

Driftwood
GULF ISLANDS
YOUR COMMUNITY NEWSPAPER SINCE 1960

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W O M E N

in

business

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SECTION



MEET

Carol, Mafalda, Wendy,
Marnie and Clare

PLUS

almost 100 more hard-at-work Salt Spring women

Mini-profiles, articles and photos!

OUR FEATURED WOMEN

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Li Read, Realtor

Liane (Li) Read is enthusiastic about the many sides of her work as a realtor with Re/Max Salt Spring.

"I love my business," she says. "It calls forth many aspects of a person - mortgage/financing, law, promotion, people-skills - and one is always learning." She enjoys working with people, helping buyers connect to "their" property and working with sellers to use the latest in marketing trends.

"My greatest satisfaction is a satisfied customer and I always work with that goal in mind," says Li.

In business for 20 years, Li has been a consistent award winning realtor on Salt Spring and the Southern Gulf Islands (most recently: MLS Gold Award, 2007 (top 10% of all of Victoria Real Estate Board area), MLS President's Award, 2007 (ten consecutive years with Gold Award achievement), RE/MAX Chairman's Club, 2007 (top 1% of all of RE/MAX international). Li has also achieved the RE/MAX International Lifetime Achievement designation.

Li is the co-Managing Broker, at Re/Max Salt Spring; this office is the only international real estate company presence on Salt Spring Island & the Southern Gulf Islands.

Li is pleased to support: Children's Miracle Network, SPCA, ArtSpring, IODE, Transition House, Lady Minto Hospital, GISS and more. "We are all where we are due to the help of others on our path and it's important to return the favour to the community."

"See Li for Successful Solutions!"

RE/MAX Salt Spring

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Gintare Morie

flow day spa

Upstairs of Creekside Bldg.,
121 McPhillips Ave., Ganges
PH. 537-2282



Gintare Morie has opened Flow holistic day spa for women and men with the intention to create a harmonious environment to embrace a simpler and healthier way of being.

She has worked as an esthetician in prestigious spas in Victoria and Vancouver, and the past few years on Salt Spring Island. She is certified ayurvedic, nutrition, herbology and reflexology practitioner.

Flow Day Spa is eco-friendly and socially responsible business.

Gintare shares her passion for professionalism and care for well-being of clients with other Flow practitioners:

Yvonne Luck had a successful massage practice for 13 years in the U.S.A. She offers integrated technique (Lomi Lomi, Swedish, Deep Tissue and Myofascial) with her intuitive approach for healing.

Rachael Browne is an internationally trained holistic spa therapist and esthetician with 12 years of experience working across the world. She specializes in ayurvedic treatments.

Determination drives new chamber president

Mafalda Hoogerdyk combines community and business passions

BY ELIZABETH NOLAN
DRIFTWOOD STAFF

Chamber of Commerce president, Mafalda Hoogerdyk, is the sort of woman who can juggle many balls without dropping them, all the while keeping a smile on her face.

She's the owner of an independent insurance firm, a leader in the local business community, a wife and a mother of three grown children, although she's modest about her ability to stay on track.

"I find it tricky at times to stay on top of things," Hoogerdyk admitted.

That may be so, but her belief that enough determination can pull you through any circumstance has seen her rise from entry level positions in the financial world to owning and running a successful business.

Hoogerdyk first entered a finance career after graduating from university. She got a job at a bank filing cheques, which she remembers as being "awful — it was a very long day."

However, she stuck with banking and became district manager for a region that included Vancouver Island and parts of Vancouver.

When Hoogerdyk and her husband moved to Salt Spring it was for a change in lifestyle, and both of them took a year off work. With less generous government policies in effect, working parents faced more challenges than they do today. Maternity leave was just 17 weeks, and Hoogerdyk was unhappy when she had to leave her two-and-a-half-month-old baby to return to work.

"Back then it was very stressful, so it was a very nice change to come here. I feel very lucky."

When her children were older, Hoogerdyk joined her husband as an assistant at his firm, where he specializes in investment and financial planning. She got into the insurance business eight years ago and her Oceans West office is now totally independent, acting as a broker



Mafalda Hoogerdyk at her Oceans West Insurance office in Ganges.

PHOTO BY PETER MCCULLY

of personal insurance for companies across Canada.

Building a business in a community like Salt Spring has not been challenging, Hoogerdyk says. She only markets locally, unless referred to a client by a friend.

"I've been here for a long time and people know me, because it's like a small town, so that's nice."

Her challenges have lain, instead, in the perception of the insurance agent being akin

to a used car salesman, or people's reluctance to apply insurance to themselves rather than their car or house. However, Hoogerdyk has met these challenges through her strong work ethic.

"I've worked very hard — determination helps. You have to study, you have to know what you're talking about."

Hard work and determination have also seen Hoogerdyk rise at the Chamber of Commerce. A member off and on for about five years all

together, she served as a director for two and has recently accepted the position as president. A key function of the organization, she feels, is to help businesses network and take advantage of working together.

"There is not as much access to things as in a big city, so if we can collaborate, it would be really nice. Because it is different doing business here than elsewhere."

"We are pro-business, yes, but some people have tried to pit us against the [Islands] Trust, and we don't want that. We want to work together."

MAFALDA HOOGERDYK
President, SSI Chamber of Commerce

Along with bringing in expert speakers on topics such as tourism and bettering your business, Hoogerdyk says the chamber is working on a tourism plan for Salt Spring, implementing the Green Accommodations plan, and fundraising for events like the Canada Day festivities and fireworks.

They also try to stay on top of current community issues and inform busy business owners about them. All of this is part of working with Salt Spring's essential values at heart, Hoogerdyk said.

"We are pro-business, yes, but some people have tried to pit us against the [Islands] Trust, and we don't want that. We want to work together."

In advice to other people considering a business career, Hoogerdyk's formula is simple but effective: "If it's really what you want to do, sometimes it's tough, but stick with it and it will happen. And be open to new ideas."

Carol Fowles

Your Salt Spring Community Realtor
www.carolfowles.com
cfowles@saltspring.com 1-888-537-5515



Carol arrived on Salt Spring in 1979 and it's the community she and her family have called home ever since. It's where she developed an interest in housing that commands both her working life and her volunteering.

"Real estate's been very good to me," said Fowles during a recent interview. "It allows me to make a decent living, be with my family, and to do the things I like to do. It's a nice balance."

While some businesses face extra challenges being located on Salt Spring, Fowles feels the small community has distinct advantages for her line of work.

"I think for me, living on a small island and knowing a lot of people here has been a bonus for me. We get to know people in way that people in urban centres can't," says Fowles.

Her island community has also given rise to an interest that Fowles is passionate about — providing affordable housing. The real estate agent became a Lions Club member five years ago in order to get involved with Pioneer Village, the affordable housing complex for seniors owned and run by the club.

After some reluctance, she recently agreed to take a turn as Lions Club president, a mantle she'll assume later this year.

In the end, Fowles' role in business is about helping other people make Salt Spring their home.

ROYAL LEPAGE SALT SPRING REALTY 1-888-537-5515



Clare Cullen and Tanja Akerman

Business Account Manager Commercial Insurance

124 McPhillips Ave., Ganges | 537-5587

LOCAL DECISION-MAKING, LOCAL SOLUTIONS

"This is a great community to live in," says Clare Cullen, Business Account Manager. "People are friendly and supportive of each other. I love that my kids feel safe and peaceful here, that they feel as much a part of the Salt Spring community as we do. Salt Spring is a lovely island in terms of scenery, picturesque vistas and flower-filled sheep pastures, but really the community is what makes it special."

Tanja Akerman, Commercial Insurance, adds, "I love that Island Savings values family. I have two young children and Island Savings has worked to accommodate my priorities. Island Savings also supports the Heart & Stroke Foundation's Big Bike Ride fundraiser, which I help co-ordinate each year."

Island Savings has been part of the Salt Spring community since 1975. We live and work here, raise our families and volunteer our time to numerous Island organizations and events. Let us help you grow and protect your Island business with our comprehensive financial and insurance products. Together, we make it good to be here.



Kelly Riggan

THE Local Bar

LOCALLY OWNED, LOCALLY OPERATED
108-149 Fulford-Ganges Road | 537-9485



I hail from Ontario and have resided on Salt Spring Island for eight years now. Salt Spring is home to me now and I would have it no other way. We are all blessed to live in such a beautiful place. The sense of community here on the Island is something I hold very dear in my life and feel blessed to be a part of.

I held the assistant manager position at The Local Bar for two and a half years and was recently promoted to Bar Manager. Working in the environment of mainly local clientele and a fantastic staff has been a pleasure for me over the last three years. The Local is a small neighbourhood bar where everyone's knows everyone and tourists can come to get a real feel for life on Salt Spring. We are definitely the 'Cheers' of Salt Spring! The view from the patio is not too hard on the soul either!

My formal education is in fashion design from Seneca College in Toronto. I have always loved working with the public and have been working in the service industry since I was 12 years of age. My training in the industry started at my mother's side bussing tables at her bar! Now 20 years later I feel I have accomplished and learned so much and am looking forward to moving forward in my career and learning how to be the best Bar Manager I can be!

Youth vendor hones in on greeting card niche

Made-for-market Maddee Nash

BY AMY GEDDES
DRIFTWOOD STAFF

A double-ponytailed Maddee Nash, fitted with a toque, braves the chill of the first Salt Spring Island Saturday market in March.

She sits perched on a stool, accompanied by her younger brother Dexter, and she's ready to chat with any market-goer about her 14 fashion-themed greeting cards on display.

For a 13-year-old who says she's not a morning person, Maddee is as cheery as early-season market vendors come.

"I enjoy talking to people," she says. "I'm not shy or anything."

"It's fun to see what people have to say about what I'm doing. And [the market's] got a big sort of buzz. It's the centre of Salt Spring. You pretty much run into everyone you know."

Her father Brian, watching from the sidelines, attests to his daughter's suitability for the market stall, saying, "Maddee's got the gift of gab."

Maddee is one of some 10 youth vendors who take advantage of market turf, offered free of charge, to youth and children 18 and under.

"People love seeing them because they're very creative and their work is very original," says market coordinator Krishna Rodriguez.

The market's centre aisle is reserved for youth and child vendors, where they become a magnet for market-goers, and even other vendors, who fawn over their wares and gush about their professional presence.

"I get a lot of wives saying to their husbands, 'Honey come here and look at this,'" says Maddee. "They say stuff like 'I'll send one to my niece, she'll love them.' And then they take a picture of me to send with the card."

Maddee says she loves the attention, but she, as well as some of her other youth colleagues, are not there to look cute — they are there to conduct serious business.

Since she was old enough to haul her old toys to the end of the driveway and put up



Maddee Nash, left, and younger brother Dexter with cards at the Saturday market.

a garage sale sign, Maddee has been selling something. By the time she was 12 she made her market debut selling folded paper "twirly art" based on an idea she found in a book.

This year she's honed in on the greeting card market. For a \$2 asking price, buyers get a coloured, laser-copied card, envelope and plastic cover. She's narrowed her best-selling designs down to 10, based on sales success at the market, Salt Spring Books and the Waterfront Gallery.

A design featuring a pink paper cut-out of a sundress and hat was the first greeting card she created and, to date, it remains her best-

selling design. Other shapes, all depicting clothing items, include variously patterned swim suits, T-shirts and dress pants, to mention a few.

While she enjoys the creative process, her father says Maddee is also motivated by a desire for income. Making an average of \$50 to \$60 per market day (with \$120 being her most profitable day so far), he says, "She likes to keep money in the bank." It's straight into a term deposit for this girl's greeting card revenue.

"She's a hoarder," he says with pride, noting she's one of those kids who saves Hallow-

een candy for years on end.

"Unlike my brother, I like to save money," she says. "In general, I like to buy TV series like Gilmore Girls or Friends, but I've never bought anything expensive like Dexter." She expresses distain for one of his biggest purchases: a new guitar.

