

June 2017

9,100 Households & Businesses

# **CANMORE** *connection*



# Celebrate

## Canada's 150<sup>th</sup> and Summer in Canmore!

### 2017 KIDS' ART EXIBITION

June 29 - September 4, 2017

#### Submission Form:

\_\_\_\_\_  
Child's Name

\_\_\_\_\_  
Artwork Title

\_\_\_\_\_  
Child's Age

\_\_\_\_\_  
Parent's Name

\_\_\_\_\_  
Parent's Phone Number

\_\_\_\_\_  
Parent's Email

# Celebrate

## Canada's 150<sup>th</sup> and Summer in Canmore!

### 2017 KIDS' ART EXIBITION OPENING RECEPTION

Friday, June 29, 2017  
at 6:00 - 8:00 p.m.

Three Sisters Gallery  
(2nd floor of Elevation Place)

Kids' Art is not a competition, rather a celebration of the imagination, showcasing the artistic talent of children and youth in our community.

This year, we are asking kids to respond to the theme of "Celebrate Summer in Canmore", which can be interpreted using any medium of their choice that can be hung in the gallery.

The gallery has a specific hanging system.

#### Please note:

Submit all artwork in frames or mounted on foamcore boards with eyehooks and fishing wire on the back.

3D artwork must have a hanging system on the back (fishing wire, eye hooks, etc).

Use hair spray to fix chalk drawings – it will keep the chalk from coming off !

**Submission Deadline:**  
**June 16, 2017**

at the Arts & Events Office.

Only one entry piece per child will be accepted.

For more information contact  
[dsaundersdahl@canmore.ca](mailto:dsaundersdahl@canmore.ca) | 403.678.1546  
or find us on Facebook: [f CanmoreArtsEvents](https://www.facebook.com/CanmoreArtsEvents)







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# 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](http://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

403-263-3044 | [sales@great-news.ca](mailto:sales@great-news.ca)

## Editorial Submissions

[canmore@great-news.ca](mailto:canmore@great-news.ca)

## Direct requests for copies to:

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Email: [canmore@great-news.ca](mailto:canmore@great-news.ca)

All advertisements and editorial content must be submitted by the 1st of the month for the following month's publication.

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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 Mic Night**

Fridays @ Good Eartah Coffeehouse

### **Trivia Night**

Wednesdays @ Tavern 1883

Get your smart friends, form a team, win great prizes. Starts at 8:30 p.m. every Wednesday.

### **Create Night: Block Printing Tote Bags and Scarves (18+)**

June 8, 7 - 9 p.m. @ artsPlace

This is your chance to create some wearable art! Bring some ideas of what patterns you like, then learn to carve your very own stamp and print your new pattern on to either a scarf or a tote bag you can take home at the end of the evening!

### **Moving Mountains In support of Kids Up Front**

June 9, 6:30 p.m. @ BLAKE Canmore

Join us on Friday, June 9th at BLAKE Canmore and be ready to bring out your inner child. Moving Mountains is an event supporting Kids Up Front and the Canmore community. Kids Up Front provides experiences to deserving kids, teens and families. These experiences nurture their spirits, feed their imagination and inspire their dreams!

### **2017 Canmore Paddling Film Festival**

June 16, 5:30 p.m. @ artsPlace

Program Fee: \$18 early bird / \$22 after June 2.

Proceeds go towards youth programming at Bow Valley Kayak Club.

### **Alpine Club of Canada's Annual Summer BBQ**

June 18, 6 - 9 p.m. @ HI - Canmore

Climbers unite over free food. Non-members welcome for 5\$.

### **Plaid Goat and The Flannel Crew's Bike Rodeo**

June 23 - 25 @ Canmore Centennial Park

Come demo bikes, drink craft beer from around the region, grab shuttles and ride the Rockies at Plaid Goat. All ages are welcome.

### **Rundle's Revenge**

June 24 - 25 @ Canmore Nordic Centre

Rundle's Revenge is a two-day fun-fest that includes mountain biking and trail running. No, it's not a duathlon. Rundle's Revenge is so much more than that! Where duathlons combine the two events into one day, Rundle's Revenge gives you a full day for each event.

### **Hanging Felt Pods for Air Plants**

June 25, 10:30 a.m. - 2:30 p.m. @ artsPlace

Using basic wet felt techniques and a flat resist, we will be making a 3-dimensional pod (we will likely make two) for an air plant with various types of wool and silks. No experience necessary although those with felting experience will have the opportunity to use advanced techniques.



## CONTACT INFORMATION

### CANMORE CIVIC CENTRE

902 7 Ave Canmore, AB T1W 3K1  
Phone: 403-678-1500  
[www.canmore.ca](http://www.canmore.ca)

### ELEVATION PLACE

700 Railway Avenue,  
Canmore, AB T1W 1P4  
Phone: 403-678-8920  
[www.elevationplace.ca](http://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

## IMPORTANT NUMBERS

CITY	
Town of Canmore	403-678-1500
Bylaw Services	403-678-4244
ALL EMERGENCY CALLS	
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

## ELECTED POLITICIANS



Mayor of Canmore  
**John Borrowman**  
Canmore Civic Centre,  
902 - 7 Avenue  
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403-678-1517  
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MP for Banff-Airdrie  
**Blake Richards**  
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Airdrie, AB T4B 2R3  
403-948-5103  
[blake.richards@parl.gc.ca](mailto:blake.richards@parl.gc.ca)

# SOIL

by **Barbara Shorrock**

*Barbara Shorrock is a gardener, retired realtor, traveler, reader, ESL coach and Spanish student.*

Whether you have acres, a lot, or a balcony with pots, you should be interested in soil. If you grow your garden in pots, you will probably buy new potting mix from the nursery. It is a combination of many things such as compost, vermiculite, perlite, and peat moss, often containing no soil at all. Add some fertilizer and you are good to go.

Suppose, however, you are creating a brand-new flower or vegetable bed in your yard. If you live in a new house, the builder will have left you with little useful material after scraping off the original soil before construction. In most cases, only a little soil was returned before the sod went on. In some parts of Canada, they have lovely loam that goes down for several feet, but here in the chinook belt we have only a few inches to work with. Topsoil (loam) contains sand, clay, silt and humus in varying combinations. Sometimes it is perfectly good for garden use, but usually you need to supplement it with more nutritious stuff. Calgary soil can be challenging because it has a high percentage of clay. We have several companies who sell bulk or bagged product that can be mixed in with the soil you have, or used entirely in the new bed. Choose a good quality “garden mix” as it will have the proper blend of nitrogen, phosphorus, potassium and organic matter for your plants. The new bed should be at least 6 inches deep, as the plants’ roots need space to grow. If you plant new trees or shrubs, dig holes much deeper than that because the roots need to be strong and well established before they tackle the clay beneath.

Older gardens still need regular help, and compost is our friend. You can make it yourself by using

kitchen vegetable and fruit peels, lawn clippings, and tree leaves (no animal matter). Water and patience are the only other ingredients. If you don’t have room or energy to make your own, you can buy it from the same companies who sell garden materials. It comes in little bags, big bags, and by the yard delivered by truck. Every year or two, new compost should be added on top of the old soil. There is no need to dig it in; snow and rain will send the nutrients down to the root systems naturally. If you have a source of farm manure, this can be a powerful additive, but only if it has been well aged; too fresh and it will burn your plants. Other organic amendments such as Sea Soil are effective in modifying the soil structure and improving fertility. If a luscious lawn is your thing, aerating and top dressing with compost from time to time will be of benefit.

