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IN-FLIGHT REVIEW

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Going to Ground

Exploring Horne Lake Caves



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SPRING 2014 VOLUME 07 ISSUE 01



IN-FLIGHT REVIEW MAGAZINE

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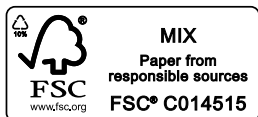
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A Helijet S76 sports new livery in support of the Canadian Breast Cancer Foundation. Garth Eichel Photo

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Vancouver Island has the highest concentration of caves in North America. The most dramatic are found in Horne Lake Caves Provincial Park. Horne Lake Caves Provincial Park photo

ON THE COVER: Capt. Vlado Despotovski (left) and First Officer Adele Dobler (right) approach to land a Helijet S76 at the Victoria Harbour Heliport. Garth Eichel Photo

Taking Flight for the Cause

WHEN YOU SEE the iconic pink ribbon, what comes to mind? For some, it may stand for hope, for others, loss, and others yet, a 'detour' that either they or a loved one was able to overcome. But for us at the Canadian Breast Cancer Foundation – BC/Yukon Region, it represents our vision of creating a future without breast cancer.

Breast cancer remains the most common cancer in women, and the second deadliest after lung cancer. In Canada, it is estimated that there will be 23,800 new cases of breast cancer this year (200 of those in men), resulting in 5,000 deaths; the lowest death rate in 63 years. Of that total, it is estimated that in British Columbia 3,000 women will be diagnosed, resulting in 630 breast cancer-related deaths. Only five to 10 per cent of new breast cancer diagnoses include hereditary factors, meaning the majority of those diagnosed have no inherited risk.

British Columbia boasts the highest five-year survival rate in Canada, and it's not by chance. In B.C., a woman diagnosed with breast cancer has a 91.8 per cent chance of surviving; almost four per cent higher than the rest of the country.

We believe our Foundation contributes to a higher survival rate as a result of initiatives that provide important health information, empower women to take control of their own health by becoming aware of risk factors, encourage women to have a mammogram, and educate young women to properly reduce their risk.

Early detection saves lives, as it provides more treatment options. The surprise though, is that only 52 per cent of women who are of eligible testing age (40 years and older) actually go for a mammogram every two years. There is still work to be done. Our goal is to see at least 70 per cent of eligible women participate regularly in the screening mammography program.

The role our skilled researchers and grant recipients play in CBCF's success is no small achievement. We host an annual research competition that attracts a local, world-class



Above: From left to right, Karen Sabourin, Director of Human Resources, Helijet, Wendy Slavin, CEO, Canadian Breast Cancer Foundation — BC/Yukon Region, and Danny Sitnam, President & CEO, Helijet. Garth Eichel photo

research community. Through a rigorous peer-review process, CBCF ensures we are funding the most valuable projects, such as DNA decoding and creating targeted therapies resulting in better outcomes.

We have come a long way in 22 years, but there is still a long way to go. CBCF requires continued investment and support, and so we are proud to have partnered with Helijet and its dedicated, enthusiastic team.

The relationship is a natural fit. Breast cancer is a disease that has affected Helijet in a very personal way more than once. As a company with many female employees — including one in every five pilots — Helijet is committed to promoting awareness and financially supporting the efforts and activities of the Foundation by donating a portion of proceeds from every passenger ticket sold to help CBCF achieve its vision of a future without breast cancer.

We are so very proud to call Helijet our partner, and the vibrant pink ribbon emblazoned on one of its S76 helicopters provides a visible reminder of this worthwhile cause. ✈️

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Helijet has been whisking passengers across the Strait of Georgia and the Strait of Juan de Fuca since 1986; connecting Victoria, British Columbia's capital city, with Vancouver, Canada's third-largest city. The routes are served by Helijet's fleet of fast and powerful 12-passenger Sikorsky S-76 helicopters. With a choice of over 125 scheduled 35-minute flights a week, Helijet customers enjoy friendly personalized service, fast and convenient check-ins with no long line-ups or baggage hassles. Passengers sit back, relax and enjoy the spectacular mountains, rugged shorelines, and countless islands and inlets that make British Columbia's south coast and Vancouver Island so unique.

Helijet operates day or night, clear or cloudy weather. Instrument Flight Rules allows Helijet to fly safely in weather conditions or rough seas that frequently disrupt ferry schedules and ground floatplanes in this part of the world.

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- **Vancouver Harbour Heliport:** adjacent to the famous sails of Canada Place, North America's busiest west coast cruise ship terminal, the SeaBus terminal, and walking distance from Vancouver's bustling downtown core and business district.
- **Vancouver International Airport Heliport:** Helijet's passenger terminal, main offices, and hangars are located at Vancouver International Airport (YVR), one of the world's major gateway airports.
- **Victoria Harbour Heliport:** next to the Ogden Point cruise ship facility; the heliport is a free shuttle ride or a short stroll from downtown Victoria.

As the company has grown over the years, Helijet's initial commitment to providing superior customer service, safety, and quality has never wavered.



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FLUFFY HOUSEHOLD HELP

It's the year 2014; where's my housecleaning robot? Well, we're not quite there yet, but if your budget doesn't stretch to the Roomba, check out this little item from Japan Trend Shop: the Mocoro Robotic Fur Ball Vacuum Cleaner.



This battery-operated microfibre ball rolls across floors and under furniture dusting as it goes. An internal timer sets it rolling every 15 minutes and it can operate for up to three hours non-stop. When it's done, just clean the furry cover (available in three cheery colours), and set it off again. Downsides? It's best on hard flooring and less effective on carpet, instructions are in Japanese, and it will probably drive your cat crazy. japantrendshop.com



WHISTLER NIGHT FLIGHTS

Fine dining meets thrill-seeking with The Adventure Group Whistler's newest spin on after-dinner entertainment. The company's Superfly Dinner Tour starts with a snowcat ride to a cozy heated yurt atop Cougar Mountain, followed by an intimate three-course dinner catered by the legendary Bearfoot Bistro.

