



# SOAR

In-flight Magazine for  
Pacific Coastal Airlines

## BOOMING

Vancouver Island construction on the rise

## TASTY KELOWNA

Farmers' delights

## BUILDING THE FUTURE

Aboriginal training and mentoring

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AIRLINES



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June/July 2014 | Volume 8 | Number 3

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**Cover:** Promontory Condominium Project

**Photo:** John van den Hengel

**Editor**  
Susan Lundy  
lundys@shaw.ca

**Assistant Editor**  
Danica Lundy

**Group Publisher**  
Penny Sakamoto  
psakamoto@blackpress.ca

**Director, Advertising Sales**  
Oliver Sommer  
osommer@blackpress.ca

 **Black Press**  
COMMUNITY NEWS MEDIA

**Advertising**  
Patty Doering  
Anne Marie Rindt

**Graphic Design**  
Lily Chan  
Michelle Gjerde

**Published by**  
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**Quentin Smith**  
President,  
Pacific Coastal Airlines

Technology is rapidly changing the world, and the airline industry is no exception. It doesn't seem that long ago that the majority of our bookings came to us by a travel agent, or by phone to one of our customer service agents.

Today about 65 per cent of all of our seats are booked directly off of our website, and nearly 60 per cent of our website visits originate from a mobile device. The battle for customers in the airline industry is now being waged on the Internet, and this has forced a major shift in the way we reach our customers.

Where we once used traditional mediums like radio and print to reach our customers, we now employ Search Engine Optimization (SEO) techniques and Search Engine Marketing (SEM) campaigns, buoyed by social media platforms like Facebook and Twitter. Our ability to embrace change and adjust to it is key to our survival.

We recently launched a promo code system that allows us to offer you some great discounts on future flights, and we will soon launch a new website, providing easier access to information and improved customer experience.

I encourage you to follow us on Twitter, Facebook and Instagram or sign up to receive our monthly E-newsletter.

While these can never replace the level of personal interaction and service—which we are so proud to deliver when you fly with us—these social media applications are proving to be a great way to keep in touch. We value what you have to say, so let us know how we're doing. 



## MEET A PACIFIC COASTAL EMPLOYEE



**Name:** JOEL BRAUN

**Position:** IFR Pilot, currently transitioning from a First Officer to a Captain position

**Time with Pacific Coastal:** 2.5 years

**What do you like best about this job?** Being able to make a living out of exploring every corner of our beautiful province.

**Where is your job based?** YVR airport's south terminal

**Where do you live?** Mission, BC (I know, what a commute!)

**Do you have family? Who?** My beautiful wife, Emma — we are expecting our first child this autumn. And Billy, our cat.

**Where did you grow up?** Abbotsford, BC

**What are your hobbies outside of the job?**

Travelling—that's part of what drew me towards becoming a pilot. And working on our house (the "hobby" that ends up taking most of my time and money...).

## OUR CONTRIBUTORS



**Angela Cowan** is a nationally published poet and award winning fiction author, freelance journalist and feature writer



**Alyn Edwards** has been a career journalist, PR consultant, freelance writer, and a partner at Peak Communicators.



**Brian Kieran** has worked for several BC newspapers, taking him from England to Qatar. He is also a communications volunteer for the Pender Island Fire Department.

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## TALES OF THE TAILS

# Catching the big one: a nod to the fishing industry

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

BY SUSAN QUINN

British Columbia's coastal and inland waters are the envy of landlocked provinces in Canada. And when visitors arrive on the west coast, they can't help but think of salmon fishing.

For this reason, a fishing boat is a component of the tail art on C-GPCE, one of Pacific Coastal Airline's Saab 340-A aircrafts. (This artwork has also been featured on the company's fleet of DHC-2 de Havilland Beaver floatplanes.)

According to BC Stats, fishing and aquaculture amounted to total provincial earnings of \$2.2 billion in 2011, leaving no doubt as to the importance of this resource to British Columbia.

Commercial fishing boats are categorized

into seine, gillnet, or troll fisheries, which account for different configurations and equipment.

While commercial fishing boats, such as the one depicted in this particular piece of art, are considered icons for the industry, they are not the only way people fish in British Columbia. The sport fishing and aboriginal fisheries have their own significance in coastal communities.

**QUICK FACT:** Before fishing rods, recreational boats and commercial fishing boats, aboriginal people in BC used other methods for collecting fish such as complicated weirs, stone traps and handcrafted willow and cedar reef nets.

**BONUS FACT:** Fish processing is also important to BC's economy. The first salmon canneries appeared on BC's west coast in the 1870s. At the height of record sockeye runs, writes historian Dianne Newell, there were salmon canneries spread from the Fraser and Skeena rivers to all corners of the coast. ■

The fishing vessel graces the tail of a Saab 340-A, seen at PCA's base at the Vancouver International Airport's south terminal.