The last ingredient for a beautiful garden is water, and fickle Mother Nature will supply too much, too little, or just enough. When she gives us weeks of sunshine, we need to water, of course. Our rivers flow from the mountains; our water is alkaline. Add to this the chemicals the city adds to the water in its treatment to keep us safe, and what comes from our taps is not perfect for growing plants. The easiest thing to do is have water barrels collecting rain water from your downspouts. The next is to let tap water sit in containers for a few hours or a day, coming to ambient temperature, and evaporating off the chemicals before use. (I do this all year round for my indoor plants.) So, amend your soil, fertilize regularly, and water as necessary for a beautiful and colourful garden.







## CULINARY FILE

# TOM KHA GAI

## Thai Coconut Chicken Soup

by Chef Marco Herbergs, Murrieta's

*Tom Kha Gai* is one of my all-time favorites. The spiciness and refreshing taste always makes me smile. Tom Kha Gai is a soup entree to be eaten with rice or pasta. You can use the base sauce for so many things. You can also add almost all your favorite proteins to it (Tofu, Seafood, or Chicken). Change your protein, add more noodles or rice for a main course. And the best is if you're doing a bigger batch, you can freeze some for later.

### Ingredients:

1 can coconut milk\*

0.5 l water

0.5 l vegetable stock

100 g galangal root

81 stalks of lemongrass

50 g Mirin

30 g Rice Vinegar

1 big white onion

2 tomatoes

30 g kaffir lime leaves squeezed

300 g mushrooms, most likely

Shimeji

3 Thai chilies

50 g lime juice

1 small bunch of cilantro

\* Depending on your preferences, you can reduce the amount of coconut milk and replace it with vegetable stock.



## INSTRUCTIONS

First up, cook your favorite pasta and protein with this dish.

Chop the galangal root into smaller pieces. Take off the outside skin layers from the lemongrass and smash the lemongrass with a pan or meat pounder.

Heat up the coconut milk, lemongrass, lime leaves, and galangal and let it simmer for an hour to transfer the flavour to the coconut milk.

Chop and sauté the mushrooms and onions until brown. Take the mushrooms out and keep on the side.

Add water and vegetable stock in the pan and reduce. Strain coconut milk into the pan.

Add chili, tomato, mirin and rice vinegar.

Reduce the liquid until it becomes a rich, creamy sauce.

Season to your tastes with lime juice, salt, and pepper.

Use fresh cilantro as a display across the 'soup' for finishing

the dish.

Add sauteed mushrooms to your favourite rice or pasta served in a bowl, then ladle in the 'soup' and enjoy!



Murrieta's West Coast kitchen offers up an adventurous, refreshing and inviting blend of seafood, meat dishes and pastas all served with uncompromising flair and style.

**403-609-9500**

RESERVE ONLINE [www.murietas.ca](http://www.murietas.ca)

**200 - 737 MAIN STREET, CANMORE, AB**

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 PHOTOGRAPHY BY STEVE BAYLIN  
[WWW.STEVEBAYLIN.COM](http://WWW.STEVEBAYLIN.COM)



COUNCIL MEETINGS

www.canmore.ca | chyde@canmore.ca



Bow Valley Road Mural Project  
**Call for Volunteer Artists**



**Come out and have some fun street painting!**

Celebrate Canada's 150 birthday by helping create a large-scale, colourful community art installation in front of the Civic Centre.

**Tuesday, June 26 & Wednesday, June 27**  
 9:00 a.m. to 5:00 p.m.  
 Canmore Civic Centre

Experience using spray paint and templates an asset!

Please contact [lbause189@gmail.com](mailto:lbause189@gmail.com) for more information and to sign up!





















