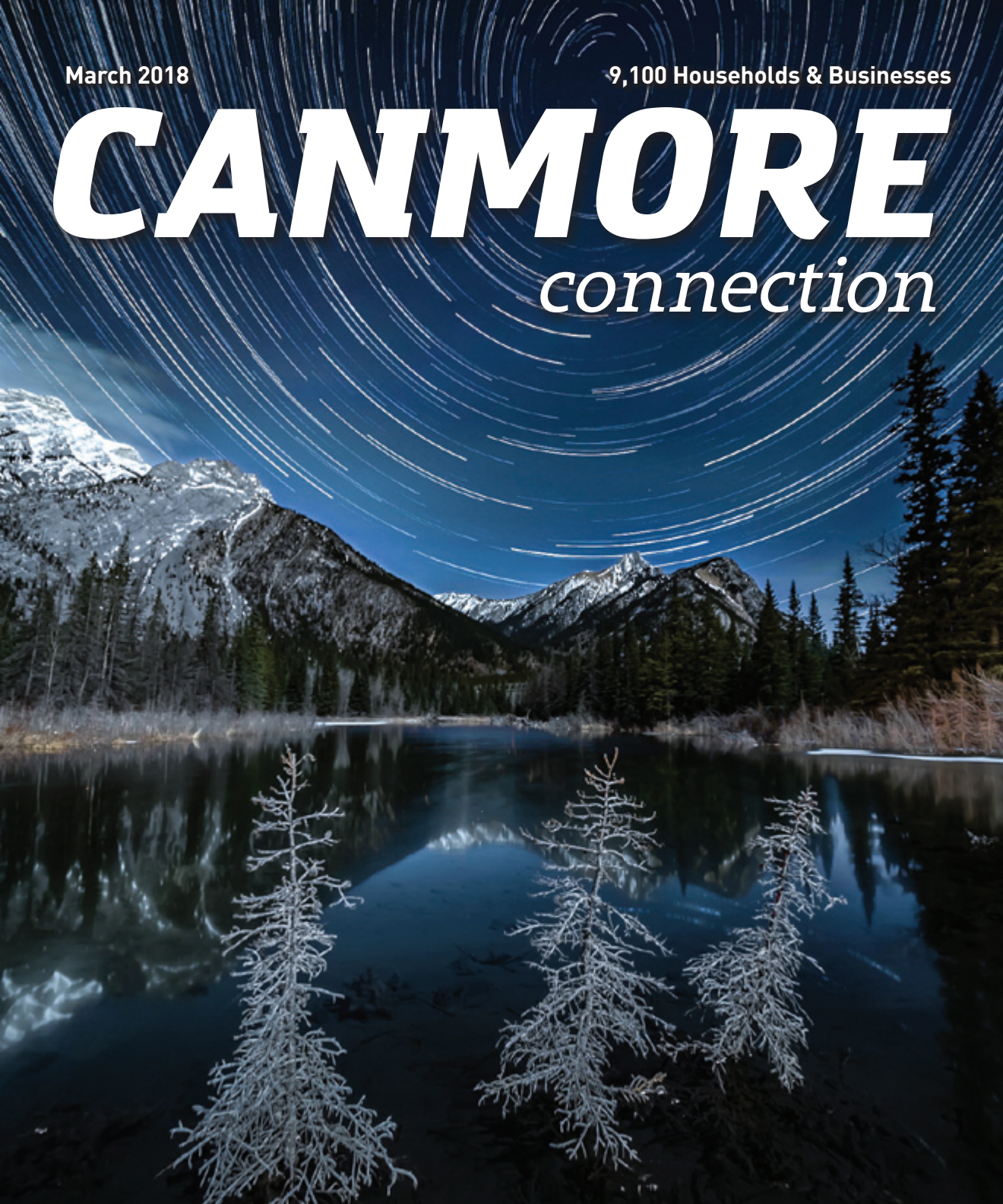


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**COUNCIL MEETINGS**

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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 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

**March 2018**



**On the Cover**

Moonlight Madness  
Photo by Sean Freiberg



**CONTENTS**

- 5 AT A GLANCE**  
Community Events
- 7 TOWN OF CANMORE**  
Arts + Events
- 9 WELLNESS**  
The True Power of Home  
by Nora Bouz Adv. Dip. HID, BA, CPM
- 10 SOCIAL MEDIA**  
Social Media Best Practices for Business  
by CARMELLA
- 13 ASK CHARLES**  
Real Estate Council Of Alberta
- 14 RECREATION**  
Wake Up Your Senses With Some Winter Camping  
by Ryan Draper
- 16 PET TALK**  
Can We Be Friends?  
by Dr. Karen MacMillan
- 18 GARDENING**  
Vertical Gardening  
by Barbara Shorrock
- 19 MLA CAMERON WESTHEAD**  
MLA for Banff-Cochrane
- 20 WELLNESS**  
Is Technology Becoming a Pain In Your Child's Neck?  
by Dr. Angela Pucci, Chiropractor
- 21 MP BLAKE RICHARDS**  
MP for Banff-Airdrie
- 22 GALLERY**





