

# SOAR

In-flight  
Magazine  
for Pacific  
Coastal  
Airlines

## TRAILBLAZING

Promoting Vancouver Island's  
beautiful trail system

## OPTIMISM, RECOVERY

Williams Lake economy  
continues to thrive

## HOOPING IT UP

Checking out the  
annual All Native  
Basketball Tournament

*Pacific Coastal*  
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**Sturt Island:** 85.6 acre private island in Surge Narrows, Discovery Islands. Self-sufficient island estate with magnificent main residence, generous bright living spaces, expansive decks. Guest buildings, outbuildings, gardens, protected deep water moorage, in pristine condition. This magical property offers luxurious living in a spectacular setting. **\$5,400,000**



**Quadra Island Oceanfront Home:** 5-acre oceanfront property. Forested, 265ft of walk-on beachfront in Open Bay, 2800+sqft custom main residence, quality craftsmanship, open concept floor plan, expansive oceanside decks, southern exposure. Guest cottage, powered shop. **Permission for future moorage.** **\$728,000**



**Ladysmith Harbour Oceanfront:** 4.49 acres with 400ft of beachfront overlooking Ladysmith on Vancouver Island. Extremely private location, nicely forested. Older 900sqft residence with full basement. Property is serviced with electricity and telephone, water is from a shallow well. Excellent consideration for a residential oceanfront estate. **\$1,100,000**



**Magnificent Oceanfront Acreage:** 2000sqft bungalow. Exceptional opportunity to own one of the very few oceanfront acreages in Campbell River! Private, 1.8 acre property, 260ft of low-bank waterfront, constantly changing views over Discovery Passage. Zoning allows second dwelling. Build a new home on the ridge, keep oceanside residence. **\$1,197,500**



**Discovery Passage Acreages:** First opportunity to buy recreational oceanfront property in this region. 5.7 to 16.8 acres, 12 miles NW of Campbell River. Ideal for your vacation cottage, remote residence, or private RV and camping location. Wells in place, water access and limited forest service road access. **Starting at \$130,000**



**Galley Bay:** 4.3 acre oceanfront forested property with a 3bdrm plus loft Lindal cedar home located inside the Desolation Sound Marine Park boundary, low-bank frontage, top condition, expansive cedar decks, hot tub. Community water system, generator, septic system, wood stove and fireplace. Substantial moorage facilities. **\$550,000**



**Robertson Island, Haida Gwaii:** 5.5 superb oceanfront acres with over 500ft of frontage, excellent marine views and a 1900sqft 3bedroom home with open living spaces, telephone, internet and electrical service, 250ft well, septic system and 600sqft shop. Minutes from the Village of Queen Charlotte, world-renowned fishing and amazing outdoor recreation. **\$385,000**



**Hardy Island, Jervis Inlet:** 11.3 oceanfront acres, approx. 1600ft low-bank frontage with a small beach. Beautifully crafted one-of-a-kind 1100sqft home constructed primarily of yellow cedar, fully furnished. State of the art infrastructure. Substantial oceanside deck, pier and dock. Ideal coastal retreat located between Vancouver and Desolation Sound. **\$1,125,000**



**Hull Island Acreage,** Located in Havanah Channel offering 160 acres on this 240 acre island, with the remaining 80 acres Crown land. Diverse topography and second growth forest. In a protected location east of the Cracroft Islands, near Knight Inlet and Johnstone Strait, a region offering amazing outdoor recreation access. **\$695,000**



**Farewell Harbour Resort, Berry Island:** Located in the Broughton Archipelago. 9.91 acres, appealing 7500sqft oceanfront lodge facility. **\$990,000**  
**Lot B:** 9.8 oceanfront acres, 1900sqft rustic residence, self-sufficient, manicured lawns and forest **\$295,000**  
**Lot C:** 9.91 undeveloped oceanfront acres, walk-on low bank frontage **\$185,000**



**Round Island, Southern Gulf Islands:** Exceptional Value! 7.5-acre private island offering unspoiled natural beauty. The shoreline varies from walk-on beachfront to unusual rock formations. Quick easy access to Vancouver and Vancouver Island. Create your Island escape with this picturesque British Columbia jewel. **Distressed Sale by Lender.** **\$380,000**



**Masset Riverfront, Haida Gwaii:** 1.58 acres on the Sangan River. 2800sqft 5bdrm home with many recent upgrades such as new roof, new pump in drilled well, septic system updated. Spacious living spaces including rec room and bonus room, decks, outbuildings. Nicely treed property, cedar and spruce. Great family home in a beautiful BC region. **\$365,000**



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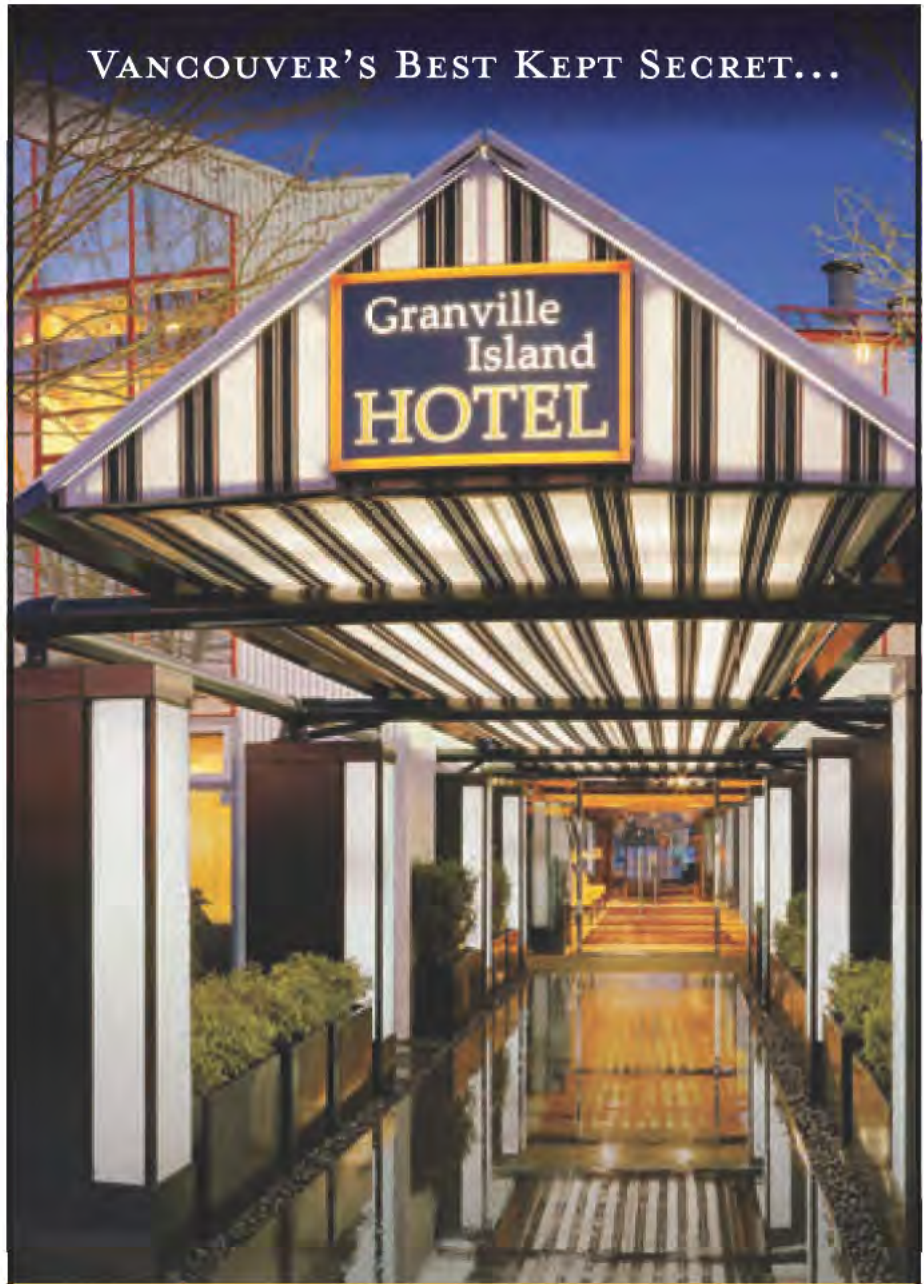
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# Pacific Coastal holding strong amid a soft market



**Quentin Smith**  
President,  
Pacific Coastal Airlines

2013 was an interesting year for Canada's domestic airline market. Economically, the country performed well under expectation and this downturn, along with soft commodity prices, was certainly noted here in resource rich British Columbia.

