

July 2017

9,100 Households & Businesses

CANMORE *connection*



OH, CANADA!

We asked Canmore residents what they love about Canada and being Canadian.
Thank you to everyone who submitted their answers!

The 4-season day



Universal health care

Canadian Tire money

Respect for wilderness

Heritage Minutes

We have a strong multicultural identity with a multitude of various backgrounds and religions.



Our differences are not only accepted, but celebrated.

Mr. Dressup



We know the French equivalents of "free," "prize," and "no sugar added," thanks to our extensive education in bilingual cereal packaging.

There is a sense of community that people can and want to contribute to.

House Hippo

Equal access to necessities of life.

Kraft Dinner

Wayne Gretzky

Beautiful Canadian natural landscapes that we are actively trying to preserve.



Best beef in the world!



All Dressed/ Ketchup Chips



Sorry!

Canadians seek commonalities when meeting someone new.

Canadians have the right and freedom to practice our choice of religion.





CONTENTS

5 AT A GLANCE
Community Events

7 TAKE ON WELLNESS
What is the best diet for lasting transformation?
by Kelly Newman

8 CULINARY FILE
Soba Noodles and Poached Egg
by Chef Marco Herbergs

11 SAFE & SOUND
Heat Related Illness
by Alberta Health Services EMS

12 RECREATION
What do you do when an athlete is driven and has little voice of reason?
by Ryan Draper

14 PET TALK
Training Partners
by Dr. Karen MacMillan

16 BUSINESS OF THE MONTH
Valbella Gourmet Foods

18 FEATURE ARTICLE
Welcome to my mountain home
by Erin Woodrow

19 MP BLAKE RICHARDS
MP for Banff-Airdrie

20 SOCIAL MEDIA
The Perfect Combo:
How to Create Snackable Digital Content
by CARMELLA

22 TOWN OF CANMORE MAP

23 DOLLARS & SENSE
Even with Low Rates,
You Can Invest for Income
by Toddye Kam, CFP®, CFA

25 MLA CAMERON WESTHEAD
MLA for Banff-Cochrane

26 FRIENDLY SUPPORT TO HELP MANAGE HEARING LOSS
by Kylie Bradbury

27 GALLERY





Canmore Connection

110,000 distribution copies annually

About Canmore Connection

Canmore Connection is a dynamic local magazine with insightful content which is widely accessible in print and digital formats www.canmore-connection.ca. Our goal is to engage local residents and business owners and to provide travelers a local perspective that encourages interaction with the amazing experiences that Canmore offers.

Advertising Opportunities

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Editorial Submissions

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Email: canmore@great-news.ca

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Community Events

Karaoke Mondays @ the Drake Pub

The Drake's Karaoke Night is a hot favorite of Canmore locals. We have worked our way from Bowie to Whitesnake and back again! Come join the party and show us your best Journey (air guitar optional). The Drake stage goes live at 10 each Monday.

Open Jam Night

Thursdays @ Tavern 1883.
Dust of your old ukulele, or whatever, come down and destroy your favorite tunes. Don't worry. Everyone will cheer!

Friday Evening Bingo

Fridays @ Royal Canadian Legion Branch 3.
7:00 pm Early Bird Rounds, 7:30 pm Regular Games.
Loonie Bingo, Mystery Game and \$1,000 Snowball.
Starts July 15. Bring on the Bingo!

Open Mic Night

Fridays @ Good Earth Coffeehouse.
Enjoy live coffeeshop music every Friday at 7:30pm!

Historical Mine Tour with Gerry Stephenson

June 17 - July 29 @ Canmore Museum.

This is the Canmore Museum's most popular perennial experience, led by renowned local storyteller and historian, Gerry Stephenson. Take a guided summer stroll through Canmore's coal mining past. Former head mine engineer Gerry Stephenson will tour guests to No. 1 and No. 2 mines (Canmore's most productive) and reclaimed former strip mine - Quarry Lake. The tour will shed light on the life of a coal miner, the challenges of coal mining in Canmore, and how Gerry has used up 4 of his 9 lives.

Canmore Community Cruisers Bike Rides

July 15 and 29, 9am-10pm @ Civic Centre Plaza.

We encourage Canmore residents of all ages and abilities to join us for our group rides. You'll have fun and meet new people, all while gaining knowledge of Canmore's bike infrastructure. Our rides are ideal for beginner riders or those who have not been on a bike for many years. We ride at a slow pace with no one left behind. communitycruisers.ca

Legacy Prohibition Bicycle Brewery Tour

July 21, 4 p.m. @ Grizzly Paw Brewery.

In celebration of Cyclepalooza, people are encouraged to dress in prohibition era clothing (c. 1920-30s) as we take a bicycle tour in the Rockies along the Legacy Trail. We will visit the 3 breweries in area (Grizzly Paw, Canmore Brewing Company, and Banff Ave), which will include a return trip on the Legacy Trail.

Canmore International Improv Festival

August 10 - 13 @ artsPlace.

4 laugh fueled days of improv shows and workshops in the gorgeous setting of Canmore, Alberta!

Rolling Sculpture Car Club Annual Car Show

August 12 @ Centennial Park.

Classic Cars, Hot Rods, Vintage rides, Custom Mods, Antiques, Motorcycles...you name it, we got it. And some really cool surprise displays too. Live music, bbq, prize draws...and a whole lot of family fun. For more information or car/bike registration go to www.rollingsculpture.ca.



