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feature

10 THE LITTLE COMPANY THAT COULD

With a sluggish recovery, countries going bust and outrageous bank bailouts, business news all seems to be coming from the dark side of the cloud base. But one Okanagan company is proving that there is an occasional silver lining.
by Bruce Kemp

ON THE COVER: Anodyne Electronics Manufacturing Corp.

PHOTO BY BRUCE KEMP

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publisher/editor	J. Paul Byrne
senior editor	Laurie Carter
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creative director	Mishell Raedeke
graphic designer	MaryAnn McCooey
administrative director	Becky Thorn
account executive	Jim Murphy
contributing writers	Laurie Carter Bruce Kemp Karen Slivar
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Okanagan Life is available at several newsstands
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Aha! Moments

■ When Archimedes sank into his bath in Sicily, roughly 2,261 years ago, his brain rewarded him with an Aha! moment so wonderful, it qualifies as one of history's greatest. So excited was he at his overflowing bath tub, it is said that Archimedes leapt up and still wet, ran naked through the streets, yelling, "Eureka! Eureka!" Which translates to "I have it! I have it!"

Flashes of inspiration might well have you running through the streets one day (careful—YouTube) or you might quietly reflect on your success by listening to your emotions. Either way, if you pay attention to the celebration, that is real progress because undoubtedly it will make you happier. On this day, my inspiration directed me to my MacBook where I attempted to keep the faith while my two-finger-typing skills tried desperately to catch up with my brain.

The wonders of modern neuroscience are proving that the human mind does not know itself very well. In his book, *How We Decide*, Jonah Lehrer describes the human brain as an argument. "The conscious brain is ignorant of its own underpinnings, blind to all that neural activity taking place outside of the prefrontal cortex. This is

why people have emotions: they are windows into the unconscious, visceral representations of all the information we process but don't perceive."

Flash back to ancient Greece where a tiny Olympic judge is reporting from inside Archimedes head. "In this corner," he bellows, "We have the nucleus accumbens (NAcc), which is a crucial part of the dopamine reward pathway and is usually first to light up. In this corner, we have the insula, which produces adverse feelings so don't get insula excited! And upfront here—we have the prefrontal cortex which gets most excited about price." One can only imagine the argument Arch's NAcc, PFC and insula had prior to his eureka moment.

Neuroscientists have pegged our unconscious processing at 85 to 90 per cent of total brain activity while our conscious brain is about 10 to 15 per cent. Without knowing any better, we have allowed the prefrontal cortex to bully other regions of the brain. Disproportionately, PFC wins most of the brain's arguments, even though studies show that it is usually the last neural area to find out that a decision was made. Quite obviously, Arch's PFCs won the nude 100-yard dash argument. This would seem to fuel Nietzsche's Aha moment of 140 years ago, "that we are often most ignorant of what is closest to us!"

Psychologist Solomon Asch found that people would give the wrong answer just because it was what everyone else did; and we have all been bullied by the guy who erred—but still insists he was right. (This personality type simply cannot or will not acknowledge wrongdoing.) Unfortunately this "didn't do it" type of behavior has been the norm for centuries. We want and expect our leaders to look (and feel) like they are in complete control, 24-7. Society goes gaga over the strong personality types that are gurus of spin. Eminence was and still is revered. They very tactfully display their armour and vehemently hide their soft underbelly. "The mistakes are mine" is a phrase hardly ever heard in politics or in

too-big-to-fail corporate boardrooms.

Last year, I wrote a bit about Philip Tetlock's book *Expert Political Judgement*. Tetlock kept track of 284 people who made their living "commenting or offering advice on political and economic trends." He tracked some 82,361 predictions over two decades. In this case, eminence was a detriment—the results showed that the gurus were wrong more than two-thirds of the time. Chimpanzees throwing darts would have bettered them.

In between the Ahahs I checked my email and found an invitation to purchase Malcolm Gladwell's *The Tipping Point*. This is fascinating timing because I was about to tell you about the work of Duncan Watts, whom I also have written about before.

So as I was saying, *Fast Company* did a great story called *Is the Tipping Point Toast* where they politely pointed out that the best selling author's Influentials Theory was bogus. Gladwell's theory goes something like this: one person out of 10 is a super-influential person that influences the other nine about what and when to purchase stuff. The story seems plausible because these alpha-influencer people fit right into our pattern seeking human brains, so on the surface, this is an easy argument for the PFC to win, "I may even be an influencer." Who hasn't watched a James Bond movie and imagined himself in the role? Individual minds, not knowing themselves very well is the reason the *Tipping Point* sold millions. It embraced a plausible and believable theory, displayed iconic business models like Hush Puppies and the Muppets and pretended to know the exact path each took on its stairway to heaven. It's easy to connect the dots and see the exact same patterns as Gladwell. Mix in a little shoddy, top-down thinking and our brains would sleep walk to the same fairy tale conclusion.

But life doesn't work that way. Perhaps Gladwell should write an apology or at least admit the theory might have a few holes. Besides having the respect of Harvard, Yahoo, the science community and the Advertising Research Foundation, Duncan Watts

has a far more logical story to tell. *Fast Company* silences the PFC by summing it up this way. "Duncan Watts's research tells advertising execs precisely what they don't want to hear: All their clever (and lucrative) targeted viral campaigning may ultimately be less effective than good old mass marketing." Watts readily admits that some people are more influential than others—just not 40 times more influential as Gladwell writes. The Watts research says all of us are accidental influencers and that's one of the nicest things anybody has ever said about me.

I think we need to learn how to think again. Attacking a challenge or problem from the opposite angle or from a fresh perspective or from the bottom-up is not easy; but it is necessary. Books on influence, gurus on TV and bathtub eureka's all need vetting. Instead of telling me what you know, tell me what you don't know... and then go find out why. Perhaps we all need to challenge some theories that we have just accepted as true—without ever knowing why. Scary, but we may find out they have been wrong all along.

My Aha! moment did come to me the very next day, with all my clothes on and nowhere near a bathtub. It occurred to me that if Lehrer is right about the brain losing centuries of arguments with itself, and if the opinions of Tetlock's expert's were mostly wrong, and if Watt's is right about the super-influencers myth; maybe accidental influencing and bottom-up thinking is... well... Aha!



Paul Byrne

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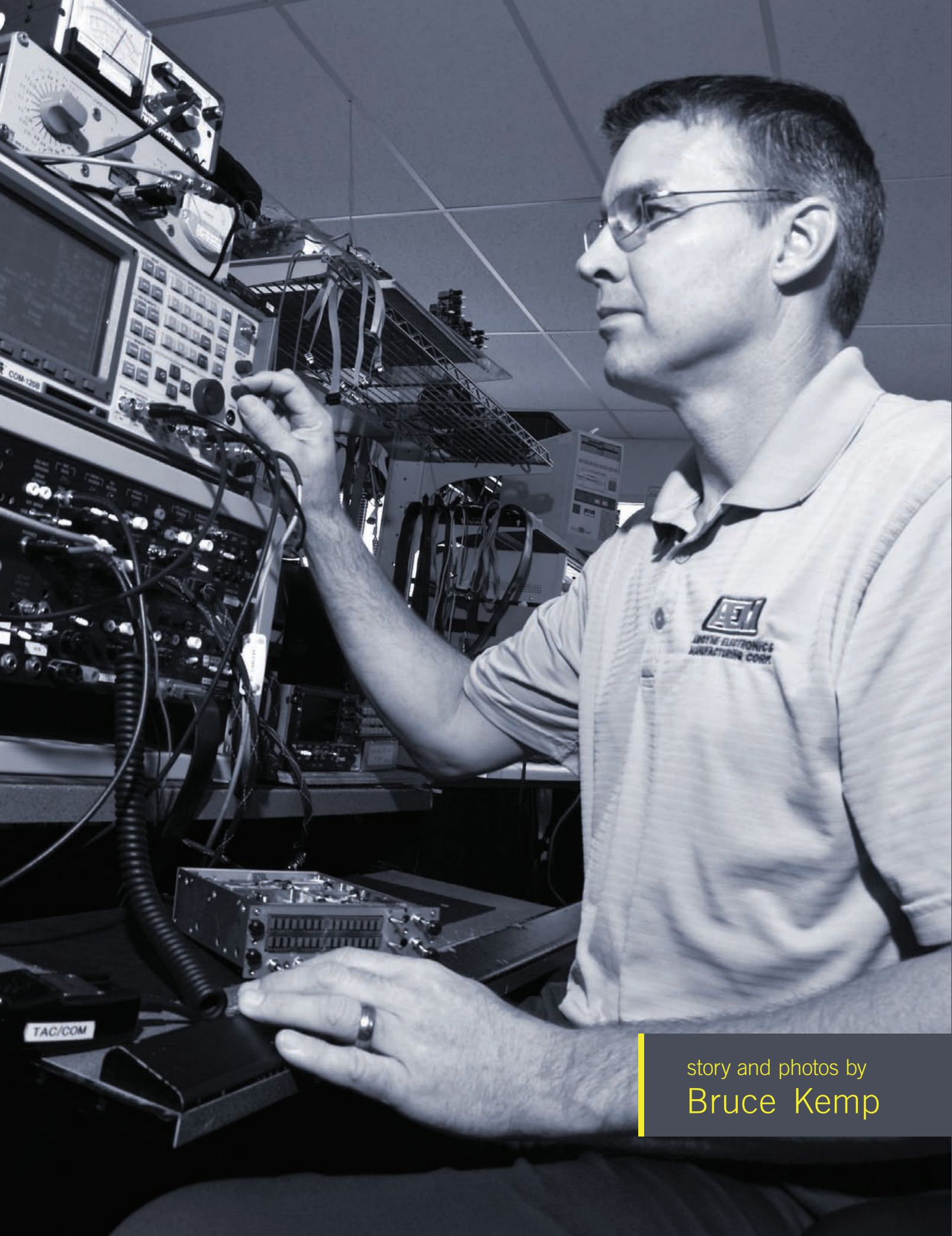
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story and photos by
Bruce Kemp

The **little** company that could

With a sluggish recovery, countries going bust and outrageous bank bailouts, business news all seems to be coming from the dark side of the cloud base. But one Okanagan company is proving that there is an occasional silver lining.

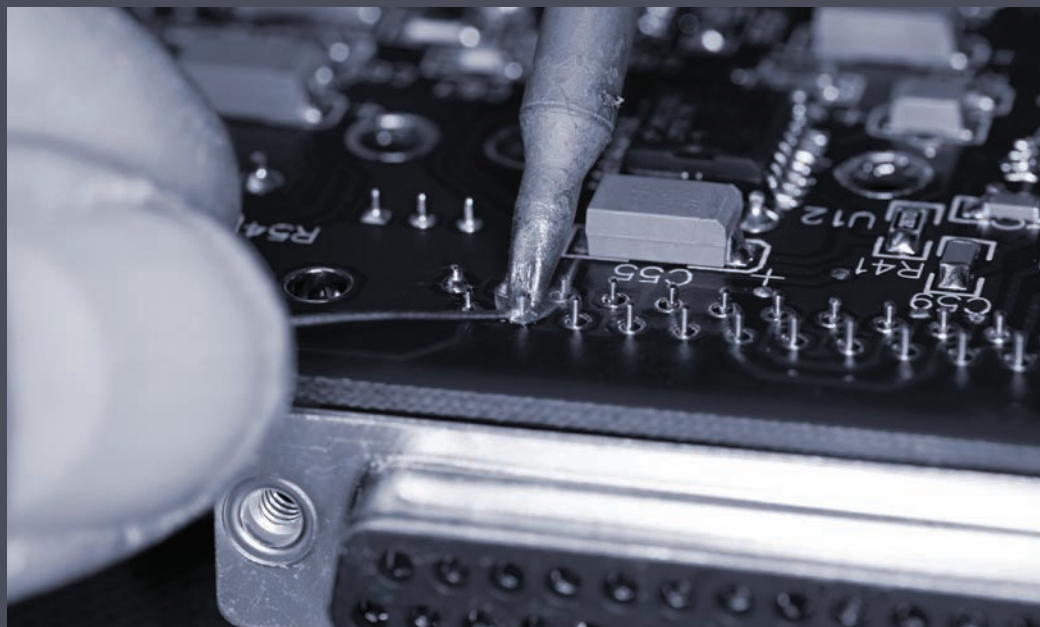
Bucking the dour headlines, Anodyne Electronics Manufacturing Corp. (AEM) is a bright spot in the firmament. With little more than a year under its belt the new company has managed to keep 49 manufacturing jobs from going south of the border, actually increased employment to 60 and brought in sales higher than projections that would have been enviable during the fat years of a decade past.