TAIL ART: Fishing Boat  
AIRCRAFT: Saab 340-A  
CALL SIGN: C-GPCE



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# THE FUTURE LIVES HERE

ABORIGINAL TRAINING PROGRAM PLACES HUNDREDS OF LOCAL PEOPLE IN RESOURCE INDUSTRY JOBS

By ALYN EDWARDS

**K**ory Billy selects wrenches from a tall red toolbox. He spends his days repairing diesel engines and transmissions, tracks on graders, bulldozers, loaders and other large pieces of equipment. A 25-year-old member of the Canoe Creek Indian Band near the interior town of Clinton, Kory has come a long way from working as a carpenter's helper, doing odd jobs, or living long periods on Employment Insurance.

Working alongside him, in the expansive shop where road building and mining equipment is repaired daily, is Racine Dimitrov—a mother of three from the Anahim Indian Band. Both her father and brother are mechanics. Her sister, Nadine Charleyboy, operates heavy equipment at the Taseko-Gibraltar gold and copper mine, northeast of Williams Lake. Her plan is to join them soon as a highly skilled mechanic.

Kory and Racine are among a dozen trainees enrolled in a heavy duty mechanics course, which marks the beginning of a four-year apprenticeship program using the former Anne Stevens Senior Secondary School's facilities (now the Williams Lake campus of Thompson Rivers University).

The students are learning to repair the same equipment that is used at the Taseko-



Gibraltar Mine, currently operated by 22 graduates of a heavy equipment operators program on Williams Lake Indian Band land. To complete the 16-week program, the students used earth-moving equipment including graders, excavators, cats, loaders, haul trucks and dump trucks—leased through Thompson Rivers University—in order to build roads on land slated for housing.

These courses are run by the Aboriginal Mentoring and Training Association (AMTA), a province-wide organization that has recently moved from training First Nations people for jobs in the mining industry to equipping participants for employment in all resource industries.

“The goal is to retool our programs and refocus our efforts on training for jobs in the forest sector, construction, oil and gas, along with mining,” says AMTA director of operations Leonard Jackson. “We get calls of interest from companies involved with LNG (liquefied natural gas) on a daily basis. The reality is, the skills we train for are transferable to all industries.”

AMTA currently has more than 2,500 aboriginal people in its system and has placed 750 trained workers in jobs since it began as the BC Aboriginal Mine Training Association

in 2010. At New Gold's New Afton underground gold mine outside Kamloops, 83 current employees—almost one third of the workforce—came through AMTA programs.

“We assist with any training from administration to power line technicians to helicopter pilots—anything that is related to mining, either directly or indirectly. We create programming to meet the needs of our industry partners and graduate highly skilled people to meet those needs,” says AMTA's Leonard Jackson.

Denise Tait, mother of Williams Lake Indian Band Councillor Willie Sellers and grandmother of eight, climbs down from her 200-ton haul truck at Gibraltar Mines for an interview. She had just returned home from a job working at the now-closed Willow Creek Mine camp kitchen near Chetwynd when she learned about AMTA's heavy equipment operator road building program.

She now works for Ledcor, which has a two-year contract with Gibraltar Mines.

“It's great. I just love it. Without the AMTA program, I wouldn't be here,” the diminutive haul truck driver enthuses. “I always wanted to operate heavy equipment and I'm hoping to operate the big bulldozers soon.”

AMTA is running a program similar to the Williams Lake heavy duty mechanics course for apprentice electricians at the Nicola Valley Institute of Technology.

Christy Smith, manager of community and aboriginal affairs for Taseko Mines, works closely with AMTA. Taseko has donated space adjacent to its own Williams Lake office enabling AMTA to better serve its participants. The space is comprised of a computer lab and a training room. Smith, a member of the Comox Indian Band who has an MBA, is working to place four participants in the heavy duty mechanics course at the Taseko-Gibraltar Mine.

The Mount Polley gold and copper mine, operated by Imperial Metals, has also agreed to take on two heavy duty mechanic apprentices

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At left, Geoff Matthew and Justin Meldrum learn welding under the supervision of instructor Kevin Bourdon. Below, grandmother of eight, Denise Tait is now driving a 200-ton haul truck at the Gibraltar Mine after completing the heavy equipment operating course.

and one electrician from the program.

Christy Smith is passionate about removing barriers to employment for AMTA program participants. She worked with Taseko-Gibraltar's human resources manager to accept AMTA's essential skills program as a grade 12 equivalent. Since many program participants don't have access to transportation to get to training, Taseko provided funding for a van to drive students to their classes.



Ten per cent of Taseko-Gibraltar's workforce is already composed of First Nations people.

"The program works for us because we are hiring local people in most cases," says Gibraltar general manager Dave Rouleau. "Many people we have brought from outside areas don't stay long. The local hires help keep our costs down because there are no living out expenses."

"We work really closely with Taseko and other companies who are recognizing the programs are producing qualified people,"

Leonard Jackson says. "The heavy duty mechanics apprenticeship program is a pilot because Taseko-Gibraltar and Mount Polley have agreed to take half the participants so they can get hands-on work experience. We are now looking for other companies to take the other six people through all four years of their apprenticeships."

AMTA's offices in Vancouver, Kamloops, Williams Lake, Cranbrook, Merritt and Terrace are very much open for business. 

