

# SOAR

## FARE FLEXIBILITY

NEW FARES ARE MORE FLEXIBLE AND USER-FRIENDLY

## STRATEGIC IDEAS

OFFICE TALK WITH STRATEGIC GROUP'S JONATHAN LOK

## DESTINATION: KIMBERLEY

NEW CONFERENCE AND TRAINING CENTRE TURNS HEADS

*Pacific Coastal*  
AIRLINES

YOUR COMPLIMENTARY COPY  
OCTOBER / NOVEMBER 2010 VOLUME 4 / NUMBER 4



# Exploring BC has never been more affordable!

Welcome Aboard.  
Thank you for flying with us today.

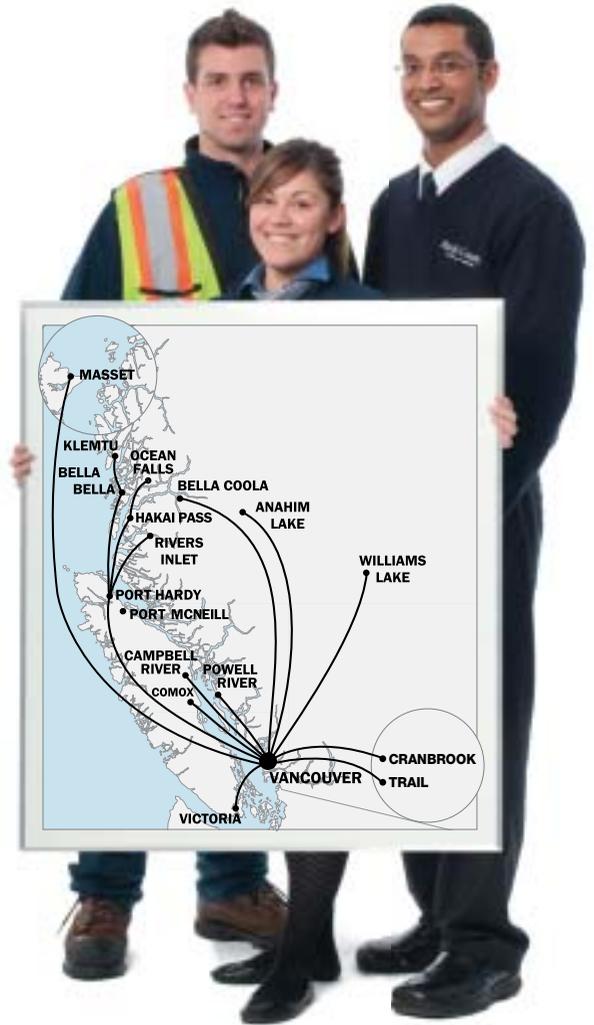
No more confusing airline lingo!  
Just easy to use fares with great features & benefits!

**encore** *fare & Quik Pass*  
Make it... **Convenient**

**classic** *fare & Quik Pass*  
Make it... **Flexible**

**bravo** *fare & Quik Pass*  
Make it... **Affordable**

Visit our updated website for all details!



Saab 340A

Developed by Saab in 1984, the 340A is versatile and cost effective. This 30-seater aircraft has a pressurized cabin with three-abreast seating. Over 400 have entered the marketplace specifically for regional airlines.



Beechcraft Super King Air 200

Introduced in 1973, the 11-passenger Beechcraft King Air 200 is an enhanced version of the King Air 100. An increased wing span, a T-tail and larger engines are some of the modifications that were made.



Shorts 360

In 1982, Shorts Brothers of Ireland introduced the `360`, a 33-passenger commuter transport with large freight capacity. The ease of operation and maintenance has made it one of the most reliable commuters in service.



Grumman Goose

The 9-passenger Grumman Goose was first flown in 1937, and only 345 were ever built. Thanks to its utility and value, rugged construction and amphibious capability, a number of Gooses operate in coastal airline service today.



Beechcraft 1900C

This 19-passenger, pressurized aircraft was developed as a result of the increasing demand for high-frequency commuter air travel. Its long range and large payload capability have made it the most popular commuter aircraft in North America today.



DeHavilland Beaver

Built in Toronto, Canada, and first flown in 1947, only 1,657 Beavers came off the assembly line. The 6-passenger aircraft is still prized by "bush" pilots for its reliability and versatility—it can operate on wheel, ski or float landing gear.

# CONTENTS

SOAR: PACIFIC COASTAL AIRLINES' INFLIGHT MAGAZINE  
October / November 2010 Volume 4, Number 4



## PRESIDENT'S MESSAGE



Rails to Trails, Kimberley

Tourism Kimberley photo

## AN ODE TO AUTUMN A TIME OF HARVEST AND THANKS

Autumn has arrived and daylight gets shorter while the beauty of fall foliage illuminates trees around our province. It's a season not only of harvest but also of being thankful and gathering with friends and family for a special Thanksgiving feast. Every year I eagerly anticipate autumn for those reasons but this year there is much more to be thankful for and a special harvest to share.

The harvest I have in mind comes from cultivating ideas from customer feedback and this issue of SOAR is a celebration of our partnership with our customers which has led to an exciting evolution in the way we offer fares and passes. Customers asked for more clarity and value from our airfares and advised us exactly where that was needed. So, to honour our service philosophy of being People Friendly, we formed a team to rejuvenate our products. Our new branded fares have made flying within BC more affordable than ever and I hope you enjoy reading Corey Van't Haaf's article that features these changes.

My thankfulness this season is dedicated to our customers and staff. More and more customers are taking the time to share with us how they feel about our service and to ask questions. We value your trust and the chance to have a one-on-one dialogue to discuss any concern and commendation is a privilege we hold in respect. Our employees' effort and excitement in responding to feedback with our new branded fares has been heartening, and they're enjoying talking to customers about them. If you have any questions please don't hesitate to call us at 1-800-663-2872 or ask a Customer Service Agent at check-in. Alternatively, please let us know what you think via [feedback@pacificcoastal.com](mailto:feedback@pacificcoastal.com)

On behalf of the Pacific Coastal Airlines family, I warmly wish you and yours a bountiful Thanksgiving and the best of the season

We're listening.

Sincerely,

Quentin Smith, President



## FEATURES

### 10 FARE PRICING THAT'S FAIR

Pacific Coastal revamps its online fare structures to offer greater convenience, flexibility and affordability.

### 13 GREEN BUILDERS EYE GOLD

CHBA-BC and Built Green BC honour the province's top builders.

### 14 IN THE OFFICE WITH...

Strategic Group's Jonathan Lok.

### 16 DESTINATION: KIMBERLEY

Conference centre gives Kimberley a new audience.

