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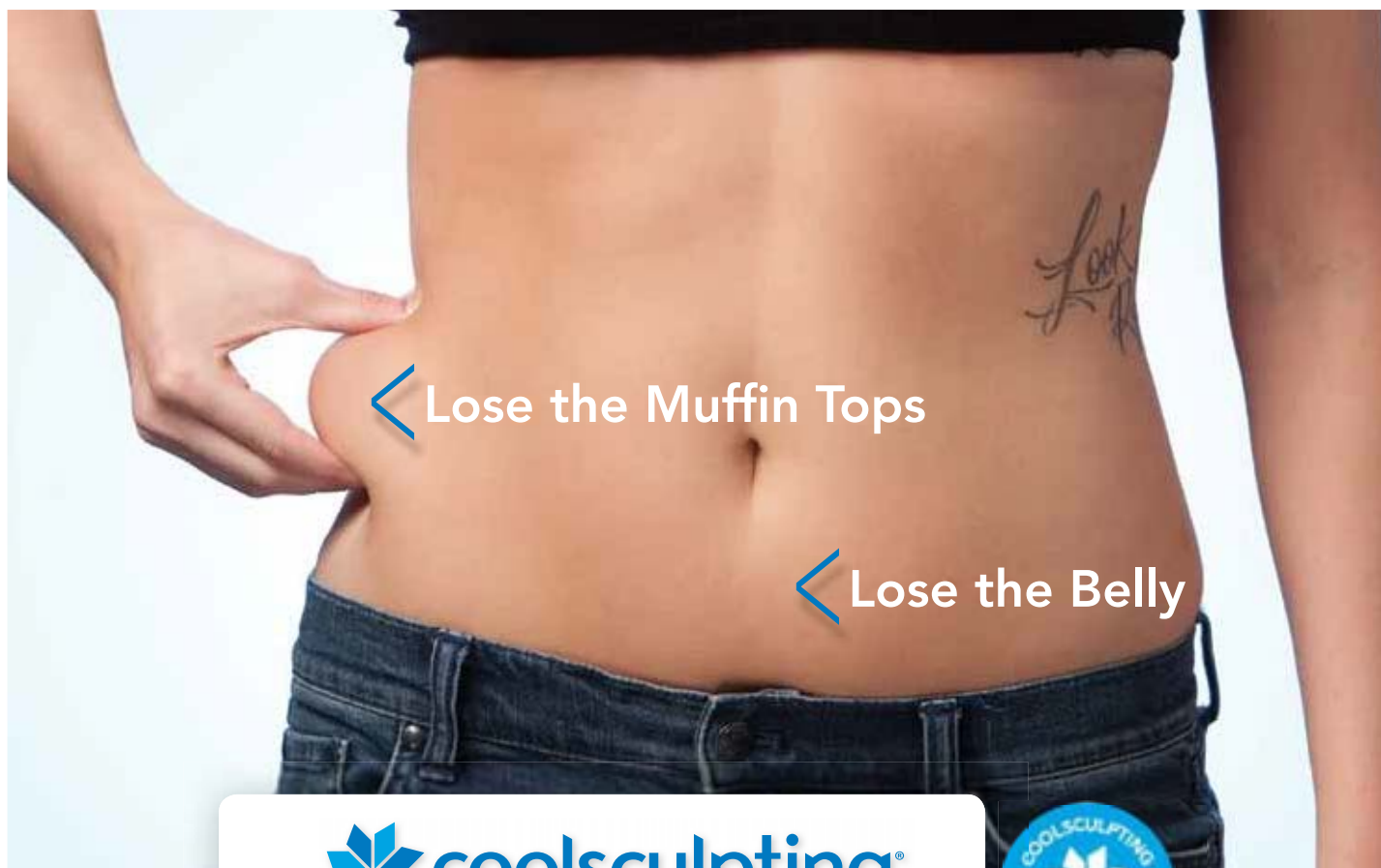


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Auction Events

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Okanagan Life is published by
Byrne Publishing Group Inc.

To subscribe or advertise:
Call 250.861.5399
Toll-free 1.888.311.1119
Email info@okanaganlife.com
Write to: #10-1753 Dolphin Avenue
Kelowna, BC V1Y 8A6; or visit
www.okanaganlife.com

Okanagan Life is available at several newsstands throughout the Valley. For a full list, please visit
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paul'svoice



Forget everything you thought you knew about advertising

■ "The most effective advertisements are the ones
consumers don't even realize they have seen."

He must be mad!

Yet Dr. Mark Changizi seems sane enough.
Does his statement sound crazy to you? Or
is it possible that you have been influenced
without your knowledge or consent? If you
read Changizi's books, *The Vision Revolution* and
Harnessed, which *New Scientist* calls "one of the
10 best science books of 2011," as I have, you
might have the urge to forget everything you
thought you knew about advertising. In fact,
if what Changizi says is true, we may have
to rethink the entire marketing industry.

Oddly enough, if I had not read, *Buyology:
Truth and Lies About Why We Buy* four years
earlier, the *Effects Of Unconscious Exposure
To Advertisements* article by Changizi in
ScienceDaily might have passed me by
entirely. *Buyology* opened my mind to the
counterintuitive human thinking about cause
and effect—simply because we misunderstand
our own brains. Simply put—as a species, we
defend our illogical and irrational decisions
even when we know they are wrong.

Neuroscience is shedding much needed
light on the power of the consumer's
subconscious. Gerald Zaltman, a professor
at Harvard University, says 95 per cent
of consumer decision-making occurs
subconsciously. *Decision-Making May Be
Surprisingly Unconscious Activity* is a 2008
article, which concluded that several seconds
before we consciously make a decision its
outcome can be predicted from unconscious
activity in the brain. Cognitive neuroscientist
Kalina Christoff at the University of British
Columbia says, "We often assume that if

we don't notice our thoughts, they don't exist. When we don't notice them, is when we may be thinking most creatively."

Changizi points out that, "Our everyday visual perceptions rely upon unfathomably complex computations carried out by tens of billions of neurons across over half our cortex. In spite of this, it does not 'feel' like work to see. Our cognitive powers are, in stark contrast, 'slow and painful,' and we have great trouble with embarrassingly simple logic tasks."

Scientific American has called Changizi prolific. He has landed on the pages of the *New York Times*, *Time*, *Newsweek*, *WIRED*, *Discover* and *Forbes*. He has made four major discoveries in the last three years about the human visual system's "superpowers" as he calls them.

I wrote him on March 8 to ask how "the most effective advertisements are the ones consumer's don't even realize they have seen." To my amazement, he replied.

"Hi Paul, Actually, my work that might seem most relevant would be this one, attached. No? (It didn't make it into any of my books.) ~Mark"

The paper he sent describes the science behind this "mad" new idea. It meshes very well with another email I received on May 4, 2010 from Dr. Terry Sejnowski, Salk Institute for Biological Studies.

"Thanks for your note. The brain is indeed susceptible to the sea of ads around us. This is a neglected area called unsupervised learning. ~Terry"

For over 200 years we have been asking the "slow and painful" cognitive brain if it was influenced by advertising. It didn't know. It never knew. The visual and emotional brain is the new centre of influence.

Mark my words Terry, what we have here is a game changer!

John Paul Byrne
publisher

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for comments or suggestions
Visit www.okanaganlife.com
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STUDENT NURSES HELP MOVE PATIENTS TO NEW KGH CENTENNIAL BUILDING

BRAIN INJURY

Your life can change in an instant

- The majority of brain injuries are preventable, as was the case for Deb. In 2008, participating in a bike to work week program she organized for her employer, she was hit by a vehicle while riding home and left in the ditch.

Despite “wearing the gear” Deb awoke in hospital struggling to make sense of what had happened. She felt “in a fog” and that things just weren’t right. Although she recovered well physically, Deb was suffering from a brain injury that went undiagnosed for almost two years.

This caused her to do unusual things. For instance, her family would come home and let her know that she had left a raw chicken in the oven. She was easily distracted and had significant issues with anxiety, memory and functions such as organization and planning that caused her to feel like “pieces of the puzzle” were always missing.

When Deb finally learned that she had brain injury, she just sat and wept, feeling relief that she wasn’t going crazy, but facing the realization that she has a serious condition that won’t go away.

Deb is now moving forward. She

has grieved for what is lost, but has a newfound strength and positive attitude she puts into helping others. This includes volunteering with BrainTrust Canada’s Forward Group that motivates people with brain injury to move through their individual challenges. She guides them through a self-motivating exercise that identifies issues they want to put behind them and would like to move forward with.

BrainTrust Canada is an Okanagan community rehabilitation association that provides service to people with brain injury as well as focusing on brain injury prevention. Some 165,000 people suffer brain injury in Canada annually, that’s 480 people a day. Prevention is always the best cure.

Okanagan Life is a proud supporter of BrainTrust Canada’s largest fundraising event of the year, the Pihl Law Corporation Golf Marathon. The event is scheduled for Sept. 7, 2012 at The Bear Course at Okanagan Golf Club and offers golfers the “ideal day of golf” with 100 holes in one day. To participate as a player or sponsor call 250.762.3233 or visit www.braintrustcanada.com.

KGH ON THE MOVE

Student nurses help with patient transfer

On May 27, 2012, 59 patients were moved from old units of Kelowna General Hospital (KGH) to the new Centennial Building in just over three hours.

More than 40 nurses from UBC Okanagan volunteered to help with the move. Student nurses were each assigned a patient who they met the day before the move.