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# Tasty Kelowna

TRAVELS OF A FARMER'S MARKET JUNKIE

By ANGELA COWAN

Stepping out of a Beechcraft 1900, Pacific Coastal Airline's most popular model for commuter travel, I arrive in Kelowna ready to stretch my tourist legs.

I'm one of over 1.5 million people who visit the city each year, inflating its somewhat modest population of approximately 118,500. Kelowna is long-known for its bustling fruit tree industry, as well as forestry and manufacturing, and has also been a destination of choice for tourists for a number of years.

It has recently become a PCA destination, with regular flights between it and Cranbrook.

For a first-time visitor arriving in this city, with 17 golf courses, over a dozen spectacular wineries, a gamut of outdoor sports, live theatre, sandy beaches, and a bustling



downtown, it's a little overwhelming to decide where to go first. But this is the Okanagan Valley, and I am a farmer's market junkie.

Walking into the shop at the Okanagan Lavender and Herb Farm, a cloud of fragrance swirls over me, filling the space up to the rafters. Bunches of dried flowers are hung from the shelving or woven into bowers over the counters. Every corner reveals a new treasure: herb-infused salts, blended teas, handmade soaps, solid perfumes, and many more—each item carefully made with herbs grown on site.

Walking out in the gardens, owner Andrea McFadden points out the patches of herbs used in their unique Herbes de Provence blend, a spice mix that's wonderful in just about any dish.

The spot is rich with personal history; McFadden's grandfather came to the valley in 1908 from Kildare, Ireland, and the family has been on the land ever since. Just steps away from the main shop sits a rustic cottage-turned-museum full of ancient letters, photos, and antique farming equipment that gives visitors a glimpse into a time long past.

I pull away reluctantly from this little niche of history and follow McFadden up to the café,

where the past quickly gives way to a delicious present. Lavender lemonade, shortbread, macarons and delicate pastries promise a decadent dining experience. The gelato is made by a locally renowned French pastry chef, and as I'm wondering how many flavours I can get away with in one cone, McFadden points out a shaded corner on the edge of the property. The cool spot beneath the trees will soon house several beehives from a nearby honey farm.

A honey farm? Just around the corner?

A three-minute drive down the road and I'm crunching over the gravel entrance at Arlo's Honey Farm, tasting honey and listening to the low hum that fills the air. In addition to selling honey, beeswax, and other bee paraphernalia, Helen Kennedy and her husband Rick Appel offer guided tours for a minimum of eight people, and have hosted as many as 55, to teach their guests about the lifecycle of bees, the dangers posed to them, and the inner workings of their hives.

The tour even comes with an opening of one of their demonstration hives—from behind the safety of a screen—and if luck is in the air, a glimpse of the queen. I'm "too few" for a full tour, but I do get to see an empty hive taken apart into all its components. The perfect



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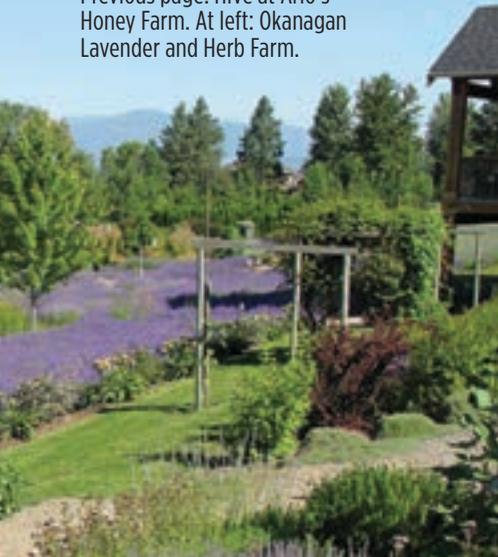
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Previous page: Hive at Arlo's Honey Farm. At left: Okanagan Lavender and Herb Farm.



Photos courtesy Okanagan Lavender and Herb Farm

geometry of these little creatures never ceases to astound me. And I learn something that will alter my future gardening practices: bees love dandelions. That ubiquitous yellow flower offers bees one of their first and favourite sources of nourishment in the springtime when food can be scarce. Finally, a noble cause to put off weeding.

I leave with a tub of creamed peach honey tucked safely in my bag, and set off for the third and final farm of the day: Carmelis, a goat cheese dairy and farm nestled right next to Okanagan Mountain Park.

The Barmor family has lived here since the horrific fire in 2003. Though they had to rebuild their dairy, they've made it a roaring success in the 11 years since. Making up to 20 different cheeses onsite, they brought their knowledge of cheese making and goat herding from Israel, where they'd already been in the business for a decade. They clearly know what they're doing. The smoked carmel crumbles on my tongue; the silky gruyere begs to be tossed with seared cherry tomatoes and a fresh rotini; and the slice of gouda makes me long for a crust of baguette and a glass of *pinot blanc*.

I am utterly in love with all the cheeses—and then I see the gelato. With up to 24 flavours offered in the summer, Carmelis' goat milk gelato gives new meaning to the word "decadent." There's salted caramel that tastes like a square of sponge toffee melting on your tongue; pistachio, crisp and nutty; and strawberry cheesecake, a perfect blend of sweetness and tang.

A stuffed waffle cone seems the perfect way to cap off a hot afternoon, exploring tasty Kelowna. ■

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# Celebration!

