

## The Cariboo Chilcotin Coast is a Hit at BC Street

*Cariboo Regional District* - WOW! The Olympic fever has really been ignited! The excitement has been building for the Cariboo-Chilcotin Coast Region down at BC Street in the Richmond O-Zone too! The Cariboo Regional District and Cariboo Chilcotin Coast Tourism Association booth

has been averaging 7,500 visitors a day from around the world! Among the visitors was a 20 person strong hiking group planning a trip to the Cariboo in the summer, a father and daughter planning a trip to one of the local lodges, and a family from Japan now planning on vacationing in the region in 2011.

Some of Monday's guests included a group of German athletes, families from Japan, Switzerland and

Australia and a large crowd of sports fans from the Netherlands. The Cariboo Chilcotin Coast display delights all five senses.

Visitors have marvelled at the beauty of the photos and videos in the display's interactive kiosks and videos, tasted local birch syrup and meat products, were kept

warm by the pellet stoves, all while enjoying scent of pine, fir, spruce, cedar and birch trees decorating the space. Each of the display trees that make up the forest were transported from and sponsored by local businesses right here in the Cariboo. This experience has been a fabulous way to share the Cariboo Chilcotin's 2010-2011 Forest Capital of Canada designation to the



rest of the world.

**The Quesnel & District Chamber of Commerce's  
March Luncheon date has changed!  
The new date is March 17<sup>th</sup>  
from 12-1, and the location is TBA.**

**Guest Speakers are:**

**Brian Battison, providing an update on Prosperity Mine.**

**Jon Garson, from the BC Chamber, providing an update on HST**

**Please contact us at the Chamber or the Visitor Info Center to RSVP,  
Chamber: 250-747-0125, [qchamber@quesnelbc.com](mailto:qchamber@quesnelbc.com)  
Visitor Info Center: 250-992-8716**

Quesnel & District Chamber of Commerce

# BUSINESS VOICE

Quesnel, BC

Northern Persona Photography Presents:

## little bundles of joy



I have had so many requests for baby photography this winter that I've decided to offer a one-day-only baby special. This is the ONLY time this year I will be offering indoor baby sessions (professional studio sessions are available in the warmer months). These sessions are available for babies newborn to twelve months and will take place indoors using natural window light. Please bring items that are special to you and baby. Call (361) 345-9555 to book your time slot.

The Little Bundles of Joy package includes:  
a four-session  
plus beautiful matted album with 20 prints

**\$300**  
plus tax



Tuesday  
March 9, 2010  
at Heritage Acres



## Crooked Leg Ranch

*Silent Auction Fundraiser*

Taking place March 17th, 2010 at the River Rock Pub.

Celebrate St. Patrick's Day and help Crooked Leg Ranch raise some much needed funds!

Tickets are only \$8 and include 1 beverage, Admission into the Silent Auction, and entrance into a draw for some excellent door prizes

Tickets are available at:  
Fauna's Pet Grooming, Total Pet and the Visitor Information Center  
as of Feb 26 2010



**CROOKED LEG RANCH**  
Animal Rescue Fund  
[www.crookedlegranch.com](http://www.crookedlegranch.com)

## **My Olympic Experience**

By Coralee Oakes

Seven years ago I had the pleasure to be appointed to the Spirit of BC Committee for Quesnel. I will admit that when we first started out we certainly had visions of attracting all sorts of sporting teams

At one time we thought that the Multi-Centre would come through

This has been the longest and most charged project I have ever worked on. I have facilitated their Spirit Chairs Province as I facilitate their The energy and individuals the past seven



to our region to train. I even were hopeful Centre funding would be an Olympic legacy. This has certainly been the most emotionally charged project I have ever worked on. I have facilitated their Spirit Chairs Province as I facilitate their The energy and individuals the past seven

small taste of what I was to experience these past nine days attending the Olympics.

To get the most out of Olympic experience I took nine days of holiday time and paid for everything out of my pocket so that I could make my own Olympic rules. I even had a strategy; not that this should surprise anyone:

1. Leave guests with Investment confidence in our Region through strategic alliances and partnerships. Demonstrate diversity of the region and investment support and professionalism.
2. Highlight our leading edge Industries and technology.
3. Promote our highly skilled labour force.
4. Promote the region's liveability.

And of course let's not forget my plan to have an incredible time and make some amazing memories.

### **DAY 1**

Road trip with the girls April, Carol and Vera. One snow storm, lots of sunshine and much more laughter. Arrived for a quick change and then off to Tourism Night at BC House in the Vancouver Art Gallery. I had several important conversations around the potential our area has to enhance aboriginal tourism. I made some valuable contacts. I also had a lengthy discussion with Jim Storie, Chair of the Board of Directors for the



Council of Tourism Associations. The effort to double tourism in this province will need everyone working collaboratively in the same direction and I was encouraged to share the same direction as Jim.

## DAY 2

I worked at BC Street at the Richmond Oval. The Cariboo Chilcotin Coast and the Cariboo Regional District had a booth set up there to promote our industry, tourism assets as well as highlight the fact that we have been selected as the Forest Capital of Canada. I will go on record that I was not very supportive of this initiative when I first heard about it. I had concerns about how many people would travel to Richmond to tour the street. I WAS WRONG. With 59 municipalities and 22 regional districts participating it continued to draw large crowds. Our booth was spectacular and everyone did an outstanding job. I talked to many people about the pellet sector. There were pellets and a stove in the booth. I learned all sorts of interesting uses for pellets including the most popular as kitty litter as it provided a nice wood smell. We could have sold bags of pellets. As well, the Birch syrup product garnered lots of attention. I had the pleasure to meet one of Harry Keen's relatives and talked to many people who were planning trips to our region.