IMPORTANT NUMBERS

CITY	
Town of Canmore	403-678-1500
Bylaw Services	403-678-4244
ALL EMERGENCY CALLS 911	
Canmore Fire & Rescue	403-678-6199
RCMP	403-678-5519
SCHOOLS	
Elizabeth Rummel School	403-678-6292
Lawrence Grassi Middle School	403-678-6006
Canmore Collegiate High School	403-678-6192
Our Lady of The Snows	403-609-3699
École Notre-Dame des Monts	403-609-0002
CHURCHES	
Crossway Community Church	403-678-9801
Our Lady of the Rockies Catholic Parish	403-678-5022
Ralph Connor Memorial United Church	403-678-5354
St. Michael's Anglican Church	403-678-5191
Trinity Bible Church	403-678-5063

CONTACT INFORMATION

CANMORE CIVIC CENTRE

902 7 Ave Canmore, AB T1W 3K1
 Phone: 403-678-1500
www.canmore.ca

ELEVATION PLACE

700 Railway Avenue,
 Canmore, AB T1W 1P4
 Phone: 403-678-8920
www.elevationplace.ca

CANMORE RECREATION CENTRE

1900 - 8 Avenue,
 Canmore, AB T1W 1Y2
 Phone: 403-678-8920

PUBLIC WORKS

100 Glacier Drive
 Canmore, AB T1W 1K8
 Ph: 403-678-1580

ELECTED POLITICIANS



Mayor of Canmore
John Borrowman
 Canmore Civic Centre,
 902 - 7 Avenue
 Canmore, AB T1W 3K1
 403-678-1517
mayor@canmore.ca



MLA for Banff-Cochrane
Cameron Westhead
 102, 721 Main Street,
 PO Box 8650
 Canmore, AB T1W 0B9
 403-609-4509
banff.cochrane@assembly.ab.ca



MP for Banff-Airdrie
Blake Richards
 Suite 16, 620 - 1 Avenue NW
 Airdrie, AB T4B 2R3
 403-948-5103
blake.richards@parl.gc.ca

What is the best diet for lasting transformation?

by Kelly Newman

As a personal trainer, this is the question that I am asked the most. I always smile when I hear this question, because it opens the door for a much larger and more important conversation.

Most women struggle to accept their bodies. It has been reported that 97% of women have an “I hate my body moment,” every single day. At any given moment, there are millions of people dieting, 85% female. And of the women dieting, most are dieting 4-5 times per year.

This has resulted in millions of people spending billions of dollars, searching and paying for something that works. There are literally hundreds of weight loss products, programs and options out there, and yet obesity rates are on the rise. Why is this? What is underneath this desire to lose weight?

Do people want to weigh less? Yes of course. But, deep down I believe what people are really searching for by investing over 60 billion dollars per year, is not merely weight loss, but a way to feel better. People are searching for a way to feel happier, more peaceful, and to have more energy. It is predicted by the year 2020, depression will be the leading cause of disability.


The transformation that most people are seeking has more to do with the way they feel on the inside

and less to do with the weight of their body. And there is only one diet that changes how we feel on the inside. It is what I call the “no blame, zero criticism” diet. The first thing we need to change if we wish to feel better within our lives is the way the way we talk to ourselves.

Nope, it’s not food-related, it’s not sexy, and it is very far from magic pill thinking. It is something that most of us will not be able to do for more than 5 minutes. Try it, I dare you. It’s so hard.

For most women, our inner critic is always speaking. I am not good enough, I am not thin enough, I am not smart enough, and I am not strong enough. And this is the voice we are listening to. The fastest way to feel better about your body is to shift your focus from “not good enough” to “appreciation.” Learning to be grateful for what you can do with your body and finding things to appreciate within your current level of health and well-being transforms how you feel.

It may take time and practise to allow self-care and self-acceptance to lead your life, but it paves the way for deep, lasting transformation.

“Use your body, use it every way you can. Don’t be afraid of it, or what other people say about it. It is the greatest instrument you will ever own.” – Baz Luhrman 



 **CULINARY FILE**

SOBA NOODLES AND POACHED EGG

by Chef Marco Herbergs, Murrieta's

This is one of my favorite summer dishes as it is so easy to make. You can also make some changes to the dish easily and add some seafood, grilled beef, or chicken to the dish to make it a richer dinner dish. If you want to add heat to the dish, add some Thai Chili, I personally like it a lot but it is a personal preference. I like to serve this dish in a bowl with some micro greens on top beside the poached egg.

Ingredients:

- 600g uncooked Soba noodles
- 4 fresh organic eggs
- 100 ml soy sauce
- 20 ml sesame oil
- 50g chopped lemongrass
- 100ml grape seed oil
- 20g chopped cilantro
- Salt and pepper, to taste
- Lime zest from 1 lime
- Juice from the lime
- Little greens, sprouts, or micro greens for garnish

Instructions:

Gently warm up the grape seed oil to 60C/140F and add to chopped lemongrass to infuse the flavour to the oil. Keep the oil at the temperature for 15 minutes and then let cool down. Strain oil.

Cook Soba noodles to your liking in salt water. Cool and put aside. Heat some vinegar water for the poached eggs.

Combine soy sauce, sesame oil, chopped cilantro, lime zest, lime

juice, and grape seed oil.

Add seasoning to your liking. Marinate the soba noodles with the dressing and let sit for a couple minutes, which gives you enough time to poach your eggs.



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COUNCIL MEETINGS

www.canmore.ca | chyde@canmore.ca



PHOTO ARTISTRY

PHOTOGRAPHY BY STEVE BAYLIN

WWW.STEVEBAYLIN.COM

First Tuesday of each month	5:00pm	Regular business meeting
Second Tuesday of each month	1:00pm	Committee of the whole meeting
Second Tuesday of each month	evening	Reserved for the scheduling of special meetings, including public hearings
Third Tuesday of each month	5:00pm	Regular business meeting
Fourth Tuesday of each month	evening	Reserved for the scheduling of special meetings, including public hearings



+ SAFE & SOUND

HEAT RELATED ILLNESS

by Alberta Health Services EMS

With the return of summer weather, Alberta Health Services EMS would like to remind everyone to stay safe in the heat and sun this season. While children and the elderly may be more susceptible to the effects of heat and sun, basic prevention measures should be taken by all to avoid a heat related illness during periods of hot and humid weather.

