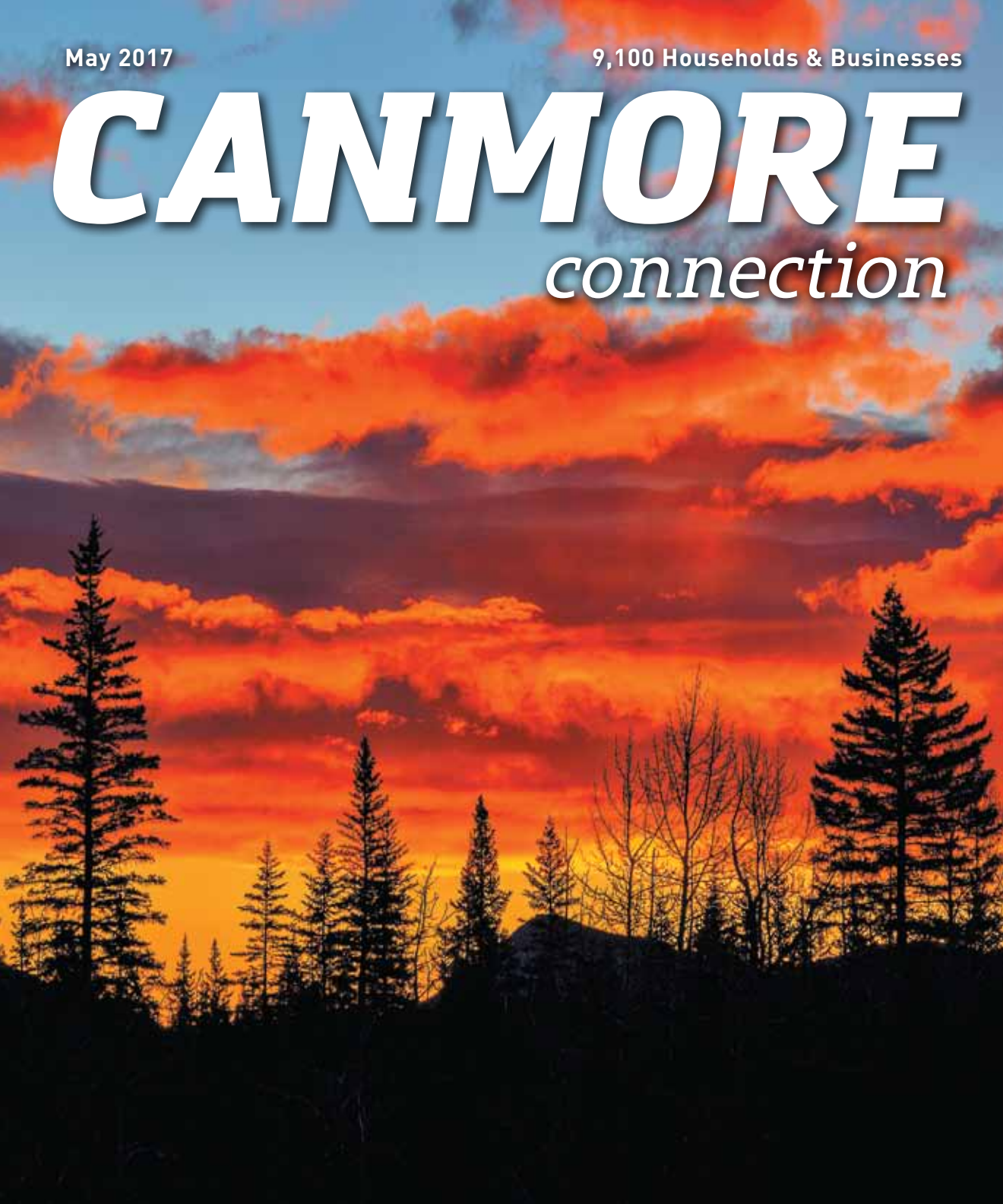


May 2017

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May 2017



### On the Cover

Bow Valley Sunrise  
Photo by Steve Baylin  
[www.stevebaylin.com](http://www.stevebaylin.com)

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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

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## Community Events

### Canmore Uncorked Wine Festival

May 3 - 13

Canmore Uncorked, the multiple award-winning food festival, returns to Canmore on May 3rd, 2017 for another 12 days of remarkable dining experiences!

Enjoy daily special menus at 40 of Canmore's finest restaurants, plus signature events including wine and beer festivals, the Long Table, and much more.

[canmoreuncorked.com](http://canmoreuncorked.com)

### Canmore Community Cruisers Bike Sale

May 5 from 6 to 9p.m. and May 6 from 10 a.m. - 4 p.m.  
@ Recreation Centre, 1900 8 Ave, Canmore.

Access via back of the building. Need a bike to get around town? Visit our workshop to get used bikes, bike parts and accessories.