## PHOTO ARTISTRY

PHOTOGRAPHY BY STEVE BAYLIN

[WWW.STEVEBAYLIN.COM](http://WWW.STEVEBAYLIN.COM)

## 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@canmore-connection.ca](mailto:sales@canmore-connection.ca)

### Editorial Submissions

[canmore@canmore-connection.ca](mailto:canmore@canmore-connection.ca)

### Direct requests for copies to:

Phone: 403-263-3044

Email: [canmore@canmore-connection.ca](mailto:canmore@canmore-connection.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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 AT A GLANCE

## Community Events

### CYAN Board Games Night

1<sup>st</sup> Wednesdays of the month @ Good Earth Coffeehouse

Back by popular demand, your Canmore Young Adult Network is hosting another games night! In fact, we'll be hosting a games night on the first Wednesday of every month so mark your calendars. Whether you come with friends, or come alone to make them, all young adults are welcomed at our event.

### Visions «DOORS» Artistic Quilt Show

March 3-20 @ CAG Gallery Elevation Place

An exhibition of original quilts created by the Mountain Cabin Quilters Guild. Free admission. 11am-5pm daily. Opening reception with refreshments Friday 7-9pm March 2, 2018.

### Ultimate Race

March 24, 2018

Love a challenge? Well this is the event for you! The Ultimate Race is coming to Canmore, so find a partner and get ready to compete against other teams by solving clues to reach your next challenge location and then compete in mental/physical challenges. Visit website for additional info: [www.ultimateevents.ca](http://www.ultimateevents.ca).

### One Act Play Festival

February 28 to March 4 @ Miners' Union Hall

Pine Tree Players present a festival of four one act plays. For more info please visit [pinetreeplayers.com](http://pinetreeplayers.com)

### Adult Lego Night

March 24, 7-9 pm @ Mountain Mercato

Beer, wine, and 2 whole hours to build your dream mountain town using the Lego in our teaching collection in Mountain Mercato's cozy cafe! Tickets cost \$5 each and will be available for purchase at Mountain Mercato and the Canmore Museum from February 24th onwards.



### Spring Rock Hunt

March 31, 10 am - 1 pm @ North-West Mounted Police

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Our Lady of The Snows	403-609-3699
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CHURCHES	
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Ralph Connor Memorial United Church	403-678-5354
St. Michael's Anglican Church	403-678-5191
Trinity Bible Church	403-678-5063

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mayor@canmore.ca



MLA for Banff-Cochrane  
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banff.cochrane@assembly.ab.ca



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

## ARTS AND EVENTS

www.canmore.ca

### ARTS

#### First Thursdays Speaker Series

March 1, 7:00 – 9:00 pm at artsPlace  
Pecha Kucha: “Childhood”

#### Amy Herr

April 5 at Canmore Museum  
Finding Our Way Through History: Street Signs and  
Canmore's Past