When you've got broken eggs, make an omelette

Slightly more than two years ago, Kelowna-based Northern Airborne Technologies (NAT) was on the verge of closing its doors in a move to Prescott, Arizona, precipitated by parent company, Cobham, an international aerospace giant. But an

ambitious husband and wife team, Dave and Diana Veitch, stepped up to work with the progressive parent and a new, independent manufacturing entity was born.

Dave, who was NAT's production manager, could see a future for this small Valley business through specialized service on a worldwide scale. ▶



But Cobham was used to thinking on a grander scale and didn't realize NAT was a company that was macro-oriented in terms of service and production.

Dave says, when a customer called they asked: "Do we have a product that fits or do we need to design one?" No fit. "So we did the design; we did prototyping; we did the certification; and we did the manufacturing. All of it was in-house. The only thing we sent out was the actual making of the raw circuit board. There are too many companies that know how to do that and we didn't want to get into it."

NAT was outside the outsourcing paradigm that business gurus were espousing. Instead of mega-orders in the hundreds of thousands of parts, it was able to deal with small, highly profitable runs of five to 100 parts. Because of the sophisticated and complex engineering involved, the company could still make a substantial profit defying the "bigger is better" philosophy. And it had a trained workforce capable of designing and producing the prod-

ucts right here in the Valley.

All of this was in jeopardy when Cobham began the reorganization.

"Obviously they really didn't know what NAT was," says Dave. "They came to us and said, 'NAT, here's what we're doing. We're shutting you down. We're going to keep the engineering group here (in Kelowna) and we're going to move all of production.'"

Dave says Cobham let that sink in for two days then they came to him with a lifeline. "But—we don't think we can move all the product because not all of it will fit the paradigm for assembly and outsourcing."

Dave grabbed the lifeline and began to develop a plan to buy the company out.

"We knew right off the bat that Cobham was really going to have to stand up and say, 'You know what? We're going to give you a great contract so that you will be successful.'" Dave says both parties approached the situation from a positive angle. "You have to do that," he says. "You can't be adversarial."

It took two years of negotiations and planning before Anodyne Electronics Manufacturing Corp. (AEM) was born in October, 2009, and there were stumbling blocks to overcome along the way. ▶

“We knew right off the bat that Cobham was really going to have to stand up and say, ‘You know what? We’re going to give you a great contract so that you will be successful.’”

Previous spread:

CEO Dave Veitch knows the business from the ground up. He started on the shop floor.

This page: Final cleaning on instrument faceplate.

Facing page clockwise: Precision machine tolerances are almost microscopic; technician Cary Pearson hand-inspects a component; industrial painter Troy Mayert applies basecoat to faceplates.







“We are committed to meeting or exceeding our customer's requirements.”

Creative Financing

You don't just slap down a credit card and buy a company. Dave approached a number of sources for financing — including his fellow employees at NAT. Nine individuals were able to come up with the money required for a share in the new venture. There were other employees who would have liked to take part in the purchase, but the price tag was too steep.

“Every one of my top managers bought in and there were two or three people on the line who also invested.”

After six years with NAT, buying into AEM was a no-brainer for Nathan Meade, AEM's electronics production supervisor. “I'm far better off working for AEM than if I'd taken a package,” he says. “I get to do what I love doing and was trained for and I wasn't as nervous about making the financial investment it required as I have been about investing in mutual funds and the stock market.”

But keeping their jobs was not a pay-to-play scenario for the remaining people. All 49 employees stepped out

of NAT at quitting time on Oct. 12, 2009, and into AEM the next morning. Every one came over to AEM with their seniority, pension, pay structure, profit sharing and holidays intact. However, as part of the contract, there was no cash settlement that would allow them to buy into the new company.

This concerns Dave and his wife Diana who are on the hook for both the employee investments and company loans. But despite this, Dave plans to create a pool of affordable shares that would allow the employees to start buying in as the company prospers. And while all of the current owner-investors felt the investment was worthwhile, employee financing was still not enough to make the deal fly.

Cobham helped out by letting AEM keep NAT's inventory, which could be paid off as the inventory was sold off. They also gave the fledgling company a beauty of a contract to continue producing the parts they were already manufacturing. But even with this positive boost more money was needed.

Dave says the major Canadian banks all turned them down or offered financing at outrageous interest rates and terms. Finally, he and Diana were able to get some funding from the Business Development Bank of Canada, where the interest rates were high, but not as bad as the five national banks were offering. The other lending institution that came on board was HSBC, which provided lines of credit for AEM's day-to-day operations and continues to work with them.

Taking on the Competition

With their financial ducks in a row, it was time to line up the certifications necessary to compete in the world of aviation.

“Because we come from an avia- ▶

Facing page:

Top: The AEM team. Many are company shareholders. Right: Dave Veitch, president of AEM



“Do we have a product that fits
or do we need to design one?”
No fit. “So we did the design;
we did prototyping; we did
the certification; and we
did the manufacturing.
All of it was in-house.”



Below clockwise: Circuit boards waiting to be installed in specialized aircraft parts; computer-assisted milling machines use computer designs to bulk produce parts to exacting tolerances; metal shop techs Dan Turner (left) and Wayne Making (right) discuss plans for a new housing. **Facing page clockwise:** Leo Beauregard hand solders circuits; an array of one of AEM's main products, speakers designed for use in police helicopters; AEM manufactures every component for their products; working in a darkroom to detect thin spots in the coating, Patti Hussey applies the final coat of paint to faceplates.

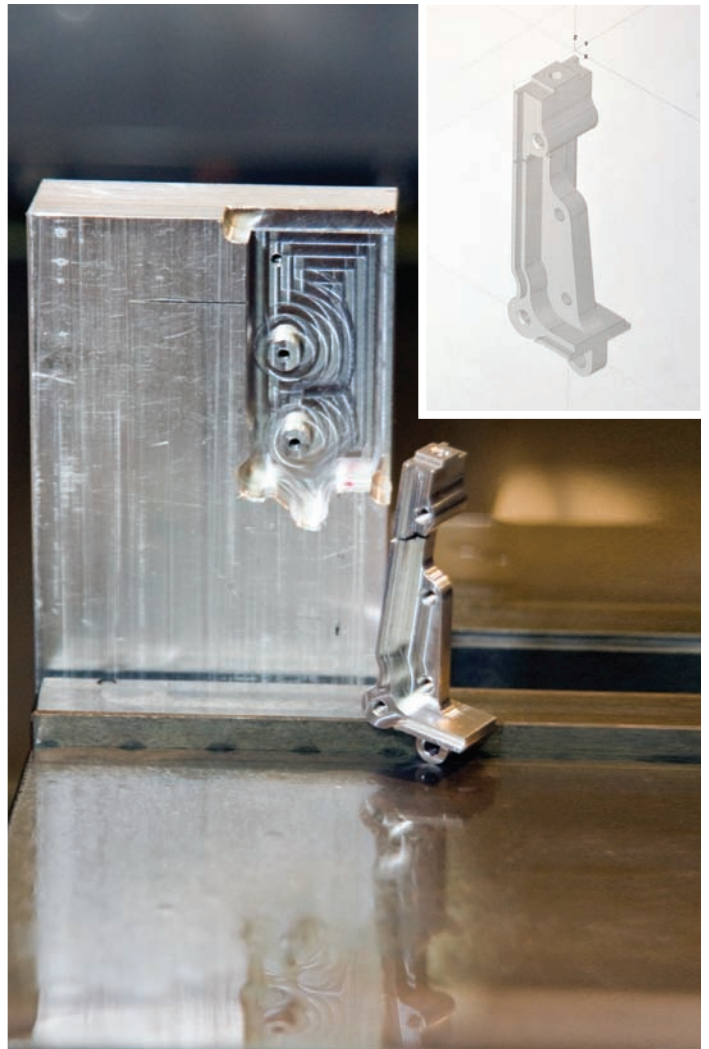
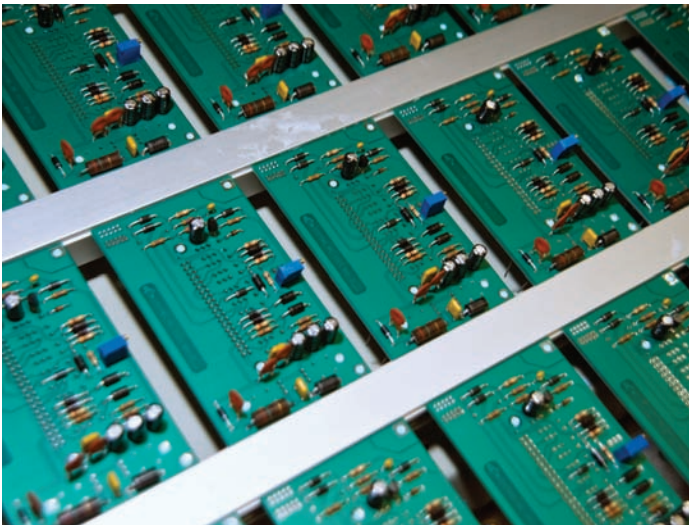
tion background," says Dave, "our quality systems are very evolved and you need that to stay in the aviation industry." The new company particularly required Transport Canada approval for its repair facilities and the European Aviation Safety Agency certification for repairs. Both are hard to get, but AEM has secured them.

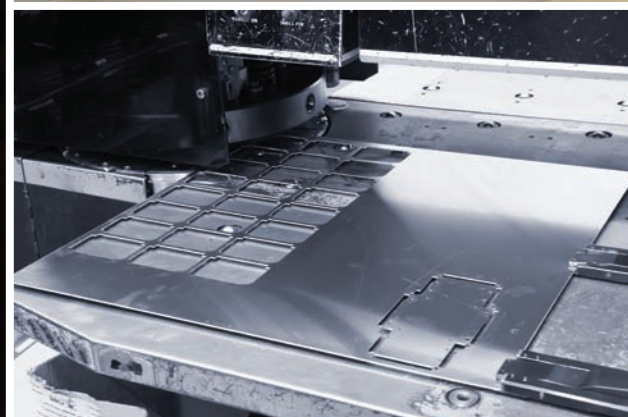
The fledgling company has also gone after AS 9100 certification, a manufacturing standard around the world. "If you want to play with the big guys," Dave says, "you've got to have that." Most of the commercial and consumer electronics manufacturing industry doesn't need it. The ISO certification that NAT had is the accepted standard and it is relatively easy to get. But AEM elected to skip ISO altogether and went straight to AS 9100, which it has achieved.

AEM is a multi-faceted company within the narrow world of electronics manufacturing. They are a sub-contractor or gun-for-hire when it comes to producing work for other individuals or companies and their output runs the gamut of electronics. Inventors and designers come to them with ideas — sometimes drawn out properly, sometimes merely an idea sketched on a sheet of paper — and ask them to turn concept into working prototype.

They also do the actual production of other companies' products, manufacturing everything from the metal boxes used to mount circuit boards to the illuminated faceplates that carry the toggles and knobs for the finished unit.

Ninety-eight per cent of AEM's business is done with American companies. "A really nice order just came through from a company called Rogerson Kratos," says Dave. "I met them at a convention in Florida. We went to visit them and got the chance to quote on two big jobs. One was a simple faceplate and the other was a full, metalized keyboard that goes into the cockpit of an aircraft." AEM will build 200 units over the next two years and Dave hopes that from this they will be in line for more, if not all, of Rogerson Kratos' business.





Beyond the hired gun

The Transport Canada certification puts AEM in position to repair avionics equipment and certify it to reinstall on the aircraft. Dave explains: "You can't take a radio out of a local aircraft, go to a local guy and say fix it, then put that back on that aircraft. Transport Canada will not let that airplane fly."

Repairs already account for 10 per cent of AEM's business and there is good money in it. Dave wants to develop repairs to the point where they represent a quarter of the company's overall business. However, major profitability will come when AEM owns

and sells the products it produces.

For Dave, sub-contract manufacturing means being reliant on other people. Those middlemen are looking for anybody to make their product. Loyalty is one factor, but loyalty is not necessarily good business and good business people are always looking for cheaper suppliers.

"I want to be controlling my destiny," says Dave. "I want to see my customer, I want to be able to sell that customer. In the long run that's really where we want to be. We want to have our own products. Whether that's from licensing from other people or buying their

designs or creating our own designs."