## DEPARTMENTS

### 5 UP FRONT

Hope Flies  
Pacifica Golf Tourney  
Meet a Pacific Coastal Employee

### 6 DATEBOOK

Community events from around the province.

### 18 FOOD FOR THOUGHT

Seared Ahi Tuna with Chermoula and Summer Vegetables, from the Four Seasons Hotel Vancouver

### 19 PLANE TEASERS

Crossword and Sudoku.

**Cover:** Fare Pricing: Pacific Coastal introduces new branded fares offering more choices.

**Photo:** Michael O'shea

#### Editor

Jennifer Blyth  
[jblyth@telus.net](mailto:jblyth@telus.net)

#### Phone

1-250-383-3633

#### Fax

1-250-480-3233

#### Published by

Black Press  
818 Broughton Street,  
Victoria, BC V8W 1E4  
[blackpress.ca](http://blackpress.ca)

#### Publisher

Linda Tesser  
[ltesser@wherevictoria.com](mailto:ltesser@wherevictoria.com)

#### Advertising

Linda Tesser

#### Graphic Design

Sean McLaughlin

SOAR magazine is published six times per year and is distributed on all Pacific Coastal Airlines flights. The points of view or opinions expressed herein are those of the authors and do not necessarily reflect the views of the publisher or Pacific Coastal Airlines. The contents of SOAR magazine are protected by copyright, including the designed advertising. Reproduction is prohibited without written consent of the publisher.

Published by:  Black Press

## HOPE FLIES

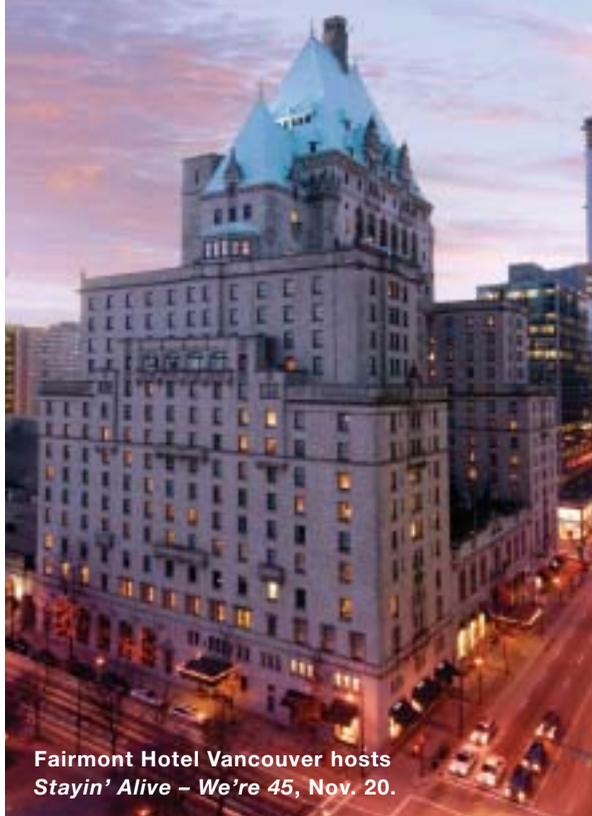
Pull out your dancing shoes for *Stayin' Alive – We're 45*, hosted by Endeavour for the Benefit of the Arts, Sciences & Health, in Vancouver Nov. 20.

The evening of fun and fundraising at the Fairmont Hotel Vancouver includes a sophisticated dinner and auction, plus live entertainment and dancing, all in support of several charities, including Hope Air, which helps Canadians “get to getting better” when their ability to pay for air travel is limited. The program is supported by many of Canada’s national and regional airlines, including Pacific Coastal, plus hundreds of volunteer pilots who contribute time and aircraft.

The black tie *Stayin' Alive – We're 45* will feature a huge array of auspicious auction items and allows guests to take pride in the knowledge that they are doing their part to benefit several BC Charities.

For event details, visit [www.endeavoursociety.com/gala.html](http://www.endeavoursociety.com/gala.html)

Learn more about Hope Air at [www.hopeair.org](http://www.hopeair.org)



Fairmont Hotel Vancouver hosts *Stayin' Alive – We're 45*, Nov. 20.

Photo Courtesy Fairmont Hotels

## PACIFICA TOURNEY GOLFS FOR 'HOPE AND RECOVERY'

Pacifica Treatment Centre hosts the second annual fundraising golf tournament for 'Hope and Recovery' at The Fairmont Chateau Whistler Oct. 2.

For \$99 per person, golfers will enjoy a welcoming gift bag, 18 holes of “best ball” golf, with cart and a scrumptious chili dinner, plus prizes and a silent auction.

For details, contact [info@pacificatreatment.ca](mailto:info@pacificatreatment.ca) or call Kerry at 604-872-5517, local 224.



The events highlighted in this section have been sponsored by Pacific Coastal Airlines.



**Name:** Rosemary Lebar

**Position:** Director, IT

**Years with the company:** 14

## MEET A PACIFIC COASTAL EMPLOYEE

Since joining Pacific Coastal Airlines in 1996 in the customer service department, Vancouver born-and-raised Rosemary Lebar became the Vancouver base manager and then, three years ago, took on the new challenge of Director of Information Technology.

In that role, she's been instrumental in the airlines' new fare structure (see *Fare Pricing that's Fair for Everyone*, page 10).

“It's very exciting to be part of the fare branding program which has allowed us to provide a simplified fare structure for our customers,” says the Port Moody resident and 14-year Pacific Coastal employee.

“My role in all this was to make it easier

for our customers to find the fare that offers the right features and price for them.

“The response we've been getting from both our customers and employees has been very positive,” Lebar says.

It's part and parcel of the personal approach taken by the family-run Pacific Coastal Airlines.

“I appreciate all the charity work, for example, and all the contributions we make to the communities we serve. It's important to give back.”

That goes for both daily operations and the bigger picture: “The reward is happy customers and happy employees!”



Jennifer Blyth photo

# DATEBOOK

neighbours. The motto of Dave's store – and of the radio show: "We May Not Be Big, But We're Small." FMI: [www.cbc.ca/vinylcafe/home](http://www.cbc.ca/vinylcafe/home) For tickets, call 250-287-7465 or visit [www.tidemarktheatre.com/](http://www.tidemarktheatre.com/)

## Comox Valley

### Perseverance Trail Run

October 31

Breathtaking scenery and unforgettable views await on this race that features pristine single track, winding cross-country trails and twisting forest paths. Hosted by Extreme Runners and Equilibrium Lifestyle Management, this year's run features a fun 3k cross-country route and a more challenging 10k mountain run, along with delicious post race food and fabulous draw prizes from a host of local sponsors. All proceeds will be donated to the Cumberland Community Forest Society. Register online until Oct. 29 for \$20/ adults or \$15/kids. Race day registration runs from 9 to 10:30 a.m. at No. 6 Mine Park in Cumberland, with an 11 a.m. start. FMI: [www.perseverancetrailrun.com](http://www.perseverancetrailrun.com)

## Bella Coola

### Fall Salmon Run

Through October

Think fishing as chum and coho salmon run through October. Take in an eco-rafting river trip during this excellent time to view both bears and eagles feasting on spawning salmon along the shoreline, then hit the trails to view more of the region's diverse wildlife.