“We are so thankful for the help UBC Okanagan offered. It was wonderful to see the smiling faces of the students,” says KGH administrator Tracy MacDonald.

The Dr. Walter Anderson Building is also now open. It houses support services and is connected to the rest of the KGH campus by an enclosed pedestrian skywalk across Pandosy Street.



DEB AT THE SCENE OF THE ACCIDENT THAT CAUSED HER BRAIN INJURY

BC JUNIOR CHEF OF THE YEAR

Jenna Angle

The Okanagan Chefs Association has announced that the BC Junior Chef of the Year for 2012 is one of their own.

Jenna Angle triumphed in a close one-day competition among four top chefs fighting to represent the province at the National Conference in Halifax in June.

The black box competition challenged the young chefs with seasonal ingredients, seafood and a few curve balls that they had to transform into three courses for presentation and tasting.

Jenna first delivered a pan-seared petrale sole with scallop-butternut squash chowder, fennel beet-truffle cheese agnolotti and a lemon Brussels sprout salad.

For her main, she prepared a roasted rabbit loin, confit rabbit pomme Anna, with veal sweetbread mushroom ragout.

Jenna's dessert of orange soufflé, toasted walnut milk chocolate ganache, black cardamon graham cracker, lemon curd, Okanagan Spirits raspberry rhubarb essence, ginger pear compote and chocolate salt was a judges' favourite.

Jenna studied culinary arts at Thompson Rivers University and currently works in the kitchen at Local Lounge • Grille in Summerland.



GEOFFREY COUPER, JENNA ANGLE,
ROD BUTTERS



JUNIOR EXPERIMENTERS TACKLE NEW CONCEPTS AT OKANAGAN SCIENCE CENTRE

SUMMER OF SCIENCE

Hands-on camps make learning fun

The Okanagan Science Centre has lined up a summer full of fun and learning with 13 four- and five-day themed camps and a selection of day camps for kids who don't live in the Vernon area.

Camps are geared to children aged six to twelve and each session is designed for a specific age group. Prices range from \$120 to \$150 for members and \$140 to \$175 for non-members.

Parents may wish they could join in with programs like Science of Wizardry: "For the young wizard who loves to mix it, bubble it, pop it and blow it up. Bubbling potions, smoking canons, fizzing elixirs and more!"

In Dig and Dine, kids plant their own pizza container garden, while Pirates and Pioneers explore the science of early ocean crossers using a compass and treasure map to uncover buried treasure.

Star Chasers explore the science and engineering of rockets, robotics and space flight and Crime Scene Science focuses on how to collect and analyze important evidence.

Gadgets and Gizmos is

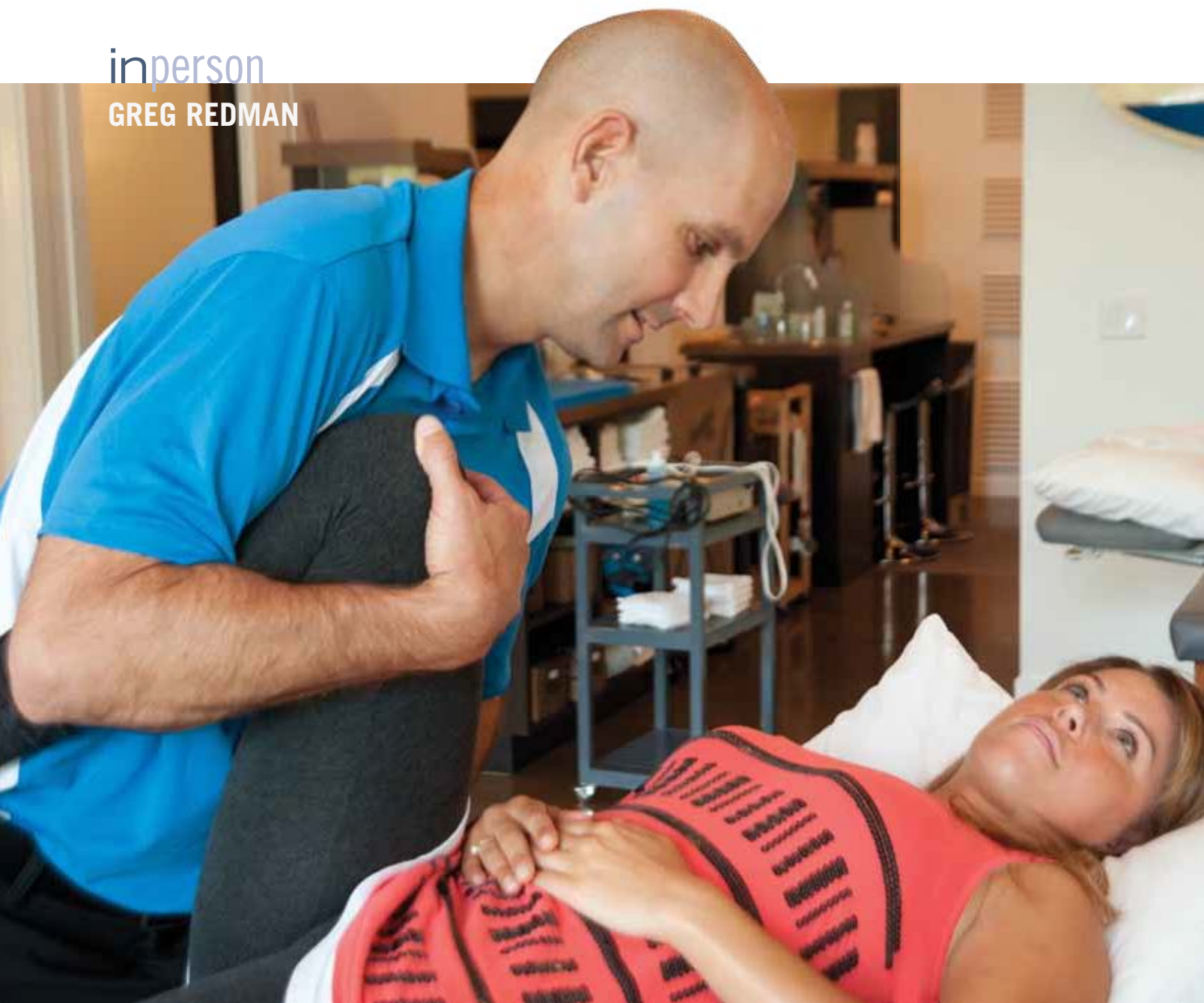
offered twice for two different age levels where older kids experiment with electricity and alternate energy by creating motorized gadgets. Younger kids learn how toys get their tick.

Lego Mindstorms also features large with two sessions including one just for girls.

Preschoolers aged three to five can attend any or all of four different Silly Science half-day camps that run twice weekly from July 10 to August 23. The cost per session is \$20 for members and \$25 for non-members.

For six- to ten-year-olds, Wild on Science Wednesdays offers a range of irresistible themes including: Junk Raiders, Dinosaurs, Bug Mania, Edible Science, Water Safari, Chemical Concoctions, Robot Riot, Great Explorations and Space Commanders. Weekly sessions run from July 4 to August 29. The member price per camp is \$40 and \$50 for non-members.

For more information or to register, call 250.545.3644, email programs@okscience.ca, or visit www.okscience.ca.



OLYMPIC GLORY—BEHIND THE MEDALS

■ For most people making it to the Olympics once would be a life-memory, but Greg Redman is now heading into his fourth campaign and you'll never see him take to the field.

Redman is a physiotherapist treating Canada's Olympic athletes. He's head therapist for Canoe/Kayak Canada and Golf Canada, but he'll work on any of our athletes who need his services at the London Games.

The soft-spoken man with the South African accent is no stranger to competi-

tion himself. He's been a competitive paddler since age eleven in South Africa, but the anti-apartheid boycott prevented him from representing that country.

Born in Zimbabwe, his parents took him to South Africa and then on to Vancouver, where he continued his efforts, eventually becoming an alternate on the Olympic team.

"It was great paddling on the kayak team as a carded athlete. I got my education and a lot of travel from it...but I was better at physio than as an athlete."

In London he will look after the kayak paddlers and track and field athletes—pretty much the same groups he cared for in Athens and Beijing. Between those summer games, he also got involved with the speed skating team and went to the Winter Olympics in Turin. "Growing up, the Olympics were everything to me."

Greg's certainly managing to keep his hand in longer than most athletes. This is an Olympic position where there's no age limit and as long as competitors need his expertise he can continue

being part of that elite scene.

For the past eight years he's been head physiotherapist for Golf Canada and is planning to go to Rio de Janeiro in 2016 for the debut of golf as an Olympic sport.

Two current hopefuls who will keep him at the top of his game are runner Malindi Elmore and trampolinist Samantha Smith. Elmore is an Okanagan girl but Smith is a Toronto native who trains here. At his Calgary clinic Greg also works with track and field star Jessica Zelinka.

Going to the Olympics as a physio may not garner the level of adulation competitors get, but the days can be grueling. Where an athlete only has to compete for short periods in one or two events, Olympic physiotherapists begin their days at five a.m. to be at their venue by six, and work until after midnight before collapsing into bed with the alarm set.

"Sure you're tired and exhausted, but working the Games gives you a feeling you never had before."

When he's not adjusting the spines or working on the muscles of Olympians, Redman operates Wave Physiotherapy. Only 20 per cent of his business comes from the elite sports world, which includes triathletes, marathoners, hockey players and masters-level competitors.