One again the old parent company is helping AEM. "Cobham has decided they don't want to build the product we've been building here for them so they are allowing us to license that engineering. We'll take that into our company.... We're now able to go directly to the customer with that product."

For Dave and Diana, their partners and employees, AEM represents a lot more than just a way to make money, it represents their future and their concern is with protecting and enhancing that future. **OL**

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■ Genier's Home Appliance is well-known for its knowledgeable sales staff, for its wide range of inventory and for its exceptional service that goes on long after the sale. A home appliance superstore with a friendly hometown attitude, this family-owned business has been serving the Okanagan for close to 50 years.

They're happy to deliver anywhere from Kamloops to Revelstoke and south to Penticton, so whether you're building a new kitchen or laundry room, renovating, or just replacing old appliances, it's well worth a call. Better yet, make the drive to the showroom in Vernon.

You'll find brands you may never have seen outside the pages of a magazine. Genier's is the only dealer in the Interior to carry the much loved Aga cooker, along with a complete range of products from Whirlpool Corporation (including Kitchen Aid, Jennair and Maytag) and from Dacor, Bosch, Thermador, Viking, Miele, Wolf, Subzero, DCS, Fisher & Paykel, LG, Heartland, Liebherr, Marvel, Vent-a-hood, AEG, Asko, Faber, Gaggenau, Zephyr, Alfresco and Blomberg.

Brad Kirkham says the 15 demonstration kitchens are a great way to show off the products. Because many of the appliances are fully functional, customers can get a better feel for how they will perform every day in the kitchen. Customers can also see how various appliances look in place with different cabinet and hardware treatments, determining which style best suits their own taste.

From country casual to ultramodern chic and everything in between, there are so many ideas to choose from. The options go well beyond colour choices, sizes and door arrangements. Choose from free-standing



The staff of Genier's invite you to feel at home in any one of their 15 live kitchens showing over 50 brands of appliances. They'll help you decide which appliance works best for your specific needs. Visit the showroom in Vernon today.

ranges to built-in or drop-down ovens—or select an induction cooktop, which uses magnets to boil water three times faster than gas. Install a wine fridge, or additional fridge drawers under an island. You can even build in your coffee maker.

With all the different possibilities, there are more decisions to make than ever before. It's good to know the staff at Genier's is well-prepared to help. They enjoy taking the time to work with their clients, looking at different options to suit any taste and every budget. "We can help them figure out what works, and what doesn't," says Brad. "Our goal is to make it all come together for a kitchen that's efficient, fully functional and picture perfect. It's about making your dream kitchen really come true."

The same goes for outdoor kitchens. "We really hit the high end in the outdoor kitchen market," he says. "We have

everything from built-in barbecues to ice makers, beer taps, refrigerator drawers." Extend the outdoor dining season with a patio heater—Genier's has those, too.

Getting the laundry done is less of a chore (and kinder to the environment) with high-efficiency appliances. You can even choose some in designer colours to add a little extra pizzazz to your laundry room.

Whatever you choose, the staff at Genier's will supply all the information contractors and homeowners need for hassle-free installation. They also service what they sell, with a well-stocked selection of parts for most major brands and a team of trained service technicians. Whether you're looking for something specific or shopping for ideas, Genier's is happy to help. Visit the showroom at 2205–48th Ave. in Vernon, see the store online at www.geniers.com, or give them a call toll-free at 1.888.545.0664.



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A home to nurture your soul

Bridges at Glenview Pond

■ Old Glenmore is the perfect setting for a new development that personifies traditional values. The Bridges at Glenview Pond is a neighbourly gathering of 34 heritage style single family homes, custom designed to meet the tastes and lifestyle needs of each individual family. Bridges is all about creating the new old house — yesterday's character for today's lifestyle.

Variations on the classic Craftsman and Victorian designs of the 1800s and early 1900s provide continuity and a sense of well being in a neighbourhood that blends the emotional comforts of the past with all the conveniences of today. A private park with a creek, two ponds, bridges and lush landscaping beckons early morning joggers and evening strollers, creating the background for homes that are less about size and more about space, comfort and simplicity. At Bridges, home is a sanctuary — private yet neighbourly.

Lot and home designs afford the ability to create unique indoor and outdoor living

spaces. Within the umbrella style of the community, the choice of house plans is essentially unlimited as each residence is custom designed. The building scheme can accommodate everything from a modest single floor dwelling of 1,300 square feet to multi-level executive homes as large as 14,000 square feet. All lots are designed to handle basements and many are sculpted for walkouts. Most even provide adequate space for a swimming pool. Each house has its own geothermal loop. In addition to the "green" benefits, this means no noisy air conditioners, keeping the outdoors quiet to enjoy the sounds of the creek and waterfalls.

Bridges has selected Valux Homes Ltd. as the exclusive builder for the community. Jim Andrews and Joe Rood form the core of the company. Together they have designed and built over 150 homes in Kelowna and the surrounding area since 1990. Their attention to detail in design and construction has earned them a multitude of local and provincial housing awards including the

2009 Gold Tommie Award for Community of the Year and Builder of the Year in 1996 (Central Okanagan). Their goal is to produce homes that are affordable yet stylish, where value and luxury find perfect balance.

While the Bridges community is not gated, all homes will have fenced yards and the private park will be fenced and gated to ensure that use is reserved exclusively for owners and their guests. Low monthly fees cover the cost of maintaining the landscaped areas, including homeowners' front yards, the private park and roads, as well as snow removal in winter.

Located within walking distance of Okanagan Lake and Kelowna's Cultural District, with easy access to Knox Mountain trails, urban cycle paths, the local elementary school and nearby shopping, Bridges offers the whole package. Phase 2 is now selling. If you would like more information about Bridges at Glenview Pond visit www.bridgesliving.com or phone 250.763.7209.



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Putting the family in furniture

Case Furniture Gallery

■ Dennis and Marion Case head up a family furniture dynasty. The couple, who got their start in Enderby, have gained a world of experience and expertise serving the North Okanagan since 1977. A second generation came on board, when their daughter Jody and son-in-law Brad Swartz got into the act. Over the years they've branched out the business, adding a furniture gallery in Kelowna. Now the family business is growing again as they take on a bold and innovative new project in Vernon.

Looking for an opportunity to open a large enough facility to serve the entire Okanagan, including Kelowna, Vernon, Penticton, Armstrong and Enderby, the family has managed to score a major business coup and help their community at the same time. Not everyone would have the vision to look at a heritage building that started life in 1913 as the Mutual Fruit Co. Ltd. packing house and see the potential for an outstanding furniture gallery. Many might even suggest that such an old derelict should be swept away.

But the Case family saw the potential and took on a massive renovation that has brought new life to old bones. Enormous squared fir beams and areas of exposed brick meld comfortably with clean lines and modern colours to produce an eye-popping 18,000 square feet of display area that shows every style of furniture to best advantage.

The whole undertaking perfectly suits the Case family philosophy. These are people who take enormous pride in their own homes and cherish the time they spend together as a family. In turn, they want to help



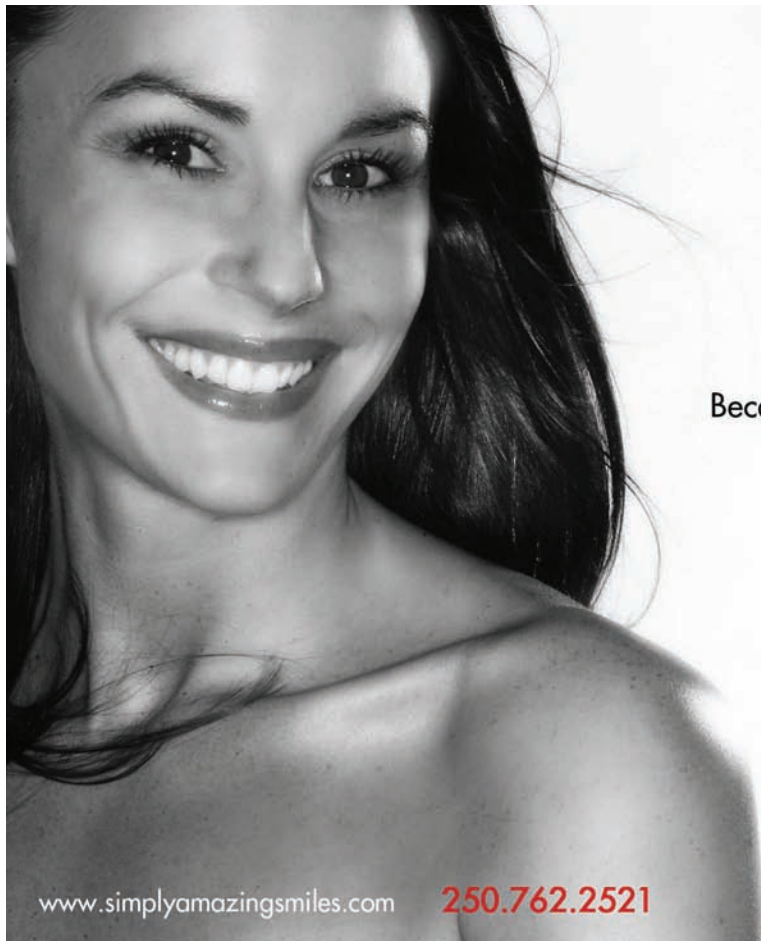
their customers to create the same kind of atmosphere in the style that best suits them.

"Our furniture gallery was created to give people of the Okanagan an inviting and rewarding shopping experience," says Dennis. "We want to offer you the best—that means providing you with service, choice and value that is unmatched by other furniture stores."

The Case family seeks to offer the best furnishings to enhance both home and lifestyle, creating living spaces that reflect the personal taste of their owners whether contemporary, traditional, leather, modern or classic. They invite you to stroll among their collection of well-crafted, designer furniture for living room, dining room, bedroom, kid's room and home office

as well as their full range of appliances, mattresses and accessories. And you can visit Case Furniture Gallery on Facebook to check out their regular posts with the latest furniture news and decorating tips.

"We're here to help make your home beautiful and functional, and give you a space that you will enjoy for years to come," says Dennis. "We hope that you will explore the new Case Furniture Gallery in Vernon and experience what family tradition, superior customer service and exquisite furniture truly is. As a part of the community for so many decades, we feel like every customer is a friend and we're thrilled to offer you this showroom and these fine furnishings to help decorate your life."



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Ground breaking news

Sentes Auto Group: Sentes Chevrolet • Kelowna Infiniti Nissan • Kelowna Mercedes-Benz • Penticton Honda • Penticton Hyundai • Vernon Nissan • Kelowna Lexus

■ The Sentes Auto Group is excited to be breaking ground this spring to build its newest dealership, Kelowna Lexus.

It all started in 2008 when the auto group was awarded the Lexus franchise, a real coup to have been awarded a Lexus dealership in Canada without already owning an existing Lexus or Toyota dealership. The Lexus brand has a significant share of the luxury car industry and has for many years been the number one selling luxury brand in the United States.

A two-acre property along Highway 97N, between Leathead and McCurdy, was bought back in 2009 for the Okanagan's first ever Lexus dealership. But due to the global economic downturn that year the construction of the new dealership was put on hold. Last year the project started up again and saw the completion of a preliminary design concept.

CEI Architecture in Kelowna is the architect of record for the project. The plans call for a 32,000 square foot, 1.5-storey building.

The dealership is scheduled to open in early 2012 and will employ 30 to 35 full-time staff and become the auto group's headquarters for corporate and accounting functions.

It will also be BC's sixth Lexus dealership and the only one between Vancouver and Calgary. The auto group is looking forward to serving existing Lexus clients in the Okanagan as well as bringing new clients to the brand. The ability to have Lexus manufacturer warranty performed locally will be welcome news to current Lexus owners in the Valley.

Today the Sentes Auto Group operates six auto dealerships in the Okanagan Valley, from Penticton to Vernon. Owned by Rick Sentes, the day-to-day operations are carried out by Adam and Cordelle Rich. The auto group currently employs 220 people in the Okanagan and in 2010 welcomed the addition of John Kot as director of operations.

The auto group specializes in the import and luxury areas of the light vehicle market. The group is also focused on the large used-

car market that exists in the Okanagan. It now sells more pre-owned vehicles than new. In 2010 the group experienced a 38 per cent increase in the sales of pre-owned vehicles over 2009, while new vehicle sales remained flat over the same period.

