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## Tourism dynamo

TOTA CEO  
Glenn Mandziuk

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By Bruce Kemp

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#### ON THE COVER:

Glenn Mandziuk, CEO of the Thompson Okanagan Tourism Association (TOTA).

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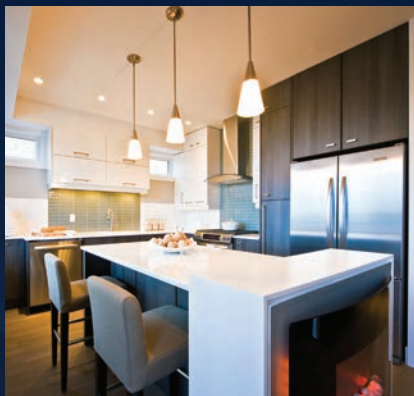


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## Spokes and wheels of progress

I was late for school. My new 10-speed—salvation! Throwing my math book into a plastic shopping bag, I fled breakfast to negotiate the cars, fences and cats through the alley to arrive at the 20th street stop sign; purring through it without a care.

Thirteen year olds didn't have carriers on their bikes so I held the bag and handlebar in my left hand, leaving my right hand to brake, which allowed the book in the bag to dangle. Entrepreneurial-like, I was building up momentum when I glanced down at the bag, brushing lightly against the front tire. Forty years later, I still cannot comprehend why I didn't connect the dots about my impending danger. For some strange reason, my brain simply didn't get the memo that the feces were about to hit the rotary oscillator!

In the next instant, I found myself weightless, flying through the air in super slow motion, like I was starring in my own Super Bowl commercial. As I hurtled over linebackers that looked suspiciously like handlebars, I carefully eyeballed my pavement runway some 20 feet away. At that moment, Houston didn't have a problem—I did!

My "progress" was cut short by the laws of randomness, physics and stupidity because my math book had found its way into the spokes, forcing the front tire to a sudden stop, which propelled my flight. At the time, I had no idea that this experiment would empower me, some 40 years later, with higher understanding of the

science, math and politics of 2012 economics.

The subject has always scared me. I think economics scares most people because it embodies paradox—a logical statement or group of statements that lead to contradiction. While the average Canadian clearly understands the difference between rich and poor, he cannot comprehend how the plutocrats got so far ahead in the shoot-out. In the past dozen years, compensation for Canada's top 50 CEOs has risen by 444 per cent while the middle class has stagnated. Today, the average Canadian CEO makes 250 times what the average worker makes—up 25 times in the last decade. The extreme inequality of personal income in Canada and the US is North America's shame. Denial of wrongdoing by the one per cent is a paradox. They assure the rest of us that we needn't be concerned about "markets correcting" or "the outcomes of market forces."

In 1985 there were 13 American billionaires. Today, there are over 1,000. It gets worse: the richest one per cent of Americans control more wealth than 90 per cent of the US population—combined. This is a country out of control. Canada lags behind the US with 25 billionaires in 1999 and 55 by 2009. So how do we fix this?

By learning how to think again.

By using full brain thinking about bad math books in spokes, we learn to look at a problem from the opposite direction; eliminating, at least momentarily, our personal bias. It is in a different region of the brain, that we gain a new perspective that enables us to steer clear of what I call "fairy-tale bias" or "Disneyland Bias." You see, once upon a time your brain was young and impressionable and it welcomed cartoon characters like Scrooge McDuck and Richie Rich into your family creating your perspective of happily ever after. Anthropomorphic billionaire ducks and rich kids that we learned to love at an early age, strengthened over time in the powerful neural networks of our brains—big, emotional memories. McDuck and Rich are not John Paulson and Bill Gates.

If we connect the dots about real life billionaires like Paulson, a completely different perspective emerges—one that is anything but cute. In 2007, when the hedge fund manager received \$3.7 billion betting against the US sub-prime mortgage market, he effectively jammed Wall Street's new math book into the spokes of the worldwide economy. While cashing in on the misery of others—he triggered the crash and subsequent financial meltdown.

In creating the happiest place on earth, Walt Disney himself made 108 times more money than his housekeepers in 1966—today, Disney CEO Robert Iger makes 781 times as much as his housekeepers; something

monaced Ducks, comic book rich kids and Walt himself would not approve. Cartoon characters are adorable and cute—Walt's billionaire CEO... not so much. Don Henley's hit song *The End of the Innocence* sums it up this way: "But 'happily ever after' fails as we've been poisoned by these fairy tales."

Unfortunately, the 99 per cent and the one per cent both choose to blame the government for the world's financial woes and that confounds us because it also portrays the illusion that we are on the same side. This is human bias at work again. We have been force-fed a steady diet of "taxes bad—billionaires good" for decades. Billionaires are truly gifted when it comes to perpetuating the illusion that they are "gifted." They see themselves in their own Super-Bowl commercials; self-made men, flying over football fields, men who "made it" without much help from society—when the exact opposite is true. Billionaires owe most of their success to society. We all rely on centuries of "accumulated societal knowledge." Many billionaires bullied their way to the top or simply bought out competition, leaving themselves entities that look an awful lot like monopolies.

Because both groups attack politicians and the tax system that supports democracy, it might appear that we all have the same enemy. Again, the opposite is true. Financial companies donated billions of dollars to federal political campaigns and Washington lobbyists, which led to the repeal of Glass-Steagall and deregulation. The floodgates opened, which effectively gave hucksters, speculators and reckless bankers blank checks for the next decade. Politicians feel completely and utterly indebted to the billionaires and CEOs who got them elected. Power follows money. We desperately need politicians with the fortitude and clear thinking that Franklin Delano Roosevelt displayed in 1933.

I don't dislike billionaires. I do dislike the way their brains work—or don't work if you like. And I don't like the way extreme inequality is threatening our quality of life and democracy. I do, however, really like millionaires. Millionaires are great for the economy, specifically because they do not stockpile their cash like billionaires do. They spend it and they expect to pay more taxes—because they make more.

A group called Patriotic Millionaires sends this message to Congress via a series of YouTube videos that lay bare the wisdom of many successful millionaires. One after another, they appeal to their government to tax millionaires (themselves) more. "Tax me, tax me, tax me," they say. The only billionaire that I know of tooting the "tax me more" horn is Warren Buffett.

Federal tax rates in Canada are 22



per cent for \$42,707 and under, then 26 per cent up to \$85,414 and 29 per cent for anything over \$132,406.

Perhaps our greatest human bias is that somehow we have come to believe that our freedom is compromised or will be lessened if taxes go up. We have been conditioned into thinking that tax cuts create more freedom. We were brainwashed into believing that freedom can operate like a hedge fund; and that if taxes are cut, we'll gain more freedom! If taxes go up—we'll lose our freedom. The opposite is true. Do you want to live in a society where governments will request meetings with plutocrats to ask for money to fix the potholes in your streets or to build bridges or universities? If that happened the billionaires would hang their corporate signs on the buildings and bridges so we are all reminded of how "gifted" they really are.

The ninety-nine per cent understand that economic progress is only possible when money is put into action—actually spent. Imagine the trillions of dollars sitting in the bank accounts around the world of billionaires and trillion-dollar, too-big-too-fail banks and oil companies? Are the one per cent waiting for fire sales or are they hoarding? Doesn't matter—we suffer from either scenario.

Today, our economic progress has been halted by the laws of irrational bias and greed. Terrible economic math continues to invade the spokes of democracy—every day.

Incidentally, after my landing 40 years ago, I got up, dusted myself off got back on the bike and continued on to school. Bill Gates is now richer than 140 nations on the planet. John Paulson made \$3.5 billion with a bet that devastated millions of working class people in the sub-prime mortgage fiasco. How long will we allow the bad math of billionaires to invade the spokes of society?



**Paul Byrne**

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*Searches: The Trouble With Billionaires; Linda McQuaig; Extreme Inequality; Tax Me; Cognitive Bias; Glass-Steagall Byran Dorgan Crystal Ball*

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**John Diduch, CA**  
Associate

Always involved in the community; John is actively involved in the Southern Interior Construction Association. Away from the office, John is a sports enthusiast who enjoys golfing, boating and table tennis.

At MacKay, John offers individualized client services to best meet his clients' business and personal goals. His client base includes a wide range of owner-managed businesses, professionals and not-for-profit organizations requiring audit, accounting, tax, or management consulting services.

## MackKay in the Community

Committed to the community; Robin is currently an active member of the Okanagan - Mission Rotary Club and a Director of Habitat for Humanity. Away from the office, Robin can usually be found in the company of one her five daughters, touring local wineries or planning her next adventure to another remote location.

At MacKay, Robin ensures that her assurance, owner-managed business and not-for-profit clients are provided with top notch service that meets their evolving financial reporting needs, most recently focusing on their transition to new accounting standards for private enterprises.