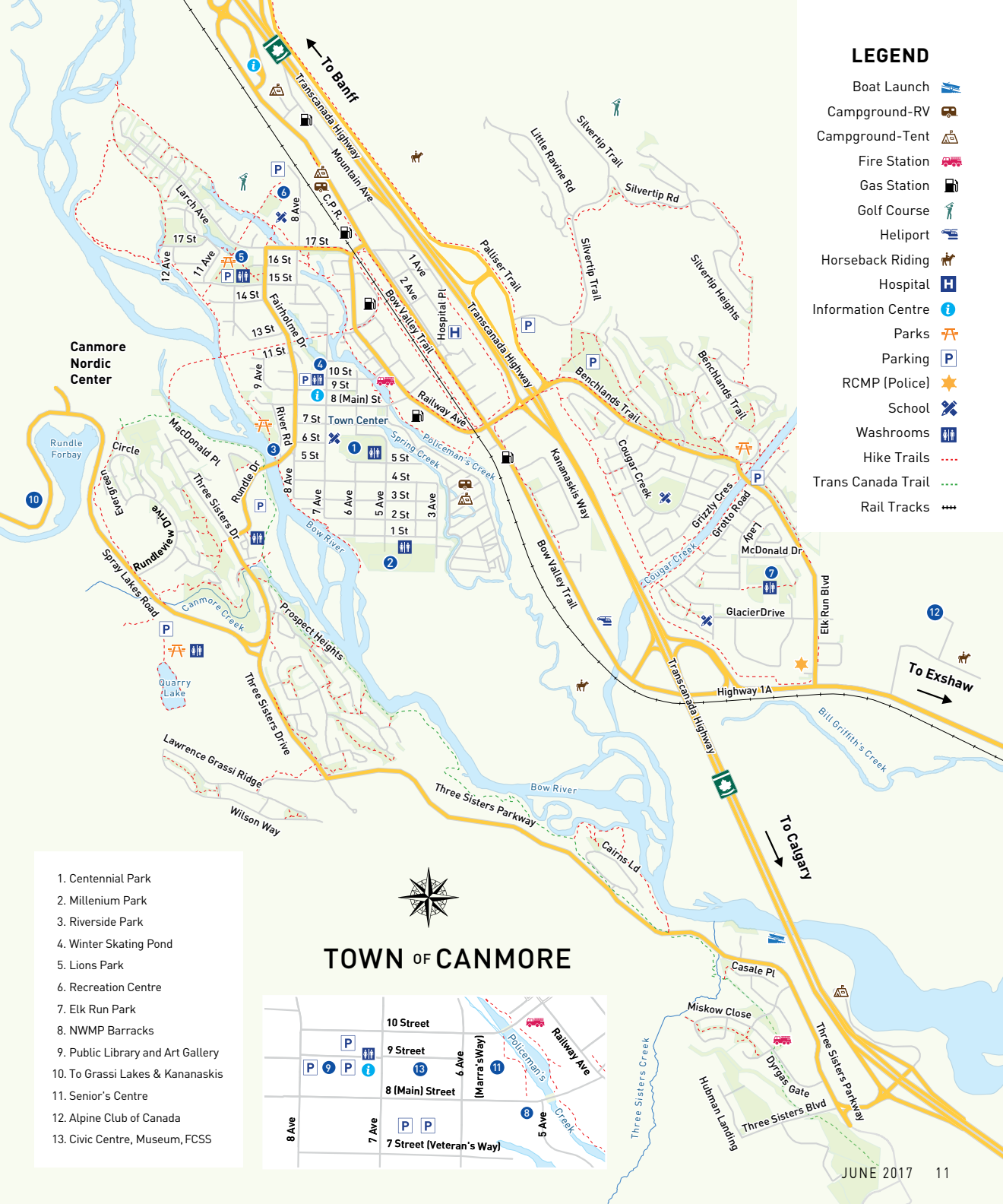
www.canmore.ca

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



## LEGEND

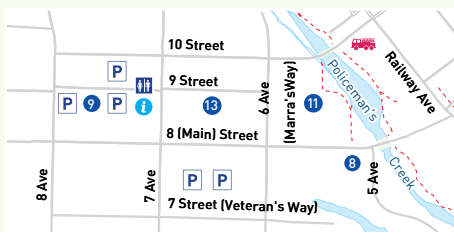
- Boat Launch 
- Campground-RV 
- Campground-Tent 
- Fire Station 
- Gas Station 
- Golf Course 
- Heliport 
- Horseback Riding 
- Hospital 
- Information Centre 
- Parks 
- Parking 
- RCMP (Police) 
- School 
- Washrooms 
- Hike Trails 
- Trans Canada Trail 
- Rail Tracks 



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



# Why I think dedicated commuters make the best ultra endurance riders

by Ryan Draper



I'll start off by saying this is not a blanket statement by any means... It does, however, embrace a very critical set of skills required to successfully ride ultra endurance races on a bike.

I've had the ability of coaching many athletes from different walks of life, age, gender, and size.

My coaching over the years has been aimed around endurance sports like, mountain bike stage racing, 24-hour solo races, ironman distance triathlons, and 6-12-hour endurance mountain and road races.

I have had some very fit individuals who did all the training hours and intensity to a T, and yet when race day appeared couldn't put together some of the most basic fundamentals of endurance racing.

The critical set of skills that I referred to above is a skill set that is coachable, but best acquired over time. The skill set is one of planning, forecasting, and ultimately making good sound calls on your logistics.

A bicycle commuter who rides to work Monday to Friday to and from the office spends a great amount of time planning and making sure that they have readied themselves for the task at hand.

It makes little difference if the commute is flat, downhill, uphill, rolling, 10 minutes or an hour.



The same thought process and skills are required each day.

Here are a few key examples of what a commuter thinks about before they venture off:

- Did I eat or drink properly before leaving the house?
- Is my bike working properly?
- Did I check the forecast?
- Do I have the right gear to ride in all four seasons?
- Am I dressed accordingly for the weather of the morning?
- Do I have alternate attire for the warmer or cooler ride home?
- Do I have proper tools in case of a mechanical?
- What time do I need to leave to make sure I am on time?
- What is my route going to be today?
- Do I have my work clothes and supplies?
- How am I feeling? Do I need to plan for a slower commute?
- Am I picking anything up on my way home and do I have enough cargo capacity to do so?
- Do I have my bike lock?
- Should I have that post-work beer at the pub or will that affect my ride home?

These are all key things that a commuter needs to think about, including time management, road safety, and so much more.

All of these skills are the exact same skills that an endurance rider must consider and execute during race and training situations.

These are skills that, if acquired, are much more likely to be remembered and executed when they are needed the most.

## Budgeting for Buster

# THE COST OF PET OWNERSHIP

by Dr. Sylvia McAllister, Canmore Veterinary Hospital



In a recent study by the Canadian Veterinary Medical Association, the annual costs of pet ownership were determined:

<b>Puppies first year:</b> .....	<b>\$3348</b>
<b>Kitten's first year:</b> .....	<b>\$2217</b>
<b>Dog's annual budget:</b> .....	<b>\$3051</b>
<b>Cat's annual budget:</b> .....	<b>\$1817</b>

These numbers seemed high, but when I ran the numbers for my own pets they were surprisingly accurate. The budget includes such things as premium pet food, toys, collars, cat carriers, cat litter, grooming, annual licenses and basic veterinary care including vaccines, annual wellness tests, preventive medications and spay or neuter surgeries. Instead of budgeting for veterinary health expenses for medical or surgical care in sick or injured pets, they included premiums for pet health insurance. These run about \$768 annually for a dog and \$399 annually for a cat. Since a veterinary visit for an ear infection costs around \$200, surgery to repair a fractured bone or a hospital stay for medical problems costs \$2,000-\$5,000; pet insurance is an economical way to budget for unexpected health problems.

There are some good ways to keep these costs down, and some cost-saving measures that backfire in the long run. Doing your own grooming, brushing your pet's teeth, buying pet supplies wisely and keeping your pets lean and fit will go a long way in keeping your expenses down. Feeding lower quality

pet foods may increase your vet costs by delivering sub-optimal nutrition. Adopting a pet from a shelter instead of purchasing expensive designer breeds will save you thousands of dollars and provide homes to needy strays. Skipping vaccines or preventive treatments like heartworm and tick medications and not neutering your pets may result in higher vet costs and serious medical problems. Keeping your cats indoors and your dogs leashed or under control will help reduce medical costs and may prolong your pet's life.

Although veterinary costs may seem high, they are very affordable compared to the equivalent human procedures. You may be surprised to hear that your veterinarian's salary is lower than your doctor's, dentist's, nurse's and your kid's teachers.

Veterinarians spend a minimum of 8 years at university. Veterinary hospitals are very costly to run. Sophisticated equipment such as x-ray, ultrasound and laboratory machines are costly to purchase and maintain. Staffing and facility costs are high. And the hours worked by the veterinarians, veterinary nurses and support staff are often grueling.

It is important to make sure that you budget wisely so that your pets lead long and healthy lives without becoming a financial burden. We certainly hope that this information doesn't discourage you from acquiring pets! They have so many wonderful benefits that make cost worthwhile.





## YOUR GUIDE TO A WILD SUMMER COCKTAIL

Jamie Lloyd-Jones  
Head Bartender at Wild Life Distillery

Summer is upon us in the Bow Valley! There is nothing better than a light libation to kick back after a long hike, grueling bike ride or simply a day enjoying the Canmore views; so why not make it a mixed masterpiece.

A perfect cocktail is comprised of three main components: base, body, and perfume.

The base is the spirit. Below we've used gin and vodka.

The body is the next main component, which bulks out the cocktail for either a quick nip or a long sip. Look for fresh, local ingredients.

The perfume is the little extra ingredient, which adds another dynamic to the drink.

### COOL-CUMBA


This cocktail is light and floral while embracing the fresh, crisp taste of cucumber. Cocktails have never been so healthy.