Heat exhaustion

- Heat exhaustion can occur due to excessive fluid loss during periods of prolonged sweating in a hot and/or humid environment (indoors or outdoors).
- Patients may suffer headaches, weakness, fatigue, nausea/vomiting, thirst, chills, and profuse sweating.
- The patient is usually cold and damp to the touch and the skin may appear pale or dusky gray.

Heat stroke

- Heat stroke is a medical emergency which, without prompt treatment, could be fatal.
- It occurs when the body can't cool itself naturally (e.g. perspiration). The body's temperature will continue to rise to dangerous levels.
- Due to severe dehydration and the inability to sweat, the patient may appear flushed, and skin may be hot and dry to the touch.

First aid

- First aid for all heat related illness begins with removing or sheltering the patient from the hot environment.
- Remove excess or tight fitting clothing, and allow them to rest in a cool environment.
- If the patient is conscious and alert, provide suitable fluids such as: water, juice, or a sports drink.
- If you are concerned, seek medical attention or call 9-1-1.

Prevention

- Stay well-hydrated by drinking plenty of water.
- Be aware that excessive alcohol consumption will promote dehydration.
- Always wear a broad brimmed hat to keep the sun off your face and neck.
- Apply a broad spectrum, waterproof sunscreen with a minimum SPF of 30+, especially for children. The sun's UV rays peak between 11am-3pm, even on cloudy days.

What do you do when an athlete is driven and has little voice of reason?

by Ryan Draper



Evolving and learning as a coach is always at the top of my priority list and this past while has been no different. Lately I have embarked on a new journey to coach kids 18 years old and under; I have been accumulating certifications and learning from multiple institutions and so much more. What I really didn't expect was to learn so much from an athlete about personality and how that influences their interpretation of training protocol.

As a long-time athlete and coach, I have very good body awareness and ability to self-regulate training volume and intensity. What I was not aware of is how influential personality, goals, data, and numbers can be on an athlete's voice of reason or ability to make the call on their own.

Dealing with master level athletes, this is a key component to explore because they are paying for your service and extremely driven and dedicated to the process. To hear an athlete ask the question, "should I have taken the night off of intervals? I had 3 hours of sleep, an airplane travel day and felt really sluggish." This to me was shocking, but a reality for so many athletes.

When athletes ignore PLE or RPE and are simply following the plan, they are missing out on a key factor that makes athletes great.

That factor is a voice of reason and it can help a good athlete become amazing. By simply resting and recovering today to be able to make gains tomorrow is an agreement each individual has to be able to make on their own.

Athletes and coaches struggling to find that tipping point should ask themselves two key questions:

1. Am I lacking motivation or am I really fatigued and run down? This separates two commonly mixed-up feelings and places perspective on how you are actually feeling and its correlation to that days' training load.

2. If I perform this workout today will I be making any gains? This question asks an athlete to do a self-assessment of their current state of body and mind. A distracted workout or ride on a trail can lead to possible crash or injury with longer-term consequences. Taking the time daily to do an assessment is key, and can mean shifting an interval session into an active recovery or skills session.

Result: Give yourself a permission slip to "opt out" and focus in on some other aspects of your training.

Taking this concept to a scientific level may be the next step for you as a coach or athlete. By using HRV (Daily Heart Rate Variability), an athlete can identify this and correlate it with numbers, but it doesn't help the athlete develop greater body awareness or voice of reason unless correlated to PLE in the long term. In the short-term, it will bring more data and analytics to the table that can ultimately muddy the waters.

Once again, I look at big data and today's athletes and find the biggest gap a coach needs to fill sometimes is that of humility and voice of reason.

Happy training!



TRAINING PARTNERS

by Dr. Karen MacMillan, B.Sc., D.V.M., CCRT
Canmore Veterinary Hospital/Banff Veterinary Services



I have a great photo of my dog lying down with her head resting on a pair of running shoes. She was certainly giving me a hint... she is my training partner after all! No matter whether your passion is running, biking, or hiking, dogs can make excellent training partners. Not every breed is suitable for running or biking. Some breeds are too heavily boned and risk injury or simply can't keep up unless the pace is slower. Every breed, however, can join you on some form of a hike.

There are some hiking trails that are not dog friendly. Some are too steep, some have a lot of loose rock or scree that can damage their foot pads, and some are too narrow and have steep drop-offs.

So, when do you start training? Although puppies should not be doing any forced running until at least twelve months of age, it's good to begin training them to walk beside you and learn a few basic obedience commands right from the start. Puppies can certainly run on their own terms and running and playing with other dogs is great exercise and teaches positive social behaviors. When dogs begin running or biking at an early age, they run the risk of developing problems in their bones, joints, and tendons.

When your new training partner is ready to head out with you, remember to take things slowly at first. Start with a five to ten minute walking warm-up, followed by running or biking for short periods of

time. Finish with a five minute cool down. Gradually increase the activity time and monitor your dog for fatigue. Never train in extreme heat or cold and be sure to keep your partner hydrated. Do not do any strenuous activity less than an hour before or after mealtimes to reduce the risk of stomach problems. Head halters or harnesses that allow free leg movement can give you better control when running, particularly if you have a pulling breed. Long runs on pavement can be harmful to paws and joints and pavement can get very hot in summer, so trail running is much better suited to dogs. Just remember to always carry bear spray!

When biking with dogs, be sure to ride in a designated off-leash area or keep your dog on a leash. You should always bike at an appropriate speed for your dog, which is much slower than you might think. It is difficult for most dogs to brake on the downhills and many biking dogs develop arthritis in their wrists later in life as a result of this. I know you will want to keep your training partner safe, so bikes should go in the back of open pickup trucks on the way to the trails, but dogs should not. Injury to dogs falling out of pickup trucks is often life threatening and is easily avoided by transporting them inside the vehicle, correctly tethering them in the back of the vehicle, or safely carrying them in a kennel which has been secured to the vehicle.