Most of his clients are common folk, referred to him by their GPs. He gives everyone the same level of care and expertise, but in his heart-of-hearts Greg's passion is still the big game. **OL**





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June Hedmann

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Inspired words

by Gillianne Richards

Courage beyond the muse

*Softly gently courageously I Love self
An invitation to be mighty is the path
A warrior's walk is my walk...*

Rawle James ends his poem with a loving smile. The audience breaks into applause. I'm at the Landmark Bean Scene Coffeehouse in Kelowna. It's packed with people jacked up on cups of joe and thirsty for the inspiring words being shared tonight. It's all part of a monthly gathering called the Inspired Word Café, an event that offers poetry/spoken word/music to those who want to listen and a stage for those who want to take part.

I'm new to this crowd and curious to see who preforms. A tall guy gets up to play a few tunes. He's awesome, but there's a nervous glint in his eye as he rocks the crowd. I find out he's a regular and only 15 years old. Already the night is impressive.

The Inspired Word Café is a community-based project, free of charge, made available with help from the Bean Scene and thanks to its creator, Rawle James. I've known Rawle for awhile, but mostly as the friendly guy behind the counter who warms my spanakopita and pours me a latte at the Bean Scene downtown. With his trademark surfer smile and a swath of free-wheeling dreadlocks, he seems to enjoy the life of a barristo, but I never really dug further than that. Then one Friday, while waiting for my lunch to be ready, I randomly ask if there's anything going on tonight. He says yeah, the Inspired Word Café.

"Is it something you preform at?" I ask.

"I run it," he replies.

"Started it while I

was finishing my first book."

I look at him a little more straight on. "You wrote a book?"

"Yeah, I also used to do this kind of thing when I taught business development." He goes on to share his passion for coaching football and how he went through a life shift 11 years ago that led him to focus his energy on work he loves rather than numbly going through the motions to "get by." As his story unfolds the name for his gathering starts to make a lot of sense.

At the show that evening I witness a wide range of work. A brightly clad spitfire warms up the crowd with a graphic poem of her lust for good grammar in potential mates. A man from New Zealand reads a short story about the gastronomic longings



of a child. Some of the people who take the stage have been at it for awhile, some put on a brave face but are tenderly belied by the shaking paper in front of them. Some of the readings are well structured and brilliant while others are simple and unassuming. To each guest brave enough to stand in front of unknown judges lurking in the backs of the listeners' minds, I feel a sense of admiration. For myself, it's much easier to hide behind the print of a magazine than it is to read straight to the crowd. And yet, rising to speak in a pile of your own unkempt vulnerability infuses the written word with a kind of power only felt when shared aloud.

I slip outside with Rawle between acts and ask what he enjoys most about taking the time to offer this to the Okanagan. "Watching people come into their own, watching them allow that creativity to shine and get past that fear...I just think if you give people the opportunity and encourage them, they'll amaze you. Every time I come here I am amazed by what happens." I hit stop on my recorder and say thanks for the inspiring words.

Check out the Inspired Word Café on Facebook. **OL**



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Bridges at Glenview Pond

People looking for a sense of nature in the city are drawn to Bridges at Glenview Pond in Kelowna. Thousands of daffodils have already bloomed in the shared green space. The ducks never left and a stately blue heron has been spotted at each of the ponds.

Building continued throughout the mild winter and 10 heritage style homes are under construction with more in the works. Visitors to the two showhomes see why Bridges has won 30-plus awards. Honoured as Community of the Year for Phase One in 2009 and again in 2011 for Phase Two, Valux Homes Ltd. won a stunning four gold trophies and seven silver awards, including Builder of the Year, in this year's competition.

But more important than all the recognition is the constantly growing array of happy clients and new referrals. The Valux team takes pride in getting to know their clients' needs and wants, then using their unique design process to build a house that fits like a glove.

Valux president, Jim Andrews, truly has his clients' best interests at heart. Everyone who comes to Bridges gets expert advice on the ins and outs of building a new home. A designer is available to help with decisions such as paint colours, flooring and other materials. Onsite, construction manager, Joe Rood, ensures that building progresses smoothly and every detail is looked after.

"Joe and Jim are very professional and a pleasure to

deal with," says one new Bridges homeowner. "They always received our calls in a positive manner and addressed our concerns in a timely fashion, which served to strengthen our builder/client relationship."

Bridges is centrally located on the fringe of the downtown core with amenities like the Kelowna Golf and Country Club, Waterfront Park, Prospera Place and Orchard Park Mall just moments away.

Roads are flat and easy for cyclists and walkers. Geothermal heating and cooling replaces noisy external air conditioners. Cost effective and green, geothermal adds to the tranquil atmosphere as residents enjoy the outdoors, which is one of the most outstanding features offered by Valux Homes.

The Bridges site encompasses a two-acre park, pond and creek area, an upper and lower pond, waterfalls, an island for picnics—and those picturesque bridges.



Dilworth Homes

The views from the top are amazing—lake, valley, city, nature—you can see it all from Dilworth/Dilworth Mountain Estates where the news today is the Selkirk neighbourhood. The 2008 Neighbourhood of the Year is expanding with a selection of new single family homes now being built and sold. House and lot packages start at \$429,900.

In addition, the Summit at Selkirk is the newest and last of the semi-detached townhome developments in

the Selkirk neighbourhood. Ranging in price from \$474,900 to \$719,900, the 20 dwellings in this exclusive enclave boast luxury finishing as standard fare. The Abercrombie show-home illustrates this quality and attention to detail. The most spacious of the six plans at Summit at Selkirk, it offers nearly 3,000 square feet of living space perfectly designed for people who want the convenience of the lock and leave lifestyle in a home that's tailor-made for entertaining.

The Sandford is another of the featured homes for the new townhome neighbourhood. Buyers can select this exact bungalow with walkout floor plan or a customized version. Little wonder that readers of Okanagan Life voted Dilworth Homes among the Best of the Okanagan for 2011.





Doug Goubault
General Manager/Resort

Ponderosa

In a historic partnership with Treegroup and the Westbank First Nation, Greg Norman brings his love of the good life to the shores of Okanagan Lake with the introduction of Ponderosa to the town of Peachland. A signature golf community unlike anything in the Pacific Northwest, Ponderosa features a premium estate winery, remarkable lakefront vistas, expansive amphitheatre, NHL-sized outdoor ice rink and a spectacular signature course personally designed by the Shark.

The Ponderosa team is very excited to announce the release of the first phase of 69 luxury townhomes for pre-sale. The 2- and 3-bedroom townhomes are situated on the signature Greg Norman golf course and many enjoy unobstructed lakefront vistas. Construction on the townhomes, which range from 1,247 to 1,994 square feet, is scheduled to begin this spring with the first residents moving in during the winter of 2012.

Carved from rugged rock and wilderness forest, the 400-acre site

wraps around the base of Pincushion Mountain. With the 7,200-yard champion caliber golf course as its centrepiece, the all-inclusive community will eventually encompass 2,300 residences. Ponderosa will feature homes in a range of prices to satisfy a wide demographic. The goal is to create: "A place that you may never want to leave." Offerings will include single and multi-family homes, townhomes, condos, golf cottages and wine villas, released in stages. Pre-sales for craftsman style single family homes start this spring followed by golf cottages and wine villas.

Fourteen holes on the golf course are near completion while extensive construction continues on the last four holes. Seeding of the 18 holes is scheduled for this summer, keeping on track for the scheduled grand opening in spring 2013. Greg Norman and members of his design team say that Ponderosa, with its breathtaking views and stunning elevation changes, will rank among the top three courses

they have designed on six continents.

Ponderosa recently named Doug Goubault general manager/resort, which means, "I am in charge of everything fun." Doug is a leader in the golf resort industry, known for building exceptional teams focused on memorable experiences. Most recently director of golf at Predator Ridge in Vernon, Doug also brings 10 years of experience with Fairmont Hotel & Resorts in Mexico and Canada. While director of golf at El Camaleón, Mayakoba, in Playa del Carmen, Mexico, Doug was responsible for opening the new golf course, which was named Best New International Course by Travel and Leisure magazine. He was also instrumental in creating the first PGA tour event outside Canada or the USA.

Realtors Julia Debolt and Kate Vance operate the Ponderosa Discovery Centre daily from 12 p.m. to 5 p.m. at the IGA shopping plaza on the corner of Hwy 97 and Clements Crescent, Peachland.

Wilden

Wilden is the largest master planned community between Vancouver and Calgary. When complete the development will encompass more than 2,800 homes north of the Kelowna city centre. Gerhard Blenk, whose long-term vision was to create the finest community in the Okanagan, originally invited five of the best builders in the Valley to construct the homes on the lots he was developing. Nine years and 400 homes later, Authentech Homes, Meadowridge Homes, Fawdry Homes, Rykon Construction and Edgcombe Builders are still working on Wilden.

This year, the big news on site is construction of the \$10 million road joining the east and west sides of the development. The largest private infrastructure project in the Okanagan this year, and completed at the developer's expense, this 2.3-kilometre drive has been compared with the impact of the new gondola linking Whistler and Blackcomb mountains at Whistler Resort. When complete, the road will serve as access to the new Upper Canyon Neighbourhood consisting of 75 incredible view lots. This November, the entire Wilden development becomes one.

Over the years, Wilden and its team of select builders has always kept fresh and up to date. This tradition continues with the community's fourth Street of Dreams showhomes now being built in the



Gerhard Blenk
Developer of Wilden

new Skylands neighborhood.