## Campbell River

### Colin James – Up Close and Personal

October 16

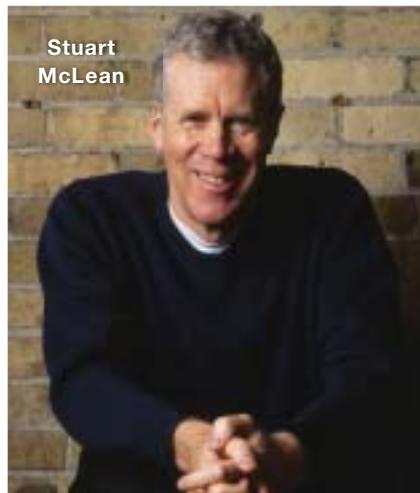
Singer, guitarist and band leader, Colin James has ranged from blues and rock to pop and swing and back again. On his latest album, *Rooftops and Satellites*, James presents both a softer side and an edgier rock element, flavoured with R&B and blue-eyed soul. Enjoy one of BC's most talented bluesmen at the Tidemark Theatre, with special guest Chris Caddell.

For tickets, call 250-287-7465 or visit [www.tidemarktheatre.com/](http://www.tidemarktheatre.com/)

## Stuart McLean & The Vinyl Cafe

October 24

Canada's favourite storyteller brings his Vinyl Cafe radio show to the Tidemark Theatre. Heard on CBC Radio, the show is written and hosted by Stuart McLean and features essays, music and funny, heartwarming stories about Dave, owner of a secondhand record store, Dave's wife, Morley, their children, Sam and Stephanie, and assorted friends and



Stuart McLean

## Dollars for Youth Fundraising Gala

November 5

Pacific Coastal is pleased to support the John Howard Society of North Island's gala fundraiser at Crown Isle Resort in Courtenay. The entertaining Todd Butler will emcee this fabulous evening of dining, entertainment, live music and silent and live auctions while raising money for youth in need. All proceeds will go to Youth Enhancement and KidStart Mentoring Program.

FMI: 250-286-0611 or [www.jhsni.bc.ca](http://www.jhsni.bc.ca)

## Comox Celebration of Lights

November 26

Don't miss Santa's arrival in downtown Comox, kicking off the holiday season. The town will be all a-glitter as the "Celebration of Lights" entertains from 4 to 7 p.m. at the corner of Comox and Port Augusta streets. Santa arrives via the Christmas Ship at 5:45 p.m. to light the Christmas Tree while carolers and bands delight with Christmas favourites. FMI: [www.comoxbythesea.com](http://www.comoxbythesea.com) or 250-792-3358

### Comox Valley Christmas Parade November 28

Welcome the holidays at the Comox Valley Christmas Parade in downtown Courtenay, take in kids' entertainment at the Sid Williams Theatre, Breakfast with Santa, and a live Nativity scene and petting zoo during this holiday season. The parade starts at 10 a.m. and is about an hour long.  
FMI: [www.downtowncourtenay.com](http://www.downtowncourtenay.com) or 250-337-2096

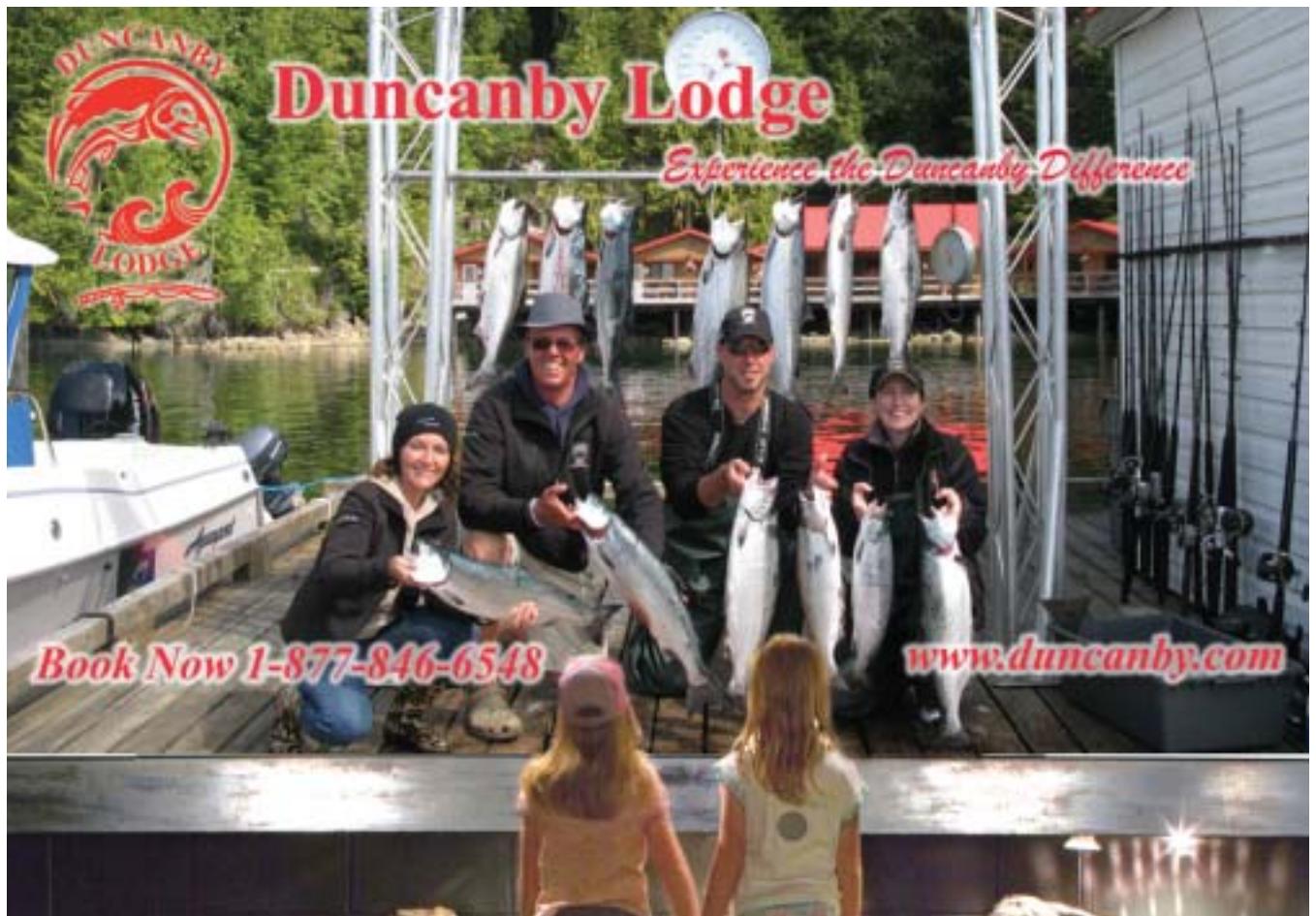
### Cranbrook Halloween Spooktacular at Fort Steele October 23

