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Social media showdown

■ I just read yet another blog predicting the demise of magazines. I'm a little confused because, in reality, the T-shirt I'm wearing has more views than his website. I leave the blogger-dude, wondering how I ever found him, to summon up the Obi-Wan Kenobi of the Internet—Google herself. I gasp out loud at the news that there are 627 million results for “the death of magazines” search. Sigh. I tear up, move my Mac out of the splash zone and begin reading the awful results. I get through a little more than half before it occurs to me that *Okanagan Life* is not the only local media dying today; the other media might also be getting a spanking from this all-knowing, omnipresent, lord of the things.

Indeed, Google's death warnings for traditional media are ominous: 738 million results for the death of newspapers, 347 million for radio and 2.25 billion for TV. Billboards get a paltry 68 million—proof that Google cannot read minds—and funnily enough, only 3,640 results for Logo'd Urinal Cakes. Now if we were to use typical Internet math, like the kind they used for Facebook's IPO, then we would total all the results to find that 3.6 billion “death searches” have effectively doomed traditional media.

I move my Mac to higher ground, ponder what “results” really means, and I phone—nay, Facebook—my traditional media brethren to meet me at the site, I mean location, of the Okanagan's first media, the Kelowna *Daily Courier*. Most community newspapers started in the 1900s, followed by magazines, radio and TV. If we are to believe the web stories, blogs and even our own mainstream media, it is curtains for tra-

ditional media in the Okanagan Shuswap. We might as well write our own obituaries. The new media have taken our cakes—eaten them, too.

But wait a minute. Magazines, newspapers, radio and TV have been around a very long time in the Okanagan Valley and they have a proud history. The notion that each new kind of media will kill the ones that came before it has been around for centuries and the theory has been disproved time and again. In fact, if I had a nickel for each time a pundit, or guru or ninja predicted the death of our industry, I'd be richer than Zuckerberg himself! If you think I'm embellishing this death watch, just read the 2007 Social Media Manifesto from Brian Solis...

“With the injection of social tools into the mix, people now have the ability to impact and influence the decisions of their peers and also other newsmakers. Social media is not a game played from the sidelines. Those who participate will succeed—everyone else will either have to catch up or miss the game altogether. Engage or die.”

Engage or die. Wow, those are pretty strong words from a guy who also embraced Chris Anderson's Long Tail theory around the distribution of web wealth. After writing and blogging about it for years, *The Long Tail* author and *Wired* editor finally admitted that it is hard to make money in the tail; a drastic understatement to say the least. *The Long Tail* reminds me of Reganomics, where corporations were handed the code to make trillions of dollars that would somehow also float the boats of the middle class on their meteoric rise to the top; or maybe the money would just trickle down. It did neither. Eric Schmidt, former Google CEO, said it best: “While you can have a long tail strategy, you better have a head, because that's where all the revenue is.”

A simple switch from Google to Yahoo yields drastically different numbers. When searching “the death of magazines” Yahoo only found 62 million, 10 times fewer than the hundreds of millions fetched by Google.

How could the numbers be so radically different? Maybe the execs at Google are eating too much cake too? Google controls 80 per cent of the search business; a monopoly if ever there was one. Facebook is another web monopoly that is producing billionaires who do not shop Okanagan Main Streets, but want to be your friend. (Like me, please.) Twitter is continuing to pay off their old investors with new investors' money—a tactic that netted Bernie Madoff 150 years in jail.

This is why it is so refreshing to read about B.J. Mendelson who has just published a new book, *Social Media is Bullshit*, which takes aim at an industry rife with hucksters, charlatans and cheaters. I've ordered it from Mosaic Books (not Amazon) because I want to know if the reports of my death have been greatly exaggerated.

Mendelson doesn't mince words when he describes the Cyber-Hipsters riding the wave, perpetuating the hype and engineering con-fabulation. Says Mendelson, “A Cyber-Hipster is someone of little discernible talent in the field they're discussing, who hops on the latest technological craze, and then talks about how it's going to ‘change everything,’ without any (or suspect) evidence, in order to further their financial agenda through speaking engagements, book deals, and generating page views to please their (or their employer's) advertisers.”

His theory, based on years of social media experience, is this: the small businessman has been hoodwinked. Social media might only work for movie stars, media and professional athletes; it does not work for small business. The web has created seven monopolies faster (and bigger) than at any time in human history. Do you think they might have an interest in perpetuating the myth?

Governments usually force the break-up of monopolies because they spell disaster for a capitalistic society. The French have come up with their own style of retaliation. They have made it illegal for their traditional media to say, “follow us on Twitter” or “like us on Facebook.” They rightfully argue that they, too, were hoodwinked into providing billions of dollars of free advertising for Facebook and Twitter.

Read even one chapter from Dan Ariely's *Predictably Irrational* to see how easily humans are misled, misinformed and misguided. Perhaps we need to understand that human bias is rampant. Are we capable of noticing if or when or how often we have been fooled?

An October 2012 Adobe Online Advertising Study backs up most of what Mendelson is advocating. The survey discovered that 68 per cent of consumers find online advertising annoying, 51 per cent find it distracting, 38 per cent invasive, 16 per cent creepy, and 6 per cent go so far as to call it evil.

So many small businesses have invested quite large sums of money in social media and haven't come close to recovering their costs, let alone making a profit.

Just for fun, and since I'm dying anyway, I Googled all of us at once. “Death of traditional media” only got 76 million hits. That is shy of the 3.6 billion we arrived at using Facebook math.

So let's have some fun and see how few “results” there will be when we turn the angel on herself? To my amazement Google displayed 478 million results for the “death of Google,” 1.3 billion results for the “death of social media” (twice as many as for magazines) and 1.2 billion for the “death of Facebook.” And Twitter—your 1.5 trillion “results” makes us all wonder why you are even here. (Although I've always wondered that.)

For the record, I do not want new media to die, but I do want the hype to. Marketers are so confused. Right now, everybody is either guessing or making it up. Neuromarketing and neuroscientific research will play a huge role in determining who really influences the consumer and who really controls the "like" button. AdAge reports that there are 181,000 self-proclaimed social media mavens, gurus and ninjas out there, up from a mere 16,000 in 2009. There are even 174 people who describe themselves as (I'm not making this up) "social media whores" in their Twitter bios.

The digital and social media industry executives have taken confabulation to a whole new level. Never have so few confabulated so often, to so many, so quickly, in the history of the human race. Many good, wonderful and kind people have been hijacked into thinking the hype is real. Upton Sinclair said, "It is impossible to get a man to understand something, when his salary depends on him not understanding it."

So, the reports of *Okanagan Life's* death have been greatly exaggerated. So have the reports that my brethren are dying. We didn't ask social media to die, but maybe we should meet with the *Daily Courier*, CHBC, the radio stations and others to plan a strategy of authenticity for media buyers.

For 25 years, the magazine professionals at *Okanagan Life* have been honest and forthright about our audited circulation, our estimated readership and our unique ability to influence readers emotionally. The Adobe Online Advertising Study also asked consumers if they enjoy viewing/reading advertisements and where they prefer to look at an ad. The results: social media, 3 per cent; window display, 6 per cent; favourite website, 11 per cent; favourite TV show, 23 per cent; and favourite print magazine, 45 per cent.

When marketers were asked the same questions, they actually rated favourite print magazine 10 percentage points higher than consumers did at 55 per cent approval. It appears that magazines transcend the "like" button. Not bad for a medium on its way out.



Paul Byrne

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Further reading:

<http://www.benedelman.org>

<http://www.huffingtonpost.com/eric-k-clemons/>

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Const

A low-angle photograph of two men in a construction site. They are wearing white hard hats and looking upwards. The man on the left has a beard and is wearing a brown leather jacket over a blue shirt. The man on the right is wearing a black puffer jacket and is pointing his right index finger upwards. They are holding large white sheets of paper, likely blueprints, which are visible in the foreground. The background consists of a complex wooden framework of beams and joists, typical of a building's interior structure under construction.

STORY AND PHOTOS BY BRUCE KEMP

Construction: the Big Picture

“

The future looks stagnant if you base predictions for commercial and residential construction in the Kelowna area on one set of numbers alone. Recent Canada Mortgage and Housing Corporation (CMHC) figures indicate only minor improvement in single family and townhouse construction numbers while condo development is flat. But that's not the whole picture.

Things are changing here in Kelowna,” says Jim Paterson, executive director for business development at Kelowna City Hall. “The number of building permits applied for is increasing significantly in the core Kelowna area. Where we see them growing slowly or not at all is in the outlying areas.”

Last year's figures indicate that by the end of October the number of building permits issued by the city was up from 1,540 the year before to 1,602 (4.03 per cent) with two months left to run. This represents a value of \$251,128,549 for 2012—more than \$18 million or 7.75 per cent above 2011.

Paterson points out that there are a lot of myths and half-truths about growth in the city. Among them is the idea that growth has stopped.

“When I first came here in 2008 Kelowna was doing housing numbers that were as much as 70 per cent of those in Winnipeg, which is a city that's five times bigger than Kelowna. Times were booming and what's happened is that we've gone back to non-boom, normal growth.”

If anyone at city hall has their finger on the construction pulse it's Paterson and he is keenly aware of some of the conditions affecting the community.

Facing page:
Marvin Raedeke (L)
and Don Dudgeon (R)
review blueprints
at the La Casa
development.



One area that he feels will drive continued growth is the fact that Kelowna is an “aspirational” location. “People want to come here to live and our markets depend in part on people moving in from across BC and other western provinces,” says Paterson. “You’ve got to remember that if Calgary and Vancouver are doing well, so goes Kelowna.”