In addition to being good with money, Maddee says people often tell her she has a knack for organizing and advertising. Onlookers at the market can detect this at first glance; after people fiddle with her cards on her display board she goes back to make sure they are spaced equally apart.

"A lot of people say I'm a good entrepreneur and I would be a good lawyer," she says.

But working as a publicist, actor or interior designer currently sparks her interest.

In the meantime, Maddee willingly maintains a jam-packed schedule learning a wide variety of skills that include French and Hebrew languages, gymnastics, yoga and acting through Stagecoach. Audience members at ArtSpring had the recent pleasure of watching her perform as a French detective, complete with an apt accent, in Will of the Mist last week.

She says she looks forward to travelling to Europe someday to learn Spanish and Italian.

"Maddee's one of the most motivated people I know," her father says. "So is her mom. [Maddee] comes from a long line of motivated women."

Her mother, Elizabeth Yake, is an award-winning Canadian film producer and founder of True West Films.

Having a mature approach to life and business, however, doesn't keep Maddee from looking forward to a party honouring her transition into womanhood. She has been learning Hebrew in preparation for her upcoming Jewish bat mitzva that she says is likened to a sweet-16 party, complete with friends, family, music and presents.

"And what kind of girl doesn't want to have a sweet-16 party?" she asks.



Kim Young

MOUAT'S TRADING COMPANY LTD.
106 Fulford-Ganges Road
537-5551



Mouat's Trading Company Limited is now into its second century of business here on Salt Spring and employs over 30 people. Over the years, locals and visitors alike have been able to depend on us for up-to-date quality products. We pride ourselves on being a Home Hardware store with a twist.

Kim Young has been with the company now for over 14 years and has been on the management team for the last six years. Her broad knowledge of merchandising and her sense of humour will help make your trip to Mouat's a pleasure!

Welcome Home!

We are here for you 7 days a week
Monday - Saturday 8:30 - 5:30 / Sunday & holidays 9:30 - 5:00

Barbara McCully

salt spring internet

local, dependable internet

www.saltspringinternet.com 538-0052



Salt Spring Internet is a full service internet service provider (ISP) and offers dialup and high speed ADSL connections to the net as well as web design and web hosting services. Barbara McCully started the company in 2003, having been previously employed as an internet specialist for one of Canada's largest ISPs.

Barbara understands the frustrations many face here on the island with a slow connection to the internet. "I would like to see ADSL offered to all areas of Salt Spring," she says. As a small business owner herself, Barbara knows it is a necessity for the numerous people who work from their homes to be able to access and send information quickly through the internet. Salt Spring Internet offers personalized service at affordable prices.

On the way to becoming an internet specialist, Barbara has taught computer and internet-related skills to assist people seeking employment. Her previous volunteer work has included the SPCA, Big Brothers and Big Sisters, The Disabilities Coalition and the library. These days, Barbara supports the Arthritis Society and other local charities.

In Barbara's typically congenial style, she says, "Keeping up with technology can be difficult; hopefully we can make the journey a little easier."

Jean Elwell, CA

CHARTERED ACCOUNTANT
1681 North Beach Road
Tel. 538-0371 • Fax 538-0372



Jean Elwell, Chartered Accountant, has been operating in our community for seven years. For the last three years the business has been comprised of Jean Elwell, CA and Catherine Howe, CGA student. The office is located at Jean's residence on North Beach Road, where she converted her former garage into a convenient self-contained office. "I find it allows me to stay closer to my kids," says Jean (who has two sons, Connor and Brendan). "My clients don't mind making the annual pilgrimage to the north end to see me and, also, it doesn't hurt that there are significant tax advantages to having my office there," she adds with a chuckle. Jean encourages everybody to file their taxes whether or not they have filed for years. "Many clients feel so relieved when they finally release the burden of years of un-filed taxes. They are so much lighter when they leave here that they practically float out of the office. And many of them don't even realize they are missing out on GST credits they could have been receiving!" Whether you need accounting, tax planning, tax return preparation, small business consulting, or any of the other individualized services offer, they will provide you with the full resources you would expect with a personal touch and an occasional touch of wry wit. In addition, they can prepare year end financial statements for your business, charity or other not-for-profit entity and perform a review of the year's operations or a full scale audit if required by your board, your lending institution or the provincial or federal governments.

General manager Ann Ringheim a major team player



Ann Ringheim at the Harbour House Hotel.

PHOTO BY PETER MCCULLY

Constant quest for betterment behind success for Harbour House Hotel

BY ELIZABETH NOLAN
DRIFTWOOD STAFF

The Harbour House Hotel has seen many changes over the past 16 years, from clientele to interior design, but one thing that's stayed constant is the presence of its general manager, Ann Ringheim.

Ringheim returned to B.C. after working for a neighbourhood pub and restaurant in Canmore, Alberta when she was offered a job by the competition. She began running Harbour House's former lounge and soon moved into managing the entire operation, learning her way as she went. During her time at the helm she's helped bring about many innovations and improvements to the business and, as she says, met many interesting people along the way.

Several of the major changes occurred during Ringheim's first eight years at the hotel, when the hotel added a new wing that raised the number of rooms by 16 and enlarged the liquor store. A complete renovation of all the hotel rooms and banquet rooms took place six years ago, when the executive rooms were added.

In the past two months, the rooms were renovated again and the banquet halls re-carpeted. But despite all the changes over the years, the Harbour House has always been something of a hub for the island, Ringheim observed.

"It's the social place of the community, the 'Salt Spring Social Centre,' realistically, between all the meetings and fashion shows that we do here," she laughed.

The expanded facilities have meant an increase in large group bookings, including entire wedding parties, bus tours and seminar groups. However, the personal atmosphere of a small business still remains.

"There are guests that have been coming here for 16 years that we get to know really well, so it becomes like family," Ringheim said.

When Jack Woodward bought the hotel in 2004, another set of changes was put into motion that Ringheim has been enthusiastic about helping implement. Woodward is committed to making the hotel as ecologically friendly as possible. Working with the owner and with maintenance manager Barry Dunster, Ringheim has been involved in finding more ways to make that happen.

"That's something that's always in the back of our minds

— how can we improve?"

So far the hotel has made steps that include changing lighting, installing low-flush toilets and using biodegradable cleaning products. They are in the process of building

"There are guests that have been coming here for 16 years that we get to know really well, so it becomes like family."

ANN RINGHEIM
General manager, Harbour House Hotel

an organic farm on adjacent land, which will supply much of the produce for the hotel restaurant. Next on the list is switching to biodegradable take-out containers.

These ecological innovations are not mere cosmetics; the National Audubon Society recently awarded the hotel with its "three green leaf" rating — the only accommodation within the Gulf Islands to receive it so far.

It may seem that Ringheim has a full plate with all that's going on at work, but she says the hotel recently reached a place where she can give some of her time to other things. She also credits an "incredible and very committed staff," which out of 48 employees includes nine that have worked for the company for over five years, and eight for over 10 years.

It might be a stretch to suggest Ringheim actually has free time, though, since her other interests are as demanding as her full-time business career. Ringheim sits on the board of directors for both the Chamber of Commerce and for Tourism Vancouver Island, she is vice-president of Salt Spring's Accommodation Group, and she sits on the steering committee of the Southern Gulf Islands Tourism Study, sponsored by the Capital Regional District.

Both outside and at her place of business, Ringheim is clearly committed to bringing the hotel industry to new levels of excellence. As she said in reference to the Harbour House:

"We're always making changes and striving to make it new and improved, to make it the best place for visitors and locals alike that we can.

"And yes, we are going to paint the blue roof."

Gail Sibley and Andrea LeBorgne



Salt Spring Island Chamber of Commerce



In September 2007, Gail Sibley and Andrea LeBorgne became co-managers of the Salt Spring Island Chamber of Commerce. This year marks the 60th anniversary of the Chamber and with nearly 300 members it is one of the largest Chambers in the area. Some of the events and initiatives organized by the Chamber include networking opportunities for members, a monthly Business Breakfast Club, education seminars, the annual Seattle Yacht Club BBQ, Canada Day fireworks and representing Salt Spring at various trade shows. The Chamber also produces and distributes the Visitor Guide and popular Salt Spring Island Map.

Salt Spring's official Tourism BC Visitor Centre is managed by the Chamber. The Visitor Centre is open 363 days a year and is staffed by 45 volunteers. It is a busy spot with over 37,447 people served in 2007. The Visitor Centre is a great resource for both visitors and locals because it carries information about Salt Spring and all the other Tourism BC regions.

Gail and Andrea invite you to give them a call or drop by if you would like information on becoming a member of the Chamber of Commerce.

Leah McNinch

SALT SPRING
REFUND CENTRE
GVM Mall 537-8784



The Bottle Depot has been managed by Leah for eight years, taking in Salt Spring Island's bottles, cartons, plastic and glass. It provides a valuable resource for everyone concerned with keeping the global and local environment healthy.

"All ready-to-drink, alcoholic and non-alcoholic beverage containers, are welcome," says Leah, "The Bottle Depot business name is self-explanatory!"

The business has grown steadily as more and more people come to understand that they need to do something as individuals to help the environment.

"I like my job because it's humanitarian - it doesn't take anything away from the environment," she says, "Come in and we'll show you how it's done."

All milk containers now accepted - no deposit paid or received.

The business is also a benefit to 80 various charities, from AIDS Walk to Water for Africa. Hours are Tuesday - Saturday, 9:30 a.m. - 4:30 p.m.

Neacol Miller

REALTOR

Pemberton Holmes,
Salt Spring

164 Fulford-Ganges Rd.
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www.neacolmiller.com
neacol@neacolmiller.com



I provide professional real estate services on the island to those buying or selling homes, lots, or investment properties. What I appreciate the most about my work is meeting great islanders (and islanders-to-be) and really working closely to help them attain their goals. People come to live on Salt Spring for many reasons. Each client requires very specific and personal attention, which is why my clients have come to expect my service to be professional, genuine and attentive.

Also, it never hurts to have a little fun.

Pam Miskey

No Surprises Housecleaning LA CONCIERGE

OWNER/OPERATOR 537-2186
www.laconciergerie.net
www.nosurpriseshousecleaning.net



La Conciergerie is a service created to provide you with the ultimate personal assistant. A concierge is someone who facilitates and organizes your affairs. This type of service has been around since the 1800s although most people think of a concierge as someone in a five star hotel who offers their local knowledge to guests. There has been a shift in the last five years towards making a concierge an affordable and accessible assistant who works with you on a one-to-one basis; La Conciergerie will be your personal contact for home or business.

Pam strives to save you valuable time and remove the hassles and stresses of managing everyday tasks. In this day and age running our personal lives is becoming as hectic as running a business so Pam, who owns and operates No Surprises Housecleaning, decided to expand into the concierge service. La Conciergerie will clean your home, arrange service people, send a gift basket, provide a caterer, or run an errand, to name a few of their personal services. They are the fixers and handlers; they are the people with the contacts to get walls moved, doors opened, and tasks accomplished.

La Conciergerie will provide the resources for management and maintenance of your property in your absence, providing competent care and peace of mind. Some of their clients include Microsoft, Shinto-Shine, and many TV producers. "Our continuous commitment to quality and timely service has earned the trust and confidence of our clients," says Pam. Make a good life even better with La Conciergerie.

women in business

Edie Foster

Sales Manager
SAUNDERS SUBARU
1784 Island Hwy., Victoria
1-888-898-9911



Edie Foster came into the family business at Saunders Subaru when she was 19. She started as a lot person, and for her first five years with the company she washed, moved and transported cars, and assisted the mechanics. She went on to become service manager, assistant sales manager, and now is sales manager at Saunders, a position she's held for the past 13 years.

What's it like working for a family business? "I love it when people think I'm Ruth's much younger sister," says Edie.

Edie's biggest challenge has been people accepting her position as a female sales manager. "Gender should have no reflection on who is the best person for the job," is Edie's philosophy. Her greatest reward is meeting people and helping them make decisions about the largest investment they are likely to make next to buying a home.