Beginning at 3 p.m., enjoy trick-or-treating, haunted houses, kids' theatre performance, zombie fashion show, concession, bonfires and more, concluding with a fireworks show at 9:45 p.m. Pick up tickets in Cranbrook at the Save-On-Foods Gas Bar, Safeway and the Chamber of

Commerce. Tickets in Kimberley are available at Black Bear Books and Video. Visitors can call Fort Steele Heritage Town for tickets at 250-417-6000. This event sells out each year so get your tickets early!  
FMI: [www.fortsteele.ca](http://www.fortsteele.ca)

### The Christmas Gala Dinner November 27

This annual launch of the holiday season at the Royal Alexandra Hall is a major annual fundraiser for the Canadian Museum of Rail Travel. The multi-course gourmet dinner includes a pre-dinner Champagne Reception followed by a multi-course dinner in the Royal Alexandra Hall, accompanied by wines and entertainment between the courses. The evening ends in the Reception Hall and Palm Court with an after-dinner reception, tea, coffee, liqueurs and fruit/cheese platters.  
Advance tickets are required.  
FMI: [www.trainsdeluxe.com](http://www.trainsdeluxe.com)





Alan Gastelum photo

## Port Hardy

### North Island Concert Society Concert Series

Beginning in November

Hosted by the North Island Concert Society, these popular performances begin in October and continue through April, welcoming entertainers from all across Canada. Performances are generally held on Saturdays and range from country to jazz to comedy – there's definitely something for just about everyone to enjoy!

FMI: [www.niconcert.ca](http://www.niconcert.ca)

### Great Pumpkin Patch Walk

November 1

Continue the Halloween spirit a little bit longer during this popular community event. Everyone brings their carved jack-o-lanterns to Port Hardy's Carrot Park for a big celebration.

Once darkness falls, the pumpkins are all lit up, the hot chocolate flows and the firework show is magnificent!  
FMI: [www.porthardy.travel](http://www.porthardy.travel)

## Powell River

### Festival of Trees

November 23 to 27

Local businesses get into the festive spirit by decorating and auctioning trees. All funds go toward the Powell River Association for Community Living.  
FMI: [www.discoverpowellriver.com](http://www.discoverpowellriver.com)

## Trail

### Anton Kuerti & Jacques Thibaud Trio

October 5

In the first concert of the season at the Charles Bailey Theatre, the Trail Society for the Performing Arts presents pianist Anton Kuerti, recipient in 2008 of a Governor General's Performing Arts Award for Lifetime Artistic Achievement, performing with Germany's Jacques Thibaud String Trio.  
For ticket details, email: [trail\\_arts@telus.net](mailto:trail_arts@telus.net)

### National Broadcast Orchestra

November 16

The National Broadcast Orchestra, under the direction of Alain Trudel, performs at the Charles Bailey Theatre with guest

violinist Jonathan Crow. For ticket details, email: [trail\\_arts@telus.net](mailto:trail_arts@telus.net).

## Vancouver

### 2010 Vancouver International Film Festival

Through October 15

The 29th annual Vancouver International Film Festival attracts close to 150,000 film fans to celebrate renowned Canadian, International, Documentary, and award-winning films – some 350-plus films from 80 countries in all. FMI: [www.viff.org](http://www.viff.org)

### Vancouver Playhouse Theatre Company presents *The Fantasticks*

October 2 to 23

From the book by Tom Jones and with music by Harvey Schmidt, *The Fantasticks* has become the longest-running production in American theatre. The story of a young man and the girl next door, whose parents have built a wall to keep them apart, the youngsters contrive to meet and fall in love – a celebration of love in all its gorgeous simplicity and heartbreaking complexity.

FMI: <http://vancouverplayhouse.com/current-season/2010/the-fantasticks.php>

## Victoria

### Crash Test Dummies

October 1

One of Canada's favourite bands kicks off its cross-country Oooh LaLa! tour at Victoria's Element nightclub. Can't make it to the Island? The band also performs in Vancouver's Chan Centre for the Performing Arts on October 2.

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

### GoodLife Fitness Victoria Marathon, Half Marathon and 8K

October 10

One of the most popular and scenic running events on the West Coast, the marathon and related events attract close to 13,000 runners and walkers from all over Canada and the US. Not up to the full marathon? Don't worry – shorter options include a half-marathon, 8K road race and a 1.2K Thrifty Foods Kids Run and Marathon.

### Jeremy Hotz

Mark Hill photo



Online registration is available. Festivities kick off at the Victoria Conference Centre with the race package pickup and a free Race Expo, featuring more than 40 exhibitors offering merchandise, souvenirs, interactive displays, health and fitness products, and more. Visit October 8 from 3 to 7:30 p.m., October 9 from 9 a.m. to 6 p.m. and October 10 from 9 a.m. to 3:30 p.m. FMI: [www.runvictoriamarathon.com](http://www.runvictoriamarathon.com)

### Royal BC Museum:

#### Behind the Scenes

Ongoing

Designed to give visitors an insider's look at the museum's 124-year-history of scientific research, part one of this intriguing exhibit runs through fall 2011, showcasing the work of the museum's natural history department.

The 929-square-metre exhibition features thousands of natural history specimens, ranging from preserved sea cucumbers, clawed frogs and pythons to a 225-million-year-old fossilized Saurichthys (reptile fish). As an approved 2010 UNESCO International Year of Biodiversity

To submit an event for the SOAR Datebook, email [editor@wherevictoria.com](mailto:editor@wherevictoria.com) or send a fax to the attention of "Editor-SOAR Magazine" at 1-250-480-3233.

project, Behind the Scenes features an extensive special events program that includes adult and family workshops and discussion events.