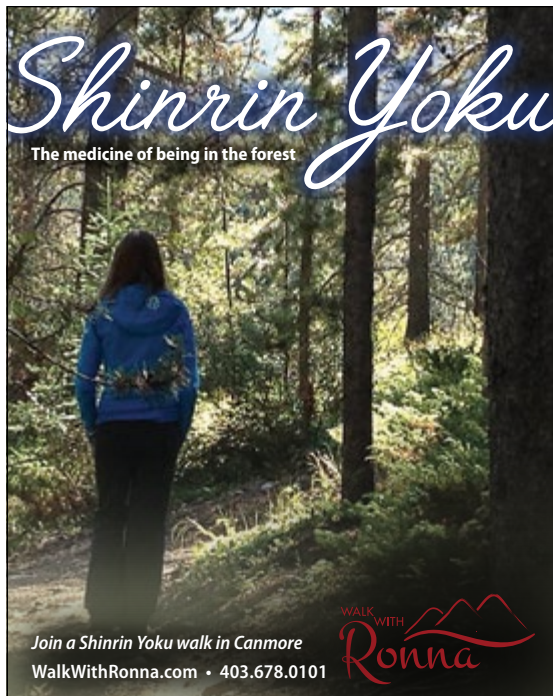
- 1.5 oz Gin
- 1 oz Cucumber juice\*
- ½ oz Lemon juice
- ½ oz Elderflower syrup (We like Patric Settler)
- Garnish Cucumber slice

Combine ingredients with ice, shake, strain, and serve in a martini glass.

\*Blend cucumber and water to desired potency

The beauty of cocktails is there is no right or wrong answer! Get wild and creative. Choose some ingredients, give them a try, drink the mistake and try again.

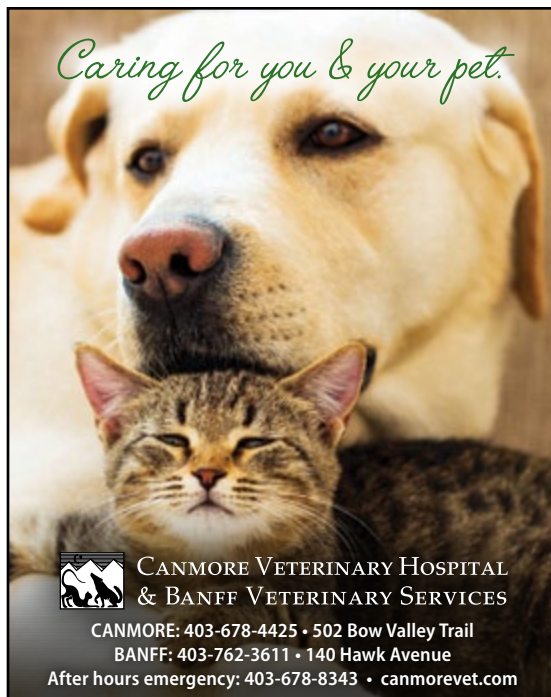
All ingredients can be found locally in Canmore. 




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& BANFF VETERINARY SERVICES

CANMORE: 403-678-4425 • 502 Bow Valley Trail  
BANFF: 403-762-3611 • 140 Hawk Avenue  
After hours emergency: 403-678-8343 • canmorevet.com



## **HOT MAMA HEALTH + FITNESS**

**☎ 403-852-2111   🌐 [canmore-banff.hotmamafit.com](http://canmore-banff.hotmamafit.com)**

Hot Mama Health & Fitness offers fun, supportive and effective fitness classes for moms, where babies and kids are welcome and highly encouraged to attend classes too... cool right!? Wait, there is even more!

Hot Mama is so much more than a fitness class. It is a community of strong, like-minded mamas. It is a place to find encouragement, support, camaraderie, and inspiration.

Each mom has her own reason for signing up for a class: whether it is a new mom looking to connect and socialize with other moms; a mom who may be experiencing postpartum depression and is in need of a supportive and uplifting community; or maybe just a mom looking to increase her fitness or start back into exercise and looking to balance some of the craziness of the day. They will all find that Hot Mama is a safe, supportive nonjudgmental, place for all women, of any fitness level.

Taryn Laskey, is an active mom of 2 (soon to be 3) and the owner and operator of the Hot Mama Health & Fitness – Canmore/Banff location. She has a strong passion for fitness and a drive to empower, inspire, and motivate others, especially mothers. Born and raised in Calgary, she started her fitness career as a Personal Trainer in 2009 and moved to Canmore almost 2 years ago. "I have always known I have wanted to work with mothers and after having my daughter 5 years

ago, that ambition and fire in my belly intensified. Then I found Hot Mama, and everything just felt into alignment. I knew I wanted to specialize in pre-and post-natal fitness and combine my love of fitness and motherhood." She became certified in group exercise, and Hot Mama Health & Fitness – Canmore/ Banff celebrates its first anniversary this month!

"I love, live, and breathe everything that Hot Mama stands for. To me, EVERY mother is a Hot Mama! Being a Hot Mama is about uplifting each other, connecting and building a strong community, and being a positive role model to our children!"

Lindsay Goulet PhD, founded Hot Mama Health & Fitness Ltd. in 2012. Originally started in Victoria, it has quickly spread across Canada with almost 30 locations and also 1 in the United Kingdom. It continues to grow and expand, promoting a healthy, active lifestyle to thousands of families. Its vision is to "Build community through family fitness."

You'll find a huge selection of classes with Hot Mama, and they are all family-friendly and there is no worry about finding childcare. Moms workout while their kids play. Classes can be modified for all fitness level and can be changed up on the fly when a mom has to tend to her little one. Strength-training workouts, cardio-based workouts, core workouts and more! Classes





***"Being a Hot Mama is about uplifting each other, connecting and building a strong community, and being a positive role model to our children! "***

are outdoors at local playgrounds during warmer weather and moves indoors for when it rains or snows. All class schedules and formats can be found at [www.canmore-banff.hotmamafit.com](http://www.canmore-banff.hotmamafit.com).

Hot Mama Health & Fitness also offers the Postpartum Initiative, which consists of 2 free classes a week for a month to help new moms 8 to 16 weeks postpartum get moving and find the support they need. "Being surrounded by other moms and moving your body just makes you feel good.

Whether a mom is having a good or bad day, we want them to know that they have a safe and supportive place to go. Even if it's just to get out of the house. Motherhood can be hard sometimes. We all get it," says Taryn. Your first week is free, so you have nothing to lose but an entire local community of like-minded women to gain.

Hot Mama also offers socials, fundraisers, and retreats! Find Hot Mama Health & Fitness - Canmore/Banff on Facebook or online [canmore-banff.hotmamafit.com](http://canmore-banff.hotmamafit.com). 📱