## Victoria's first Aboriginal Culture Festival announced



**T**he three-day Aboriginal Cultural Festival set for Victoria this June celebrates the region's rich indigenous culture through storytelling, artisans, dance, song and food. Showcasing a world champion hoop dancer and several artist demonstrations, the inaugural event will run June 19-21.

The festival will feature main stage performances, including three-time world champion hoop dancer Alex Wells, a children's storytelling area, food vendors, and an Aboriginal Tourism BC information booth. It will also present an artisan area where people can watch demonstrations, meet the artists and learn about the new Authentic Aboriginal program, which helps consumers identify products designed, created and sold by local Aboriginal artists.

The festival will take place on the outdoor grounds and the second-floor mezzanine of the Royal BC Museum and around Victoria's Inner Harbour.

It is an opportunity to celebrate, share and learn more about the history of the First Nations people of BC. Esquimalt and Songhees Nations were among

the first in the mid-1800s to sign a significant treaty in BC recognizing "aboriginal possession of land," known as the Douglas Treaties. A special protocol ceremony will be held Wednesday, June 18 to acknowledge the history of Esquimalt and Songhees Nations.

"For thousands of years, Victoria's Inner Harbour has been the gathering place of our people and we invite the community to join us in celebrating our traditional and modern culture," says Chief Andy Thomas, Esquimalt Nation. "It is a proud moment for all of us as we come together to make this festival happen."

"While our nations are small in numbers, we are rich in song, language, stories, food and dance," says Chief Ron Sam, Songhees Nation. "This annual festival gives us the opportunity to continue to give life to traditions, while showcasing our younger artists and cultural leaders."

The festival has been created in partnership with Aboriginal Tourism BC (AtBC), the Esquimalt and Songhees Nations, Royal BC Museum, Tourism Victoria, Robert Bateman Centre, Greater Victoria Harbour Authority, and First Peoples Cultural Council.

"We are so pleased to have received such outstanding support from our local partners from the moment we mentioned this idea," says Keith Henry, CEO of Aboriginal Tourism BC. "It means so much to us and also to the Songhees and Esquimalt Nations, [which have] incredibly rich and vibrant cultures to showcase."

This festival coincides with National Aboriginal Day and the launch of the Royal BC Museum's new exhibit, Our Living Languages: First Peoples' Voices in BC, which opens June 21. This innovative, interactive exhibition celebrates the resilience and diversity of First Nations languages in BC in the face of change. For more information on the exhibit, visit [www.royalbcmuseum.bc.ca](http://www.royalbcmuseum.bc.ca)

For a complete list of events during Aboriginal Cultural Festival, visit [www.aboriginalbc.com/events/cultural-festival-2014](http://www.aboriginalbc.com/events/cultural-festival-2014) 



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Photos courtesy Aboriginal Tourism BC

The inaugural Aboriginal Cultural Festival, celebrating aboriginal traditional and modern culture, runs June 19-21 in Victoria.

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# CONSTRUCTION BOOM

## RELIABLE LONG-TERM GROWTH DRIVING INDUSTRY

In his eight years as CEO of the Vancouver Island Construction Association (VICA), Greg Baynton did not witness a bankruptcy until 2013, and then he saw half a dozen in the span of six months.

Fortunately, the new year brought on an economic about-face. For example, the Nanaimo Economic Development Commission issued more building permits in January than the entire duration of

2013. Baynton, who sits on the commission board, says: “To have a year’s worth of building permits issued in one month is great news. We are poised to turn the corner.”

“The John Hart [generating station replacement project] and North

Island Hospitals projects are early examples of a new era of infrastructure and business processes that will usher in \$25 billion in projects on Vancouver Island during the next decade,” says Baynton.

“We are really looking forward to better times on the horizon. Regardless of where you are on the island, this activity will start manifesting itself over the next couple of quarters.”

The construction sector CEO says \$25 billion in investments over a decade is “unprecedented.” The construction industry



Hudson Mews in Victoria.

Photo by John van den Hengel

is often characterized as boom and bust, he says. But some of the fundamentals are changing. One of those is population growth driven in part by an influx of Canadian retirees.

“When you can look out over 10 years and see the trend staying up, I’m hoping the boom and bust characterization of the industry will diminish.”

Baynton believes the current transition from a flat economy on Vancouver Island to steadily increasing investment and reliable long-term growth is triggering structural change in his sector.

“Number one, the procurement processes are changing. We have been partnering with the Campbell River Chamber of Commerce, BC Hydro and the Vancouver Island Economic Alliance to identify opportunities for the broader business community related to the Hart dam job. We have never done things like

that before. Most of the businesses on the island don’t know where to start to be part of a billion dollar project of that nature.”

The product of this partnership is a unique business tool called the Major Projects Portal, a website ([cr.majorprojects.ca](http://cr.majorprojects.ca)) that allows local businesses and job seekers to enjoy ready access to opportunities arising from projects like the John Hart Dam generation infrastructure rebuild.

Additionally, the VICA has partnered with the City of Campbell River this spring.