One thing working against Kelowna at the moment is the belief that the city is unaffordable. In response to this, Kelowna is setting up a committee to debunk the perception. Plans for the committee include consulting additional members like the Canadian Home Builders’ Association, CMHC and the Chamber of Commerce.

Market correction

“We want to ask the question, ‘Are we affordable?’ to counter the idea floating around that Kelowna is over-priced,” says Paterson. He believes it isn’t. “When you compare Kelowna to other municipalities, you have to give our development community credit for providing high-quality, single family homes in good locations for less than \$400,000 in some instances.”

Recognizing the boom years were unusual circumstances, Paterson realizes that in a period like 2008 builders built way beyond the possible absorption rate. Condominiums—both townhome and apartment—poured onto the market, driven by speculators looking to buy and flip properties.

Eventually, the banks had to cancel financing rather than get stuck with empty developments like the Lucaya on the northern edge of Kelowna’s downtown and the Conservatory on Glenmore Road. In the case of the Lucaya squatters moved in to the unfinished structure and damaged it.

“It’s taken a few years to absorb what was on the market, but that’s now happening,” says Paterson.

External influences

Even the banks are starting to loosen the purse strings on mortgage lending, but, according to TD Canada Trust economist Diana Petramala, it still isn’t going to be easy.

“Across the country home prices are trending downward. All over BC housing prices are dropping and beginning to stabilize at more affordable levels. But Vancouver is still bucking the trend and it has the potential for an even larger correction than in the rest of the country.”

Canada still isn’t as safe as the money people would like it to be. Part of our problem has been the instability of American banks, and any external shock (like the failure of one of the Big Six American banks) could send us back into a recession.

“The other thing that concerns us as much as the American banks is the amount of household debt Canadians are carrying.”

New mortgage rules reducing the amortization of mortgages are going to affect the market adversely. While clients with good credit scores can still get a mortgage, those with high personal debt may be faced with problems renewing their mortgages when the time comes. That impact will be particularly hard if the Bank of Canada raises its prime lending rate.

Above & facing page:
Kelowna development
in the boom years.



“It’s the local economic structure that makes it tough for young people to create and maintain good jobs and the prices over the last few years have made it tough for them to get into the market.”

Local factors

Experts agree that the Okanagan economy is largely based on the pension income of retirees and on seasonal tourism. The consensus among people in the construction and development business is that there is a shortage of good paying employment for young people to give them the necessary financial strength to take out a mortgage—even with help from their parents.

Rob Anderson is keenly aware of these facts. He is a small builder constructing around 15 single-family homes a year under the banner of Built-Rite Homes. This results in an income stream of \$3–\$4 million a year. In peak season, he employs up to 60 trades people in addition to his five full time staff.

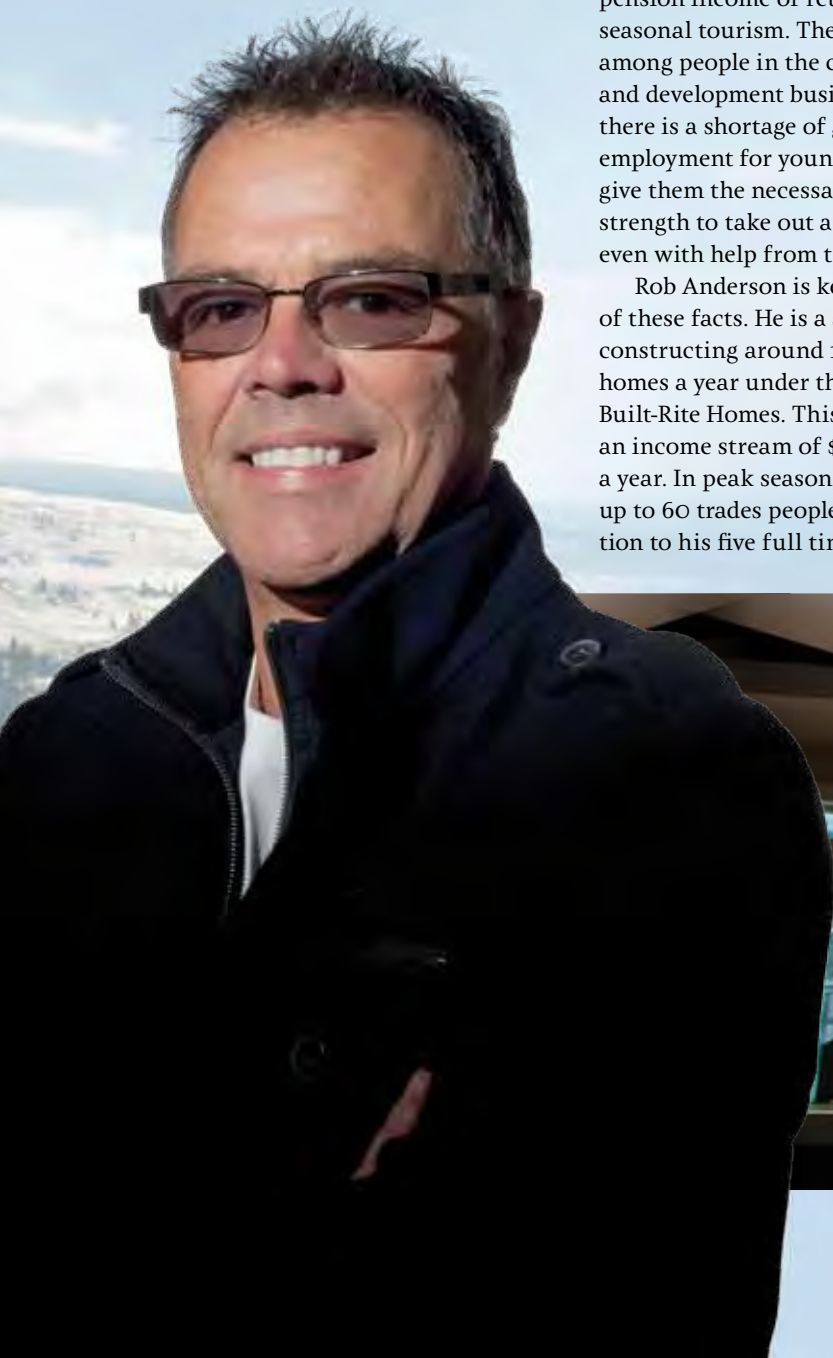


Anderson is a glass-half-full kind of guy. His take on the 2008 crash was that it was necessary.

“Pricing in the Kelowna market dropped by at least 25 per cent—a necessary correction as prices were not sustainable,” he says. “Prices of single family homes have stayed fairly steady ever since.”

Following the downturn, there has been a change in the labour force as well. During the boom a lot of itinerant tradesmen came into the Valley to fill the abundant jobs. Once things began to taper off, those without a vested interest in the region moved on to Alberta and Saskatchewan. This left a smaller, but more committed workforce who live here.

“I think the future is pretty solid





here," says Anderson. "Kelowna is going to be a 'destination' place to live. But, right now business is slower than I would like it to be. The global economy is causing concern on certain levels, but it's the local economic structure that makes it tough for young people to create and maintain good jobs and the prices over the last few years have made it tough for them to get into the market."

Anderson is confident enough about the future that his company is in the final stages of completing a new show home at The Lakes in Lake Country.

Facing page and above:

Rob Anderson (left and above right), owner of Built-Rite Homes, at The Lakes showhome. Plumber Rob Newmarch (Valley Plumbing and Heating) installing waterlines (top left).



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“Resort properties give us a neat little window on the construction business here, because homes tend to follow resort properties.”

Diverse strategies

Small signs that things are starting to improve are showing up in unexpected places.

“Resort developments are the first to fall off when times get tough and they’re the first to come back when the economy starts to improve,” says Don Dudgeon. He runs Kelowna-based Cardan Enterprises Ltd. with his wife Lisa, who also does estimates, runs projects and can manage a crew (which makes for a unique dynamic in the office environment and at home).

Cardan’s business model is different from most of the builders in the Valley. One of the larger local companies with just under \$10 million in revenue last year, Cardan does a mixture of construction including residential, resort and commercial.

With time to plan, Dudgeon started to bid on commercial work outside the Valley. Because he was already in resort construction, he got a preview of the downturn that was coming in 2008. That year Cardan built 70 custom homes in the region, but when the full effects of the American mortgage crisis slammed into BC, he saw his building starts drop by more than 21 per cent to only 47 new custom homes in 2009.

After watching local resort construction tail off in 2008 with the financial crisis in the United States, Dudgeon, who kept his crews busy by pursuing projects outside of the

Okanagan, is now beginning to feel a little “cautious optimism” about business prospects in the near future.

While building in the Valley tanked in 2009 and 2010, Dudgeon began to see signs in 2011 that construction was trickling back. Last year the company undertook 40 new projects, but not all of them were resort homes.

“Resort properties give us a neat little window on the construction business here, because homes tend to follow resort properties,” he says.

Resort construction makes up a substantial portion of Cardan’s annual overall business. While their project portfolio includes major names like McDonald’s, Fortis BC and Terasen Gas in the commercial sector, Cardan is currently undertaking the strata portion of the new Hudson Bay Mountain development in Smithers.

Cardan has also been involved in building most of the homes in the La Casa development midway between Vernon and Kelowna on the west side of Okanagan Lake. In all, the company has built more than 130 of the vacation properties and has a number of new ones under construction.