[home.communitycruisers.ca](http://home.communitycruisers.ca)

### Art Show - "Touch of Blue"

May 13-30 @ Elevation Place  
Canmore Art Guild Gallery

Join us to celebrate local art and meet the local artists in the Bow Valley. Canmore Art Guild is exhibiting the artwork of local artists on the theme Blue as a color, mood, or symbolic reference. Featuring Artist: Nadine Shenher. There is free entry and families are welcome.

### Farmer The Band Live

May 17, 7 p.m. - 9 p.m. @ Good Earth

Farmer The Band are multitasking, multi-instrumentalist, indie folksters from BC with cleverly crafted, heartfelt lyrics weaved through guitar wizardry.

[farmertheband.com](http://farmertheband.com)

### Mountain Made May Market

May 20, 11 a.m. - 4 p.m. @ Elevation Place  
Climbing Gym

A community market in the Bow Valley which allows local artisans and crafter to display and sell their goods. A local hand-made artisan collective with a passion for showing off the creativity of those who make mountain living their home.

[mountainmademarket.com](http://mountainmademarket.com)

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Our Lady of the Rockies Catholic Parish	403-678-5022
Ralph Connor Memorial United Church	403-678-5354
Rocky Mountain Victory Church	403-678-9807
St. Michael's Anglican Church	403-678-5191
Trinity Bible Church	403-678-5063

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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



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banff.cochrane@assembly.ab.ca



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

# ARTS AND EVENTS

www.canmore.ca

### First Thursdays Speaker Series at artsPlace

**Kari Woo - Creating Space**  
*From Pretending to Professional*  
May 4, 7:00 - 9:00 p.m.

### Three Sisters Gallery, 2<sup>nd</sup> floor, Elevation Place

**Plein Air Canmore/Calgary Exchange**  
May 11 - June 8

### Bow Valley Mural Project Workshops

Are you interested in sharing your history of the Bow Valley, conservation, art making, or sharing your ideas for the future? Join us for a series of workshops and conversations focused on street art and mural making from around the world.

**May 10, 6:30 - 8:00 p.m.** Exshaw Community Centre. 14 Heart Mountain Drive, Exshaw

**May 25, 5:00 - 7:00 p.m.** Canmore Library. 700 Railway Avenue, Canmore

**May 29, 2:00 - 4:00 p.m.** Canmore Seniors Centre. 600 - 9 Street, Canmore

### National Aboriginal Day Celebrations

**Wednesday June 21** - Civic Centre Plaza. 902 - 7th Ave

Join us to celebrate National Aboriginal Day with our Stoney Nakoda neighbours. There will be a parade, dancing, drumming, storytelling, BBQ, and an artist market.

Parade starts at 9:30 a.m. - 2:00 p.m.



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## Puffed Quinoa Salad with Basil Lime dressing

Recipe by Chef Marco



### Basil Lime Dressing:

15g Basil  
15g Parsley  
40g Coconut oil (solid state)  
50g Rice Vinegar  
30g Lime Juice (if you use a fresh lime you can include the lime zest!)  
150g Extra Virgin Olive Oil  
Add all ingredients in an insert and blend until everything is combined and smooth.  
Finish with salt and pepper.

**Plating:** Place Puffed quinoa on a plate. (I always prefer a kind of freestyle plating.) Arrange tomato, fruit and nuts on the plate and garnish with salad.

### Puffed Quinoa:

120g Puffed Quinoa  
2 ripe Heirloom Tomatoes  
2-3 peaches, nectarine, or apricot - or favourite fruit of your liking  
240g of your favorite nut mix  
Wash and clean micro greens, sprout, herbs, or salad for garnish. Slice tomatoes and fruits in wedges. Mix the basil lime dressing with the puffed quinoa. Torch or grill fruit wedges.



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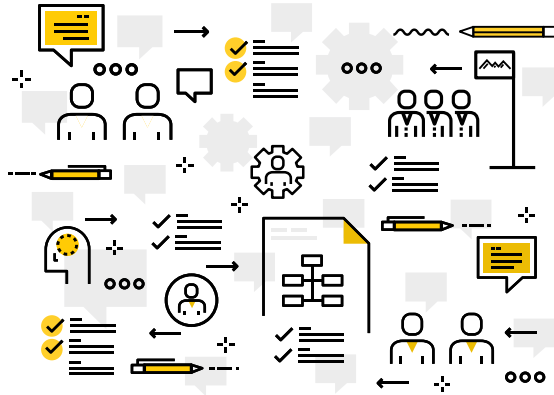
# CALLING ALL NEIGHBOURS!