Two of the six showhomes are currently under construction with preparations for the balance to be under way and open by the spring of 2013. Scott and Gina Tyreman of Authentech Homes are opening up their latest creation in June 2012.

The topography of Wilden creates cozy neighborhoods naturally. Hidden Lake Lane is a prime example. This little village of 25 maintenance free townhomes is tucked into a beautiful pocket above Hidden Lake. The 2,700 square foot homes have four bedrooms with front and rear decks to take advantage of views and privacy. Like all neighborhoods at Wilden, they work with nature and the lay of the land.

Lost Creek is the fastest selling neighborhood in Kelowna with more than 32 house and lot plans starting from under \$400,000.

Home sites range from private backyards backing onto forest to unobstructed lake and city views.

Even in tough times, the cream rises to the top. Wilden's new Skylands neighborhood provides what the developer believes are the best lakeview lots in Kelowna only 10 minutes from downtown. With 15 homes now built and another six underway, the Skylands neighborhood is recognized as one of the best lakeview locations in the Okanagan.

Also in the news, Wilden "likes" Facebook. With over 400 homes now built and with all that's going on at Wilden, Facebook is the communications forum for everything from events and current offerings, to garage sales to baby sitters. Wilden residents and future residents can now stay informed by logging on to Facebook, searching Wilden and adding Wilden as a friend. Done.



Village at Kettle Valley

From its inception in 1996 to the present day, the Village of Kettle Valley has remained true to its vision of developing a community based on the concept of New Urbanism. An urban design movement that arose in the United States in the early 1980s, New Urbanism promotes walkable neighborhoods that contain a range of housing types and amenities such as a town centre, school and parks.

Communities like Kettle Valley lead the way in reforming many aspects of real estate development, urban planning and municipal land use. It has taken some time, but the concept has caught on and you can see the living results in the continu-

ally growing village located on the sunny slopes of south Kelowna.

Individual pride in home ownership is evident throughout the community and the developers like to give residents credit for helping to shape the beautiful streetscapes found there.

Chute Lake Elementary School stands as the cornerstone of all things new and exciting in Kettle Valley. The Village Centre is also expanding to include new businesses such as a new restaurant, daycare centre, coffee shop, health spa and flower shop, with provisions to attract more businesses in the future.

The core of Kettle Valley is almost complete and development is now

progressing on the remaining three communities. The Pointe subdivision is the first and it will be followed by the Highlands. The final phase will move on to the Summit, which will feature spectacular view lots sized to accommodate expansive floor plans with space for three-car garages and in-ground pools.

The Pointe is a departure from the quaint traditional architecture normally associated with Kettle Valley. While this style appeals to many buyers, the developers recognize that it is not necessarily right for everyone. So the Pointe will have the feel of being separate from the rest of the community.

The developer is currently in the process of creating plans with a group of select builders that represent a range of design elements including Tuscan/Mediterranean, European, American cottage, French country and Prairie along with a new style that they call Okanagan transitional, a modern earthy style with hints of architecture by Frank Lloyd Wright.

From left:

Paul Donaldson, Site Supervisor
Paula Fiander, Real Estate Manager
Stephen Wells, General Manager
Emilienne Hardy, Office Manager





Urban Development Institute–Okanagan

Driving into the Okanagan 15 years ago, I opened my windows and took one of the deepest breaths of my life. The May air was full of blossom fragrance and warm sun and having just driven the 11 hours from northern Alberta, I knew we had found home.

The Okanagan has grown since that day. Once dependant on a small, unilateral economic base, the region has emerged with an expanding economic platform. In order to provide for that growth, development companies have created homes for people moving into the region, offices for corporations, warehouses for manufacturers, hotels for visitors, and hospitals, universities and schools to serve the community.

Developers in the Okanagan are passionate individuals with vision, committed to a life's work of making sure that those structures are the most sustainable, viable and beautiful that can be offered in the Valley.

As current president of the Urban Development Institute (UDI) Okanagan, I have taken on a new role to ensure that this legacy continues. Leading a team of dedicated and passionate developers and consultants invigorates my daily routine of development. Through the leadership team the UDI educates, informs and advocates for the development industry in this region and in the province.

This is important because you

Renee Wasylyk
President, Urban
Development Institute–
Okanagan and President,
Troika Developments Ltd.



know someone who is employed by one of our members, works for one of the developments being built, is housed in one of the buildings created or is part of a community created by the planning efforts of consultants and executed by a construction company employed by a developer. The UDI represents thousands of people employed in land planning and development including architects, planners, developers, financial lenders, construction workers, lawyers and engineers.

Its mandate is to foster effective communication between industry, government and the public to improve both housing and job opportunities for the Okanagan Valley. In fact, 18 per cent of the people employed in the Okanagan are employed directly or indirectly by the development industry. Members of the UDI across the province contribute \$30 billion dollars annually and more than 250,000 jobs.

As a member of Partners in Community Building, our organization is committed to working with the public and governments to create and achieve the vision of balanced, well-planned and sustainable communities. It promotes wise and efficient land use, sound planning and good development practices.

Part of the reason I chose a career in this field was because of this impact. I want my children to walk down a street and see a beautiful building built by my company or understand how I positively impacted the sustainability of our community. I want my grandchildren to know that I helped to build a better Okanagan community. I want to help move our region into greater maturity and increased health. This growth occurs best when done with thoughtful planning, beautiful architecture, sustainable practices and cultural significance. I am proud that the Urban Development Institute is part of this positive future and love that we are helping to build sustainable communities.



The Garage Sale

The unique world of the Garage Sale auction event is a modern alternative for selling your largest and most valuable assets in a fixed time frame. Auctions allow both buyers and sellers the opportunity for a faster, more seamless transaction when compared with the more traditional, slow moving and often over-negotiated ways of buying and selling. Through a strategically marketed, event-style auction, Garage Sale brings buyers and sellers together and offers both parties an improved way to deal with unique properties and priceless assets.

The Garage Sale's latest consignment is a multi-million dollar estate and classic collector's wine cellar located in the exclusive community of Sheerwater. The estate is currently available for private viewing and a Buy It Now price is posted online for anyone looking to snatch it up before the auction.



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A man with short brown hair, glasses, and a green and grey striped shirt is holding a tablet. He is looking at the camera with a slight smile. His right hand is raised, palm facing forward, behind the tablet. The background is a textured grey.

By Patti Shales Lefkos

libraries embrace the digital revolution

Full steam ahead, local libraries leap on board, refashioning themselves in the image of the digital age. But, true to their public service mandate, their core values remain the same.

Facing page: (Top) Okanagan Regional Library PR officer, Maria O'Brien works with library user Patti Freegal. (Bottom) Jeff Campbell, Okanagan Regional Library IT manager in the data centre that connects all 29 branches.

PHOTO CONTRIBUTED

You shouldn't spill red wine on them. You can't pass them to a friend when you're finished, donate them to a third world country or renew them when you run out of reading time. But with an environmentally friendly, lightweight eReader you can download books from your library 24-7 from the comfort of your armchair. And eBook converts rejoice: overdue charges are a thing of the past. Finished or not, at the end of three weeks the digital text magically disappears.

A bonus for travellers, people waiting for medical care, delayed flights or BCAA roadside rescue, these portable gadgets can store hundreds of books on something thinner than most magazines. And with no telltale covers, no one can see whether you're reading Tolstoy or a trashy romance.

"A 1,400-page novel is just too heavy to lug to the beach every day, so an eReader is the perfect solution for Puerta Vallarta," says Marla O'Brien, Okanagan Regional Library (ORL) public relations officer. Pack the baby wipes for touch screen cleaning and you're good to go.

Fast Track

ORL public services manager, Pam Medland, reports a tenfold explosion in eBook circulation in the past two years. "During 2009 there wasn't much interest, but things changed when eReader gifts skyrocketed at Christmas 2010," she says.

Now library cardholders can access material for their eReaders from two sources. The Okanagan Regional Library system, with 29 branches from Golden to Osoyoos, holds about 3,000 titles, while the consortium of BC Libraries offers more than 17,000 eBooks and audiobooks, including titles in 10 languages other than English.

"When Library to Go, the BC Libraries Services providing access to digital content, started three and a half years ago, 90 per cent of the interest was in audiobooks. Now, 90 per cent of the interest is in eBooks," says Vernon branch head librarian, Maureen Curry.

The popularity of eBooks is spanning generations, although some segments are catching on faster than others. Maureen emphasizes that there's no substitute for a parent sharing a book with a child, and interactive books are no alternative for interaction with parents, but parents can still make use of the new technology. ORL provides eResources for Kids at www.orl.bc.ca with links to TumbleBooks, animated talking picture books including fiction, non-fiction and games in English and other languages. Popular for older kids, TumbleRead-Alongs are chapter books with sentence highlighting and narration, but no animation.

Surprisingly, the results of a recent community survey and focus group indicate that eBooks are finding a tougher go among teens. "Teens are reluctant to use eBooks," says Pam. "There is a feeling among some teens that they want hard

copy books for leisure time reading. They're tired of computers all day. They think print has a retro coolness, like wearing '60s clothing."

You'd think that teen grads would be thankful for a wave of new eBook options, though. According to the Canadian Federation of Students, the average post-secondary student in Canada spends about \$500 to \$1,000 on textbooks and course materials each semester. Students are coming to appreciate eReader downloads that are cheaper and more portable than heavy textbooks. Sayeeda Hussain of McGraw-Hill Ryerson Canada says a traditional textbook that sells for \$125 could cost just \$60 to \$80 in digital format.