So, have fun out there, and happy trails to you and your training partner!



Y CHILLED & DISTILLED

DON'T BE INTIMIDATED BY BITTERS OR FRESH PRODUCE!

Jamie Lloyd-Jones
Head Bartender at Wild Life Distillery

You don't need to go to a fancy cocktail bar to get away from a traditional Vodka Soda or Rum and Coke. Break away from the usual and use ingredients at home that will give cocktails that extra zing.

BITTERS

Bitters are to a bartender as salt is to a chef. They enhance flavors that otherwise may stay hidden. Bitters are a heavily infused spirit. They can be saturated with almost any flavor like licorice, coffee, or citrus. The flavours are very bold and need to be used in small doses, typically drops at a time. The bitters used in the West Winds helps enhance the lime juice and balance the ginger notes.

FRESH PRODUCE

Go to the Banff and Canmore markets for fresh produce and try adding different juices and peels to your cocktails. In the West Winds, we use ginger. The flavorful bite that ginger has goes great with most spirits. Cut a piece for a garnish or muddle some in the bottom of your glass. Another plentiful vegetable in the Bow Valley is rhubarb. Grab some from your front yard and create a simple syrup by cooking it down while adding sugar and water. Use this simple syrup as a delicious sweetener in a summer martini and to add a stunning hue.

WEST WINDS COCKTAIL

This cocktail gives you refreshment and bite. The kick comes from the fresh ginger and Peychaud's bitters.

- 2 oz Vodka
- 1 oz Lime juice
- 3/4 cup Ginger Beer (We like Grizzly Paw)
- 1 slice Ginger
- 1 dash Peychaud's bitters
- Garnish Lime slice

Muddle the ginger at the bottom of the glass and add vodka and lime juice. Fill the glass with ice and top off with Ginger Beer and bitters. Let the creativity flow while inventing your Summer 2017 Cocktail!

Caring for you & your pet.



CANMORE VETERINARY HOSPITAL
& BANFF VETERINARY SERVICES

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VALBELLA GOURMET FOODS

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Hailing from Switzerland, Walter and Leonie von Rotz were eager and optimistic when they came to this picturesque mountain town nestled in the heart of the Rockies; with its similarity to the Swiss Alps, it felt like a natural fit.

When Valbella Gourmet Foods opened its doors in 1978 in the then thriving coal town of Canmore, the future looked bright and the 3000 residents were all potential customers; however, things wouldn't be quite that easy for them.

In July 1979, when Valbella was just barely over a year old, Canmore Mines Ltd. ceased coal production and the mines were shut down for good. Many thought that Canmore would soon follow the fate of other neighbouring coal towns, such as Georgetown, and simply fade into the forest, to be overtaken by Mother Nature.

It was a bit of luck and a lot of hard work that took Valbella through those tough years. Charcuterie products were virtually unknown in Canada at that time, but Walter and Leonie stood behind the quality of their product from day one, and, unbeknownst to them, they would one day be a household name in Alberta.

With the announcement of the Winter Olympics to be held in Calgary in 1988, things were really looking up. With the Olympics, came the entire world; and with the world, came the realization of Canmore's potential for tourism. It's almost as if Walter and Leonie knew what was to come.

Valbella was the first business in the now booming Elk Run Industrial Park, and it has grown over the years to a 40,000 square foot plant with a bustling Deli and Cafe.

Over the last few years, Walter and Leonie's children, Jeff and Chantal, have stepped into the family business and have put their own touches into Valbella. With the recent opening of a new patio, fully equipped with a gourmet food truck, a brand new website, and a revamped brand, they are taking it to the next level.

Products such as Smoked Bison, Elk Burgers, Veal Bratwurst, and Beef Jerky line the shelves; there really is something to please every palate. Skewers, Beef Tenderloin, Smokies yearning for a hot BBQ, and freshly made sandwiches perfect for a mountain picnic are just a few of the items available at Valbella.




"Specializing in cured meats, sausages, hams and deli meats, our passion is clear"




A new line of heat-and-eat products such as Butter Chicken, Swiss Barley Soup, and Gourmet Meatballs are perfect for those who want a home-cooked meal without the hassle.


The one constant in Valbella's history is to assure that only the highest quality product ends up on its customers plates.

Sourcing all of its meat from Alberta farms, the 'shop local' movement is something they have been doing since day one. Next year, Valbella will celebrate 40 years in business and 40 years of graciously serving its amazing customers here in the Bow Valley and Alberta.

They invite you to join in on the party, stop by, give them a call, check out their website, and go fill your Valbello with some damn tasty meat. You won't regret it. 



WHERE THE LOCALS MEAT.



104 Elk Run Blvd | Canmore | valbella.ca



Everyone seems to have their own unique story as to how they ended up in this magical, picturesque, and quaint mountain town nestled in the great Canadian Rockies. Each and every one of them unique and fascinating in their own special way. The 'how' is the million-dollar question that locals are curious of newcomers and that visitors marvel in envy over. For most, it seems, was a calculated endeavor that took years of careful planning to piece together, but for some it was a simple stumble. Many running away from life, and many running to begin life.

This place I speak of is like nowhere I've ever experienced. Sure, it's a town with the same regular services as most, the same municipal structure as others, and with stop signs and traffic lights, schools and churches. But if you peel just one layer off this small mountain towns' onion-like surface, and you come to experience what this place really represents and what this place really stands for, it's something truly remarkable and a place that you will, I'm certain, come to agree is quite 'magical'.

The stars aligning and a serendipitous series of events underlie 'My story' of how I've come to now call this place my Mountain Home. A combination of a relationship gone wrong, an obsession for the mountains, the right work situation, an unsettled heart, a desire for change, and a thirst for adventure are the reasons why I can rest my head here. I had lost my sense of home living in the oil-obsessed

Calgary over the years, but now, I know that I'm on to something.