FMI: [www.royalbcmuseum.bc.ca](http://www.royalbcmuseum.bc.ca) or 888-447-7977

### 2010 Capital One Just For Laughs Comedy Tour

November 9 and 10

The 10th anniversary Capital One Just For Laughs Comedy Tour brings five hot comics to the capital city's McPherson Playhouse, including special guest, international award-winning comic Jeremy Hotz. FMI: 250-386-6121 or [www.rmts.bc.ca](http://www.rmts.bc.ca)

SOME PEOPLE LEAVE THEIR HEARTS IN SAN FRANCISCO.  
Others visit Tofino and never leave.



SELECT  
HARBOUR FRONT SUITES  
STARTING AT \$549,500

THE SHORE  
TOFINO, BC

1-866-984-3746  
[theshoretofino.com](http://theshoretofino.com)

## WEST COAST HELICOPTERS



Whether it is heli skiing, filming, environmental or forestry, we are BC's most experienced coastal helicopter services.

250-956-2244 • [www.westcoasthelicopters.com](http://www.westcoasthelicopters.com)

Base Locations: Nanaimo • Bella Coola • Campbell River • Port McNeill (Head Office)



# Fare Pricing that's Fair for Everyone

PACIFIC COASTAL AIRLINES INTRODUCES THREE NEW BRANDED FARES THAT OFFER CONVENIENCE, FLEXIBILITY AND AFFORDABILITY

By **Corey Van't Haaff**

There's something fresh and exciting in the air — and it's available only at Pacific Coastal Airlines. Starting immediately, a new standard in fare pricing puts personalized travel choices directly in the hands of customers.

"It's all about choice — putting customers in control of how they select their fares based on their travel needs and preferences," says Spencer Smith, Vice President of Airports and Call Centre. "We made changes directly based on customer feedback. We now have the lowest year-round fares in the industry; the lowest prices possible on every plane, every flight, every day."

Pacific Coastal customers have different needs and styles of travelling, so a one-sized pricing structure didn't make sense. What is important to one traveller may not be as vital to another. Before, based on traditional airline standards, fare categories were assigned letter codes that had little meaning for customers. Other than price, there were few differentiating factors so passengers didn't understand why there was a difference in cost. "It was a buy-down environment," Smith says. "There was no benefit to buying anything but the cheapest fare."

Now that's changed. The decision to introduce a totally new way of offering air travel fares was based on strong

*Quik Pass* **encore**  
Make it... *Convenient*

*Quik Pass* **classic**  
Make it... *Flexible*

*Quik Pass* **bravo**  
Make it... *Affordable*

	<i>Quik Pass</i> <b>encore</b> Make it... <i>Convenient</i>	<i>Quik Pass</i> <b>classic</b> Make it... <i>Flexible</i>	<i>Quik Pass</i> <b>bravo</b> Make it... <i>Affordable</i>
Bulk Discount off Top Fare	Min. 20%	Min. 20%	Min. 20%
Minimum Deposit	\$2,000	\$1,500	\$1,000
Priority Boarding	✓	✓	✓
Priority Baggage Handling	✓	✓	✓
Priority Protection Travel	✓	✓	✓
24/7 Online Account Management	✓	✓	✓
Refund to Account	✓	✓	✓
Name Changes	✓ Free	\$50	\$75
Cancellation / Change	✓ Free	\$50	\$75
Priority Same Day Standby Travel	✓ Free	\$50	<b>X</b>
Seat Availability	100%	75%	35%
Booking	Anytime	In Advance	Early

research. People from every department in the company, from operations and sales to corporate development and IT, were involved with creating the best possible pricing structure that customers had requested — and deserved.

Pacific Coastal introduced three different brands of fares: Encore Fare, Classic Fare and Bravo Fare. “They are price-point-driven with differing features and benefits. What collectively makes these three brands unique is they are tied directly to an individual’s travel habits,” Smith says.

Business travellers demand conveniences such as the ability to change flights at the last minute, fly same-day standby and have their tickets be fully refundable. Encore Fare offers just that, with savings of up to 23 per cent. If a passenger arrives early at the airport and there’s a seat available on an earlier flight, it’s theirs, at no additional cost.

The Classic Fare is ideal for travellers who need flexibility. With low fees for name changes, cancellations or same-day standby, Classic Fare flyers have unparalleled freedom, costing up to 50 per cent less than unrestricted traditional fares.

“Business commuters have distinctly different travel needs than a family travelling on a pre-planned vacation,” says Smith. “Our new branded fare structure provides the features they need to support their different travelling styles.”

For travellers who want the absolute lowest price, and who don’t anticipate any last-minute changes, the Bravo Fare is the affordable choice, saving them up to 70 per cent. “Bravo Fares are priced like traditional seat sales with a few great exceptions. Bravo Fare prices are always available, unlike seat sales which are offered only when the airlines want to. Bravo Fare seats will be available on every flight; just ensure you book early as we expect these seats to sell quickly.”

In addition to these three branded fares, there are also corresponding fare passes. Each offers additional savings of 20 per cent by buying



*Save up to	23%	50%	70%
Sample Fares	\$123	\$82	\$49
Cancellation / Change	✓ \$0	✓ \$50	✓ \$75
Name Changes	✓ \$0	✓ \$50	X
Same Day Standby	✓ \$0	✓ \$50	X
Refundable	✓	X	X
Seat Availability	100%	75%	35%
Booking	Anytime	In Advance	Early

\* Potential savings off the fully unrestricted “Y1” fare. Sample fares based on lowest fares between Victoria & Vancouver. All fees subject to applicable taxes. Any changes subject to fare difference. Cancellation / Change fees apply per person, per segment. Seat availability is an approximation based on availability and demand. Pricing and fees are subject to change without notice.

## HIGH-PROFILE MEETINGS. UNDER-THE-RADAR SPACE.




Bigger isn't always better. Especially when you're planning an executive retreat or board meeting.

The Magnolia's three new meeting rooms are small and understated yet very upscale. Bright and open yet discreet. Tucked away yet in the hub of the Inner Harbour. Personalize your next small meeting the way only a 64-room boutique hotel can.

Book the best small meeting spot in Victoria today.

The Magnolia Hotel & Spa  
623 Courtney Street  
Victoria . BC . Canada

1.877.624.6654  
magnoliahotel.com

*The* **MAGNOLIA**  
HOTEL & SPA

in bulk. Ideal for frequent business travellers or families who know well in advance exactly when and where they want to go, Quik Pass Encore, Quik Pass Classic and Quik Pass Bravo all offer priority boarding, priority baggage handling and 24/7 online account management at no additional fee.