Edie enjoys spending time with her husband, her daughter (17) and her son (20), and especially spending time at the family cabin on the ocean, fishing and crabbing. She is also back playing hockey after a 15 year break.



Norma Saunders

Controller
SAUNDERS SUBARU
1784 Island Hwy., Victoria
1-888-898-9911



Norma Saunders began her professional career as a banker and then as a realtor before joining her husband at Saunders Subaru. The company has been in business for 28 years now, and Norma works as its controller.

"I enjoy paperwork!" she says. "I like to keep up on laws governing all aspects of running a car dealership like ours - one that's a leader in best practice - whether it's employment law, tax law or environmental legislation." Attention to matters like these mean that Norma feels she contributes to a great working environment for the Saunders Subaru team of 25 employees, and to the business and local community through meeting the highest standards.

Her work hours are flexible, which is important because it means Norma can spend time with her children and grandchildren. She also loves to travel. Salt Spring Singers, the Salt Spring RCMP, the Chamber of Commerce and the Salvation Army all benefit from the support of Norma and her team.

"I'm retirement age," says Norma, "but I'm not going to retire - I hate housework!"



Ruth Michaud

Service Manager
SAUNDERS SUBARU
1784 Island Hwy., Victoria
1-888-898-9911



As the service manager at Saunders Subaru, Ruth oversees all aspects of vehicle needs, from the clean-up crew and the mechanics, to the delivery of new vehicles through the sales department. She works with the Subaru technical departments and stays on top of the vehicle warranties and maintenance schedules. She's received training on all aspects of the service department and frequently attends courses provided by the manufacturer.

"I started in the family business and learned from the examples that were set by my parents and by my much older sister, Edie."

Saunders strives to provide excellence in service for all its customers. "Helping people is important to me," says Ruth, "so being able to provide a great customer service each time someone brings a vehicle into Saunders Subaru means a lot to me."

In her spare time, Ruth coaches girls' ice hockey, ages 9 - 13. Her children's activities and sports keep her on the go, too, and she enjoys being a part of their busy lives as well as her husband's.



Carolyn Grayson Patricia Fraser

PEGASUS GALLERY

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Seaside at Mouat's
ph: 537-2421

email: info@pegasusgallery.ca
website: www.pegasusgallery.ca



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"In this hectic world, art is a valuable reminder of the beauty and creativity around us. It connects us with each other," says Carolyn Grayson who previously worked at Sotheby's art auction and as an art instructor before moving to the island. "One of my favourite aspects of working at Pegasus is meeting the artists when they unveil their new works fresh from their studio."

Patricia Fraser, Salt Spring business woman, past president of ArtSpring and past Chair of Long Term Planning Committee for the Library, joined the Gallery staff last summer. "The opportunity to enjoy the best of Canadian and North West Coast art and to meet with our visitors to the Gallery is as good as a job can get. I'm looking forward to sharing the discovery of our ever-changing treasures with all my island friends," says Pat.

Pegasus is pleased to support many charities including ArtSpring, Lady Minto Hospital and the SPCA.

Lorraine Kingwell

GET STAGED

Property Staging

537-2950

getlorraine@telus.net



Lorraine Kingwell arrived on Salt Spring Island via Toronto from her native Scotland 18 years ago. For the past ten years she has enjoyed being part of the Pharmasave management team, where she has shopped, displayed, shopped some more and helped create both stores' fabulous cosmetic and giftware boutiques. A perfect transition for such a natural-born organizer (Virgo!), Lorraine has re-focused her makeover advice from people to property with the launch of her staging company "Get Staged". Thirty years experience and a diploma in visual display, Lorraine, a Canadian Staging Professional (CSP) knows that "if it looks good, it sells."

Staging, not to be confused with decorating, neutralizes and enhances a property's presentation by using lifestyle selling techniques. From organizing your closet to preparing a property for sale, "get staged, get Lorraine."

Sandra Smith

saltspringhomefinder.com

Sandra's motto is "Helping you find your way home." Whether it is in her successful B&B "Angel Cottage" or selling real estate, her love of Salt Spring Island has inspired all who come to visit or buy real estate. Being a mom to Tanner and Chase, she believes youth are an important component to the island's demographics. She gets particularly excited about assisting young families with their move to the island. Sandra has thoroughly enjoyed her first three years of selling real estate, and the many great people she has met along the way. She looks forward to "Helping you find your way home."



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BMO Bank of Montreal has been serving the Gulf Islands for over 50 years. Our team of professionals have a combined banking experience of over 100 years, and over 50 years experience on Salt Spring Island. We offer all personal and commercial financial services through our branch located on Salt Spring Island, giving you one stop for all your financial needs.

Principal-to-be Raddysh reaches for the top

Judy Raddysh goes the limit with education, athletics, family and community

BY DAWN HAGE
DRIFTWOOD CONTRIBUTOR

Teacher, administrator, counsellor, coach and athlete, Gulf Islands Secondary School (GISS) vice principal Judy Raddysh — who will be the school's principal come September — exemplifies team playing with a passion for both academics and sports through mentoring and active participation.

It took a while for Raddysh to realize her true calling. She entered the University of British Columbia (UBC) in 1978 as a commerce student, but quickly realized that education was where she wanted to be, and switched faculties. She has never looked back.

Raddysh's first posting was at a high school in Penticton, B.C., where she taught commerce and was a student counsellor. Her next move was to Prince George with husband Jim Raddysh where she initially taught French and then resumed the job of counsellor, which she enjoyed immensely.

With a Bachelors degree in Education, and a Masters in Educational Leadership from Simon Fraser University, completed from 1990-93, Raddysh was well equipped to step into the job of principal at the K-12 school on Galiano Island in 1996.

When asked about the experience of teaching mixed grades and living on Galiano, Raddysh is enthusiastic.

"I loved it," she said. "I had taught split grades before but this was the first time I taught grades 5, 6, 7 and 8 in one class. I completely agree with that way of grouping kids . . . It's a very healthy way for kids to learn."

When Isaac and Meredith, the Raddysh' two children, were in grades 4 and 5, the family felt they needed a "bigger world." They decided that Jim, a children's entertainer, musician and current manager of the new Salt Spring community pool, would move with the kids to Salt Spring and Judy would commute.

Fortunately, two school principal positions opened up at the same time and in the year 2000, Raddysh and family moved to Salt Spring and she became principal of Fulford Elementary School.

After many enjoyable years at Fulford Elementary, Raddysh was again ready for a change, and happily moved to GISS and a shared vice principal position in 2006.

"It's fabulous to be back at high school again," she enthused. "That's where my training is."

"I loved the elementary schools, but this is a whole different place to work."

Raddysh jokes that rather than stay at home with her kids, she brings them to work, as they were both in GISS



Judy Raddysh at Gulf Islands Secondary School.

PHOTO BY DERRICK LUNDY

when she made the shift.

"At first it was a bit awkward for Isaac, but when he realized that he could eat as much as he wanted on my lunch card and I was always available for rides after school, he began to see that there were advantages . . ."

Although Raddysh is currently working as full-time vice principal due to principal Mike Bell taking leave in January, normally she splits her job between vice principal duties and working at the District Learning Centre.

"These are courses not offered at school or that can't

fit into a timetable," she explained. "Sometimes I'm designing and building a course or monitoring or urging the student. I really enjoy the job and I see lots of potential."

In addition to the multitude of administrative and teaching duties that fill her plate, Raddysh also finds time to both coach and participate in an impressive roster of sports activities.

She coaches the junior girls basketball team at GISS, a job she enjoys immensely, even though the time commitment can be substantial.

Raddysh likes working with senior girls basketball coach Tony Mason and feels they are able to create a linear program for the girls since both coaches are involved with junior and senior teams.

Raddysh also plays with the island's community women's basketball team which meets every Monday from September to March.

"I just really love playing sports," said Raddysh. "Community, teamwork, the fact that people are depending on me . . ."

Rowing is another passion that she has recently rediscovered.

Raddysh was a member of the Senior B National Rowing team while at UBC, an eye-opening experience in terms of her image of herself as an athlete.

"I learned so much about myself as an athlete — how hard I could push without dying," she said. "We did rowing, weight training, running — we worked out 40 hours a week."

"Rowing shifted my image of myself. Before that, I didn't have a picture of myself as an athlete."

Raddysh is a member of the Salt Spring rowing club and rows in a quad with Susan Garside, Karen Hosie and Stacy Mitchell. The team competed in the Canadian National Masters Championship last year and placed third, an impressive accomplishment. This year they plan to compete in the Pacific Northwest Regional Championships.

Raddysh rows once a week now, but will soon increase her practices to three times a week and participates in weight training year round. With daughter Meredith playing metro soccer off island three times a week, it begins to seem like a daunting, if not impossible schedule.

"We're not home very much," she admits, wryly.

But Raddysh is the first to admit that everything she does contributes to a life that is fulfilling, healthy, satisfying and meaningful.

"Why do I do it? There's nothing like the feeling of being out on the water with my team, the training, the special relationships that grow . . ."

And her job at GISS?

"I think I'm the luckiest person to have fallen into teaching. It's an amazing way to spend a life."

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footwear for the entire family. Many of our regulars will recognize Treva and Arletta, who along with the rest of the team are here to educate you on how you can always look your best. We now have an in-house seamstress, and be sure to stop in and join our new VIP Club to take advantage of special offers and promotions available only to Club Members.



Story Lady one day, account manager the next

Cullen assumes dual roles for a balanced lifestyle

BY AMY GEDDES
DRIFTWOOD STAFF

Clare Cullen sits cross-legged and at ease on the floor of the Salt Spring Public Library on Friday. Not a muscle in her face flinches while her squirmy five-year-old son tries out various leisurely positions in her lap. And mid-way through the presentation they are watching, he discovers her hair makes a fantastic stage for his stuffed seal; naturally, she assumes the role.

In addition to being comfortable with children, there is a particular reason she is at home on the cushion-adorned library floor. As the volunteer who coordinates the weekly children's program, this is Cullen's second living room. This week she has stepped aside, letting another presenter take the stage, but on most Fridays it is she who holds up the book and reads to the children.

Cullen is hailed as "the Story Lady" by children and parents who frequent the library.

But at Island Savings Credit Union, where she works part-time as a business account manager, she is known for her powerpoint presentations and personable skills, among other things. Her dual personas are what keeps her life in balance — something she says she owes to the Salt Spring community that supports the idea of one person "wearing many hats."

Flash forward to Monday. She sits upright at her desk at Island Savings, dressed in a blue suit. Throughout the day she meets with several small business owners, non-profit group reps or those considering starting a business and advises them on their financial options.

"A lot of what I do," Cullen says, "is talking to people and building a relationship with them — being friendly and honest with them."

While chatting is a key part of her job, her co-worker Donna Keown says Cullen assumes a professional stance in the office.

"Clare does not hesitate to speak her mind," Keown says. "She has lots of self confidence and has been comfortable speaking in public or debating since her high school days."

Keown notes Cullen often arrives at staff meetings fully prepared with a powerpoint presentation on her laptop. She was also instrumental in bringing Island Savings to the current level of green business.



PHOTO BY AMY GEDDES

Clare Cullen reads a kids' book in her role as the Story Lady at the Salt Spring Island Public Library.

"I'd see her through my window on Monday mornings with a clean bucket for compost and taking the full ones home at the end of the week to put in her own garden," Keown says.

Born in Toronto, Cullen pursued her interest in film and television by taking film studies at Queen's University.

"I wanted to make documentaries that would change the world," she says.

But her career path ended up veering towards finance when the National Bank asked her to run their film and television division in Vancouver. Yearning to work for a business with more of a community focus, she found the idea of

working for a credit union appealing so she moved to Van-City's non-profit arm.