### THREE SISTERS GALLERY

2nd floor, Elevation Place

#### Alberta Craft Council: Beyond The Bow

March 1 – April 10

#### Alberta Foundation for the Arts Travelling Exhibit program (Trex): Flying Colours by Robert Chelmick

April 11 – May 9



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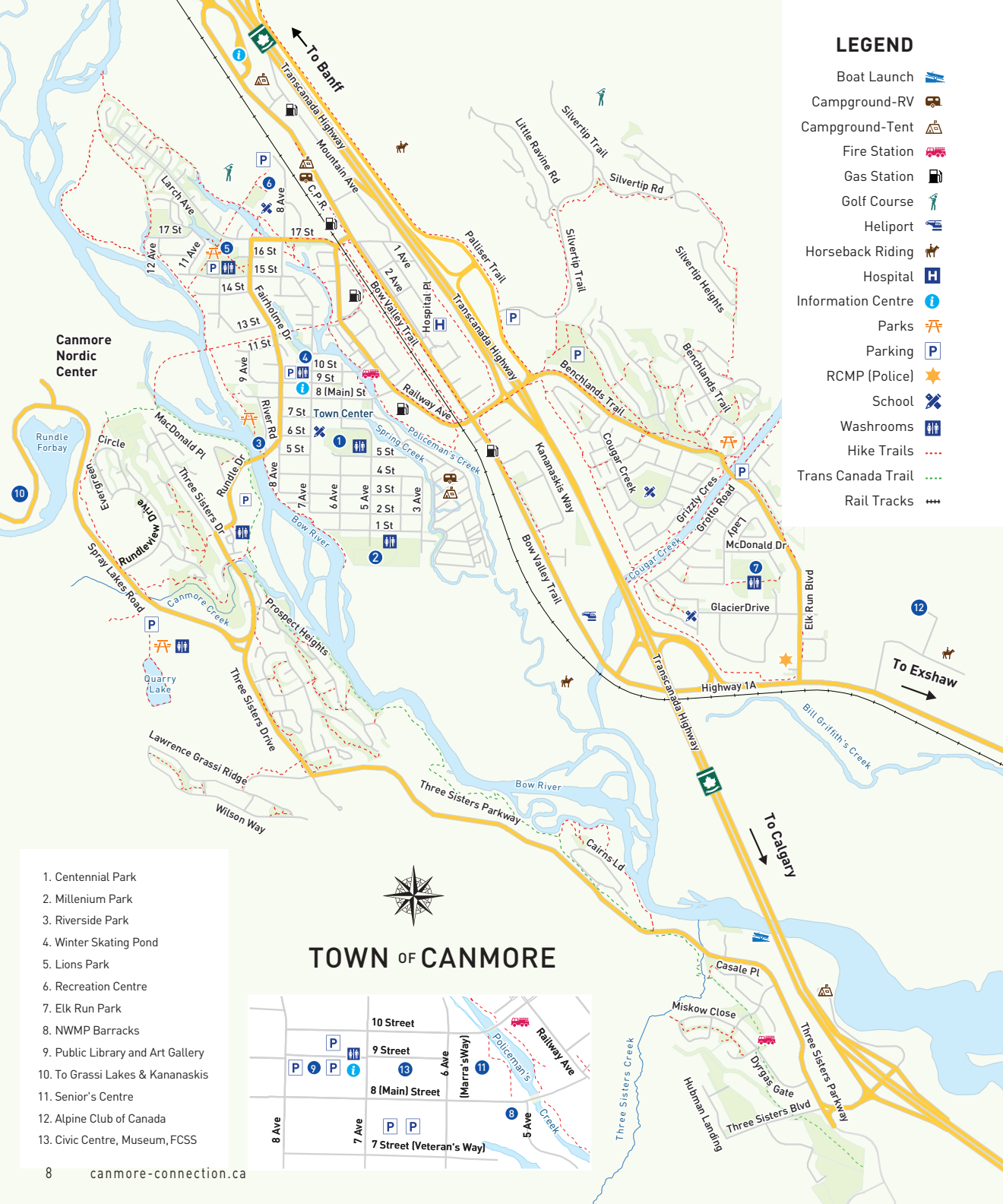
## MARKET REPORT





















## REAL ESTATE UPDATE

	Properties Sold	Properties Listed	Avg Sold Price	Avg Listed Price
Jan 18	27	29	\$611,650	\$755,110
Dec 17	38	19	\$822,898	\$852,707
Nov 17	33	24	\$740,360	\$776,782
Oct 17	52	38	\$756,724	\$724,946
Sep 17	32	57	\$744,553	\$771,416
Aug 17	74	67	\$675,057	\$675,203
Jul 17	38	62	\$666,974	\$683,746
Jun 17	54	68	\$697,388	\$723,947
May 17	43	71	\$610,111	\$619,429
Apr 17	28	51	\$609,972	\$641,111
Mar 17	41	94	\$538,887	\$546,652
Feb 17	27	48	\$598,955	\$611,256

To view more information on the above  
MLS averages please visit  
[www.canmore-connection.ca/community](http://www.canmore-connection.ca/community)



**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**

**WELLNESS**

# The True Power of Home

By Nora Bouz Adv. Dip. HID, BA, CPM

How does your home make you feel? Does it lift your spirit and calm your mind? Does it soothe your soul and make your heart sing?

Our home should be an authentically beautiful place that reflects who we truly are, tell our story and nurture our body, mind and soul. When it comes to beauty, our true and individual taste is undeniably influenced by who we are, our subjective experiences, strong memories, and our geographic and cultural backgrounds. In most cases, these biases and nuances are unconscious. When design aligns our homes with who we are and our true sense of beauty, beyond the trend, our homes become emotionally healthy environments that elevate the state of our wellbeing.

Here is how you can start to transform your home into a healthy place for you and your family:

**Physical Health**

- Make sure you and your family are breathing clean, fresh air. Invest in a good air cleaning system and humidifier, and maintain them regularly
- Off-gases from finishing products, furniture, carpets, etc. might pollute the air you're breathing. Use natural products that are VOC and chemical free.
- Maximize the use of spaces that receive natural light, and use light fixtures that provide a source of lighting relevant to the function.
- Eliminate any unpleasant sounds, whether the humming of a light bulb, a fridge, or any other equipment.

**Emotional Health**

Our longing for authenticity and self-expression is rooted in our humanity. We cannot be emotionally healthy if we don't express ourselves, and our home is the place to start. More than ever, we are influenced by everything around us: the media, trends, social environment, etc. Only when we stop listening to the outside world and start listening inward, can we rediscover what truly is beautiful and meaningful to us.