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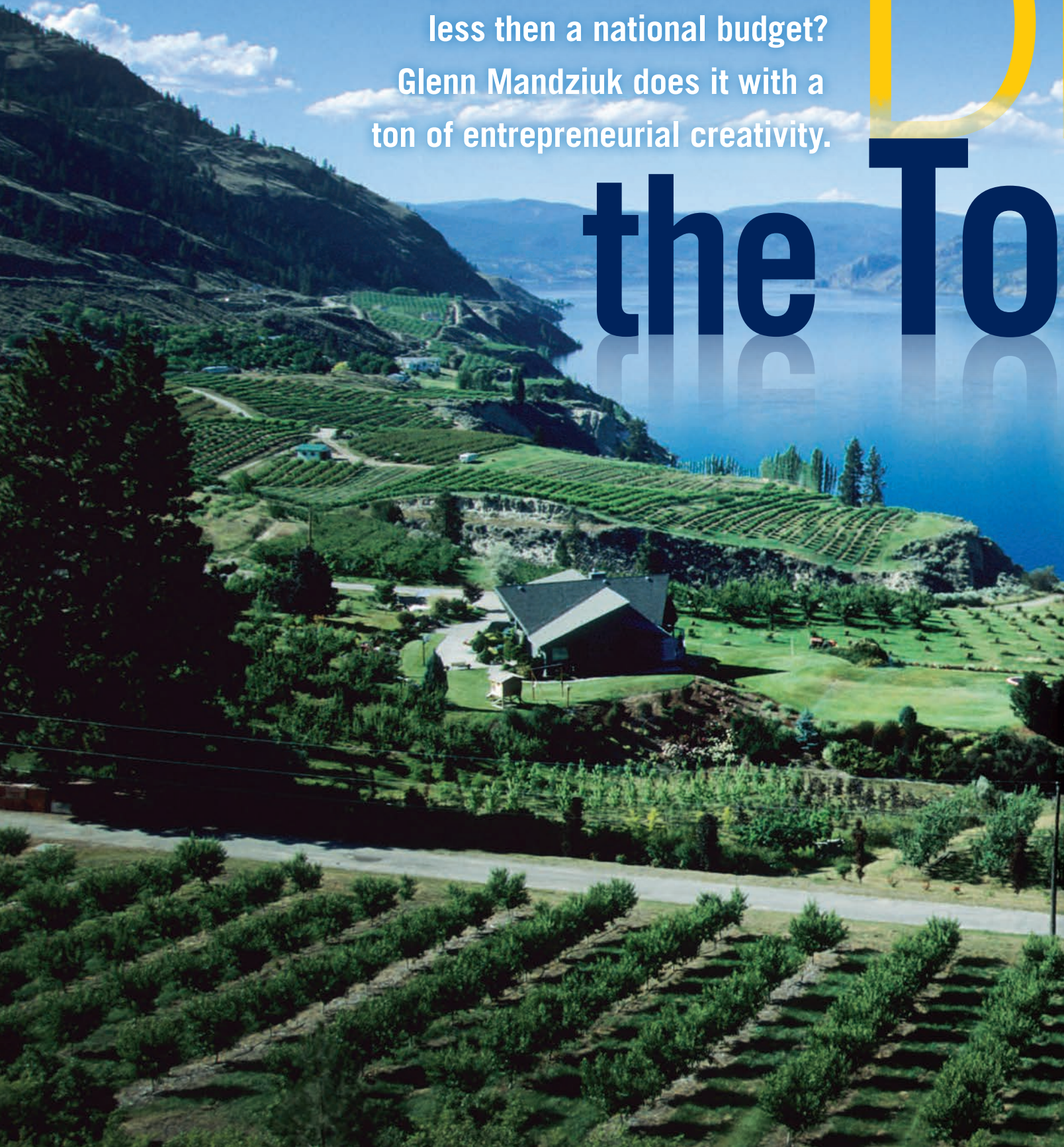
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How do you manage a tourism  
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ton of entrepreneurial creativity.

**D**  
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By Bruce Kemp

# RIVING urism Biz

## Standards of Excellence

For Glenn Mandziuk the possibility of any career outside of tourism and economic development was a non-starter. He was literally born into the profession and has used everything he's learned to make a name for himself and, more importantly, the organizations he's led.

Glenn is the CEO of the Thompson Okanagan Tourism Association (TOTA). In the three years since he took on the post, he's moved the organization forward onto the world stage and been personally recognized for his efforts.

"We've really worked over the last year-and-a-half to build the foundation of an organization that can support the growth of tourism in the region and we feel we've got the right team and the right strategy in place now to start to fly," says Glenn.

The latest accomplishment positioning TOTA squarely in the international tourism marketplace came last December with accreditation by the Destination Marketing Association International (DMAI), a Washington, D.C. based tourism marketing association.

Accreditation means that TOTA has achieved a high standard of excellence in all areas of its operation. To do this the organization had to meet 58 mandatory and 30 voluntary benchmarks in governance, finance, human resources, technology, marketing, communications, brand management, destination development, research, innovation and stakeholder relations.

In short, says DMAI chair James Wood, TOTA's achievement tells the business community in the region that it "...has attained a measure of excellence, assuring that their trust is well placed and their business is in good hands."

This is no small thing. Tourism represents a \$1.75 billion economic stream flooding into the region creating badly needed jobs at a time when other industries are flagging. According to TOTA board chair, Ingrid Jarrett, "...tourism is poised to be the leading economic growth sector in the province."



**This page:** Paragliding on the west side of Okanagan Lake north of Kelowna.

**Facing page clockwise:** Silver Star Mountain Resort; Kasugai Gardens, Kelowna; resident California bighorn sheep; TOTA CEO Glenn Mandziuk; Nk'Mip Desert Cultural Centre, Osoyoos.

## Early Days

Riding the crest of that flood is Glenn, who began his career in tourism in the family business in Osoyoos. His dad and mom, Glenn Sr. and Lois, were already veterans in the tourism industry before moving west to the Okanagan from Dauphin, Manitoba. Young Glenn was a teenager when the family bought the 14-unit Bella Vista Motel.

Glenn didn't go through the teenage angst that can be brought on by being forced into the family enterprise at an early age—he enjoyed it and treated the situation as an opportunity to learn. When other kids were whining about their old man, Glenn was learning from his.

“One of the things that always resonated with me

“One of the things that always resonated with me was that my father wanted to create an experience.”



## Canadian Tourism Commission Explorer Quotient

*The Explorer Quotient identifies nine different types of travellers by their motivation, providing a more accurate portrait of visitors and allowing tourism operators to focus on those most likely to use their services.*

### Free Spirits

These travellers seize the day and experience the best of life, checking the next hot spot off their list and moving on.

### Cultural Explorers

Easy-going and creative, these people talk to the locals, get in on the action and take the road less travelled.

### Authentic Experiencers

Independent and curious, authentic experiencers love to immerse themselves in the places they visit, before, during and after.

### Personal History Explorers

Into exploring their family heritage and sharing their discoveries with friends when they get home.

### Cultural History Buffs

Focusing on the cultures of others, these travellers follow their interests with an open and detail-oriented mind.

### Rejuvenators

Rejuvenators leave work behind, sit back and relax. There's no time for stress when they're busy getting comfortable.

### Gentle Explorers

Take it easy and let someone else do the planning. Gentle explorers find a new favourite place and come back next year.

### No Hassle Travellers

Keep it simple for these folks. They want to decide where to stay, how to get there and leave their worries behind.

### Virtual Travellers

Virtual travellers like to follow their own schedule and keep things flexible and close to home.





was that my father wanted to create an experience. He wanted the 'going back to grandma's house experience.' He wanted you to feel that coming to this property was like going back to grandma's house. And it worked extremely well. He had high occupancy rates annually, whether it was snowbirds in the winter or summer occupancy. Somebody had to die or you had to book really early to get a place in the cycle. So it was a great place to sink your teeth into."

As his parents continued working hard to make a success of their business, Glenn went off to the University of Calgary to do his undergradu-

ate studies in leisure and tourism. He capped that with a master's degree in environmental design that focused on planning and eco-tourism.

## Destination Osoyoos

Returning to Osoyoos in 1994, Glenn became the economic development officer. This was the position where he began putting what he had learned both from his parents and at university into practice.

It was also a period in the Valley's history when tourism really started to evolve from its long-standing regional summer vacation focus into a globally recognized destination. That evolution was helped along by young visionaries like Glenn.

In his role with the municipality, "We not only looked at economic development, but tourism and we oversaw tourism visitor services, oversaw downtown





**This page:** Family visitor at Davison Orchards annual pumpkin festival in Vernon; iconic event—spectators watch the swimming leg of Penticton's Subaru Ironman Canada triathlon.

**Facing page clockwise:** Seasonal glory, autumn vineyard at Quail's Gate Estate Winery in West Kelowna; cyclists stopping for a break at the Trail Store on the KVR Trail between Naramata and Penticton.

business revitalization under Destination Osoyoos (the umbrella name for tourism and economic development)."

During his time in Osoyoos, Glenn had the opportunity to work with neighbouring communities, in particular the Osoyoos Indian Band. His efforts with the band helped forge stronger bonds within the entire area's business community.

The philosophy of "create an experience" Glenn learned from his father was also to prove useful. It encouraged him to work with the local band on the development of Nk'Mip Cellars, North America's first Aboriginal owned and operated winery, and the Nk'Mip Desert Cultural Centre. Aboriginal Tourism BC honoured Glenn for his work, naming him Industry Partner of the Year in 2008.

“If we're always selling the same products we're never really going to grow the pie and so we have to nurture new products.”







## Regional Outlook—Global Strategy

When Glenn moved to TOTA he immediately put his experience from Osoyoos to use in bringing the organization to its current marketing model. “We’ve worked hard over the last year-and-a-half to build the foundation of an organization that can really support the growth of tourism in the region. We really feel we have the right team and the right strategy in place now to really start to fly.”

One of the first tasks was to broaden the mandate of the organization so it wasn’t just a marketing agency, but “...an organization that affects tourism holistically,” says Glenn, “because we want to develop the products and support systems. If we’re always selling the same products we’re never really going to grow the pie and so we have to nurture new products.”

TOTA turned a big corner with the launch of a

draft strategy at its summit conference in November 2011. This is the first regional strategy of its kind for tourism anywhere in British Columbia.

Glenn believes that it’s important for his membership to understand that Vernon and Valemont and Kelowna and Cache Creek are all in the same boat and on the same team. One of the first tasks confronting the new CEO when he arrived in the job was getting people into a dialogue and leveraging each other’s marketing.

When he first sat at his desk, people were thinking TOTA was going to come up with a new brand for the Thompson Okanagan. But Glenn says, “It’s not that. It’s the elements of that. You can brand your organization and what it stands for, but our region is a very large country in essence. We’re the size of Ireland. We have 3,200 businesses in tourism. Tourism here is a \$1.75 billion industry. And that’s something I couldn’t tell you six months ago, I couldn’t tell you the size of our tourism industry.”

Part of Glenn’s strategy was getting down to the important numbers to answer the question: How big is this industry?

“We have those numbers now and we’re trying to communicate the sheer size of our tourism region and business.”

Because of this TOTA is looking at key themes it hopes will drive future Thompson Okanagan efforts.