Educational institutions are beginning to adopt the technology. Beginning last September, new students at Vancouver Career College, which has a Kelowna campus, received an iPad pre-loaded with all their textbooks.



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The library of Thompson Rivers University's new law school in Kamloops is "predominantly digital," says Anne Pappas, the school's founding administrator. Okanagan College is also expanding its digital collection. "The total number of online items in our catalogue has grown from 38,000 in 2009 to more than 100,000 today," says Ross Tyrner, director of library services. "eBooks, along with other digital formats—especially electronic journals—account for an increasing proportion of our overall collection, up from 22 per cent in 2009 to 40 per cent in 2011."

But students remain somewhat reluctant to accept eBooks. "They are less enthusiastic than we might have guessed," says Ross. "One of the reasons is that while a 10- to 20-page journal article is perfect for reading online, the same cannot be said for a 300-page book. Students' attitudes are sometimes changed when they learn they can download individual chapters or sections of many of our eBooks."

All Aboard the eTrain

Not wanting to be left on a platform reading a paperback when the library technology train rolled out of the station, I bought an eReader. Being a diehard travel junkie, my choice was a slim, candy apple red SonyReader Pocket Edition with Wi-Fi capability, perfect for directly downloading library books while sitting at some remote Asian Internet cafe.

But even though I'd made it to

the Internet age, I knew I'd need help. I signed up for a one-on-one half hour orientation session at the Vernon library with reference supervisor, Alex Bradley. He walked me through the steps for downloading a book from the BC Libraries and ORL websites, demonstrated various research tips and answered all my questions with incredible patience.

"You can download five eBooks or audiobooks from the BC Libraries' site and five from the ORL's own collection at any one time," he says. Wow, 10 books at once. Time to get reading before they disappear.

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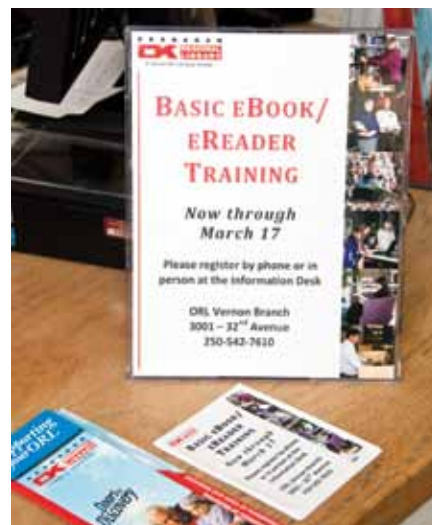
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Tryharlequin.com Harlequin's eBook site allows you to download 18 titles for free, although you are requested to fill in a short survey.




Technical Difficulties

Even before the eReader explosion for Christmas 2011, libraries predicted changing demands on staff time and were quick to get on track. "During the summer and fall of 2011 we sent two librarians out to all the branches to provide a minimum of one-and-a-half to two hours of one-to-one staff training," says Pam Medland, who says the goal was to familiarize staff with the process that customers would face so that they could empathize and help. "We have been overtaken with requests for help with eReaders and eBooks, how to find titles, how to download."

Alex Bradley says that during the peak period, staff at the Vernon branch information desk were getting 20 requests a day, in person and on the phone, ranging from how to download eBooks to how to turn on their eReader. "People were having difficulties and giving up. Initially it was hard to be helpful in any meaningful way as there are so many different machines. Fifteen to 30 minutes of every hour was taken up with something to do with eBooks."

To address the demand and to ensure that non-eReader questions weren't ignored in the crush, Alex decided to run the orientation sessions. The first round finished in March, but he says more sessions may run in the fall and certainly in January 2013 to deal with the post-Christmas crowd.


Maureen Curry notes a side benefit of the eRevolution. "The good thing is several of the people who

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Top: Sherry Sissons (left), reference assistant, and Maureen Curry, Vernon branch head librarian. **Bottom:** The new Vernon library.



register for the eBook orientation have never been to the library before, so new people are coming to the library and learning about us.”

Growing Pains

Another challenge facing libraries is the issue of digital rights. Victoria Times Colonist reporter, Kim Westad, explains. “Even though the demand for eBooks is exploding, the supply isn’t. The majority of major publishers in North America will not sell eBooks to libraries. For example, you can download the Stieg Larson trilogy at the library, but not the new Stephen King—different publishers, different rules.”

“All the large publishers of best-selling fiction sell eBooks commercially, but only two will sell new eBook titles to libraries in Canada,” she says. As

well, there is a concern that, while print books wear out, eBooks don’t, so libraries don’t have to buy replacements. Consequently, libraries must pay at least double the list price for eBooks.

Libraries also have strict agreements with publishers about lending eBooks. Publishers put digital locks on the books so that for each licence they can be loaned to only one user at a time for a maximum of three weeks. When they come due, access is automatically cut off. Locks also prevent the transfer of eBooks from one device to another.

In spite of the restrictions, however, there are benefits. Libraries can get away with buying fewer copies of new best sellers. “We used to have to buy about 75 copies, then after two years would need only five, so would sell them at used book sales,” says Pam. “The advantage of eBooks is that the wait lists and copies are digital.”

Environmentally, this means less truck traffic to transport print copies on inter-library loans. If your name is on the wait list for a book, Library to Go will send an email when the title is available. Alex says,

“You have three days to respond and download from the time the email hits your inbox, day or night.” For those who are feeling impatient, ORL has a few titles that are always available.

“Many library patrons enjoy the portability and flexibility of an eReader,” says Alex. “For travel, visiting friends and trips to the cottage, it provides more flexibility.” As well, the font size is often adjustable, most models provide dictionaries, and you can buy books with prices generally lower than print counterparts.

The Future is Now

Libraries are not only surviving, they’re thriving. The use of eBooks is expanding exponentially, although they’re still only a small part of the overall library service and experience. ORL circulation for print format items

reached 3.5 million in 2011 compared with 29,000 eBooks. But technology is a powerful draw. “The library provides training for digital literacy and access for those who do not have computers or eReaders. It also stops isolation, particularly in large cities,” says Calgary Public Library direct, Gerry Meek.

It’s hard to predict what will happen to the physical space of a library as its holdings become increasingly digital. Gone is the era of the prim librarian, gazing over horn-rimmed specks, index finger to lips, sternly shushing patrons who dare to whisper.

“There is a new perception of what a library can do,” says Gerry. “They are moving toward the concept of a welcoming community bazaar, an action centre, a versatile social utility that invites you in, creates engagement and connection, promotes discovery and excels at [delivery].”

The new Vernon Library, which officially opened on May 5, 2012, is a case in point. “Space in the new library was planned with as much flexibility as we could incorporate into it,” says Maureen Curry. “Shelving is removable so space can be used for other purposes as the collection changes and is digitized. There is a raised floor for wiring and extra outlets to accommodate the dramatic increase of people with laptops accessing the free WiFi.” The multipurpose room is another key component. “It’s available for meetings, offering use of a sound system, technical components and projection capabilities.”

“Libraries are the community living room,” says Gerry. “They are high quality public space that invites all in, creating a sense of community as well as shared solitude.”

“We provide space for all ages, all users,” says Maureen, “children’s programming for beginning readers, a quiet place for homework for students who need it, a space for adults to read, research or connect with others as well as access to technology for those unable to afford their own, thus preventing a digital divide. We have such a supportive community. We want them to feel that the library belongs to them.” **OL**

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**Back row
left to right:**

Bill McCluskey
Sales Consultant

Jason Mann
Sales Consultant

Dan Satchell
Sales Manager

Front row:

John K. White
Sales Consultant

Harmony Acura is bubbling with excitement over the move to its new location on Kelowna's Enterprise Way auto strip. So many local businesses have contributed to the construction of this stunning showroom and the Harmony Acura team would particularly like to acknowledge the contributions of L&S Contracting, Raven Glass, Tomtar Roofing, Great West Refrigeration and Anhorn Painting.

Now settled into their new home, the dealership that focuses on the four Rs of respect, responsibility, reliability and relationship is proud to display the coveted Acura Ace Award, an honour the team has earned for two years running.

Long-time clients 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 features stars of the Acura line-up including the powerful and sporty TSX and TL sedans, the luxury RL Elite, the family of MDX and RDX sport utilities and the brand new ILX.

Acura's innovative ZDX is also catching more than a few glances with its sleek leather interior 2+2 coupe styling, crossover SUV features like a power lift



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Harmony Acura



"Challenges keep us on our toes and challenges have kept me in this business for 35 years. I completed my training in Calgary where I worked on many highrise and commercial projects from start to finish. Eventually I founded Raven Glass Ltd. in 2000. As a business owner I've seen booms and busts over the past three decades. Construction is not for the faint of heart, it requires perseverance. Costs for almost everything are rising at a faster rate than in the past, which keeps us sharp. With projects like Sparkling Hill, Newgate Apartments and the new Harmony Honda under our belt, we feel the Okanagan has a lot to offer and we're ready to meet the next challenge. While mainly interested in the commercial and corporate sectors, we still take on custom homes and provincial infrastructure projects in Western Canada. We look forward to everything that 2012 has to offer."

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gate providing excellent access to the generous cargo bay, backup camera, noise cancellation, a brawny V6 engine and Acura's legendary all-wheel-drive.

Just arrived 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.

