up for safety and motivation, she added. Joining a running group is an excellent way to explore new routes.

"Once you're out on the trails, you realize the awesome gifts of trail running: connecting with nature, exploring around the next bend and enjoying the supernatural views. Try it for yourself and you'll see what I mean," Seads said.

"Once you go trail running, there's rarely any turning back."



DATEBOOK

ACROSS BC

Read Local BC

April 1 to 22

Bookstores, libraries, community centres and publishers across the province unite for the inaugural Read Local BC celebration, showcasing the exceptional talent of BC storytellers and their publishers with three weeks of events, competitions, talks and promotions. FMI: www.books.bc.ca

CAMPBELL RIVER

Downtown BIA Easter Egg Hunt

Join the Downtown BIA for an Easter Egg Hunt, beginning at 11 a.m. in Ostler Park. Free Easter baskets and bubbles for the first 300 children. Next, at Spirit Square and Tyee Plaza, enjoy live entertainment, an animal activity farm, face painting, glitter tattoos, Shoo Shoo the Clown, Captain Thunderpants and more. FMI: www.

Campbell River Chamber of Commerce AGM

downtowncampbellriver.com

April 16

April 4

Hear the highlights from 2014, discuss new opportunities for 2015 and elect your board of directors representatives for 2015/2016, from 4:30 to 6:30 p.m. at the Anchor Inn & Suites. FMI: 250-287-4636

COMOX VALLEY

Mountain Sports Society Celebrates Island Athletes

April 4

A fun evening celebrating emerging Island athletes in a variety of mountain sports. Tickets \$50/adults; Children under 10/\$25. FMI: www. mountwashington.ca

COMOX VALLEY

33nd Annual Snow to Surf Adventure Race

April 25 to 26

Canada's premier multi-sport team relay event racing from the top of Mount Washington to the Comox Marina featuring disciplines of alpine and cross-country skiing, road and mountain biking, kayaking and canoeing. FMI: www.snowtosurf.com

CRANBROOK

Cranbrook Farmer's Market

Second and fourth Saturdays

Enjoy produce and products from local food growers and area artisans, 10 a.m. to 1 p.m. at Ktunaxa Gym, 220 Cranbrook St. North

PORT HARDY

Mount Waddington JOBS & Career Expo

April 14

A showcase of local employers and employment sectors, connecting businesses with employees and broadening the understanding of job career opportunities on the North Island, 1 to 6 p.m. at Port Hardy Arena. FMI: www.mwjobexpo.com

PRINCE GEORGE

Outdoor Adventure Show

April 11 and 12

A massive indoor/outdoor expo, featuring all the best in hunting, fishing, powersports and outdoor recreation, 10 a.m. to 5 p.m. at CN Centre, 2187 Ospika Blvd. S.

Prince George Chamber of Commerce President's Gala

April 18

As the largest fundraiser of the year, chamber members come together to celebrate the newly elected board of directors and welcome the incoming president at this event, complete with silent and live auctions. FMI: pgchamber.chambermaster.com

TRAIL

Junior Dragons Den Youth business competition

May 1

Take in the Junior Dragons live show at the Charles Bailey Theatre, as students from all over the West Kootenay Boundary region pitch the Dragons for cash and prizes. FMI: www.juniordragonsden.ca

VANCOUVER

Sea Monsters Revealed: The Exhibition

Through Sept. 7

Explore the mysteries of the deep at the Vancouver Aquarium Marine Science Centre's exhibit using a groundbreaking polymer preservation technique known as plastination to reveal the dissected bodies of some of the largest deep-sea creatures ever to be featured on dry land. FMI: vanaqua.org/seamonsters

Mari-Tech 2015 April 8 to 10

The 36th International Marine Conference & Exhibition provides an in-depth look at the future of the marine industry through stakeholders, suppliers and industry leaders, at the Hyatt Regency Hotel.
FMI: www.mari-tech.org

First Nations Health and Wellness forum

May 6 and 7

The First Nations Health Authority welcomes First Nations from across Canada to the seventh annual forum on health issues and solutions, held on Coast Salish Territory at the Hyatt Regency Vancouver Hotel. FMI: www.gathering-wisdom.ca

VICTORIA

World Rugby Women's Sevens Series

April 18 and 19

The two-day event combines the explosive power, skill and excitement of traditional rugby with a unique party atmosphere as the world's best 12 teams compete in a roundrobin style tournament. FMI: www. canadasevens.com

Uno Fest 2015

May 8 to 24

North America's longest-running solo performance festival — $10~{\rm days}$ of innovative and intriguing theatre at Metro Studio and Intrepid Theatre Club in downtown Victoria. FMI: intrepidtheatre.com

WILLIAMS LAKE

Capital One Race for Kids May 23

Teams of four (age 18 years old and older) compete in the part-Amazing Race, Minute-to-Win-it event in support of the Boys and Girls Club of Williams Lake. 9 a.m. to 2 p.m. at Herb Gardener Park. Lots of prizes! FMI: www.raceforkids.ca/williamslake





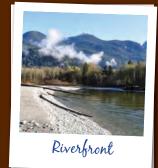


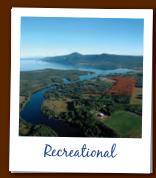


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Ann English, P.Eng.