**Meeting Our Needs**

How many people look into creating a space in their home that increases creativity or strengthens their intimate romantic lives? These functions might be more important than having plenty of storage or dedicated dining room.

Today, we have unlimited access to experts, knowledge and technology; we can use, colour, space planning, materials, forms, textures, patterns, art, gadgets, etc. to create a space to support the functions we need.

With 12% of Canadians suffering from anxiety and 20% will experience a mental illness during their lifetime, not mentioning the increase of physical illness due to lifestyle, it is now the time to act by transforming your home into an authentic place that promotes and maintains all aspects of your wellbeing.



# Social Media Best Practices for Business

by Carmella Crew



## WHAT'S WORTH YOUR TIME?

In the busy day of a small business owner, how much time should you devote to social media? You probably think you're currently spending too much time and are dreading the idea of putting even more effort into getting the results you want. But the old saying of "work smarter, not harder" fits perfectly to social media in 2018. There is a plethora of options for getting more out of your time spent. The following suggestions are must-do social media best practices for businesses who are already active on social media but want to be more efficient and effective.

## GOOGLE MY BUSINESS

*Social and SEO (search engine optimization)*

In the past, a priority was to setup a Google+ page, but this has changed, it's now more important to setup a Google My Business page. This is Google's new 'dashboard' for managing your Google properties. In addition to providing the information for your local search listing (replacing Google Places), the Google My Business page connects you to your Google+ Page, Google Analytics, and Adwords Express.

There is a new feature that rolled out in 2017 and you can now post in Google My Business. Google introduces a handful of ways businesses can use posts, but there's plenty of room for more creativity:

- Announce new promotions or daily specials.
- Promote visibility of new and upcoming events.
- Highlight some of your newest products or best-sellers.
- Take reservations, attract signups for a newsletter, or sell a product directly.

Your posts could show up on Google search or Google Maps, depending on the nature of the query and the nature of the post. You can also add events. Event posts stay current until the event day has passed, while the other promotional posts will only last one week. The premise is this increased action on Google will help your search engine ranking. Don't forget to update your business hours, location or any other seasonal information.

## FACEBOOK BUSINESS MANAGER

*For all businesses*

Business Manager is a free Facebook platform that integrates Facebook marketing efforts across their business and with external partners. With Business Manager, you'll be able to run and track your ads, manage assets such as your Pages and ad accounts, and control who can help you manage your business, such as staff, agencies or marketing partners.

*Use Business Manager if:*

- Your business has a marketing team: You have more than 1 person working on your business marketing or more than 1 person managing your current Facebook or Instagram business presence.
- You manage assets: You manage multiple Facebook or Instagram assets such as Facebook Pages, ad accounts, or apps.
- You want to allow your staff access to posting on your Facebook Page without having to add them as friends on your personal account.
- You use a vendor: You work with vendors who help create, run, or manage your Pages or ads, but want your business to maintain ownership of all Pages, ad accounts, and assets.

- You need control over access and permissions: You want to maintain complete jurisdiction over your assets without attributing ownership to individuals who assist your business operations.

To set up Business Manager follow the instructions provided by Facebook Help Centre.

## EDITORIAL CALENDAR AND CONTENT BANK

*Who needs a plan? We all do!*

An editorial calendar is used by bloggers, publishers, businesses, and groups to control publication of content across different media, for example, newspaper, magazine, blog, email newsletters, and social media outlets. Get a four-month calendar (or use a digital one) and start plotting any important events, dates, promotions, holidays, campaigns, and seasonal activities where appropriate. Then start overlaying some of the items you might want to promote in the next months. Strategically, look at your events or promotions and how long in advance you need to promote them. You may need videos or images created for these promotions or campaigns. Keep track of those items and make a running to-do list for these items in your editorial calendar.

Next, build your content bank around your editorial calendar. A content bank is a bank of posts which contains all your messaging for social media. You will have several columns that include date, message, image/video, link, which platforms it should be posted on and any tagging information. We suggest building your content for 30 days at a time. There's no need to do this all yourself, have your staff help you out. By

having others help with content creation you can save yourself time, but still retain control of your social profiles.

By planning your editorial calendar and content bank in advance, you will have a better sense of what is coming up and hopefully the panic about social media subsides! This is particularly useful when combined with our next suggestion, scheduling.

## SCHEDULING

*Save time, stay on brand and drive sales*

This is the biggest time saver of all! If you don't have a social media plan and posts scheduled to roll out while your sipping a cappuccino on a Tuesday afternoon, you're missing out on engagement, time savings and placing a lot of undue stress on yourself.