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Photos courtesy of The Adventure Group Whistler



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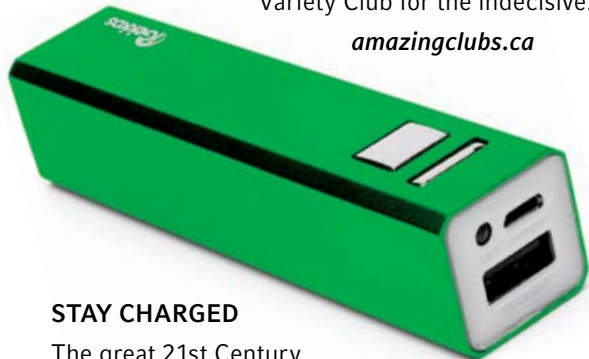
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STAY CHARGED

The great 21st Century struggle? Keeping all our gadgets charged.

One elegant solution is the Power2Go portable charger from Vancouver-based iGekkos.

The original Power2Go's lithium-ion battery stores about three hours of juice (enough for a full charge on most smart-phones) and will store that power for up to three months. This little pocket-knife sized item works with almost any device with a USB charging cable, from smart phones to tablets, and it's even got a built-in flashlight for those really tricky situations.

The full line includes the smaller, lighter Power Pops with 2.5 hours of charge time, the more powerful Professional, and the ultimate road warrior tool: the dual-device, 12 hour Station.

Camping trips, power outages, or apocalyptic scenarios? Bring 'em on. igekkos.com

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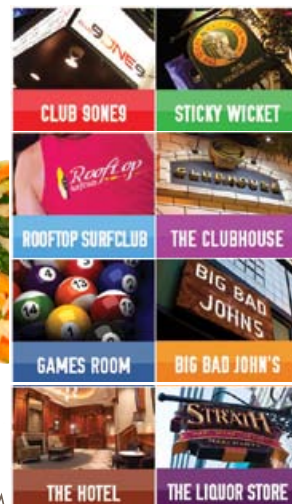
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Antonio Dauterle Boyd. Photo by Andrew Eccles

NEW & NOTABLE

BY SUE KERNAGHAN

WINE AND SONG

Here's one way to set the tone at your next dinner party. Major Scale Musical Wine Glasses from uncommon goods have taken the old trick of playing wine glasses and made it easy. Notes of the A major scale are marked on the red wine size goblet. Just pour to your desired note and run your finger around the rim. The result? Pitch perfect. Of course you'll need several glasses to knock out a concerto. uncommongoods.com



POWER TO THE PEOPLE

The humble extension cord just doesn't cut it when you're six feet up a ladder, deep in the crawlspace, or foraging in the attic. Enter the Prop Power from quirky.com. Invented by a home handyman who got tired of climbing up and down a ladder to plug and unplug tools, this six-foot extension cord topped with 18 inches of gooseneck brings three outlets to you, wherever that may be. Clamp it to a ladder, wrap it around a workbench leg, or attach it to whatever's handy and you'll have power where you need it — and one less excuse to avoid fix-it jobs. quirky.com



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Lance Glenn, a sales associate at Victoria's Idar, where hand-forged jewellery is made on site, has helped hundreds of couples choose engagement and wedding rings that reflect their personal style.

"It's wonderful to be part of such an important time in people's lives. I even saw a fellow propose to a woman right in the store," he recalls.

Engagement rings are an enduring tradition but, these days, the old rules don't apply. "People are looking for unique and original rings with, for example, different diamond shapes and accent colours in the gold," says Glenn. One example is the emerald cut diamond pictured above. It's set in 19K white gold and paired with an eternity wedding ring.

Glenn's advice? "For the guys, pay attention to what she says she likes; for the women, I suggest they try different things on. You never know what's going to look really good." *Idar.com*

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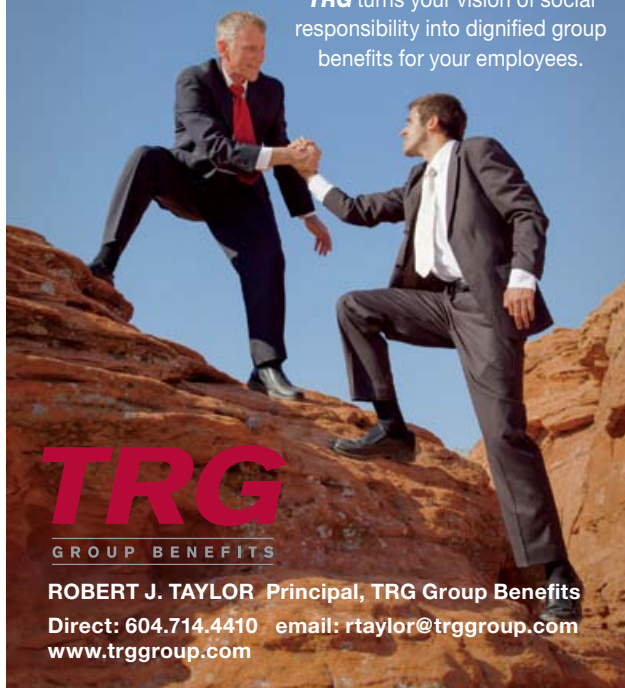
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HELIJET CREW

BY GARTH EICHEL

You've Come a Long Way, Fraulein

Helijet's female pilots find job satisfaction and quality of life under one roof



Helijet Capt. Bree Stotts (left) and First Officer Adele Dobler are two of seven female pilots flying for Helijet. Heath Moffatt photo

HELIJET FLEET

For information on aircraft fleet specifications and capabilities, please visit helijet.com/charter

GERMAN LUFTWAFFE PILOT Hanna Reitsch (1912-1979) broke several glass ceilings for women in aviation during her time, not least of which being the first female test pilot and the first woman to pilot a helicopter in 1937. In doing so, she proved women had a meaningful role to play in helicopter aviation.

With that in mind American aviatrix Jean Ross Howard Phelan founded the Whirly-Girls organization in 1955 with the aim of encouraging and supporting female helicopter pilots worldwide. The organization has since grown to include 1,700 members from 44 countries, and provides \$45,000 in annual flight training scholarships to aspiring women.

One such woman is Helijet First Officer Adele Dobler who received a Whirly-Girl scholarship last year to pursue advanced mountain flight training in Rialto, California.

Hired in May 2011, Dobler flies the Sikorsky S76A on Helijet's scheduled passenger flights between Victoria and Vancouver. As one of seven female pilots on the company's roster she represents a growing trend of acceptance towards women in the predominantly male world of aviation.