Married to a man in the animation business, Cullen was busy working full-time with a son and daughter to care for as well. In 2006 they decided it was time to slow down so they moved to Salt Spring. Cullen began working at the credit union part-time while reviving the public library's children's program as a volunteer.

"What I like about it here is people do wear multiple hats," she says. "If they do two or three things, it's totally common and accepted... In the city, if you have two jobs people think

DUAL ROLES continued on B9

Lisa Luft



TICKLED PINK
photography



something blue
photography by Lisa Luft



TICKLED PINK/SOMETHING BLUE PHOTOGRAPHY

341 Bridgman Road
1-604-839-2789 or 250.653.9847
www.somethingbluephoto.ca | www.tickledpinkphoto.ca

Lisa is the owner and main photographer for the two portrait businesses, Tickled Pink Photography and Something Blue Photography by Lisa Luft. Tickled Pink focuses on families, portraits and children, while Something Blue is dedicated to photographing weddings and engagement sessions. Working on Salt Spring in the summers and on request throughout the year, Lisa finds the beautiful locations at Salt Spring ideal backdrops for capturing people in relaxing yet stunning environments. With Salt Spring fast becoming a popular and accessible location for destination weddings, Lisa is proud to be part of the thriving Salt Spring business community and one of the many Women in Business on Salt Spring Island.

Elizabeth Lee

I can make a difference

difference

SAFE RELIABLE HOME CARE



Office: 537-1023 or 538-7722 (cell)

Elizabeth Lee is a fourth-generation islander whose life work is to help others live more comfortably. A founding member of Island Comfort Quilts, Elizabeth has spent the past seven years caring for the elderly.

Acting as a companion in the home or hospital, Elizabeth provides a range of services, including palliative care, meal preparation, shopping and accompaniment to appointments. Her patient and compassionate nature has made her a reliable choice and her excellent rapport with the elderly has made her a favourite one. She is also very conscious of their special needs for safety and well-being.

"My work is very rewarding," says Elizabeth. "I try to make a difference and improve the quality of life for people, and they are happier and calmer."

Georgia Taylor

INTERIOR DESIGNER

537-1014 | 537-2401
georgiataylor@telus.net



After completing her degree in Fine Arts, Georgia Taylor started working in interior design. She trained at both the Ontario College of Art and the University of British Columbia before working in both Vancouver and England.

With a keen eye for what is possible in any given space and a great desire to translate her client's wishes into functional reality, Georgia has enjoyed years of creating exciting and interesting projects with her valued cliental from all walks of life.

To be passionate about one's work has to be one of life's great privileges. This creative business is about listening to and caring about the dreams and needs of each individual. Her job is to articulate those dreams and leave a happy client to enjoy the footprint of an environment that is uniquely their own.

Her work encompasses corporate, residential Canadian and international projects as well as a particular delight in restoring cottages and small houses to their enchanting best.

Now, after having lived on Salt Spring for four years, she is always interested in supporting her community in the best way possible. Currently she supports the Community Arts Council and the Conservancy.

Coralie McLean

Business Manager

VICTORIA BMW/MINI VICTORIA

1-877-995-9250
1101 Yates Street at Cook
coralie@victoriabmw.ca / www.victoriabmw.ca



Coralie McLean has been with Victoria BMW / MINI Victoria coming up on 3 years in May. Starting out as a receptionist, she moved her way up into the Sales Department and is now taking on the role as the Business Manager. She has lived her life in Victoria and is close to graduating with a Bachelor of Commerce degree from the University of Victoria.

The combination of having a strong passion for cars and being able to meet new people each day who share that passion has given her the drive to work hard and succeed with BMW and MINI. Car dealerships are now seeing more of a female presence than ever and it is encouraging to see how many thrive in this competitive industry.

The elegance, prestige, and joy of a BMW mixed with the fun and exciting MINI draw in some amazing clientele to the Victoria dealership. They proudly attract many people from the Gulf Islands who share the same enthusiasm for the brand.

Cullen: effort into both activities

DUAL ROLES

continued from B8

there's something strange with that or think it must mean you are struggling."

She decided that engaging stories based on a weekly theme were essential to a good library program. Crafts and activities are also offered at her programs, and she has woven in a few homey details to make story time a unique experience that children look forward to.

"I make a point of decorating the library a little bit so when it comes to storytime it seems a bit different. I move the furniture around and put down blankets and cushions to make it feel like a kind of special time."

Susan Robinson, who attends the program regularly with her husband and two children, says, "Her crafts are just amazing and [our daughter] just loves them."

Robinson's husband Rob Pringle says, "She gets to know all the kids and puts a lot of effort into getting everything ready."

Cullen admits she does spend a good part of her day off on Wednesday choosing fiction and non-fiction books, rehearsing them and giving them a trial read on one of her own children.

She even asks them for feedback on her craft ideas.

"If my daughter says 'that craft sounds boring,' I'll think of something else," she says.

One of her greatest rewards as the Story Lady is when parents tell her how much their children look forward to her stories. Some, she says, are even disappointed on the odd day when someone else is there to give a presentation in her place.



PHOTO BY PETER MCCULLY

Clare Cullen at Island Savings.

One of the reasons she likes her story lady role so much is that it is so different from her regular job — not to mention the perk of getting a special library account that allows her to sign out a large number of children's books at one time.

When the credit union asked her three weeks ago if she wanted more hours, she decided against it, saying her first thought was, "No . . . then I wouldn't be able to do Storytime!"

Women's business group proposed

Clare Cullen is also looking into launching a Women in Rural Enterprise (WIRE) group on Salt Spring.

"It's a group that would provide support and net-

working opportunities for women," she says. "Many work from home with their own businesses, are often isolated and don't get a chance to network with

other women."

To express interest in or find out more about a potential WIRE group on Salt Spring, e-mail Cullen at c_cullen@telus.net.

Wendy Anderson



OPTICIAN / MANAGER

Gulf Island Optical

4-323 Lower Ganges Rd.
(Lancer Building) 537-2648



Wendy has been Salt Spring's optician for the past 12 years, and with Gulf Island Optical at the Lancer Building for 17 years.

Helping people choose the eye wear that's just right for them is great fun and very rewarding when they say those magic words "I can see!"

"I very much enjoy meeting new people on a daily basis," says Wendy "But also greatly value the relationships I have built over the years in this special island community."

Wendy runs Lawnhill Lodge during the summer months and together with husband Sam, co-owns and operates Anderson Appliance and Tait Technical Solutions. They are both avid flyers and boaters and never happier than when they are in the air or on the water exploring the islands.

Both businesses try to make sure they support as many activities on the Island as possible.

Margo Greggains



Access Care Management

accesscare@telus.net
537-8325



Access Care Management provides support and resources for seniors, cancer patients, and anyone in need of a helping hand. Do you worry about a parent who is living alone and may need extra care and support? Does your parent live in another town and you are not sure where to find local help? Do you have a neighbour who is struggling to find resources for himself and his wife who has just been diagnosed with cancer? Margo began her business several years ago to provide practical support and answers to the many questions that arise when our loved ones need help. Going through breast cancer herself has brought an even greater understanding about the journey we go through, and having supported her mother, father and husband through cancer as well has driven home the importance of a helping hand. By the way, her daughter is NOT getting cancer, which is why Margo is an ongoing supporter of the Canadian Cancer Society Relay for Life (May 30th) and the Terry Fox Run (Sept 21st) on Salt Spring Island.

Nicki Cameron



SEACHANGE SAVOURIES CANADA

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Toll Free from Canada and the US:
1 888 747-5641
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Nicki Cameron is a Partner in SeaChange Savouries Canada. Nicki wears quite a few SeaChange hats, including developing eco-friendly packaging for the company's growing line of Canadian gourmet gifts and overseeing production for cost and efficiency. Nicki also manages the company's finances, and is proud to report that SeaChange donates a full 5% of profits to food banks and soup kitchens. SeaChange's donations for the year just ended included the Quest Food Exchange in Vancouver and Copper Kettle and the Food Bank here on Salt Spring Island.

THE HARBOUR HOUSE



121 Upper Ganges Road
537-5571

The Harbour House is pleased to offer hotel services, banquet facilities, a restaurant (open 7 am to 11 pm daily) and a liquor store on the premises.

Ann Ringheim



Ann Ringheim is the General Manager of the Harbour House and has been part of the team for over 15 years. She sits on the Board of Directors for the SSI Chamber of Commerce, the Accommodations Group of SSI and Tourism Vancouver Island.

The Hotel has undergone many exciting changes since Jack Woodward purchased it in 2004. The hotel continues to reduce its ecological footprint by adopting environmentally friendly practices. In addition to winning the Chamber of Commerce Green Business of the Year award in 2006, the Hotel has a Three Leaf Audobon Eco-rating.

"We are very proud of our efforts towards greening our business and hope we can serve as a model to other businesses on Salt Spring," says Ann.

Charlene Sharratt



Charlene Sharratt is the housekeeping manager for the Harbour House and has been with the hotel for over 13 years. She takes great pride in ensuring her department meets the highest standards and is always looking for new products for her department that are environmentally friendly. Charlene is also involved with some of the marketing aspects of the hotel.

Susan Cassidy



Susan Cassidy is the Harbour House's front desk manager and has been a member of the team for seven years. Susan's position entails making sure the front desk runs smoothly and that our valued customers receive both friendly and professional care during their stay at the hotel. Susan also covers for the general manager when she is away.



Opal Care Products Ltd.

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hairkids@islandnet.com
www.hairykids.ca



Trish, Sheila, Cyrus Pollard

Trish Lundy, Sheila Graham

Almost two years ago, Trish Lundy and Sheila Graham were inspired by their children to look for natural hair care products. Since then, they have created a line that kids and adults both love.

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Opal Care supports any group that has to do with kids and has sent their products to underprivileged kids in Africa, while other products went to children with AIDS in Ethiopia.

SeaChange Savouries shares Canadian history through Salt Spring gourmet food products

Success stories that stay on the tongue

BY DAWN HAGE
DRIFTWOOD CONTRIBUTOR

With a new name, new responsibilities and a company that's redefining the Canadian gourmet food gift market, co-owners Nicki Cameron and Anne Millerd are celebrating 23 years of success and friendship this year.

Previously known as SeaChange SeaFoods, the company switched to SeaChange Savouries Canada (SSC) two years ago, with emphasis on "Canada" as the connecting thread throughout their product line, both established and new.

Well known for their delectable smoked salmon and paté products, the company is expanding into new gourmet food products that are uniquely Canadian and have a story to tell.

"We were interested in Canadian food and the stories behind these foods and we were looking to expand," said Millerd. "There's more to Canada than smoked salmon and maple syrup. We thought that Canadians would enjoy giving delicious gourmet gifts that were specifically Canadian, but a little bit different."

"For example, most people don't realize that Canada grows 85 per cent of the world's mustard."

Research on Canada's extensive mustard production led the local company to develop a delicious stone-ground mustard.

Learning that cranberries grow wild in every province in Canada inspired the SSC team to create



Anne Millerd, left, and Nicki Cameron — in business for 23 years.

a delicious cranberry and sweet pepper preserve.

"Every province that has the cranberries feels that they are the only one producing them," said Millerd. "They were a real staple for pioneers."

Another new venture for SeaChange Savouries Canada was a foray into Canada's famous ice wine industry.

"Ice wine and salmon are an excellent pairing," said Millerd. "Canada is one of the few countries that both grows grapes and has a heavy frost, which is necessary for the ice wine."

"The flavours are wonderful together," said Cameron.

Juniper berries inspired another uniquely Canadian gift idea for Millerd and Cameron.

"The Inuit have been drinking juniper berry tea forever," said Cameron. "[Juniper berries] grow wild all over northern Canada."

"The white people were more interested in making gin with it," she added. "Some customers have suggested calling it 'mar-tea-ni.'"

The new products have been well received and are slowly establishing themselves in the Canadian market.

How have two women who have been good friends since their children were in preschool together managed to co-manage a successful business and still remain close friends?