Here's what happens if you don't schedule your posts:

Now is the perfect time to post, but you don't have anything prepared. You stop what you're doing and go into panic mode. You want to find the right piece of content, and fast. You might have an image, but aren't sure what to write, or maybe you've got the words but can't find a photo to match. Even worse you're totally stumped for ideas. You jump over to Twitter and check out the trending topics, or what influencers are posting about. 10-15 minutes later you decide on the perfect piece of content for your Facebook audience, and you post it. But, then you have to think of something for Instagram... sound familiar? We've all been there. It's that, "fire fire!!" feeling that comes from not preparing in advance that leads to negative feelings about social

*continued on next page...*

# Social Media continued...

media. You also lose the advantage of following a strategy or social media plan and as a result you don't consider your business goals.

Facebook allows you to schedule natively, so does Twitter if you sign up for an ad account (no charge but you need to enter credit card details). Instagram is more difficult with apps like Later and Planoly sending notifications to your phone at your pre-scheduled times. Other apps like Grum will do the posting for you, but you pay a premium for that luxury.

However, don't use scheduling as a reason to neglect your daily social media efforts. You should still be interacting with your followers, reaching out to new people and adding exciting updates as they happen. We suggest using scheduling to ensure consistent and on-brand posting, while giving you the freedom to have more fun with any other posts.

## ANALYTICS

*A must for all businesses*

Facebook and Instagram campaign management is becoming ever more complex for any businesses. Use Google Analytics and Statscounter in conjunction with the analytics tools available within each social media platform to determine what's working and what's not. As a general guide, any correctly setup small business Facebook campaign should be bringing 300-400 clients to your website for about \$100. More competitive markets, or certain times of the year will be less successful, however there is also the possibility of a campaign performing much better than this. If you're not seeing good results, then work harder on who your audience is and on tweaking your creative and messaging to suit the client you're after.



By studying analytics, you can determine who is interacting with your posts, clicking your links and coming to your website. Mostly importantly you can discover what their demographics, interests, and behaviors are. Studying these results allows for greater confidence in who to target in future campaigns and might even give some surprising results in who your online audience really are.

Most website analytics services, such as Google Analytics, will require editing the backend of your site. Depending on your expertise this may be best left to an expert. Incorrectly used code may break your site and won't give you any results. 📧



## Ask Charles

*I've been working with an agent, but she's going on holidays for 2 weeks. She's going to arrange for someone else at her brokerage to take care of my listing while she's gone. Do I have to sign a new contract with this person?*

To submit a question, email [askcharles@reca.ca](mailto:askcharles@reca.ca)

The short answer is no, but you may have to make changes to your existing contract depending on what type of brokerage you're working with: common law or designated agency.

In a common law brokerage, your service agreement (contract) is with the brokerage, which means that essentially, you're agreeing to work with any or all licensees at the brokerage. Because the agreement you signed is with the brokerage, any licensee from that brokerage can work with you under your existing agreement. The individual or individuals you have been working with are working with you on behalf of the brokerage.

In a designated agency brokerage, your service agreement is still with the brokerage, but only the individual (or individuals) named on the agreement are designated to work with you on behalf of the brokerage.

If this is the case, and the individual your real estate agent wants you to work with for a couple of weeks isn't specifically named on the agreement, the brokerage will have to designate, in writing, the other individual to work with you. You and the brokerage can amend your original agreement to include this new person as another designated agent for you.

Another option that is available when you're working with a designated agency brokerage is

that at the outset of your agreement, the brokerage designates more than one individual to work with you on behalf of the brokerage.

This is completely acceptable, and will save you from having to amend the original agreement in the event the primary individual you're working with becomes unavailable during the term of your agreement. When you're signing your agreement, talk to your agent about their availability, vacation plans, and whether there are other agents within the brokerage that they sometimes partner with.

More than fifty percent of real estate professionals in Alberta are registered with a designated agency brokerage. Your agent should have explained whether their brokerage operates under common law or designated agency when you first started working together, and should have explained the differences.

*"Ask Charles" is a question and answer column by Charles Stevenson, Director of Professional Standards with the Real Estate Council of Alberta (RECA), [www.reca.ca](http://www.reca.ca). RECA is the independent, non-government agency responsible for the regulation of Alberta's real estate industry. We license, govern, and set the standards of practice for all real estate, mortgage brokerage, and real estate appraisal professionals in Alberta. To submit a question, email [askcharles@reca.ca](mailto:askcharles@reca.ca). 📧*

# Wake Up Your Senses With Some Winter Camping

Article Ryan Draper  
Photos by Kristen Draper



I was first introduced to winter camping when I was in elementary school by an outdoor education teacher. Since I was an avid cross-country skier and loved the outdoors, it was a pretty solid fit. My class mates, on the other hand... well, that was a slightly different story. This winter camping experience I had as a young boy was a launch pad for so many of the adventures I would take over the decades to come.

Winter camping is a very rewarding activity with all the same attributes as a multi-day back packing experience. The exceptions are obviously the weather, the snow, the amount of gear you need, your mode of transport and the right frame of mind.