"Truth is, it's very normal in the aviation industry to see women pilots, and it has been for some time," says Dobler. "We don't feel like a minority among our peers, but there is a perception in the rest of society that it is somehow extraordinary for women to fly."

Dobler doesn't take offense, though. If anything, she finds it somewhat amusing: "It's kinda' nice to be the freak show. It makes you feel special."

Her colleague, Capt. Bree Stotts, concurs: "Helijet's regular clientele is certainly used to seeing women at the controls, but the idea of a female pilot still comes as a surprise to many who are not used to the idea."

Stotts is a captain on Helijet's dedicated B.C. Ambulance Service (BCAS) S76C+ helicopter based in Vancouver, and has grown accustomed to the surprised reactions of some patients over the years.

"I often get asked, 'where's the pilot?'," says Stotts. "When I tell them 'I'm your pilot' they will sometimes exclaim, 'a girl?' in disbelief."

Sometimes there are two girls in the cockpit, if not more. That was the case in February 2007 when Stotts (then a first officer) and Capt. Angie Kovats got called out on a maternity flight to deliver a new mother and her baby to B.C. Women's Hospital. At the time, both pilots were around five months



Sikorsky S76A



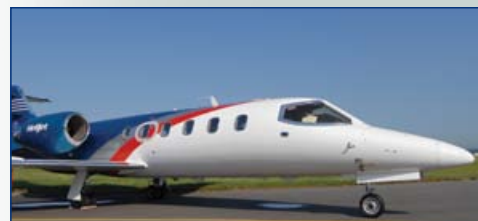
Bell 206L3 LongRanger



Sikorsky S76C+ (BC Ambulance Service)



Eurocopter AS350 B2



Learjet 31A





First Officer Adele Dobler approaches to land a Helijet S76 at the Victoria Harbour Heliport. Last year Dobler was one of nine women in North America awarded a Whirly-Girl Scholarship for advanced mountain flight training. Garth Eichel photo



Capt. Bree Stotts (left) and First Officer Adele Dobler find the work-life balance afforded by Helijet is a perfect fit. Heath Moffatt photo



Capt. Angie Kovats (left) and (then) First Officer Bree Stotts were both pregnant in their second trimester when they flew a woman and her newborn baby to B.C. Women's Hospital in one of Helijet's dedicated air ambulance helicopters. Photo courtesy of Capt. Bree Stotts

pregnant. The fact that two expecting mothers were flying a mom and her newborn to hospital made the mission memorable for all aboard.

"I look forward to the day when a pilot's gender doesn't matter," says Stotts. "But I have to admit that all-mom-and-babe flight was pretty cool."

Stotts has her hands full juggling a career as a commercial pilot and mother of two. Fortunately, Helijet affords the flexibility she needs to be a full-time mom to Linus (6) and Molly (4) during the week, and a part-time air ambulance captain on weekends.

"It's the perfect fit," says Stotts. "Helijet allows me balance between work and life. There aren't a lot of companies in the aviation industry where you can have both a family and career."

Stotts says she appreciates the work-life balance, but looks forward to returning to flying full-time when her kids get a bit older.

"It's incredibly rewarding flying air ambulance," says Stotts. "When you're helping people and saving lives you know you're doing something that makes a difference."

Getting to where she is took time and effort, though. Stotts joined Helijet in 1996 and her first flying job was piloting a small Robinson R22 helicopter doing traffic watch over the Lower Mainland. She progressed through the company in a variety of flying roles before eventually being promoted to captain on the BCAS air ambulance in January of this year.

The example of Stott's 20-year career path is not lost on the younger generation of pilots at Helijet.

"I eventually want to do what she's doing — flying the air ambulance," says Dobler. "Helijet was my dream company to work for, but it was challenging to get here. I applied four times in four years because I really wanted to fly for Helijet and live in Vancouver."

Persistence paid off, she says: "It's something to perform your passion every day. There is so much diversity within Helijet, and so many different roles, that you can have many lifetimes within the company."

Stotts and Dobler also say the relationships they have formed with their fellow pilots is another draw of the job.

"Friendship and camaraderie is a huge aspect of working for Helijet," says Stotts. "There may be a special connection among pilots who are also mothers, but there is no so-called sisterhood or brotherhood within Helijet's team of pilots. It is more like a family of professionals." She adds, "We don't see ourselves as 'women pilots'. We're just 'pilots'. Period."



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INVIGORATE

WIRELESS WORKOUT

Applying digital technology to your fitness routine

BY SUE KERNAGHAN

ARE YOU LOOKING to get more active, lower your heart rate, or drop a few pounds? Well, there's an app for that. Lots. Indeed, there are hundreds of websites, digital gadgets and more, all offering to track, digitize, share, and motivate you into shape.

In fact, a search for "fitness" on iTunes or Google Play results in dozens of apps, many of which are free, running from basic calorie counters and mileage monitors to complete workout programmes.

RunKeeper, for example, tracks the speed and distance of your daily jog, while Strava does the same for cyclists. You can work out with Serena Williams on the Nike Training Club app or go minimalist with the Seven Minute Workout.

Just getting started? The Couch-to-5K app aims to take new runners from zero to five-kilometre runs over the course of nine weeks.

Such apps appeal to both newbies and pros. For example, Darlene Choo, a fitness instructor and owner of Victoria's Super Boomer Fitness, says she has utilized My Fitness Pal, a web-based diet and exercise tracker, for several years.

"I find it very helpful, especially for food choices," says Choo. "It keeps me thinking about what I eat during the day."

One drawback to apps and websites, though, is that they can only tally what you tell them. To really stay on top of things, aspiring athletes and weekly joggers are turning to wearable fitness trackers.

A new and booming product category, these clip-on, or wristband-style gadgets, use motion sensors and wireless syncing technology to monitor the wearer's activity levels, calories burned, and even sleep.

Options currently available in Canada include the Fitbit, which has been around since 2008, and newcomers Polar Loop and Nike+ FuelBand SE. An interactive model, the LG Lifeband Touch, is set to launch later this year.

All have their bells and whistles, but basically they track a handful of metrics (typically steps taken, distance travelled, minutes of activity, stairs climbed and calories burned) and sync that data wirelessly to a computer or smartphone, where it can then be analysed and shared.