The meaning of a 'home' is something that I get, I really get. Most Newfoundlander's (as I am) would know and understand, some would say foolishly, in the unbreakable tie and comfort in attaching themselves to a rocky island that lies in the middle of the Atlantic Ocean. Another, I would argue, magical place where connections run deep, people constantly smile and laugh (in spite of the unbelievably crappy weather), strangers are friends, people breathe ocean air every day, and just seem to have something figured out in life. It is a place that I am both glad and proud I come from.

For me, it is the people, their stories, and the adventures created in my new home, and bubble-like town that makes it so unbelievably remarkable. This is the first entry into my blog 'A Mountain Home' and it will be my take on the unique people, experiences and adventures that I get to observe and be a part of.

My intent is to share my passion for a place that I now get to call home, as uniquely magical and special as my first. Similar to my rocky island, this is a place where people live in the moment, where people breathe mountain air everyday (as delicious as ocean air), where people live to adventure and explore, and a place where folks just seem to have something secretly figured out in life.



MP for Banff-Airdrie

Blake Richards

Suite 16, 620 - 1st Avenue NW
Airdrie, AB T4B 2R3
403-948-5103
blake.richards@parl.gc.ca

I am constantly reminded of how lucky I am to represent the beautiful riding of Banff-Airdrie - one of the best places on earth! I know that my colleagues across the country, from coast-to-coast-to-coast feel the same way about their constituencies. That's because we are all blessed to live in the greatest country on earth. (And while they may each think that their riding is the most beautiful, we all know the truth; no other place can compare to the breathtaking views here in Canmore and throughout our constituency.)

Every year, on July 1, Canadians come together to commemorate the birth of our great country. 150 years ago, our Fathers of Confederation dreamed of a great nation. They visualized a united Canada that would be prosperous; a land of opportunity; the true north strong and free. Today, their dream of a strong sovereign nation is a reality.

Canada Day represents an opportunity for all Canadians to celebrate our country's many successes and victories, but also an opportunity to commemorate the achievements of previous generations that have built our nation into a place that is revered the world over. It represents a chance to thank those who came before us, for building this great nation; including our men and women in uniform who have fought to keep our nation strong, sovereign, and free.

This year was the 100 anniversary of Vimy Ridge. World War One, from a Canadian perspective, was both our greatest sorrow and our finest hour. Perhaps no single battle symbolized this better than Vimy Ridge. During four days in April of 1917, four divisions of Canadians fighting together as a unified force for the first time did what many felt was impossible. They took Vimy Ridge. It was our coming of age as a nation and a defining moment in Canadian history.

This July 1st, as you are celebrating Canada, please remember our nation's storied history and honour its great achievements. Take a moment to honour our heritage, traditions, and Canadian pride and celebrate our true north, strong and free!

divine
intervention

Eligible Entrepreneur

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THE PERFECT COMBO: HOW TO CREATE SNACKABLE DIGITAL CONTENT

by CARMELLA

Google tells us that mobile driven website searches are up 20%, and that “micro-moments” are becoming increasingly important as the consumer spends 18% less time on any given website.

These are the moments when we turn to a device – often an iPhone – to take action on whatever we need or want right now. These how-to-know, what-to-do, where-to-go, when-to-buy moments are loaded with intent, context, and immediacy.

How often do you turn to your phone when purchasing something in-store? These micro-moments are critical touchpoints within a consumer journey, and when they are all added together they ultimately determine whether to become brand aficionados... or not.

How to win in a micro-moment world with snackable content:

1. Be helpful – anticipate the snackable content your followers would like to consume, what they need to know and how to find it
2. Be useful – share content that your followers are seeking, and sometimes didn't even know they were seeking.
3. Be relevant – to consumers' needs in the moment and connect people to the answers they're looking for.
4. Be quick – they're called micro-moments for a reason, and you need snackable content to help guide

the customer's journey. Mobile users want to know, go, and purchase seamlessly and swiftly. Your mobile sales funnel needs to be pain-free!

So, what?

Consumers are looking for you to solve a pain point or product they are looking for. They often aren't brand committed, don't care who the competition is, and just by being present you can drive brand awareness. Be there for the consumer throughout the entire journey, solving their needs, wants, and curiosities. Be helpful! 51% of smartphone users have purchased from a company or brand other than the one they intended to because the information provided was useful. (Consumers in the Micro-Moment, Google/Ipsos, U.S., March 2015, n=5,398, based on internet users)

Studies have shown that you can increase unaided brand awareness by 6.9 percentage points—or by 46%—simply by showing up in mobile search ad results. And more than half of smartphone (51%) users have discovered a new company or product when conducting a search on their smartphones.

So, what are your clients doing while on your website? What are their shopping habits? How are they choosing (or not choosing) your services? A recent article by Google said it best: “Be there across all stages of the consumer journey, not just when

Have you heard of snackable content?

It's the shift towards micro-moments and the use of mobile phones is driving it. Consumers want their needs to be addressed on-demand with complete relevance.

someone is ready to buy.” To accomplish this, consider four key moment types that represent the full range of user needs.

The four key moments in the decision-making cycle you need to ‘be there’.

1. How to know –Someone is exploring or researching, but not yet in purchase mode. They want useful information and maybe even inspiration, not the hard sell.
2. What to do – The “How-to” style video searches are growing 70% year over year! 48% of smartphone users are more likely to buy from companies whose mobile sites or apps provide instructional video content and 53% of smartphone users feel more favorable towards companies whose mobile sites or apps provide instructional video content. (Consumers in the Micro-Moment, Wave 3, Google/Ipsos, U.S., August 2015, n=1,291 online smartphone users 18+)
3. Where to go –People are looking for a local business or are considering buying a product at a local store.
4. When to buy –What do consumers want to know from or about your business and do you provide it in a stackable fashion for mobile?