“The opportunity to communicate openly and come up with solutions that focus on mutual benefits is good for the construction community, and the community at large,” Baynton says.

Deputy City Manager Ron Neufeld says: “We’ve streamlined the city’s development application processes and completed important upgrades at the airport and



### THE KIERAN REPORT

with BRIAN KIERAN

to water, sewer and roads. Downtown revitalization is underway, and all this, combined with the attractive quality of life in Campbell River, helps attract newcomers. We're already seeing the increase in residential and commercial construction that indicates a strong investment climate. That helps attract even more interest and brings an opportunity to develop in a way that reflects what local people have said they want to see happen in our community."

VICA's Baynton says conversations with Campbell River officials around the city's anticipated construction demands in the coming decade have led to the formation of the Vancouver Island Construction Council, a collaborative association of contractors, project owners, municipalities, universities, school districts, health sectors, and small number of consulting firms and consultants.

"The post-2008 world of capital asset management, design and construction is confronted with unprecedented challenges driven by the convergence of demographics, economics, technology and the environment," says Baynton.

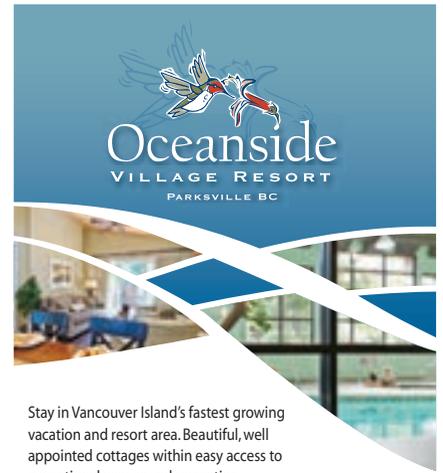
He hopes the council will help his sector better understand these changes and their impacts on his organization, businesses, communities and people.



Greg Baynton, CEO of the Vancouver Island Construction Association (VICA).

One of the biggest challenges facing VICA will be finding workers. In good times, the construction industry employs between 15,000 and 20,000 workers on the island. In the coming decade the demand for workers will rise to 30,000 and at this moment VICA estimates that 5,000 of those jobs will be unfilled.

"We just don't have the answer to this challenge. We don't know where we are going to get those 5,000 people." ■



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# Adventure on the Gold Rush Trail

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BY PIRJO RAITIS

The men and women who went mining for gold were a hardy lot. They suffered hostility, fought off hunger, wild animals, fatigue, and bouts of extreme weather in their search for gold. Many sought—but few found—the gold Mother Lode.

The gold rush in the Cariboo started in 1858 when gold was discovered at Horsefly River, Keithley Creek and Antler Creek. The strike at Williams Creek brought the gold rush into full swing, and thus Barkerville was born. The Cariboo Gold Rush—the most famous of its kind in British Columbia—brought 27,000 men from California, and helped settle what was destined to become a Crown colony.

New Westminster was the original capital of BC and the starting point for those seeking fortune in the gold fields of the Cariboo. The trail they followed was long, arduous and dangerous, stretching from New Westminster, through the Fraser Canyon, north to Cache Creek, 150 Mile House, Horsefly and Likely to Quesnel and finally to Barkerville. The people who settled this vast area came by foot, horseback, stagecoach and paddle wheelers.

Miners who tired of gold seeking settled

along the Cariboo Wagon Road. The rich legacy of these miners lives on in many places along the length of the Gold Rush Trail.

Today, the Gold Rush Trail is 737 km long, and is dotted with historical buildings, museums and points of interest. Pacific Coastal Airlines destination of Williams Lake is right in the centre of the trail: visitors can drive north to Quesnel and then Barkerville (about three hours) or south to Lillooet (approximately 3.5 hours).

Joining forces, the Vancouver, Coast & Mountains Tourism Region, Thompson Okanagan Tourism Association and the Cariboo Chilcotin Coast Tourism Association aim to promote and encourage travellers to stray from the beaten track and head towards the Gold Rush Trail.

It boasts myriad activities for those who love the great outdoors. Hiking, golf, mountain biking, horseback riding, river rafting, fishing, geocaching, camping and boating are all available.

Not an outdoorsy-type? Lucky for you, the festivals, historic ranches, galleries, antique shops, stampedes and rodeos, restaurants and resorts can fulfill other interests.

“It’s an opportunity for people to get off the main track,” said Kim Code, Gold Rush Trail Project Manager. “You can do it one-way, or do a circle route on the way back.”



Photo courtesy Vancouver, Coast & Mountains Tourist Region

At top, horseback riding in the Nicola Valley. Above, an air tram crossing the Fraser River at Hell’s Gate.

Travellers on the trail experience shifts in landscape: from the lush rainforest of the coast, to the gorges in the Fraser Canyon, to the sagebrush and rangeland around Cache Creek and Lillooet. Travel further north, and the rivers and lakes of the Cariboo appear, and finally the largest heritage site in North America comes into view: Barkerville.

Code said there is an improved back road up to Barkerville from Horsefly and Likely. It’s a fascinating way to take a holiday and follow the path of British Columbia’s gold rush history.