In 2013, the nation's two largest airlines entered the local short haul market with great fanfare, putting even more available seats into an already soft domestic market and thus forcing smaller regional airlines like ours to find creative ways to adapt to challenging competitive conditions.

While this past year was certainly not our finest from an overall revenue point of view, I am proud to say that we continue to thrive and the data bares that out.

In 2013 we flew a total of 17,057 flights, representing 367,847 seats overall. Over the past five years we have flown a grand total of 80,333

flights, and provided nearly 1.8 million seats to the province of British Columbia while maintaining our position as the sixth largest airline operating out of YVR based on total outbound seats. In the last quarter of 2013 we introduced two new routes and both of these have proven to be very successful.

So what does 2014 hold for Pacific Coastal Airlines? Well, for a start, there are lots of plans including the re-branding and launch of our charter product, an increased focus on cargo, and our continued pursuit of new market connections. We will have a lot more to tell you about these and other initiatives as we move ahead in 2014, so stay tuned, you won't want to miss it.



## MEET A PACIFIC COASTAL EMPLOYEE



**Name:**  
CHAD SCHOFIELD  
**Position:** Cargo Agent  
based at the Vancouver  
airport's south terminal.  
**Time with  
Pacific Coastal:**  
One year

### WHAT IS THE MISSION OR VISION OF YOUR DEPARTMENT?

PCA flies to a lot of remote places that are not easily accessible by other modes of transportation. Our cargo department provides services to a lot of these areas that would otherwise not be available.

### WHAT DO YOU LIKE BEST ABOUT THIS JOB?

Everyday is new day of solving problems: working with with cargo always presents new problems and mysteries to solve. I also like working closely with the public and being on the front line of customer service.

### WHERE DO YOU LIVE NOW AND WHERE DID YOU GROW UP?

I was born in Ottawa and grew up in Richmond, where I live now with my wife and two boys (aged three years and 10 months).

### WHAT ARE YOUR HOBBIES OUTSIDE OF THE JOB?

I play a lot of community sports such as hockey, football and softball, and run a website to help parents of underprivileged kids afford minor hockey.

### ANYTHING ELSE YOU'D LIKE TO SHARE?

PCA does a lot of work with animal rescues and because of this, I was able to adopt a wonderful dog named Roxy (half Shar Pei and half Siberian Husky). She is a wonderful addition to our family and we're thankful that PCA gave us the chance to meet Roxy and bring her home with us.

## OUR CONTRIBUTORS



**Susan Lundy** is a freelance writer, author and editor, who grew up in Victoria and now lives on Salt Spring Island.



**Benjamin Yong** is a freelance journalist and community news reporter based in Richmond, B.C. He enjoys writing about lifestyles, culture and cars.



**Susan Quinn** is a veteran Vancouver Island journalist with more than two decades of experience and a passion for flying.



Montreal-born **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.



## ANAHIM LAKE

# ON THE RISE

## NEW TERMINAL BUILDING AT ANAHIM LAKE PROMISES TO BOOST AIRPORT ACTIVITY

By SUSAN LUNDY

A brand new terminal building at Anahim Lake promises to improve service levels and increase economic and social benefits to this small, remote BC town.

Located in the West Chilcotin on Highway 20 between Williams Lake and Bella Coola, Anahim Lake has an official population of 360. It's serviced three times a week by Pacific Coastal Airlines, which provides the community with links to both Vancouver and Bella Coola.

The new, 900-square-foot timber frame airport building is an "impressive" energy-efficient structure, which includes a small suite for an airport caretaker on the second floor and a large covered parking area for runway equipment.

Completion of the terminal building marks the second component of an airport improvement project that also included paving the gravel portion of the runway.

According to building project manager Darron Campbell, construction of a terminal structure has been a high priority of the Anahim Lake Airport Commission for more than a decade. (In the past, the regional district rented a small space from a neighboring business, owned by Wayne Escott of Aerotech Services, which also served as the airport caretaker.)



"Finally, the right opportunities were presented and the grant funding secured in June, 2011," he said, noting that project funding came from various sources, including the Province of BC Towns for Tomorrow program, the Northern Development Initiative Trust, the Cariboo Chilcotin Beetle Action Coalition and the federal Community Works Fund as well as with capital reserves from the airport budget.

The runway extension, which was completed in September 2012, increased the paved portion of the runway from 3,950 feet of asphalt with 700 feet of gravel at the south end, to a full 4,642 feet of asphalt.

"Paving of the gravel portion extended the useable surface allowing for safer winter landings and increased passenger carrying capacity," noted material provided by Campbell.

Construction of the new terminal building began in June and was completed in December. After required communications and radio equipment is installed, the building should be fully functional in March or April.

Material provided by Campbell also noted that extensive research by contractor Zirnhelt Timber Frames went into designing and

Cont. on page 17

## Totem honours First Nations culture

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

BY SUSAN QUINN

Pacific Coastal Airlines serves many communities in British Columbia where totem poles — and First Nations culture — are sacrosanct. Haida Gwaii, Port McNeill, Alert Bay and Bella Coola are just a few of the airline's destinations that have strong First Nations cultures, and where totem poles tell stories both old and new of the people who live on their shores.

Author Aaron Glass, who co-wrote *The Totem Pole: An Intercultural History* with Aldona Jonaitis, says totem poles are "the result of more

than two centuries of cultural contact, exchange and colonialism."

While the poles are now elsewhere in North America, they were first discovered in a narrow coastal region on the west coast. Some ancient totem poles are still visible where they first stood, but most of the historic totems can be seen in museums like the UBC Museum of Anthropology in Vancouver, Royal BC Museum in Victoria or the Canadian Museum of Civilization in Hull, Quebec.

The poles are also visible monuments to First Nations woodcarvers. Totem poles are typically carved out of Western red cedar; distinct characters or family crests and carving styles help differentiate the poles from region to region.

Totem poles can be as short as three metres and as tall on average as 18 metres, depending on the size of the

log selected. Modern totem poles are often carved to commemorate important events.

Although tools have evolved immensely in the past two centuries, many carvers prefer hand tools and eschew power tools when carving totem poles.

### QUICK FACT:

The tallest totem pole on the west coast is 53 metres and is located in Alert Bay.

## TALES OF THE TAILS







WILLIAMS LAKE

# Optimism & recovery

## A COMMUNITY THAT REFUSES TO GIVE UP

Story and photos by  
PIRJO RAITS

Mountain biker and (below) a log yard at Williams Lake.