Perhaps the best known is the widely available Fitbit, with four versions — two clip-on and two bracelet styles —

retailing for \$60 to \$130. Besides the usual activity data, most Fitbit models also claim to monitor sleep quality. In reality they just measure how long you lie motionless, not the actual state of your delta waves. Still, this can tell you the difference between a restful sleep and a night of tossing and turning, and help keep you honest about lights out time.

Another good option for squeezing more activity into a tight schedule is the wristband-style Polar Loop. Available at Future Shop for about \$100, it shows how much activity you need to complete your goal for the day, and offers options (say, a 10-minute run or a 20-minute walk) to help you get there. You can even opt for a swim — unlike most fitness trackers, the Polar Loop is waterproof. It's also one of the few to offer an optional heart rate sensor.

If slaying dragons and unlocking levels are part of your daily routine, the new Nike+ FuelBand SE may be the tracker for you. This stylish wristband tracks how much, how often, and how intensely you move using video game tropes and social media to spur you on. Users compete for activity points, called Nike Fuel, earn achievement badges, level up, take game-like challenges, and share their progress on line. New in Canada this year, it runs about \$150 at Nike and Apple stores.

Granted, the hard part — actual activity — is up to users, but health and fitness apps that track and monitor personal data can provide powerful motivation for many.

And even if you don't make it to the gym, a Fitbit or FuelBand, for example, can remind you to make better choices — encouraging you to take the stairs or leave the car at home as you watch the activity points add up.

Most wearables also remind you to get up and move around whenever you've been sitting too long. This alone can help with posture, back and neck issues and mental clarity — all of which suffer after too much time at a desk.

Still, there are limits to the potential wonders of health and fitness technology and so users need to manage expectations. For example, most trackers only calculate average calories burned based on your height, weight, gender and level of activity. Such one-size-fits-all monitoring won't work for everyone.

"Everyone's body burns calories differently, so it's best just to use digital tracking as a guideline," says Choo. "Perhaps the biggest advantage to such apps and trackers is that they help keep you accountable, thinking about what you do and eat every day." She adds, "Being mindful is the best motivation towards better health." 🐾

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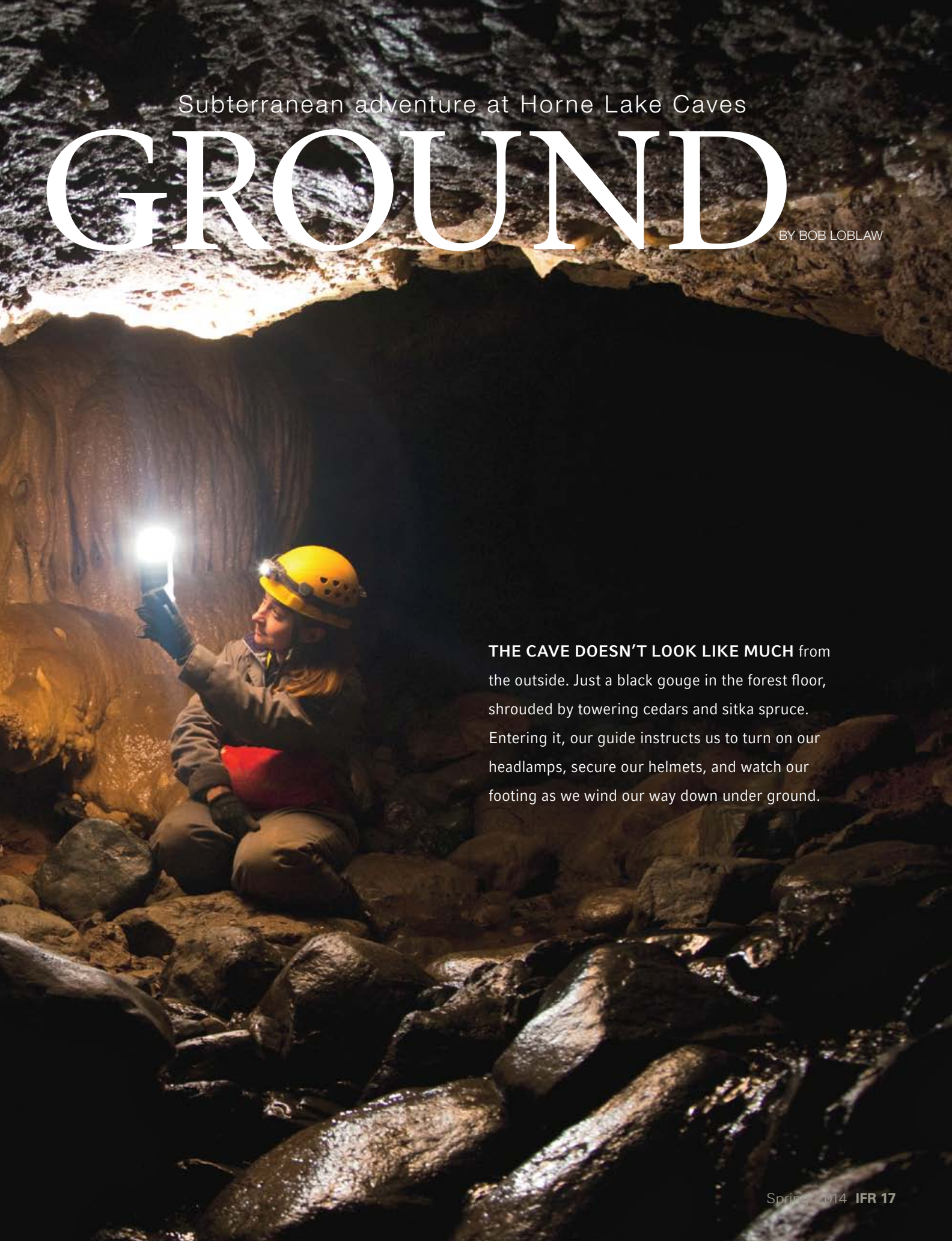
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GOING TO



*Spectacular underground rock formations abound
at Horne Lake Caves Provincial Park. Landon
Sveinson photo, courtesy of Parksville Qualicum
Beach Tourism Association*

A person wearing a yellow helmet and a headlamp is kneeling in a dark cave, holding a flashlight. The cave walls are rocky and the floor is covered in large, dark rocks. The lighting is dramatic, with the headlamp and flashlight providing the main source of illumination.