Coastal Pacific Airlines has daily scheduled flights from Vancouver to Williams Lake, and car rentals are available at the airport for those who wish to take a driving holiday to explore the Gold Rush Trail.

There is a guide available online for those who may want to procure maps, visit the shops, make side trips or get pieces of historical information about the Gold Rush Trail.

FMI:[www.goldrushtrail.com](http://www.goldrushtrail.com) 

## To Get There

Pacific Coastal Airlines runs several flights daily between Vancouver Airport’s South Terminal and Williams Lake. Visit [www.pacificcoastal.com](http://www.pacificcoastal.com) for more details.



PHOTO: JOHN WELLBURN

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Photo by Robert Colasanto

# IN TUNE

## Powell River choral festival attracts choirs from around the world

By JENNIFER BLYTH

**T**he buzz starts early when the biennial Kathaumixw returns to the coastal community of Powell River.

All over town, “I hear people say, ‘It’s a Kathaumixw year,’” says artistic director Paul Cummings. “I think it’s having the world come to Powell River and hearing the music everywhere—it really is exciting.”

The aptly named International Choral Kathaumixw—a Coast Salish word meaning “a gathering together of different peoples”—is a five-day choral festival filled with concerts, common song singing, choral and vocal solo competitions, conductor’s seminars and social events, all centred in Powell River.

“I feel the festival could only happen in Powell River,” says Cummings, who has been involved in one way or another throughout the festival’s long history, both as a performer and behind the scenes. After coming on as assistant artistic director for the 2012 festival, he was ready to take the lead for 2014.



Artistic director Paul Cummings.

“To be so involved as a performer was amazing, and to see the world come to Powell River was just surreal,” he says.

The festival was created just over 30 years ago as a place where people of different cultures and countries could gather amid the beautiful West Coast landscape to share the common language of song.

Don James, music director of the Powell River Academy of Music, wanted to establish an international choral festival in North America that would rival the

European festivals he and the academy choirs had experienced. Friend Dal Matterson agreed to chair the festival, and in 1984 the two men, along with a group of close friends, successfully launched the first International Choral Kathaumixw, attracting some 400 singers.

Fast-forward two years to the next festival, which almost doubled in size, and by 1988, it had already developed a definite international flavour. Today, more than 1,200 singers from around the world gather biennially to share their music, culture and friendship.

“Within just a few festivals, it was absolutely massive,” Cummings says. With four venues—plus free outdoor promenade concerts near the BC Ferries terminal—Kathaumixw attracts choirs from around the world, including this year’s participants from Russia, New Zealand, Uganda, Kenya, Czech Republic, Taipei and Slovenia, plus many more from Canada and the United States.

The festival concludes with the magic of the Gala Closing Concert, featuring the 2014 Kathaumixw Children’s & SSA Youth Choir (conducted by Sweden’s Gunnel Sjöberg), the 2014 Kathaumixw Adult Choir (conducted by Fred Sjöberg), the 2014 Kathaumixw Thousand Voice Choir, and a performance by the festival’s winning choir, which earns the title of “Choir of the World.”

In addition, the festival also features Artists in Residence, internationally renowned soloists, orchestras and a distinguished international jury that reviews applicants.

Support from businesses and the general community—including billet families for hundreds of performers—has allowed the festival to grow and flourish, but involvement of local First Nations is also essential in everything from creating the festival logo to the



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At left, a scene from International Choral Kathaumixw captures some of the excitement and flavour of the biennial event.

involvement of First Nations performers, Cummings notes. This year, they have also introduced a specially carved 6.5-foot totem pole (by local Coast Salish carver Craig Galligos), created as a prize for the winning choir.

Growing up in Powell River, internationally renowned composer Tobin Stokes was immersed in the local music scene. At just seven years old, he was the youngest member of the brand new Powell River Boys Choir; and until age 13, he sang under the baton of Don James, recording and performing concerts and tours in Mexico, Europe, the U.S. and Canada.

James enticed Stokes to join the second or third festival, and he later moved on to commissions—arranging and composing new works.

“For me and so many others,” Stokes say, “the festival is an obvious example of vision, of recognizing you have something to offer the world, and your own community at the same time. As for my career, Kathaumixw has continuously offered me the chance to try out musical ideas, and to experience new music from many corners of the world.”

He adds, “The most stunning memories are of those choirs, usually children’s choirs, that have mesmerized audiences with new works and new sounds. I’ve worked with dozens of composers, hundreds of conductors, thousands of singers, and I’m very, very fortunate.”

While Kathaumixw has enjoyed international acclaim since those early years, it’s the support from the local community, such as volunteers, billet families, sponsors and supporters like Pacific Coastal Airlines, that has made its growth and success possible. Without them, such a festival could not happen in this quiet corner of the upper Sunshine Coast.

For more information about Kathaumixw, including a concert schedule, ticketing and volunteer information, visit the website at [www.kathaumixw.org](http://www.kathaumixw.org). 