Loggers, ranchers and miners have always thrived or suffered amid the bust and boom of business in a resource-based community. Those in Williams Lake are no exception.

But although the city has suffered cycles of doom and gloom over the past few years, it has refused to concede to naysayers and found ways to thrive, despite the global economy.

Williams Lake is a thermometer, in a way, of the effects of circumstances beyond its control. It's a city that maintains a pioneer mentality with people who work as hard as they play. The term "cowboy up" comes from places like this.

While there are still many challenges facing BC's resource sector, there has been no long-term job loss in Williams Lake, and expansion and adjustments in forestry and mining have helped the community weather the economic downturn.

The logging industry, which suffered through the pine beetle crisis and a fluctuating lumber market, is forging ahead with expansion and consolidation. The two largest mills, Tolko and West Fraser, are optimistic about the future of the logging industry, and both have recently invested millions into their mills.

"We have challenges with the Mountain

Pine Beetle but [the companies] wouldn't invest if they weren't confident they could recoup that," said Williams Lake's Economic Development Manager, Alan Madrigga.

"Williams Lake is not alone in falling on tough economic challenges," said Mayor Kerry Cook. "It's an opportunity to be strategic."

Mining has long been an economic driver in the region. Gibraltar Mines, operated by Taseko Mines, recently hired 150 additional workers after completing a \$325-million development that included a new facility and addition to its mining fleet. Gibraltar's yearly payroll is close to \$70 million. Mount Polley mine, just outside Williams Lake, employees 360 people year round and has a yearly payroll of \$35 million. Spanish Mountain Gold is also in its pre-production stage. The proposed \$1.5-billion Prosperity Mine in the Chilcotin could add to the economic upswing of Williams Lake.

The cattle industry has faced its share of tough times and ranchers are diversifying and changing the way they do business. Cattle ranching is a \$100-million industry in the Cariboo-Chilcotin. There are 1,200 farms/ranches in the Cariboo Regional District and agriculture is a vital economic sector in the CRD. Some ranchers are creating niche markets for organic grass-

fed beef, cashing in on the trend to "buy local." The Canada/European Union Trade Agreement signed in November 2013 will have an impact on the cattle industry in the Cariboo. Cattlemen will have tariff-free access to a market that is valued at \$500 million in BC.

Farmers and growers in the area have formed a cooperative, Cariboo Growers, where they sell local organic produce and meats in a year-round retail market.

There are numerous examples of world-class businesses located or started in the Cariboo. Pioneer Log Homes builds many of the largest and most impressive log homes in the world; it trains and employs local people it has landed a reality TV series on HGTV entitled "Timber Kings" which premiered in January.

It's not all work in the Cariboo, it's also about play. Williams Lake has become a mecca for mountain bikers and outdoor enthusiasts. Referred to as the "Shangri-La of Mountain Biking," the sport has emerged as an economic driver in Williams Lake with a tremendous opportunity for growth.

The lakes and wild places scattered throughout the region are also drawing a growing number of tourists who want to experience some of the last wild and unsettled land in the world. The Cariboo







From left, mountain biker Mark Savard of the Cariboo Mountain Bike Consortium; Gibraltar Mines ore truck; members of the Cariboo Growers.

Chilcotin Coast Tourism Association is working towards establishing a partnership between three tourism regions to develop and market the Gold Rush Trail Corridor stretching from New Westminster to Barkerville and back. The committee is focusing on long-term sustainable development, promoting extended stays in the region for cultural, scenic, historical or recreational purposes.

And, of course, the annual Williams Lake Stampede, which pays homage to the cowboys and ranching life of the region, draws rodeo enthusiasts from across North America.

It all adds up to a promising future of continued growth in Williams Lake, despite challenging economic times.

“We haven’t experienced major long term economic spikes or troughs, relatively speaking, which is positive in today’s times. Our base industries, as they always have in this community, adapt and change to advance themselves, which in turn supports smaller businesses.”

“Williams Lake is a very resilient community,” noted Cook. “We’ve had a lot of challenges, and we’re still here. There’s a willingness to work together and that has got us through some really tough economic times. The community spirit is something you can’t find in larger cities. We’ve got some amazing people.” FMI: [www.williamslake.ca](http://www.williamslake.ca)



Williams Lake’s extraordinary Tourism Discovery Centre officially opened its doors in October 2006.

### How To Get There

Pacific Coastal Airlines offers several flights every day between Vancouver South Terminal and Victoria International Airport. Visit [www.pacificcoastal.com](http://www.pacificcoastal.com) for details.

**DAILY FIBRE**

**WILLIAMS**  
BRITISH COLUMBIA  
**LAKE**

Forged by a spirit of independence, Williams Lake was born of the gold rush. Today, the City embodies the 21st Century cowboy spirit: an honest, free-rein lifestyle, down-to-earth people, and a spectacular backcountry playground. It’s a place where you have the opportunity to make a great living and have a great life. Is it the place for you? Find out at [williamslake.ca](http://williamslake.ca)

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# NORTH COAST AND WEST COAST

## Vancouver Island



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- Kapoose Creek & a fabulous wetland area



**Rupert Inlet, Section 16: \$450,000**

- 60.9 acres
- encompasses the Waukwaas Creek estuary



**Quatsino Sound, Sec 26: \$249,999**

- 38 acres
- 426.7m / 1400ft low-bank oceanfront
- estimated 9,000 cubic metres of mature timber



**Quatsino Sound, Sec 10 Klootchlimmis River: \$222,999**

- 105 acres
- approx. 487.8m / 1600ft of the Klootchlimmis River
- 701m / 2300ft of estuary and oceanfront



**Alice Lake, DL202: \$1,450,000**

- 220 acres
- approximately 1219m / 4000ft of shoreline on Alice Lake
- 17 lakefront titles ranging in size from 4 to 6.67 hectares



**Rupert Inlet, Kenny Point: \$460,000**

- 99 acres
- 1500m / 4921 ft diverse oceanfront
- approx. 10,000 cubic metres of mature timber



**Muchalat Channel, Kleeptee Creek: \$415,000**

- 478 acres
- encompasses Kleeptee Creek substantial estuary and ocean frontage on Muchalat inlet

*3 remaining*

Offered for sale are ~~seven~~ substantial waterfront properties totaling 1320 acres throughout the central west coast and northern regions of Vancouver Island. Titles are offered individually and a discount is available should someone pursue purchasing the entire portfolio.

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**KINGFISHER KUDOS**

The Comox Valley's Kingfisher Oceanside Resort & Spa was given a national thumbs up when it was named 2013 Business of the Year by the Tourism Industry Association of Canada at the TIAC Congress in Ottawa.

"TIAC takes pride in recognizing the outstanding achievements of these organizations, people and events that truly represent the best of Canada's tourism industry," said David Goldstein, TIAC President and CEO, in presenting the award.



Crystal Dallner, sales and marketing manager, at the Kingfisher Oceanside Resort & Spa in the Comox Valley.

**PCA LEADERSHIP AND PHILANTHROPY**

Pacific Coastal Airlines continued its winning ways with more honours bestowed upon president Quentin Smith and vice president Spencer Smith.

Both men were honoured at the Richmond Chamber of Commerce Business Excellence Awards 2013 when they were presented the Business Leadership Award.

Quentin Smith received a second huge honour when he was named the Hope Air Philanthropist of the Year at the Air Transport Association of Canada (ATAC) AGM in Montreal.

**ROUTE 40 CUT INFURIATES BELLA COOLA**

Bella Coola residents are furious over BC Ferries' plan to cut Route 40 ferry service, which connected Port Hardy, the mid-coast and Bella Coola.