For the second year in a row, Penticton Honda was awarded with the prestigious Q award for Outstanding Quality in sales and customer service. The coveted award is a significant honour and a designation awarded to only the top Honda dealerships in Canada—only 40 of the 230 dealerships in Canada were awarded the Q award in 2010.

Kelowna Mercedes-Benz is currently the Valley's largest luxury vehicle retailer. In 2010 the dealership recorded its best year to date with the sale of 212 new Mercedes-Benz vehicles.

Lexus is sure to be a welcome addition to the Kelowna retail dealership market, making the Okanagan an even greater destination for new vehicle purchases.



Rendering of new Kelowna Lexus dealership due to open in 2012.

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Wanted... employer sponsors

Esteem

■ A Kelowna program that assists youth in developing marketable skills is looking to local employers to sponsor the placement of participants in their place of business so that the youth can gain valuable work experience.

Esteem (Enhancing Success Through Employment, Education and Mentorship) works with youth, aged 16 to 25, with multiple barriers to support their move towards independence and self-reliance through the attachment to the work force. The kinds of work experience placements the youth typically get are entry-level retail, restaurant, hospitality and labouring to name a few. Often, the youth end up hired by the sponsoring employer, as their enthusiasm to rebuild is strong.

About 95 per cent of the program's participants have not completed their high school education, for a variety of reasons. For example, when Chelsea Tasker got sick in Grade 9 she missed a lot of class time. "The school didn't care," she said. In Grade 10 she found herself unable to keep up and dropped out. Today, at age 17, she is enrolled in Esteem. She says the program is helping her get her life back on track. She hopes to find a job placement in retail. Her career goal is to become a real estate agent.

Justin Schofield, age 18, has a different story. Born on Vancouver Island, his family moved to New York when he was five. He found life in New York "really really rough." He is glad to be living in the Okanagan and to have found the Esteem program. "It has taught me things I needed to know before I made bad choices." Things like thinking before you act. Justin is looking for custodial work and his career goal is to join the military.

Another Esteem participant, Cody


Weninger, age 17, says the reasons he joined the program was so he can "become self-reliant, independent and increase my success."

Participants are referred to the program through friends, teachers, counsellors and social agencies. "I enjoy working with the kids," says Anna Lewis, Esteem work experience coordinator. She assists youth that normally struggle with getting an interview primarily due to their lack of experience in a very competitive employment market.

Without the support of local businesses this program would not be possible. A major component of the Esteem program is a 120-hour paid work experience. During that time the program pays the participants wages, WCB and mandatory employer contributions. The employer is required to conduct two performance reviews. It's that simple.

"Of course when a youth meets the expectations of the employer and is hired, all the better," says Anna. The main objective is getting the experience and building their reputations so they can market themselves to other employers. This is often enough!

"We are always on the search for new employers," says Paul Purtell, Esteem program manager. The first question he gets from prospective employers is, "What are the issues?" To which he replies, "they vary and let us explain." The primary issue is lack of reputation and the lack of hope that fosters. In 13 years, the program has assisted over 900 participants. For more information on the program and how your business can help please call Paul Purtell at 250.762.2123.

Esteem is funded by the Government of Canada's Skills Link Program and sponsored by Project Literacy Kelowna Society and local employers. 



(From left) Anna Lewis, Esteem work experience coordinator; and program participants Cody Weninger, Justin Schofield and Chelsea Tasker.

Fundraising for literacy

Project Literacy Kelowna Society

■ Since 1986, Project Literacy Kelowna Society has been offering free one-on-one tutoring to adults who face literacy challenges in reading, writing, math and English as a second language. Unfortunately, financial support for the society has not kept pace with the growing demand. Funds are urgently needed to allow the society to continue to provide this essential education program.

With the help of over 150 trained volunteer tutors, the society assists more than 650 men and women per year. Today, many of the society's clients are male, English-speaking Canadians between the ages of 19 and 27 who do not have the basic literacy skills necessary to pass entrance exams for apprenticeship, trade, vocational and academic programs.

Tutoring an adult one-on-one can take anywhere from a few weeks to a year or more depending on the learner's goal. Some simply want to learn to pass a written driver's test to secure employment; others

are back in school to learn a new career and need help with their course work.

Typically, volunteer tutors work with one learner at a time. But Dennis Barnes is one of the society's volunteers that works with multiple students. Over the past five years, he's tutored over 100 people. "He is the first and only volunteer to have achieved this milestone," says Barb Hagan, executive director of Project Literacy Kelowna.

Project Literacy is a non-profit organization that relies on income generated from gaming, and the generous support of organizations, foundations and individuals.

An important community service Barb adds, "Business leaders in particular have a real stake in the work we do." She cited the following: The Canadian Council on Learning projects that the number of adults between 25 and 45 years of age with low literacy will account for 40 per cent of the working population for the next 20 to 40 years.

"Hundreds of men and women are ready to work hard to gain the skills that will allow them to fully participate in and contribute to our community and scores more are willing to help them achieve their goals," says Barb. "What is missing is adequate funding to ensure they have the resources and infrastructure to succeed."

Between January 1 and May 31, 2011, your generous donation will bring in twice the money for the society thanks to MacKay LLP Chartered Accountants, which has pledged to match every donation the society receives, up to \$10,000. Your contribution will ensure that this essential literacy program continues to be available in our community.

Send your cheque to Project Literacy Kelowna Society, 205-591 Bernard Ave., Kelowna, BC, V1Y 6N9, or donate online at www.canadahelps.org. A tax-deductible receipt will be issued for all donations of \$10 or more.



Project Literacy tutor, Dennis Barnes (r) with learner, Carlos Perdomo-Portillo, winner of the Canada Post Literacy award for Individual Achievement.

Just the way you want it

Bighorn Mountain Estates

■ It takes broad vision to plan a scenic and secure neighbourhood like Bighorn Mountain Estates where the community of individually styled homes fits comfortably in an expansive, sun-drenched landscape. With unusual forethought the developer, Inland Contracting, has donated acres of endangered grassland surrounding the property to The Land Conservancy. In this way, the land, which can never be mortgaged or resold, is protected for future generations, ensuring that residents will continue to enjoy their view of wide-open spaces, rugged bluff and vineyards, and that local wildlife including deer and the namesake bighorn sheep will always find suitable habitat.

With an eye to complementary aesthetics, the developer has established Arts and Crafts as the architectural theme for Bighorn Mountain Estates. The style's characteristic use of natural materials ideally suits the local environment, while allowing plenty of scope for personal taste. "No cookie cutter designs here," says project manager Ron Dyck. "It allows us to provide customers with exactly what

they want." And what they want is rich heritage colours, oversize trim and interesting multi-gabled rooflines in homes with a footprint that meets a wide variety of needs.

In addition to finding just the right lot from the still ample selection, you have house plan options ranging from an 1,150 square foot bungalow, tailor made for empty nesters, to 4,000 square foot of spacious luxury. Subject to approval, you can also modify your Bighorn Mountain home or even make a personal statement of your own. The project's bare land strata agreement, with estimated annual maintenance fees of just \$175, ensures the integrated look of the neighbourhood without stifling individual creativity. Several fully decorated show homes provide an excellent visual starting point.

Every home in Bighorn Mountain Estates is built with energy efficiency in mind. All the homes come standard with Energy Star rated products including windows, kitchen appliances, heating and cooling systems, and hot water tanks. For added energy efficiency, foundations are constructed

using insulated concrete forms. Fully landscaped yards usually include cedar wood fences and underground irrigation.

As a homeowner at Bighorn Mountain, you'll want to spend time enjoying that climate, not fussing with yard maintenance. Here you can revel in the wine country lifestyle from your home in the heart of the Corkscrew Drive wine route and central to the Okanagan's most celebrated sub-regions. All the amenities are nearby. Just a few minutes walk brings you to the village centre of Okanagan Falls and the shores of Skaha Lake, while golf at five top-notch courses, skiing at two excellent resorts and hiking, fishing, camping and birding are all close at hand.

The staff of Bighorn Mountain Estates is ready to help you settle in. With more than two decades of building experience in the South Okanagan and a proud history of using local trades on their custom projects, you can feel confident in their ability to bring you home to Bighorn Mountain Estates.



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Why informed buyers choose fiberglass pools

Tuff Top Fiberglass Pools Inc.

■ Swimming pools are a perfect fit with the Okanagan lifestyle. You and your family would like one, but don't want the headaches that come with a vinyl liner or concrete pool.

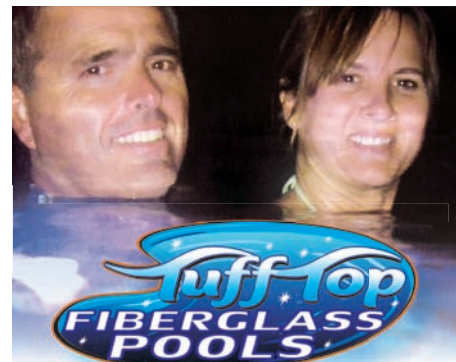
Rick and Heather Munn, owners of Tuff Top Fiberglass Pools, believe there is a better solution. One pool at a time they are educating homeowners to the benefits of fiberglass pool ownership. One advantage of a fiberglass pool is its non-porous, smooth gelcoat surface that not only looks great, it's easy to clean and doesn't promote algae growth. Eco-friendly, these units use less pool chemicals and you have no liner that needs replacement and ends up in the landfill.

In the Okanagan, Tuff Top is the "fiberglass pool specialists." The Munn's carry Leisure Pools USA product because it's a proven leader in the industry. Over its history the brand has been

well tested in Australia (where the manufacturer originated) and stood up against the sun's harsh UV rays. Unlike the Okanagan, 55 per cent of all pools installed in Australia are fiberglass.

In today's market, fiberglass pools are the only type gaining market share throughout the world. Savvy homeowners are doing their research online and choosing fiberglass.

This March Rick and Heather will be making their annual trip to Leisure Pools' factory in Texas where they hope to garner another award for one of their projects. The trip is also very important for education and sharing knowledge amongst the hundreds of Leisure Pools dealers throughout North America. The Munn's gauge their success not by the number of installs a year but rather by their quality installations and happy customers.



Rick and Heather Munn owners of Tuff Top.

To learn more about the advantages of a fiberglass pool visit www.tufftoppools.ca and www.leisurepoolsusa.com. Book your 2011 installation today as spots are limited.

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provide you with the people, information, and systems you require to make an informed decision in this ever-changing and competitive commercial real estate market.

The company has not lost its focus as a local firm with local decision making. Colliers International Centre Group prides its commitment to the community, having been involved with many fund raising initiatives including the Food Bank, Breast Cancer society, Boys and Girls clubs, and YM/YWCA expansion project.

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that surround you with positive ions, natural plasters give off negative ions that help boost your feeling of well-being.

As the exclusive Okanagan dealer Gerry will help you achieve your vision, arrange for applicators or help train do-it-yourselfers. Available in three finishes and 43 standard colours with custom colour options, earth plasters from Claymasters are the natural alternative.



When disaster strikes

On Side Restoration



■ Did you know you had a choice in restoration companies when the unthinkable happens?

On Side Restoration is in the business of restoring people's homes, businesses and communities. On Side responds to all types of disaster scenarios including flood, fire, wind, biohazard and vandalism. With a 24-hour, On Side staffed call centre, they have the technical knowledge to qualify any call and respond to mitigating damage when necessary. Once the emergency is under control, proper action is taken to involve your insurance company if required.

In the event of a catastrophe, the company can draw on manpower from any of the 18 branches, three of which service the Okanagan and Thompson valleys. Last September, the flooded village of Kingcome Inlet, on the central coast of BC, required urgent response. A total of 14 On Side staff were sent to help, including two from the Kelowna branch. The ability to share resources allows On Side the flexibility to respond to any type of scenario, large or small.

"We turn disaster into happily ever after," says Sandy Rehaume, Kelowna branch manager. She is proud to be working for a company that hires locally and invests in its people through education and continual training.

The company is also a proud community supporter of local athletic associations and the Rotary.

The next time you are faced with property damage, make On Side your first call.



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Passion for food and arts

Kalli Jewellers

■ When Kalli Brinkhaus was contemplating an apprenticeship in Germany during his teens he was torn between becoming a chef or a jeweller. An acquaintance who worked in the cooking industry painted a vivid picture of life as a chef working long hours away from family, working holidays and spending years scrubbing, and quickly convinced him that goldsmith was the way to go.