Through the soft years, quality product was never an issue for build-

Above left:
Don and Lisa Dudgeon,
owners of Cardan
Enterprises Ltd.

Above right:
Cardan carpenter
Fabio Biagi.



ers like Cardan. In 2008 and 2009 the Dudgeon's and their staff garnered 10 Tommie Gold Awards from the Canadian Home Builders' Association—Central Okanagan, including the 2009 Grand Award for Builder of the Year.

Surviving the downturn

Okanagan builders and contractors survived the downturn by using a number of different strategies to keep their crews working. Don Dudgeon elected to put Cardan's efforts into commercial developments as far away as Winnipeg. These projects were not as vulnerable to the trickle-down effect of the crisis plaguing the residential mortgage business in the United States, which caused Canadian banks to tighten up on lending to private homeowners.

The company had been in operation barely two years when the crisis struck. "It was a role reversal for BC," says Dudgeon. "Saskatchewan and parts of Alberta weren't doing too well when I got into this business in 2006, and the Okanagan was booming, but by 2008 the situation was reversed and tradesmen were starting to leave the Valley to work there.



Above:
Interior finishes at
La Casa development.
Bottom:
Cardan carpenter
Frank Wielemaker.

To keep the company moving ahead we were sending crews out to commercial projects across the west.”

Looking beyond the Valley for commercial work has seen the company through the downturn and positioned it positively for the foreseeable future. Now a small upsurge among new resort property buyers suggests an impending upswing in new residential housing starts as well.

Rob Anderson had a different approach to keep his company afloat in the turbulent economic waters. Anderson involved himself and his construction team in Project Build, an idea that was proposed by real estate broker Gino Dal Ponte.

Set up by the Central Okanagan Foundation, the original Project Build was designed to involve the development community in a philanthropic project. Builders could contribute product and time to building a house that would be sold to people who otherwise wouldn't qualify.

“We were looking for a creative way to fundraise that would appeal to the construction industry,” says Leanne Hammond, former executive director of the Central Okanagan Foundation, who worked with Built-Rite. “Rob Anderson was the key guy in all of this and is still with the project.”



Project Build executive director Leanne Hammond.

Following this successful first project, Dal Ponte realized that there were many young families who were on the cusp of success and could afford a mortgage but could not come up with the down payment. This was the start of Project Build II at the Sageglenn development in Lake Country.

Anderson says, “What we [the Sageglenn developer, builder, trades and suppliers] were able to do was give up a small part of our fees on each house. This resulted in a grant of \$45,000 to each purchaser, which represented the down payment on their home. It's very much a “win-win” situation as we have been able to get over 40 families into homes who otherwise wouldn't have been able to—and we were able to keep building and working through the local recession.”

Project Build is now an independent philanthropic society. Hammond is the executive director and she depends heavily on Anderson and his colleagues. **OL**

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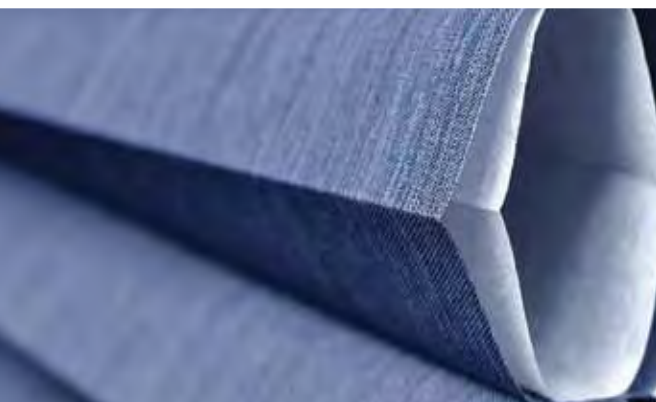
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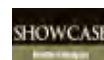
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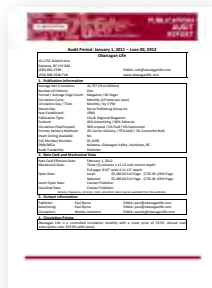
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Magazine Data	
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Issue Maximum	16,000
Issue Sum	16,000
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Charming and romantic

Pandora

■ Pandora started out in Denmark as a small business run by a pair of goldsmiths nearly 30 years ago. Today the company is the world's third largest jewellery manufacturer. With stores in 28 countries their popular charms grace the wrists of women everywhere. Lyle Hance began opening the company's Canadian concept stores in 2009, including one at Orchard Park in Kelowna in June of 2012.

Pandora is an unabashedly feminine store, aiming its gold and silver pieces at women of all ages and, of course, the men who love them. "We sell to younger children, mothers, grandmothers," says Hance, "and it is easy for men to buy from us too." The beautiful little charms are the perfect gift to celebrate special moments in their lives.

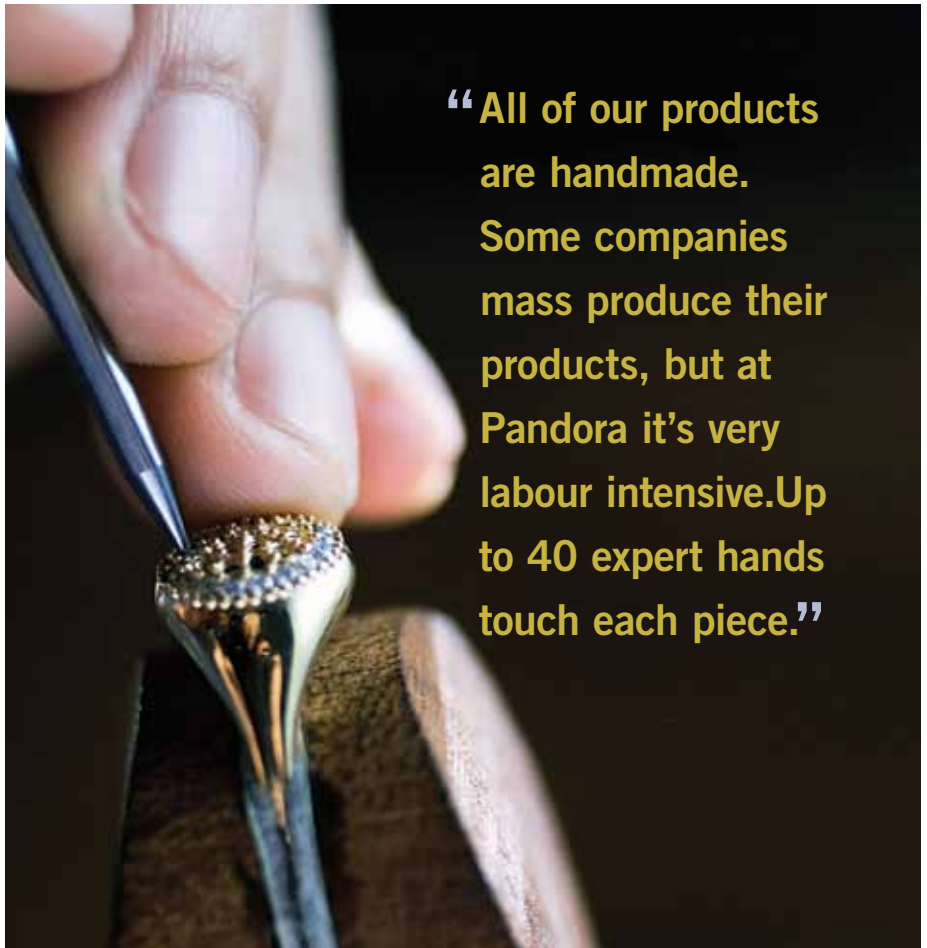
While best known for its charms, Pandora is also popular for its romantic, high quality jewellery lines. With more than 3,000 designs in all, they have something for every woman's style, her every mood, and for every occasion. Build a classic yet contemporary bracelet featuring a variety of silver, gold and Murano glass. Select from the "Stories" collection of matching earring, bracelet, ring sets and watches. Or choose the new 18k gold "LovePods," featuring brilliant-cut hand set diamonds. Mix and match to your heart's content; even in the budget-friendly selections, the quality of each Pandora piece shines through. "All of our products are handmade," says Hance. "Some companies mass produce their products, but at Pandora it's very labour intensive. Up to 40 expert hands touch each piece."

Hance says Pandora jewellery was initially put into small stores, little mom-and-pop operations and gift shops, and when Pandora wanted to branch out into concept stores, he saw an opportunity. Having lived in Kelowna, he's pleased to be back and, as he puts it, "making Kelowna and area a little more charming."

Just as Pandora started as a family business in Copenhagen, Hance keeps family ties in his stores. "It really is a fun business," he says. "And as you get more good people on board, it continues to be fun." His 105 employees are continually upgrading their skills. But for Hance, business success isn't just measured in revenue and opening new shops; it's also measured in giving back to the community. "We do a lot of corporate sponsorship," he says. "Pandora

has been a big supporter of breast cancer research for many years. We support the local community wherever we go—we feel that is important."


Drop by Pandora's Orchard Park location, or visit www.Pandora.net for more information. You can also follow them on Facebook and Twitter. There's even a Pandora app for mobile devices, featuring the latest information on new lines and releases.



"All of our products are handmade. Some companies mass produce their products, but at Pandora it's very labour intensive. Up to 40 expert hands touch each piece."

EVERY DAY IS AN OPPORTUNITY.

Where do you go from here?

A portrait of Tim Dekker, a middle-aged man with short reddish hair and glasses, smiling broadly. He is wearing a dark pinstriped suit jacket over a red and white striped shirt and a red and black paisley tie. The background is a soft-focus outdoor scene with greenery.