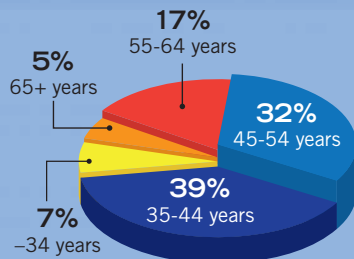
# Tourism by the Numbers

Kelowna tourism fast facts

Sources for graphs and charts throughout the story: Tourism Kelowna 2011 Summer Survey; Commercial Accommodation Survey, Tourism Kelowna, Economic Impact of Tourism in Kelowna 2011 Study

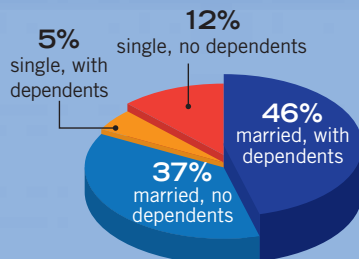
## Who are our tourists

(July & August 2011 survey period)



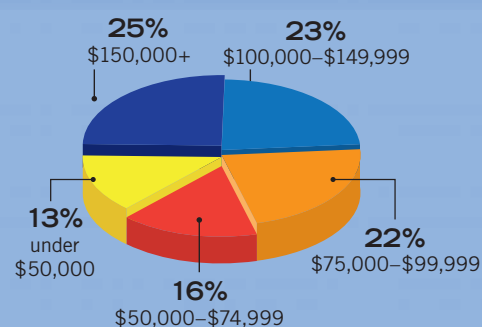
## Marital status

(July & August 2011 survey period)



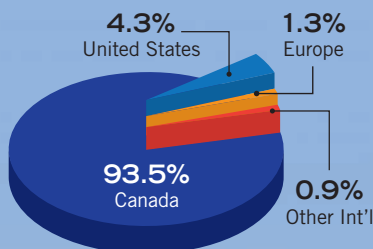
## Income profile

(July & August 2011 survey period)



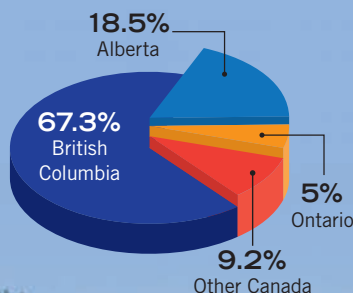
## Visitor Origin Global

Tourism period 2010



## Visitor Origin Canadian

Tourism period 2010



## Economic Impact

2011 vs 2006

1.5 million visitors – up from 1.2 million	+ 26.9%
7,072 direct jobs	+ 5.8%
\$176,000,000 in direct wages	+ 39.7%
\$335,000,000 in GDP	+ 50.2%
\$653,000,000 in economic output	+ 68.7%
\$100,000,000 in tax revenues	+ 12.4%
\$279,000,000 in visitor spending	- 3.1%



## Iconic Imagery

"We're focusing on the iconic," says Glenn. "So we're really pushing what Thompson Okanagan means from a tourism point of view. What are those signature properties and signature experiences that are there now and will rise to the top?"

He cites Mike Wiegele's Heli-Skiing in Blue River, which is world-renowned. People come from all over the planet and pay a premium price for that experience. Penticton's Subaru Ironman Canada triathlon is another world-renowned product that is iconic.

"Those are the kind of products that will rise to the top in the imagery that we put out as an association to represent the region," he says.

In the past TOTA tried to be all things to everybody, but in the world of global tourism you need to distinguish yourself in specialized areas.


Among the different categories of experiences that have the Okanagan's name written all over them is the experience of culinary travel. With more than



  
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**This page clockwise:** Culinary tourists now enjoy a smorgasbord of dining options featuring fresh products of the Okanagan (Crush Bistro, Kelowna); family fun, sun and sand never lose their appeal; high speed watersports attract adrenaline-seekers to the lakes.

**Facing page clockwise:** The Kettle Valley Steam Railway in Summerland is one of the Valley's premier historic attractions; kids get up close and personal with the critters at Nk'Mip in Osoyoos; Kasugai Gardens in Kelowna; picnic at Mabel Lake in the North Okanagan; beach buddy in West Kelowna.

120 wineries approaching the 2012 growing season and dozens of high-end restaurants Glenn feels that the Okanagan can own culinary travel in the west.

"Look at God's Mountain Estate just south of Penticton. It's the ultimate B&B offering luxury accommodations along with a pretty unique farm-to-table culinary experience. You can see the produce being harvested then watch it being prepared and served in the vineyard. Not many places can compete with that."

## Combat Seasonality

Still, there are potholes in this wider road that TOTA must contend with. Deepest of these is the seasonal view of travel-

ers when they think about BC and the Thompson Okanagan region. BC is considered a seasonal destination by international visitors. Apparently we offer only winter and summer.

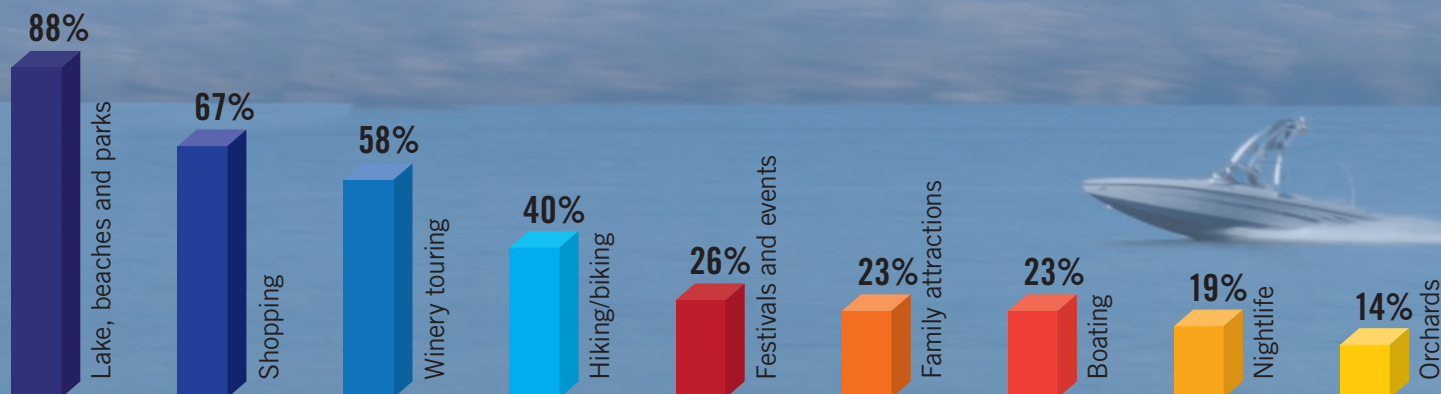
"One of the things as part of that (regional) strategy was that we really looked at the numbers from top to bottom. We talked about seasonality of the tourism industry and that 80 per cent of the revenue is generated in two months of the year."

Glenn points out "that the same topic was covered in 1970, 1980, 1990, 2000



## Most popular activities undertaken by visitors

(percentage of visitors that participated)





and here we are today and that graph has not changed a lick. In that time we have seen the strongest tourism growth of any region in the province and we've seen the highest revenues in the history of the region. It's growing faster than the province. But people still tend to come at the peak of summer."

Since the 1970s the region has seen almost \$2 billion in investment in new hotels as well as festivals and attractions in the spring and autumn shoulder seasons, yet the graph hasn't changed.

“Visitors are looking for experiences. They're not coming for hotel rooms. They're coming for an experience and the only way you can create an experience is if the industry works together.”



CRUSH BISTRO PHOTO BY LYDIA ROSS; KVR TRAIN PHOTO BY TOTA/ERIC SIMARD; OTHER PHOTOS BY LAURIE CARTER

## Top 3 reasons for visiting Kelowna in July and August

*Kelowna met or exceeded expectations 93% of the time.*

Lake, beaches and parks



Visiting friends and relatives



Family vacation and sightseeing



14%

Golf

12%

U-pick fruit

12%

Galleries/museums



**This page:** Roadside fruit stand in the South Okanagan; Sonora Dunes Golf Course at Nk'Mip Resort, Osoyoos.

**Facing page clockwise:** Taking in the sun on a Kelowna beach; ballooning near Vernon; family fun at the Interior Provincial Exhibition (IPE) in Armstrong.

## Know the Competition

Glenn believes that the industry really needs to come together. It's been fragmented and insulated from the broader world reality. "It shouldn't see the competition as the guy next door. Our businesses really and truly need to see that the competition is Scottsdale, New Zealand, Australia and Mexico."

Harkening back to his earliest days in Osoyoos, Glenn says local businesses need to recognize foreign competition and to learn from what they are doing to achieve success rather than adopting the attitude that "I've got to get more room nights than the hotel next door to me."

Glenn says, "The other part of the equation is that visitors are looking for experiences. They're not coming for hotel rooms. They're coming for an experience and the only way you can create an experience is if the industry works together. So an attraction and a hotel and a winery all have to work together to create a package of experiences."

TOTA's strategy is a now a broader 10-year plan tied directly to the provincial strategy and the new national strategy that the Canadian Tourism Commission (CTC) has just put together.

Fundamental objectives and principles have been set up that address the need to maximize value while extending the season and applying it throughout the entire region.

To make it easier for tourism operators across the country to adopt this new globalized strategy, the CTC has created a toolkit, called The Explorer Quotient™, for businesses to identify and market to those visitors most likely to seek them out.

## Follow the Vision

Glenn is keen on this approach because it matches who he is and what he's learned from his parents, school and work. At this point in his career, Glenn is well known and highly respected in the broader context. The Economic Development Association of BC has named him Economic Developer of the Year for the province. In 2011, Glenn was honoured with the Economic Development Association of Canada's President's Award "for dedication to service and contribution to the advancement of the economic development profession in Canada."

When TOTA brought Glenn Mandziuk on board, they got an accomplished professional willing to link the regional organization with provincial, national and international groups and the vision to ensure that the Thompson Okanagan isn't left behind in the new world of global tourism.

Glenn has the final word. "In our beautiful and diverse region we have travel destinations second to none in the world." **OL**









# On the move

## Harmony Acura

■ Harmony Acura is bubbling with excitement as the team moves to a stunning new showroom conveniently located on Kelowna's Enterprise Way auto strip. Until April, they're sharing space next door with Harmony Honda, but everybody is pumped about getting into the new digs.

When the move is complete, the dealership that focuses on the four Rs of respect, responsibility, reliability and relationship will proudly display the coveted Acura Ace Award, an honour the team has earned for two years running.