Subterranean adventure at Horne Lake Caves

GROUND

BY BOB LOBLAW

THE CAVE DOESN'T LOOK LIKE MUCH from the outside. Just a black gouge in the forest floor, shrouded by towering cedars and sitka spruce. Entering it, our guide instructs us to turn on our headlamps, secure our helmets, and watch our footing as we wind our way down under ground.





Above: Horne Lake Caves & Outdoor Centre offers guided tours for all ages and abilities. Landon Sveinson photo, courtesy of Parksville Qualicum Beach Tourism Association

Opposite: Guide Richard Valera rappels into the depths of a seven-storey cave. Horne Lake Caves Provincial Park Photo

My headlight flickers to life, illuminating the passage below as the light from the outside world slowly disappears. Descending just a few metres into the cave, ordinary rocks and boulders start giving way to fantastic karst rock formations, caverns and passages. The sound of water wearing away rock is constant: at times a distant rushing torrent; sometimes a gurgling trickle; and always a steady dripping from overhead stalactites onto stalagmites below. The unworldly underground landscape is as beautiful as it is bizarre.

It took a long time for the forces of nature to create this subterranean work of art. About 250 millions years, more or less. That's when an ancient sea floor comprised of decomposed marine creatures compressed into sedimentary limestone, which tectonic forces eventually lifted to the surface in the shape of Vancouver Island.

Sedimentary limestone is a water-soluble rock. Over successive ice ages, large volumes of meltwater under high pressure passed through cracks in the rock eroding it and causing fissures to expand into caves, of which there are some 1,500 on Vancouver Island — accounting for approximately 70 per cent of all caves in Canada. Some of the best — and most accessible — are found at Horne Lake Caves Provincial Park, near Parksville and Qualicum Beach.

These caves are more than just holes in the ground. They are repositories for 250-million-year-old fossils, as well as an extensive networks of caverns, marbled passageways and crystal formations called speleothems, formed by calcium deposited by water over thousands of years.

These rare and fantastic formations are fragile, though, so our guide encourages us not to touch any as oils from our hands, or an inadvertent bump, can damage in seconds what took geological forces thousands of years to create.

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Above: Crystal rock formations called speleothems are the result of calcium deposited by water over thousands of years. Garth Eichel photo

Indeed, there is ample evidence of damage caused over the last 100 years by careless spelunkers and souvenir collectors.

First reported in 1912, the Horne Lake Caves were well known to local loggers in the area. By the 1940s the caves had become a popular tourist attraction. But the increase in traffic resulted in extensive damage to many rock formations.

In an effort to preserve the caves for public enjoyment an initiative was launched in 1957 to designate 29 hectares as a recreational reserve known as the Horne Lake Caves area. Members of the Canadian Speleological Society later approached the provincial government to have the area formally protected, and in 1971 the Horne Lake Caves Provincial Park was established.

There are multiple caves to discover here. Two small caves can easily be investigated without a guide, but the larger and more challenging caves are best explored on a tour offered by Horne Lake Caves & Outdoor Centre.

The Centre provides a variety of tours ranging in duration and difficulty from an hour-and-a-half Family Cavern tour up to a five-hour Extreme Rappel tour involving climbing, cable ladders, crawling through narrow holes and rock passageways and a rappel down a seven-storey waterfall into the depths of a cave.

The Centre also offers something unique for corporate groups interested in novel team-building exercises. On Deep Impact Days business groups can conduct a team meeting deep underground, building relationships and morale like never before.

Whatever tour an amateur spelunker opts for, the result is the same: you emerge into the brilliant light of day at the surface filled with a sense of wonder and respect for the magnificence hidden below. ➡

For more information on trip planning and accommodation, visit hornelake.com and ParksvilleQualicumBeach.com

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Sport Fishing at the Fore

The future of Pacific salmon in B.C. depends on sport fishing

BY GARTH EICHEL

PACIFIC SALMON MATTER to British Columbians because the species are important in so many ways, and on so many levels. They are an integral part of the province's history, culture, economy, political landscape and the wider natural environment.

With this in mind, the provincial government announced on March 16, 2013, that Pacific salmon had been designated the official fish emblem of B.C. That came as news to those who thought it was already, at least unofficially.

That's because Pacific salmon have always been of central importance to British Columbians. First Nations have long depended on salmon for sustenance, and the cultural value of the species cannot be overstated. Salmon were also the reason many settlers first came to B.C., and for much of the province's history commercial fishing was a pillar of the economy.

Commercial salmon fishing has declined significantly over the past 50 years, but many people still regard it as an iconic fishery in B.C. And for better or worse, salmon farming has grown in prominence as the aquaculture sector expands throughout the province.

Above: Sport Fishermen at Westcoast Resorts in Haida Gwaii show off a pair of Chinook salmon caught with the help of an experienced guide. Westcoast resorts operates four lodges on the B.C. Coast, providing hundreds of jobs and economic benefit to coastal economies. Westcoast Resorts photo

Even so, it will come as a surprise to many that sport fishing makes a greater contribution in terms of economic activity. According to a 2012 report from Fisheries and Oceans Canada and BC Stats, sport fishing was responsible for nearly half (49 per cent or \$326 million) of the GDP produced by all fisheries, fish processing and aquaculture sectors included, in the province in 2011. And in terms of employment it produced fully 60 per cent of all the jobs created in all fisheries sectors in B.C. What is more, sport fishing produced \$936 million in annual revenues, accounting for 43 per cent of all fisheries revenues in the province.

So, what should British Columbians — and their elected representatives — make of this report?

"Such reports and increased promotional activity by the province are very helpful to address any perception that sport fishing is simply a hobby," says Owen Bird, Executive Director

Giving Back to the Ocean

THE LATE ROBERT H. (BOB) WRIGHT, founder, president and CEO, Oak Bay Marine Group, always said that he started out as a poor gumboot fisherman selling fishhooks for a nickel a piece. In



In June 2011 the late Robert (Bob) H. Wright (1930 to 2013) donated \$11 million to the University of Victoria towards research of climate change on ocean conditions. Portrait courtesy of Oak Bay Marine Group

1962, with only \$600 in his pocket, he began building the Oak Bay Marina, which would eventually morph into the Oak Bay Marine Group — a company with 1,000 employees and 21 divisions in Canada, the U.S., and the Bahamas.