In business, opportunity doesn't always come to you. It takes the right strategic plan and thought leadership to go out and find it. Tim Dekker, MNP's Regional Managing Partner and the Executive VP of B.C. leads a team of professionals that will help you capitalize on opportunities so you stay competitive and profitable. Whether you are starting a business, getting ready to exit or want to expand, MNP delivers a full suite of services to help you discover the opportunities that await you.

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or tim.dekker@mnp.ca.



Great golf, great lifestyle

Ponderosa

■ Ready to live the good life? Welcome to Ponderosa, the Okanagan's newest mountainside community. Carved from rugged rock and wilderness forest, the 400-acre site wraps around the base of Peachland's Pincushion Mountain.

At Ponderosa's heart is the golf course, featuring 18 stunning holes designed by Greg "The Shark" Norman. With its breathtaking views and stunning elevation changes, Norman and members of his design team say the Ponderosa will rank among their top courses. It's on schedule to open in 2013.

Surrounding the course is the community of Ponderosa. The array of home styles on offer will attract a variety of residents: locals ready to live the good life, vacationers who want to soak up what our region has to offer, and new-to-the-area residents out to discover the authentic Okanagan lifestyle. Already under construction, the first neighbourhood, The Trails, features a variety of beautiful Craftsman style open-concept townhomes. Other choices coming in 2013 include The Links, with bungalow style vacation cottages along the greens, and The Pines, with single-family residences situated close to the village square. All homes will feature granite countertops, stainless steel appliances and hardwood floors.

As much as you'll love these homes, you'll want to spend plenty of time enjoying your surroundings. You won't need to go far—just step outside. The pedestrian-friendly village at Ponderosa is designed to provide all residents and their guests with an 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 own backyard. Only a third of the 400-acre site will be developed for homes; the rest will provide an extraordinary amount of green space—the golf course, a vineyard on the southeastern slope, along with the existing natural landscape with enhanced hiking trails. Plans also include a full-size ice rink and an amphitheatre.

The Ponderosa Golf Course and community have been under development for five years. General manager Doug Goubault is a leader in the golf resort industry. Most recently director of golf at Predator Ridge in Vernon, Doug also brings



The Trails—Craftsman style townhomes perched on the mountainside. Two and three bedroom open concept homes with stunning views of the golf course and lake.

10 years of experience with Fairmont Hotel & Resorts in Mexico and Canada. Responsible for opening a new golf course in Playa del Carmen, Mexico, which was named best new international course by Travel and Leisure magazine, Doug was also instrumental in creating the first PGA tour event outside Canada or the USA. Breathtaking

views from your crafted home, a community that encourages playtime and engagement, a backyard that includes a championship golf course and stunning views of the lake—Ponderosa makes it easy to live the good life. Visit the Discovery Centre at Peachland Centre Mall in Peachland, or online at www.ponderosaliving.ca.

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Quality builds trust

TomTar Roofing & Sheet Metal

■ TomTar is a trusted name throughout the Interior for providing high-end custom and large-scale commercial-residential roofing and architectural sheet metal services. With a history spanning almost 70 years, they have evolved to become an industry leader. “We pride ourselves on our quality and service,” says Robert Greenough, the company’s general manager. “When we do a job you can be assured that it is done right.”

Doing it right means, among other things, keeping water on the outside of the building. While most of us focus our resources on the interior, Robert points out that a leak can create a huge and costly problem, so it’s well worth hiring a company that’s certified by the Roofing Contractors Association of BC. “We’re held to a higher standard,” he says. “We use journeyman roofers and sheet metal workers, and we’re bonded and insured. We’re also safety certified through the BC Construction Safety Alliance’s Certificate of Recognition program. All of this means you have no risk with liability.”

The company’s Okanagan roots go back to 1945. Robert’s grandfather, Harold Greenough, came to Kelowna to start up a branch of Barr & Anderson, a corporation servicing the plumbing, heating, roofing, and sheet metal sectors. In the 1970s Harold’s son Thomas cut his teeth with the company; he branched out in 1980 with TomTar Roofing.

Although the recession meant times were tough, Thomas built TomTar into the leading roofing and sheet metal contractor in the Interior. Robert recalls being a pre-schooler when his mother, Sandra, would take him and his sister down to the shop on the weekend to see his father. “At such a young age, I didn’t understand what it took to be successful in business,” he says. “A lot of sacrifices had to be made to make the company what it is today.” At about the age of 10, Robert got his own start working weekends and summers in the shop banging out clips, the fastening brackets for standing seam roofing.

After graduating high school he began full time with the company working in the field

roofing, then in the sheet metal shop eventually becoming foreman. During this time Robert also attended OUC as a full time student in the business administration program, majoring in management. Once he had sufficient experience and a diploma under his belt he moved into a management position in the office.

Robert is understandably proud of where the company is today. TomTar’s bright, clean sheet metal shop is well-organized with more than a dozen metal racks neatly storing over 400,000 pounds of inventory. The shop is equipped with the latest computerized shears, metal brakes and folding machines, including a bi-directional folding brake—one of only two such machines in Western Canada. “We are capable of forming metal from 30-gauge to quarter-inch plate,” says Robert; the majority of the work comes in 26–24 gauge pre-painted steel, aluminum, and copper. “We wanted to fill the void between the roofing and duct-

work metal shops and the fabrication shops.”

Over the years TomTar has been involved in nearly every major project in the Valley, from Prospera Place and the Vernon Multiplex to Wal-Marts and Superstores. During that time, their sheet metal/cladding division has expanded to include more building services such as full rain screen systems, insulated walls and ACM panels. Although they are primarily a commercial and industrial company, TomTar also has a residential division specializing in custom and large scale projects, where they apply their vast experience to a range of innovative, “fun” and custom jobs.

What are TomTar’s plans for the future? “We’re just going to keep doing what we are doing,” says Robert, “providing our customers with great value for their money. We’ve been doing this in the Interior since 1945, and we’ve seen systems and companies come and go. You can be confident that our jobs will last.”



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Practitioner of the year

Dr. Richard Lewis

■ Dr. Richard Lewis, a private Certified Clinical and Cosmetic Dermatologist, has been providing specialist care for patients in western British Columbia and Vancouver Island for over four decades. As a UBC clinical instructor, he is dedicated to teaching undergraduates and post-graduate physicians with the hope of enticing some to consider dermatology as a final career.

With 50 per cent of British Columbia's practicing dermatologists over age 58 and 25 per cent over 65, the province faces a serious health care problem. The University of British Columbia graduates only three new dermatologists a year and retains only two. The lowest pay scale in the country seems to outweigh the lure of lifestyle.

"You're a new graduate, your diploma is hanging on the wall. You see BC at the bottom of the fee schedule and the Maritimes at the top. Where are you not going to go?" asks Lewis.

Whether it's a persistent rash or acne; eczema or psoriasis; rosacea or something more serious, like skin cancer, British Columbians wait between two and three months to see a dermatologist—possibly longer if they live in the Okanagan. With only one full-time specialist practicing in each of the Valley's major cities (Kelowna and Penticton), the doctors are in high demand, but relief is low on the horizon.

The dire situation has prompted Lewis to take drastic measures. He has recently decided to practice outside the BC Medical Plan and is available without the usual referral from family physicians. "We're charting new territory," says Lewis. "The government doesn't know what to do with us."

While patients have always paid for cosmetic procedures like Botox and some plastic surgery, Lewis is now charging for medical procedures. Patients can deduct those medical expenses from their income tax.

Agreeing to de-enroll for a minimum of one year, he hopes his experiment in alter-



Dr. Richard Lewis at the clinic. Insert: Anna Comita, medical office assistant.

nate billing will give way to the two-tiered system he sees as a solution to the medical crisis of long waits for few specialists.

Lewis, who would like to be able to treat both private paying and MSP-covered patients, but can't under the current system, sees it as a question of medical care for everyone. "Why shouldn't the public be given a choice?" asks Lewis. "We already have a multi-tier system."

Father of six adopted children and two biological sons, five of whom are university age, he keeps busy with family commitments. But in his spare time, Lewis enjoys joinery projects in his workshop, cruciverbalism off and on, and when the ice comes off the lakes, his fly rod is put to work catching and releasing rainbow trout.

Along with his teaching, an upcoming research project that will involve

the science faculty at Thompson Rivers University will provide an opportunity for publication in the near future.

Recently nominated "practitioner of the year" by his BC colleagues, Lewis is back working full time in his newly renovated facilities at 712 Semour Street in Kamloops. Dr. Lewis speaks fluent French.

Call 250.374.4442 to make an appointment for medical or cosmetic concerns. Medical office assistants Anna and Laurie, who have devoted over 20 years to caring for his patients, will be happy to assist you. Anna even provides service in Italian. Use the same number for appointments at the part-time clinics in West Kelowna and Sun Peaks. This service will help alleviate the long waiting list for specialists in the Interior and Fraser Valley. For dermatology emergencies call 250.314.7131.



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From our family to yours

Beachcomber Home Leisure

■ Dennis and Barbie Melvin started their retail business in Vernon in 1978. In 1990 sons Shawn, Kent, and Bryce got involved and the business expanded to include patio



Dennis and Barbie Melvin along with their three sons, daughters-in-law and their grandchildren.

furniture, hot tubs and accessories, plus a second location on Banks Road in Kelowna. Today, their wives along with Barbie's father and several grandchildren are also involved—four generations of their family helping you make the most of your family's home.