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)



## COUNCIL MEETINGS

[www.canmore.ca](http://www.canmore.ca) | [chyde@canmore.ca](mailto:chyde@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

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- Parks
- Parking
- RCMP (Police)
- School
- Washrooms
- Hike Trails
- Trans Canada Trail
- Rail Tracks

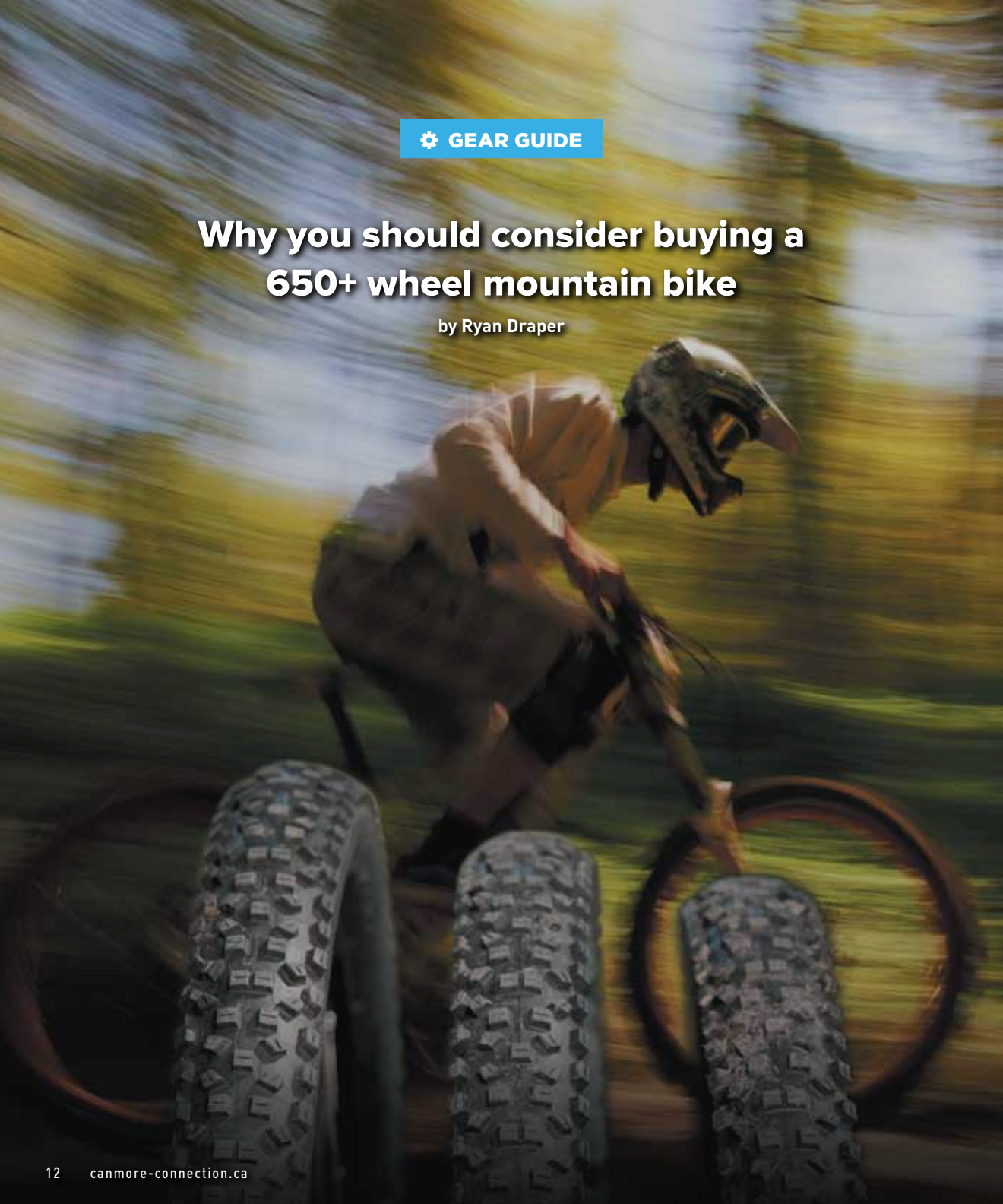
- Centennial Park
- Millenium Park
- Riverside Park
- Winter Skating Pond
- Lions Park
- Recreation Centre
- Elk Run Park
- NWMP Barracks
- Public Library and Art Gallery
- To Grassi Lakes & Kananaskis
- Senior's Centre
- Alpine Club of Canada
- Civic Centre, Museum, FCSS

## TOWN OF CANMORE



# Why you should consider buying a 650+ wheel mountain bike

by Ryan Draper



The mountain bike industry has been known for its cutting edge innovations and shared technologies with motorsport companies, NASA, the U.S. military, Boeing, and even formula 1. With innovation comes rapid change to existing products and how we define them. The mountain bike industry has seen many changes over the years but none of the changes have been as dramatic or as challenging as the wheel diameter and rim width offerings.

Being in the bike industry has helped some understand the changes and reason, but to the average consumer the choices and reasons smells a little fishy.

Do we really need more then one wheel size or rim size in the industry? If so, why? So here is a quick lay of the land in bike wheel sizes for those who are looking to play catch up.

Each of the wheel and rim combinations changes the way a bike will feel and ride. Each has a very specific ride quality and application as well as rider preference. There is no right or wrong wheel size in the mountain bike industry but there are a few philosophies around rider heights, ability, expectations, and riding destination that make the right wheel choice easier.

The best way to figure out your wheel size of choice is to visit your local bike shop and have an

educational conversation with one of the knowledgeable sales staff.