Take your cell phone out of your pocket and Google your business. Go ahead ... We'll wait ...

What search term did you use?

Now, click on the link and how long does your site take to load? Are any of the visuals or words cut off? Do the same with your Facebook Business Page and your Instagram gallery – images and words should not be cut off.

You can run page speed insights (Google has a great one) to test your website speed for mobile. If you're not selling via your website, think of how consumers are getting the information they are looking for! They may be looking for prices, sizes, reviews, directions, to download an app, or to directly call your business. These are the critical questions you need to be asking yourself and crucial content moments to plan for because they will ultimately contribute to a consumer's decision as to whether or not they become your loyal brand ambassador.

So, be there for them and guide them through a snackable satisfying content journey that is easy and quick to navigate, is helpful, and is relevant.



















Be there and discover how much you can grow and foster that key business-consumer relationship through the beauty of well-thought-out social media!

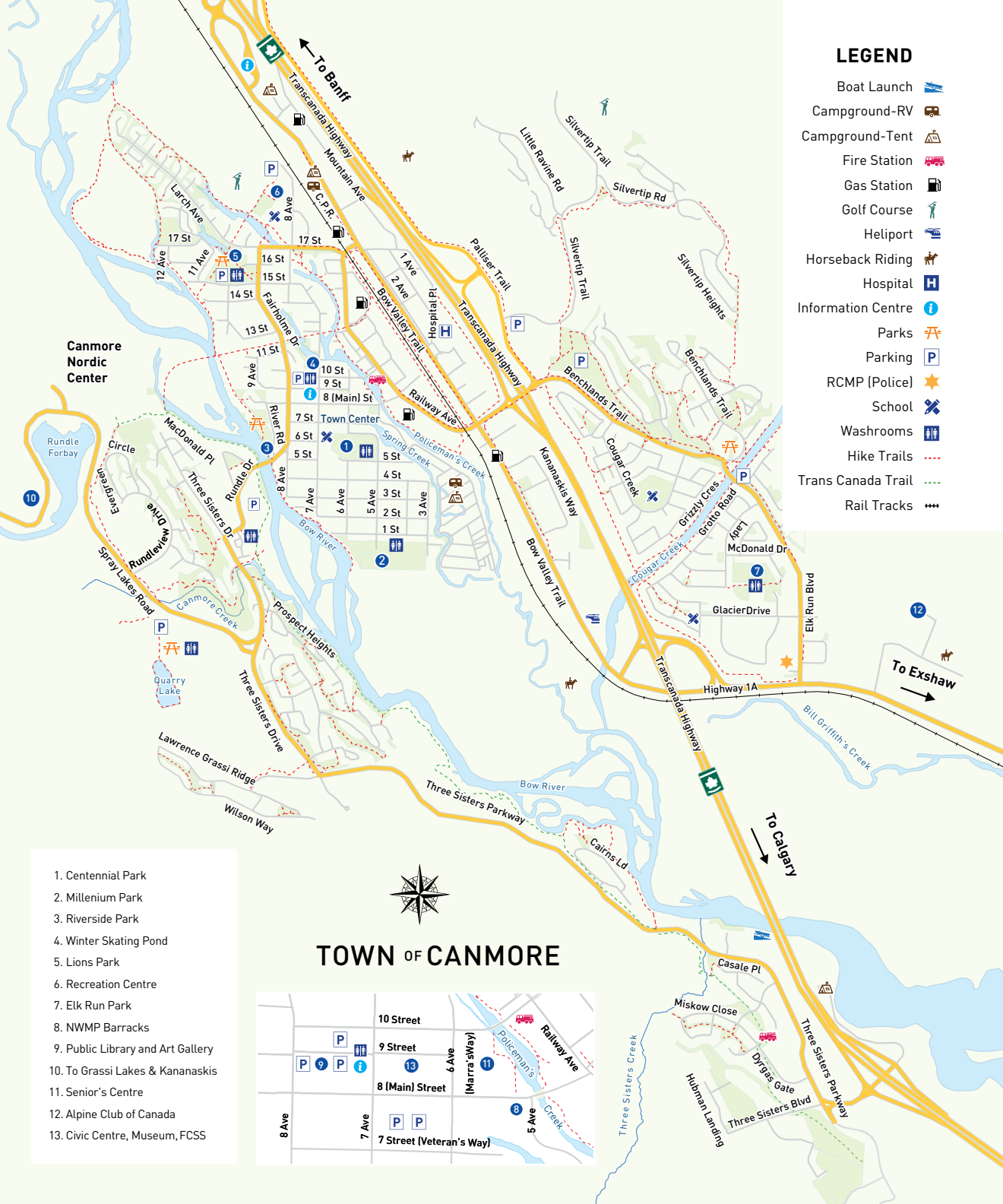
Now – let's get snackable!

The Carmella Crew



LEGEND

- Boat Launch 
- Campground-RV 
- Campground-Tent 
- Fire Station 
- Gas Station 
- Golf Course 
- Heliport 
- Horseback Riding 
- Hospital 
- Information Centre 
- Parks 
- Parking 
- RCMP (Police) 
- School 
- Washrooms 
- Hike Trails 
- Trans Canada Trail 
- Rail Tracks 

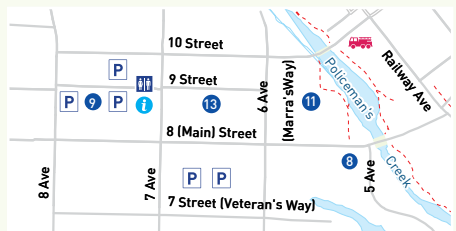


Canmore Nordic Center

1. Centennial Park
2. Millenium Park
3. Riverside Park
4. Winter Skating Pond
5. Lions Park
6. Recreation Centre
7. Elk Run Park
8. NWMP Barracks
9. Public Library and Art Gallery
10. To Grassi Lakes & Kananaskis
11. Senior's Centre
12. Alpine Club of Canada
13. Civic Centre, Museum, FCSS



TOWN OF CANMORE



EVEN WITH LOW RATES, YOU CAN INVEST FOR INCOME

By Toddy Kam, CFP®, CFA



With interest rates holding steady at an all-time low, many investors feel complacent about investing for a return. Clearly, low interest rates have a wide-ranging impact — but what effect will they have on you, as an individual investor?