Trained as a master goldsmith, jewelry designer, diamond expert and gemologist, he has travelled the world. Like a chef, his chosen profession allowed him to work anywhere in the world. In fact, when he was young he always packed his hand tools with him so he could earn extra money for his travels during extended stays.

In 1973, Kalli immigrated to Canada and embarked on opening Brinkhaus jewelry stores in Vancouver, Calgary and San Francisco. He eventually left the business and moved to Kelowna in 2003 to enjoy the beautiful Okanagan Valley and open a jewelry boutique specializing in custom made jewelry with a focus on Canadian diamonds.

Today, he is as passionate about food and wine as he is about jewelry. Both he says require starting with quality ingredients. For Kalli that means using platinum, 18-karat yellow gold, 19-karat white gold or a combination thereof for optimal durability. On occasions when a reddish colour metal is desired in a design he turns to gold that has been alloyed with copper—18 karat for a softer rose hue and 14 karat for an intense red hue.

His many years training and hands-on bench work have given him the practical knowledge of fine jewelry making. Gifted goldsmiths that work exclusively for Kalli are entrusted to produce his designs. Each piece is made from scratch—not



One of Kalli's goldsmiths at work.

from pre-manufactured components.

Each custom designed piece is the result of collaboration between client and designer. "I'm most interested in helping people achieve what they desire," says Kalli. So don't be surprised to discover that his portfolio features only a fraction of his work. He believes strongly that pieces designed for a client are "their" property and not to be copied for others.

A visit with Kalli in his studio is always enlightening. Platinum for instance is a naturally white metal that is tough (most abrasion resistant) and never loses its brilliant luster. Its rarity and greater density make it pricier than gold. During the Second World War platinum was declared a strategic metal in Europe and the United

States and could not be used to make jewelry. When jewellers couldn't get platinum they turned to white gold (rich yellow fine gold that has been alloyed primarily with nickel), which has stuck around to this day because it is less expensive. After the war platinum once again became in vogue when it was used to showcase diamonds offering longer lasting security and beauty.

Along with custom designed jewelry, Kalli's studio carries a select line of fine 18-karat jewelry made by master craftsman in Italy. A visit with Kalli and Heidi on Bernard Avenue, in Kelowna, doesn't always have to centre on jewelry; you will find them equally enthusiastic to share their love of the culinary and performing arts scene in the Okanagan Valley.

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Botox and your safety - Dr. Craig Crippen demystifies common beliefs

Kelowna Vein Clinic & Aesthetic Solutions

■ There is quite a bit of confusion surrounding Botox and whether it is safe or not to use in a cosmetic fashion.

I will give you my medical opinion, but I encourage all my patients to seek out and learn as much as they can on their own so they can make an informed decision for themselves. Not everyone is comfortable about having a Botox treatment and perhaps the reason for that is some misinformation.

Let's start with the facts: doctors have used Botox since the 1960s. It began as a treatment for misaligned eyes and facial muscle spasm.

Botox is exceptionally safe when used in the right way and in the right amount.

A true allergy to Botox is unheard of, which is quite amazing given that many people are allergic to common over the counter medicines like Advil or even Tylenol.

Botox is not permanent; the body gradually

breaks down the Botox protein over time.

By far, the most common fictions we hear regarding Botox treatments are: it will ruin your health and your skin. False: I have treated thousands of patients who would argue the exact opposite. You have to wonder where that came from.

Another falsehood is only fake people get Botox injections and everyone will know if I have it done. Not true at all, I treat patients of all ages and backgrounds. My patients range in age from 20 to 90. Everyone wants to look good, and no one will know unless you tell him or her.

And lastly, Botox will make your lips huge and pouty. False: Botox injections are normally not even done in and around the lip area. Famous people with large lips have had too much Filler injected, not Botox.

For more information on Botox contact Dr. Craig Crippen at Kelowna Vein Clinic &



Dr. Craig Crippen.

Aesthetic Solutions, Suite 200-1626 Richter St., Kelowna, phone 250.868.3070 or visit online www.kelownaveinaesthetics.ca.

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■ When it comes to renovations, Gord Turner and his team are the experts—just ask their loyal clients.

There are several key elements in making a renovation successful and on budget. Gord Turner Renovations (GTR) works closely with their clients—from the initial design, to finish selections, to project completion—to ensure their clients have a home they can enjoy for years to come.

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Throughout the renovation, the GTR team is on-hand to answer questions, problem solve

and keep their clients informed. Clients become a part of the GTR family and as such, most of the company's projects come by way of client referral.

Experience your next renovation with a company you can trust—one that is reputable and well established in the community. Give Gord a call today at 250.469.9379 (ext. 1).



Gord Turner and team.

Inspiration to graduation

Okanagan College

■ Darrell Hopegood's convocation message to his fellow nursing graduates in January was a compelling argument for the educational opportunities that Okanagan College affords area residents close to home.

Darrell, a carpenter, had witnessed first-hand the difference a compassionate nurse could make when his own 18-week-old son required open-heart surgery.

Inspired in part by the example set by the male nurse, and spurred by the downturn in construction, Darrell undertook upgrading and then applied for the college's practical nursing program.

In gown and mortarboard, before a crowd of hundreds,



Darrell Hopegood trades in his workboots for a career in nursing thanks to Okanagan College.

Darrell described the qualities of Okanagan College that have made it such a success since its reinvention more than five years ago: tremendous teaching and support, and quality education that is respected and valued in the communities of the region.

For more insight into the success stories that help define Okanagan College, you can read the school's annual report online: okanagan.bc.ca/communityreport.

Beautiful things for your home

olive & elle



Fill your home with wonderful things from olive & elle, in Kelowna.

■ Olive & Elle is a home decor boutique filled with beautiful things especially for its clientele. It's also a place where clientele can indulge in intelligently made things. We continue, after nearly three years of sitting happily on the corner of Lawrence and Pandosy, in Kelowna, to stock our shelves with favourites like Bella Notte Linens, St. Geneve down and silk duvets, and Kusmi Tea.

We've introduced an extended range of giftware and home accessories from companies like Roost, Thomas Paul and Fringe to liven up homes across the Okanagan. And we've had the wonderful opportunity to take on furniture, handmade in Kelowna from repurposed and recycled materials, that looks equally at home in an urban loft or a family dining room.

"We are constantly amazed by our engaged and informed clientele, people who are just as excited as us to see new items come through our doors," says Linda, owner. "We are so happy to share our constantly evolving home with them and only hope to share more new and exciting things with them in the future."

Please come and visit Linda and Kandace at olive & elle and let them share, with excitement, their carefully chosen, beautiful products. Open Monday to Saturday, 10 a.m. until 5 p.m.



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The Gold Standard

Kelowna BMW/MINI Kelowna

■ Kelowna BMW and MINI Kelowna has been serving the Okanagan Valley with an exceptional sales and service experience for over five years. The dealership has earned its reputation through the stories of happy owners. We deliver performance vehicles and create some of the most satisfied customers in the Valley.

“Our number one goal is to exceed customer expectations,” says Gord Hayes, Kelowna BMW general manager. “Each member of our team of professionals knows the best customer is a happy customer.” We have learned that the key to our success is having built a solid team that cares. Many of these people have been with Kelowna BMW since day one.

When customers take delivery of a new BMW we like to ask why they chose our brand. We were really interested by a recent customer who said that although he was looking for a luxury, performance vehicle, he had purposely steered away from BMW because he thought it was beyond his budget. But throughout his exhaustive search he

found that everywhere he went sales people compared their products with BMW. “With everyone positioning BMW as the gold standard, I decided I wanted one for myself.”

He was completely surprised that our lease payments were less than what most of the competition was offering and he felt BMW offered more vehicle as well. He was ecstatic! The vehicle he wanted with a payment that made sense.

BMW is more than a vehicle, it's a driving experience. Whether your choice is the two-seat roadster or a seven-passenger sports activity vehicle, you'll need to take a break just to see the outside world around you. The current line-up is especially strong with the brand new, award-winning 5 Series and the redesigned 6 Series, the redesigned crossover sport utility X3 and the all new X1 sports activity vehicle with xDrive, BMW's unique all-wheel drive system. BMW is known for its sports car heritage, but it has moved to the forefront of all-wheel drive technology.

Another option for BMW enthusiasts is

the Pre-owned Certified Series that gives drivers the opportunity to get into a BMW at a more affordable price point. These vehicles are completely reconditioned to look like new and drive like new. BMW offers very attractive financing rates and the vehicles come with a certified protection plan for six years or 160,000 kilometres that includes 24-hour roadside assistance.

All BMWs are protected by a four-year or 80,000 kilometre warranty with a scheduled maintenance package that covers everything from oil changes on up. When compared with other luxury brands where a single second year scheduled maintenance can run as much as \$1,200, this is a significant consideration for prospective buyers.

The entire team at Kelowna BMW and MINI invite you to experience the sheer decadence and driving pleasure you'll find in a BMW or MINI. Discover for yourself why our customers—and the competition—feel that BMW is the gold standard in the luxury performance market. Come in and find out why driving a BMW is so much fun.





the value of caring

We believe in the value of caring — for our customers, for our communities. **That's why ICBC employees give back.**

Last year, ICBC employees supported over 100 charitable organizations through donations of their time or money, including:

Alzheimer Society of BC
BC Children's Hospital Foundation
BC SPCA
BC Women's Hospital & Health Centre Foundation
Big Brothers of Greater Vancouver
Boys & Girls Club
Braintrust Canada Association
British Columbia Lions Society
Canadian Breast Cancer Foundation
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Canadian Cystic Fibrosis Foundation
Canadian Diabetes Association

Canadian Red Cross
David Suzuki Foundation
Down Syndrome Research Foundation
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Girl Guides of Canada
Heart & Stroke Foundation of BC & Yukon
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Kids Help Phone
Make-A-Wish Foundation of BC and Yukon
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Michael Cuccione Foundation
Muscular Dystrophy Canada

Okanagan Humane Society
Ovarian Cancer Canada
Pacific Assistance Dogs Society
Ronald McDonald House
Scouts Canada
Sorooptimist Foundation of Canada
Special Olympics British Columbia
Terry Fox Foundation
United Way
Wildlife Rescue Association of BC
Woman in Insurance Cancer Crusade (WICC)



building trust. driving confidence.

Your taste, your style, your choice

Westwood Fine Cabinetry

■ Eye-popping cabinetry gives your home the wow factor that adds both real and perceived value. Inviting kitchen designs encourage family and friends to gather in the heart of the home where utility meets style. Beautiful cabinets transforms functional entertainment centres in living rooms, family rooms, man-caves and home theatres into riveting focal points. Elegant cabinetry turns bathrooms into home spas and sanctuaries of relaxation. It even takes some of the drudge out of laundry day.

New build or renovation, the creative and experienced staff at Westwood Fine Cabinetry has been applying their know-how to every project since 1972. Westwood is both retailer and manufacturer, so you enjoy full control over every stage of the process. No outsourcing is required with a team of more

than 100 people working on design, construction, installation and customer support.

One of the biggest advantages of working with Westwood is free design service with personalized attention in the company's expansive showroom or consultation in your home or on the job-site. These seasoned professionals can handle any project from a quick mudroom facelift to custom cabinetry for an entire home.

Choose from an extensive selection of door styles, colours and wood species including alder, cherry, hickory, maple and oak. Or go green and opt for environmentally friendly bamboo or lyptus, a fast-growing harvested eucalyptus hybrid. Another option is Echo Wood engineered veneers that replicate the look of exotic woods but actually use fast growing, harvestable farm trees. Whatever your



Clients benefit from the design expertise, manufacturing quality and skilled installation that goes into every Westwood Fine Cabinetry project.

choice, your cabinets will be manufactured to the highest standards right here in the Okanagan and they will be installed by Westwood's skilled team for a finished look like no other.

Leading edge technology and service

Prestige Collision

■ Brothers Todd and Mark Regier who co-own Prestige Collision have found an effective recipe for success: stay at the technological and environmental forefront of their industry; provide customers with uncompromising service; and promote a culture of teamwork, so everyone pulls together for outstanding results. "We have always strived to run our business to levels that raise the bar and create better lives for our team, and safer, seamless and more efficient repairs for the members of our community," says Todd.

Collision repairs aren't high on anybody's list of fun things to buy. Usually the event that sends a customer to Prestige is fraught with stress and inconvenience. That's why the team's goal is to keep customers comfortable while making their vehicle look like the accident never happened.