By asking a few simple questions and getting your answers a wheel size or two will emerge as front-runners and a test ride or further questions maybe needed to pin it down.

Obviously wheel size is only one variable when choosing a new bike, we have suspension designs, category of mountain bike, part level, unisex or woman's, and of course price point.

For simplicity sake, we are going to focus in on a specific wheel size that I feel has the most versatility for all types of riders.

Bikes that fall into the 650+ category are by far some of the most versatile bikes on the market. Why is that? Well with the ability to swap between 29" and 650+ wheel and tire combinations, a rider can harness a vast number of mountain bike categories while owning 1 bike and 2 wheel sets.

Most 650+ bikes on the market come with a modest amount of suspension travel 4-5 inches front and rear. They also tend to have more of a trail-riding type geometry, which makes them excellent at both going up and down.

Couple the travel and angles with a wider 2.8" tire and you have a bike that instantly offers you more comfort, stability, safety and confidence.

## Mountain bike wheel sizes explained

26"	Old School MTB Wheel size of new category of kid's bikes bridging gap to 650.
26" Plus	Very new / All mountain style riding with higher volume
26" Fat	Fat bike wheel size on most fat bikes use 4-5" tires very high volume
27.5"	MTB smaller adult wheel narrower rim 2"-2.5" tire compatibility
27.5" Plus	MTB middle wheel size wider rim 2.8-3.25" tires higher volume
27.5" Fat	Fat bike wheel adopted by a few bike companies narrower rim than 26" fat
3" - 4"	Tire compatibility lower volume than 26" Fat
29"	MTB taller wheel size narrower rim accommodates 2"-2.5" tires low volume
29" Plus	Tallest MTB wheel and tire combination with tire width 2.8"-3.25"

## Time to get off the couch, my furry friend!

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



Cats have become increasingly popular as pets over the past few years, as they require less time commitment than having a dog. There are many cats available for adoption at local SPCA's and rescue organizations, from kittens to senior cats, so it is easy to find one that fits your family. Some rescue cats have spent their early life outdoors, but they can be converted to indoor cats.

People often feel guilty keeping their cat indoors, especially if they meow at the door, singing the indoor kitty blues! The problem is that outdoor cats are at an increased risk of injury or death from wildlife encounters, such as coyotes. They also can be hit by a vehicle, fight with other cats, pick up diseases from other cats, and get parasites from the critters they hunt.

If we want to keep our pet cat safe, keeping it indoors is a much better option. Indoor cats just need a little help to prevent boredom, weight gain, and behavioral problems.

The number one rule with cats is to feed the cat, not the bowl! Most cats will eat whatever is available to them and ask for more when the bowl is empty. In no time your slim cat is having a little trouble getting around the house and spending more and more time lazing on the couch. Being an overweight cat puts them at increased risk of

diabetes, arthritis, ligament injuries, and heart disease. If you follow feeding guidelines and speak with your veterinarian, overfeeding is easy to prevent.

If your cat seems to enjoy being outside, building a fenced cat run, screened porch area or walking it on a harness is a great way to give it exercise. Having a tall cat post, or as they are commonly called a kitty condo, is fun for cats. In my home, this tall perch gives my cat his own sunny spot to look out the window. It also provides a suitable scratching post instead of the leather couch! If the space in your home doesn't allow for a tall perch, there are smaller window perch options. Scratching posts also come in all shapes and sizes.

Cats will also enjoy playing games on iPads and other tablets. There are some great fish catching games, and even wildlife TV with birds. Hunters by design, indoor cats need an outlet for this instinct. Toys will perk up the laziest of kitties. There are furry mice, chirping bird toys, laser pointers (don't aim at their eyes), crinkle balls, and feather teasers, to name a few. A crumpled paper ball may be your cats' favourite toy, and many cats love a good game of fetch. You need to find out what kind of toys your cat likes. Contrary to popular belief, not all cats are the same. They have

incredibly unique personalities. A second cat in the home will not only double your entertainment, they can become playmates and burn calories racing throughout the house.

Another fun way to entertain your cat is to try a puzzle feeder. There are many of these available from treat balls to the 'NoBowl' system, where multiple furry mice containing the daily food ration are hidden throughout the home. This is a great system as long as there are no dogs in the home.

You can also divide the daily ration among multiple bowls and have them throughout the home. This will make your cat move a little more and is a great option for the overweight and senior cat. Just remember, feed the cat and not the bowls!

Cats do like to nibble on grass and catnip. You can grow this in your own home. There are starter kits available that make it easy, but too much cat grass or catnip and your cat will have a not so happy tummy.

Talk to your Veterinarian about what your indoor cat's ideal weight should be and discuss any concerns that you may have noticed in your cat's behavior.

Remember to have your indoor cat tattooed or microchipped. If they ever do sneak out, you want to give them every chance of finding their way back home.