Having built his sport fishing business on the munificence of the ocean, Wright decided to give back to it in a meaningful way before he

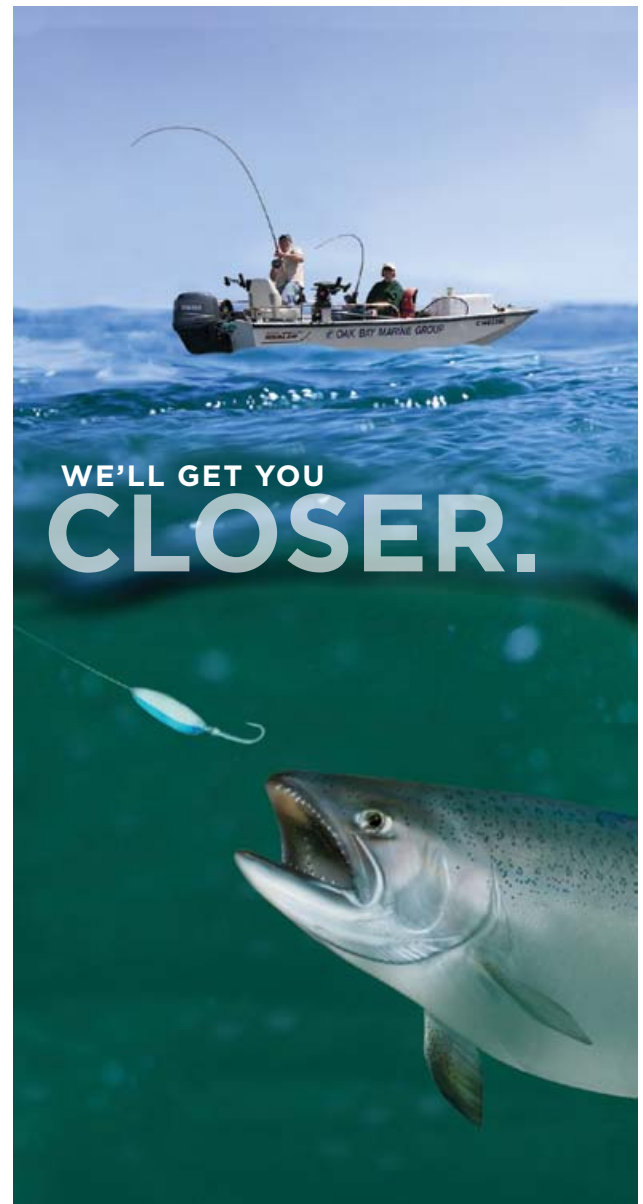
passed away. To that end, he donated \$11-million to the University of Victoria (UVic) in June 2011 for research in Oceans, Earth, and Atmospheric Sciences, with the goal of keeping oceans healthy for future generations.

“A lifelong passion and affinity for the sea has underscored my concern about the impact of global warming on our oceans,” Wright said. “As a community and as a country, we must expand our investment in solid scientific research so we can pass on a healthy environment for generations to come.”

UVic is widely regarded as Canada’s leading university for climate-change research, and among the top universities in the world specializing in this critical area of study. Wright’s donation — the largest cash gift UVic has ever received — has allowed the university to reach even higher levels of research on climate change.

“Bob Wright’s profound generosity is a true example of how an individual and company can go above and beyond to both support the community in which they operate and contribute to the solution of global issues,” said UVic President David Turpin. “[His] \$11-million investment is testimony to how we as Canadians can play a leading role in discovering the facts about environmental change on the global stage.”

Wright’s gift was donated to UVic on behalf of employees working at Oak Bay Marine Group. Of the \$11-million gift, \$10-million went towards helping fund the new Bob Wright Centre — Oceans, Earth, and Atmospheric Sciences building, and \$1million was designated for funding student scholarships.



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Above: Releasing an ocean-bright Chinook salmon back into the waters of Langara Island, Haida Gwaii. Langara Island is a major feeding and rest stop along the key migratory route of all five species of Pacific salmon, particularly Chinook and Coho. Photo by John Brouwer, Langara Fishing Adventures

of the Sport Fishing Institute. "Although it seems to be changing, if you look at what the province has recently done to promote sport fishing it is disproportionate to the value the fishery creates." He adds, "Sport fishing has a significant tourism component and it should be promoted accordingly. The provincial government and sport fishing operators need to do a better job of promoting our world class fishery and service providers, and how they benefit the economy."

Unfortunately, it seems the sport fishery is the Rodney Dangerfield of B.C.'s fishery sectors — it "gets no respect".

"The recreational fishery is a big component of the tourism industry as a whole in B.C., but sport fishing has a difficult time getting recognition for its tremendous value," says Susan Barcham, Director of Corporate Affairs and Communications at Oak Bay Marine Group. "Sport fishing creates jobs that coastal communities depend on, and generates revenue for a multitude of businesses throughout the province."

Many lodge and resort operators say recreational fishing needs to be viewed as part of the tourism sector, not just a fishery.

"Lodges are bumping up the hospitality experience so people are having fun," says Duane Foerter, Marketing Manager for Queen Charlotte Lodge in Haida Gwaii. "A successful fishing trip is defined by the overall experience with family, friends or co-workers. Catching fish is still the big draw, but the wilderness experience and ancient tradition of going out into nature to fish is the thing." He adds, "taking home fish is a fringe benefit."

Another important consideration is that sport fishing is highly sustainable. Recreational fishers take approximately

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10 per cent of all salmon caught in B.C. each year, compared to the roughly 90 per cent harvested by commercial and First Nations fisheries, combined.

"Many people don't appreciate how few fish anglers actually catch in comparison to other fisheries, and relative to the entire annual harvest," says Bird, noting how the recreational halibut catch is limited to 15 per cent of the annual total. "The result is that a sport-caught fish offers incredible value... and clearly — and importantly — it's sustainable."