Todd and Mark have also put plenty of

effort into creating a pleasant and progressive environment for their staff. The facility at 1960 Kirschner Rd. was custom built for the most efficient and environmentally responsible systems in collision repair, like an ultra-efficient paint booth and water-based paint system. Large skylights bring natural light into the work area, which is properly separated from the office and reception area to keep things clean, quiet and comfortable.

The staff pulls together like a family, with common goals and objectives. "We work constantly on building a culture into our business that breeds a great work environment and outstanding results every time," says Todd. All of the technicians are highly trained in collision repair and refinishing techniques, and their training is ongoing to



Mark and Todd Regier (left and right), co-owners of Prestige Collision, presented with 2009 Kelowna Chamber of Commerce Young Entrepreneur of the Year Award.

ensure your vehicle is in very capable hands.

From the latest in repair techniques to providing the best service for both customers and staff, Todd and Mark are constantly re-evaluating what they do to make sure what they're providing is as close as possible to perfection.

Growing through the recession

Westkey Graphics



Alfie Karmal, president and CEO of Westkey Graphics.

■ “The print market is dead for people who have stood still,” says Alfie Karmal, president and CEO of Westkey Graphics, Western Canada’s single source printing supplier.

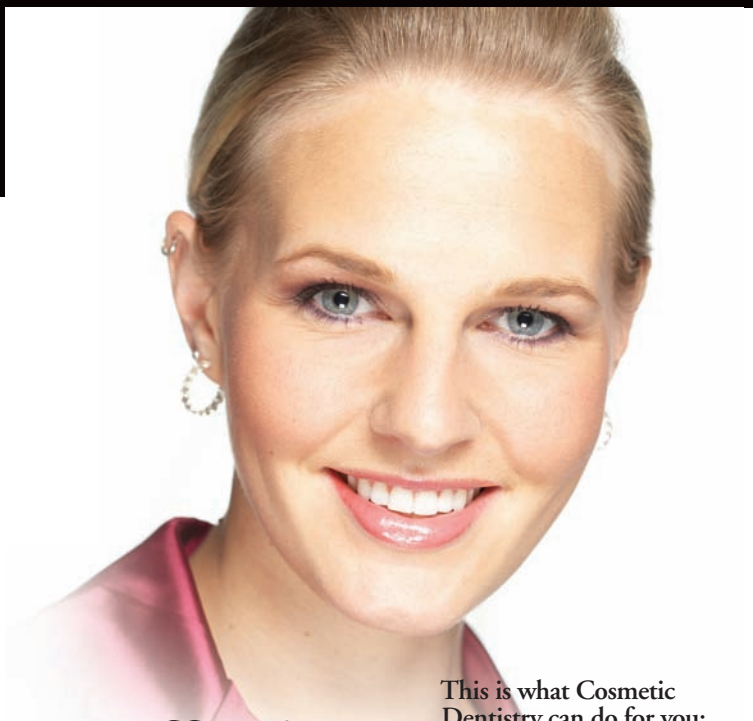
Not long ago Westkey was focused on producing business-forms and experiencing a shrinking market. But things changed in 2006 when Vancouver investment group Stern Partners invested in the company and hired Alfie Karmal to head things up.

Re-inventing the business, the new owners spent millions on the purchase of new machines, which has allowed Westkey to branch out and offer its customers a broader range of products including labels. Today the new presses are bringing in substantial revenues annually.

“The recession is a good thing,” says Alfie. “It forces businesses to become lean and to challenge the status quo.” Consolidating the supply chain for greater efficiency has allowed Westkey to become a one-stop print shop and a print consultant for its clients.

In January, the company relocated three of its facilities into one building for more efficient warehousing. Along with printing, Westkey offers customers 24-7 online sales, warehousing and delivery of print jobs and supplies. Alfie aims to “be all things to our customers, when they want it.”

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Check it out

Okanagan Regional Library

■ For the past 75 years, the Okanagan Regional Library (ORL) has been your most economical, sustainable and relevant source for information and entertainment in the BC Southern Interior. The library system serves a population of over 360,000 people through 29 branches and through its website. Over the past several years, the library has evolved along with technological advances to

include free wireless Internet access, computer terminals, feature films, and access to audiobooks and e-books. And its collection of books, magazines and periodicals, as well as, reference services and children’s programming keeps growing. In 2011, celebrate 75 years with the ORL and rediscover your library! Visit www.orl.bc.ca for updates on special events and contests in your area.



Welcome to the future of dentistry

Simply Amazing Smiles

■ Dentistry just isn't how it used to be. "And judging by the feedback from our clients, they're just fine with that!" Dr. Trevor Morhaliek says his clients feel so much more relaxed when coming to the dentist. "Creating positive dental experiences is fundamental to providing exceptional service. We call it our 'culture of care' and work really hard at making a dental experience at our office unlike any other."

At Simply Amazing Smiles, the team believes that a commitment to excellence goes beyond just great dentistry. They feel their approach to client care should be the model for the dental profession, and not the exception. "It's important to us that our clients feel comfortable," says Kristy, client care specialist at Simply Amazing Smiles. "We've taken special measures to ensure our clients receive not only the best

dentistry, but also the best care possible."

Dr. Morhaliek has been creating beautiful smiles in Kelowna since 1999. His passion for general and cosmetic dentistry has helped change the lives of many patients. As an avid believer in life-long learning, Dr. Morhaliek understands how modern dentistry is constantly evolving. Continuing education continues to be very important to their success and Simply Amazing Smiles demonstrates this commitment through the integration of some very impressive dental technologies.

More recently Dr. Morhaliek has ventured into sharing his knowledge with his colleagues. He mentors dentists from across North America as an instructor and co-program director for the BC Chapter of the California Center for Advanced Dental Studies. Dr.



Dr. Trevor Morhaliek and the Simply Amazing Smiles team.

Morhaliek also leads the Okanagan Society for Dental Aesthetics, a local study group for dentists interested in cosmetic dentistry.

Freedom's Door

Porter Ramsay LLP Lawyers

■ Being part of a community means taking care of your own. That's why a group of civic-minded business people, including lawyer Tom Smithwick of Porter Ramsay, decided they needed to be part of the solution to Kelowna's growing number of street people suffering from addictions.

They founded Freedom's Door, a place that men with addictions can call home and get the help they need through the faith based 12-step programs of Alcoholics Anonymous and Narcotics Anonymous.

"For guys who are heavily addicted, it takes months to turn a bad habit into a good one," says Tom. Many of the men suffer with mental health and emotional issues, which only complicates the recovery. Tom recalls what a frightening experience it was for him the first time he volunteered to be a mentor. Now he can't say enough about the experiences he has had over the years. "It has been a real honour and privilege to be doing the work."

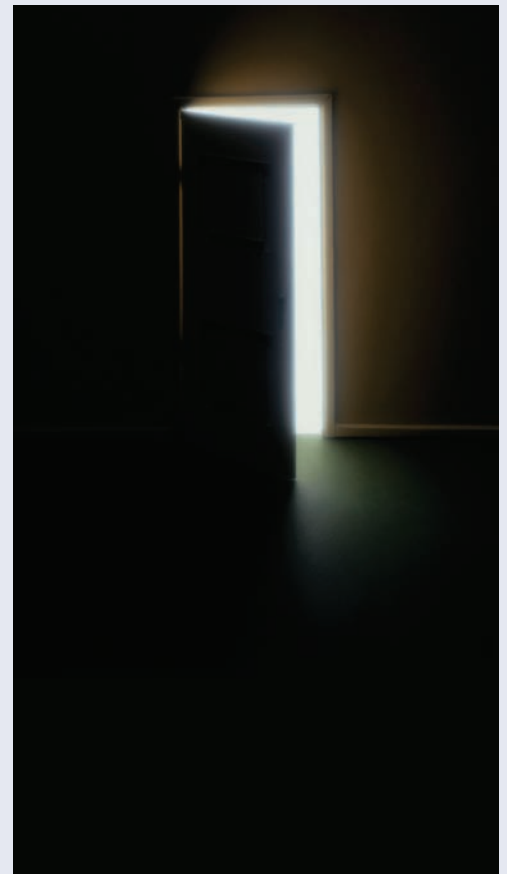
The project started with a one-unit rental

accommodation and 10-beds, and has grown to four duplex properties and 39 rooms. But the great need for addiction recovery services in our area means there is always a waiting list.

Freedom's Door is a registered non-profit society with the majority of its funding coming from donations. It costs \$15,000 a month to keep the doors open. Since 2002 the organization has helped over 700 men get their lives back and reunited many with their families. By working with these individual addicts, Freedom's Door benefits our community as a whole.

The law firm of Porter Ramsay believes in community involvement and has named Freedom's Door its main charity, taking an active role in major fundraising campaigns throughout the year. If you would like to do something to help free men from their addictions you can donate online at www.freedomsdoorkelowna.com.

Freedom's Door motto is, "Offering hope, health and wholeness to men suffering from addictions."



Bringing your visions to life

Kekuli Bay Cabinetry

Kitchen trends have gone through many changes over the years and today's shopper has an eye for cabinets that look and feel like fine furniture, made out of solid wood including oak, maple, pine and bamboo, and stained dark to show off fancy metal hardware.

Kekuli Bay Cabinetry specializes in the building of solid wood cabinetry. By applying unique methods and materials gathered from years of experience in furniture fabrication and finishing, Kekuli has developed a system of quality unmatched in the industry. Each handcrafted cabinet is built using the finest of raw materials. And because it manufactures all its cabinets right here in the Okanagan, the company is able to control every aspect of your new kitchen, bathroom or custom cabinet project from design through to installation.

Their knowledgeable kitchen design

team is there to help lead you step by step through the design process. As standard, all cabinets feature 5/8-inch solid backs and soft-close doors. You'll find a wide variety of door styles and trim to choose from.

So whether you're in the process of building your dream home or you're considering renovating your tired cabinets a visit to Kekuli Bay Cabinetry is in order. Stop at either of its two showrooms in the Okanagan: in Kelowna inside Fanny's Fine Furniture at 1794 Baron Rd. (behind Costco). The 10,000 square foot showroom features kitchen cabinets and furniture that is built in the same factory. Or you can visit the showroom at the factory in Vernon at 8111 Highland Place. Kekuli Bay Cabinetry is family owned and operated by the Huber family and a division of Huber's Furniture.



North Okanagan contact Matt 250.241.0036 or Steve 250.938.6016;
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Employees driven to give back

Insurance Corporation of British Columbia (ICBC)

■ The Insurance Corporation of British Columbia (ICBC) and its employees have a record of charitable works and a history of giving that would be the envy of any large company. But because the charitable endeavours are primarily employee-driven and spread out across the company, their efforts haven't been widely publicized.

ICBC is a provincial Crown corporation that provides vehicle insurance and driver licensing to 3.1 million customers across British Columbia. With nearly 60 points of service and over 5,300 employees, it's been part of the fabric of the province for over 35 years. And its employees truly go the extra mile when it comes to helping others.

Each fall, the people at ICBC generously contribute to United Way during their annual employee campaign. In 2010, the company raised over \$1 million for the cause that helps vulnerable populations living in our community, including children, their families, new

immigrants and seniors. Since 2003, ICBC and its employees have contributed over \$6 million to the cause. The United Way of Central and South Okanagan/Similkameen received over \$15,900 in contributions last year.

In April of last year, ICBC launched a new program to support employee volunteerism and team fundraising called Giving Back to Communities. If an employee volunteers 25 hours in a calendar year, the company will make a \$200 donation to the employee's chosen charity. And if a team is formed to raise funds for a cause or participates in a charitable event, ICBC will match the team's fundraising efforts up to \$500.

ICBC president and CEO Jon Schubert is understandably proud of his organization. "It's an organization with a heart, and our people really make it what it is. Their willingness to help others is unsurpassed. They're incredibly generous and demonstrate the spirit of giving

to so many great causes throughout the year."

ICBC is much more than an insurance company. It's an organization that gives back to the communities it serves and ensures the heart of the company—its employees—have the opportunity to do so as well.



Rehabilitation department employees from ICBC (Southern Interior region) volunteer annually with Braintrust Canada.

Two great names under one roof

Anthony's Suzuki Subaru

■ Tony and Franca Lunelli started Anthony's, in Kelowna, in 1981 and have grown their business to become the largest Subaru dealer in the BC Interior and the only authorized Suzuki dealer in the Okanagan. In 1998 they opened Ironman City Subaru in Penticton to serve the South Okanagan.