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 **BUSINESS OF THE MONTH**

## STARLIGHT LIGHTING

📍 Unit 113, 829 - 10 St 📞 403-678-3319

🌐 [starlightlighting.ca](http://starlightlighting.ca)

Established in 1996, Starlight Lighting provides light bulbs, dimming controls, lighting fixtures, fans, furniture, home decor products, and lighting design services to residents and businesses in the Bow Valley.

In June 2016, Starlight was acquired by Andrew Apedoe who has many goals for the business. "My vision for Starlight is that we are first and foremost a lighting design resource to home owners, business owners, and our partners in the building, renovation, electrical contracting, and interior design community.

We achieve this by providing the most knowledgeable personnel regarding design and products, industry leading manufacturers to make selections from, and a commitment to exceptional customer service and post-sales support.

To that end, we have enhanced our residential and commercial project design capabilities by adding a Lighting Certified (LC) Professional and an experienced lighting auditor for LED lighting retrofit projects.

Starlight is an authorized retailer providing instant savings ranging from \$3 to \$15 dollars on qualified energy star LED purchases made by residential customers from April 28 - June 11, 2017 as part of the Energy Efficiency Alberta campaign.

Additionally, we have invested in American Lighting Association training for our staff.

To facilitate more product options, we have continued to expand our brands with new additions such as Capital, David Trubridge, Elegant, Maxim and WAC. Most importantly, we are implementing new processes to enhance the customer service experience. Exceeding customer expectations is Starlight's mission and our efforts to improve will never cease."

Whether you are a retailer, art gallery, restaurant, car dealership, property manager, or homeowner looking for a full lighting makeover, a single fixture, or a light bulb, we offer the specialized selection and knowledge to meet the needs of both the budget conscious and the discerning buyer.

There is a perception that purchasing from a lighting showroom is more expensive than the big box retailers, while the truth is that Starlight offers a quality, specialization, and customer service difference that is incomparable.

Our professionally trained Lighting Associates and LC Professional are the best people to help you make these important lighting decisions. Starlight's team are the Trusted Lighting Experts in the Bow Valley.

Starlight recognizes that giving back to the community is important. In the past year,



*" Exceeding customer expectations is Starlight's mission and our efforts to improve will never cease. "*

Starlight has donated products to Habitat for Humanity, supported both the YWCA's Walk a Mile in Her Shoes Campaign, and The Rotary Club of Canmore Spirits of Christmas gala, and is supporting a participant in the 2017 Ride to Conquer Cancer.

Employees have also volunteered their time to assist with the Bow Valley Syrian Refugee Project and the local Cycling Without Age initiative. Starlight will continue to support local charities in the future.

Starlight's showroom, located at 113, 829 - 10 Street in Canmore, is open Monday to Friday from 8am to 5pm, Saturdays from 10am to 4pm and closed Sundays and statutory holidays. Lighting selections are also available online at [www.starlightlighting.ca](http://www.starlightlighting.ca).

Starlight offers a product selection which matches if not exceeds those of our city-based competitors, while providing a local, intimate, and personalized shopping experience.

We would like to thank the community and our customers for their continued support.



**STARLIGHT LIGHTING**

# The Lighting Experts

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info@starlightlighting.ca

## 5 Safe and Effective Core Exercises for New Moms

by Taryn Laskey



With a new little one in the home, it brings on a new and exciting time! Whether it is the first, second, third, or fourth child. With this excitement, it can also bring on exhaustion and sleep deprivation, so the last thing on a new mother's mind may be to start exercising.

However, research has shown that starting exercise soon after birth is good for a mother's overall health and well-being. It has also been shown to help reduce postpartum depression.

Benefits of exercise for new moms include increased energy, reduced stress levels, better overall mood, improved cardio, and restoring muscle strength that was lost during pregnancy and birth.

Of course, always consult a doctor or healthcare provider before starting a new exercise program.

During pregnancy, the abdominal muscles and pelvic floor get stretched and weakened. Along with a weakened core, pregnancy and child birth can bring on structural changes in the pelvis and loosened joints and ligaments. Pregnancy hormones can stay in the body for months after childbirth, especially while breastfeeding. This means that injury can be increased in the new mother. Before jumping back into a full exercise program, the body needs to recover and the core muscles need to be strengthened.

The core is the foundation of every movement in the body. A weak core can lead to back pain, incontinence, or poor posture.