"We pride ourselves on offering the highest quality at the best value," says Dennis, and they back what they sell with a 100 per cent satisfaction guarantee. The family's strong commitment to customer service stems from Dennis's 40 years in retail service; he got his start at the age of 24 in Armstrong with Shepherd's Hardware (now Home Hardware). "Among the first things I learned is that you've really got to value customers," he says, and this was reinforced through the tough times during the early '80s recession. "We service and stand behind our products and believe that

it is not so much about the merchandise you sell, it's how well you look after the consumer."

The family spends a lot of time researching their inventory. In addition to the outdoor leisure patio furnishings, hot tubs and accessories, Beachcomber Home Leisure offers a full line of indoor home furnishings. Choose from some of the finest products on the market, like the Flexsteel gallery of upholstered sofas and occasional tables.

Over the years, the Vernon operation expanded to 65,000 sq. ft. with eldest son Shawn as general manager and youngest son Bryce as service manager; their Vernon location also houses a clearance centre. Meanwhile, Kent became the general manager in Kelowna, where Beachcomber is currently gearing up for a move. Visit them at their new location starting in March, 2457 Highway 97 N., Kelowna.

Making home ownership a reality

Project Build Society

■ The Project Build Society is an innovative not-for-profit society that provides non-repayable grants toward down-payments for families "on the cusp of success."

We believe home ownership is an avenue to stability and self-sufficiency. Research shows that owning a home improves a family's financial security and provides a sense of connection to a community.

Our program was developed to help take on the challenge of home ownership in the Okanagan, and is aimed at individuals and families who have good credit and can service a mortgage, but have been unable to save for a down payment.

The Project Build Society is managed by an executive director



Executive director, Leanne Hammond.

with the support of our volunteer board of directors. We work with a group of community minded donors including developers, builders, tradespeople, suppliers, realtors, lawyers, municipalities and lenders. Donations collected by the Project Build Society become the grants for down payments. Learn more at www.ProjectBuild.ca.

Investing in the future

Westwood Fine Cabinetry

■ Westwood Fine Cabinetry has been busy looking forward. From our state-of-the-art manufacturing facility, with new computerized saws, drills and automated spray line, to our ever evolving in-house computerized sales and manufacturing systems, from our well trained designers to our many new product offerings and door styles, we're investing to keep Westwood at the forefront of kitchen design and manufacturing, now and in the future.

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Kelowna Dental Centre

■ Welcome to the “new” Kelowna Dental Centre, where they want to change the way you think about dentistry. Dr. Michael Webster and his associate, Dr. Cory Brown, opened their doors in January, and they are excited about developing and establishing lifelong relationships with their patients.



Kelowna Dental Centre provides all forms of general dentistry including crowns and bridges, root canal treatment, extractions, fillings, cosmetic dentistry and preventive care. Dr. Webster has a special interest in oral surgery, including wisdom tooth extraction. He has extensive experience with conscious sedation—using sedatives that allow patients to stay awake and calm, but free from pain and discomfort. This kind of sedation is helpful for adults and children, and is especially helpful for anyone who is nervous about dental care or has difficulty keeping still.

Dr. Webster is particularly passionate about dental implants, and he loves educating patients about their long term benefits. Because implants replace both the visible part of missing teeth and the roots, they are often the best option to protect the health of your remaining teeth. Whether you're missing one tooth or several, implants can help maintain proper spacing, bone structure and appearance.

For those who struggle with dentures, implants may even be used to replace an entire set of teeth.

After spending two and a half years in Fort St. John acquiring immense experience in all fields in dentistry, Dr. Webster is excited to be back in his home town of Kelowna. He is a proud graduate of Rutland Senior Secondary and he attended UBC-Okanagan where he earned a B.Sc. with a major in biology. After completing his Doctorate of Medicinal Dentistry at UBC in Vancouver, he moved to Fort St. John.

Working there allowed him to diversify and shape his skills, and in January 2013 he came home to

purchase Kelowna Dental Centre. He's joined by Dr. Cory Brown; the two are determined to build an oral health clinic that truly focuses on providing excellent patient-centred care.

Dr. Brown's primary focus is orthodontic care, both traditional braces and Invisalign, the almost-invisible alternative. Born and raised in Prince George, he grew up in the north and worked a variety of jobs from restaurants to highway construction, logging, mining and residential construction. These experiences have given Dr. Brown a down-to-earth attitude and the ability to relate to people from all walks of life. He completed additional training in orthodontics, advanced training in endodontics and aesthetics, and is Botox certified.

Dr. Webster strives to educate patients allowing them to make an informed and confident decision on what is best for them. One of his goals is creating “life” treatment plans. These plans help individual patients focus on the big picture and prioritize treatment in a way that best fits within their means. Kelowna Dental Centre follows the British Columbia fee guide for the majority of services, with direct billing to your insurance company.

Kelowna Dental Centre welcomes new patients at 100-2033 Gordon Drive or visit www.kelowna-dental-centre.ca. To book your appointment, call 250.860.1414 or email info@kelowna-dental-centre.ca.

“Dr. Webster strives to educate patients allowing them to make an informed and confident decision on what is best for them.”

Flavour and atmosphere

Da Tandoor Fusion Indian Cuisine

■ Since 2007, Da Tandoor has been serving up some of the best Indian cuisine around. Along with our modern, high-end restaurant, we have a lounge area where you can enjoy a Western or Indian appies while catching the latest action on our big screens.

Planning a get-together? Come talk to us about your event. We also have a private room that's perfect for small parties or business meetings of up to 30 people.

Over the years our chefs have perfected the traditional Indian recipes, and we've added a personal and unique touch to everything we do. We use the freshest ingredients and spices to craft healthy and flawless vegan and vegetarian dishes, perfect for sharing and sampling, along with seafood, lamb and chicken.

The distinct and alluring colours of our popular dishes come from the spices and herbs we use. Traditionally, tandoor dishes are moderately

spicy, although we can tone this down to suit milder tastes while still preserving the flavour.

There's something for every taste, from bold to less adventurous. If you haven't yet had the pleasure of sampling our menu, browse it online at www.datandoor.net. Or come by and let our friendly staff help you choose from our many appetizers, soups, sides and entrees. You'll love our delicious freshly baked tandoori breads. (Can't choose? Try the assorted bread basket.)

We not only serve mouth watering Indian food at great prices, we're also known for our inviting atmosphere. Our warmly lit restaurant is perfect for family dining and opens daily at 11:15. Enjoy the lunch buffet until 2:30 or order from the many items on our menu. Stop by any time for appies or dinner; we're open until 9:45 Sunday through Thursday, 10:45 Friday and Saturday. Visit us at 1687 Pandosy Street in Kelowna.



Enjoy Da Tandoor's cozy atmosphere and delicious food.



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Quality life for seniors

Summerland Seniors Village



Summerland Seniors Village at 12803 Atkinson Road.

- Summerland Seniors Village, a community comprised of assisted living and residential care apartments and rooms, offers a full range of services and care levels. This allows seniors to enjoy quality of life and to “age in place” as their needs change. It’s ideal for couples who may have differing needs, but wish to remain together.

Assisted living suites are studio, one-bedroom or two-bedroom, many with spectacular orchard and lake views. Lunch and dinner are served daily in our bright central dining room, and residents and their families are invited to take advantage of all indoor and outdoor amenities. Families are encouraged to visit and participate in activities, and families who live a distance away can be accommodated in one of our guest suites.

Residential care rooms are private, fully furnished and complete with two-piece ensuite. We welcome residents requiring intermediate, extended, respite, dementia and palliative care.

As food is essential to the happiness of residents, we work closely with corporate chef Wolfgang Schmelcher to meet all needs. Basic home cooking with fresh seasonal ingredients is important to everyone, however the real key to pleasing our residents is ensuring enough variety to tempt the palate on an ongoing basis.

The Village bus carries residents to a variety of off-site activities and venues, and is just one part of a well-rounded and interactive entertainment, activity and recreation program. It’s important that residents continue to grow and to learn. Daily interaction with others and with the community is key to mental health. Summerland is a small community and many residents have lived in this area for much of their lives. Our programs encourage residents to maintain their connection with friends and family. For info or to visit, call Sharon at 250.404.4304 or e-mail slusch@retirementconcepts.com.

Superior quality cabinetry

Norelco Cabinet Solutions

- Norelco Cabinets has been committed to designing and manufacturing fine cabinetry in the Okanagan Valley since 1972, making this year our 40th year in business. We distribute our cabinetry all over Western Canada, the US Pacific Northwest and Hawaii—incorporating a strong passion for all aspects of our residential, commercial, and multifamily projects, including custom millwork. We customize your cabinetry to suite your personal lifestyle, while still infusing designer touches that compliment your individuality and style.

Each year our cabinetry is entered into the prestigious CHBA Tommie Awards in the Central Okanagan, and our design concepts continue to win gold year after year. Recently, our team was thrilled to strike gold with seven out of seven entries.

Peter Raja, our president, purchased Norelco Cabinets in 2002 and has grown the company to employ over 70 people. With 10 sales/designers on staff with a combined experience of over 150 years, we are proud to supply a quality product to our valued clients using the most up-to-date technology in the industry. Whether you’re looking to build new or to renovate you’re kitchen, bath, bar, pantry (whatever the space), we have all the features you need. Choose from our wide variety of cabinetry, counter tops and cabinet hardware ranging from formal or casual to sleek and modern or warm traditional. Seasoned do-it-yourself types can purchase just the material from our shop or clients have the option of having all the materials professionally installed.