Also new this spring is the ILX, aimed at successful Generation Y 20- and 30-somethings geared up for an entry-level luxury sedan. It offers two 4-cylinder engine options and five-speed automatic or six speed manual transmissions.

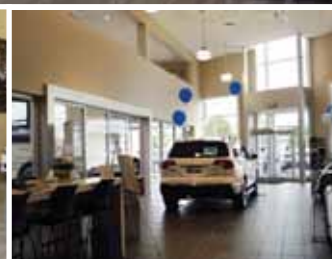
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A new home for Harmony Acura:
Interior views of the new showroom and offices; exterior photos show the construction project nearing completion



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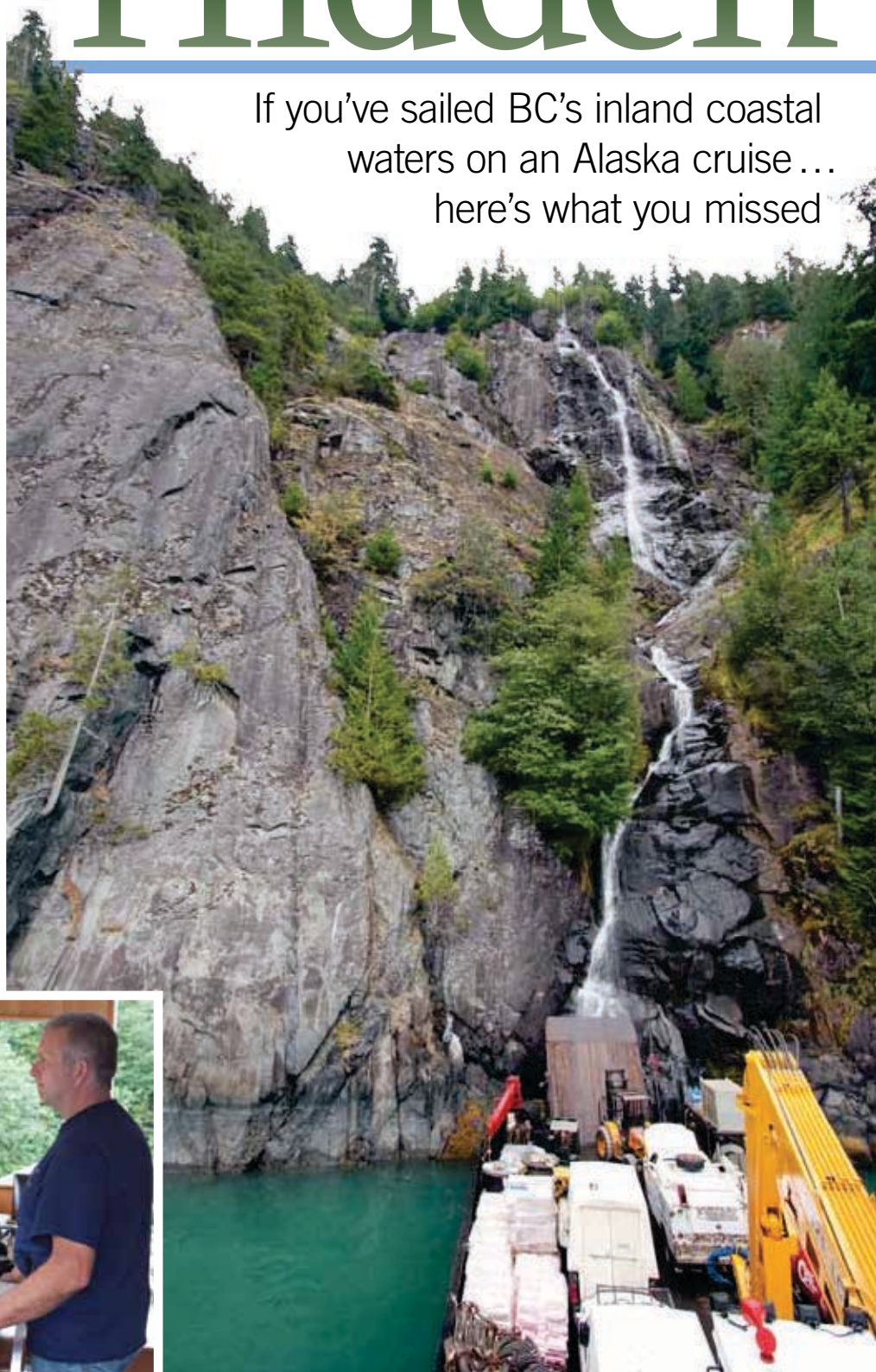
Rhapsody of the Seas looks like the White Cliffs of Dover towering over us as it muscles past in narrow Johnstone Strait between Vancouver Island and the mainland north of Campbell River. The sight sparks a lively discussion on cruise travel among the 11 passengers polishing off the complimentary wine after a homemade family-style meal aboard the freight boat Aurora Explorer. Bottom line, we all agree the hoards on that floating island have no idea what they're missing.

No way can they sail to the head of a slender fjord deep in the flank of BC's all but uninhabited wilderness, nose up to a driftwood strewn beach for an impromptu shore excursion or float at the base of an unnamed ribbon of water cascading from the rainforest into the sea. They might spot wildlife, but from 12 storeys up they won't feel the splash of white-sided dolphins frolicking around the boat or smell the fishy breath of a spouting humpback. We have.



Hidden

If you've sailed BC's inland coastal waters on an Alaska cruise ...
here's what you missed



coast

Story and photos by Laurie Carter



Three days ago, I boarded the 135-foot landing craft via the drawbridge bow, greeted by Captain Ron and his crew of five including our all-important cook, Donna, and Shannon, the mind-reading steward who will anticipate our every whim. Squeezing past a diesel tanker and bags of fertilizer (think about it), pallets of tree seedlings packed in boxes, trucks, coiled cables and a host of miscellaneous freight, I make my way to the sterncastle where I'm soon settled in my closet-sized cabin and back out on deck for departure. No calypso

band or fruity drinks, but I'm welcome to pour a rum from my private supplies and, anyway, I'm too busy checking out the surroundings to care about a band. It doesn't take long to navigate our little world. Above the accommodation deck, the main cabin serves as lounge and dining room. Thanks to big windows it provides expansive views and, hanging in the corner, a TV monitor constantly updates our charted GPS position. The mini fridge is stocked with soft drinks, coffee and tea are always hot and Donna kills us with an endless supply of

fresh baked cookies. A narrow companionway gives access to the bridge overhead, where passengers are welcome anytime with comfy seating arranged so that we can see all the action without getting in the way.

Our first stop is actually a pick-up and I watch in awe as the crew shoeorns a massive yellow logging machine onto the already crammed cargo deck. At virtually every stop I'm impressed with their skill and efficiency, scooting around with a pair of forklifts, shifting boxes and trundling deliveries onto the steep land-



ing stages of remote logging camps. I feel the same admiration for Captain Ron and Mate Kevin's seamanship when they maneuver the ungainly Aurora up to a floating bunkhouse to top up domestic fuel tanks or pilot her into miniscule Echo Bay with about a metre to spare between us and the lovely sailboat tethered there.

This is a stop we've all been anticipating because this is the home of coastal legend Billy Proctor. A round golden dog limps down the angled jetty beside a wiry guy of indeterminate age in blue jeans, blue

peaked cap and a bulky cardigan knit in a red, white and blue sailboat pattern straight out of my memory of the 60s. Ron gives us 20 minutes shore leave and we swarm up the plank for our first steps on land in two days.

Billy's little museum is housed in a clapboard cabin filled with floor-to-ceiling shelves. Rows of beached bottles form neat ranks in vivid colours backlit by gray skies behind small windows. Antique bits include glass net floats, stone anchors, hydro insulators, a parade of fishhooks and a newspaper whose headline proclaims the moon land-

ing. Even in this remote place, Billy's museum attracts more than 3,000 visitors a year.

I buy two of Billy's books and he signs them. When Ron toots the whistle, Billy walks us back to the Aurora, grumbling about damn pictures because everybody's begging him to pose. That evening I get started on *Heart of the Raincoast: A Life Story*.

One morning I look out the window beside my bunk and find a pair of boom boats whipping around like bumper cars just metres away. The men jump on and off, trotting along the slippery logs as

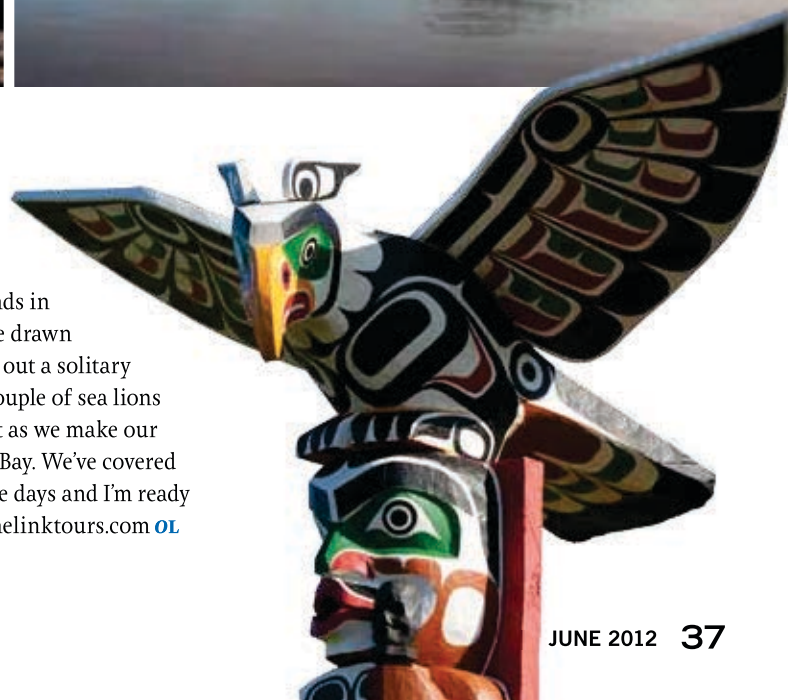


though they're out for a jog on dry land.