Here are 5 safe and effective exercise for the core:

### 1. Pelvic Tilts:

- Lie on your back with the knees bent and both feet on the floor. To start, keep your spine in neutral position, maintaining the natural curve in your spine.
  - As you exhale, gently rock your hips as you flatten your low back to the floor. Hold for a few seconds.
  - Inhale and return to your neutral position.
- Repeat 1-15 times

### 2. Belly Breathing:

- Start from your hands and knees.
- As you inhale through your nose, allow your belly to fill with air. Completely relaxing the tummy muscles.
- As you exhale, move your belly button up towards your spine. It may help to Imagine that your belly button is an elevator moving up the elevator shaft to floors one, two, three, four, and five.
- Pause for a second at each "floor."
- Inhale through your nose again and imagine the elevator moving back down to the ground floor (your belly button).
- Pause for a moment at the end of each inhale and exhale. Repeat 5-10 times

### 3. Heel Slides

- Lie on your back with the knees bent and both feet on the floor. Lift your toes up so that your feet are flexed.
- Inhale through your nose, and allow your belly to fill up with air.
- Exhale and engage your deep abdominal muscles. Then slowly slide your heel along the mat until your leg is straight. The slower this exercise is, the better.
- Slide your heel back in to starting position. Alternated legs. Repeat for 8-10 times

### 4. Heel Tap:

- Lie on your back with the knees bent and both feet on the floor. To start, keep your spine in neutral position. Raise both legs to a 90-degree angle.
- Engage your core and very slowly lower one heel down to touch the floor, while exhaling. Making sure your lower back does not pop up.
- Inhale and bring your leg back up to meet the other leg, and repeat on the other side. Repeat 5-10 times on each side

### 5. Bird Dog:

- Starting from your hands and knees. With your core engaged and belly button to your spine, slowly lift and extend your left arm and right leg; hold, then lower
- Repeat on the opposite side, lifting right arm and left leg. Repeat 5-10 times on each side.

FYI - Great News Publishing Chooses to Forge Ahead During All Economic Downturns.

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PHOTO ARTISTRY  
PHOTOGRAPHY BY STEVE BAYLIN

WWW.STEVEBAYLIN.COM



 RECREATION

# Canmore's Mountain Bike scene is well, complex

by Ryan Draper - Photo Credit Ric Rowan



Canmore's past as a coal mining town was the perfect launch pad for it to become a world-class mountain bike destination.

Who knew that old roads and path used to transport coal to the CP rail line would reemerge decades later as arteries to some of the best single-track rides around.

Canmore is grouped in with some of the top mountain bike destinations in the world like Moab, Fruita, Whistler, as well as Sedona, and for good reason.

For years, it wasn't the easiest journey for trail users in Canmore, with complex boundaries that litter the valley floor for wildlife migration, massive developments, and multiple park boundaries. Not to mention no real trail governing body, and, of course, diverse user group conflicts.

Luckily, Canmore has made some very big progress in the past few years and has, what seems to be, a very good understanding and strategy for the future. Organizations like

Friends of Kananaskis, CAMBA, and CTA are all working closely together with the common goal of making sure we have a bright future when it comes to trails in Canmore.

Despite the complexity, Canmore boasts some of the most diverse trails you can find. With blue, green, and black trails for mountain biking on all sides of the valley, paved and dirt pathways for those learning the ropes, and long full-day epic adventures to Banff or into the back country, this little mountain town has something for riders of all ability and views that make it world-class, even on a bad day.

With three locally owned and operated bike shops, three bike rental outlets, lots of accommodations, amazing coffee shops, and two craft breweries, Canmore is embracing the full meal deal when it comes to bike culture.

Canmore hosts major mountain bike events, like Canada Cups, Provincials Championships, 24 Hours of Adrenalin, Rundle's Revenge, a multitude of Grizzly Events, and this year, »



*"Who knew that old roads and path used to transport coal to the CP rail line would reemerge decades later as arteries to some of the best single-track rides around."*

for the first time, Canmore will be home to a three day mountain bike festival.

The Plaid Goat Festival is set to run from June 23-25 and bring in huge industry brands to celebrate mountain biking in Canmore.

Thanks to technology, Canmore's trails are no longer tough to find; using an app like Trail-forks is the modern-day guidebook that can keep you

on track. This free resource works in all major places that you may travel to ride in and it works great for trail runners, as well.

Weather you're looking to have a basic, fun family bike ride and picnic, or hit the single-track hard, you're in good hands in this little mountain town.

Hope to see you out on the trails.



MP for Banff-Airdrie  
**Blake Richards**  
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 Airdrie, AB T4B 2R3  
 403-948-5103  
 blake.richards@parl.gc.ca

Banff-Airdrie

A couple of things are always certain around the middle of March: spring is finally on its way after a long, cold winter; and governments outline their fiscal plans for the year with the introduction of their annual budgets. The federal government introduced their budget on March 22 and were met with disappointment from Canadians who wanted to see reduced deficits and lower taxes.

At a time when it is becoming increasingly difficult for more and more people to make ends meet, I was hoping to see a budget that offered lower taxes and a job creation plan to help get people back to work. Unfortunately, this budget did not deliver on either front.

Instead of cutting taxes, Budget 2017 contained several tax increases. Taxes are being raised on: public transit users, Uber and ride sharing, beer and wine, donated medicines, child care, small business owners, and tourism. It also confirmed that the federal deficit is growing to \$28.5 billion in 2017/2018 with no plan to return to balanced budgets.

I am disappointed that the federal government is continuing to raise taxes with no plan to improve our economic situation. Please know that I will continue to stand up for hard-working Canadians and advocate for policies that will create jobs.