## DAY 3

Ian Robertson of Rocky Mountaineer Vacations offered several of us the trip of a lifetime, the Alberta train from Vancouver to Whistler. We were up at 4 am to catch the 5:15 bus to the train station and what an adventure we had. The scenery I knew would be spectacular but the day exceeded all of my expectations. We started the morning with a champagne toast so how could the day not be amazing. The staff were all so outstanding, that when I left I felt like I had made good friends. That is what first rate customer service is all about. I talked with a tour operator on the train that is looking at adding the train to

their package of offerings and I insisted they include the newly branded "Rainforest to Goldrush" package. I also met with several sales teams from the United States and Canada and talked about the experience of having the train come through our region and the opportunities to come. Whistler was breathtaking, with the sky an amazing blue and the white vistas of the mountains in the background and the sea of red surrounding us all with people. We decided to push through our comfort zone and got aboard the Peak to Peak, which took you across the two

mountains. We got back into Vancouver around nine to leave with memories I will cherish forever.

#### DAY 4



This was “Goldrush Living” Day. We hosted a business to business event at the 2010 Commerce site to bring together interested investors with people from our region. It was a partnership with the City of Quesnel and the District of Lillooet. The true success of this event was demonstrating how communities can work effectively together. I believe that this partnership will leave a significant legacy for our region and assist us all in moving forward in diversifying our economy.

#### DAY 5

The weather was another miraculous day. I met friends and we headed down to see all the Canadian Pavilions. There were seas of people in red and long line ups. We visited the Cauldron and just lived in the excitement of all the people. I headed out to Richmond that evening for a reception hosted by the Mayor of Richmond for those participated in BC Street.



#### DAY 6

Day of rest. Watched the Olympics on TV and visited with friends.



#### DAY 7

Got up and went out to UBC for Women’s Hockey: Slovakia against China. I had won the tickets by purchasing an Olympic License plate. How fun. My friends dad then bought us tickets to go to Men’s curling in the evening. A great Olympic day. I have to say, however, that you get a much better view from your own living room’s television.



## DAY 8

Connected with Mayor Mary and we attended a press conference around the importance of the forest sector. We then attended a lovely reception organized by Initiatives PG. I made some great business connections, including Kevin Tsui is the Managing Director for International Trade and Investment in North China. We talked about the value of linking China with Barkerville and our region. I also introduced him to Hank Ketcham where we discussed the value of building a wood demonstration house in Beijing. I met with the Senior Vice President of Mitsui Homes Canada Inc. a company building homes in

Japan. I discussed our twinning partnership that we have here with Japan. I discussed opportunities with L.R. Summit investment that have landscaping businesses and tourism operations in China. Finally, I had the chance to connect with many of my Chamber colleagues. Later that evening we attended Forestry Night at BC House. I discussed our economic future with the Deputy Minister of Forest and Range.

## DAY 9

I traveled home.

So above are the business accounts of my Olympic experience. For the 'full' version that lists the fun I had, you will have to buy me a cup of coffee.

Overall, I believe the Olympics are a turning point for Canada and how the rest of the world views us. I have traveled the world and never in my experience have I been anywhere that had such energy of national pride. We are Canadian and very proud of it. It was like all of us came with a uniform of red down to Vancouver. We were not apologetic anymore to cheer for our successes and boy was there a lot of cheering going on. The rest of the world will no longer see us as this humble country that does not want to create waves and doesn't like to brag about our pride in our country. We are screaming it from the rooftops. We are one of the first countries to come out of this economic recession, we have a highly skilled workforce with a wealth of resources and finally we are willing to work together, to unite and stand up and be noticed. I have never been so proud to be Canadian and we have a very bright future indeed.



**Quesnel Millionaires**

Quesnel did such a great job supporting Canada when the Olympic Torch came through town. There were seas of red and white everywhere the eye could see. We were proud Canadians, and we're also proud citizens of Quesnel. The Millionaires are in desperate need of support, so now that we've painted the town red and white to support Olympic athletes, let's try painting it white and blue and support our local athletes.

**International Women's Day**

*"Our lives shall not be sweated from birth until life closes;  
Hearts starve as well as bodies; give us bread, but give us roses!"*



**March 8<sup>th</sup>, International Women's Day**  
**Potluck Style Cultural Luncheon-**  
**Everyone Welcome**  
**Monday, March 8<sup>th</sup> 11:30-1:30**  
**488 McLean Street (Child Development**  
**Center Building)**  
*Bring a dish of your favourite*  
*International cuisine!*

**This Month Women's Business will be meeting on March 10<sup>th</sup> at 8:15 at the Tower Inn.**

***March Events***

Mar 04	<b>Spaghetti Dinner</b>
Mar 06	<b>Quesnel 2010 Pacific Salmon Foundation Gala Dinner/Dance &amp; Auction</b>
Mar 06	<b>Carson Pac First Annual Home Based Business Fair</b>
Mar 11	<b>14th Annual Kamloops Cowboy Festival</b>
Mar 13	<b>Old Time Fiddlers Dance</b>
Mar 17	<b>Crooked Leg Ranch Animal Rescue Fundraiser</b>
Mar 26	<b>Men IN Black</b>

**The Quesnel-Shiraoi twinning Society presents:  
Yoshiko**

Contemporary Japanese Muscian  
 Thursday March 11<sup>th</sup>, 2010  
 7:30 pm (doors open at 7)  
 Tea Reception to follow  
 Location: Shiraoi House,  
 690 Grey Ave, Quesnel BC  
 Tickets are \$10 per person, and are available from Society members;  
 250-747-1370, 250-992-6532