Our goal is to make sure that every client is satisfied with their entire experience from start to finish. If you’re ready to let us customize your cabinetry to suite your lifestyle, check out our showroom and choose from our wide range of door styles, wood species and designs. Our online gallery is also a great place to start planning the life you always dreamed about. Visit us at 205 Adams Road in Kelowna or online at www.norelco-cabinets.ca.



Exceptional cabinetry to suit your lifestyle and personality.

Strong on service

Country RV

- Ready to make your next getaway the best ever? We carry the top brand RV lines in North America, like Cougar, Rockwood, Hideout, Windsport, Eagle Cap and Trail-Sport. Choose from new or used trailers, fifth wheels, leisure vans and motor homes. Our full service department and massive parts department have everything to get you on the road and keep you rolling. With 13 years in the business, Country RV



has a reputation for being “Built on Service,” readers voted us 2012’s Best RV Dealer in the Central Okanagan. We proudly support our community through Cops for Kids, Kelowna BMX, BC Children’s Hospital, Breast Cancer Society, Heart & Stroke Foundation, and the Kelowna Royal Canadian Legion.

Fresh, healthy and delicious

Booster Juice

■ Booster Juice is more than a premium smoothie and juice bar. Along with their signature smoothies made with real fruit, energy boosting “Boosters” and exciting blends of fresh-squeezed juices, most locations offer a range of tasty hot food selections—perfect for a midday pick-me-up, or a healthy lunch on the go. They’re open early for breakfast, too.

Getting enough fruits and vegetables isn’t always easy; the Canada Food Guide recommends seven to ten servings daily for adults. With three to five servings in a single Booster Juice smoothie, it’s a quick, convenient, and tasty way to give your body what it needs.

Those smoothies aren’t all fruits and vegetables, though. There’s extra nutrition in the Boosters, which are combined from multi-vitamins and other herbal supplements, scientifically designed to give you the kick you need. Mix and match: get extra calcium from Go Girl or ramp up your immune system with Warrior. There are ten Boosters to choose from, including protein boosters and you get one free with most regular size smoothies.

Low on energy, but not in the mood for a smoothie? For a quick pick-me-up, sample one of their “super foods”: wheatgrass, one of their scrumptious açai berry blends, or some Matcha green tea. Along with these unique products you’ll find the exotic and highly nutritious cajá fruit, goji berries, coconut water, and more.

When you’re ready for a light yet totally satisfying meal, Booster Juice has that covered, too. Try a quesadilla, or one of several chicken, steak or vegetable paninis. They also have wraps: egg scramblers, steak, tuna, Greek vegetarian...something to satisfy every craving. Or sample one of their tasty Booster Bakes. All their selections are made with

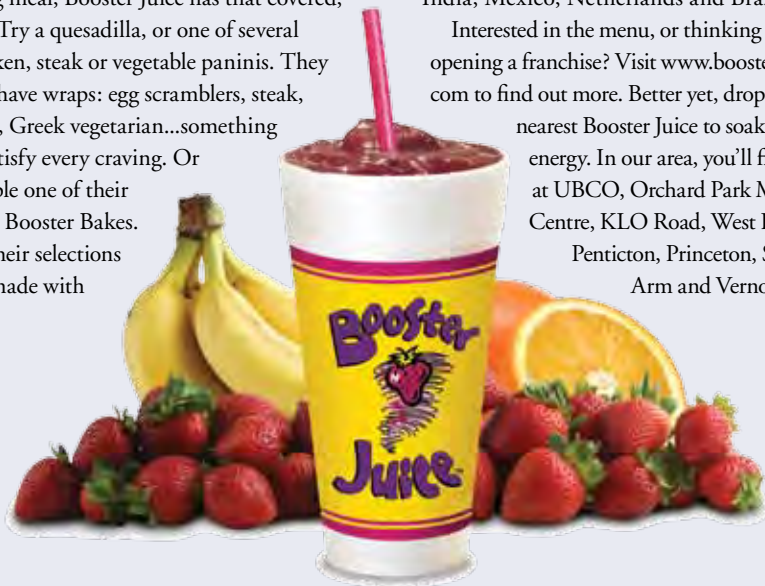
quality ingredients, served hot and ready to go.

Booster Juice is the brain child of Dale Wishevan, a mechanical engineer with, surprisingly, no restaurant background. Introduced to the concept of juice bars in Oregon thirteen years ago, Wishevan returned home to Alberta and started creating smoothies in his own kitchen; relatives and friends pitched in as testers. Wishevan opened his first bar in the



winter in the Edmonton area and knew he had a hit on his hands. Health-conscious consumers were excited about the products—quick, tasty, nutritious snacks and meals. Today, Booster Juice franchises can be found across Canada and into the US, India, Mexico, Netherlands and Brazil.

Interested in the menu, or thinking about opening a franchise? Visit www.boosterjuice.com to find out more. Better yet, drop in at the nearest Booster Juice to soak up some energy. In our area, you’ll find them at UBCO, Orchard Park Mall, Capri Centre, KLO Road, West Kelowna, Penticton, Princeton, Salmon Arm and Vernon.



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Look your best

Simply Amazing Smiles and Aesthetics

- Those in the hospitality industry know that we like to be pampered, soothed, and well cared for. That's how clients of Simply Amazing Smiles feel—while they're at their dental office.



Back row L-R: Angelina, Vicki, Kelly, Kelsey and Kristy.
Front row L-R: Nicole, Trevor and Kim.

Dr. Trevor Morhaliek and his team make it their goal to provide exceptional dental care in a sophisticated and elegant environment.

Along with general and preventive dentistry, Simply Amazing Smiles offers a full range of aesthetic dentistry. Need a full smile makeover? Dr. Morhaliek will design the best smile for you. Straighten crooked teeth with Invisalign, an almost-invisible alternative to metal brackets which can be removed when it's time to eat or clean your teeth. Where bridges, crowns and veneers are required, Simply Amazing Smiles uses long lasting all-ceramic restorations for the most natural look. And for a brighter smile, they offer two fast and effective whitening systems: Zoom and Daywhite with custom fitted trays for efficient all-over home treatment. Both remove stubborn stains, leaving you with a more youthful smile.

Simply Amazing Smiles can also help you erase

other signs of aging, with facial aesthetic services like Botox—purified natural protein used to relax the muscles that cause facial wrinkles. It's a safe, effective way to smooth away crows-feet, frown lines and sagging jowls without the risks and downtime of surgery. The smile experts at Simply Amazing Smiles will assess your facial anatomy, then plan a treatment to eliminate unwanted characteristics and enhance your best features.

Recently voted "best dentist in the Central Okanagan," Dr. Morhaliek has been helping Okanagan clients smile since 1999. By providing the most up to date products and techniques in a spa-like environment, his team has what it takes to make you smile.

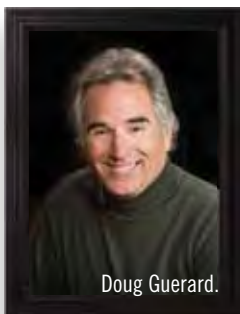
Dr. Morhaliek is an instructor with the Frontier Institute and lectures internationally on the topic of aesthetic dentistry. Find out more at www.simplyamazingsmiles.ca, and call 250.762.2521 to book your visit.

Continuing the family tradition

Guerard's Fine Furniture

- Guerard's Fine Furniture has been in business for 68 years. Changing with the times by constantly upgrading and improving product lines, using innovative in-store software programmes and offering professional in-home design service within an 8,000 square foot showroom, the one thing that remains constant is the family atmosphere.

Bill and Nora founded the store. Now operated by their son Doug with long time manager, Dave Mitchell, they continue to follow the basic principles of full service, knowledgeable and



friendly staff, community involvement and quality furniture at a fair price.

"It's important to us to continually upgrade our customer service skills," says Doug. "We try to enhance our customer experience from first contact in the showroom to final delivery and set up in the home. Our staff, including two certified interior decorators, are professional sales associates who listen

carefully to the customer's needs and work hard to provide satisfaction."

Optimistic about future growth in the area, Guerard's has recently undergone an exterior makeover at 70 Westminster Ave., E., Penticton.

Affordable fun on the lake

Kelowna Yacht Club

- A part of the downtown waterfront since 1945, Kelowna Yacht Club is a family club devoted to safe and enjoyable boating on Okanagan Lake. Although we're the largest freshwater marina in Canada, we are conveniently located just steps from the downtown core. It's a great place to spend time with the family and make new friends.

We offer the most affordable moorage rates in the Kelowna area, and reciprocal privileges with other private clubs. Our full service year round club offers sailing and boating lessons for adults and children, and we're pleased to contribute to our community through a range of volunteer activities. Open year round, our

restaurant provides a tempting menu for your dining pleasure; we can also cater your private function. Our new two-level clubhouse is coming in 2014. Our new two-level clubhouse is coming in 2014.

Affordable memberships are now available. Come see what we offer! Visit us on the waterfront, or at www.kelownayachtclub.com.



All in the family (business)...

MacKay LLP

Family owned enterprises make up over 90 per cent of the businesses in Canada. For most entrepreneurs the value of their business makes up the majority of their net worth. After many years of hard work business owners need to find a way to unlock their equity to fund their retirement. At the same time many businesses plan to transition ownership to the next generation of the family. Unfortunately, only 30 per cent of family businesses transition to the second generation while less than 13 per cent make it to the third generation. Business owners can significantly increase the chance of a successful transition with appropriate planning, communication and governance.