Now, that you've heard my thoughts on this year's Budget, I would like to hear what you have to say about it. Please send your answers to these questions, plus any other thoughts you have on the budget, to me at [blake@blakerichards.ca](mailto:blake@blakerichards.ca). I appreciate your feedback as it helps me to best represent our constituency in Parliament.

Thank-you.  
 Blake Richards  
 Member of Parliament

**1. The government cut over \$8 billion which had been set aside for military equipment. Do you think the government should provide more support for our troops?**

**2. What are your thoughts on the current levels of taxation?**

- a. About right
- b. Too high
- c. There is room for further tax increases
- d. Other \_\_\_\_\_

**3. The deficit for this year has grown to \$28.5 billion. Would you prefer a balanced budget?**

**4. What do you like best about the 2017 Budget?**

- a. Investment in skills training
- b. Canada Caregiver Credit
- c. Measures to prevent tax evasion
- d. Nothing
- e. Other \_\_\_\_\_



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THE INDOOR GARDENER

# Peace Lily

(Spathiphyllum wallisii)

by Cindy DeJager



Peace Lilies are native to the South American rain forests where they grow on the forest floor. The soil is rich in peat moss and humus, providing the plant with decayed organic material, bark, and aeration for the roots.

The rain forests are warm and humid, and being on the forest floor under the cover of the tall trees provides shade from the hot sun; this is the perfect growing environment for Spathiphyllum.

So, what is the perfect growing environment for a Peace Lily in your home?

Simulate the natural environment of the forest floor where the sunlight is indirect and dappled; a north or western exposure is the best. Keep your lily about 6 - 8 feet away from the window; this allows for consistent light levels; maintain temperatures 65 - 80 degrees Fahrenheit and avoid cold drafts. Misting your lily often provides humidity and keeps the leaves clean and glossy allowing for better photosynthesis. Rich potting soil with humus or peat moss, such as an orchid type of soil will allow for drainage and the necessary aeration for the roots. Avoid potting mixtures that contain soil as they will be too heavy and may contain fungus or pests, and may also contain fertilizer, which the Peace Lily needs very little of.

Even when we provide all the necessary requirements for our lily, we may still see some symptoms of problems. The most common symptom is brown leaf tips. This could indicate that your Peace Lily has too much light or too much fertilizer.

A droopy Peace Lily is wilted, usually from a lack of water, but will recover quite quickly. Be sure to water your lily until the excess water runs out the bottom of the pot. A Peace Lily that droops often (more than once a week) may mean that it needs to be re-potted.

FEATURE



## SUPPORTING CHILDREN WITH SPECIAL NEEDS Today and Tomorrow

by Suzanne Smith-Demers - Consultant

Parents of children with special needs know that these additional needs can be very expensive.

You love your children and would do anything for them, but how can you cope with all the financial and emotional stresses now and in a future when you may not be around? Here is some information that can help.

**Disability financial assistance** is available from a number of government sources. Here are some:

- Disability Tax Credit can be transferred to a parent when a qualifying child cannot utilize the full amount.
- Medical Expense Credit can provide some further tax relief.
- Provincial Assistive Devices Programs provide assistance for both basic & personalized assistive devices.
- Provincial Home and Vehicle Modification Programs provide basic home/vehicle modifications for disabled children and adults.
- GST exemptions or rebates are available for some products & services used by persons with disabilities.

• Provincial social assistance programs with an income support component, such as the Assured Income for the Severely Handicapped (AISH), may be available to your child.

**Plan for the future** when you may no longer be there to help:

• A Registered Disability Savings Plan (RDSP) is similar to an RRSP in that it is intended to help save for long-term financial security, though specifically for beneficiaries who are eligible for the Disability Tax Credit.

The federal government provides matching contributions in the form of Grants and additional contributions in the form of Bonds for certain families; up to \$90,000, in addition to your regular savings, is available for each RDSP.

• Set up a trust either during your lifetime or through your will, or purchase an insurance policy that pays into a trust. Certain trusts can be structured so that your child is not disqualified from income or asset tested benefits.



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# No Strategy! No Good!

by CARMELLA

*Aren't sure what to say, how to say it, who to say it to, or when to say it? Without a clear marketing/content plan, your business may find itself left in your competitors' dust.*

Each and every time you engage in a conversation about your business, you are marketing. Any conversation about your industry is an opportunity for promotion. Every promotion has the potential to lead to a sale.

A marketing/content strategy not only helps you focus. It will help you identify who you are speaking to and how to speak all their unique language. As the digital world continues to transform at high speeds, the key is to do the work to stay ahead of the curve.

## YOU HAVE A WEBSITE!

Great start! Whether your business is big or small, a website is a must. You may know your audience and exactly what they want, but if they can't find you, you will literally and figuratively be lost.

Having a well laid out, visually appealing website does more than just make your business look good. Websites are cost effective, convenient, and add an element of basic credibility that goes a long way. On top of all that, they are the starting point for the implementation of your marketing plan and - with proper curation and promotion - sales! Are you sure your brand is being properly represented on the worldwide web? Is there room for improvement? A marketing/content plan can help.