Some areas for winter camping can be accessible by snowshoe, back country skiing, fat biking, or simply winter hiking. All of these activities will be more of a challenge when carrying all your winter camping essentials. Adding the weight of a sled, a back pack, or a loaded-up winter fat

bike can use lots of extra energy, calories, and make you sweat.

Once you've narrowed down your mode of transportation, the next step is to figure out your sleeping arrangements. Some people like to make a snow shelter, while others may use a tent, bivy sac, or even a hammock set up. It's all personal preference and usually comes down to how much you're willing to haul in and out of your desired camping spot. Choosing your location to camp is critical in winter camping. You want to make sure you are out of the wind and preferably facing east to get the mornings rising sun. My favourite part of winter camping is being able stay warm in my sleeping bag while waiting for first light of the day to start making coffee and a hot breakfast.

One of the highlights of winter camping is creating your very own custom living area. I personally love to create a kitchen, sitting area with fire pit, sleeping area, and a gear storage area. Your set up will vary depending on the snow

conditions. While creating tables and other furniture, sometimes the snow will stick together, but often times not. Bringing a small collapsible shovel or using snowshoes to move or pack the snow can expedite the creation of your new living space.

Once your camp area is set up it's always good to gather dead fall for fire wood and to get some water boiling for something warm to eat and drink. Finding an area with clean snow or even a small water source that isn't frozen can help save lots of time and fuel when cooking. Winter camping takes a lot out of you and requires higher calories and hydration, so adding a bunch of hot drink mixes and soups to your meal plan will keep your energy and hydration in check.

A few key things to pack for winter camping are spare wool socks, a spare base layer, spare mitts, a good blow up or foam sleeping pad, and an appropriately-rated

sleeping bag. If you have a sleeping bag that is three season, simply adding a silk sleep sac and an over bag to it can help bump your temperature rating without spending a small fortune on a winter sleeping bag. You can also use a bivy sac to bump the rating and add some waterproofing to your sleeping set up.

If you're camping for several days, you may want to consider a few creature comforts like an insulated coffee mug, down camp slippers, some high calorie freeze dried meals, and a small saw to cut up dead fall.

Before you think about heading into the back country to try out some winter camping, be sure to check the weather forecast, your sleeping bag's temperature rating, and investigate where winter camping is permitted in your area. Better yet, try contacting a local outfitter to see if they offer guided tours or courses in winter camping. 🏔️



# CAN WE BE FRIENDS?

## The Importance of Puppy Socialization

by Dr. Karen MacMillan  
Canmore Veterinary Hospital/ Banff Veterinary Services



Adding a new puppy to any home is cause for celebration! We all want the perfect puppy that grows into that perfect dog. One important factor in achieving this is proper socialization.

Puppies should be exposed to and experience as many new things in a positive way in the early weeks of life. This will set them up for success in adulthood. Even before your puppy arrives in your home, they are having experiences that will influence their lives. Early socialization occurs between 3-8 weeks when your puppy is still with its mother and littermates. This is an important stage in development when puppies learn early play and

social cues as well as bite inhibition (the ability to have a soft mouth on objects or litter mates).

A second period of socialization occurs between 6-12 weeks of age and may extend to 16 weeks in large and giant breeds of dogs. It is during this time that you as a new puppy owner have an important role in your puppy's development. At this stage of socialization, puppies learn how to interact with people and experience many new things that they will come across throughout life such as cars and traffic, bikes, skateboards, men with hats, children, and even other dogs. Puppies should meet many new people throughout each day during this period.

It is important that these early experiences are positive and gradual so as to not overwhelm the puppy.

Look for puppy socialization classes or formal puppy parties where the goal is for puppies to interact with each other and learn good social skills and appropriate body language around other dogs. Learning through play is critical for development. Happy, social puppies will become happy, social adult dogs that enjoy play dates with their dog friends!

We would never want to put a new puppy at risk of disease as it learns how to interact in the world. It is very important that you talk to your veterinarian about keeping your puppy up to date on its vaccinations and deworming.

As a veterinarian, I am often asked what the best age to get a puppy is. The ideal time would be approximately 8 weeks of age, when it has spent adequate time with its mother and littermates and when the door is open to socialize it to the world it will be a part of. 🐾

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[RUDIPEETGOLDSMITH.CA](http://RUDIPEETGOLDSMITH.CA)

# Vertical Gardening

By Barbara Shorrock  
[bshorrock@telus.net](mailto:bshorrock@telus.net)

Winter is a time to dream and scheme on the topic of what to do in the garden before Mother Nature turns the page and gives us spring. My thoughts today are on what perennials might be added to contribute to height, not including trees which is another topic altogether. What thrives in Calgary gardens and is tall?

Clematis grow really well here, being tolerant of our shocking weather that often gives heat and frost in the same week. They need good sturdy support, like a trellis up against the warm wall of a house, garage or fence. Obelisks also work. Some varieties prefer full sun, while others tolerate part shade, but they all need at least a few hours of sunshine. The 4 types are A, B(1), B(2), C.