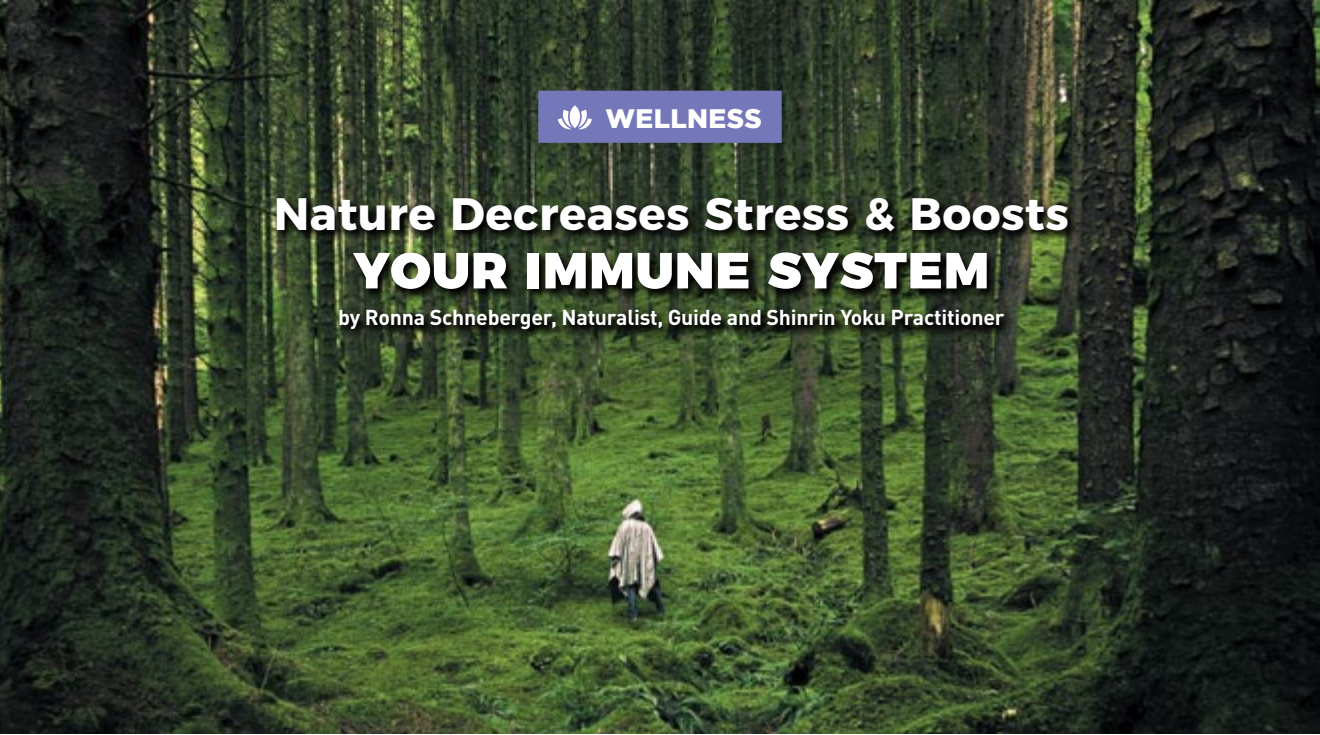
**403-852-2111 | [www.hotmamafit.com](http://www.hotmamafit.com)**





# Nature Decreases Stress & Boosts YOUR IMMUNE SYSTEM

by Ronna Schneberger, Naturalist, Guide and Shinrin Yoku Practitioner



In the 1980s, Japanese doctors started prescribing a type of Forest Therapy called Shinrin Yoku, which means 'bathing in the atmosphere of the forest'. Shinrin Yoku is prescribed to decrease stress, boost memory, and improve immune function.

Today, doctors in the US and Canada are starting to follow suit, and scientific studies not only show how it works, they also show why it works.

Researchers studying the Shinrin Yoku in Japan discovered that trees give off organic chemical compounds called phytoncides, which are like a natural bug spray for trees. As people bathe in the atmosphere of the forest, they take in these phytoncides through their skin and as they breathe. These compounds have a powerful list of benefits to us, including reduced stress and improved memory.

Studies have shown that in a mere 15 minutes of forest walking, you can reduce your stress hormone, cortisol, by 12%. In two hours you can increase your memory and attention span by 20%. On top of that, participant blood pressure and heart rate lowered naturally.

To measure the impact on our immune system, researchers measured the activity of "Natural Killer"

cells. These cells attack and take out damaged cells – they are your cancer and tumor fighting white blood cells. After three days of two hour forest walks, study participants experienced a 55% increase of their Natural Killer cells. What is even more impressive is it stayed this way for a whole month!

Time in the forest can also make you feel good. Researchers measured people's moods after 15 minutes of walking in a park or arboretum and noticed a substantial improvement in their overall feeling of wellness compared to those who walked on city streets. This occurred during all times of the year and even if participants didn't particularly like being outside. Those who were feeling high stress received a bigger boost to their scores.

Today, doctors like Susanne Bartlett, Associate Professor of Medicine at the John Hopkins School of Medicine in Baltimore, prescribe forest walks to patients. "I completely changed the way I practice medicine. I used to write 100-150 prescriptions per week, and now I write 2-3 per year. That's not an exaggeration," she says.

So, if you are feeling stressed and worn out, take two hours in a forest and experience the benefits yourself! 🌲



MP for Banff-Airdrie

**Blake Richards**

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blake.richards@parl.gc.ca

Banff-Airdrie

Canada's tourism sector is an important contributor to our country's economy. It is a \$90 billion industry that employs more than 1.7 million Canadians in every region and is important to every community across the country.

That is why, every year at the end of May and beginning of June, we celebrate Tourism Week in Canada. This grassroots initiative is designed to bring attention to the many benefits of tourism in the Canadian economy and highlight opportunities for industry and government to continue working together to further expand this growing sector.

We know first-hand here in Canmore how important tourism is for the local economy. But did you know that tourism helps to support more than 178,000 businesses across Canada from coast-to-coast-to-coast?

Over the last several years, I have had the opportunity to travel across the country to meet with stakeholders and learn about the key issues, opportunities, and challenges of their local tourism sectors. Collaboration between tourism partners and all levels of government is important in order to seize opportunities and continue to build on the ongoing success of the industry.

From 2011 - 2015, I was Chair of the Parliamentary Tourism Caucus and am proud of the achievements that were made for the industry under our Conservative government.

We came through on Connecting America, providing \$30 million over three years for a Destination Canada campaign to improve our global competitiveness in attracting more U.S. travelers to Canada. We secured Canada Approved Destination Status for Chinese tourists, significantly increasing tourism from China and helping to support jobs and growth across the country. We made visa improvements and modernizations to expand Electronic Travel Authorization eligibility to low-risk travelers from priority markets. We invested more than \$3 billion to make improvements in our national parks.

And now, in my role as Official Opposition Critic for Tourism, I look to these successes as a solid foundation as I continue my collaboration with operators, small business owners, and other stakeholders across the industry.

As we celebrate Tourism Week, I would like to take this opportunity to thank all of the local tourism operators and workers in the hospitality industry for the hard work they do to make Canmore such a welcoming place to visit. People from all over the world visit the community and are treated to first-class experiences that they will remember for a lifetime.

Thank you  
Blake Richards  
Member of Parliament



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# 3 SOCIAL MEDIA TIPS TO CREATE CONTENT AND BUILD YOUR BRAND

by CARMELLA

Whether you're running a well-established business, just getting your company off the ground, or are simply looking to better manage your own personal accounts, finding your niche in the realm of social media can prove a daunting task.

The fact is, social networks are here to stay and it's no longer simply about presenting a product to your target demographic. From now on it's about creating a customer experience!

As of 2016, Facebook, Twitter, LinkedIn, YouTube, Google+, Instagram, and Pinterest were listed as the top seven platforms used by marketers

Certainly, that is a lot of different avenues to navigate and what's more is that a recent study done by M. Stelzner, Founder of Social Media Examiner, showed that: "40% of marketers themselves found that social media marketing has become more difficult in the last 12 months."