## YOU'VE CREATED A SOCIAL MEDIA PRESENCE!

Fantastic! We're always thrilled to see that a company has done their due diligence and created accounts to tweet, gram, pin, and snap.

It's all well and good to sign up for social media across the board and begin posting as your business and even making sure to share some 3rd party content. Are you sure you know how what you're saying and sharing is being heard?

While we may not all be the President of the United States, your brand's online voice, matters! So, don't leave it to chance!

A marketing/content strategy acts as a map, a blueprint; it's your north star! A professional will help you identify your audience and build out the personas. They will develop your individualized delivery methods across all platforms (yes, they are all different). They will even take it that much further and break the plan down to isolate earned, owned, and paid strategies for every member of your target audience.

## YOU HAVE A FACEBOOK BUSINESS PAGE!

Perhaps you've had conversations where, "Facebook is dead!" is overheard; while there will always be naysayers, we entirely disagree! As of March 2017, Facebook has 1.86 million monthly active users ... need we say more?

A Facebook page harnesses the power of increased exposure to many potential customers and can even get you more leads. It is an effective way to lower marketing expenses while still being able to reach your target audience; it builds brand loyalty and will drive web traffic.

Much like the individual social media accounts, having a clear direction and voice will take your business the extra mile. Additionally, the level of engagement must be consistent and many business owners do not have an outline in mind that could help them manage all the platforms (including the FB page) effectively and efficiently.

Did you know: 60% of marketers create at least one piece of content each day. That alone demonstrates the value of content marketing to your audience!

Ultimately, the more ways people can find and interact with you, the better. However, when what they find is exactly what they are looking for (thanks to a well thought-out and implemented marketing/content plan) that's the best!

*Now - go get social!*

*-The Carmella Crew*



MLA for Banff-Cochrane  
**Cameron Westhead**

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Banff-Cochrane

There has been much community interest in the designation of the wildlife corridor in the Smith Creek area of the Three Sisters Mountain Village lands. I've been following this issue personally, since I know how important it is to the functionality of the existing corridor and underpasses, and the strong environmental ethic of residents. I'd like to outline the steps taken to ensure your thoughts were heard.

The Alberta Government and I are committed to openness and transparency in consideration of TSMV's application, the science, and public input. In the past, corridor decisions were made without a transparent public process, but we will take the necessary steps to get this right. To help inform the decision-making process, it was critical that we heard from Albertans. That's why Environment and Parks staff attended recent open houses, and invited feedback from the public.

The application from TSMW was received January 26, reviewed for completeness, then posted on the AEP website for public comment, which was accepted until April 20. Comments are anonymized and then posted online during the process. A draft decision could be released in late April at the earliest, with another opportunity for you to provide feedback when that occurs.

Regarding the open house held by TSMV in March, Alberta Environment and Parks officials including the statutory decision maker were present to hear directly from residents.

The Alberta Government encouraged TSMV to hold these open houses to provide as much opportunity as possible for the public to share their thoughts regarding TSMV's application. Feedback

from the event will go into a report which will be given to the government, and then posted online. TSMV will produce a word for word report of this feedback and provide responses.

In reviewing the corridor designation application, science is key to this decision. A senior wildlife biologist from the Ministry of Environment and Parks analyzes the reports and studies. Other factors that inform the decision are scientific literature, "grey" literature (literature published by stakeholders), and feedback provided by the public and ENGOS. Scientists also look at the bigger context, such as how wide and long other corridors in the Bow Valley are, as well as other cases in North America.

The opportunities over the past several months I've had to personally meet with residents and stakeholders about this important decision, as well as the written feedback I've received from you has been extremely valuable. I met with the statutory decision maker and Minister of Environment and Parks, Shannon Phillips, to convey the feedback you gave me. I am assured that they also understand the importance of this decision, and that your input will be taken into consideration.

I'd like to thank the community for your strong interest and participation in this process. We all benefit when residents are engaged in a productive and respectful conversation such as this. I encourage you to continue to stay involved. I highly value your feedback and appreciate hearing your thoughts and priorities.

Sincerely,  
Cam Westhead  
MLA for Banff-Cochrane

 GALLERY

## CALLING LOCAL PHOTOGRAPHERS

Submit your photos for a chance to be published in the next edition of the Canmore Connection

Submit your best photos via email to [canmore@great-news.ca](mailto:canmore@great-news.ca)

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## LOCAL CONTENT

Are you a local writer or blogger?

Want to submit articles or photos for the Canmore Connection?

Are you passionate about the amazing activities available in the mountains and want to share them with others?

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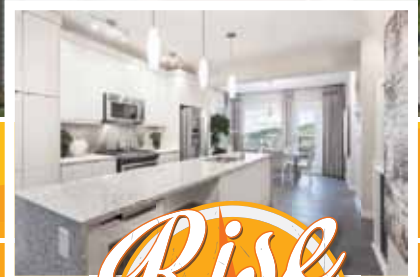
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