"After years of economic depression, a fledging tourism industry has been steadily rising, and losing the ferry service is a terrific blow," reported *The Coast Mountain News*.

In making the decision, BC Ferries said the service ran at 30 per cent capacity, and cancellation of the service is expected to save \$725,000 per year.

But the community is not giving up without a fight, reported the *News*: "Bella Coola Valley Tourism has been working with . . . Cariboo Chilcotin Coast Tourism Association, and their First Nations allies, the Nuxalk, Heiltsuk and Kitasoo nations. BCVT tourism representatives have been making their voice heard on CBC Radio, a petition is available to sign at local businesses or online, and a letter writing campaign has been launched."

**POWELL RIVER WANTS COMMUNITY CONSULTATION**

Several groups in Powell River joined forces to demand BC Ferries work with the

community in changing ferry schedules, following an announcement of service reduction between PR and Comox.

According to the Powell River Regional Economic Development Society (PRREDS), the City of Powell River, Sliammon First Nation and PRREDS have demanded that the government and BC Ferries "work with the community to design schedules that meet the needs of residents, businesses and community groups."

"To further this goal, the three local governments have established a working committee representing a cross section of community groups to design and propose new schedules for all routes servicing the region."

**MANAGEMENT AREAS FOR SUNSHINE COAST OLD GROWTH**

The Ministry of Forests, Lands and Natural Resource Operations has invited the public to review and comment by February 18 on plans to establish more than 18,000 hectares of old growth management areas along the Sunshine Coast.

The ministry is proposing to establish five old growth management areas along Toba and Jervis inlets near Powell River and on parts of the Sechelt peninsula.

A ministry press release says. "The creation of additional old growth management

areas on the Sunshine Coast reflects the BC government's ongoing commitment to preserve unique ecosystems for the enjoyment of all British Columbians."

**KELOWNA ROAD CONTRACT**

Emil Anderson Construction Inc. has been awarded a \$9.3 million contract to build a two-lane underpass below Highway 97 on Sneena Road in Kelowna.

When the project is complete, Sneena Road will pass beneath Highway 97, providing access to lands on either side of the highway. The associated road works will restore connections to roads within the Westbank First Nation. The BC government will fund the majority of the project, with the Westbank First Nation providing the required land and additional road upgrade costs.

During construction — set to begin this spring — all five lanes of Highway 97 traffic will be re-routed around the construction site.

**BC'S NEWEST HIGHWAY OPENS**

A key piece of BC's transportation network, the new four-lane South Fraser Perimeter Road (SFPR), officially opened in December.

SFPR connects to all five major Fraser River crossings, offering motorists quicker access and increased travel options. Travel time between Highway 1 and the Tsawwassen ferry terminal is now less than 30 minutes, compared with travel times of double that using Highway 10.

"Our community will benefit hugely from the opening of the South Fraser Perimeter Road," said Delta Mayor Lois E. Jackson. "The new route provides greater access to the Tilbury industrial area, taking commercial trucks off Highway 99 and River Road. This will make for safer, smoother travel for our residents throughout the community."



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TRAIL

# PARADISE PRES

## EXPLORING NATURE CONSERVANCY OF CANADA'S BOUNTIFUL DARKWOODS

Story and Photos  
by SUSAN LUNDY

**T**he immense size and staggering beauty of Darkwoods became startlingly apparent hours before we actually landed on its sandy shoreline.

On a driving tour of BC's Kootenay region — after flying with Pacific Coastal Airlines to Trail — my partner and I were heading east with plans to depart the region via PCA in Cranbrook. But on this day, we were travelling Highway 3 with Dave Hillary, manager of the Kootenay Conservation Program, aiming to visit Darkwoods, a vast conservation area that was protected in 2008 by the Nature Conservancy of Canada (NCC), for which Hillary worked at the time. The project remains the single largest private land conservation acquisition in Canadian history.

As we drove through the snow-tinged Selkirk Mountains towards Creston, Hillary beckoned for us to pull over at Stagleap Provincial Park, the highway's highest point. He pointed to a vast area of rolling, mountainous landscape and said, "Almost everything you see on the north side of the highway from here all the way to the Creston Valley Wetlands, is Darkwoods."

That it took 25 minutes to drive along the edge of the 136,000-acre parcel vividly illustrated its immense size, while the vision of jagged mountain peaks, rolling hills and lush valleys spoke to its exquisite beauty. Throughout the day, Darkwoods' importance to the region also became clear: the area safeguards water quality for the region, supports the local economy, offers backcountry recreation opportunities, and provides habitat for rare and threatened wildlife such as the South Selkirk grizzly bear (see separate story) and one of the last herds of mountain caribou in the world.



Even though it was early June, land access to Darkwoods was limited by lingering snow, so we boarded a small power boat and pattered across Kootenay Lake, watching with awe as the sweeping horizon of rolling land drew closer.

We were joined on this part of the journey by Nancy Newhouse, manager for NCC's Canadian Rocky Mountains program. Both Newhouse and Hillary were involved in efforts to acquire Darkwoods, and Newhouse remains active in it by overseeing stewardship work, assisting with fundraising and coordinating with researchers on the property. Both are passionate about the land and were thrilled to show it off, leading us on a walk from the shoreline along a winding path through thick, towering trees and soft grassy fields. We stopped to picnic on the rocky ledge of Cultus Creek, the sound of raging water mingling with the scent of fresh mountain air.

It's rare, they said, that a parcel this big comes up for private land conservation, and when the German duke who owned it decided to sell in 2006, NCC jumped at the chance to acquire it.

Darkwoods has a long and rich history, used for thousands of years by various First Nations, in particular the Ktunaxa. It became an official property in 1897 as a Crown grant to the Nelson and Sheppard Railway, and was owned by six different resource companies until 1967, when it was bought Duke Carl Herzog von Württemberg, originally as a Cold



# ERVED



War refuge for his family. The duke established a European-style, sustainable forestry operation on the property, called Pluto Darkwoods, which supplied lumber to local mills.

“The company’s efforts to minimize the impact of the timber harvest on the overall health of the forest allowed the property to retain much of its ecological value,” notes the NCC website at [www.natureconservancy.ca](http://www.natureconservancy.ca).

According to Newhouse, “The duke loved Darkwoods, and was hoping to be able to sell it to someone who would similarly care for the land. He was very happy to strike a deal with NCC.”

“The search for possible significant funders began in 2006,” Newhouse recalled. “The Government of Canada’s Natural Area Conservation Program [a \$225 million investment in conservation, that NCC has been entrusted to lead] was definitely one of the drivers that allowed us to feel confident about being able to pull off such a costly project and conserve this property.”

NCC also called on the Columbia Basin Trust and the Fish and Wildlife Compensation Program; and was further able to attract funders from the US, including the McDanel Land Foundation, Donner Foundation, Vital Ground Foundation, US Fish and Wildlife, The Nature Conservancy, “and many generous individuals from both Canada and the US.”

Cont. on page 12



Nancy Newhouse, manager for NCC’s Canadian Rocky Mountains program, at Darkwoods’ Cultus Creek. Elsewhere, plant and tree details.

## BC’s Forests Look Small From Up Here

... but two-thirds of our province is covered in this economically, environmentally and socially important natural resource.