If you need income from your investments, then the continuation of ultra-low interest rates may be a matter of some concern, particularly if you own certain types of fixed-income investments, such as term deposits or Guaranteed Income Certificates (GICs). While GICs guarantee to protect principal and offer flexible interest payment frequency, they are not risk-free. With low interest rates, you risk losing purchasing power. Still, fixed-rate vehicles may well have a place in your portfolio. If you're even somewhat dependent on your investments for income, you may need to broaden your search. Here are a few ideas to consider:

Build a bond ladder. Long-term bonds, by their nature, are more subject to interest rate risk than shorter-term vehicles. In other words, interest rates are more likely to rise during the life span of a longer-term bond — and when rates go up, the prices of existing bonds will fall. To help lower this risk, you may want to build a “ladder” of bonds of varying maturities. Then, if market interest rates are low, you'll still have your long-term bonds earning higher rates, but if rates rise, you can take advantage of them by reinvesting the proceeds of your maturing short-term bonds. But remember to work with your financial advisor to evaluate whether a bond ladder and the securities held within it are consistent with your investment objectives, risk tolerance and financial circumstances.

Consider dividend-paying stocks. You can find companies that have paid dividends for many consecutive years — and in some cases, increased their dividend payout each year. In the past year, companies in the S&P/TSX Composite have paid \$43 billion in dividends, and expected to pay out a record amount in 2013, according to Bloomberg data. (Keep in mind that the S&P/TSX Composite is an unmanaged index and is not available for direct investment.) Of course, stock prices will fluctuate in value, and you may receive more or less than your original investment when you sell. Historically, dividend-paying stocks have been less volatile than non-dividend-paying stocks. Be aware, though, that companies can lower or discontinue dividend payments at any time without notice. Past performance is not a guarantee of future results.

Refinance your mortgage. Today's low rates are good news for borrowers. With tougher standards in place, it may not be as easy to refinance a mortgage as it once was, but if you qualify, you may want to think about refinancing. You may be able to save quite a bit of money on your monthly payments — and lower payments can translate into a greater cash flow. Plus, if you don't need all the savings, you can put some of the money into a Retirement Savings Plan (RSP) or another retirement savings vehicle.

Ultimately, an extended period of low interest rates is just one more factor to consider in creating and adjusting your investment strategy. Work with your financial advisor to help ensure low rates won't affect your income needs.



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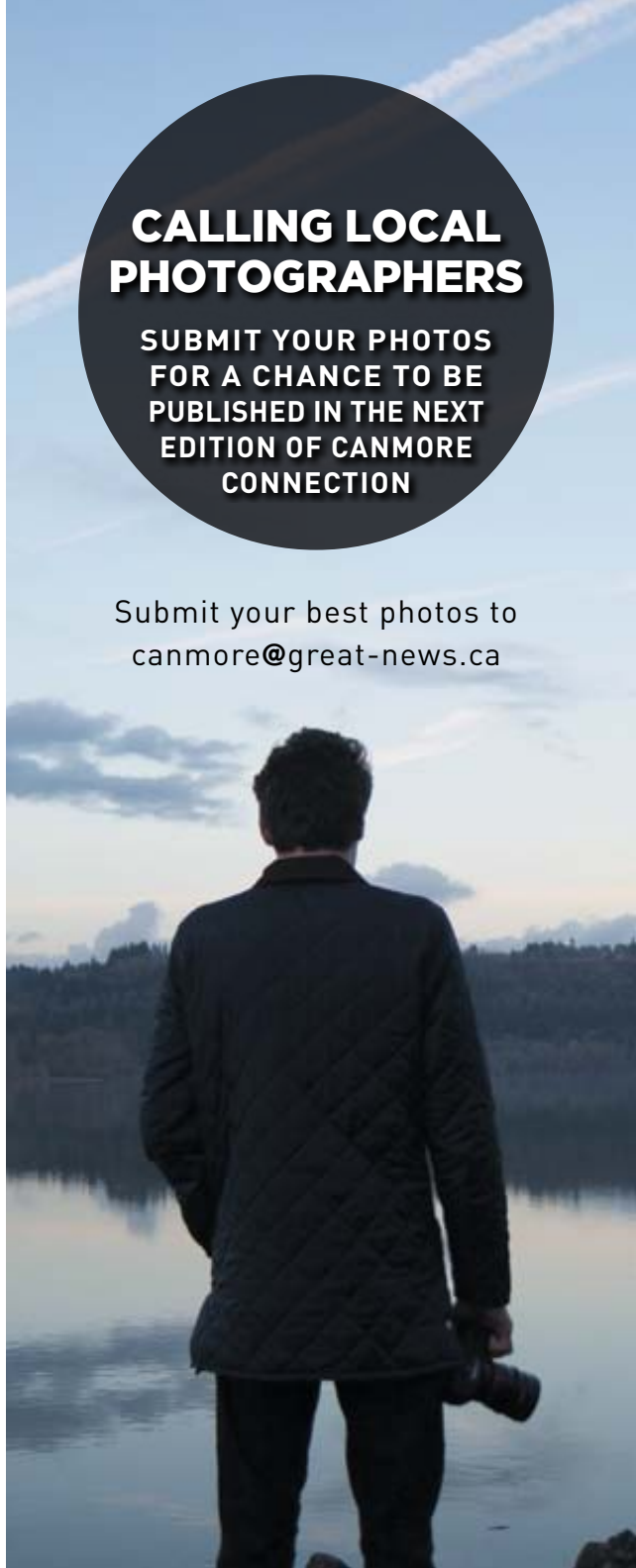
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banff.cochrane@assembly.ab.ca

Banff-Cochrane

Flood resiliency is an important issue in many communities across Alberta, and I know that it is a top priority here in Canmore, as well. Canmore town council has taken a leadership role on flood mitigation and I have worked closely with them to achieve their objectives. The Town has made tremendous progress on key flood mitigation projects, including the erosion control work on the Bow River and the reinforcement of the creek bed and banks of Cougar Creek.