CEO and Registrar of the Association of Professional Engineers and Geoscientists of BC

nn English has enjoyed a long and diverse career in the engineering industry and is currently CEO and Registrar of the Association of Professional Engineers and Geoscientists of BC. A graduate of the University of Manitoba, English has a degree in mechanical engineering and a degree in physiology from the University of Toronto. Prior to joining APEGBC, she was Director of Interconnections with BC Hydro and worked for nearly 20 years in private industry at Foster Wheeler.

Q: WHAT IS THE MANDATE OF THE ASSOCIATION OF PROFESSIONAL ENGINEERS AND GEOSCIENTISTS OF BC AND WHAT IS YOUR ROLE AS CEO?

A: APEGBC's mandate is to protect the public interest by setting and maintaining high academic and professional practice standards for our 29,000 members and licensees. As CEO and registrar, I work closely with APEGBC's council and staff to implement our strategic plan. I'm responsible for all aspects of the association's operations.

Q: WHAT DREW YOU TO THIS INDUSTRY, AND TO THIS ROLE?

A: My dad was an engineer and he had an infectious curiosity about everything around him. He would take me to work with him sometimes on a Saturday morning and show me how these fascinating machines could take a piece of raw metal and turn it into something

amazing. That was it, I was hooked! My career as a mechanical engineer has spanned many areas, including pressure vessel design, project and construction management and business development. I've held a variety of senior leadership roles, including the Director of BC Hydro's 2010 Olympic Initiatives. The opportunity to join APEGBC came at a time when the association was moving through a wide-ranging renewal process, and tackling a significant increase in membership and an increasingly diverse demographic base. I couldn't pass up the opportunity to be involved at such a dynamic time for an organization that I have held in high regard.

Q: WHAT ARE SOME OF THE ASSOCIATION'S GREATEST STRENGTHS AND ACHIEVEMENTS?

A: One of our greatest strengths is the commitment of our people. There are

about 1,000 volunteers without whom the association could not function. Engineers and geoscientists are problemsolvers and information-seekers; they bring an immense amount of knowledge and experience to the work that we do, enhancing the regulation and practice of the professions every day. We are also very proud of our collaboration with government on seismically upgrading BC schools. Together with experts at UBC, we've developed assessment tools to determine how schools in different seismic zones will withstand different kinds of earthquakes. In addition, we've developed important guidelines for engineers to follow when planning seismic upgrades to ensure the work is done to the best technical standard. Together, we're applying the best science, the best technology and the best practices from around the world to protect our children in an earthquake.

Q: WHAT ARE THE BIGGEST CHALLENGES FACING APEGBC?

A: Like all British Columbians, we were very concerned when the Mount Polley dam breached. APEGBC's first priority is always public safety. That's why we're taking a number of steps to help mitigate the risk of it ever happening again. On a longer term horizon, one of the most difficult issues for the association to deal with will be to anticipate how the rapidly changing world of technology, outsourcing and communication will impact the fields of engineering and geoscience. A lot of engineering and geoscience is done offshore, or parts are done offshore and communicated electronically. So the boundaries of what is considered professional engineering can be blurry. These are they types issues we need to anticipate so we can develop strategies to address them.

Q: HOW CAN PEOPLE LEARN MORE ABOUT YOUR WORK?

A: Through March, we celebrated National Engineering and Geoscience Month, which was a great way for us to showcase our members and their achievements and share how engineering and geoscience positively impacts everyday life for British Columbians. Visit our website to learn more at www.apeg.bc.ca/negm

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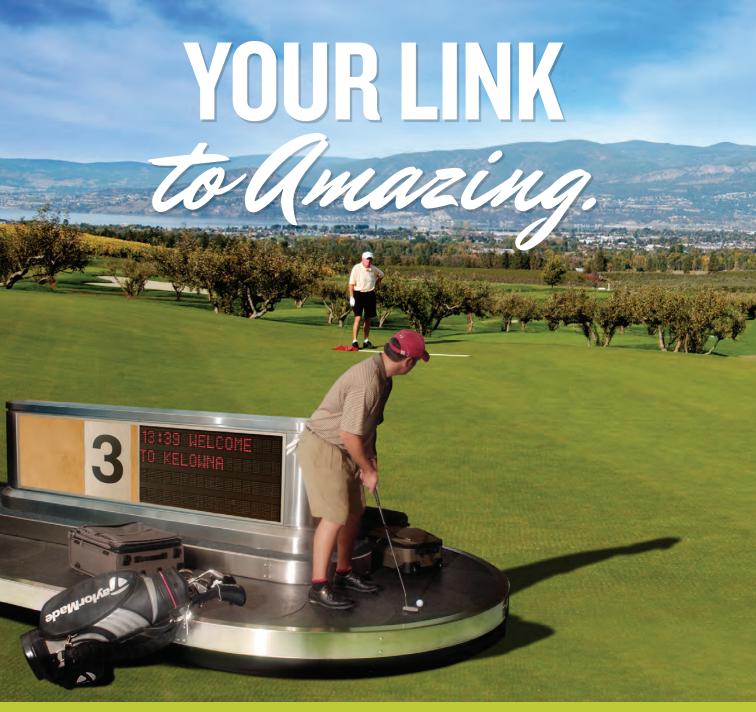
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