Long-time clients will recognize the same great people, focused on matching them with exactly the right vehicle and providing after sale service known for speed, trust and convenience.

The beautiful new showroom will feature stars of the Acura line-up including the powerful and sporty TSX and TL sedans, the luxury RL Elite and the family of MDX sport utilities.

Acura's innovative ZDX will also catch more than a few glances with its

sleek leather interior 2+2 coupe styling, crossover SUV features like a power lift gate providing excellent access to the generous cargo bay, backup camera, noise cancellation, a brawny V6 engine and Acura's legendary all-wheel-drive.

New for 2013, but arriving this spring, is the completely redesigned Acura RDX, a mid-sized luxury SUV that will stun buyers with the fuel economy of its V6 engine, delivering better gas mileage than its predecessor's four cylinder. The new RDX is slightly larger and comes with a six-speed automatic transmission.

On the horizon for Acura are two all new models set to debut in 2013. The ILX is aimed at successful Generation Y 20- and 30-somethings geared up for an entry-level luxury sedan. It will offer two 4-cylinder engine options and five-speed automatic or six speed manual transmissions.

The poster car of the line-up will be the image car NSX, bring-

ing joy to the hearts of owners who have waited two decades for the reintroduction of this model. The ultra-high performance vehicle will feature hybrid power and all-wheel-drive. See the future today. Visit Harmony Acura at 2552 Enterprise Way in Kelowna. [www.harmonyacura.com](http://www.harmonyacura.com)

**Harmony Acura moves  
into its state of the  
art showroom at  
2552 Enterprise Way,  
Kelowna in April 2012.**







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# Gaming for good

**Hoopla.com**

**29%**

Of Internet  
time spent on  
online games

■ Two-hundred-and-fifteen million hours each day are spent on online gaming, but what if every day the leisurely hours spent in front of a simple computer screen had the potential to spark positive change throughout the world? Kelowna's own Hoopla.com is turning this exciting, revolutionary concept into a reality.

What began in 2010 in the Okanagan Valley as a small gaming start-up has grown into an influential, powerhouse of a project, one which has generated a celebrity-worthy buzz by attracting the attention of NHL and NFL athletes, and Hollywood A-listers.

With celebrity affiliations and world-class charities at its helm, Hoopla.com's mission is to use online gaming to raise both awareness and essential funds for notable charities.

By redefining the draw of online gaming, Hoopla has created a format that will increase the social responsibility of the Internet's existing 1.1 billion casual gaming users. In exchange, users will have the ability to win substantial prizes, including cars and vacation experiences, which are not offered by other gaming sites.

The minds behind Hoopla are combining entertainment with philanthropy to establish an online community atmosphere. The hours spent gaming for fun will no longer be wasted. Rather, the free entertainment site will play an active role in using

these hours to promote positive social change, interaction and social networking.

To start, Hoopla has committed to donating a percentage of its advertising revenues to established charities, which its own team has researched, with the hope that as the community of users increases, the charitable percentage will increase as well.

The site carefully selects its charitable partners, and has already established relationships with Chiropractic for the World and the Starkey Hearing Foundation, which has garnered the support of notable figures including Miley Cyrus, Bill Clinton and Elton John.

Celebrities have recognized that Hoopla will serve as an avenue to gain widespread attention for their charitable organizations through a team of people they can trust.

Before the site has even launched, it has already taken an active role in assisting the Starkey Hearing Foundation's ongoing efforts. Hoopla is using social media to spread the word about the foundation by launching the "50k for 100k" campaign on Facebook, where Hoopla.com will donate \$50,000 to the Starkey Hearing Foundation once the page hits 100,000 likes.

This February the site also co-sponsored an ice-fishing contest with Minnesota Viking Adrian Peterson, at Lake Waconia in Minnesota.

**\$22  
BILLION**  
Spent on games  
in the US

**215  
MILLION**  
Hours per day spent  
on online gaming



The event raised awareness and funds for necessary devices to be provided to hearing-impaired children around the world.

Hoopla is made up of a diverse, passionate team of individuals and corporations with the knowledgeable business expertise and philanthropic purpose needed to become a leader in the multi-billion dollar gaming and social networking industry.

To remain fresh in the world of ever-changing technological advances, the Hoopla team has partnered with the world-class digital agency Tribal DDB, along with local digital consultants, Artistech Newmedia Inc., to develop its website and ad campaign.

Hoopla intends to continue to incorporate international charities to its site that comple-



Duane Lockwood (centre) with former Washington Redskin Chris Smith (left) and Minnesota Vikings running back Adrian Peterson (right) at a Starkey Hearing Foundation event.



Duane Lockwood (right) with Kelowna-based digital consultants Giuseppe Simpatico (left) and Brad Marshall (centre) of Artistech Newmedia.





**Photo left:** Hoopla president Duane Lockwood (left) with Starkey Hearing Foundation founder Bill Austin and executive director Brady Forseth (right).  
**Photos right:** Celebrities supporting Hoopla activities and chiropractors in action.

**145  
MILLION**

Active gamers in  
North America

With over 145 million active gamers in North America alone, and 29 per cent of Internet time currently being spent on gaming, Hoopla has a genuine opportunity to make a revolutionary impact on the online gaming world. User by user, the site will have the ability to impact change in the world by encouraging its community to simply play their favourite games.

Hoopla's vision will allow the public's perception of online gaming to shift into an activity with the potential to contribute positively to the world, essentially an ability to game for good. Please visit them at [www.Hoopla.com](http://www.Hoopla.com).

ment one another. The Hoopla goal is all encompassing in that the company would like to eventually address charity efforts in all areas of health and wellness, leaving no facet untouched.

Hoopla is making substantial efforts to spread the word about its potential before it launches in the summer of 2012. The company has conducted careful studies to pinpoint a target demographic of users who will benefit from the site's use and take pride in the online community it has created.

Hoopla's process of engagement and promotion has been complemented by social media efforts, but its notable achievements and celebrity endorsements have caused the Hoopla name to become recognized by word of mouth.

“carefully  
selects  
charitable  
partners”



Duane Lockwood and Eric Epperson in a creative session with the Tribal team in Vancouver.



# Signature golf community

## Ponderosa

■ Perched on the rise above Peachland and nestled beneath Pincushion Mountain, Ponderosa is making history with a new championship Greg Norman designed golf course that will replace the old greens and become the centrepiece of a master planned community.

"The character of the site gives us an enormous opportunity to provide a signature course with breathtaking views from all aspects," says Norman. "It's our goal to utilize the natural features of the site, such as the calm backdrop of Okanagan Lake, the ponderosa pines and the spectacular views to create a unique golf experience."

The course itself will drape around the foot of the mountain. At 7,114 yards, this par-72 course will feature a variety of hole lengths and challenges, from a playful 199-yards to a forest-lined 653-yards. The 18th hole will sit on a ridge and have a breathtaking view of the lake. The new course is scheduled to open in 2013.

The master planned community will feature a variety of homes lining the fairways on the 400-acre property. When complete there will be 2,000 families living in the neighbourhood with loads of green space as only a third of the land will be developed for homes. The green space will be made up of the golf course, a vineyard on the southeastern slope and the existing natural landscape with enhanced hiking trails.

The array of home styles on offer will attract a variety of residents from locals looking to take advantage of this newest development, to vacationers who want to soak up what our region has to offer, to new-to-the-area residents out to



This Greg Norman design takes full advantage of the natural landscape to deliver 18 holes of unforgettable golf on the 7,114-yard par 72 championship Ponderosa course—centrepiece of the Okanagan's newest master planned community.

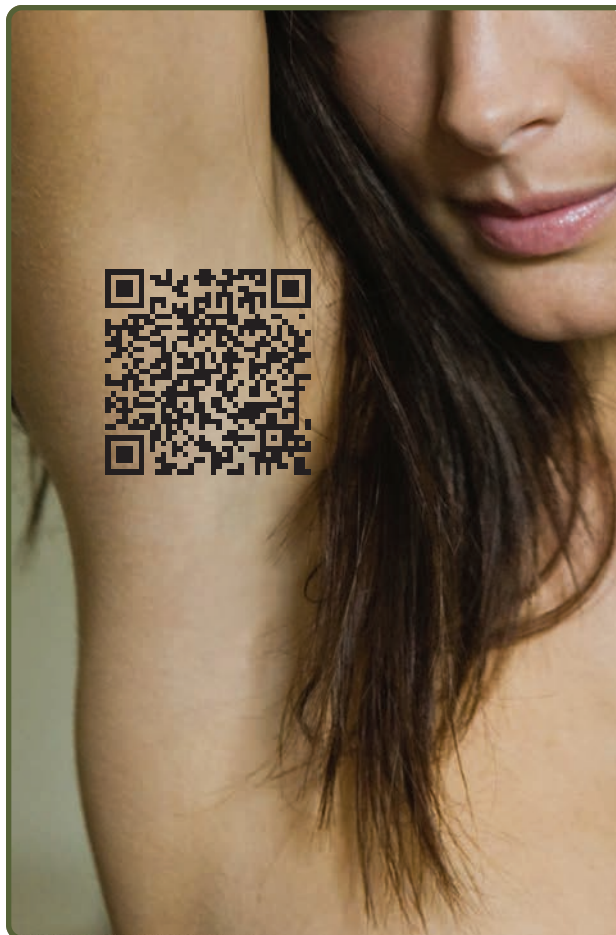
discover the authentic Okanagan lifestyle. The choice includes single-family residences situated close to the village square ranging in size from 1,400 to 3,100 square feet; to two- and three-bedroom open-concept townhomes ranging in size from 1,200 to 2,000 square feet; and bungalow style vacation cottages along the greens. All homes will feature granite countertops, stainless steel appliances and hardwood floors.

Pedestrian-friendly, the village at Ponderosa will be your opportunity to dine, shop, stroll and mingle. The winery will bring a unique aspect to the community—putting what the Okanagan is famous for in your backyard. For those who enjoy

the active life the Okanagan offers a list of activities including biking, fishing, curling, sailing, downhill and cross-country skiing, tennis, and of course, golfing. And Peachland itself hosts a number of community events and festivals throughout the year.