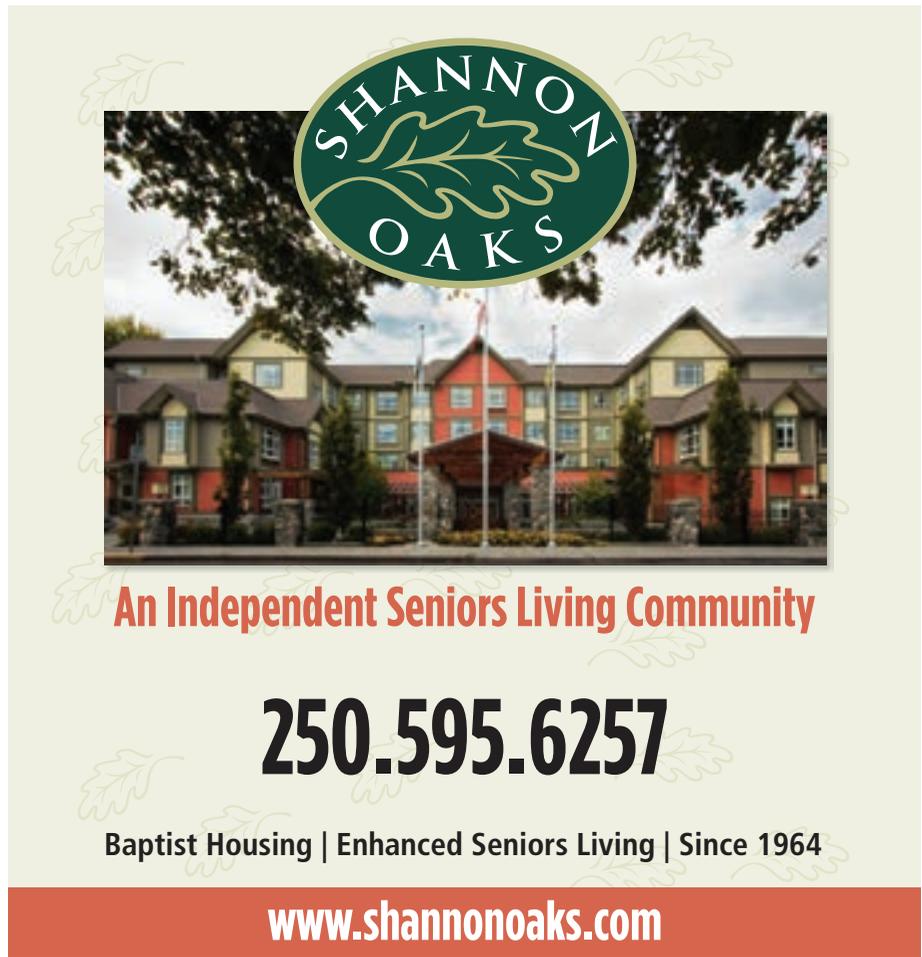
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## BUSINESS ROUNDUP

### BELLA COOLA BLAST

Canadian musical icon 54-40 is set to rock Bella Coola this summer, headlining the 15<sup>th</sup> annual Bella Coola Music Festival, July 18-20.

Pacific Coastal Airlines has been a top sponsor since the inception of this event—formerly known as the Discovery Coast Music Festival—and continues to lend its support.

“This family-friendly, multi-cultural event will once again showcase award-winning performers from across the country, as well as our own region,” noted Susan O’Neill, festival director.

The musical line-up includes a diverse range of roots, rock, world, blues, folk and more.

Sunday afternoons feature an interactive children’s site with special performances for youngsters of all ages.

The event kicks off Friday night (July 18), with a free concert at the Legion. A complimentary breakfast follows on Saturday morning before the show starts at 11 a.m.

The band 54-40 is one of the most significant popular music groups to emerge

from the Canadian cultural landscape. Celebrating its 30-year anniversary last year, the band has an impressive catalogue of hit songs, including “Baby Ran,” “I Go Blind” and “Ocean Pearl.”

Check the website for a complete list of performers at [www.bellacoolamusic.org](http://www.bellacoolamusic.org)

Advance tickets—available only until July 13 at Williams Lake Sight & Sound and Bella Coola retailers—are \$20/day for adults, and \$15/day for students and seniors. (Gate price is an additional \$5.) Children 12 and under attend for free. 

### PARTNERSHIP MADE IN GOLFERS’ HEAVEN

Exciting opportunities are in the air for members of the Professional Golfers Association of British Columbia, which recently welcomed Pacific Coastal Airlines as its newest Corporate Silver Partner.

The airline and association are working together on producing some exciting plans and programs, and also providing opportunities for PGA of BC members and guests to enjoy various stay-and-play golf outings using PCA.

“We are thrilled about this new partnership with Pacific Coastal Airlines,” said Grant

Gray, sales manager at the PGA of BC. “Their BC roots coupled with exceptional customer service and corporate vision makes this partnership a great fit for our association. We look forward to working with their team in creating member travel benefits that will allow our members to go abroad and experience their service.”

At PCA, Sales and Marketing Director Kevin Boothroyd added, “As PCA is the largest provider of regularly scheduled destinations in the province, we are able to provide a quick, convenient, and affordable transportation option for professional and amateur golfers who would like to expand the reach of their golfing experience. We are eager to work with PGA of BC on programs to support its members as soon as possible.” 