"I don't think remaining friends is necessarily the rule in business partners," mused Cameron. "We have different skill sets. I rely on Anne to complement what I do."

"We achieve much more together than we could do individually."

"It's been great," added Millerd. "There are times when you think that it's too good to be true."

Millerd's and Cameron's roles within the company changed significantly when SeaChange SeaFoods founder John Millerd stepped down to pursue other interests.

"It was a process that we could see coming for a long time," said Cameron. "SeaChange has undergone constant change in its history. It prepared us well for adjusting to John's departure."

"John was very much the founder," said Millerd. "He got itchy feet. It's been a good change for everyone. In the past, Nicki and I co-managed the business, sharing management duties while John did more sales. Now Nicki is covering the internal duties, such as production and staffing, and I am doing sales."

"I have discovered that I love sales," she added. "I find that many of our customers are small entrepreneurs, often women, who are trying to support their families and children through their gift stores and small businesses."

"It's rewarding and fun to get in and learn about their businesses and what they are trying to do and

see how we can help."

"Our business is built on long-term relationships with client companies," said Cameron. "We still have two customers from our first year and we have many customers that have been with us for over 10 years."

Cameron and Millerd emphasize that none of these service ideals would be possible without the excellent roster of core staff (Diane, Brenda, Monika, Holly and Patricia) and production workers (Jeanette, Vicky, Jennifer, Alice, Niko and Danielle with help from Jason, Marlys and Stuart) that they employ.

Future plans are to keep expanding and growing with an exciting business that knows no bounds.

Giving back is also very important to Millerd and Cameron who donate five per cent of all net profits to food banks in Vancouver, Victoria and on Salt Spring. They also purchased 20 cases of the nutritional beverage Ensure for the local Copper Kettle organization and gave a substantial donation to Vancouver's non-profit Quest organization, which deals with the distribution of food to those that need it the most.

Cameron and Millerd want to encourage all community members to come to their product tastings that are held Monday to Friday from 10:30 a.m. to 4:30 p.m.

"We really enjoy it when community members drop by," said Millerd. "We want to encourage everybody to come and see what we are up to."

For more information about Sea Change Savouries Canada, check out their website at seachangesavouries.ca

Rocky Kinahan
SALES ASSISTANT
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Rocky was raised in the Kootenays and after a number of years in Victoria and 25 years on SSI she now calls the West Coast home. In 2002, Rocky encountered the first of many opportunities that would mark her personal and professional life. In May of that year she joined Martin Hoogerdyk Certified Financial Planner as his administrative assistant. Armed with the motivation to succeed, Rocky completed her studies and became a Sales Assistant, enhancing the knowledge of the front office.

Berkshire Securities Inc. is different from most brokerage offices in that we are independent. Meaning, there is no bias placed on investment choices.

"I have really enjoyed my time working here. Our customers truly come first! We try hard to make our office welcoming and I think we have succeeded." Rocky is always ready to help in the community working with Rotary's Spooktacular in the fall, volunteering for the Terry Fox run & much more.

Rocky and Martin are a great team and offer years of experience in the securities industry. Martin provides investment decisions that suit your needs and Rocky provides the backup that ensures an office run on efficiency.

We invite you to visit our Berkshire Securities Inc. office at Grace Point Square where Martin & Rocky would be pleased to help you.

Judith Humphrys
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2102 - 115 Grace Point Square 537-8807
spa@ssisland.com • www.skinsensations.com



At Skin Sensations, Judith Humphrys and her team of certified health practitioners and aestheticians have created a peaceful, harmonious ocean-side oasis, which is perfect for enjoying traditional spa treatments and receiving holistic health care. In business on Salt Spring for 11 years, Judith's day spa enjoys a great reputation for all of its aesthetic services: facials, manicures, hydrotherapy treatments, and especially pedicures (called "the best" by happy clients). In addition to these services, her centre offers massage, reflexology, reiki and body piercing.

Judith takes pride in the high quality products Skin Sensations uses and carries. Eminence Organic Skin Care, from Hungary, is natural beauty you can see and feel. Eminence offers a truly exquisite experience with products that are so natural you can see the fresh fruit pulp, seeds and real herbs. The products contain no harsh chemical preservatives. The Spa also features Gehwol foot care products from Germany and Zoya, Chi and OPI nail polishes, which are free of thalium, formaldehyde and debutyl phthalate. The latest addition to the spa is an Infrared light therapy sauna. We have recently added a certified Body Piercer to our staff. Staci brings with her seven years of piercing experience.

Judith and her staff take great pleasure in their work. "We enjoy making people of all ages feel good about themselves," she says. The centre is committed to serving islanders' needs and offers many discounts, including senior foot care, massage and manicure at a very reasonable rate. "Our biggest compliment, is when individuals return for our services time and time again," says Judith.

Skin Sensations supports the SPCA, Rotary Club and Community Services, among many other local charities.

Sharon Wilkinson
Co-owner
GANGES VILLAGE MARKET
374 Lower Ganges Road • 537-4144



Sharon Wilkinson a 26 year resident of Saltspring Island and is co-owner of the Ganges Village Market, a 100% Salt Spring owned and operated business.


Sharon works with her husband Bill, her brother Paul and her three sons James, Jon, Kyle and his wife Carla.

This is truly a family business in the broadest sense of the word as there are husbands and wives, brothers and sisters and complete families that work here and many of them have been here from day one!

We are proud to be part of this amazing community and look forward to many more years here as your community grocery store!



Mafalda Hoogerdyk
Insurance Broker
Oceans West
INSURANCE BROKERS
oceanswest@telus.net
1102-115 Fulford-Ganges Rd., 537-1730



As an independent Insurance Broker, Mafalda shops the market for the best insurance products available for your personal coverage. For example, some of the products she deals with are: life, disability and mortgage protection. When shopping for a product for a client, she looks for the right product at the right price to suit the client's individual needs and budget. Mafalda's "no pressure" approach lets you decide in comfort what best suits your needs. Insurance is personal. You have to feel comfortable with your coverage. As your life changes, so do your insurance needs. They should be reviewed periodically to ensure they continue to cover your present situation. Mafalda has lived and worked on Salt Spring Island since 1992. She has raised her children here and has been involved with many community groups. Presently, Mafalda is the president of the Chamber of Commerce and a director on the Greenwoods Foundation Board.

"Protect your tomorrow ... today"

Linda Gilkeson



ph: 538-0318
fax: 538-0319

ssiconservancy@saltspring.com
www.saltspringconservancy.ca



The Salt Spring Island Conservancy is a non-profit society dedicated to protecting the natural environment of the island. Since it was established in 1995 it has grown rapidly and accomplished much, including protecting Mt. Erskine and creating the Andreas Vogt Nature Reserve. The Conservancy now has over 950 members, has a small staff and a new Executive Director, Dr. Linda Gilkeson. Linda is enjoying the challenge of managing the increasingly busy office and working with the Board of Directors, the committees and their many active (and much appreciated!) volunteers on Conservancy programs. These include the popular stewardship program that helps landowners care for their land, the Stewards-in-Training program in the schools, the public education program, and special projects on species at risk.

Deirdre Rowland PRINCIPAL



Deirdre Rowland is an ethical publicist with a strong reputation for her messaging expertise. The principal and founder of C Me Communications, she has been in business on Salt Spring since May 2005.

C Me Communications is a full-service communications house dedicated to working with clients who are savvy about making a difference in the world. Deirdre's clients are engaged in an endless variety of projects but all share in a common mission: to make the planet a better place for all. Communication services include message development, strategic planning, media campaigns, re-brand evaluations and media training.

Whether featured in the Globe and Mail, the Gulf Islands Driftwood or on Oprah & Friends Radio, C Me excels at getting their client's message out. Local clients include Salt Spring Fine Art, I-SEA and Salt Spring Coffee Company.

C Me Communications is a member of the Values Based Business Network in Victoria, B.C. and works in affiliation with Floating World Web Development on Salt Spring.

Patti Gower



patti g design

537-2572 CELL (250) 889-3582
patti_g@shaw.ca



Following the completion of her certificate from the New York School of Interior Design, Patti was hired as the host of a design show for HGTV. Since then, Patti has been developing her interior design business, patti g design, and has recently brought it from Victoria to Salt Spring Island. She brings her energy and focus to assist clients regarding the myriad of options to choose from when building or renovating. This includes assisting clients with the editing and downsizing process while looking at some of the greener choices available in today's growing market. She has taken a variety of workshops about 'green building' and is keen to learn more about this fast growing & globally important area.

"There is lots to learn and much more product is readily available, which is great for everyone," says Patti. "We live in very exciting times. Change is possible, change is here!"

Patti's passion for painting canvases has translated into commissioning custom works of art for clients that lend a personal touch to their homes. A collaboration with clients on texture, color, and content brings them into the process in order to create a unique end result, which will be enjoyed in their space for a long time to come. Patti has a very personal approach to design to ensure that client wants and needs are met from the initial visit.

Range of services for patti g design: space planning, paint colour consultation, product specifications, finishes, real-estate staging, editing ("doing more with less"), sourcing and purchasing furnishings, large and small renovations, as well as new construction.

"I feel privileged every time I have the opportunity to improve someone's living/working environment," says Patti. "I feel lucky to call Salt Spring my home."

Suzanne Archer and Mundy Henbrey



Mon-Fri. 10-12:00, 12:30-3:00

PH: 537-8562 FX: 537-9861

105 McPhillips Ave., Ganges | www.careonline.ca

CARE provides a variety of on site employment services, one-to-one career counselling, access to computers, internet, telephones, fax machines, and the latest job postings, all at no cost to registered clients.

CARE also provides 24/7 online access to innovative employment workshops and a virtual resource centre.

Suzanne and Mundy invite you to come in for a tour!



The Government of Canada has contributed funding to this initiative **Canada**

Sunshine Wilde

Sunshine, Hair Artist

127A Orchard Road, Fulford Harbour
653-4474



"Versatility and Beauty" are the essentials defined by Sunshine, Hair Artist.

Now on Salt Spring Island, Sunshine's new studio is on Orchard Road, Fulford Harbour - a charming place to really enjoy and recognize the "you" beyond the looking glass.

Sunshine is a hair artist, master colorist and expert cutter (especially curly hair). A finalist at Canadian Hair Dresser of the Year and formally at Sukis, she was a salon owner for 12 years in Vancouver.

"I look forward to being involved in my community and making new friends," says Sunshine.

Heather Howard



FEET FIRST

#5 - 241 Lower Ganges Road
Gulf Clinic Building
537-0715



Heather Howard's gentle touch, along with her 31 years of health care experience, brings great benefits to the clients of her foot-focused business, Feet First.

"I get great satisfaction from the gratitude people show for my care in helping them walk in comfort," says Heather, the owner and sole operator of the five-year-old local business.

As a licensed practical nurse and a British Columbia certified foot care nurse, Heather uses her expertise to cater to the specific needs of her clients, who include seniors and diabetics. She also provides professional foot care services to people with thickened nails, callouses, heel fissures and ingrown nails.

"I have been working with the elderly for over 27 years and I saw a need in the community for foot nursing care," said the local businesswoman, who was born on Salt Spring and married a fellow Salt Spring Islander.

In addition to providing high-quality foot care to island residents, Heather also contributes to cancer charities and to education initiatives for children in underprivileged countries.

Kathy Dryden

PROGRAM COORDINATOR

SALT SPRING ISLAND COMMUNITY EDUCATION

Box 329 Ganges | 537-0037
www.ssicommunityed.com



Community Education is a non-profit society providing opportunities for all age groups to gain knowledge, master personal development, experience the creative side of life, upgrade job skills, grow a garden, maintain our history or simply have fun! Community Ed has about the best instructors anywhere. They're willing to make our island a little richer by passing on their gifts to all that sign-up for our classes.

I am blessed to have the best job I can think of on Salt Spring! I get to work with exceptional islanders who each spring and fall provide a showcase of courses, allowing our students to learn lots and pass this experience onto others.