With all this in mind, here are 3 helpful tips that will help you get (and stay) on the road to social media success:

## 1. Your Strategic Start

Make a plan.

Set goals.

Know your audience.

Be specific and honest with yourself during this phase. Just like creating an all-important, highly-detailed business plan, taking the time to map out exactly what and who you are looking for in the social media world is crucial to your forward momentum down the road.

## 2. Content is King/Queen

Once you have your strategy – show it off!

When published on a regular basis, quality content serves to attract new leads, inform customers, and encourage repeat visitors.

## 3. Tools, Widgets, and 3rd Party Apps are Your Friends

There is an endless list of incredible tools online (desktop and mobile) that can help take your content to the next level.

Do your research, ask around, but ultimately don't





***How to focus your creative energy and optimize your social media: here are the best tips, tricks, and hacks to help take your online presence to the next level.***

feel like you have to do everything the hard way.

Here are some examples we endorse: automatic grammar checks that go beyond spell check (grammarly.com), design help for purchasing or finding stock photos (stocksy.com), always shrinking your links (bit.ly), and considering the implementation of social media managing platforms (hootsuite.com).

Each app/tool serves as a little worker-bee to help you get more done, and we could all use a little extra help, right? Right!

**BONUS ITEM:**

Here is a list of 10 key messages every business should create and continue to use (as needed) across their social platforms:

The Hard Sell – a message or campaign that uses a more direct, forceful, and over sales message.

The Soft Sell – a message or campaign that uses a more subtle, casual, or friendly sales message.

Industry Experience – these posts help generate credibility in your field of expertise.

Brand Essence – as your essence is often stated in two to three words, these posts demonstrate the heart and soul of your brand.

Tips/Tricks – posts that help the reader learn or discover a new DIY.

Links – to your website, a blog post on your site, or some other piece of helpful information.

Blog posts or The Influencer – posts that support your business model and your personal comments on that. (Humour can always be used here)

Insider Posts – give the audience an inside look into your business.

Testimonials/ Reviews – from any of your satisfied, return, positive customers.

Community Support – posts supporting another member of the community (ie: businesses, non-profits, or social superhuman you follow).

*Happy socializing! The Carmella Crew*



# **Fostering Friendship with the Hayes Family**

by Sarah Hayes





photo credit Cotton & Lace Photography

**T**he lure of the ski-bum lifestyle and small town mountain living is ultimately what brought both Sara and Corson to the Bow Valley as young twenty-somethings.

It would take many years for them to meet each other in Canmore, but the Universe had grand plans for the two of them and within one year of knowing each other they were welcoming their first daughter, Osha Raven, into this world. A couple of years later, their second daughter, Rishi June, was born.

Corson and Sara grew up within one hour of each other in Ontario. Post-secondary studies came first while Corson attended Art School in Toronto and Sara obtained an Honours Degree in Law at Carleton University as well as a Photography Diploma at Algonquin College.

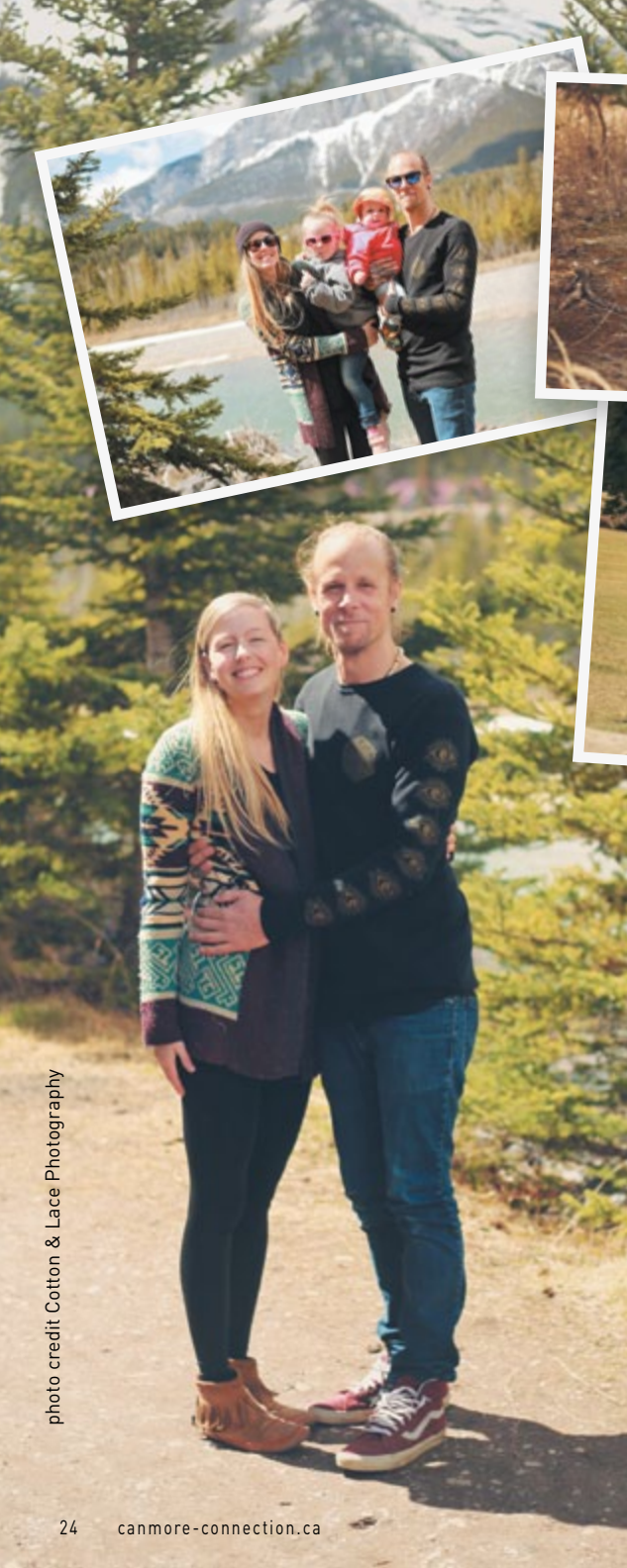
The mountains were always calling, though, and were never far from either one's mind. As the years went on, both traveled extensively around the world and would ultimately connect over their love for India, yoga, and leading a non-harming, vegetarian lifestyle.

Now they are trying to build an even stronger foundation in Canmore and have opened a private, custom tattoo shop. **Primitiveimprint Tattoo** opened up downtown in Mistaya Place (#213-1001 6th Avenue) in February and business is booming. Their intention with the studio is to elevate the tattoo business to more of a relaxed, spa-like environment that is in a private setting.

Providing space for clients to enjoy their experience and have a welcoming place for family and friends to visit during their tattoo is also important. Corson is the professional artist and is the face of the business, whereas Sara is the administrator/bookkeeper behind the scenes. They complement each other nicely in this business venture and hope that it will mean their young daughters can continue to live and grow up in beautiful Canmore.

Osha is now 3 years old and attends pre-school and absolutely adores her teacher and all of her little class buddies. She is an adventurer who gets out on her run bike at every opportunity, and hits the slopes on her snowboard each winter. »





She is excited to go to the “pedal shop” this summer and get a new bike. Her parents often joke that she is going to be an endurance athlete, as her energy never dwindles. Rishi is 7 months old and is the happiest baby imaginable. She recently got her first tooth and is contemplating crawling.