Another day I'm lingering over coffee when a settlement appears through the mist—Alert Bay. On the hill above the harbour totem poles pierce the sky as we motor in. With only one hour shore leave I beeline for the First Nations burial ground and eventually realize that I've spent too much time and won't be able to make it into town to see the museum by the ruins of a residential school and the little white church with its Gothic gingerbread steeple.

On our final day, I'm perched on a guest

stool in the wheel-house. Shadowy headlands slowly solidify and darken as we come abeam and each tree crowding the shore stands in sharp focus, the tideline drawn with a ruler. Ron points out a solitary bald eagle and later, a couple of sea lions swimming off the point as we make our final turn into Menzies Bay. We've covered 456 nautical miles in five days and I'm ready to go again. www.marinelinktours.com [OL](#)





Shuswap wine region

by Michael Botner

Pundits argued the region was too far north to grow wine grapes. Now the Shuswap is poised to claim its own appellation

■ Between Armstrong and Enderby, a line separates the Okanagan Valley, part of the Columbia River system, from the Shuswap region in the Thompson/Fraser watershed. Just south of the divide, Edge of the Earth Vineyards, nestled in a peaceful hollow along Deep Creek, is close enough to include in a Shuswap wine tour. The southwest-facing, 1.2-hectare estate vineyard “acts like a heat sink, drinking up the sun,” says owner Russ Niles.

On Yankee Flats Road, eight kilometres south of Salmon Arm, with Mount Ida looming to the east, Ovino Winery is perched on a sun-drenched bench above the Salmon River Valley. After the harvest, former dairy farmer John Koopmans allows his small herd of sheep to graze in the two-hectare vineyard.

At the head of Tappen Valley, Granite

Creek Estate Winery produces “BC’s most northerly Pinot Noir.” Crisscrossed by a network of trails, the property attracts local equestrians who often stop by for a picnic. Co-owners Heather and Gary Kennedy offer local cheeses, cranberry hot pepper and home-made jellies to go with great wines.

Backing on north-south rows of vines and lofty Mount Tappen, Recline Ridge has expanded its portfolio to 13 wines since Graydon and Maureen Ratzlaff took over in 2010. Bordering the vineyard, their alluring patio is an excellent place for sampling Recline Ridge wines with local delectables like Gort’s Gouda cheese.

A jog from Tappen, on the shores of Shuswap Lake, Sunnybrae Vineyards & Winery opened in 2011. When he

realized a hay field he owned was ideal for growing grapes, Barry Turner decided to plant a vineyard in 2006.

BC’s most northerly grape winery, Celista Estate opened in 2010 high on a hill overlooking the north shore of Shuswap Lake. Besides a two-hectare, south-facing vineyard, the property owned by Marg and Jake Ootes features cosy rental cabins, an art gallery, Icelandic horses and a tasting room with a unique pine beetle wood counter.

To the south, Larch Hills Winery tops a hill overlooking the town of Enderby. Whether it lies in the Okanagan watershed, as co-owner Jack Manser argues, or is in the same boat as the rest of the Shuswap wineries (a possible appellation of the future?), the cool climate wines and alpine setting are splendid. **OL**

PHOTO BY MICHAEL BOTNER

Showcasing a medley of dynamite cool climate wines from the Shuswap, the five star rating system stresses value for price.



**CELISTA ESTATE
2010 ORTEGA**

Celista, British Columbia

★★★★ \$18

Stylish, dry style white delivers a flowery nose and exotic fruit and spice palate suggesting apple, apricot, grapefruit, orange peel, mineral and almond, refreshed by lively, citrusy acidity. Excellent as an aperitif, it loves spicy Asian and Cajun cooking.



**OVINO
2010 PINOT GRIS**

Salmon Arm, British Columbia

★★★★ \$14.90

Big, bold white wine boasts a juicy fruit presence. It is bursting with flavours of ripe pear, apricot, melon, honey, grapefruit and white pepper. Richness balances the crisp, citrusy edge. This wine pairs with salmon or pork as well as spicy Asian cuisine.



**SUNNYBRAE
2011 TURNER ROAD**

Tappen, British Columbia

★★★★1/2 \$17.90

A blend of Kerner and Schönburger, this gem displays a hint of spritzig in the glass. Dry palate shows depth and concentration of pear, peach, apple, grapefruit, mineral and honey, braced by crisp, lemony acidity. Best with smoky, salty German/Alsatian food.



**LARCH HILLS
2010 SIEGERREBE**

Salmon Arm, British Columbia

★★★★1/2 \$14.90

Thrilling white wine emphasizes exotic, Muscaty character. Richly perfumed on the nose, it displays succulent marmalade, white peach, cantaloupe, and pineapple fruit with notes of mineral and tangerine peel. Serve with creamy/spicy fish, pork and poultry dishes.



**RECLINE RIDGE
2008 OPTIMA**

Tappen, British Columbia

★★★★1/2 \$16.90

This is the last Optima made in this style at Recline Ridge. Flowery on the nose, the palate features tart yellow plum, lime, grapefruit, fig, tropical fruit, mineral and licorice, with a note of honey richness on the finish. Calls for creamy scallop and lobster dishes.



**GRANITE CREEK
2008 MARECHAL FOCH**

Tappen, British Columbia

★★★★ \$18

The Shuswap's favourite red variety, this tasty example is packed with richly concentrated dried strawberry, cherry and plum, and notes of smoked meat, earth and chili, supported by acidity and a hint of tannin. Great with barbecues and meat ball pasta.



JACK MANSER

Co-owner
Larch Hills Winery

Jack Manser worked as a district forestry manager in his native Switzerland before immigrating to Canada in 1992. Facing a scarcity of jobs in his chosen profession, he opted to buy a dairy and grain farm in Alberta. "It is the logical choice for someone like me who grew up on a mixed farm in Switzerland," he says. When his marriage foundered, necessitating sale of the farm, he bought Larch Hills Winery with his new wife, Hazel. Launched in 1997, the Shuswap's first winery also ranks as BC's highest, at 700 metres, with south-facing vineyards overlooking the North Okanagan Valley. The decision to buy the small Salmon Arm winery is entirely within character for Jack since the property included a three-hectare vineyard along with a rugged forested area. "I loved the land," he says. With no experience in winemaking ("we made cider and Schnapps as a boy at home on the farm") he arranged for previous owner Hans Nevrla to coach him for the first 18 months. Since taking over the winery, Jack has made use of his forestry background. Adding to the vineyard, he propagated vines using his own cuttings, learning in the process that vines are not as winter hardy as trees. Logging the trees himself, without clear-cutting, he used untreated wood, made posts, patio railings and benches, as well as supplying logs for an outdoor wood furnace for heating four buildings. Working with him at the winery is Hazel, his 19-year-old son, Wayne, who is learning the ropes, and his daughter, Karin, a business student who is helping out for the summer.

whoamongus



PHOTO OF CLAUDIA KARGL BY BRUCE KEMP
OTHER PHOTOS CONTRIBUTED

Summer arts fun

Gearing up for those apparently endless school-free, activity hungry months ahead, parents find solace and kids find themselves with Claudia Kargl at the Summer Arts Scene for Youth

■ Summer camp can mean different things to different kids, from bad food and bullies, to lifelong friendships and golden memories. The Summer Arts Scene for Youth (SASFY) seems to fit the golden-memories category. Last year's camp ended with the kids throwing homemade boomerangs out over the audience at the end of their first Culminating Gala Arts Extravaganza.

Thanks to Westsiders Claudia Kargl and her husband Jim Gray, the arts have been added to the mix of summer camp experiences available here in the Valley.

Claudia Kargl is a photographer and musician who began SASFY three years ago to let local youngsters explore their creativity and to fulfill a promise to her dying mother.

In 2008 when Claudia's mom, Ella Wald, was in the final stages of a terminal disease, she told Claudia, "When I was a child I wanted to pursue the arts as a career, but my parents didn't think much of the arts and discouraged me."

That didn't deter her, though. Ella was hard at it when she left Vienna in 1976 to move to the Okanagan where she continued to paint and make

music. A love of the arts flowed from mother to daughter and Claudia studied fine arts in Indiana and Salzburg.

That sickbed conversation struck a chord already reverberating within her and confirmed her understanding that kids need to be encouraged in their artistic ambitions. In 2009 she sat down with members of the local arts community and representatives of School District #23 to plan a brand new approach.

In 2010, 41 kids registered to take the nine workshops SASFY offered. Now heading into its third summer at George Elliot Secondary School in Lake Country, more than 50 students are registered in the program with more than a month to go.

Although multi-disciplinary, SASFY doesn't offer sports or outdoor games. Instead, the students, who range in age from eight to 15, get the opportunity to paint, take pictures, sing, dance, drum, make videos and even carve wood.

"One of the presenters is carver Rick Wiebe," says Claudia. "The kids call him Mr. Chips and he was the one who showed them how to make the boomerangs and how to throw them so they sailed out over

the heads of the audience at the Creekside Theatre and safely back to the stage."