Pacific Coastal is already proud of its service leadership position in the industry and is renowned for its exemplary customer care. Smith says he regularly receives feedback about how pleasant and helpful its call centre and check-in staff are. As well, customers say they feel the flight crews genuinely care about them and routinely go out of their way to help passengers.

“Just today, I heard from a customer who said she always thought our customer service was superior to our competition, but she said it’s even better now because of these new products and choices.”

Pacific Coastal’s pride is certainly growing with the introduction of its new lower fares. But even more

rewarding for the company is that these discounts are offered to customers without any reduction in its high levels of safety, professionalism, customer service and reliability.

“We haven’t compromised our product in any way,” says Smith. “We are just excited to be offering more choice and better pricing that make air travel more affordable for the communities we serve.” In fact, he says, the relationship the company has forged with coastal and interior communities through its decades of providing reliable service is one of the driving reasons behind these changes.

“We feel good about providing service to so many communities throughout BC and we recognize the value of being a price leader for residents in those communities. We’ve been in business for a long time—for decades—and we will continue to be here for our communities in the future. For some communities, we are their only choice in air travel and we take

that responsibility seriously. We are their lifeline and we fully appreciate the role we play in the movement of people and business in those communities. These new branded fares will make it easier and more affordable for everyone to travel within the province,” he says. ■

## PACIFIC COASTAL'S FLIGHT TIPS

### TRAVELLING WITH A PET?

**P**acific Coastal Airlines accepts small pets in the cabin for a low fee of \$30 plus taxes per kennel, each way (limit one per customer). Kennels may be hard or soft-sided (airline travel approved) and must fit in the under-seat dimensions of the aircraft (12" X 12" X 12").

The maximum combined weight of pet and kennel is 25lbs/11kgs, which will be factored into your carry-on baggage allowance. Pets must be completely enclosed in the kennel – well-ventilated, leak proof and big enough for the pet to sit up and turn around safely and comfortably as it must remain in the closed kennel, under the seat.

Pets can also fly as checked baggage, up to a combined weight of 60 lbs/27kgs for pet and kennel, to a maximum dimension of 36" X 25" X 27". Fees are determined by the mileage flown. For larger pets, or those with larger kennels, arrangements can be made with the Cargo Department. Please note that to protect pets from possible luggage shifting during the flight, all checked pets must be in hard-sided kennels (no wire cages).

Travellers should register pets within 24 hours of completing their booking (at least 48 hours prior to flight). Pet fees are applicable at the time of booking; however, should plans change and the pet does not travel, the pet fee is refundable. For more details on Pacific Coastal's pet policies, visit [www.pacificcoastal.com/id/75/Pet-Travel.html](http://www.pacificcoastal.com/id/75/Pet-Travel.html)

# All the Heavy Lifting

Risk & Cost Management. Permitting. Assessments. Monitoring.



When it comes to solving your **environmental** issues, our practical management and planning approach will do all the heavy lifting for you.

Solve and Simplify.™

 **PGL** | Pottinger Gaherty  
ENVIRONMENTAL CONSULTANTS

[pgggroup.com](http://pgggroup.com)  
1.888.557.8848

1200 - 1185 WEST GEORGIA STREET VANCOUVER, BC



# Green builders eye gold

## CANADIAN HOME BUILDERS ASSOCIATION OF BC AND BUILT GREEN PRESENT FIRST ANNUAL AWARDS

Just outside of Victoria, on a rural property backdropped by BC forest, Island homebuilder James' Joinery has built a home that shows how "green" can be both attractive and affordable.

This custom home was designed to fit comfortably into the natural environment, and uses recycled components where possible with kitchen cabinets, bathroom vanities and cabinets, plus the second-level solid bamboo flooring, all salvaged and recycled from another renovation project. An energy-efficient heat pump keeps the home comfortable year-round while the creative floor plan is designed to accommodate a growing family.

James' Joinery's Shawnigan Lake project was one of 24 finalists from across the province vying for gold in six categories during the first annual BuiltGreen™ BC Awards, presented Sept. 17 at a gala dinner and awards ceremony at the Coast Coal Harbour Hotel in Vancouver.

"I was not only impressed by the quality of the finalist projects, but also the degree of innovation demonstrated by the builders of these homes," said David Bengert, Chair of Built Green™ Canada and a judge for the awards.

In past years, a single Built Green™ BC award had been presented within the Canadian Home Builders' Association of BC's annual Georgie Awards®. But to recognize the sheer growth of the Built Green program and the leadership of its builders, CHBA BC this year launched the stand-alone Built Green™ BC Awards program. "Today, there are 2,800 registered homes in BC which combined save about 7,000 tonnes of greenhouse gases annually – this is the equivalent of removing 2,100 cars from BC roads each year," said Bob Deeks, President and Built Green™ Canada board member.

Categories this year included: Highest Rated Built Green BC; Most Innovative Built Green™

BC Home; Most Sustainable Building Site; Most Energy Efficient and Sustainable Community; and Built Green BC Builder of the Year.

Founded in 1967, the Canadian Home Builders' Association of BC ([www.chbabc.org](http://www.chbabc.org)) is the voice of the residential construction industry in BC, with more than 1,700 builders, renovators and suppliers, supporting an effective, well-trained, professional industry. The association manages several industry programs, including Built Green™ BC.

Built Green™ is an industry-driven, voluntary program promoting "green" building practices to reduce the impact of the residential construction industry on the environment. It benefits the homebuyer, the community, and the environment, and is an opportunity for consumers to choose a "green" future. Currently more than 300 Built Green™ BC builders are registered across the province. 🏡

### IN THE KNOW:

- For more information about Built Green BC, visit [www.builtgreencanada.ca](http://www.builtgreencanada.ca)
- For details about the Canadian Home Builders' Association of BC, including a link to the member association nearest you, contact [www.chbabc.org](http://www.chbabc.org)



Vince Klassen Photographic





## JAMES' JOINERY LTD.

*Specializing in Custom Homes, Renovations & Restoration*

**Timothy James Schauerte 250-885-8138 [jamesjoinery@hotmail.com](mailto:jamesjoinery@hotmail.com)**



# In the Office

...WITH JONATHAN LOK,  
GENERAL MANAGER OF STRATEGIC  
GROUP, ON THE COMPANY'S GROWTH,  
THE ENVIRONMENT, COMMUNITY  
AND FUTURE DEVELOPMENTS



**Strategic Group  
staffers on the job**

Photos courtesy Strategic Group

## Who are your clients and what services do you offer them?

Strategic Group is proud to provide the full suite of professional services and project management in the natural resources sectors. We work with private land owners, forestry and mining companies, utility and power producers, municipal, provincial and federal governments, BC Parks and many First Nations (just to name a few).