Suzuki has been around for over 100 years and has always built its cars, SUVs and trucks to very high standards. Most recently Suzuki added a mid-size sedan to its lineup—the Kizashi. This is a must see for anyone interested in a sedan with serious capabilities and with high-end options, but without the luxury price tag. Continued for this year are the SX4 and the Grand Vitara. Both models will see some new features for 2011 and remain arguably two of the best-priced all-wheel drive and four-by-four options on the market.

Subaru yet again posted a year of amazing growth in 2010. In 2011 keep an eye out for the

totally redesigned Subaru WRX as well as the re-introduction of the STi Sedan. For anyone serious about power and handling, the new STi boasts 305 horsepower, tighter suspension and loads of other goodies. Subaru, ever the environmentally friendly company, has put a Partial Zero Emission Vehicle (PZEV)

option into the Forester lineup. Next to a 100 per cent electric car, a PZEV unit has the lowest possible emissions. This option is also available in the Outback and the Legacy. All Subarus come standard with its legendary all-wheel drive system, proven for over 35 years.

For your dream car check out the lineup of new and used vehicles at Anthony's Suzuki Subaru. (2011 Subaru Legacy pictured.)



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Knowledgeable staff throughout the Okanagan that care

Western Financial Group

■ Western Financial Group is a leader in providing insurance, financial and banking services in over 90 communities, to more than 500,000 individuals and businesses in Western Canada through its Network retail locations, its affiliated insurance brokers, Western Life Assurance Company and Bank West.

With a focus on “smaller town” BC, Alberta, Saskatchewan and Manitoba, we provides our clients with a full-range of financial products and services under a unified and recognizable brand. In most locations we also offer life insurance products, travel insurance, some investment services, and deposit and loan services such as the purchase of GICs, as well as, personal and commercial mortgages and loans.

Western combines the resources in choice and buying capability of Western Canada's largest insurance broker, with the care and service of local businesses staffed by local residents.

Our educated staff in Chase, Vernon, Lake Country, Kelowna (Mission, Rutland and Harvey) and West Kelowna has the expertise to help take care of all your insurance needs. We offer local residents a wide-range of insurance products such as home, auto, business, farm, life, pet and specialty insurance products, and in many locations, financial services.

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For more information on Western's products and to find a complete list of branch locations visit online www.westernfinancialgroup.ca.



Visit the Kelowna team of Western Financial Group for all your insurance needs.

Garden in the works

Ploegman Greenhouse and Landscape

■ One sunny spring day, the Robinsons stepped through their patio doors into their backyard.

“I can't wait until we put in our garden!” said Mrs. Robinson. “I want to grow hollyhocks, carrots to pick fresh in the summer, and peonies to decorate the table....”

“...and tomatoes,” Mr. Robinson joined in.

“Just imagine growing our own herbs and flowers, eating strawberry jam and pickles!”

“I haven't had pickled beets in ages.”

Mrs. Robinson gazed across the scenic landscape, resting her eyes on the sparkling lake in the distance. “We must have roses too,” she said turning to her husband and asking, “How will we do all this?”

“We'll call Ploegmans. They'll

set everything up for us,” he said.

“Yes, and we'll need a fence too, for the children.”

Mr. Robinson looked at his wife questioningly. The couple didn't have any children.

Mrs. Robinson just smiled.



Ploegman, your landscaping and maintenance specialists. Call 250.491.4543 in Kelowna.

Award winning dreams

Edgecombe Builders

■ Edgecombe Builders has earned a great reputation for building, and continuing to build, quality custom homes in the Okanagan Valley. The home building industry has also recognized them through the many awards they have received. Edgecombe Builders provides their customers with a level of customer service that makes the construction process an enjoyable experience.

In the fall of 2008, Edgecombe Builders completed the Martin Lofts project in downtown Kelowna. Martin Lofts is a unique, 41-unit building that won the inaugural Okanagan Mainline Real Estate Board's “Judge's Choice” award as well

as the Canadian Home Builders' Association Gold Tommie award for “Excellence in Creating a Low-Rise Multi-Family Development.”

Edgecombe Builders has launched an exciting new development in the heart of Kelowna's vibrant cultural district called Sole. Please visit online www.solekelowna.com for more info about these affordable, unique and well-appointed suites.

Seriously affordable condos coming to St. Paul Street in the heart of downtown Kelowna.



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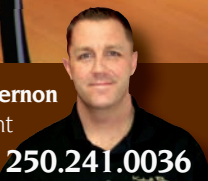


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Passionate about dentistry

Dr. Shauna Palmer

■ Dr. Shauna Palmer's journey into cosmetic dentistry began with training at the world-renowned Las Vegas Institute for Advanced Dental Studies and continues to this day.

She earned her bachelor of science and doctor of dental surgery from the University of Alberta in 1993. After graduation she moved to Kamloops where she practiced for nine years followed by four years in the United States, two of which were in a cosmetic practice in Beverly Hills, California, the "mecca" of cosmetic dentistry.

For the past 10 years, continuous training at the Las Vegas Institute has enabled Dr. Palmer to become a neuromuscular dentist. Neuromuscular dentistry involves the marriage of cosmetic dentistry in conjunction with balancing the teeth, jaw muscles, jaw joints and body posture. Thus, she is able to treat patients who suffer from what is commonly known as

TMD (temporal mandibular disorder) where the most common symptoms are headaches or migraines, neck/back pain, jaw joint noise, dizziness, ringing in the ears and many others.

It has been determined that 74 per cent of people who suffer from TMD also have sleep apnea—a potentially deadly condition that is characterized by episodes of breathing cessation during sleep. Sleep apnea is closely linked to snoring, heart disease, stroke, diabetes, obesity and many other diseases. Dr. Palmer is in the process of achieving her diplomate status in dental sleep medicine. People who have been diagnosed with sleep apnea can be treated by pressurized air and/or a dental appliance for snoring and sleep apnea, which Dr. Palmer is certified to provide.

Dr. Palmer's love of the Okanagan Valley saw her arrival in 2007 and the purchase of her own practice in West Kelowna. Even though



Dr. Shauna Palmer Health and Beauty Dentistry is accepting new patients.

she and her team can treat complex, restorative and cosmetic cases, her office is still a general practice that offers a full range of services. The clinic, located on Main Street, is easily accessible with its own parking. Her well-trained team invites you to come and experience the relaxed and comfortable atmosphere where high-end technology meets a gentle touch.

Family's guide to staying wealthy

Ingram Investing: RBC Dominion Securities

■ Having above-average financial assets opens up many opportunities for your family. But it also raises unique concerns—everything from reducing the various risks to your wealth to managing a much higher tax burden.

If you are responsible for \$1 million or more in household investment assets, you will be interested in reading *Family Wealth Management: 10 Strategies to Build and Protect Your Family's Wealth* from RBC Dominion Securities, Canada's leading wealth management firm.

This informative guide highlights 10 key strategies including: protecting your family's future from risks such as lawsuits, loss of income and market down-

turns; saving up to \$45,000 in taxes annually with proper family income splitting; raising financially responsible children by instilling the right values; and utilizing special tax advantages to maximize your charitable legacy. Ask for your complimentary copy today by calling Richard Ingram 250.712.2124 or Lance Macdonald 250.712.2162.



Investment advisors
Richard Ingram and Lance Macdonald.

Total boating package

Dockside Marine Centre

■ For 35 years Dockside has been serving BC boaters. Its customer-focused staff and fully rounded operation has earned it accolades like Best Boat Dealer in the Okanagan and Top 100 boat dealer in North America.

Four team members headed by Rick Buchanan (president and general manager) and Chris Vipond (sales), George Van Wilde Rode (parts) and Mike Brunson (service) have been with the business for 20 years. Another eight employees have between 10 to 15 years experience with Dockside.

Dockside carries a broad range of product including sport boats

and cruisers, tournament ski boats, pontoon and aluminum boats. Brands include Sea Ray, Bayliner, Sanger, Trophy, Boston Whaler and Princecraft. The shop provides maintenance and service for all the above brands plus many others and also carries a wide selection of parts and accessories.

During the summer two rental locations, Manteo Resort (Kelowna) and Pentowna Marina (Peachland), offer boat rentals and water sports instruction.



A life less taxed...

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Chartered Accountants - Business Advisors

Taxes in their various forms can account for the single largest expense of every business and business owner in Canada. As a result, whether it's across the country or within their own region, the expertise of the tax group at MacKay in Kelowna is sought after. The team provides support services to accountants and other professionals in BC, Alberta, NWT, the Yukon and even Ontario.

With a focus on owner managed businesses, MacKay has developed a team of experts that are able to assist with a wide range of issues. The tax group includes seven professionals that practice full time in taxation and related business consulting. By focusing solely in these areas, this professional group has developed extensive experience in all areas of taxation and related matters.

The services MacKay provides include helping business owners develop succession plans—whether it's for the introduction of family members or selling their business. The group helps owners to minimize taxes and retain control as these are common goals of many business owners.

The tax group also advises on estate planning, corporate restructuring, business purchases and the HST. In addition, they act as advocates during tax appeals for their clients.

Whatever your tax related matter, the MacKay Tax Group can assist. Call them today at 250.763.5021 or visit the office at 500-1620 Dickson Ave.

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Which countertop is right for you?

Floform Countertops

■ Floform Countertops is new to the Interior, but has been helping Western Canadian customers find the right countertop for over 50 years! Who knows the difference between laminate, solid surface, granite, quartz and all the other choices available today? We do. And we sell most of them and make it a priority to educate our customers and make sure they are getting what they want for the right price. We plan to be in business another 50 years, so customer satisfaction is paramount.

In January, Floform opened a 2,000 square foot showroom in Kelowna, on Commerce Avenue. On display are many different colours and styles of countertops including various sinks, faucets, edge treatments and finishes. A visit to the showroom will provide you with the knowledge and the comfort to make the right decision for you.

Whether you choose quartz from Du-

Pont™ Zodiac®, solid surface from DuPont™ Corian®, granite from Artisan Stone, wood countertops from Heritage Wood or any of the other brands on display, you will be able to see them, touch them and feel comfortable about your decision! So bring in your paint colours, flooring and cabinet samples to our showroom and see what works best for you. After you narrow down your choices, we will bring the samples to your home, help you make your final choice, or just provide you a no charge estimate.

Owners Ken and Pamela Hilsenteger have helped customers make countertop decisions for many years, and you will find their no pressure, full disclosure showroom a wonderful place to see what's new in the market. Come visit what suppliers are calling the "Best Countertop Showroom" in the Interior. You will love the personal service and the chance to see what your kitchen will look like. They

even have a fully operational kitchen so you can see how the counter and appliances will fit. If you have a relaxing seat at the island, you may even find yourself asking for a refreshment to make the experience just like at home.



Ken Hilsenteger invites you to visit Floform Countertops' showroom.

Enjoy the Harvest experience

The Harvest Golf Club

■ The Harvest Golf Club is more than one of the Okanagan's most prestigious championship golf courses. The Harvest proudly offers an upscale golf boutique, casual dining and an ideal location for banquets of any size. The Harvest also offers a golf academy that specializes in individual instruction and corporate entertainment. No group is too big or too small.

Wide, manicured bent grass fairways contribute to the unique character of this special course. With multiple tee areas designed to challenge the potential of every golfer, the Harvest is truly one of nature's most picturesque playing fields.

The Harvest Grille offers a casual setting and an extensive menu selec-

tion to tempt every palate. Guests at the Harvest enjoy a seasonal gourmet menu prepared by executive chef Heath Cates. The Grille and outside patio are ideal for breakfast, lunch or dinner. More than just a fabulous establishment, The Harvest Golf Club is an exceptional experience.



The Harvest experience—spectacular views, outstanding customer service with attention to detail and golf that is second to none. Chef Heath Cates.

All inclusive retirement living

Summerland Seniors Village

■ Summerland Seniors Village is a community of active, social and fun people who have lots to offer in life and want all of what life still has to offer them.

Residents enjoy the ideal location just minutes from downtown shops and restaurants, beaches, golf and hiking trails, and the added bonus of a variety of transportation options. They appreciate the views through big sunny windows and the choice among studio, one- and two-bedroom suites, all equipped with kitchenette and some with full kitchen facilities for those who like to do their own cooking. And for folks who just want to take it easy, the choice is one or two meals a

day in the main dining room.