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[www.abcfp.ca](http://www.abcfp.ca)





# Darkwoods

Cont. from page 11

The ecological importance of the area definitely helped propel fundraising efforts, Newhouse said, pointing out the following facts:

- Darkwoods is home to 19 confirmed species at risk, including grizzly bear, bull trout, western skink and western screech owl. Of particular concern is the endangered South Selkirk mountain caribou, which are critically dependent on the region for their winter range.
- Darkwoods plays an important role in preserving freshwater systems throughout the South Selkirk Mountains, influencing 17 separate watersheds, numerous streams and more than 50 lakes. It provides valuable habitat for birds, insects, reptiles, amphibians and fish.
- Darkwoods supports the local economy (amounting to \$13 million over the past five years) via employment through forest and land management activities.
- It offers first class backcountry recreation opportunities for adventurers who can obtain a permit to travel in Darkwoods during July and August.
- Many researchers are working on the property, conducting scientific studies on topics such as white pine, wolverines and bull trout. An extensive study on grizzly bears is ongoing under biologist Michael Proctor, who uses radio telemetry — radio collars on the bears that track their movements via satellite.

Newhouse said that fundraising remains vitally important today as NCC aims to fund the “long-term care and management of this complex and multi-dimensional conservation project.”

One program is the Darkwoods Forest Carbon project, an initiative that markets carbon credits generated from the forests of



Dave Hillary, manager of the Kootenay Conservation Program, near the Kootenay Lake shoreline of Darkwoods.

Darkwoods. The credits are sold through the voluntary carbon market to businesses, governments and other agencies wishing to reduce their carbon footprint. Revenue from these sales is used to assist with the stewardship of the property. Annual support from donors is also necessary to fund ongoing projects on the land such as removal of old culverts and bridges.

Back from our journey, Hillary spread out a map on the tailgate of his pickup truck, pointing to the area we had just visited. We were stunned to see just how small that portion was compared to the immensity of the entire parcel. Indeed, Darkwoods remains a big, bold and beautiful legacy to conservation efforts in the province. ■

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# A boost for BC grizzlies



A new corridor of protected land in the central Kootenays acquired by Nature Conservancy of Canada (NCC) will help a threatened population of grizzly bears connect with a larger population to the east.

NCC recently added 370 acres (150 hectares) to the Frog Bear Conservation Corridor that runs through the Creston Valley and creates a safe passage for grizzlies travelling between the Selkirk and Purcell mountains.

The South Selkirk grizzly bear population is considered threatened, largely from being cut off from the larger bear population to the east in the Purcell Mountains.

"The Creston Valley is an incredible hot spot for conservation," said Nancy Newhouse, Canadian Rockies Program Manager for NCC. "Researchers have mapped the movements of bears through the valley and know that a conservation corridor is vitally important for the long-term prospects of the South Selkirk grizzly bear population. It will also reduce human-bear conflict"

Two parcels have been added to the Frog

Bear Conservation Corridor, enhancing efforts to create a protected wildlife corridor through the valley.

One parcel is a 162-acre forested property on the western edge of the valley that serves as a gateway for bears moving down from the mountains. The land was purchased from Creston-based Wynndel Box and Lumber and is adjacent to the Creston Valley Wildlife Management Area.

An additional 211 acres has been protected through a conservation covenant that will prevent the subdivision of the valley-bottom land. The property will continue to be used for agriculture.

NCC notes that the Yellowstone to Yukon Conservation Initiative (Y2Y) played a critical role in this project, providing half of the funds to purchase the property, as well as helping fund the research that identified the significance of this parcel.

(Y2Y is a joint US- Canada organization that works to ensure wild animals can move through and around communities and industries within the Yellowstone to Yukon region.)

"We are pleased to have come together with NCC to buy this land, which is critical for the survival of large mammals and amphibians," said Karsten Heuer, president of Y2Y. "Highway 3 is the most important area to ensure wildlife connectivity is preserved in the entire Yellowstone to Yukon region."

The total cost of conserving these two parcels is \$1.14 million, which includes an endowment to fund the long-term management of the project.

Additional funding for the project came from TD Forests Canada, Columbia Basin Trust, Fish and Wildlife Compensation Program, Donner Canadian Foundation and the Kootenay Conservation Program.



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# Trailblazing the

## MORE THAN A WALK IN THE PARK



**THE KIERAN REPORT**  
with BRIAN KIERAN

If you put an assortment of Vancouver Island and coastal mayors in a room, sprinkle in a few provincial appointees, spice with a \$50 million endowment ... what do you get?

A recipe for chaos?

Not in the case of the Island Coastal Economic Trust (ICET). And not when this collection of civic and provincial leaders share an uncommon singularity of purpose ... to improve the collective economic

wellbeing of their communities and put central and northern Vancouver Island and neighbouring coastal communities on the world stage as “go to” destinations.

ICET is helping Tourism Vancouver Island develop an integrated signage and marketing strategy to promote

Vancouver Island’s beautiful trail systems.

Phil Kent, ICET chair and Duncan mayor, says: “Vancouver Island is known for its abundant natural beauty and ease of access to the outdoors. It just makes sense to support an initiative that will take our amazing trail systems to the next level and market them internationally. The related economic benefits from a project like this will undoubtedly have a positive impact on Vancouver Island communities.”

The Vancouver Island Trails Strategy Project is being supported by an ICET contribution of \$30,000 and a matching \$30,000 investment from community members, municipalities and stakeholders.

ICET CEO Line Robert says one of the project’s most important components will be the creation of a uniform trail difficulty rating system similar to that used by North American ski areas. She is confident this new system will be a leading edge, user friendly rating tool and will be adopted in other parts of BC and Canada.

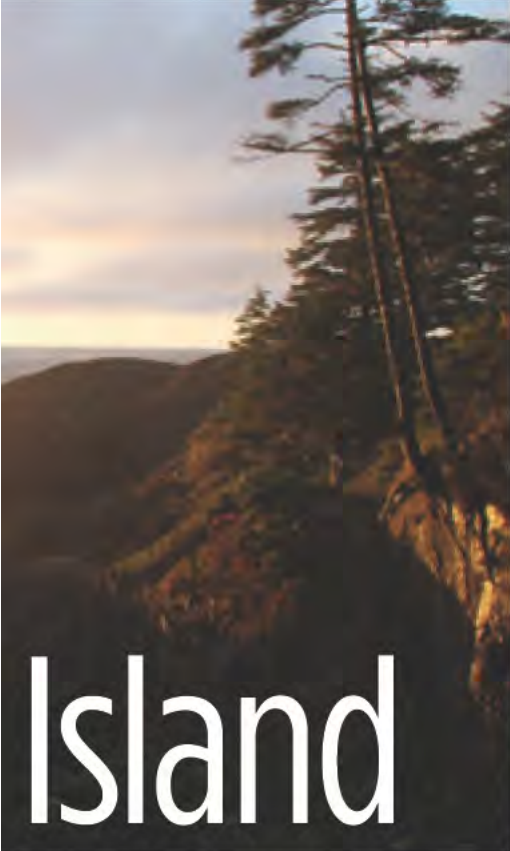
Robert believes hiking trails will soon be as big an international tourism draw as BC’s ski resorts have been in the recent decades. The development of these trails has already received substantial ICET investment including improvements to the Wild Pacific, North Coast, Sunshine Coast, Cowichan and Alberni Inlet trails as well as funding to restore the Kinsol Trestle.

“BC has the potential to be a world leader in trail development and classification, and Vancouver Island is ahead of the curve. The Wild Pacific Trail at Ucluelet was voted the number one tourism attraction on all Vancouver Island by tripadvisor.ca. That’s users rating the trail. Ucluelet has become a tourist destination in its own right,” Robert says.