All of this has had a big impact on the young artists who attend the week-long camp. It's become an instrument of personal growth for many. In one letter thanking the program a single mom described her son's experience.

"It made a huge difference in his life and how he presents himself to this day!...He had a 'hate on' for doing anything in the artistic world because he felt he wasn't good enough....By the end of the week, he was holding his head higher and, for the first time in his life, taking pride in what he did artistically."

Others have found the program both beneficial and entertaining. Older kids become mentors to the younger artists and "siblings encourage each other instead of competing," says Claudia.

Every minute of the week, from when their parents drop them off or they hop aboard the SASFY shuttle to the time the campers head for home, is highly structured and the kids don't mind in the least bit.

Workshops run two hours and ►



SASFY shuttle bus starts pick-ups at Mount Boucherie Secondary School and Springvalley Middle School before arriving at George Elliot Secondary School in Lake Country.



Classes begin. Students learn to carve wood, bake, sing, dance, drum, paint, take digital pictures, create an animated video and paint their own T-shirts.



Morning break with drinks and snacks provided and class change-over. Courses are taught by local artists. The SASFY mandate requires that only local artists can be presenters.



Lunch is provided. Most students continue to work on their projects while they eat. 12:30 classes change again.



Afternoon break with drinks and snacks along with the move to the final classes of the day.



Classes wind up. At the end of the week campers show off their efforts in the Culminating Gala Arts Extravaganza then take their finished work home.

CONTACT INFO:
250-768-1404
INFO@SASFY.CA
WWW.SASFY.CA

are held in rotation so they're never scheduled for the same time each day. This lets groups like the photography workshop capture early morning and afternoon light in different sessions.

The summer camp has become so popular that last year several international students from Mexico, New Delhi and London, England, were enrolled.

Support for the program has come from across the Okanagan community. A number of businesses including Tim-br Mart and Terasen Gas, along with the Central Okanagan Foundation and the Rotary Club of Lake Country have contributed funding for either bursaries or capital items like computers.

SASFY has been breaking even since inception. Fees began at \$250 per child, but this year it's down to \$175 plus materials (based on the different workshops). Bursaries to cover all costs are available by application. Transportation is available (\$15 for the week with School District #23 providing the bus and picking up the operating costs and insurance) from Mount Boucherie Secondary School on the west side and Springvalley Middle School in Kelowna. **OL**



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Claudia Kargl and husband Jim Gray with Summer Arts Scene for Youth (SASFY) memories

PHOTO BY BRUCE KEMP

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Shopper's lament

There ought to be a rule...

■ I find shopping painful.

My wife would rephrase that. To her, I'm just a painful shopper. But confusticate it how you will, people spend years of their lives in crowded malls and checkout lines. My wife and daughters call this fun. It isn't fun, it's a game of snakes and shadows, and to survive you must walk softly and carry a big debit card. A lobotomy would also ease the pain.

Shopping is a mission. To enter a mall is to declare war. Toilet paper and shampoo are hills to be conquered by direct frontal assault, but here I am stymied. Merchandisers cheat, using WMDs (weapons of mass diversion), more commonly known as "flyers."

Driving home from the theatre, my better half announces we need milk. I pull into the corner gas station. "Not here," she says. "It's cheaper at the grocery store."

"How do you know that?"

"I saw it in the flyer."

On that shadowy evidence alone we spend \$1.50 more in fuel to save \$0.35 on four litres of cow juice.

With my blood pressure hitting 150 over 96, I go to the drugstore for meds. The clerk reads the label while I mash my pin number into the machine. "Blood pressure pills, eh? My 85-year-old mom takes these." Oh, how the serpent strikes.

At the big box store I dutifully steer the shopping cart, maintaining the correct two-step distance behind my wife. Yes, there are rules for this.

We stop in front of the laundry detergent and the calculations begin. Box A is 15 per cent cheaper than Box B, but Box B is 10 per cent more concentrated. However, B is also five per cent smaller than A, and so... By now my head hurts.

To me it's a wash; four chug-a-lugs work fine whenever I do the laundry (which happens less and less).

Suddenly a guy in a muscle shirt ripples past, pushing his cart with one hand while he grabs a random box of detergent with the other. He doesn't even slow down. In less than two seconds his shopping is done and I'm in shock and awe.

Her mental math completed, my wife goes for Box C (there's a mail-in rebate coupon inside). At the checkout I

load the conveyer belt while she asks for a price check on pantyhose. Mr. Laundry Soap strides by and I race after him with an urgent request.

"Autograph? Sure, but why?"

"Your shopping technique," I babble. "It's amazing, it's awesome...it's..."

He leans closer and lowers his voice. "It's called survival, buddy. My blood pressure was sky-high until I decided to shop on my terms."

I gasped. "You mean...!"

"Yep." He flexed a bronzed Gold Card. "Tore up my prescriptions, upped my limit and I haven't looked back since."

It was time to reclaim my turf and the hardware store was my ticket back. Sure, tools are an easy victory, but next week I'm hitting the flower shop.

Unfortunately they've hidden the weed killer and I'm forced to ask for assistance. Three gossiping staff members dare me to interrupt them, but I do. Suddenly the sweet thrill of victory floods my veins as I get what I want.

But when I search for two-inch nails, there's only double-sided tape and glue. The hardware section has become craft central. Three pairs of eyes follow my frantic search, just daring me to interrupt them again. I realize my mistake; I'm the only customer in the store. A floundering fish surrounded by seagulls would get more sympathy.

There ought to be a rule: No (male) shopper gets left behind. Where's Mr. Laundry Soap when you need him? **OL**

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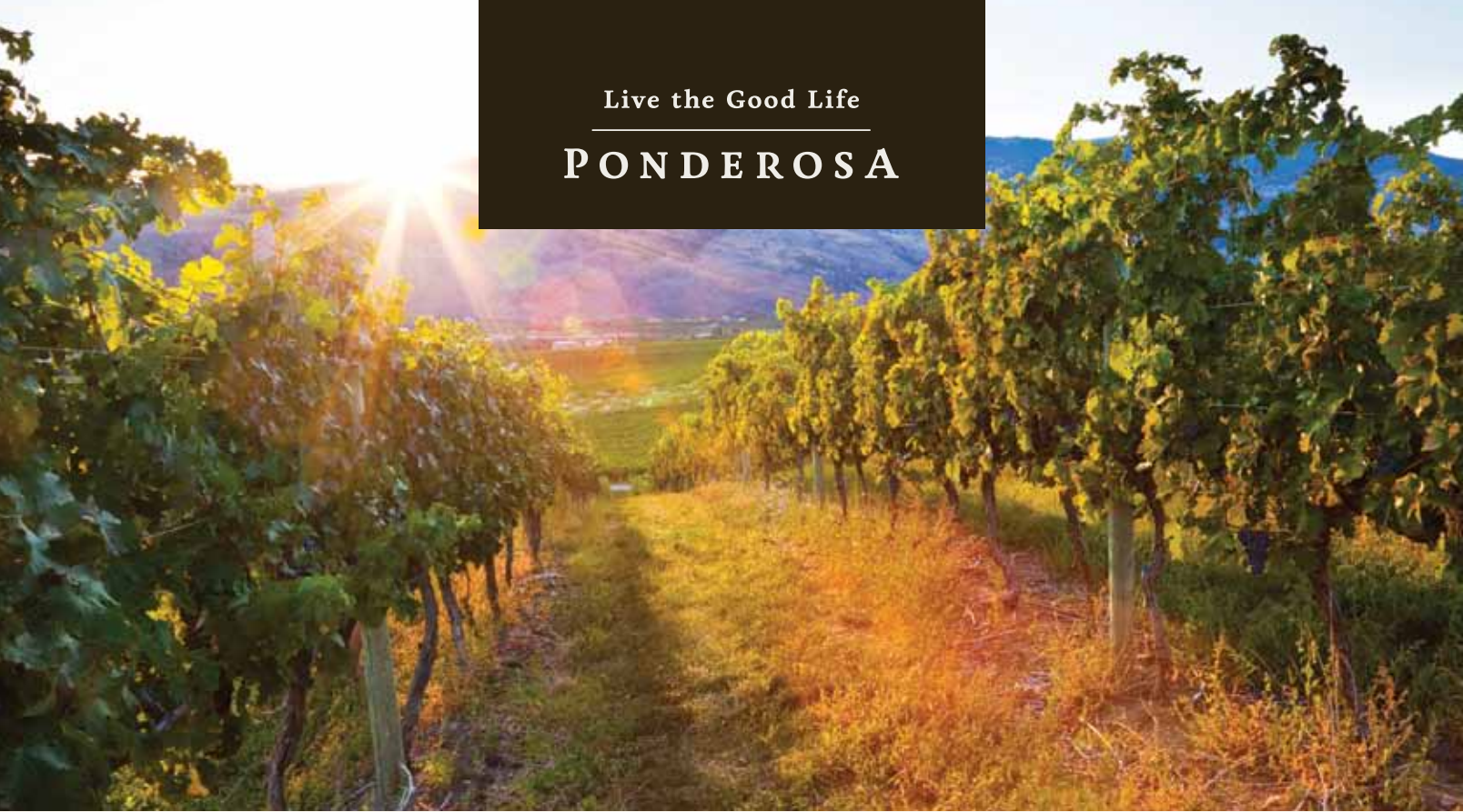
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