### A TASTE OF SOCIAL ENTERPRISE

BC’s first Aboriginal Social Enterprise Day was celebrated in Courtney recently with the unveiling of a symbolic logo designed by Kwakwaka’wakw artist Andy Everson and the profiling of several businesses.

The event took place at Courtenay’s Wachiay Aboriginal Friendship Centre,

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where Everson, who is the grandson of the late Kómoks First Nation Hereditary Chief Andy Frank, joined Don McRae, BC's social development and social innovation minister, to celebrate with Wachiy board members, the Comox Valley Art Gallery, elders, youth, and community supporters.

Social enterprises differ from traditional businesses in that profits are not just used to ensure financial viability, but are re-invested to achieve, sustain and further a social or environmental purpose.

"Social enterprise is a means for us to create employment for all people including youth, elders who need to augment their income to provide greater security, and those living with mental and physical challenges," said Michael Colclough, executive director of Wachiy Aboriginal Friendship Centre.

"We invite socially conscious investors to work with us and give back to those in our community who are not as fortunate as others."

Several social enterprise businesses were profiled at the event, including AQ'SAAK Aboriginal Food Products Ltd. and Gwa'wina (Raven) screen-printing co-op, whose young entrepreneurs practised their skills by printing the new Aboriginal Social Enterprise Day logo onto T-shirts. ■

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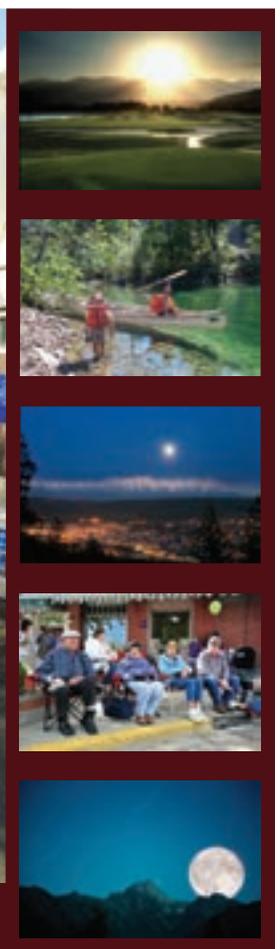


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# Q&A

## Brock Macdonald

CEO, Recycling Council of British Columbia (RCBC)

Brock Macdonald joined the Recycling Council of British Columbia (RCBC) as communications director in 2004 and was appointed CEO in 2006. Prior to that, from 2000 to 2004, he was communications manager for Product Care Association, one of BC's first regulated industry stewardship agencies. Brock is a former educator and award-winning print and broadcast journalist whose business communications and marketing experience includes the software, manufacturing and sports entertainment sectors where he worked with the BC Hockey League. His primary focus now is leading RCBC's efforts to assist industry and government implement Extended Producer Responsibility programs and other waste prevention initiatives—as strategies in a systems-thinking approach—to develop a sustainable circular economy in BC and the rest of Canada.

### Q: WHAT IS THE RECYCLING COUNCIL OF BC AND WHAT IS ITS MANDATE?

A: The Recycling Council of British Columbia (RCBC) is Canada's first and longest standing recycling council. A non-profit, registered charity formed in 1974 to assist the efforts of non-profit community recyclers, RCBC is now a broadly based multi-stakeholder organization. Its primary mandate is to provide public information to BC residents about the recycling options available in their communities. It does this through the toll-free BC Recycling Hotline, the online Recyclepedia and the free Recyclepedia phone app. As well, RCBC promotes the development of a circular economy as the best method to reduce waste, conserve resources and protect our environment.

### Q: WHAT ARE THE BIGGEST CHALLENGES FACING THE RECYCLING COUNCIL OF BC TODAY?

A: Our biggest challenge is in facilitating the change process from a linear economic model, which is based on produce, sell, and dispose, to the circular economic model. The circular-economy principle is a systems-thinking approach, focusing on the entire product life cycle. This includes resource conservation, minimizing the use of virgin materials, and the re-capture of residual resources as feedstock for new products. This system translates into local, regional, provincial and national

economic opportunities in a wide range of supporting, secondary and tertiary industries and the services that support such a system.

### Q: HOW WILL YOU ADDRESS THESE CHALLENGES?

A: Step one is to develop an alliance of governments, businesses, non-profits and institutions that support circular economic principles. We've started that process now, and that includes the development of the Centre of Leadership in Sustainable Enterprise at RCBC. Through this entity we are working with post-secondary institutions to develop future business leaders whose business models will incorporate circular economic principles.

### Q: WHAT HAS BEEN THE COUNCIL'S BIGGEST ACHIEVEMENT IN RECENT YEARS?

A: Over the last year, we have developed an alliance with the 16 members of the Stewardship Agencies of BC to create a one-stop resource for information. The identifier is [bcrcycles.org](http://bcrcycles.org). Those who go to that website can find almost everything they need to know about returning products in their communities through the Recyclepedia. People can download the free Recyclepedia phone app from there as well. Or, anyone who still has questions can call the Recycling Hotline and a live operator will help find the answers. Our information offices are equipped with the most extensive database of its kind in Canada, maybe even North American. ■



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