## How does Strategic Group stand apart from others in the field?

We work very hard to ensure we have not only the expertise, but the capacity and adaptability as well, to deliver a professional one-stop solution to BC's resource management industries – where they need it and when they need it.

## How has Strategic been recognized for its efforts?

We have received, or been nominated for, many awards, including: Community Involvement, Professional Merit, Innovation and Technology in Engineering, etc. However, we take the most pride in our ongoing achievement as an employer of choice for our staff and as a consultant of choice for our clients.

## What trends or innovations are you excited about?

We are excited by the passion the world is demonstrating for sustainable development of the natural environment. Our role at Strategic is to connect society's values (be it conservation, development or a hybrid of both) to the natural environment's resources in a way that benefits us all.

## What kind of environmental initiatives does Strategic undertake? Why is this important?

Our single biggest environmental initiative is our people. The culture we foster, the training we pursue, the level of professional practice our staff deliver – these are the continuing contributions we make to our environment. When I fly the coast and look at the landscape below, I appreciate how much care and work went into planning the developments and conservancies of those ecosystems. I'm proud of the role we play in helping BC's resource industries manage for the triple bottom line of social, environmental and economic values.

## How does the company get involved in its community?

Strategic is active in many community initiatives through both volunteer and financial support, including youth and

adult sport teams, hockey and golf tournaments and logger sport competitions. We participate in community “clean-up” events which remove unauthorized waste from the environment and we are also active in educational programs where our professional staff provide forestry and environmental tours for school children.

**How has your business evolved over the past 10 years?**

Our business has grown and evolved from professional forestry and development to include professional services and project management in: biology and environmental services (fisheries and wildlife), parks and recreation planning, construction and management, geographic information services (GIS), independent power production and utility infrastructure planning, and wildland fire suppression and management. The common skill set that has allowed us to grow has been our commitment to delivering value to our customers – no matter what...if we can't find a way – we will make a way.

**What developments do you foresee in the next five years?**

We believe that the economy will generally improve and that will increase the demand for natural resource development. Coupled with the need for sustainable development and the increasing value of environmental conservation, expertise in managing the triple bottom line will become increasingly important. We believe that BC's people and resource management firms will continue to be recognized as global leaders and we aim to be a part of that success.

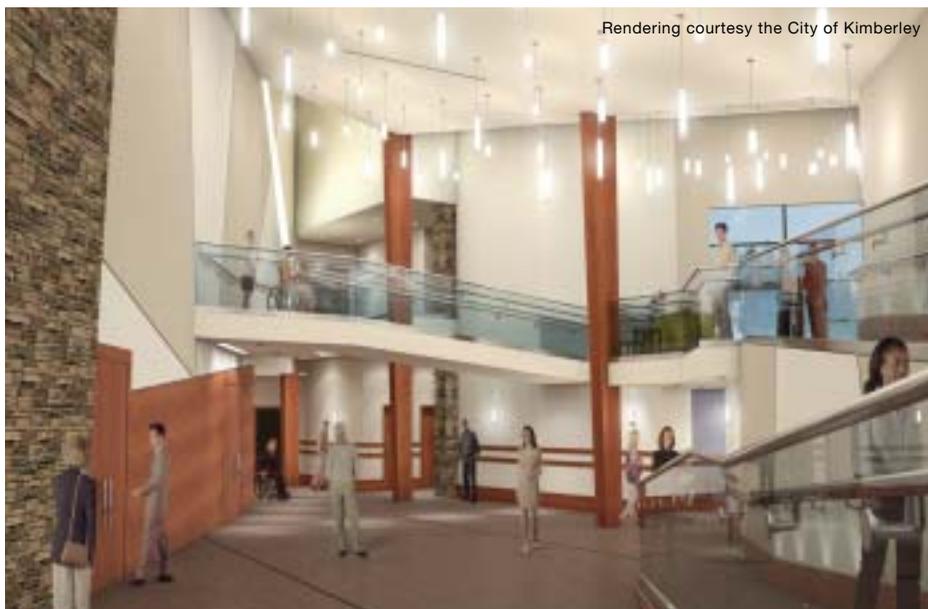
**Anything else you would like to add?**

Pacific Coastal is a big part of our company's success, connecting our people to the coast – everywhere from Vancouver and Victoria to the mid-coast to Haida Gwaii. Thank you for helping us get to the job site, and back again, every time.



**Our Specialty**  
**STRATEGIC** Group  
[www.sfmi.ca](http://www.sfmi.ca)

**'Leaders in natural resource management through expertise, innovation and adaptation.'**



Henry Georgi photo, courtesy Resorts of the Canadian Rockies

# Destination: Kimberley

## ROCKY MOUNTAIN TOWN WELCOMES THE REGION AND BEYOND WITH NEW CONFERENCE & ATHLETE TRAINING CENTRE

**J**ust in case you need another reason to visit one of BC’s most charming communities, the city of Kimberley has built a state-of-the-art Conference & Athlete Training Centre.

Home to 6,700 people, Kimberley – served by Pacific Coastal through the airport in nearby Cranbrook – will boast the largest conference facility in eastern British Columbia, a 24,000-square-foot centre that can host banquets for up to 350 and theatre-style meetings for 500. In addition to the main ballroom and pre-conference space, the centre also offers four breakout rooms and special sustainable meeting plans for those wanting to hold “green” events.

“We’ve designed the centre to exceed Model National Energy Code by more than 30 per cent, and the fact that the centre was constructed entirely of local BC timber demonstrates our commitment to sustainability,” says Heather Hornoi, Kimberley’s Economic Development Officer and manager of the construction project.

In addition, the centre offers full accessibility. “The new building will also house our Athlete Training Centre which was designed specifically for Paralympic skiers and other athletes,” Hornoi says. The city previously constructed a dedicated speed training run for ParaAlpine, a sledge hockey venue, a wheelchair curling venue, a Nordic skiing venue, and “now convention delegates and Paralympic athletes alike will have a fully accessible meeting and training facility under one roof.”

Numerous nearby accommodation options, from luxury hotels and condo-style properties to budget-minded motels, add to the centre’s appeal. “This is going to be a major opportunity for economic diversification,” Hornoi says.

One of Canada’s top three highest cities and surrounded by stunning mountains, Kimberley is well-known as a beautiful, exciting recreation destination. Three golf courses sit within city limits along with Kimberley Alpine Resort, famous for its sunshine and powder. World-class fishing and biking are close at hand along with excellent dining and nightlife minutes away downtown and the quaint, European-style “Platzl,” with its shops, galleries and cafes. “Delegates can meet into the afternoon and still get a round of golf or a few runs down the hill before dinner,” Hornoi says.