Phase one of the Vancouver Island Trails Strategy Project will include working collaboratively with communities to research







# Island

Photos courtesy of the Island Coastal Economic Trust. Clockwise from top left, Kinsol Trestle, Wild Pacific Trail, forested trail on Vancouver Island and Runners Trail.



trails and develop an inventory to determine the top 100 hiking trails with the highest potential for marketability, assess their stage of development, determine their best use and identify any improvements needed.

Phase two of the project will expand the trail inventory and develop strategies for consistent mapping, trail rating, signage and interpretation, best practices, consistent messaging and effective marketing.

Phase three puts the strategies into action by creating consistent signage and interpretive information, and easy-to-use maps available both on a dedicated website and in print at tourism offices, visitor information centres and anywhere community and tourist information is provided.

Tourism Vancouver Island President and CEO Dave Petryk says: "Vancouver Island is already rated the top island destination in Canada and in the continental US, and providing an integrated trails resource will definitely add to our appeal as a destination. Developing a comprehensive trails strategy will contribute to the economic and social potential of our communities and I am

excited to see it get underway."

In 2013 the Trust also dedicated funding of \$325,000 for construction of Campbell River's Elk Falls Suspension Bridge, viewing platforms and access trail. The 90-metre suspension bridge will be 72 metres above the bottom of Elk Falls Canyon, making it the highest pedestrian only suspension bridge in Canada.

ICET's \$50 million endowment was established in 2006 by the provincial

government to help diversify the economies of central and northern Vancouver Island and the Sunshine Coast. To date it has approved \$47 million for more than 100 economic infrastructure and economic development readiness projects. Its investments have leveraged more than \$260 million in incremental funding into the region, generated 2,500 person years of construction employment and helped create more than 2,100 post project jobs. 



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# Hooping it up

ALL NATIVE BASKETBALL TOURNAMENT IS A SET PLAY FOR COMPETITIVE AND CULTURAL LEGACY

By BENJAMIN YONG

It's not quite as old as the NBA — but to First Nations communities, the All Native Basketball Tournament (ANBT) is just as prestigious as it enters its 55th year this February.

Held annually in Prince Rupert at the Jim Ciccone Civic Centre, the first tournament featured just 13 teams, but has grown to 54, says ANBT president Peter Haugan.

"It starts now on a Sunday morning, and they play through until Saturday night. It gives you a full week of basketball. Nine



The Heiltsuk Nation Senior Men's team in 2013.

games in the main gym, nine games in the arena. There are over 600 athletes that come, apart from the 3,000-plus fans that come to support the players"

Participants must be of First Nations descent, and come from villages or towns within the catchment area, encompassing mainly BC regions from Masset to Victoria, plus southeast Alaska and Washington State.

The 61-year-old Haugan — who is not Aboriginal but became involved by scorekeeping as a teenager and later refereeing — says there are often requests from faraway teams in places like Alberta to join the tournament; however, expanding isn't in the ANBT's best interest.

"It's not a cash tournament. It's based on inter-village rivalry, and the winners get bragging rights for the year."

The competition originated as a venue for familiar communities to face-off against one another, including even smaller ones that normally wouldn't have the facilities to host visiting rivals. To be eligible, teams must prove they play with the same roster throughout the rest of the year. In addition, the players need to have a connection with their village team by either being born there or having a mother or father who was born there. New teams and the first three eliminated from the prior year's double knockout must first advance in a qualifying tournament to enter.

Initially, the tournament offered competition in two divisions: intermediate (under 22) and masters (over 35). Women and seniors divisions were added 21 years ago, doubling the size of the tournament, says Haugan. It has also evolved from a strictly athletic endeavour to a social phenomenon.

"Once a year, teams come from all over and meet acquaintances or people from work. A lot of people are fishermen," he says.

"We added arts and crafts and First Nations food. Now it's a real huge cultural event with opening ceremonies. This year it will be the Haida Nation performing with 200 drummers and dancers on the Sunday night."

Christine Martin is the manager for the Native Education College's intermediate, seniors and ladies teams in Vancouver, which are set to play in this year's ANBT. She's also the executive director of the Vancouver Aboriginal Transformative Justice Services Society, a non-profit agency providing homelessness and outreach prevention



Rudy Bean (left), from Kake, Alaska guards against a player from Metlakatla, Alaska.

services. Martin says the tournament not only has a huge impact on the First Nations communities as a whole, but also youths.

"Some of our kids are from the Downtown Eastside. Two of our basketball members got murdered five or six years ago, and one of them died of a drug overdose. We knew we had to really step it up and get them off the streets and into the gyms to focus on where they want to go in their lives."

Nine years ago, they secured enough funds to hire a full-time coach — something that ultimately served to garner more interest in the team. A policy that requires players "stay on the straight and narrow" to maintain their spot on the team, has helped steer these players in a more positive direction.

Although Vancouver is geographically removed from many of the other villages that have teams competing in the tournament, many players have family up north and look forward to the yearly pilgrimage.

"We probably have to travel the furthest to head up to the All Native Basketball Tournament. It takes about 18 hours, we usually don't have enough money for flight so we rent vehicles and drive up there," says Martin.

Bo Reid has coached the Heiltsuk Nation senior men's team in Bella Bella for the last eight years, and says he is amazed at the long-lasting relationships that have been formed between players of different communities via the tournament.

"It's exciting to see the rivalry on the court, and the friendships that develop while they're off the court," says Reid.

"The event has developed and created a huge legacy for First Nations people up and down the coast of British Columbia." ■





## Anahim Lake

Cont. from page 5

constructing the building.

“The result is an impressive structure that exceeds the standard code requirements for energy use by 40 per cent and, with wood heat, will reduce electricity consumption by 80 per cent over a baseline building. Construction included use of local wood products, including cellulose insulation, whenever possible, and the only non-wood material in the building is a piece of foam insulation under the slab.”

(Because diesel generators provide electricity in this remote community, the reduction in use and the demonstration of energy efficient construction design are both important benefits, the material further noted.)

“The recently completed terminal for the Anahim Lake Airport was a much needed facility and is able to handle air traffic in a professional and comfortable atmosphere,” noted Bill Van Es, Anahim Lake Airport Commission Chair.

“The airport has been a very important facility for the entire West Chilcotin. It caters to government officials, health professionals, business people and tourists. The latter group is made up of fishermen, hikers, birdwatchers, trail riders as well as other outdoor enthusiasts. In the winter, we are seeing more and more guests who enjoy winter activities such as heli-skiing. Many of these people come from Europe, and the airport is a critical service for them.”


He also noted that the airport commission’s choice of a timber frame building is visually appropriate due to the area’s popularity as a wilderness destination

“The building is impressive inside and outside, with all up to date



View of the new terminal building at Anahim Lake.

energy efficient materials . . . The main floor is well designed for the flying customers with airport office area on one side, [and] benches, tables and two bathrooms” elsewhere.

All those involved in the project give the new building a huge thumbs up, noting it should help increase use of the airport by community residents, visitors, tourism operators, medical personnel and the RCMP. 

### How To Get There

Pacific Coastal Airlines runs three flights weekly between Vancouver Airport’s South Terminal, Bella Coola Airport and Anahim Lake Airport. Visit [www.pacificcoastal.com](http://www.pacificcoastal.com) for more details.