MacKay LLP has experience helping business owners deal with all aspects of succession planning including:

- Review of alternative methods of creating liquidity for retiring family members.
- Recommendations to ensure a healthy and successful multi-generational business.
- Suggestions to improve communications and create structures and policies to minimize conflict and maximize harmony between family and business.

If your family enterprise is headed for transition call MacKay LLP at 250.763.5021 to discuss how our family enterprise advisors can increase your chances of successfully navigating the road ahead.

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Bringing your vision 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



Contact Matt 250.241.0036, Steve 250.938.5016 or Ron 250.826.6001 and Briar 250.863.3472 to help design your dream kitchen.

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.

Acclaimed Harvest experience

The Harvest Golf Club

- Among the Okanagan's most prestigious championship golf courses, The Harvest Golf Club was voted Best Golf Shop and Best Course to Play for 2012. It is recommended on TripAdvisor and received their Certificate of Excellence for 2012.

Wide, manicured bent grass fairways contribute to the unique character of the picturesque course. With multiple tee areas designed to challenge the potential of every golfer, Harvest is

truly one of nature's most picturesque playing fields.

Further amenities include

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

The Harvest Golf Academy, which specializes in individual instruction with both adult and junior programs. The Harvest Grille is one of the top casual dining spots in Kelowna, and Chef Dan Werry's seasonal gourmet menu provides delectable selections to tempt every palate. The Grille and patio are ideal for breakfast, lunch or dinner. The Harvest Grille is also an ideal location for corporate events, weddings and banquets of any size.

With spectacular views, an upscale golf boutique and exceptional dining, the Harvest Golf Club is an outstanding all-around experience.

Look and feel your best

Serenity Aesthetics

- We're here to help you look and feel your best. Serenity Aesthetics offers full esthetic services—manicures, pedicures, waxing, tinting and relaxation massage—and we specialize in advanced skin care treatments and laser technology.

Don't trust your laser hair removal to just anyone. Trust the experts at Serenity Aesthetics. Fully certified, we have extensive experience using the proven technology of Candela GentleLase Plus.

If hair loss is your concern, we are the only Okanagan affiliate of the Hair Loss Control Clinic (HLCC), global leader in hair loss treatment. This multi-therapeutic approach is designed to seamlessly integrate into your daily routine, for great results.

Serenity provides advanced

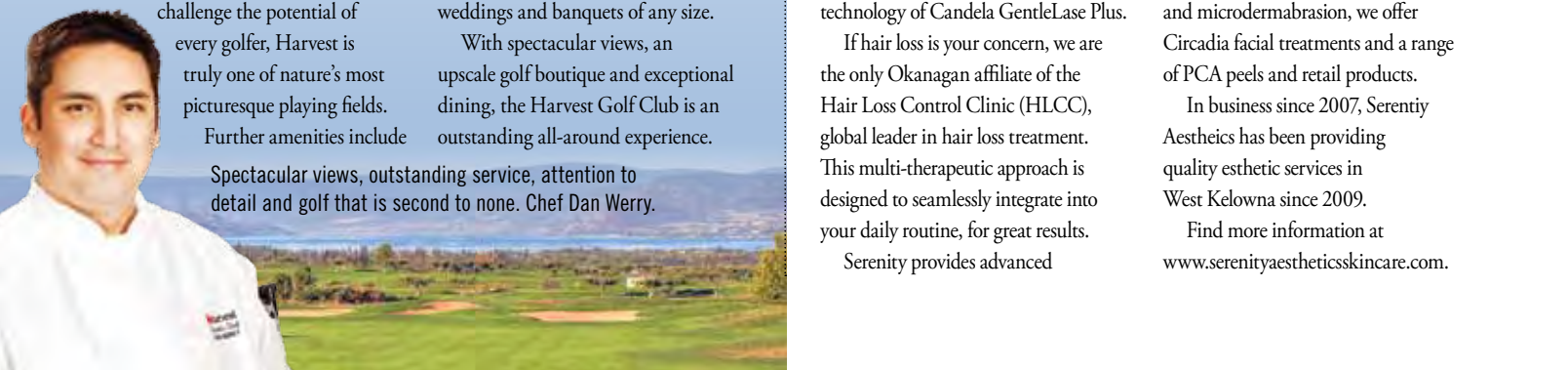


Jessica Wenger CCP (certified laser technician/skin care specialist) and Janice Lawson CCP (clinical/para-medical esthetician).

treatments to care for all skin types and conditions. Along with services like waterdermabrasion and microdermabrasion, we offer Circadia facial treatments and a range of PCA peels and retail products.

In business since 2007, Serenity Aesthetics has been providing quality esthetic services in West Kelowna since 2009.

Find more information at www.serenityaestheticsskincare.com.





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Lexus of Kelowna



Stunning Lexus dealership on Highway 97, Kelowna.

■ The Okanagan's newest auto dealership, Lexus of Kelowna, opened for business on April 23, 2012. The new company wrapped up a successful inaugural year with over \$15 million in sales, while quickly becoming Kelowna's third largest luxury brand. With a vision that began over six years ago, the Sentes Automotive Group was extremely pleased with its newest dealership's warm reception to the market. Lexus of Kelowna marks the sixth Okanagan-based auto dealership for the local company which now proudly calls the new facility home for its executive headquarters.

At 31,800 square feet, the stunning Highway 97 facility is a remarkable step forward in auto dealership design and function. Creative design elements and layout planning were executed by Margot Sentes in collaboration with Don McLeod of Kelowna-based M3 Creative. Lexus of Kelowna features the Okanagan's largest dealership detailing and reconditioning centre, tiled floor service shop area, three-car enclosed delivery bay, two boardrooms and a unique circular guest lounge with a feature chain mesh curtain enclosing the space. Currently home to over 40 of the 202 members of the Sentes Automotive Group, both clients and employees thoroughly enjoy the amazing design. With 2013 representing the first complete calendar year of operations, Lexus of Kelowna is excited to continue the company's momentum as a market leader in the Okanagan retail auto industry.



Dr. Jeff Krawchuk and Dr. Don MacRae.

Serving up smiles in West Kelowna

True Dental

- With 20 years serving the Valley, Dr. Don MacRae has partnered with Dr. Jeff Krawchuk to offer True Dental, an extension of the Peachland Dental Centre. They provide all aspects of general and family dentistry including fillings, crowns, root canals, surgery and sedation dentistry, along with cosmetic procedures such as veneers and tooth whitening.
- They also provide orthodontic services, including the revolutionary FastBraces. With twenty years in development, FastBraces are designed to move teeth much more quickly than traditional methods. For most patients, this means reducing the time involved by about half. FastBraces are a safe and effective straightening system for both adults and children.
- Troubled by sleep apnea? The doctors will gladly help you get a better night's sleep with a properly fitted snore guard. Whatever your concerns, you can be assured that all options pertain-

ing to your dental health will always be presented to you in a low-pressure and relaxed atmosphere.

Over the years the Peachland clinic has grown to be one of the largest family practices in the Okanagan. Dr. MacRae has always had a keen interest in pediatric dentistry, and spends time at the Summerland hospital treating children and patients with special needs under general anesthetic. Both doctors offer various forms of in-office sedation for anxious dental patients as well.

Recognized as a leading dental provider in the Okanagan Valley, Don and Jeff are proud to be a patient-centred family practice that can take care of their patients' dental needs at all stages of life. That's the philosophy they have brought to the beautiful new location. True Dental is open convenient hours to accommodate your busy schedule. Come visit them at the new Okanagan Lake Shopping Centre, online at www.truedental.ca or give them a call at 778.755.2577.

Something new under the sun

Lake Okanagan Resort

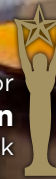
- We still boast the same amazing waterfront location with panoramic views, golf, tennis and private beaches, but there's so much more that's new and exciting at Lake Okanagan Resort.
- In 2010, we became a new company and we are pleased to announce the many upgrades and renovations we have made to our beautiful property. We are especially thrilled to announce the opening of our new marina and completely renovated restaurant opening April 1, 2013.

Visit us this summer and get reacquainted or sample our hospitality for the first time. Our choice of accommodations, ranging from studio to 3-bedroom suites (all with kitchen facilities), can meet your needs from romantic weekend to dream wedding, from family reunion to corporate retreat.

Local? Take a scenic drive and join us for a round of golf or a meal on our famous patio. We look forward to welcoming you. Learn more at www.lakeokanagan.com.



Awarded 2012 Gold Tommies for
Best Kitchen Design
 Home \$350k-\$500k



Norelco Cabinets is proud to have been serving the Okanagan Valley for 40 years, with each year bringing a new appreciation of our top quality contractors, and the loyalty of our customers.

celebrating
40
 years
 in business

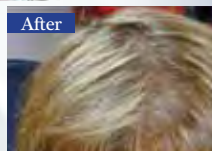
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MNP LLP

■ Your accountant gives you the big picture—the financial statements and tax returns that provide an overall view of how the business did last year, right? But could your accountant offer more insight to guide you over the long term? Equipped with an in-depth understanding of your business, your accountant can deliver key insight, information and recommendations to strengthen management decision-making and the business itself. And that's been MNP's focus since 1945, says chartered accountant Tim Dekker, MNP's executive vice president for British Columbia and the regional managing partner of the Okanagan Valley region.

Dekker, who has been with MNP for more than 25 years, says that accountants are increasingly becoming part of the management team. "We have a unique ability to combine what we know is happening within your business and industry with what's happening in the markets where you operate to make a significant impact."