Ponderosa has been designed to bring all the finer things in life into your home and lifestyle. Breathtaking views from your crafted home, a community that encourages playtime and engagement, a backyard that includes a championship golf course and views of the lake. Follow the development of Ponderosa by subscribing to the newsletter online at [www.ponderosaliving.ca](http://www.ponderosaliving.ca).





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# Legendary timepieces

## LA ROCA WATCH & JEWELLERY

■ Family owned and operated La Roca Watch & Jewellery has been proudly serving the Valley since 2000 and has been voted best jeweller in the Okanagan by the readers of *Okanagan Life*. Specializing in watches and unique jewellery, La Roca offers rare and collectible pieces to clients around the world.

Owner Ted Risko has been a professional watchmaker for over 30 years. An avid collector of watches, pocket watches, vintage pieces and coins, Ted enjoys the intricacies of repairing timepieces and the satisfaction of offering quality items to the discerning client.

Growing up in Paraguay, Ted frequently repaired timepieces for a Canadian missionary who encouraged him to emigrate. Although the Canadian Consulate doubted he would succeed here—they believed he was too young, had little money and his skills were insufficient for him to be able to make a living—Ted was determined. After three rejections, he arrived in Edmonton in 1970. He spoke no English and had never seen snow; it was -40 C.

Ted immediately found work at Peoples Jewellers, earning \$100 a week. He was busy and successful, eventually purchasing the jewelry service department and then a store, Swedish Jewellers, which became the biggest and best Rolex dealership in Alberta in the 1980s.

Although the watchmaking profession seems to be almost extinct, Ted says many brands are making timepieces with manual movements again and there is a desperate need for young people to be trained in the skill.

Ted is extremely appreciative of the opportunities he has found in Canada, where his little family of four daughters has grown to over 20.

Along with providing expert repairs and restorations, La Roca carries a wide selection of fine timepieces and exclusive jewellery collections.

Headlining the watch selection is the internationally renowned Ball Watch, heir

to the universally recognized standard of railway time and railway watches. Rotary is a brand with impeccable Swiss origins dating to 1895. Today, the Rotary Reversible is a popular choice for travellers while the Aquaspeed is a robust yet stylish unisex sports watch with professional instrumentation like chronographs and circular slide rules. The Tissot brand is another Swiss legend with timekeeping excellence that reaches such venues as the AFL, MotoGP, the World Championships of cycling, fencing and ice hockey. Divers and outdoor enthusiasts are drawn to watches

by Momentum, a Swiss watchmaker with a reputation for durability and functionality.

But La Roca isn't just about keeping accurate time. Bridal couples trust their selection of traditional and contemporary engagement rings and wedding bands in gold, platinum, tungsten carbide and titanium.

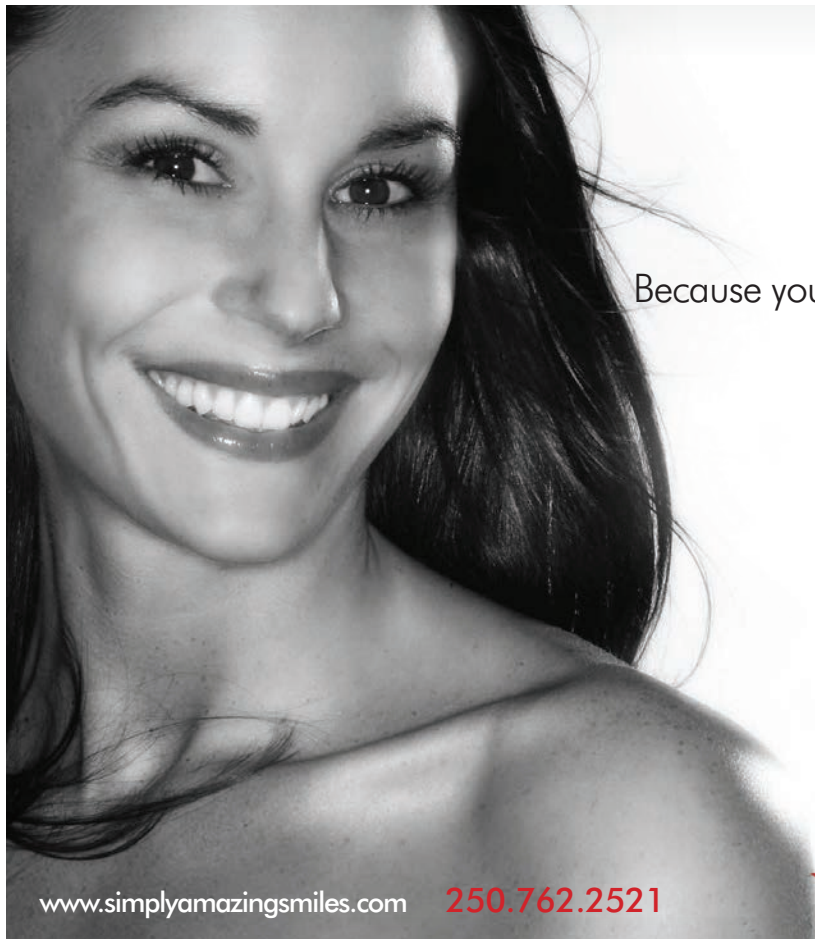
If unique style is your trademark, the selection of artistic enamelware by the sought after Austrian jeweller Frey Willie is a must see. And for sentimentalists looking to remember special people and occasions, see the Chamillia twist on the traditional charm bracelet. Visit La Roca at 2915 Pandosy St., Kelowna.

**“As we celebrate our 12th year in the Okanagan, we want to thank all of our new and loyal repeat customers. In spite of tough times, you keep bringing us record sales.”**



Ted and Lidia Risko.









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# Stylish townhomes with a view

## Lakeview Terrace

■ Setting the standard in semi-detached town-home living with memorable views, Lakeview Terrace offers modern residences in prestigious West Kelowna Estates, an area known for its peaceful and mature setting.

These 36 terraced semi-detached homes are nestled on the sun-drenched rolling hills of Rose Valley above Okanagan Lake. Lakeview Terrace is within walking distance of Rose Valley Regional Park and all the hiking trails it has to offer. It is also conveniently located within minutes of schools, shopping, recreation and downtown Kelowna.

Contemporary in style, these homes are designed with lake vistas from the ground floor up and bridge views from the kitchen/living areas and master suites. All plans offer the most spectacular lake and mountain views from the rooftop terrace, which adds about 1,000 square feet of outdoor living space.

Everything outdoors at Lakeview Terrace reflects the natural surroundings. The exterior finishes include cultured stone, HardiePlank siding, stucco and cedar. Even the colour palette mirrors the landscape.

Green spaces provide homeowners with their own private oasis. Plantings of native trees and grasses anchor the natural landscaping. A pathway from your door leads to the community garden where you can mingle with neighbours and friends and plant to your heart's content. It's your opportunity to pull fresh food straight from the earth and serve it at your table.

The neighbourhood is linked to oth-



Lakeview Terrace kitchens are designed to invite family gatherings, facilitate sophisticated entertaining and inspire gourmet cooks. Spacious counters, gas range, premium refrigeration and abundant storage in sleek contemporary style make this dream space the heart of a Lakeview Terrace home, but the truly unique feature of these dwellings is the stunning rooftop terrace. Welcome to Okanagan living.

ers in West Kelowna through landscaped concourses and pathways.

The floor plans include three bedrooms and boast 2,000 square feet of living space. The kitchens are designed for aspiring gourmet cooks with spacious counters, gas range and oven, and a mix of contemporary flat-panel cabinets with brushed nickel hardware. The master bedroom includes walk-in closet and en suite with oversized shower. All units come with a double garage that has an

etched glass infill door for natural light.

Only a few units are left in Phase 1. Prices start at \$389,900 and the timing couldn't be better with historically low interest rates. Options include stainless steel appliances, granite countertops, choice of flooring and finished basement.

Lakeview Terrace offers modern, contemporary semi-detached townhomes. For more information visit [www.lakeviewliving.ca](http://www.lakeviewliving.ca) or the showroom at 1818 Peak Point Court for a tour today.





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property has detailed info with lots of photos and is always in the same format making your search time more productive. And you'll always know the exact price for the dates you've requested. So the next time you are planning a vacation check out Owner Direct Vacation Rentals online at [www.OwnerDirect.com](http://www.OwnerDirect.com).



# Have you joined the digital revolution?

## Okanagan Regional Library

■ The Okanagan Regional Library (ORL) has. Over the past few years, use of the library's online e-book and audiobook collections have grown exponentially, and the website has added animated talking books for kids. Now, ORL members can also download music—free and legally—through the library's freegal service.

Freegal gives all ORL members access to the Sony Music catalogue and allows them to download three songs per week in MP3 format. These files can then be added to an iTunes library and played on any type of digital music device. The catalogue contains thousands of songs, in

every genre from pop to classical.

Membership in the ORL is free to anyone living in or owning property in the library district, from Golden to Osoyoos. If you don't have a library card, get one at any of the ORL's 29 branches, and start building your freegal music collection today!



**3M Clear Protective Film  
for Cars & Trucks**

## Protect Your Car from Evil Stuff\*



\*FilmStar's 3M Clear Protective Film is the next best thing to a force field while on the evil open road. Nasty UV sun rays, sand, salt, grit, bugs, and other road scum can ruin your car's paint and headlight lenses, but they are no match for a car covered with 3M Protective Film. Cover just headlights, bumper, or the whole car, and protect your investment! Expert window tinting completes the look and reduces the need for A/C in the summer.

Owned and operated by Geoff Pill, a young British Jedi who loves protecting Okanagan vehicles from the Dark Side.

Show this ad for  
**\$50 OFF**  
any protective film package  
valid until Dec. 31, 2012

"Great work! Very professional. The headlight and bumper protective film will likely save me over \$1000 at lease end."

- Barb T.

"Performance cars and SUVs really benefit from paint protective film and window-tinting... Keeps them looking new!"

- Gary S., BM of Kelowna BMW



# 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 85 communities, to more than 550,000 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 provide 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 guaranteed investment certificates (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.

Accompanying our insurance products is a guarantee that we are accountable to deliver four key benefits—widest product selection in the Okanagan, annual policy review, local service and a fair claim when the unthinkable happens.