Type A flowers on last year's growth, blooming early in May-June. Any pruning should be done immediately after blooming finishes. All the "Alpinas" are in this group; coming in red, pink, blue and purple. Type B(1) flowers on last year's wood, blooming in May-June and sometimes again in September. Type B(2) flowers simultaneously on last year's and this year's growth, from June right through to Sept. There are not many B varieties listed for Zone 3, so hardiness may be an issue. When shopping, check the

supplier's tag carefully. Type C bloom only on new growth and can be pruned back to the ground or nearly. These thrive in our Zone 3 climate and include the fabulous deep purple "Jackmanii", blue *Ingetrifolia* Blue Boy, pink Hagley and Arabella, and yellow *Tangutica* (Beware of this one, it is so aggressive, some consider it invasive. But if you have a long fence line you want covered, this is your gal.) *Prairie Traveler's Joy* gives masses of small delicate fragrant white blooms and is Zone 1 hardy.

We often see a fireplace or even entire wall covered with *Virginia Creeper*, a vigorous climber that is green all summer changing to dramatic red in the fall. You will need a tall ladder and pruners if you want to keep an upper hand. *Hops* likewise grow aggressively up to 15 feet or more and are best planted in a large area where they can either grow up supports in a hedge-like fashion or trail off retaining walls. There are many varieties of *Honeysuckle*, and the right one for your garden will attract hummingbirds and butterflies all summer long. These vines are very attractive growing over arbours but must be tied to the supports to encourage the desired shape. *Nightshade* is one of the very few vines that is happy to be planted in full shade, as long as it

can reach the sun as it grows. I planted one of these in the shadiest corner of my back yard, and it quickly found its way through the fence to the sunny alley side. It has insignificant flowers, dark leaves and pretty bright red berries, poisonous to humans, so beware. Grapevines are becoming more popular in our chinook belt as new hardy varieties are developed. They can be very appealing espaliered on a stucco garage wall in full sun. Furthermore, you get grapes.

*Delphinium* and *Monkshood* are long-lived perennials that grow up to 6-7 feet in height, sending up dramatic blue, purple, pink or white racemes of multiple flowers. The very tall ones must be staked, or our winds and thunderstorms will wreak havoc. I have found *Monkshood* to be more resistant to those nasty green worms that like to chomp the succulent young *Delphinium* tips, needing to be either poisoned or picked off (not my favourite early summer task).

*Rudbeckia laciniata* *Herbstsonne* and *Goldquelle* are the giants of this species, sending their brilliant gold blooms as high as 6 feet. Give them space in full sun to have impact, and stake against the wind. They frequently bloom late into Indian Summer when other perennials have long since finished. 🐾



MLA for Banff-Cochrane

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Banff-Cochrane

Albertans have always been good stewards of the environment. This is especially true in the Bow Valley where people live side by side with nature in some of our province's most iconic landscapes. We know that the cost of pollution isn't free. We also know that the environment and the economy go hand in hand.

To that end I'm often asked how Alberta's Climate Leadership Plan (CLP) reduces greenhouse gas (GHG) emissions and how it impacts our economy. There are several important elements to the plan that not only reduce GHG emissions, but also help create jobs, help our energy industry be more competitive, and help Albertans save money. Two of the main elements are a cap on emissions from the oil sands and energy efficiency programs.

The Climate Leadership Plan includes a 100 megatonne cap on emissions from the oil sands. It is important to distinguish between emissions and productivity. That is, productivity can continue to increase through increased efficiencies while emissions remain capped. The Carbon Competitiveness Incentive (CCI) program is a made-in-Alberta plan designed in consultation with industry to do just that.

The CCI program provides incentives to producers to invest in innovation and technology to create jobs and reduce emissions through a \$1.4 billion innovation package, which includes \$440 million for oil sands innovation alone. The incentive package is funded by revenue generated through the carbon levy. CCIs are expected to cut emissions by 20 million tonnes by 2020, and 50 million tonnes by 2030—about the same as total emissions from Manitoba, Nova Scotia and New Brunswick combined.

A second way that the CLP reduces GHG emissions is through residential, commercial, non-profit, municipal, Indigenous, and agricultural energy

efficiency programs, which are also funded by carbon levy revenue. In the first year of these efficiency programs alone, Albertans saved an impressive \$300 million in energy costs, have received \$45 million in instant savings and rebates to purchase over nine-million energy-efficient products, and are avoiding almost three million tonnes of GHG emissions.

Indeed, many households in the Bow Valley including the Towns of Canmore and Banff have taken advantage of these programs. Across the province more than 1,100 home improvement companies and 200 retailers have helped deliver energy efficiency products and programs. Province wide over 500 households and businesses have applied to participate in the Residential and Commercial Solar Program, and when all approved installations are complete, this will represent 16 MW of new energy—enough to power 2,700 homes for one year. Approximately 1,200 private sector jobs are expected to be created thanks to these energy efficiency programs.