As a family, they get outdoors and do something fun together every day and really try to cherish their surroundings. They try to instill an “attitude of gratitude” into their kids because they are truly so lucky to get to call Canmore home!

What continues to grow their love for Canmore is the small-town community vibe where people say hello and smile at each other while out and about.

They enjoy knowing their neighbours, and are never too busy to stop and chat with a friend.

The slow pace of Canmore and having the ability to look up at those beautiful mountains every day is priceless.



**CANADA 150**

## **TOWN OF CANMORE CANADA DAY EVENTS**

### **8 a.m. to 11 a.m. – Centennial Park**

Pancake Breakfast hosted by the Rotary Club of Canmore.

Canada Day Fun Run hosted by the Canmore Nordic Ski Clubs.

### **12 Noon – Canada Day Parade**

The Parade begins at the corner of Fairholme Drive and 15th Street.

It continues down Fairholme Drive, turns onto Main Street, and finishes at the corner of Railway Ave and Main Street.

Bring your chair or stand and enjoy!

### **1 p.m. - 9 p.m. – Centennial Park**

Canada Day Festivities and Marching Band Field Show.

Featuring music on the Stan Rogers Stage, community food, and game booths, and a huge family area with activities and fun for all.

### **10:30 p.m. – Canada Day Fireworks**

Finish the day off with a bang! Fireworks at Millennium Park. Only a short walk from Centennial Park.

## **CALLING ALL NEIGHBOURS!**

To have your family profiled (story & professional pictures) in the next edition of this newsletter, please email [canmore@great-news.ca](mailto:canmore@great-news.ca)



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## CALLING LOCAL PHOTOGRAPHERS

SUBMIT YOUR PHOTOS  
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EDITION OF CANMORE  
CONNECTION

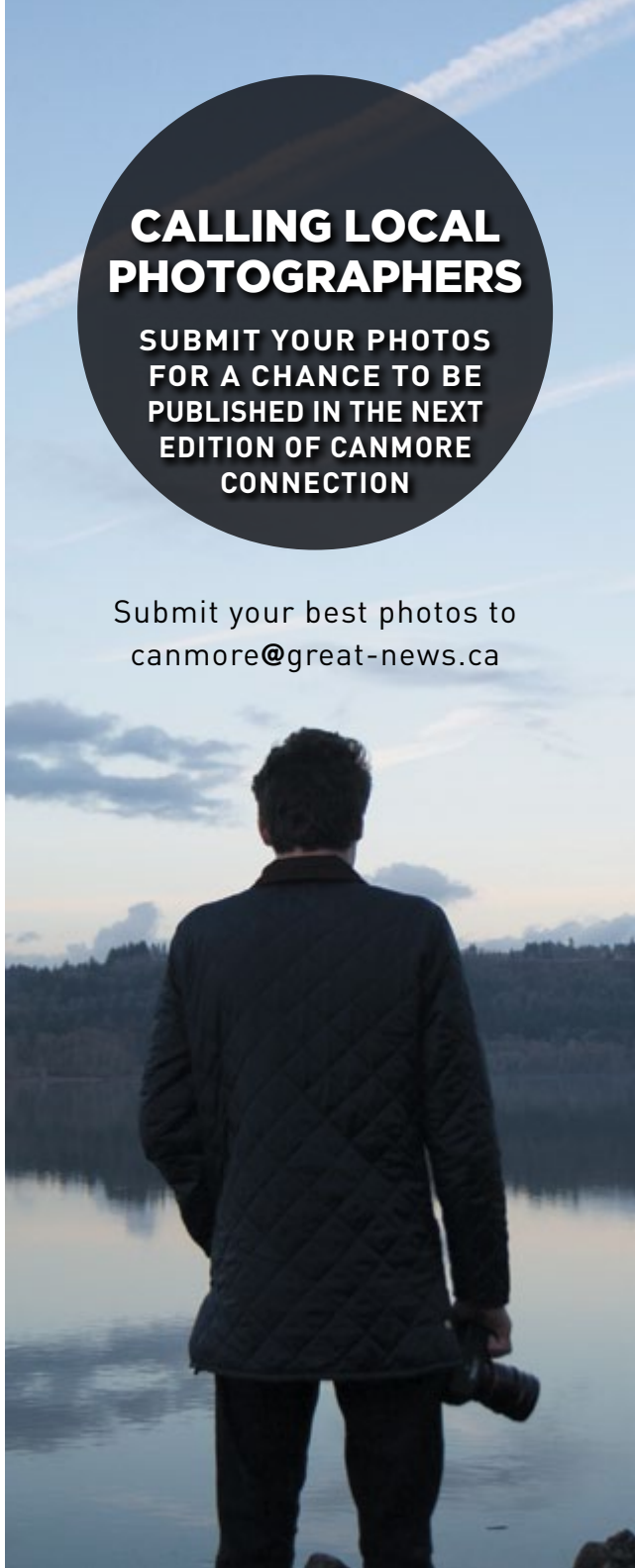
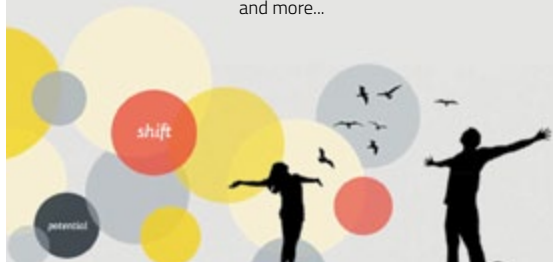
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Banff-Cochrane

When I ran for election in 2015, there were several priorities in Banff-Cochrane I hoped to address if I were to be elected. Now approaching the two-year mark, I'd like to report on some of the progress that's been made.

Flood mitigation was one of my highest priorities. While there is still much work to be done, there has been a significant commitment with respect to funding these projects that will protect Bow Valley communities. All three levels of government have committed funding to the Cougar Creek retention structure project, for example.

The Town of Canmore and Government of Alberta are working as quickly as possible to ensure approvals are in place in order to begin construction.

Another priority was to address the shortage of affordable housing in the Bow Valley. In April, Minister of Seniors and Housing Lori Sigurdson visited Banff and Canmore to announce nearly \$12 million in funding for an affordable housing project on Deer Lane in Banff that will provide 132 units, as well as \$10 million in additional funding for 60 new units at the Bow River Seniors Lodge. Investing in affordable housing provides a safe place to call home, and helps to make life better for Bow Valley residents.

Along the affordability theme, two other commitments from our 2015 election platform have begun pilot projects in Canmore and Banff.

In Canmore, a school nutrition program has started at Elizabeth Rummel. Students can't learn on an empty stomach, and I am proud that our government has invested in helping children to

get the best possible start in life. Meanwhile in Banff, the government has committed funding to support 40 new daycare spaces capped at \$25/day. This program will provide flexible child care options for parents who perform shift work.

Complementing the school nutrition program and \$25/day daycare is our government's investment of over \$14 million towards public transit in the Bow Valley corridor. Not only does this make transportation for residents more affordable, it also helps to ease traffic congestion. With the influx of tourists expected this coming summer, public transit in the Bow Valley helps to make life better for residents and visitors alike.