Stop by one of our seven convenient locations in the Okanagan to find out how we can help with all your insurance needs so you can have peace of mind knowing that you’re taken care of.

For more information on Western’s products and to find a complete list of branch locations visit online at [www.westernfinancialgroup.ca](http://www.westernfinancialgroup.ca).

■ *“I just wanted to let you know how pleased we are with Western Financial Insurance. When BC Lodging & Campground Association (BCLCA) first advised that Western Financial was selected as the insurance company of choice, we contacted our broker. Not unlike most small businesses we thought we already had the ‘best deal available.’ She sure proved us wrong; well worth the call. The first year Western saved us about 20 per cent and provided a bit more coverage than we were receiving even after adding a few options that we did not*

*have covered. Now that they have their foot in the door, of course, we were expecting the big increase for year two. As the renewal approached Lisa called and advised that she was changing carriers for our home insurance to save us a couple hundred dollars. The call was unprovoked and really unexpected; an insurance company that works for their customers. We have never had this happen before. Our broker is very professional and honest and we really believe she is looking after our best interests.”—Merv & Kim Harvey, Kelowna*

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





# Integrated service

**Bellamy Homes**



Les Bellamy uses his decades of award-winning experience to transform your vision into reality.

■ “Les designed and then managed the building of our dream home! The building experience exceeded our expectations and the service after we moved in has been just as great.”

“He is always up front, honest, professional and reliable. He answered all of our questions (and there were many). He described the process in terms we could understand and guided us every step of the way...”

Testimonials like this highlight the imagination, technical expertise and professionalism that Les Bellamy puts into every project. It's obvious why Bellamy Homes is a multi-award winning company with accolades for kitchen, master suite and overall home design as well as customer service and builder of the year awards.

Working with interior designer Nandine Andrews, Les offers a fully integrated custom experience from site evaluation through concept to turn-key. Or clients can choose from a range of individual services including the easy alternative of working with pre-priced building plans.

Either way, clients benefit from the convenience and peace of mind of a single point of contact throughout the process and the knowledge that they will move into a top-quality home completed on time and on budget.



[www.kekulibaycabinetry.com](http://www.kekulibaycabinetry.com)

*At Kekuli Bay Cabinetry,  
we are committed to bringing  
your vision – to life.*

**Kekuli Bay**  
CABINETRY  
Showrooms

1794 Baron Rd, Kelowna • 8111 Highland Place, Vernon

We value the idea that we can have a small share in your families' memories as they're made around the center of your home in your dream kitchen.

The Kekuli Bay Cabinetry experience always starts with you. A discussion centers on you and your specific needs. Our team of designers and our master craftsman then work to manufacture those dreams in our state of the art facility; our goal is to be part of your family.

Call Matt at **250.241.0036**

Call Ron at **250.826.6001**

Call Steve at **250.938.6016**

## Sound Advice

**Perry Law**

■ Perry Law is a boutique legal practice that has been serving the Okanagan Valley and Shuswap regions since 1976. With two areas of specialty, Perry Law handles civil litigation including estate, construction and real estate disputes, as well as commercial and family dispute resolution through mediation, arbitration or collaborative law. New family law legislation will soon

be enacted providing the opportunity for parties to arbitrate certain disputes rather than going through the court system. Alan Perry's extensive experience in family law positions the firm to best serve clients under this new legislation. Perry Law is located at 540 Cawston Ave., in Kelowna. To arrange a meeting to discuss your situation, email [Perry.Law@shaw.ca](mailto:Perry.Law@shaw.ca) or call 250-868-2021.



# Taxes are hard...

## MacKay LLP

■ Albert Einstein once said, "The hardest thing to understand in the world is income tax." Many people share the opinion of Albert Einstein; the rules and regulations that govern our tax system can be a hazardous labyrinth for the unwary or unprepared. Navigating our tax system requires years of training and practice. At MacKay Kelowna, we are dedicated to providing the best tax services available and that is why our 10 tax professionals practice full time in areas of taxation.

Services provided include developing succession plans for business owners—whether it's for the introduction of family members or selling their business—and helping owners achieve their goals in the most tax efficient manner.

We also advise on estate planning, corporate restructuring, business purchases, United States personal taxes and GST/HST. In addition, we act as advocates during tax appeals for our clients.

The expertise of the tax group at MacKay is sought after. Our team provides support services to accountants and other professionals throughout BC and in Alberta, the NWT, the Yukon and even Ontario.

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



# CoolSculpting™ success stories

## DermMedica—Kelowna Vein & Skin Solutions

■ You don't feel yourself. Jeans don't fit well. Dresses don't drape like they should. And there isn't enough exercise you could possibly do or anything you'd be willing to try that's going to get rid of those bulges affectionately known as the muffin top or bra bulge.

So how cool is it that scientists invented something that does?

CoolSculpting™ is a new technology to get rid of fat permanently, without the need for painful, high-risk surgery. It's a precisely controlled procedure that simply targets, cools and eliminates fat cells without damage to your skin.

Developed by Harvard scientists, this FDA and Health-Canada approved procedure involves freezing fat cells with no needles, no knives and none of the risks associated with liposuction surgery. After one treatment, your body does the rest as the crystallized fat cells break down and are naturally eliminated.

There is zero downtime with this procedure, you are back to normal activity and exercise immediately after treatment. It is the procedure we have all been waiting for in the battle to reduce our "bulges." Very cool. Very simple. Very natural. But don't take our word for it. Take theirs:

"I finally have gotten back the body I had 15 years ago," says Stacy.



Dr. Craig Crippen, MD ABPh DPD.

"I've recommended this procedure to several people at my gym who have the exact same issues," says Jason.

"I found my homecoming dress from my junior year of high school and I put it on, and it fit. The bulge was gone. It was a very proud moment in my life; I committed to something and stuck with it. I have not felt this good since I was 18," says Elsy.

"If you can do something to make yourself

feel better, why not do it?" asks Vicki.

Common areas that can be treated with CoolSculpting™ are abdomen/belly, love handles and muffin tops, back fat, inner and outer thighs, banana rolls and excess male chest fat (gynecomastia). After your procedure, you can return to your normal schedule with no downtime or recovery period, because this treatment does not involve anesthesia or incisions.

Dr. Craig Crippen has been providing medical and cosmetic vein and skin care solutions in Kelowna since 1994. It is our privilege to serve you everyday with the utmost professional care and state-of-the-art technology our clinic has to offer. We invite you to become familiar with our services and explore the many treatments we offer. Call today and book a consultation to see if CoolSculpting™ is the right procedure for you, phone 250.868.3070; or visit [www.DermMedica.ca](http://www.DermMedica.ca) for more information.



Above, patient before treatment



Above, patient after one treatment.



# Bigger and better showroom

## City Furniture & Appliances Ltd.

■ It's well worth the drive to Vernon to check out the new and exciting City Furniture and Appliances. "People have been awed by the new store," says owner Ruby Sharma. The family-run business opened the doors to its new 45,000 square foot facility and has been graciously overwhelmed by the community support and enthusiasm.

Displayed better than ever, the larger showroom offers up more major brands and a greater selection with spacious isles. Bringing the latest innovations and trends to the Okanagan has been a key part of attending industry shows around the world including Las Vegas, North Carolina, China, Italy and Toronto. "We now have Natuzzi Editions leather furniture displays, La-Z-Boy and Palliser recliners and sofas. Our extensive mattress gallery offers the best of Simmons and Sealy beds. The appliance department now offers small kitchen appliances, plus major brands

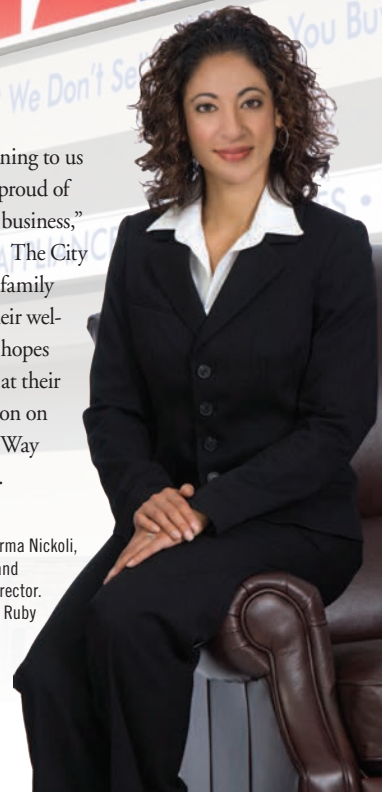
including Bosch, Kitchen Aid, Maytag, LG and more. Electronics has dedicated room to adequately display the latest technology featuring Panasonic, Sharp, Samsung, LG and Toshiba," says Ruby.

Ruby and his two partners in Prince George founded City Furniture in 1976. Today there are 22 locations in BC and Alberta, each locally owned and operated. Right from the beginning the philosophy has been to provide customers with the greatest value and quality while offering the best pricing in a friendly atmosphere.

In addition to competitive pricing, the store offers a custom order program in all departments and a full-value-back extended warranty, which simply means that if you don't use it you can apply it towards your next furniture purchase. "Our City Full Care Coverage is added value to our original philosophy—we don't sell, we help you buy. It's why our customers

keep returning to us and we're proud of the repeat business," says Ruby. The City Furniture family extends their welcome and hopes to see you at their new location on Anderson Way in Vernon.

Sareena Sharma Nickoli,  
purchasing and  
marketing director.  
(Daughter of Ruby  
Sharma.)



# Fix the 7-year itch... Taste the legend

## Castoro de Oro Estate Winery

■ Castoro de Oro is growing its seventh vintage in 2012. It's going to be an exciting season showcasing wines where each release seems to top the last. This small family operation produces fewer than 2,000 cases a year from estate grown grapes on an eight-acre vineyard planted in 1980-1981, making it one of the oldest in the Golden Mile region of Oliver, BC.

The vineyard's alluvial soil deposit with excellent exposure to sunshine, results in full flavour and aroma development. The vineyard slope keeps the vines safe from late spring or early fall frost problems, allowing the grapes to ripen fully. The vines are planted to the foot of a mountain,

which provides evening shade, resulting in a rapid cool-off during summer. This prevents the grape acids from dropping and results in a fine balance between ripe, sweet fruit and firm, clean acidity. Visit the wine shop and taste the legend.