# SKI BC

## TOP SKI DESTINATIONS TAKE THE PROVINCE'S ULTIMATE SKI EXPERIENCE ABROAD

BY SUSAN QUINN

**B**C's current ski season is all about opening up the province to the rest of North America.

Skiing was the biggest driver of tourism dollars in BC last winter, with more than 6.5 million skier visits — 46 per cent of which were destination skiers from outside of the province, reports the Canada West Ski Areas Association. BC accounted for 34 per cent of all skier visits in 2012-13.

"British Columbia has some of the best skiing in the world and we are committed to supporting the industry by effectively marketing BC's destination ski resorts to increase visitation," says Andrea Shaw, board chair of Destination British Columbia.

As a particular area of potential tourism growth, BC's ski industry is unmatched,

says Shirley Bond, provincial Minister of Jobs, Tourism and Skills Training.

Here are BC's ski top areas found in and around Pacific Coastal Airlines destinations:

### KELOWNA

**Big White Ski Resort**, located 56 kilometres southwest of Kelowna in BC's Monashee Mountains, is a family-oriented alpine resort with numerous global accolades for the activities it offers in addition to downhill skiing and snowboarding.

Whether it's Nordic skiing, tubing, dogsledding, skating, snowmobiling or snowshoeing, the resort offers activities for all family members to enjoy.

For those hitting Big White's slopes for skiing, the area boasts runs accessed from 16 lifts for the beginner right up to

the black diamond skier; dry powder and enticing glade skiing that has earned it repeated praise for the best tree skiing in Canada.

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

### TRAIL

**Red Mountain Resort**, located in Rossland in BC's Kootenays — an area also known as the Powder Highway — boasts 4,200 acres of pristine skiing.

Last year, Red Mountain opened up an entirely new peak with the creation of intermediate and glade runs on Grey Mountain. Construction of a new Poma Quad chairlift dominated the summer months, and ski season was augmented with the opening of 22 new runs comprising 1,000 new acres of terrain.

Red Mountain has always been known for its steeps and tree skiing, but the



resort's reputation is spreading abroad. Red has received many accolades in the past few years, among them the No. 8 Best Place in the World to Visit by the New York Times, and No. 2 ski resort worldwide by the Toronto Sun. FMI: [www.redresort.com](http://www.redresort.com)

## VANCOUVER ISLAND

**Mount Washington Alpine Resort** on Vancouver Island offers some of the best learning slopes and beginner terrain in Western Canada, says Sarah Nicholson, manager of Tourism Mount Washington.

The resort revamped its beginners' terrain two winters ago with the creation of Easy Acres, and the advent of covered Magic Carpets, which allow skiers easier access to more points in the beginners' area.

But advanced skiers and boarders take heart: "The outback offers some of the best backcountry access available on Vancouver Island," Nicholson said.

The resort's Nordic terrain, accessed at Raven Lodge, is world class, she added. And the Ozone Tubing Park has been relocated and expanded.

The resort is easily accessible from Comox Airport, and offers 4,000 beds in varying accommodation types — most of them ski-in, ski-out. FMI: [www.discovermountwashington.com](http://www.discovermountwashington.com) and [www.mountwashington.ca](http://www.mountwashington.ca)

**Mount Cain** began in 1971 when skiers from several North Vancouver Island communities formed a society and began looking for terrain in the Mount Cain area. They knew a secret many hadn't yet discovered: that there was deep powder to be had in northern Vancouver Island.

The family-oriented ski hill, located halfway between Campbell River and Port McNeill, has kept up operations since then. The hill is still run by the Mt. Cain Alpine Park Society, and is open three days a week (weekends and some Mondays) throughout the winter.



Above and opposite page: action at Red Mountain in Rossland near Trail.

The hill boasts 21 runs with two T-bar and one beginners' handle tow lifts. Mount Cain has the highest base elevation of any coastal ski hill in BC, second only to Whistler. FMI: [www.mountcain.com](http://www.mountcain.com)

## LOWER MAINLAND

An \$18-million expansion including two new ski lifts is in the spotlight at **Whistler Blackcomb**, a world-class facility an hour and 45 minutes north of Vancouver.

Whistler Mountain's Harmony high-speed quad chairlift has been replaced with a Doppelmayr high-speed, detachable six-seat chairlift, while Blackcomb Mountain now has a high-speed quad chair accessing the Crystal. Whistler Blackcomb is served by 37 ski lifts, ranging from people movers to quad chairlifts and gondolas, over terrain stretching from beginner to black diamond runs. FMI: [www.whistlerblackcomb.com](http://www.whistlerblackcomb.com)

**Grouse Mountain** is known as the city's playground.

Boasting 26 ski runs, 14 night runs, four chairlifts, two terrain parks and the Cut Jump Line, Grouse offers myriad

skiing, snowboarding and snowshoeing opportunities for snow enthusiasts.

Located just 15 minutes from downtown Vancouver, Grouse also offers non-skiing adventures, such as ice skating, ziplines, the famous Skyride gondola, reindeer in the winter and more. FMI: [www.grousemountain.com](http://www.grousemountain.com)

## CRANBROOK

Big snow and big verticals make **Fernie Alpine Resort** one of the world's 25 best ski towns, according to National Geographic.

Fernie is known for its five alpine bowls — the most in North America. Coupled with an average snowfall of 11 metres (37 feet) and warm temperatures, the snow conditions remain soft and appealing to skiers and snowboarders alike. This year the resort has been doing some glading and widening, and has added both Snowcat and snowmaking upgrades. The Polar Peak Lift installed two years ago opened up new terrain, emphasizing the big verticals.

A unique ski destination with an authentic ski town minutes away with friendly people

Cont. on page 20



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## Ski BC

Cont. from page 19

and local culture, Fernie Alpine Resort offers a variety of lodging options, from ski-in, ski-out chalets to five-star hotels. A new winter zipline and slope side fire pit just add to the activity. FMI: [www.skiferne.com](http://www.skiferne.com)

Located in the Purcell Mountains in BC, **Kimberly Alpine Resort** is known for light, fluffy snow, short lift lines and an abundance of sunny days.

This winter a beginner ski run called the Alpine Slide offers an easier way down from the top of the Northstar Chair.

Kimberly boasts a Bavarian-themed downtown and the resort has an assortment of on-mountain and ski-in, ski-out accommodation.

Kimberly also has many unique factors, such as a ski run that is 2.5 kilometres long, and one continuous run that goes for 6.5 kms.

View of Mount Washington; photo courtesy of Mount Washington Alpine Resort.

The resort is home to a Paralympic training centre, with a dedicated training run, offering training for all disciplines including downhill, Super G, slalom and giant slalom. FMI: [www.skikimberley.com](http://www.skikimberley.com)

### WILLIAMS LAKE

**Mount Timothy Ski Area**, located in the heart of BC's Cariboo region an hour south of Williams Lake, is best described as unhurried and unworried.

The family-oriented resort includes a handcrafted log day lodge, 35 runs for every level of ability, a triple chairlift, T-bar, Magic Carpet lift, handle-tow and a terrain park. More than two-thirds of the terrain at Mount Timothy can be considered medium to advanced.

Primarily serving the Williams Lake and 100 Mile House regions, and with less than 200 skiers visits per day on average, Mt. Timothy offers an intimate snow experience. FMI: [www.skitimothy.com](http://www.skitimothy.com)

## March at the Charlie White Theatre



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### LORNE ELLIOTT

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## CAMPBELL RIVER

Pacific Salmon  
Foundation Dinner &  
Auction**Feb. 8**Takes place at the Eagles Hall and features a western theme.  
FMI: 250-923-0939.