Even the level of service is optional. Seniors aged 70 and up can select from assisted living (independent), supportive living and residential care. Summerland Seniors Village is operated by Retirement Concepts, proud recipients of the 2007 Business Excellence Award.





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Helping to advance medicine

Okanagan Clinical Trials

■ Every year a number of Okanaganites volunteer to take part in clinical trials. Without their altruism many of today's medications would not be available. Participants in clinical trials play a vital role in getting new treatments and therapies to the general public since every prescription drug is required by law to go through multiple stages of testing.

"We as a society are indebted to our participants, without whom new treatments would not be forthcoming," says Dr. Latimer of Okanagan Clinical Trials.

For 12 years, the Kelowna clinic has been conducting medical clinical trials for the pharmaceutical industry. The medications the clinic works with have been tested for safety and dosage on healthy people, the clinic's role is to research and evaluate the effectiveness of the treatment.

Over the years the clinic has participated in many areas of study including diabetes, headaches, obesity, ulcerative colitis, Crohn's disease, depression and anxiety disorders. Last year the clinic was involved in a clinical trial for celiac disease.

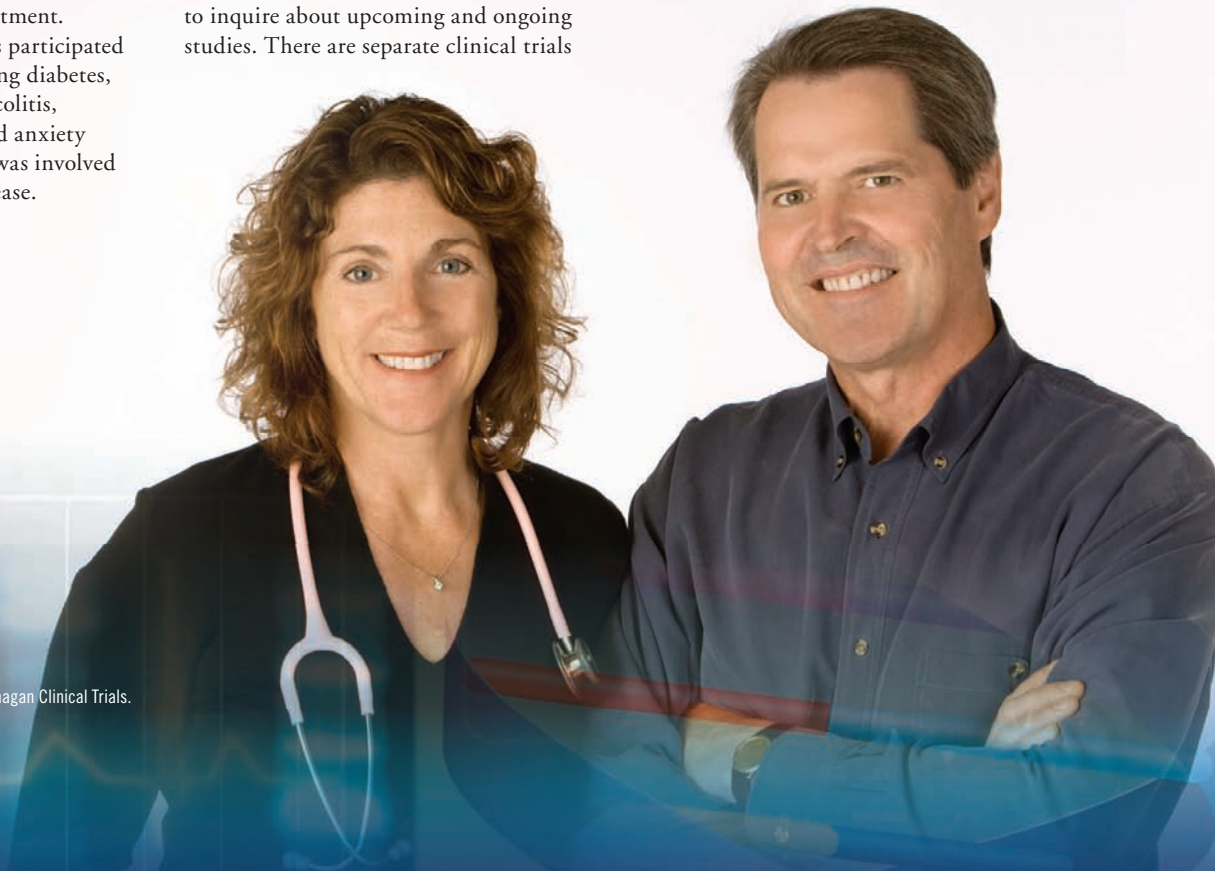
"It's exciting when we participate in a study with the potential to create a treatment where there is none," says Dr. Latimer, whose personal interest lies in the area of psychiatry. In addition to clinical trials, he publishes a weekly mental health column in the *Kelowna Capital News* as a public service to help raise awareness of mental health issues and decrease stigma surrounding mental illness. The clinic participates in ongoing depression research studies, helping to find new and better ways to treat patients suffering from mental health conditions. Upcoming studies for the clinic include one on Alzheimer's disease.

Each study has a set of criteria for participation, which takes into account symptoms, past treatment experience and other health concerns. Anyone is welcome to inquire about upcoming and ongoing studies. There are separate clinical trials

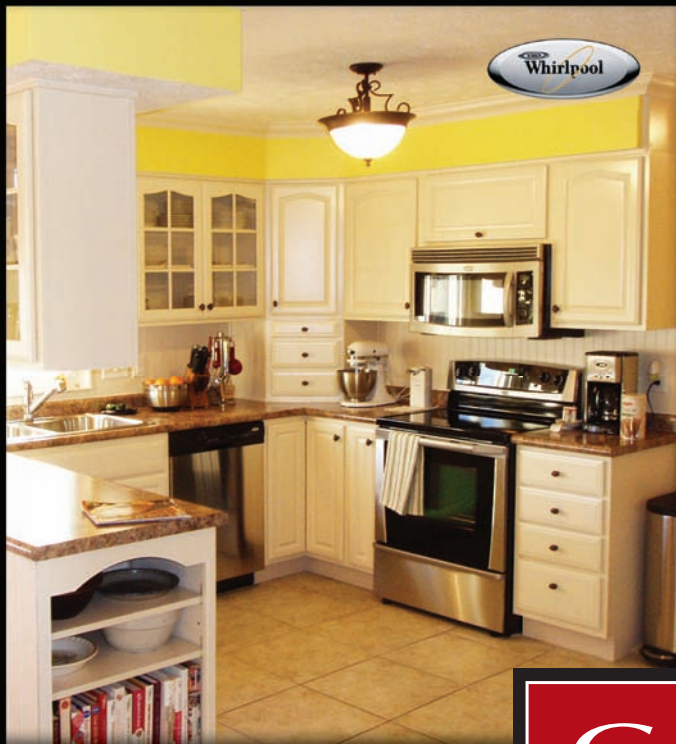
for adults and children. Pediatric clinical studies are very important to determine appropriate dosages for children. The benefits to participants for volunteering in the trials include free access to cutting edge treatments, intensive assessment and treatment, and possible relief from illness.

"Our goal is to provide a positive experience for the many patients who volunteer to participate in our trials," says Dr. Latimer. "We make sure patients aren't kept waiting for appointment times, but are seen quickly and given time to ask questions and address concerns."

For more information on upcoming clinical trials and how you can participate visit www.okanaganclinicaltrial.com or phone 250.862.8141.



Dr. Sally Godsell and Dr. Paul Latimer of Okanagan Clinical Trials.



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The Peacock Sheridan Group (PSG) is an independent planning firm that specializes in advising professionals and business owners with their insurance, investments and management consulting needs. They have developed a proprietary and unique planning system called the Master Alignment Planning Process™ (MAPP). The first stage in this four-step process is the "Priority Filter." This first meeting is not about specific numbers or tax returns, but rather it is about comprehensively reviewing and understanding the business owners' personal and financial vision. These initial

sessions are candid and thorough, such that the PSG advisor understands the unique situation and what is truly important.

Stage two is the "Resource Audit," where a client's current financial, insurance and business structures, documents and portfolios are reviewed in detail. We all want to believe that our planning to date is effective, and for the most part, it may be. However, often these plans work in isolation of one another rather than as a cohesive system and are not flexible to changing circumstances. By genuinely understanding your ultimate plans and overall vision, PSG is in a better position to review the effectiveness of your overall planning done to date, and make recommendations going forward.

In stage three of the MAPP process—"Strategic Design," PSG sources and engages the appropriate resources, opinions and ap-

plicable products from our comprehensive network of strategic partners. With access to national experts in all fields—legal, accounting, investing, insurance and management consulting—PSG is able to confidentially work on the client's behalf to recommend the best possible ideas and solutions.

Lastly, in stage four, "Implementation," PSG guides you through all the details of your plan and negotiates and builds solutions with you. As the process moves forward, you and your other advisors are provided with information and insight as to the status of the implementation of your overall plan.

If you are a successful business owner who is looking for a second opinion or a "fresh set of eyes" on your planning matters, contact the team at PSG today or visit online at www.peacocksheridan.com.

TESTIMONIALS

I have worked with Grant Sheridan and Brent Peacock for over 12 years in regards to my insurance planning and wealth accumulation. They have continued to update my plan with innovative strategies and continue to educate me on ways I can enhance my existing situation. I'm very confident in my portfolio, which addresses everything from immediate protection for my family and business, to creation and growth of stable, long-term income.

—**Dr. Richard Bell (oral and maxillofacial surgeon)**

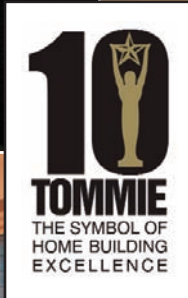
Having worked with the Peacock Sheridan Group in both a personal and professional capacity, I am confident in referring their services to my colleagues and business partners. The advice they provided was detailed and comprehensive, yet presented in an understandable and straightforward manner.—**Sean Pihl (Pihl Law Corporation)**



Partners in financial planning firm Grant Sheridan and Brent Peacock.

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Bridges at Glenview Pond is comprised of 34 single family homes with 27 of the homes backing directly onto a private park with 2 ponds and a creek. The homes are custom designed to compliment each client's unique desires and lifestyle with the exterior architecture mimicking the heritage homes of the past.

Bridges
at Glenview Pond

1358 Glenview Avenue, Kelowna, BC

James Hardie

ColorPlus Technology

Top trends in window treatments: Hunter Douglas expert offers insights

Hunter Douglas

■ What are the top trends in window treatments? If anyone should know, it is Kim Kiner, vice president of product design for leading window-covering manufacturer Hunter Douglas. Here is what she says:

Layering, this is a trend I see in both fashion and window treatment—it's beautiful and it also serves a practical purpose. At the window, the first layer is the light-filtering layer, a layer that can provide the beauty of a soft diffusion of light, as well as light control and privacy. Products such as Silhouette window shadings from Hunter Douglas, with soft fabric vanes that are suspended between sheer facings, are superior at this.

The second layer is the decorative layer, which is typically done by adding a layer of draperies, valances or a second shade or shading. There are also numerous practical purposes that layering provides, such as correcting odd-size windows and improving the proportions of a room by using a heightening window treatment that makes the room seem larger.

Responsibility, consumers today want to make responsible decisions in products, particularly for their home. A perfect choice is Duette Architella honeycomb shades. They feature a patented cell-within-a-cell design that more than doubles the energy-efficiency of the window, helping to lower heating and cooling costs when properly installed. Not only do these shades fulfill practical purposes, they also offer a wide range of beautiful fabric options to add additional beauty to the home.

Simplicity, according to Leonardo da Vinci: "Simplicity is the ultimate sophistication."



Layering is a trend in both fashion and window treatments. Here Silhouette window shadings from Hunter Douglas provide light filtering, while the draperies hide the window frames for an extra-soft look. Kim Kiner, vice president of product design for Hunter Douglas.

Window treatments best communicate this, offering just one beautiful thing for those wishing to achieve a paired-down contemporary type of environment. Beautiful and functional, Silhouette shadings offer soft, sheer beauty with advanced privacy, light control and UV protection features.

Thanks to today's technologies and ceaseless innovation on the part of manufacturers like Hunter Douglas, whatever the trend, there is a solution. For more information visit online at www.hunterdouglas.ca or phone toll-free 1.800.265.8000.





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