To be sure, sport fishing operators recognize it is in their own long-term interest to see Pacific salmon properly managed. As such, many lodges and resorts strive to educate guests about responsible fishing practices by demonstrating respect for the species, and the overall marine environment.

"Our guides go out with fishermen every day and educate them about proper fishing and handling techniques, and the importance of returning bigger breeding stock," says, Bruce McFadden, director of Sales and Marketing for Peregrine Lodge in Haida Gwaii. "Some people like to keep big fish, but the attitude of fishermen is changing more to the point where many want to release big salmon — they're excited about keeping the resource strong."



Above: a guide carefully revives a Chinook salmon prior to releasing it in the waters of Haida Gwaii. Guides play a vital role educating sport fishermen about proper fishing and handling techniques. Queen Charlotte Lodge photo

Martin Paish, Vice President, Marinas & Attractions, at Oak Bay Marine Group concurs with McFadden: "There's a great deal of satisfaction in putting big fish back. Not long ago people would never put back a big salmon. Now more and more are releasing big breeding stock. That's a real shift." He adds, "The conservation ethic of recreational fishers is strong because they want to preserve it for the future."

In keeping with that, more and more lodges and resorts

An aerial photograph of the Queen Charlotte Lodge, a large wooden building with a red roof, situated on a lush green lawn. The lodge is surrounded by dense forest. In the background, a large body of water (Haida Gwaii) is visible, with a long pier extending into it. Two inset photographs are included: one showing two people in a small fishing boat on the water, and another showing a large wooden lodge building with a red roof. The text "Where the BIG fish are!" is written in a curved font above the lodge's logo, which consists of a stylized fish and the letters "QCL" with "HAIDA GWAI" underneath. At the bottom, the text "QUEEN CHARLOTTE LODGE" is written in a serif font, followed by the website "queencharlottelodge.com" and the phone number "800.688.8959" in a bold, sans-serif font.

are gently encouraging guests to take what they need, rather than what they can.

"It's part of the message we relay to guests," says Foerter. "When we do an orientation we remind people of limits they are entitled to catch, but we ask them to also consider 'do you need that much?' People are receptive to the idea that a successful trip is not defined by how much fish you take home."

Sport fishing operators also do their part towards conservation off the water by supporting the activities of the Pacific Salmon Foundation (PSF).

Most importantly, operators collect money on behalf of the Foundation through the sale of salmon conservation stamps affixed to recreational fishing licences, required by all anglers wanting to catch and retain Pacific salmon. At the same time, many lodges and resorts make significant contributions of their own in the way of donated fishing trips, participation in fundraising events, the collection of optional conservation fees, and annual fishing tournaments.

For example, Westcoast Resorts, which operates two lodges in Haida Gwaii and two others on B.C.'s Central Coast, has contributed nearly \$800,000 dollars to date in support of salmon conservation, restoration and enhancement through donations to the Pacific Salmon Foundation.

What is more, many sport fishing businesses support local hatcheries and habitat projects, as well as academic research. (See sidebar p. 23)

As encouraging as things are for the sport fishing industry, the popular perception among many British Columbians is that the situation is dire for Pacific salmon.

That's frustrating for operators like Mike Pfortmueller, Vice President of Shearwater Marine Group: "The media isn't quick enough to latch onto good news stories. Recreational fishing creates enormous economic value to the province, but most people don't realize the contribution the industry makes."

Pfortmueller says the BC Wildlife Federation, SFI and PSF are all doing a lot of heavy lifting getting the message out and promoting awareness, but more needs to be done to change negative perceptions and educate the public about recreational fishing as an important sector of the economy and a key component in salmon conservation.

"Many people think Pacific salmon are disappearing because they equate salmon with the commercial fishery," says Dr. Brian Riddell, CEO, PSF. "Salmon are overwhelmed by negative stories, which is a real injustice to [the species]. The situation is much more positive than people think." He adds, "The recreational fishery is alive and well." 🐟





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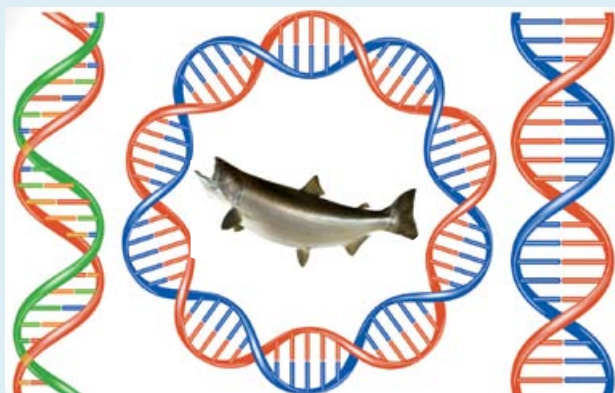
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Expanding Understanding

B.C.'S SPORT FISHING INDUSTRY collects funds each year on behalf of the Pacific Salmon Foundation (PSF) through the sale of salmon conservation stamps affixed to provincial sport fishing licences. What is more, many sport fishing operators make charitable donations of their own to the Foundation.

These funds go towards a range of Pacific salmon conservation programs. One such endeavour is the Strategic Salmon Health Initiative (SSHI), a four-phase project in which PSF has partnered with Genome British Columbia to do a comprehensive study on the health of Pacific salmon.

There is considerable concern in the scientific community — and society as a whole — about the health of Pacific salmon, particularly the high mortality rate of juvenile salmon during their early ocean migration. There is a strong belief among many that infectious disease may be a significant factor in this mortality, but not enough is known about what disease agents are, or are not, affecting Pacific salmon in their natural habitats.

That's about to change with the help of genetic research.

"[The Strategic Salmon Health Initiative] is the largest single program ever undertaken to understand the true health of Pacific salmon in a major study," says Project Co-Leader Dr. Brian Riddell, CEO of PSF. "What we're concerned about is why Pacific salmon tend to be less productive than they were 20 years ago. Why is there a general decrease in their productivity?"