## Fashion Inferno 12

**March 1, 6 p.m.**A ladies night out presented by Campbell River Fire Fighters in support of the BC Professional Fire Fighters Burn Fund. Campbell River Community Center.  
FMI: www.campbellriver.ca

## COMOX VALLEY

Comox Valley  
Dine Around**Feb. 19-March 16**Now in its fourth year, this event celebrates local cuisine and continues to increase in participation and popularity.  
FMI: www.discovercomoxvalley.com

## CRANBROOK

## Kenny Rogers

**Feb. 26, 7:30 p.m.**Kenny Rogers plays 'The Western Financial Place. Tickets are \$86.50 & 76.50 all inclusive.  
FMI: cranbrookchamber.com

## HAIDA GWAI

## Haida Gwaii Film Festival

**March 7-9**

Priority is given to Haida Gwaii, BC and Canadian independent productions. Takes place at Queen Charlotte Community Hall (7th and 9th) and Haida House, Tlell (8th).

## KELOWNA

Annual State of the City  
Address**Feb. 13, 11:45 a.m.**

A luncheon speech by Mayor Walter Gray at Coast Capri Hotel. The mayor

will speak about the accomplishments of the City of Kelowna over the past year and discuss future plans.  
FMI: www.kelownaevents.infoChamber Breakfast  
Workshop**Feb. 19, 8:30 a.m.**Join a panel of experienced local mediators for a one-hour discussion on "Resolving Disputes Quickly and Effectively — How Mediation Can Help Your Business," followed by a half-hour interactive workshop. Takes place at Royal Anne Hotel.  
FMI: www.kelownachamber.org

## PENTICTON

Aboriginal Business  
Match**Feb. 24-27**

ABM 2014 BC will take place at the Penticton Trade and Convention Centre in Penticton from February 24 to 27. ABM 2014 SK will take place at TCU place in Saskatoon from June 16 to 19. FMI: www.aboriginalbusinessmatch.com

## POWELL RIVER

## Film Festival

**Feb. 12-16**

Annual film festival held at the Patricia Theatre. Check website at www.prfilmfestival.ca for film info, tickets and more.

70th Powell River  
Festival of the  
Performing Arts 2014**Feb. 27 to March 6**

Sponsored by the Rotary Club of Powell River, the event supports the development of the community's amateur performers. Held at various theatres.

FMI: www.clubrunner.ca/Portal/Home.aspx?cid=757

## SIDNEY

## HMS Pinafore

**March 28-30, 8 p.m./ 2 p.m.**

Presented by Victoria Gilbert &amp;

Sullivan Society at Charlie White Theatre, Mary Winspear Centre, 8 p.m. with matinee March 30 at 2 p.m.  
For tickets call 250-656-0275 or www.marywinspear.ca

## VICTORIA

## Culinaire

**March 20, 5-10 p.m.**Presenters serve their inspired creations and signature dishes, introducing new restaurants and cooking methods, and providing an opportunity to interact with chefs and restaurateurs. Takes place at The Crystal Garden.  
FMI: http://culinairevictoria.com

## VANCOUVER

## Buildex Vancouver

**Feb. 19-20**

One of Canada's largest trade expositions and the largest event at the Vancouver Convention Centre, it welcomes over 12,000 design, construction and real estate management professionals each year.

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# Q&A

## Joe Nemeth

President and CEO Catalyst Paper

**J**oe Nemeth joined Catalyst Paper as president and chief executive officer in October 2013. Prior to joining Catalyst, he held executive positions in sales, marketing and operations, spanning over 30 years of experience in the pulp and paper industry. His leadership achievements include best of peer group financial performance; negotiation and oversight of major business and strategic development initiatives; and continuous improvement in operations, cost and organizational management. He holds an MBA from the University of Western Ontario and a Bachelor of Forestry from the University of British Columbia.

### **Q: WHY DID YOU TAKE ON THE ROLE OF CEO AT CATALYST AND WHAT IS YOUR MANDATE AS CEO?**

**A:** My belief is that Catalyst has every self-made potential to be successful in the long term. Our assets are well capitalized, we have a value-added product strategy and our employees have the positive energy and collective desire to succeed. More than that, this is personal — my career in pulp and paper started at Catalyst. My mandate as the new CEO is to deliver cash flow-positive results every quarter by putting operational excellence at the forefront. To achieve this we must go back to the basics of maintaining employee safety and improving productivity, cost efficiencies and product margin. My longer-term plan for Catalyst is to leverage innovation and leadership in environmental stewardship in fulfilling the market for lightweight paper products, while exploring transformative business opportunities where pulp and paper manufacturing naturally intersect with emerging sectors such as green energy or bio-products.

### **Q: WHAT ARE THE BIGGEST CHALLENGES FACING THE PULP AND PAPER INDUSTRY IN BC TODAY?**

**A:** To give some perspective, Catalyst is ranked fifth in production volume among the top 40 producers of graphic papers in North America. Our papers find every day application in newspapers, magazines, catalogues, books, directories and retail flyers, competing for market share against other producers of varying sizes. The number one challenge we're faced with is the shrinking demand for printing and writing papers in North America in a supply-saturated market. Catalyst has proactively responded by targeting lightweight paper niches, diversifying sales by targeting high growth markets of Latin America and Asia, plus introducing innovative, best-in-class sustainable new products to extend our Sage line of papers. Not only is our Sage brand defined by 100 per cent certified responsibly sourced wood fiber and carbon-neutral manufacturing, it is a culmination of our desire to challenge the status-quo. Our Sage

logo is a trusted mark of our commitment to sustainability and transparency up, down and across our manufacturing process, supply chain and symbiotic partnerships. Despite challenging market conditions, Catalyst has increased its market share year over year — proof that Catalyst is succeeding.

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

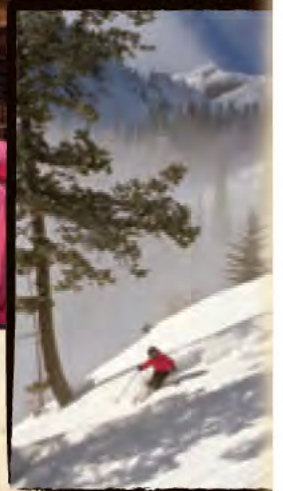
**A:** We have differentiated ourselves in two ways. We've led the industry in environmental sustainability, reducing our carbon footprint by 80 per cent since 1990, earning us best-in-class for our environmental practices and the ability to produce paper using less. Which brings me to my second point in that Catalyst is a pioneer in lighter weight papers. Our ability to reduce the thickness of certain grades of papers without losing opacity, bulk or strength is attractive to our customers, who also appreciate a smaller carbon footprint and cost-to-weight savings in postage and distribution efficiencies.

### **Q: WHAT ELSE DO PEOPLE NEED TO KNOW ABOUT CATALYST OR THE INDUSTRY IN GENERAL?**

**A:** Catalyst has over 100 years history rooted in BC and a significant stake in BC's future. We are a link in this province's economic value chain, creating 7,000 direct and indirect jobs, contributing to employment, business viability and financial sustainability in 39 municipalities, 56 provincial constituencies, 31 federal constituencies and 28 BC regional districts, and generating fully one per cent of the province's GDP. Our far reaching and substantial economic footprint is proof that pulp and paper is valued. The perception that pulp and paper is a sunset industry is a myth — the prediction of a paperless modern society is erroneous. Paper, like Catalyst, is here to stay. Moreover, the traditional, historical model of pulp and paper manufacturing is changing. Catalyst is evolving and adapting to transformative business opportunities. The future of Catalyst resembles a bio-cluster model that encompasses pulp, paper, green power and bio-products.



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