Not surprisingly, people are more than pleased about the possibilities the centre offers. “They’re really excited about having a facility of this size located in this community,” Hornoi notes.

Also opening this fall is the Rails to Trails project between Kimberley and Cranbrook. A joint project between the cities of Kimberley and Cranbrook and the Regional District of the East Kootenay, Rails to Trails has created a 40km-long commuter and recreation trail between the two cities. In addition to reducing greenhouse gas emissions by promoting an alternative transportation solution, the wheelchair accessible pathway encourages healthy living through cycling, walking and other recreational opportunities. ■

### IN THE KNOW:

- For more information about the Kimberley Conference & Athlete Training Centre, visit [www.meetkimberley.ca](http://www.meetkimberley.ca)
- For information about visiting Kimberley, visit Kimberley Vacations at [www.kimberley.ca](http://www.kimberley.ca)

## Kimberley Fall and Winter Events

### Oct. 12 to 16 – Dirtbag Film & Photo Festival:

Through photography, film, art, music and performance, the Dirtbag Festival celebrates the importance of community and those who use and share their time wisely in the world.

FMI: [info@DirtBagFestival.com](mailto:info@DirtBagFestival.com)

### Oct. 22 and 23 – Artisan Market

– **The Magic of Autumn:** The third annual artisan market features handmade products from regional artisans, with proceeds supporting local charities such as Kimberley Helping Hands Food Bank. Friday from 3 to 8 p.m. and Saturday from 9 a.m. to 4 p.m.

### Feb. 5 and 6 – 2011 Bootleg Sled Dog Races:

The third annual Bootleg Sled Dog Races bring this exciting sport to Kimberley. FMI: [www.bootlegsleddograces.ca](http://www.bootlegsleddograces.ca)



## TO GET THERE:

**Pacific Coastal flies between Vancouver South Terminal & Cranbrook three times a day, Monday to Friday, with reduced weekend service. Our flagship aircraft, the Saab 340A, has returned to Cranbrook! For details visit [www.pacificcoastal.com](http://www.pacificcoastal.com)**



Henry Georgi photo, courtesy Resorts of the Canadian Rockies

**J**ust over an hour's drive from Cranbrook's Canadian Rockies International Airport, served several times each day by Pacific Coastal, the city of Fernie is an outdoor enthusiast's dream.

Well known as a ski destination – its Fernie Alpine Resort boasts an average annual snowfall of more than 29 feet! – Fernie is also home to great mountain biking, fishing, golfing and hiking, attracting visitors year after year to the historic community.

Come winter, the resort draws both newcomers and advanced skiers and boarders alike, with a great variety of runs for all levels. Take the adventure farther with Cat skiing or dog sledding or slow down and try your hand at ice fishing.

Accommodation and dining options are plentiful, while arts and cultural activities, shopping, luxurious spa options and special events will round out your visit.

## Fernie Fall and Winter Events

**Oct. 3 – Fernie Half-Marathon:** More and more participants are enjoying this route through the Elk Valley and Fernie's majestic scenery and historic areas. New this year, organizers will use Chip Timing for the race, in partnership with Winning Time Canada. FMI: [www.ferniefhalfmarathon.com](http://www.ferniefhalfmarathon.com)

**Nov. 20 – Art on Fire:** Fernie's Winter Light Festival will transform downtown with the beauty of shadows and light in this inaugural Art on Fire Festival. Enjoy lanterns, fireworks, stiltwalkers, fire spinners and much more! The festival will begin at the Fernie Arts Station at 6 p.m.

### IN THE KNOW:

- For more details about Fernie, visit [www.tourismfernie.com](http://www.tourismfernie.com)
- For information about Fernie Alpine Resort, visit [www.skifernie.com](http://www.skifernie.com)



## SEARED AHI TUNA WITH CHERMOULA AND SUMMER VEGETABLES

(Vegetables and Chermoula serves 6 people)

### Chermoula

- 1 large bunch cilantro  
(leaves chopped and large stems discarded)
- 1-2 jalapenos, seeded
- 6 cloves garlic
- 1 tbsp salt
- 1 tbsp sugar
- ¼ cup red wine vinegar
- ¼ cup olive oil
- 2 ice cubes

For the Chermoula: Add all of the ingredients except the vinegar to a blender or food processor and process until smooth. Remove from the blender and stir in vinegar.

### Tuna and Summer vegetables

- 5 oz Ahi Tuna per person
- 1 yellow summer squash, sliced into thin rounds
- 1 zucchini, sliced into thin rounds
- 1 pint cherry tomato, cut in half
- 4 shallots, sliced thinly
- 1 cup artichoke hearts, cut into quarters
- 1-2 tbsp fruity olive oil



Four Seasons Hotel Vancouver  
791 West Georgia Street  
Vancouver, BC V6C 2T4  
Tel: 604-689-9333

[www.fourseasons.com/vancouver/dining/yew\\_restaurant/](http://www.fourseasons.com/vancouver/dining/yew_restaurant/)

### Method:

Heat a skillet over medium heat.

Add a tbsp of vegetable oil

Season tuna liberally with salt and pepper, and sear to the desired doneness, then set aside to rest while you cook the vegetables.

Warm a large pan over medium heat then add a drizzle of olive oil.

Add the zucchini and yellow summer squash and cook without stirring until they start to turn lightly golden.

Add the sliced shallot and sauté for another minute.

Add the sliced cherry tomatoes, artichoke hearts, and a pinch of salt

Serve the tuna sliced, with some of the vegetables and the chermoula.



# LEGACY LODGE

AT RIVERS INLET, BRITISH COLUMBIA



## THE FISHING ADVENTURE OF A LIFETIME

Battle the legendary Rivers Inlet Chinook and Coho Salmon on calm protected waters. Legacy Lodge offers all-inclusive salmon fishing adventures for those seeking the ultimate fishing experience. Come enjoy our superior amenities, in-boat instructor program and warm hospitality as you renew your passions for the great outdoors.



Unlimited use of Scout boats with electronics and premium gear



Private rooms in a spectacular setting, exceptional dining and friendly staff



Experience Humpback, Grey and Killer Whales feeding in our fertile waters

RESERVE YOUR LEGACY EARLY TO ENSURE AVAILABILITY.  
VISIT OUR WEBSITE AT [LEGACYLODGE.COM](http://LEGACYLODGE.COM) OR CONTACT US AT 877.FISH.LEGACY (347.4534)

[LEGACYLODGE.COM](http://LEGACYLODGE.COM) | 877.FISH.LEGACY