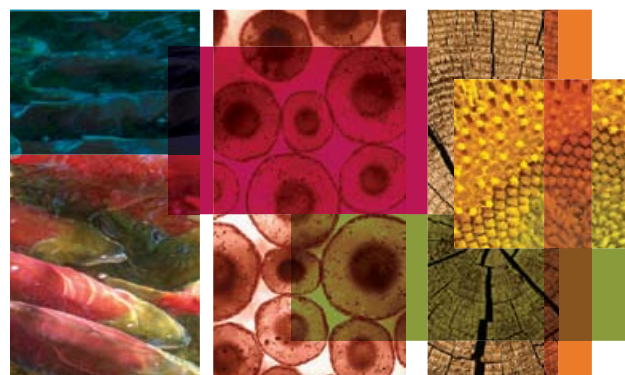
The SSHI hopes to answer that question, and others, by collecting wild, hatchery and aquaculture salmon from southern B.C. to provide a tissue inventory for assessment of microbes carried both by wild and farmed salmon in B.C. Using refined specific genomic instruments, scientists hope to gain an analytical understanding of the epidemiology of what's going on with these fish — to see if microbes are present or not, and to what extent they may, or may not, be pathologically affecting the health and productivity of salmon.

"Just because you find microbes or a virus present in a fish does not necessarily mean the fish is sick or has a problem," says Dr. Brad Popovich, Chief Scientific Officer, Genome British Columbia. "Like humans, fish carry a number of microbes and viruses that cause no problems."

Still, Dr. Popovich says the lack of research and data makes it impossible to know for sure if the presence of particular microbes are causing fish to be sick or not. The hope is that genomics will fill in the blanks.

"There's no magic to genomics," says Dr. Popovich. "We're developing more sensitive tools to look at organisms in a way we never could before — like using a fine scalpel instead of a blunt instrument — to answer questions about the health of salmon." He adds, "Science is an answer to a lot of life's questions. Genomic sequencing of salmon will help fill in knowledge gaps, providing a road map for how to proceed and better manage the resource."

Dr. Riddell concurs: "This new technology is going to revolutionize our understanding of the health and productivity of Pacific salmon."



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I'VE ALWAYS BEEN something of a foodie, ready for new, exotic and bizarre dining experiences. Well, most of the time.

Few gourmands among us are up for a culinary challenge every waking day. Especially so when our job requires frequent travel and regularly dining out.

That was the case recently after flying to Vancouver for a long day of meetings in Richmond. After being "on" all day I just wanted to turn "off", loosen my tie, and relax in quiet, comfortable surroundings with a beer and a good meal. I didn't want to think about it too much.

Since I was staying at the Delta Vancouver Airport Hotel I asked the concierge if there were any good places nearby to eat and he steered me to Pier 73 Restaurant, located just outside the hotel.

First impressions were good. Stepping out of the hotel into a large, sunny green space, I saw Pier 73 perched atop a pier (hence the name) overlooking a tributary of the Fraser River. Inside the décor is tasteful and relaxed, without trying too hard to be something it isn't. And what a view: high floor-to-ceiling windows provide an expansive view of the river where a multitude of yachts lie at their berths on the opposite side. The hustle and bustle of my day in the city suddenly seemed rather distant.

Settling in at a table overlooking the river — which can be said about every seat in the restaurant — I began poring over the beer and wine list and was pleased to see a wide range of B.C. wines and local craft beers to choose from. Pale ale is my go to beer when I don't want to make decisions, so I ordered a sleeve of Granville Island pale ale and set to scanning the menu for something familiar and delicious.

Bingo: Calamari to start.

What makes Pier 73's calamari distinct from typical battered "tubes & tentacles" is that theirs is lightly tossed in potato starch, and served with fresh jalapeno, red onions and julienned yam fries. Fantastic alone, each bite of squid



Above: Pier 73's Pacific Provider grilled salmon with confit tomatoes, nicoise olives, green beans, spinach and rice. Garth Eichel photo

becomes sublime when dipped in either the accompanying house-made cocktail sauce or the garlic-lime aioli.

Moving on to entrées, I find myself struggling to decide as the range of menu items is appealing in many regards. There are several appealing and healthy salads to choose from that I know I should order, but I feel like rewarding myself with something more substantial, like the crispy pork sandwich, garnished with pickled red onion, smoked gouda, arugula and grainy mustard. Then again, the calamari has got me thinking seafood.

I'm torn.

Fortunately my server is knowledgeable about the menu items and explains to me that I can't go wrong with either. She notes that the restaurant's meat and seafood is sourced from local suppliers with reputations for quality and handling.

Just then, my server sees Pier 73's Executive Chef, Morgan Lechner, nearby and asks him to explain further.

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Pier 73 provides sumptuous sanctuary in a scenic setting on the Fraser River. Pier 73 photo

"All our pork and beef is from local farmers who ensure the animals are hormone-free and raised in ethical living conditions," says Lechner. "Likewise, all our seafood is certified Ocean Wise." He adds, "We purchase all our pink salmon from a local fishing captain, Rick Burns, who specializes in proper handling and preparation."

"Pink salmon?" I ask, hesitating. "I thought they were inferior to chinook and coho salmon."

Lechner has heard this before, but knows a thing or two about it as he worked as a commercial fisherman before becoming a chef.

"Pink salmon are a highly underrated and sustainable fish," says Lechner. "What matters is how they are caught, handled and prepared."

"If left in the sun for too long after being caught, or not cleaned and handled properly, the fish will spoil. That's why we've chosen a supplier who specializes in ethical catch techniques, as well as proper preparation and handling. The result is a delicate wild fish worthy of respect."

What is more, Lechner notes that \$1 from every salmon dish sold at Pier 73 goes to "Growing Chefs", a program that teaches urban schoolchildren in B.C. about agriculture.

I'm convinced. I order the salmon served with confit tomatoes, nicoise olives, green beans, spinach and rice.

True to Lechner's word, the fish is tender, flaky and rich in flavour, balanced beautifully by the savoury olives and greens. Paired with a glass of Cedar Creek Chardonnay from the Okanagan it is a heavenly combination of classic West Coast cuisine that makes me feel right at home. 🍷

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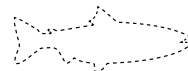


25,000 - 50,000

Average number of wild Coho retained each year



1,000,000



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Curiosity
Collaboration

At Royal Roads University, we pride ourselves on a lot of things – our diverse and inclusive learning model, our stunning, pristine location, and our steadfast commitment to facilitating personal growth. But most importantly, we pride ourselves on the people who make up our school, people like you.

When you're ready, we'll be waiting.

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