I talk to everyone that has an idea, a seed that can benefit our small island and make life on the "rock" a place to be. Our courses are everything from computers, basket weaving, photography, and lectures by doctors, specialist, non-profit development, public forums and our Chef Bruce, sharing his passion of cooking in sold-out classes.

Learning is life-long, opening the doors to who we are, who we become and the footprints we leave behind. Visit our web site at www.ssicommunityed.com or email kd1184@telus.net. Become part of the life-long learning experience...share our community with you!

Leah Woods



Choices
CLOTHING STORE

107 McPhillips Avenue | 537-1115



Leah Woods is the owner of Choices, an organization with seven employees. For the past 17 years, Choices has been providing services for adults with special needs.

These services include a day program funded by Community Living of B.C. This program provides support for community integration and life skills. Choices also operates a clothing store, which is a job training centre for our clients, enabling them to develop important job skills. "We sell great women's casual and business clothing to suit all ages," says Leah.

"We have some great new spring lines, such as Renuar and Spirit. We also have the old favourites: French Dressing, Lois and Ezze Wear".

Leah's business also supports local charities as well as the Special Olympics.

Salt Spring: a place to call home for Carol Fowles



Carol Fowles at Pioneer Village, the longstanding Salt Spring Lions Club's affordable housing project.

PHOTO BY PETER MCCULLY

Long-time real estate agent set to take on Lions Club presidency

BY ELIZABETH NOLAN
DRIFTWOOD STAFF

Being involved in the real estate business suggests a certain level of stability and responsibility, but this wasn't always the case for Salt Spring real estate agent Carol Fowles.

Leaving her home in Ontario and marrying young, Fowles spent years travelling across Canada with her husband, trying out various projects such as farming in the Maritimes and working in Fort McMurray.

It seems Fowles found what she was looking for when she arrived on Salt Spring in 1979: it's the community she and her family have called home ever since, and it's where she developed an interest in housing that commands both her working life and her volunteerism.

While Fowles attended university for a few years early on, she did not study to undertake a particular career.

It was after the birth of her two daughters that she thought about getting into real estate, as a job that would still allow her to spend time with her family.

With her husband working at home and able to take care of the kids if needed, it was a good choice.

"Real estate's been very good to me," said Fowles during a recent interview. "It allows me to make a decent living, and to be with my family, and to do the things I like to do. It's a nice balance."

Having worked in real estate

for 18 years, Fowles knows how to make sure that balance is maintained, since it can be a very demanding business too.

Real estate agents are essentially independent contractors who work on their own with the help of support staff. It can be a costly business to set up at first for that reason. In addition, the reverse side to potential free time is the reality of always being on call.

"You have to be there for your clients when they need you," Fowles said, adding that you also have to know when to "take a breather and find new perspective."

While some businesses face extra challenges being located on Salt Spring, Fowles feels the small community has distinct advantages for her line of work.

"I think for me, living on a small island and knowing a lot of people here, that's been a bonus for me. We get to know people in ways that people in urban centres can't."

Her island community has also given rise to an interest that Fowles is passionate about — providing affordable housing.

The real estate agent became a Lions Club member five years ago in order to get involved with Pioneer Village, the affordable housing complex for seniors owned and run by the club.

Fowles appreciates the Lions as a group that exists very much at the grassroots level, but which also has the ability to initiate worldwide charity campaigns.

After some reluctance, she recently agreed to take a turn as Lions Club president, a mantle she'll assume later this year.

Fowles acknowledges that fitting in her volunteer work with her job and family can be a challenge, but

she's excited by the potential.

"What I'd really like to do is allow people to see what the Lions can do, to increase the membership, and to see what it's like to serve the community, which I think is really important."

"I think for me, living on a small island and knowing a lot of people here, that's been a bonus for me. We get to know people in ways that people in urban centres can't."

CAROL FOWLES
Lions Club president-to-be

Fully responsible for overseeing the management of Pioneer Village, Fowles is concerned about the lack of other affordable housing, including for young families.

The future of the next generation is something she's thinking a lot about these days.

But she believes if local housing needs can be met, there are a lot of business opportunities in the service industry for enterprising youth.

In the end, Fowles' role in business is about helping other people make Salt Spring their home.

"Family is really important to me. I'm glad I raised my kids here," she concluded.

Arlene Modderman



Mortgage Consultant/Broker
537-4090
arlene@mortgagecanada.com



Arlene's Ganges office has been the incubating centre for thousands of Salt Spring and Gulf Island mortgages since 1999. Her background as a Realtor for 11 years enhanced her understanding of the processes, challenges and emotions involved.

Many of her clients had never considered that they might be able to own their own home. Some have built homes with the help of a construction mortgage and some have accessed equity from their current homes to do renovations and additions, thus increasing both the value and their enjoyment of the property. Others, coming from afar, have been happy to learn that it was possible to entertain their dream of a home in Canada. Captured by the spell of the islands, additional family members sometimes follow.

Arlene and Mortgage Depot were instrumental in introducing new mortgage options and products to the islands, and continue to do so. Her determination to offer islanders more choices and the low rates that other people from larger centres enjoy, has made home ownership more affordable, and therefore possible. Arlene welcomes your inquiries and looks forward to making your mortgage shopping experience more personable and enjoyable. (Other than very rare exceptions, our fees are paid by the lenders- no cost to you!)

Nancy Holt-Stefancsik

Co-Owner

Windsor Plywood

166 Rainbow Road
ph: 537-5564 | fx: 537-1207
Open Mon. - Sat. 7 am - 5 pm



Windsor Plywood has been a part of our family for the past 20 years. In 2000, I joined my husband and Ken Marr, and together as co-owners we operate with a staff of 22.

We are excited about the ongoing changes at the store, which include a new sales counter, re-merchandising and re-organizing the store to provide wider aisles for more convenient shopping. Also, in the horizon is our new Point of Sale computer system.

We invite you to come down, enjoy a cup of Salt Spring Coffee, lean on our beautiful new sales counter and talk to our staff about your project.

To all our loyal customers and staff, thank you for your patience through these exciting changes.

Terri Bibby

BIBBY COMMUNICATIONS
www.bibbycommunications.ca

SAORI WEAVING
www.saltspringweaving.com

Ph: 537-8813 ~ Toll-Free: 1-866-576-3667
email: terri@bibbycommunications.ca



Terri Bibby designs, develops and maintains websites for local businesses and artisans. Drawing on her extensive background in business, computer consulting and management, Terri understands the critical importance of website marketing. She sees website development as a collaboration with her clients and enjoys the process of making connections with them, understanding their businesses, and finding solutions.

Terri is also a weaver. After a 20 year background in traditional weaving, Terri has taken a creative new direction with SAORI weaving. Terri has a weaving studio where she offers workshops, classes, retreats and items for sale. She works with community groups to provide weaving outreach programs and has facilitated the weaving of SAORI Peace Banners including a banner for Hiroshima, Japan.

Terri volunteers with organizations such as Our Island, Our World Film Festival, the Salt Spring Energy Strategy Task Force, the Salt Spring Weavers' Guild and others.

Joy Howell Linda Koroscil

partytime RENTALS
SALTSRINGISLAND

Online: www.partytimerentals.ca
E-mail: partytimerentals@telus.net

Rental inquiries:
537-4577

Pick-ups & returns at Love My Kitchen



Love My Kitchen
FINE COOKWARE & ACCESSORIES
537-5882

Two businesses...working together for the past eight years, and it's a very successful relationship. "We are dedicated to offering the best service, whether selecting gifts, kitchenware or renting supplies for special events," says the expert team.

At Love My Kitchen, shoppers can find a wide selection of superior quality products to take home to their own kitchens and prepare that special dinner.

Party Time Rentals, meanwhile, rents everything from tents to utensils. The rental business provides a personalized service tailored to customers' needs and offers a 10 percent discount to all non-profit organizations. "Come see us at 140 Fulford-Ganges Road!" invite Linda and Joy.

Amber Quiring & Linda Quiring

537-2811
www.saltspringsoapworks.com

SALTSPRING SOAPWORKS



When Linda moved to Salt Spring in 1973 to go 'back-to-the-land' she sewed, made bread and all the family's soap. After selling it for a few years at the Farmer's Market and craft shows, it was time to move forward. When Amber moved back to the Island, she needed a job and persuaded her new mother-in-law to open up Ganges first soap shop. "I couldn't/wouldn't have done it without Amber," says Linda. The customers love her and many return year after year for new items and Amber's skin care advice." Amber says, "I love my job...and customers love our products." It's been a great partnership...especially since Amber presented Linda with her only grandson!

Henri Procter

Realtor, Royal LePage of Salt Spring Island
537-5515 • henriprocter@saltspring.com
www.realtysaltspringisland.com
1101 - 115 Fulford-Ganges Road



Henri Procter's mother always had many Real Estate investments and Henri learned by example. So 23 years ago when Henri quit the fishing business and needed an income, she decided to give Real Estate a try herself. Since then, she has developed a fine reputation for discovering what her clients are really searching for. "I enjoy meeting people and finding a place they can 'love and live'," she says. She also loves the excitement of her job and appreciates being able to make her own decisions and create the life she wants for herself.

Henri's background in fine arts and her love of architecture and design have made her an excellent candidate for a career in Real Estate. Her ability to envision what can be done with a home and property gives her clients confidence in her suggestions and has led her to win industry awards. As a long-time islander Henri is able to advise clients on the community, its history, and neighbourhoods. And as an experienced mariner, she is able to further advise people on the best docking and shelter locations for waterfront properties.

Henri Procter donates to the Heart & Stroke Foundation, cancer research, extended care, earthquake relief, Salt Spring Island Rainforest and other worthy causes.

Island Women Against Violence

Own and operate

Transitions Thrift Shop

1-144 McPhillips Ave. 537-0661
Open everyday! Monday-Saturday 10-4
and Sunday 11:30-4:00
transitions@iwav.org



Roberta Temmel
MANAGER

Many wonderful people work and volunteer to make Transitions Thrift Store a success!

At Transitions, we are grateful for the generosity of our community and we accept donations everyday during store hours.

All proceeds from Transitions Thrift Store go to supporting the Transition House and providing counselling and outreach services to women and children affected by violence and abuse. The Thrift store directly supports residents of the Transition House with shopping credit and supplies.

Come by and find that perfect, previously-loved treasure...



Barbara Butler

Distributor, Salt Spring Island

Super Premium Pet Foods
www.ripleesranch.com • 537-6743



Barbara works in the busy home support office in Ganges but recently made the decision to become the Salt Spring Island Distributor for Riplees Ranch Super Premium Holistic Pet Foods. Having been impressed with the results after feeding the family dog, Sheba, Riplees Ranch for a year, Barbara jumped at the opportunity of starting a home-based business with a product she could believe in. Riplees has all-Canadian ingredients with no chemical preservatives used to prolong shelf life. Every bag is date stamped. A bonus is that all customers receive free delivery to their home. This is also a bonus for Barbara who thoroughly enjoys meeting the pets and pet owners of Salt Spring. Barbara is looking forward to expanding her client base and would be delighted to tell you more about the benefits of Riplees for your animal companion.

Laura Moore



THE Wine Cellar

156 Devine Drive
537-0721



After we left the Lower Mainland in 1994 to move permanently to Salt Spring it was obvious that we needed a business venture on the island, as commuting took too much time.

We bought The Wine Cellar and started up May 1, 1995 from our home.

This is a home based business that has become a great success because of the many local customers who have supported us over the years.

The business is a U-Vin with a selection of over 100 exceptional juices at affordable prices from Winexpert in Port Coquitlam. The juices come from the United States, Australia, France, Germany and many other countries. Customers select the wine to start the process and eight weeks later come back to bottle it.

Wine has become important with the pairing of different foods to complement each other.

This is a full time job for both of us but we enjoy the social aspect of meeting people and offering high quality service with an end product that can be enjoyed by our many customers.