Winemaker and co-owner Bruno Kelle.

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# Caring for smiles starts by listening

## Simply Amazing Smiles and Aesthetics

■ Dentistry is what we do, but our job is not really about dentistry. Our job is about caring for people and that begins by listening to them. By listening to our clients we get to know them as people, not just as patients. And by knowing more about them we are then better able to offer recommendations that fit their life, budget, schedule, or whatever their needs may be.

As dental professionals we interact with many people. One thing we've learned over the years is that every person has different needs and wants when it comes to their dental care. Many clients seek us out because they've heard about all the amazing smile transformations we do and are ready to make a change. Others simply want to keep their smiles as healthy as can be.

We provide a wide range of dental services including advanced dental aesthetics, Botox therapies and facial rejuvenation as well as

general dentistry. But without the trust of our clients, we could never realize the level of success we are so fortunate to enjoy today. We've known for a long time that to earn someone's trust you need to listen to him or her sincerely, closely and completely. This will always remain a core philosophy at Simply Amazing Smiles.

I've enjoyed creating beautiful smiles in Kelowna since 1999. At Simply Amazing Smiles we understand how modern dentistry is constantly evolving and are committed to continuing education. We demonstrate this commitment through the integration of the profession's most effective diagnostic and treatment technologies.

Dr. Morhaliek is a proud mentor for many dental colleagues across Canada. As a clinical instructor with CCADS (California Center for Advanced Dental Studies) he teaches Aesthetic

Restorative Dentistry to other dentists and their teams. He also leads the Okanagan Society for Dental Aesthetics, a focus group for local dentists who enjoy enhancing the quality of life for patients using aesthetic dental procedures.



Dr. Morhaliek and the Simply Amazing Smiles team.

# The award-winning Harvest experience

## The Harvest Golf Club

■ Among the Okanagan's most prestigious championship golf courses, The Harvest Golf Club has been named the Best Golf Course and Best Wedding Venue for 2011. The Harvest also proudly offers an upscale golf boutique, casual dining and an ideal location for banquets of any size. The Harvest golf academy 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.

This year the club is delighted

to welcome Dan Werry as the new executive chef of The Harvest Golf Club. His seasonal gourmet menu provides extensive selections to tempt every palate. The Grille and patio are ideal for breakfast, lunch or dinner. The Harvest Golf Club is an exceptional all-around experience.



The Harvest experience. Spectacular views, outstanding service, attention to detail and golf that is second to none. Chef Dan Werry.

# Rewarding repairs

## Boyd Autobody & Glass

■ When you get your vehicle repaired at Boyd Autobody & Glass you are also helping support your community and some great charities. Every year, Boyd donates a portion of every customer's invoice to charity.

In addition, all proceeds from their Annual Father's Day Car Show go to their charity of choice. Over the years Boyd has donated over \$350,000 to various charities in the Okanagan. Last year they raised \$11,175 for the Canadian Cancer Society. This year they are helping the BC Professional Firefighters Burn Fund Camp for Kids. From purchasing 800 boxes of Girl Guides cookies—twice—to buying 800 boxes of almonds to

support Breast Cancer Research, Boyd is proud to give back.

Whether you need collision repair, glass repair or glass replacement, the staff at Boyd Autobody & Glass will ensure the repair is done right. And you can drive away knowing you have helped a worthy charity.



Heather Harrison and Methal Abougoush from Boyd with Sally Ginter and Jean Saul from the Canadian Cancer Society.



# 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 in at either of 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.



Contact Matt 250.241.0036, Steve 250.938.5016 or Ron 250.826.6001 to help design your dream kitchen.

## Castoro de Oro Estate Winery

*to taste, be wise*

[www.castorodeoro.com](http://www.castorodeoro.com)



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# Growing with the times

## Lakeshore Vein & Aesthetics Clinic

■ It has only been three years since doctors Mandy Wong and Janna Bentley teamed up to open Lakeshore Vein and Aesthetics Clinic, a medical facility devoted to delivering quality care for the medical and cosmetic treatment of varicose veins and skin problems. But to keep up with growth they have had to hire more nurses and two more doctors, Henry Docherty and Julie Parker.

Doctors Wong and Bentley have been actively involved in skin care since 1994 and are the only accredited varicose vein laser treatment physicians in Kelowna. Endovenous laser treatment (EVLT) is a no surgery, no scar way to treat varicose veins. Both are on the board of directors for the Canadian Society of Phlebology (science of veins) and this spring the national meeting will be held in Kelowna. They are both looking forward to hosting the conference attendees who come from around the world.

"We see a lot of skin cancer in the Okanagan,"

says Wong. She and Docherty have a special interest in skin cancer medicine and are in the final steps of completing their masters in skin cancer through the University of Queensland, Australia, to further their knowledge, diagnosis, treatment and prevention of pigmented lesions.

The clinic's expertise in dermatology has led to an invitation from UBC Okanagan to be a part of its medical school. Starting this spring, the clinic will be teaching dermatology to third year med students.

Wong is excited to announce the arrival of CoolSculpt technology to the clinic. The device is used to kill 20 per cent of fat cells. "We don't buy anything unless it works," she says. The procedure—invented by Harvard scientists—is meant for fit people who are close to their ideal body weight but who have little pouches of fat they want to get rid of like love handles.

"The growth of the clinic tells us we are doing something right," says Wong. Lakeshore

Vein and Aesthetics Clinic is a full-service non-surgical medical cosmetic centre dedicated to delivering excellent patient care.



Doctors  
Janna Bentley  
and Mandy Wong.

## Golden Tommie award-winner

### Westwood Fine Cabinetry

■ Westwood Fine Cabinetry won two golds at the 2011 Canadian Home Builders' Association Tommie Awards with top honours for Excellence in Kitchen Renovation under \$50,000 and Excellence in Showroom Design.

With over 40 years experience, Westwood is known for creating some of the finest kitchen and bathroom cabinetry in the Okanagan. Their recently upgraded award-winning Kelowna showroom makes it easy for customers to choose from an extensive selection of door styles, wood species and colours, special finishes and other options like crown molding and spice racks. The design team helps clients fulfil

their personal style and taste.

As a manufacturer and retailer, Westwood controls every detail of the cabinet making process from concept through installation. Born of impeccable kitchen design, industry leading quality and professional installation, Westwood has built a reputation for creating award-winning kitchens throughout the Valley and beyond.



## Total boating package

### Dockside Marine Centre

■ Dockside Marine Centre, 770 Finns Rd., Kelowna, has the largest selection of new and used boats in the Okanagan. The company has just added two premium boat brands to its product line-up for 2012: Harris Floteboats and Lund fishing boats. Dockside is also your dealer in the BC Interior for Sea Ray, Bayliner, Sanger, Trophy and Boston Whaler boats.

Neil McGill, Sergei Krasnov and Rick Buchanan have owned

the company for seven years. In the past three years, the company has achieved *Boating Industry* magazine Top 100 Dealer status, and also Marine Industry Certified Five Star Dealer. Dockside is proud to offer a one-stop solution for all your boating needs, providing maintenance and repairs, rack and inside storage, marine parts, accessories and safety gear. Please visit them at the store or online at [www.docksidemarine.com](http://www.docksidemarine.com).





# Protect your investment

## FilmStar Automotive Solutions

■ Geoff Pill, a native of Norfolk, England, is the owner and operator of FilmStar Automotive Solutions in Kelowna. He opened up shop in 2004 and specializes in applying clear film to help protect your vehicle's paint surfaces against stone chips, minor scuffing and staining.

Durable, these films were first used by the military to protect helicopter blades from the erosive effects of sand. Nowadays, bikes, cars, trucks, motorcycles and RVs use it. Geoff uses a computer-operated machine to cut the clear film for your make, model and year of vehicle. He takes pride in applying the film to curved surfaces and making it as smooth as glass.

The self-adhesive urethane film is transparent and nearly invisible. It has a clear-coat layer that protects it from yellowing in the sun. Best of

all, the film requires no special care. You can continue to run your vehicle through the automated car wash and wax it.

A typical installation takes about a half-day, says Geoff. Areas that can benefit from protective film are front edge of hood, bumper, mirror backs, fender, door handle insets

and door edges. There is even protective film for headlight lenses. There are no limits to the areas it can be applied to. Geoff has even done work on snowmobiles and boats.

He can also apply window tinting to protect your car's interior from UV damage by the sun. It also provides comfort from the sun's heat in summer, adds to the aesthetic quality of your vehicle, reduces rear view mirror headlight glare and helps hide your car's interior from view.

A one man show, Geoff handles all the calls and does the installation himself. He is trained and certified by 3M products. Call him today at 250.870.2900 to make an appointment or visit online to find out more at [www.filmstarauto.com](http://www.filmstarauto.com).



Geoff Pill and his family.

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# Three experienced advisors join forces

## Peacock Sheridan Group

■ As one of the most highly respected insurance and investment planning firms in BC, the Peacock Sheridan Group (PSG) is very excited to have Rusty Bracken and his clients join the team. Rusty's primary goal when looking to become part of an advisory firm was to find a team that would look after his clients, understand their goals and their priorities.

At the Peacock Sheridan Group we have extensive experience in working with business owners, professionals and high net worth families as we devote the majority of our expertise and resources to the unique needs of these groups. As a result, we have built a growing reputation for delivering high-level individualized planning strategies for our clients. This value-based commitment has made us one of the most trusted and respected

planning firms in the Okanagan Valley.

Founders Brent Peacock and Grant Sheridan and the entire PSG team believe in understanding their clients first. Knowing the client's current situation—family, business and financial—is key to providing solutions and advice that stand the test of time.

Rusty wanted to ensure that he was aligning himself with advisors that would continue to develop their advisory skills and who would bring unique and innovative services and solutions to his clients.

Using our MAPP (Master Alignment Planning Process) approach, we help our clients to clarify and crystallize their financial objectives, as well as their life and family goals. With this high level of understanding, we are

better positioned to identify and recommend the resources and solutions that ultimately matter most. One of the keys to our process is the comprehensive network of independent resources (both financial and otherwise) that we have created throughout Canada.