During the election campaign, we also committed to stable, predictable funding for healthcare, education, and municipalities. Indeed, we have followed through on that commitment despite calls by the opposition parties to make drastic and reckless cuts. The Canmore Hospital has received \$1.8 million for renovations to the admitting area and lobby, acute care nursing stations, additional patient washrooms, resurfacing the parking lot, upgrading the elevator, and replacement of the emergency generator. Banff Mineral Springs Hospital is receiving nearly \$1 million for upgrades to isolation rooms, surgical suites, acute care main desk, and the physio front desk.

Looking back on the past two years, I'm proud of what has been accomplished, and the progress that has been made on the platform we put forward during the election. There is much more to do, and I will continue to work diligently on your behalf in the legislature and in the constituency. As always, I welcome you to share your thoughts with me by contacting my office.



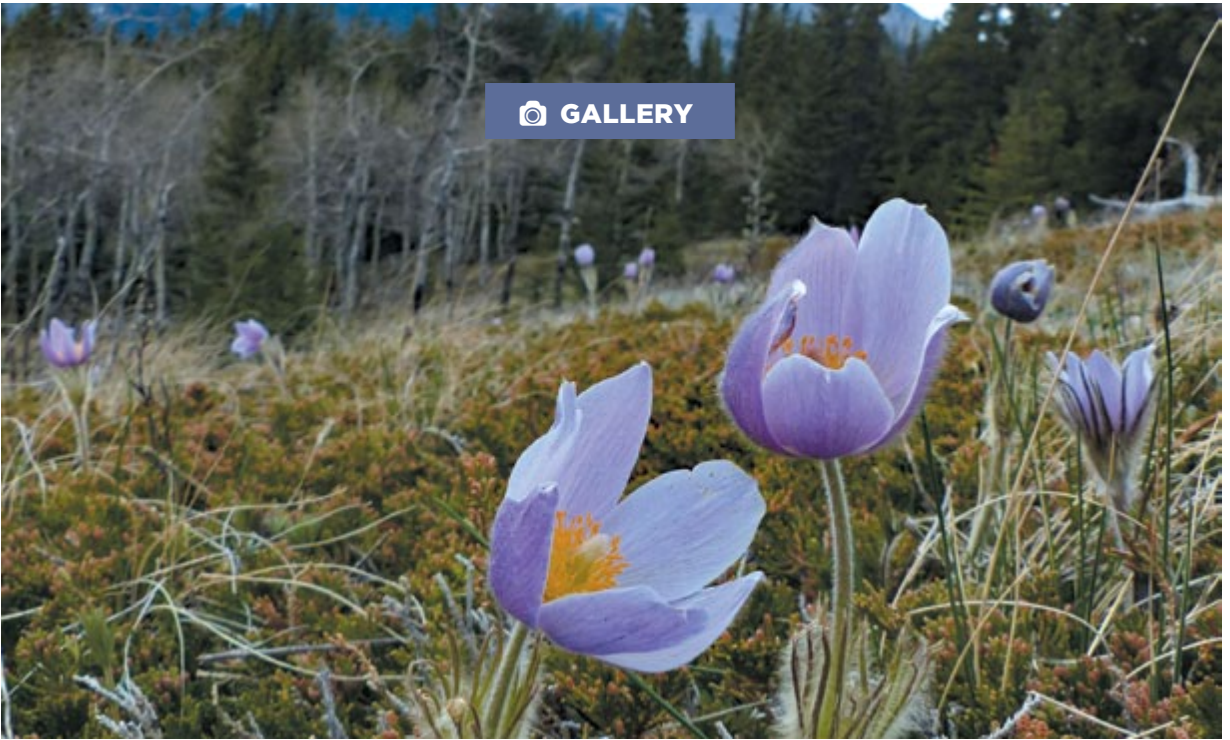


Photo Credit: Top and Bottom left, Robert Reed  
Bottom right, Theresa Thiessen



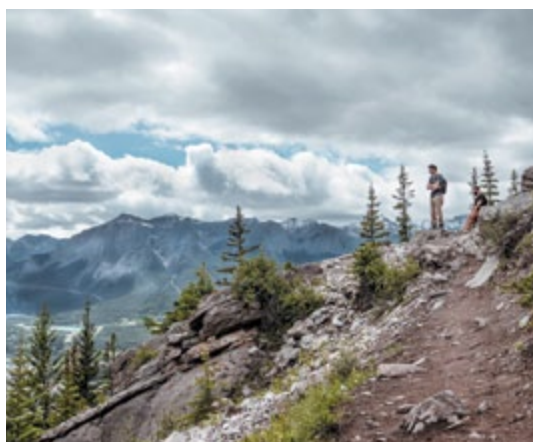


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# National Aboriginal Day Celebrations

**Join us to Celebrate National Aboriginal Day with our Stoney Nakoda Neighbours!**



**Wednesday, June 21**

**Civic Centre Plaza | 902-7 Ave**

Parade starts at 9:45 a.m. in front of the Civic Centre

**FREE** Events run from 10:30 a.m. - 2:00 p.m.

**Welcoming  
Dancing  
Drumming**

**Storytelling  
BBQ  
Artist Market**

[www.canmore.ca](http://www.canmore.ca)

## 2017 Canmore Canada Day Float Contest



Photo © Pam Doyle

**Will your float claim the  
2017 Canada Day Parade best float ribbon?  
Get ready to rock the Canada Day Parade!**

### **2017 Canmore Canada Day Float Contest**

Canada is turning 150 and we are celebrating! Gather your team, get creative and put together a float that will show us what you've got. The theme is "Looking back, looking forward".

What will the judges be looking for?

Thematic relevance, creative expression, creative effort and degree of decorating difficulty.

Ribbons will be awarded to:

**First Place Overall • First Place Commercial/ Business • First Place Non-Profit/ Youth Groups**

To register go to [www.zone4.ca](http://www.zone4.ca). All details on what is permissible for float design will be specified during registration. Everyone participating in the parade will need to sign a waiver.

**On your marks ...get set ...good luck!**

For more information please visit

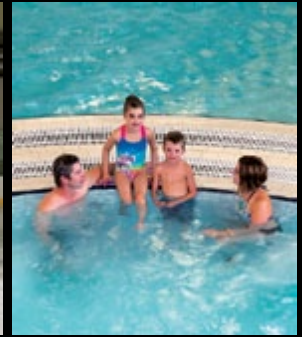
[www.canmore.ca/residents/town-events](http://www.canmore.ca/residents/town-events)

or contact Nancy Ruiz at [events@canmore.ca](mailto:events@canmore.ca) | 403.678.8939



**Canada**

# ELEVATION PLACE



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### CAG Gallery:

Thursday to Tuesday:  
11 a.m. - 5 p.m.  
Closed Wednesdays

### Climbing Gym:

Weekdays: 9 a.m. - 10 p.m.  
Weekends: 9 a.m. - 9 p.m.

### Library:

Weekdays: 10 a.m. - 8 p.m.  
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### Cardio/Weight Room:

Weekdays: 6 a.m. - 10 p.m.  
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Town of Canmore

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