I volunteer at the Salt Spring Visitors Centre and still have time to enjoy playing tennis and Scottish country dancing.

I brought the experience of a public relations background to the business. Harvey and I have worked together for a number of years, which is important for a home based venture.

Laurie Poulsen



lloyd's saltspring island organics

610 Rainbow Road 537-5799
info@saltspringislandorganics.com
www.saltspringislandorganics.com

Having a background that combines business, hair design, and a concern for the environment and health, Laurie Poulsen was in a unique position to create a salon-quality line of natural hair products. As Director of Business Development leading a team of five employees, Laurie has combined her skills to bring us "lloyd's saltspring island organics".

"I love my work because I believe I've created something truly beautiful and completely safe for everyone," Laurie explains. "These products are an extension of what's important to me."

The all-natural products are made from the finest ingredients available, making them perfect for anyone to use from babies to adults. They boast a range of attributes, being pH balanced, hypo allergenic, fairly traded, biodegradable and cruelty free. In just nine months in business, the lloyd's line has found national distribution through Ecotrend Ecologies Ltd.

"I also love my work because we've created the "lloyd's saltspring island organics society" for the well being of children. With a background in charity work and fund-raising, this part of the company is very close to my heart. A percentage of all sales of "lloyd's" products goes directly to the society," Laurie notes.

Lynn Dawson



Harlan's Chocolates

100 Lower Ganges Road 537-4434



As the new owner of one of the island's best loved businesses, Lynn Dawson has recently added her name to the continuing success story behind Harlan's Chocolates. Lynn and her family are new to the community as well as the business, and anticipate meeting island locals and visitors while providing great service and the high quality items the Harlan's name suggests.

"My family and I feel very fortunate to be able to call Salt Spring home," says Lynn. "We look forward to becoming part of this great community!"

Harlan's is the place on Salt Spring for specialty chocolate, confections and gelato. The shop caters to locals and visitors alike, offering unique items made on-island with only the finest ingredients.

Mouat's team strives to keep islanders in style

Locals' support never out of fashion

BY SEAN MCINTYRE
DRIFTWOOD STAFF

It's 8:30 on Friday morning and all's quiet on the floor of Mouat's Clothing in downtown Ganges.

What's going on behind the scenes as managers Marnie McAughtrie and Wendy Newton prepare for the day ahead, however, is a whole other matter.

As some of the business' 10 employees prepare for their morning shifts, McAughtrie and Newton search through racks of clothing, sort through towers of newly arrived merchandise and can still find time to answer the telephone.

Just as it begins to appear that scheduling an interview half-an-hour before opening was a bad move, it becomes evident things are unlikely to get any quieter as the store's staff prepares for a busy weekend ahead.

The store does a roaring trade with visitors to the island who, on sunny spring and summer weekends, can't resist the store's colourful displays and nostalgic tunes streaming into the parking lot.

Many weekend shoppers

are repeat customers from Vancouver Island, the Lower Mainland, the Prairies and the United States, but the store earns its bread and butter from the shop's loyal base of Salt Spring Island residents who choose to support a local tradition.

McAughtrie estimates the store's list of "VIP clients" has now reached 300 members. The program was introduced to thank repeat customers who choose to shop on the island and support a local business.

VIP parties offer local shoppers an opportunity to visit the store after hours, attend special events and take advantage of special offers on some of the store's items.

"It's our way of saying thanks," Newton said, while arranging to have the final touches done on the store's newest changing room. "If you live here, you should try and support the people who run local businesses."

Shopping locally, she said, keeps money on the island and supports community members.

"Our employees have kids in the school system and live on the island," she said. "You're someone they actually know."

That close-knit feeling is why both Newton and McAughtrie appreciate liv-

ing on the island. Newton began her retailing career on Salt Spring at the former Red & White grocery store in 1986. She's seen some changes, but said the island is still a safe place to settle down and raise a family.

Salt Spring is the

"If you live here, you should try and support the people who run local businesses."

WENDY NEWTON
Co-manager,
Mouat's Clothing

fourth island position for McAughtrie. After spending time working in Victoria and Pender and Quadra islands, her job as co-manager and buyer for Mouat's Clothing ranks high up on the list.

"As a retail consultant working on the islands, I shudder to think what I've paid to B.C. Ferries over the years," she said.

In her role as the store's buyer, McAughtrie essentially gets paid to shop.

MOUAT'S TEAM continued on B15



PHOTO BY PETER MCCULLY

Wendy Newton, left, and Marnie McAughtrie with one of their "girls."

Andrea Rabinovitch

DRIFTWOOD ADVERTISING SALES REPRESENTATIVES

Since moving to laid back Salt Spring four and a half years ago from Edmonton, Alberta, Andrea has found full time employment that totally suits her type-A driven, goal oriented personality.



Tracy Stibbards

Tracy Stibbards has always been one to take risks and step up to a challenge.

This dynamic career path suits her outgoing personality perfectly and has given Tracy a whole new set of skills. Her job includes assisting local businesses market their goods and services in the newspaper plus the special pages and supplements The Driftwood produces.



Karen Hepp

Karen Hepp joined the Driftwood last fall, returning to British Columbia after living on the prairies for 10 years. Karen and her partner Grant are settling into life on Salt Spring quite nicely and enjoy visiting relatives on both Salt Spring and "The Big Island". Karen is an exercise enthusiast, chances are you have passed her in or around St. Mary Lake, swimming, walking, running or cycling.



Lorraine Sullivan, PRODUCTION MANAGER

Lorraine Sullivan, production manager began working at The Driftwood 16 years ago, and with a two year hiatus designing at Monday Magazine in Victoria, she is back leading the production team. Lorraine organises the weekly paper and subsequent supplements so that the process from concept to creation to publication is as smooth as possible.



Gail Sjuberg, MANAGING EDITOR

Gail Sjuberg has been the managing editor of the Driftwood since October of 2003, after spending the previous 13 years as a member of the newspaper's editorial department.

She is responsible for all Driftwood content, except the advertisements, and the editorial innards of the company's various supplements.



Eva Kuhn, OFFICE MANAGER

Office manager Eva joined The Driftwood in 2004 and has been a welcome addition with her fine-tuned organisation skills and attention to detail. Before moving to Salt Spring with her husband and young daughter, Eva worked in Germany as a computer programmer and later as an office administrator for an electronic wholesale company.



Rita Gauld and Meghan Howcroft



100 Jackson Ave.

TICKET CENTRE: 537-2102 FAX: 537-8310

ADMINISTRATION: 537-2125

info@artspring.ca www.artspring.ca



ArtSpring is Salt Spring Island's community-owned visual and performing arts centre. It is the most important home on the island for the presentation of music, theatre, dance, writing and a whole range of visual arts. Much of the task of coordinating the busy activities of the cultural season rests on the shoulders of Rita Gauld and Meghan Howcroft.

Rita and Meghan are the key administrators who ensure that event bookings flow without a hitch, that performing and exhibiting artists' needs are looked after, and that information about our many activities is available to the public.

Rita and Meghan encourage everyone in the community to take full part in what ArtSpring is all about, both by participating in hands-on activities and by becoming viewers and audience members.

Christine Godlonton



DINNER'S READY

537-0867 • lastbite@telus.net

www.dinnerreadyonsaltspring.com



Christine Godlonton had been working in the food industry for 18 years when she saw a niche on Salt Spring she knew she could fill. The self-employed caterer noticed that there were a lot of seniors, singles, and busy people who would appreciate a nutritious, balanced meal that they didn't have to cook themselves. From this notion came the idea for Dinner's Ready, a business that prepares fully cooked, frozen meals.

Dinner's Ready offers a variety of different meals that customers can pick-up at local hotspots Jana's Bake Shop and Embe Bakery. The menus all contain meat, potatoes, rice or pasta, and vegetables, and all are delicious. There are single-sized servings of comfort food like mac and cheese, lasagna and cabbage rolls also available.

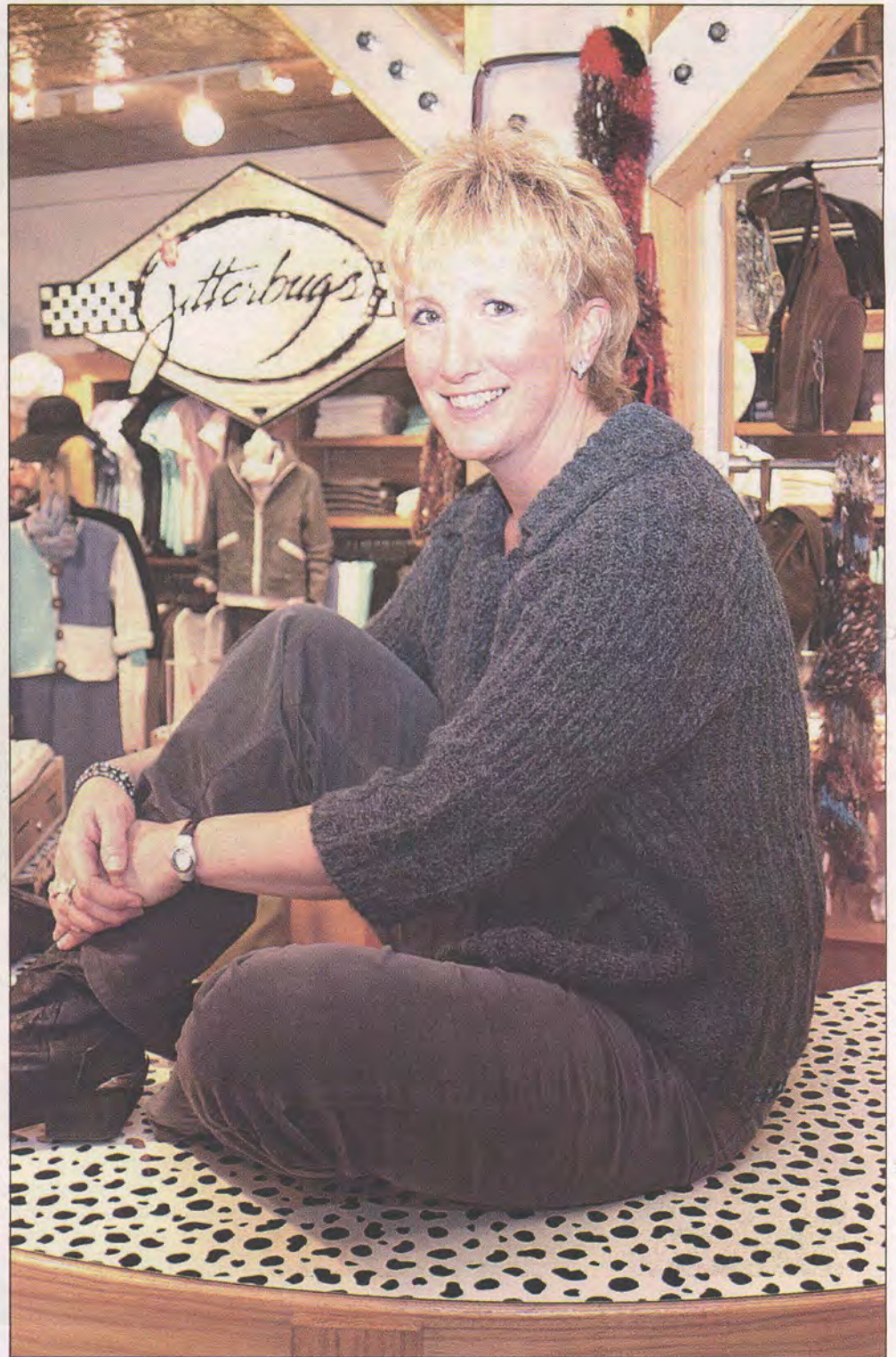
Christine graduated from the BCIT Chef's Program and has worked with food ever since. She likes the fact her work is flexible and there is something different to do every day. And she enjoys being her own boss. The other avenue of Christine's business is catering; she provides full-service catering for 2-200, as well as deli platters. At any time, she employs up to 15 people.