Through our network of experts, we ensure that our clients are receiving unparalleled advice on achieving their goals. We are highly creative in researching both traditional and alternative resources to find the best solutions and we encourage input from our client's existing and trusted advisors, before finalizing any particular strategy.

Rusty has found a comfortable fit with Peacock Sheridan and we are very happy to welcome him to the group.

*"Your firm has exceeded our hopes for a company that we could partner with so that we continue the tradition we have for excellent service, expertise and a client centred environment. Peacock Sheridan Group has a vibrant group of people that share the same values as we do. We are very excited about this opportunity, for us and our clients."*—**Rusty Bracken**



Partners in financial planning firm Grant Sheridan and Brent Peacock and new team member Rusty Bracken



# Commercial real estate brokerage

## Colliers International

■ Colliers International Centre Group Commercial Realty is a full-service commercial real estate firm with offices in Kelowna and Kamloops. Our 18 licensed professionals provide leasing, sales and acquisitions, property and strata property management, and consulting services. With five full-time maintenance personnel and 10 support staff, we are the largest commercial real estate firm in the BC Interior.

Our people and knowledge make the difference. Using advanced technologies, we invest heavily in local market research and reporting, while having international access to Colliers' worldwide real estate knowledge. We are the only commercial real estate firm that employs a full-time research department that monitors trends in the local market place.

We specialize internally to become the most proficient within each market sector, making Colliers a very progressive and knowledge based commercial real estate company serving clients throughout the BC Interior.



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# When disaster strikes

## Stutters Disaster Kleenup

■ Stutters Disaster Kleenup is a case study in effective business management and corporate citizenship. Celebrating its 30th anniversary, the Kelowna-based company employs more than 115 people and operates from five locations in the BC Interior. Through the years hundreds of families, local businesses and strata corporations have benefited from Stutters' expertise in handling fire, wind and water damage, remediation and cleaning services. But beyond the obvious many more members of our communities, especially children, have felt the helping hand of the Stutters team.

You can hear the passion in his voice when founder and CEO Keith Stutters says, "It's our obligation to help those in need." It's no accident that the second-generation Okanaganite (born and raised in the Westbank area of West Kelowna) chose such a specialized field in the construction industry—a field in which every job helps people.

Whether it's securing a home when the roof has been ripped open in heavy winds, fixing the damage to a high-rise when water floods multiple floors, cleaning carpets for a strata or using the highly specialized skills of the RISK (remediation and specialized kleenup) management team to remove mold, asbestos or biological contaminants from healthcare facilities, schools or retirement communities, Stutters is helping people.

"We are given special talents in life," says Keith. "It's our responsibility to use those talents to the best of our ability and to give back to the community, because the community supports us."

And this is the little-known area where Stutters also shines. Keith and his wife of 36 years, Loretta, have a compassion for certain charities, especially if they involve children. Keith credits a World Vision video with inspiring his dedication to feeding needy children. The company

now sponsors a matching program for every employee dollar collected with the total going to World Vision.

Closer to home, Cops for Kids receives support from Stutters as do community sports teams, the Valley's three Junior A hockey clubs, Inn from the Cold, the Salvation Army Kettle campaign, Gospel Mission, United Way and local food banks. Stutters provides monthly sponsorship of single parents through the Society Of Hope Housing and their annual Christmas Banquet. This summer 30 kids will attend summer camp at Silver Lake thanks to Stutters' \$9,600 donation.

Keith points to several factors responsible for his company's success including "a lot of head down hard work." He remembers something his mother often said, "Most opportunity is missed because it looks like it's in coveralls and hard work."

But the Stutters team has no fear of hard work. Keith is unstinting in his praise. He doesn't believe he would be where he is today without the dedication of every employee from the senior team to the guys and gals in the trenches, every single person is a part of the Stutters difference.

"For our 10th anniversary, we had these pens that said, 'Committed to Excellence' and that theme has driven our company ever since. Integrity is a huge part of what we do."

Education is another of Keith's key themes. He is always willing to help employees advance their knowledge in the industry and the company regularly pays for educational programs.

But most of all, it is Keith's quiet faith that is the foundation of his business philosophy. A voracious reader of biographies and business books, he sites such ti-

ties as God Owns My Business, Never Fight With a Pig and Where Have all the Leaders Gone as works that inspire him. Keith likes to lend these books to employees as part of the mentoring that he feels is so important.

One piece of advice that he offers to all people starting out in business is to find a mentor. "Established people like me want to help newbies," he says. "Seek them out and ask for help."

There's that word again. Stutters is a business built on the idea of that single four letter word—help.





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■ Duette® Architella® honeycomb shades are the company's most energy-efficient product and the fastest-growing innovation in the extremely popular cellular category. Uncovered windows can literally be energy holes, depleting a home of up to half of its heating and cooling energy dollars. Specifically designed to address this problem, Duette Architella takes the air-trapping cellular structure of the original Duette honeycomb shade and makes it even more energy-efficient by placing a cell within a cell.

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With its 180 colour and design choices, Duette Architella offers an extensive interior design palette. What's more, Architella shades offer a variety of lifting systems designed with child safety in mind. And, like most Hunter Douglas product offerings, Duette Architella shades have passed rigorous standards and test procedures and are Greenguard Indoor Air Certified® and also certified by Greenguard for Children & Schools.

"Energy savings are made beautiful with Duette Architella honeycomb shades," says Sue Rainville, director of marketing for Hunter Douglas Canada. "Purchasing top quality energy-efficient and innovative window fashions has never been more affordable, not to mention the fact that these shades are backed by an exclusive lifetime guarantee."





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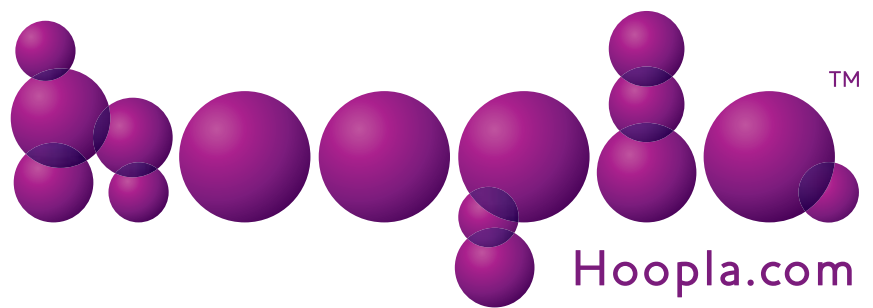


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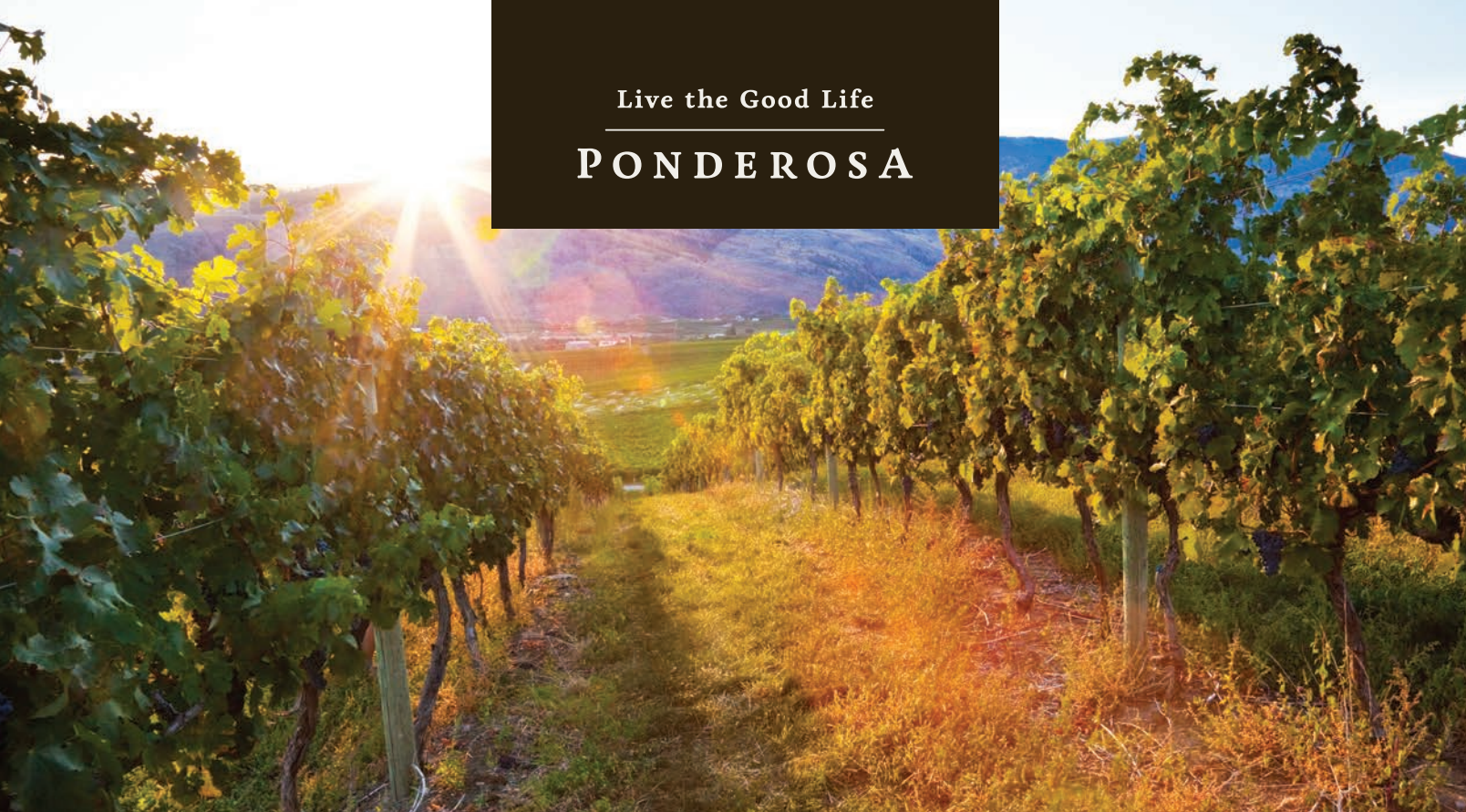
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