Alberta is making progress to improve the flood resiliency of communities across the province. Whether it's flood barriers, erosion control spurs along the riverbank, or investments in municipal water management infrastructure, community-level mitigation projects are at the heart of our efforts to help cities and towns adapt to a changing climate where severe weather events are more common. These on-the-ground projects are so valuable because they are close to where Albertans live and work. During a flood, they help ensure people are safe, critical infrastructure is protected, and businesses continue to operate without interruption.

Climate change makes the challenge posed by severe weather even greater. As storms increase in both frequency and intensity, communities across the province will have their resiliency tested. It's a challenge we can meet with careful planning and stable, long-term funding from our government through the Alberta Community Resilience Program.

In late May, I was happy to announce the approval of a \$10.3 million Alberta Community Resilience Program grant to the Town of Canmore to address the risks posed by debris floods along Cougar Creek. This funding will go towards the construction of a debris dam at the apex of Cougar Creek that will protect

homes, businesses and the TransCanada Highway. This 100-metre-wide structure will help ensure public safety by holding back dangerous landslide debris and keeping evacuation routes clear during severe weather events.

The province has previously has contributed \$20,350,000 to this important project. This is in addition to the \$6.2 million the province invested in the armouring of Cougar Creek, the short-term mitigation project which is now complete. We must also thank our federal partners, whose contribution this fall of more than \$14 million towards the Cougar Creek debris dam demonstrated their commitment to this community and our province.

This commitment is part of a larger, concerted effort on the part of the province and its municipal partners to improve flood resiliency in communities big and small, province-wide. With funding from the Alberta government, communities across our province are putting resiliency measures in place to help them adapt to a changing climate where extreme weather events are more common and more severe.

To date, the Alberta government has invested more than \$160 million through the Alberta Community Resilience Program in community-level flood mitigation projects across the province. And with stable, long-term funding in place for the Alberta Community Resilience Program, these investments in community-level flood resiliency projects will continue.

Sincerely,
Cam Westhead
MLA for Banff-Cochrane



MENTORING: Friendly support to help manage Hearing Loss

by Kylie Bradbury
Peer Mentoring Coordinator
at Deaf & Hear Alberta



Hearing loss is one of the fastest growing chronic conditions facing Canadians and affects all age groups.

The 2013 Stats Canada numbers show 7% of people aged 19 to 39, 16% of people aged 40 to 59 and 47% of people aged 60 to 79 experience some form of hearing loss. Hearing loss can be sudden or gradual and sometimes we may not even know we are experiencing hearing loss. There are many causes ranging from excess noise, illness, aging, genetic factors and pharmaceuticals.

Some signs of hearing loss include:

- Difficulty with conversations in noisy environments
- Being able to hear people's voices but not understand the words spoken
- Needing the TV louder than the rest of your family
- Trouble hearing from a distance or another room
- Trouble understanding women's and children's voices
- Experiencing dizziness, pain, ringing or buzzing in the ears – even if it goes away

If you are experiencing any or some of these symptoms, it is important to discuss this with your doctor to see if you need a hearing test.

On average, it can take up to 7 years for someone to acknowledge and act on hearing loss. There are many factors which impact why a person may or may not acknowledge this. It could be lack of awareness, feelings of embarrassment, shame or denial.

The latest research suggests that the longer hearing

loss goes unmanaged, the harder it is to learn to manage the change.

An important factor is the change that happens in our brains. Brains are relatively 'plastic' and as our hearing decreases, important brain functions don't get exercised and we lose them. *Use or lose it.* The good news is we can retrain our brains.

Also, those with untreated hearing loss are more likely to report depression or anxiety and are less likely to participate in organized social activities. However, hearing loss does not need to mean living less. There are supports out there.

Mentoring programs are one type of support that can alleviate the social impact of hearing loss. People with shared experiences are matched together and work on building skills and strategies to help manage day to day challenges. This is commonly known as *mentoring*. Programs like these have impact as it has been shown that participants experience significant improvement of quality of life. No one has to go it alone.

Peer-to-Hear at Deaf & Hear Alberta provides this support. Our program matches adults dealing with hearing loss with someone who has walked a similar path and now wants to offer support. Learning to manage hearing loss can be a challenging journey. Sometimes all it takes is some friendly support from someone who understands and has had similar experiences. Hearing loss does not need to be a barrier to fully participating in one's community.

 GALLERY



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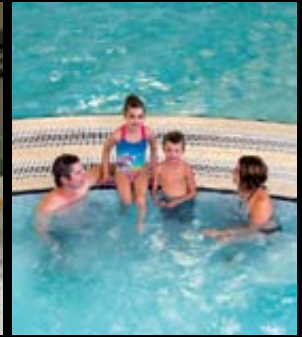
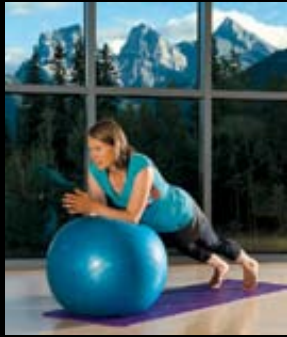
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