Christine supports youth soccer and Island Comfort Quilts.



PHOTOS BY PETER MCCULLY

Marnie McAughtrie with Mouat's Clothing's signature painted gumboots and Wendy Newton at the store's till.



MOUAT'S TEAM

continued from B14

"What could be better than shopping with other people's money?" she said.

All of the products on display must pass McAughtrie's scrutiny. She may be shopping for a living, but the products she selects have to reflect the broad range of tastes and budgets that walk into the store.

"It's important to keep on top of the trends," she said.

That the shop has something for every-

one and that aggressive sales tactics are frowned upon are points of pride among the store's staff.

It's a conscious decision made to ensure people will have a leisurely shopping experience. Most people enter the store with time to spare. Whether they're on holiday or just spending the day in Ganges, people enjoy having the ability to shop at a slower pace, without the eyes of a hovering attendant watching their every move.

"We don't believe in high pressure sales in hopes people will come back," McAughtrie said. "People really like shopping here."

Shinobu Verhagen



OWNER - MANAGER - CHEF
**RAVEN STREET
MARKET CAFE**
537-2273
www.ravenstreet.ca



Making her home in Fernwood since 2001, Shinobu Verhagen and her husband own and operate the Raven Street Market Café.

Shinobu emigrated to Canada in 1995 after a successful stint as stock broker for the Nomura Securities Company, then the largest securities company in Japan. Originally landing in Edmonton, Shinobu operated two pubs and a restaurant in Alberta and served as a cultural liaison for the Japanese consulate there. On the west coast, Shinobu still teaches Japanese immersion and calligraphy to islanders on the weekend, but also finds the time to pursue her interest in photography, while playing her trumpet with both Swing Swift and the Salt Spring Island Concert Band. As a classically trained calligrapher with a degree in Japanese literature, Shinobu's love of the arts extends beyond the recreational. In 2003 she imported a theatrical troupe from Japan and in 2005 she hosted the island's first Jazz Festival.

Shinobu absolutely loves the island and its islanders, and is active with the Greenwoods Foundation, Rotary and many other community projects. She can be reached via e-mail through the Raven Street website at www.ravenstreet.ca.

Debra Fitzsimmons, CAIB

OFFICE MANAGER/INSURANCE BROKER



1103-115 Fulford-Ganges Rd., 537-5527
seafirstinsurance.com



Peace of mind is supported by feelings of security. When you've worked hard to have a home and property, it's nice to know that there are available means to protect what you own.

Debra is a manager and broker for Seafirst Insurance, which offers several types of general insurance, including home, farm, business, marine and Autoplan. Seafirst is also the driver services office for Salt Spring Island. As a company dedicated to securing a sense of well-being, Seafirst Insurance also actively supports such local initiatives as ArtSpring and the Salt Spring Sailing Club.

Relocating from Prince George two years ago, Debra brings to her position over ten years of experience. The opportunity to manage the office, combined with the lure of the Salt Spring lifestyle and beautiful surroundings, was an opportunity Debra could not pass up!

Estela Rodriguez-Sneade

Hair By Estela

185 Elizabeth Drive | 526-0031
erod43@hotmail.com



One of Salt Spring's most intimate salons is also home to one of the island's most enthusiastic stylists. Owner Estela Rodriguez-Sneade turned a long-time dream into reality when she opened Hair By Estela in 2007.

After eight months running her own business, Estela couldn't be happier.

"I love my job - I love making people feel and look beautiful," says Estela. "My favourite part of my job is watching a client walk out of the salon feeling lifted and gorgeous or handsome. I can't think of anything else I would rather do. I get so much joy and happiness from this."

While Estela's skill with the scissors and her keen business sense are responsible for the salon's popularity, the stylist is very appreciative of the people who trust in her vision.

"I want to say thank you to all my beautiful clients and friends for all their support in making my salons and dreams a success."

To make an appointment, call Estela at 526-0031 or email erod43@hotmail.com.

Marlie Kelsey

Representative & Field Trainer Vancouver Island



www.welcomewagon.ca | 537-5261



Celebrating its 78th Anniversary, this Canadian owned company has been welcoming newcomers, new babies and brides on Salt Spring Island for over 20 years.

Marlie Kelsey began her association with Welcome Wagon in the early 1990s as a business sponsor and became the local Representative in 1992. In 2003, Marlie became the Area Manager for the Gulf Islands, Vancouver Island and Powell River. In November 2007, Marlie retired and again, for the third time, took the local Representative position, working alongside Andrea LeBorgne, who is doing the baby welcome visits.

Salt Spring won Welcome Wagon's "Community of the Year" award in 2002 and has maintained three of the most successful baskets in Canada. "We have terrific local business sponsors who are very dedicated and provide wonderful gifts for the basket recipients," reports Marlie. "People are thrilled to receive their Welcome Wagon Visit, which includes community information along with the greetings and gifts from the sponsors." A variety of local charities are included with the community information provided by the Representative. Marlie believes this is a great way to inform people about the groups and opportunities for getting involved with the community.

RCMP clerks handle the community's business

Meet the friendly faces of the force

BY SEAN MCINTYRE
DRIFTWOOD STAFF

In policing circles, the Salt Spring Island detachment is known as one of the most accessible in the country and that's just the way RCMP clerks Gwen Denluck and Loretta Rithaler like it.

"We're known as the friendly detachment," said Denluck.

"So many people want to be able to have a real person connecting with them."

Part of maintaining that friendly front-line image means handling the multitude of questions, comments and concerns with an open mind and a ton of patience.

"There's no such thing as an average day around here," Denluck said during an interview at the detachment last week.

Whatever the questions on islanders' minds may be, chances are Rithaler and Denluck have heard them. Whether or not they have an answer is an altogether different story.

In addition to police-related matters, common queries include requests for up-to-the-minute weather reports and road conditions. While Salt Springers have thought twice before calling up for the evening's hockey scores, as has been reported in other detachments, people don't waste any time when it comes to reporting stray animals wandering along island roads.

One of Denluck's all-time favourites was a call regarding an "evil-doer" who had allegedly killed an unspecified number of slugs along a popular south-end hiking trail.

The "slugicide" case remains unsolved, she added.

For good measure, the ladies field their fair share of calls about unidentified flying objects, but that's an entirely different kind of story.

"Those involve a different approach and a lot of paperwork," said Denluck, adding that she's noticed the nature of calls tends to vary with the arrival of a full moon.

Because of the police department's presence in the community, she said, people feel the RCMP is the place to call whenever anything out of the ordinary happens on the island.

That's the way it's been for Rithaler and Denluck throughout their combined 28 years spent with the detachment.

Denluck, who worked with the RCMP in Victoria, Parksville and Princeton before moving to Salt Spring on April 1, 1988, said most changes in her job revolved around the introduction of computers and the way reports are filed.

Changes have meant that in addition to answering the phone, providing criminal record checks and keeping officers in line, she's also tasked as a guard supervisor and exhibit custodian.

By far the biggest change she's encountered occurred in



PHOTO BY PETER MCCULLY

Gwen Denluck, left, and Loretta Rithaler outside the Salt Spring RCMP detachment.

2000, when the federal government finalized its efforts to bring women's wages more in line with those of their male counterparts.

The 15-year debate over pay equity, she said, proved a major milestone for workplaces across the country.

"That was a really good year," she said.

In true Salt Spring fashion, Denluck, an accomplished quilter, used her calm nerves and problem-solving skills to help run a craft store in Ganges for 10 years while working at the station during the 1990s.

"If there's no blood and death isn't imminent, there's no reason to get excited," she said.

Rithaler's joining the Salt Spring office in 2000 marked a homecoming following years of working and studying in Vic-

toria. While her years away from her home island were a great experience, she was thrilled to find a position in a town she knew was great for raising a family.

Rithaler herself spent hours helping her mother, former restaurant owner and baking legend Rita Dods, run the family business.

With her own children, aged five and 11, Rithaler is proud to raise another generation of her family on Salt Spring Island.

She wouldn't trade the goodness of country life for anything and admitted she's yet to find a place where people both young and old feel so unintimidated when it comes to stopping by the station, no matter what's on their minds.

"This is more than a job. It's a big part of our lives and the members become part of our extended families."

Phyllis Bolton and Anne Miller



164 Fulford-Ganges Road
Ph: 537-5553
Toll Free: 1-888-608-5553

www.realestatesaltspring.ca



Since the beginning of our working relationship, we have maintained a philosophy of offering excellent professional service to each and every one of our clients. Our combined backgrounds in community service, administration, nursing and adult education, together with our years of experience in real estate, enable us to provide our clients with outstanding service and understanding of their particular concerns. We list and sell real estate properties with our clients' satisfaction and comfort as our number one priority.

Together, we have contributed years of community involvement, including commitments to Greenwoods, Braehaven, Community Education and Salt Springers for Safe Food and we maintain an ongoing commitment to preserve our rural areas, which greatly enhance the lifestyle and atmosphere of Salt Spring Island.

We believe that investing in real estate is not only about purchasing a home, it is also about choosing a community in which to settle. Because community is an important factor in one's decision to purchase, we have produced a complimentary DVD called "A Window On Salt Spring." It depicts many of the special aspects of this Island. As one Islander says of the DVD: "You have truly captured the magic and the essence of Salt Spring. How perfect!"



Margery Moore



Institute for Sustainability Education & Action
124 Lower Ganges Road 537-4400
sustain@saltspring.com
www.i-sea.org



For the past four years, I-SEA and Executive Director Margery Moore have been helping people build a more sustainable economy on Salt Spring, the Gulf Islands, and beyond. This non-profit organization specializes in sustainability management, working with anyone who is interested in building a new career in this area.

Margery works with two coordinators and two to four interns per year in I-SEA's central, street-front office. Her position reflects a strong commitment to protecting the environment and building sustainability into core community principals.

"I love my work because it matches my values and I feel that I am giving back to this special place that has given me so much over the past 25 plus years," says Margery. "We work with many local organizations, local businesses and individuals who have great ideas for change."

The I-SEA office is becoming a hub for sustainability action and debate. Anyone is welcome to stop by during office hours (Tues-Wed-Thur, 10 am-2 pm) for information, help, support or a good old chat.

Charlene Wolff

BACKYARD PHILOSOPHER PRODUCTIONS

cmwolff@shaw.ca
538-1736



I have always been fascinated with the stories of people's lives. My work has lead me to specialize in VIDEO RECORDING MEMOIRS. We often find it difficult to write down our memories, as we find it so much easier to talk about them. As we relive our adventures in the telling of them, we become filled with the emotions and images we felt and saw at the time. Let me record the history of YOUR life as YOU tell it, and put this recording on a DVD for your friends and family to keep and enjoy for generations to come.

We all have a unique and interesting story to tell because we all experience life in our own way. I can record your own particular story for you to cherish as an account of your own unique part in history.

Dr. Libby Barlow, B.A., D.C.

SALT SPRING CHIROPRACTIC

Lancer Building,
323 Lower Ganges Rd
537-4142



A desire to assist people striving towards greater health in a natural, holistic way is what drew Libby to the study and practise of chiropractic. "Chiropractic is aligned with such professions as naturopathy, osteopathy, acupuncture and homeopathy in that it respects and works with, not against, the body's own recuperative abilities," she says. There is a tremendous impetus towards health and well-being in each of us. Chiropractic, by virtue of removing interferences from the nervous system, supports this impetus by allowing proper bodily function."

Libby has been living on Salt Spring for 14 years and practising here for 13. In that time people of all ages and walks of life have utilized her office. She says it is a privilege to cross paths with and be involved in so many people's reclaiming of their health. "Far too often people 'sell themselves short' by attributing a decline in their general well-being to 'getting old' - and this sometimes from those yet in their twenties!" When people return after treatment stating they haven't felt this good in years, it is tremendously rewarding and a real testament to the power and effectiveness of chiropractic.