National in scope but local in focus, MNP has grown to become one of the largest chartered accountancy and business consulting firms in Canada. Proudly serving the needs of clients in the public, private and not-for-profit sectors for more than 65 years, MNP provides a cost-effective approach to doing business, with personalized strategies to help clients succeed.

A full-service firm, MNP offers a full suite of accounting, consulting and tax services. "Our focus is mid-market, owner-managed businesses in diverse industries and we support them through the entire process of owning and running a business, from start up through to succession," says Dekker. "We work closely with each of our clients, getting to know them and their businesses so that we can tailor solutions to their needs. We have built a firm with offices in urban and rural centres across the country—including Kelowna and Vernon."



MNP LLP Okanagan Partner Group. Back row L-R: Geoff McIntyre, Derek Johnson, Dean Prentice, Tim Dekker, Ken Friesen and George Mason. Front row L-R: Karen Christiansen, Gary Parmar, Heather Weber, Darcy Haw, Kathy Abel, Don Murdoch and Yvonne Sutton.

In addition to MNP's extensive accounting and advisory experience, their clients have access to MNP's national network of professionals and can leverage their knowledge, services and insight to capitalize on every possible opportunity. Their consulting services include everything from organizing and training, to fraud investigation and risk assessment, to business valuations and appraisals.

As tax regulations are continuously changing, it is important to consult with a team of tax advisors who will ensure you comply with these laws and pay the least amount of tax possible. "Our partners have expertise in all aspects of taxation law in Canada, the U.S. and internationally. We have a thorough understanding of corporate, personal and indirect tax; auditing and appeal services; mergers and acquisitions; wealth planning; and trusts, estates, and succession planning," says Dekker.

MNP's Okanagan team is made up of 60 members in Kelowna and Vernon.

Under Dekker's leadership, they serve a wide range of clients, including professionals, wineries, retail businesses, construction, real estate, automotive and the public sector, as well as numerous businesses in the hospitality and tourism industry.

"We realize that every business is unique, and that no two industries are exactly alike. Each of our clients works with someone who has in-depth knowledge of both the industry and the local market," say Dekker. "We are the fastest growing national chartered accountancy firm in the country and our growth is a direct result of our ability to support the growth and development of our clients with a full range of services and an emphasis on personalized service from a local focus."

To put MNP's expertise to work for you, contact the Kelowna office at 250.763.8919 or 877.766.9735 or the Vernon office at 778.475.5678 or 877.898.2580.

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■ Time to get rid of that muffin top, the wrinkles that make you look older than you feel, a birthmark that still draws constant comment, those unsightly varicose veins, or a tattoo that no longer suits your lifestyle? When it's time to rejuvenate and repair, DermMedica has all the skin solutions you're looking for.

Conveniently located in downtown Kelowna, our office features a European design with soft lighting and warm colours, favourable for patient comfort and serenity. But unlike spas and salons, DermMedica is a true medical facility. We offer a full range of medical and cosmetic vein and skin treatments under the care and supervision of licensed medical professionals.

Our clinic has been providing medical and cosmetic vein and skin care solutions in Kelowna since 1994. Our physician, Dr. Crippen, trains other MDs, and he regularly attends professional development opportunities to stay on top of the current research so that he can offer his clients the best procedures available.

Our medical rooms are equipped with quality medical equipment and are oriented to ensure optimal patient privacy and sensitivity. We have over a dozen different devices to treat skin and vein conditions. Our most popular procedures are CoolSculpting for non-invasive fat removal, varicose vein treatments, Botox cosmetic and Juvéderm fillers; laser tattoo removal; laser hair removal, laser skin resurfacing and rejuvenation.

All of these procedures use minimally or non-invasive technologies that provide exceptional results. For example, unlike many surgical vein treatments, ClariVein causes no scarring and has only a short recovery time. ClariVein is another one of our new procedures that can treat varicose veins without the need for anesthesia or high intensity laser heat which can cause burns. Ask Dr. Crippen if ClariVein is right for you.

Fed up with looking older than you feel? Over time, our skin loses its volume and begins to sag. Smoking, regular sun exposure,



Dr. Craig Crippen, MD ABPh DPD.

extreme illness and severe weight loss can compound the problem. Result: sags, bags and wrinkles. An alternative to collagen, Juvéderm is a simple, non-surgical treatment that uses hyaluronic acid, a naturally occurring sugar found in the body, to smooth and give volume back to the skin. Botox works by blocking nerve impulses to injected muscles, and should only be injected by a medical doctor. Ask Dr. Crippen which treatment is right for you.

If you've lost touch with your hip bones, CoolSculpting can help you find them again. This brand new technology gets rid of

fat permanently, without the need for painful, high-risk surgery such as liposuction. An FDA and Health-Canada approved procedure developed by Harvard scientists, it works by targeting fat cells in specific areas, freezing and eliminating them without damage to your skin.

Women generally use CoolSculpting to get rid of the bra bulge, muffin tops and inner thigh fat; men use it to eliminate their love handles and excess chest fat. There are 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. It's a simple and effective procedure, and does not require incisions or anaesthesia. That means there's no downtime: you are back to normal activity and exercise immediately after treatment.

Ready to say goodbye to your sags, bags and wrinkles? We invite you to become familiar with our services and explore the many treatments we offer. Visit www.DermMedica.ca, or call us at 250.868.3070 (or toll free at 866.861.3070) to book a consultation. We're open from 9:00 a.m. to 5:00 p.m. Monday through Friday, and on Saturdays from 10:00 a.m. to 3:00 p.m.

DermMedica's crew from L-R: Kate, Annette, Leanne, Linda, Karen and Debi.





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Taking the multi out of tasking

■ “Pardon?” My husband was looking at me like I’d just asked him to list the Latvian port cities.

I repeated my question.

“Do you find, when you wake up in the night, that there is music blaring in your head?”

“No,” he said decisively, turning back to his newspaper. “I think you have a problem.”

I’ve always been proud of my multitasking, assuming it’s a key reason for my success, my sense of self-worth. I get a lot done in a day.

I like the stair-climber at the gym because I can sweat, watch television, listen to music and clear emails on my iPhone. I once asked my physiotherapist if he’d considered arranging French/English flashcards on the ground so that people could hone their bilingualism while facing down through the hole in the plinth. I feel a thrum of satisfaction if I’m on a conference call from home and manage to get a load of laundry churning in the machine, a coat of polish drying on my toes and a batch of muffins in the oven before being asked to contribute to the conversation. Never mind the light dusting of flour misting my gleaming nails.

Women, it’s said, are better multitaskers than men—something we tend to view with pride as much as with irritation. I can’t count the number of times I’ve caught myself hopping with frustration while my husband ambles around the house talking on the phone. Can’t he see the dishwasher needs to be unloaded?

But the music in my head at night gave me pause. Like it’s not enough to simply be getting a few hours of sleep, I’ve also got to rehearse the lyrics to *My Favourite Things* at the same time.

It set me wondering if all my multitasking is splintering me more than keeping me whole. As if the stacking of tasks in my day has ceased to be vertical—instead they are stretched end-to-end and the elastic might snap. My very life is being drawn and quartered, and I’m the one nudging the horses to gallop.

As an experiment, I’ve been trying get less done, to actively unlayer my hours. I’m not finding it easy: the psychological effort of doing less is exhausting, as if carrying the force of something physical. Like I’m taking a crowbar to the glulam of my very being,

prying apart everything I’ve built.

I’ve started switching off the news while making dinner so I’m not catching up on current affairs while slicing an onion. I’m just slicing an onion. I’m leaving my phone at home when I take the dog for a walk, simply putting one foot in front of the other rather than firming up appointments or nattering with my mother. The dog is getting older—who knows how much longer I’ll be able to enjoy him cantering along the trail. Watching him thrust his snout into the brush I can see that every molecule of his furry self is concentrated on whatever it is he’s smelling. It’s a good reminder to give myself wholly over to a given moment. My yoga instructor, of course, has been urging me to do this for years. Which is fine, I’ve always thought, as long as I can also be elongating my hamstrings and practicing forehead unfurrowment at the same time.

Heading to bed, I have to ignore the tug of laundry—clean but unfolded. Calls unreturned, papers unread, miles unrun. By day, my clothes may be rumpled, but my mind feels both quieter and more open, I think I’m more creative, more alert, more agile, mentally. I can’t help but wonder about all the ideas that might have tried to come to me in the past, but ricocheted off my whirring brain, unable to find a way in.

When I wake in the night, the music is gone. Or, if not gone, at least the volume is down low, so as not to interfere with my busy dreams. **OL**

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"We got a call that a family was in trouble and needed some disaster assistance, so we sprang into action," recounts Cor, a 60-year-old **retired paramedic** who now volunteers with Canadian Red Cross Disaster Management in Kelowna. Red Cross provided the family with the basics to **help them get back**

on their feet and keep their goat dairy business afloat. This included clothing, mattresses, two freezers and vouchers for other necessities. Nine months later, things are almost back to normal for this family who freely acknowledges they **"couldn't have rebuilt their lives without the help of the Canadian Red Cross."**

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"It's been nearly a year since I received my brand new right hip," says Frances. "And the Red Cross's **free Health Equipment Loan program** was absolutely critical to my recovery." A few months following the surgery, Frances and her husband decided to volunteer, explaining that "after contributing our tax deductible

donation to Red Cross, we saw this as our chance to pay it forward." The couple has volunteered with Health Equipment Loan every Tuesday for the last three months and love the **patient and caring atmosphere the staff and volunteers create** for those in need of assistance.



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