Albertans know that climate change is real and we must do our part in addressing this global challenge. Effectively reducing GHG emissions through the CCI and energy efficiency programs wouldn't be possible without revenue generated by the carbon levy. The federal government has made it clear that Canadian provinces and territories must have an emission reduction plan in place by 2018 or Ottawa will impose a plan on us. We can all be proud that our made-in-Alberta plan is leading the country and is designed to work for our economy. We're acting today, before the federal government acts for us.

Sincerely,  
 Cam Westhead  
 MLA for Banff-Cochrane 🐾

# Is Technology Becoming a Pain in Your Child's Neck?

Article source: [www.albertachiro.com](http://www.albertachiro.com);  
submitted by Dr. Angela Pucci, Chiropractor



Did you know Canadians send an average of 250 million texts per day?! Along with the convenience that advancing technology provides comes the need to minimize the risk of injury. This is especially true of young people, whose bodies are still developing.

With the ever-increasing daily use of mobile devices, such as smartphones, tablets and handheld games, Chiropractors are seeing an increase in corresponding repetitive strain injuries, also known by names such as 'text neck' and 'Blackberry thumb'. Repetitive strain injuries are injuries of the muscles, joints and nerves that are often caused by repetitive tasks, forceful exertions, vibrations, or sustained or awkward positions.

### What is Text Neck?

Text neck is an overuse syndrome that results from excessive strain on the spine and surrounding muscles from looking in a forward and downward position at a handheld device for long periods of time. Headache, upper back, shoulder and neck pain are associated with maintaining this posture for an extended period of time, day after day.

As the head moves forward, its centre of gravity changes and the head becomes a heavier strain on the spine and surrounding muscles.

Young people are especially at risk as they are heavy users of smartphones and handheld gaming devices. Text neck and neck strain can cause postural abnormalities and changing growth patterns, especially in the upper spine.

Technology isn't going anywhere, so how can we help our children minimize the risks?

Since text neck is a postural abnormality, the key is to stress the importance of strong posture and how to achieve it.

### Tips to Avoid Text Neck

- Sit up straight with chest out and shoulders back.
- Bring your arms up to eye level so you don't have to look down to see the screen.
- If you must look down, tuck your chin into your neck instead of hanging your head forward.
- If you use your mobile device for extensive typing, consider investing in an external keyboard.
- Rest your forearms on a pillow while typing to minimize neck tension.
- Avoid using mobile devices in bright sunlight. Straining to see the screen often leads to jutting the chin forward, straining the muscles that support the head.

The best way to minimize the risk of repetitive strain injuries related to mobile devices is to limit use of these devices.

Encourage your child to take regular breaks from mobile devices and get regular physical activity to offset the effects of leaning over a smartphone or tablet.

If you are concerned your child is suffering from a repetitive strain injury like text neck, talk to a health care provider. Your Chiropractor is trained to treat repetitive strain injuries in all age groups and can provide advice on achieving a balanced health lifestyle for your whole family. 📱



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Banff-Airdrie

Communicating with constituents is the most important part of being a member of Parliament. MPs can only serve their constituents well if they constantly engage in dialogue with them, regularly. That is why we have a lot of different methods to reach out to constituents or for constituents to contact us directly. We recently redesigned my website ([www.blakerichards.ca](http://www.blakerichards.ca)) to make it more modern and efficient. I truly believe that this new website will help me continue to do the best job of bringing your voice to Ottawa.

We regularly post content on my webpage, asking for constituents' input into important issues. These can be found in the "Have Your Say" section, and I encourage constituents to take a little bit of time to fill these surveys out. By filling out the "Have Your Say" section, you allow me to get a snapshot of how constituents feel about certain issues. We also regularly post opinion pieces, the Richards Report, on our website. These are published a few times a month and provide my insight on a wide range of issues that affect you.

If you find these informative, you can also sign up for our email list and have these sent directly to you

when they are published. I have heard from many constituents that the email list is helpful in keeping them up to date on what is happening in Parliament and around the riding.

Another great way to keep up with what I'm doing is by engaging with me on Facebook. You can follow me on Facebook at <https://www.facebook.com/blakerichards.ca/> and I like to use Facebook as a way to share information about community events and interesting news stories. I also regularly appear on Facebook Live, where I get an opportunity to talk directly to constituents about important issues or simply to provide updates on what work is being done in Parliament or what I am doing in our communities. These tools help me engage with constituents more frequently and in increasingly interactive ways.

As always, I appreciate hearing from constituents. If I can help in any way, please never hesitate to contact our office. You can also reach us at 403-948-5103 or by email at [blake@blakerichards.ca](mailto:blake@blakerichards.ca). I would also love your thoughts and feedback on the new website, so please take a minute and visit [www.blakerichards.ca](http://www.blakerichards.ca) and let me know what you think. 📱



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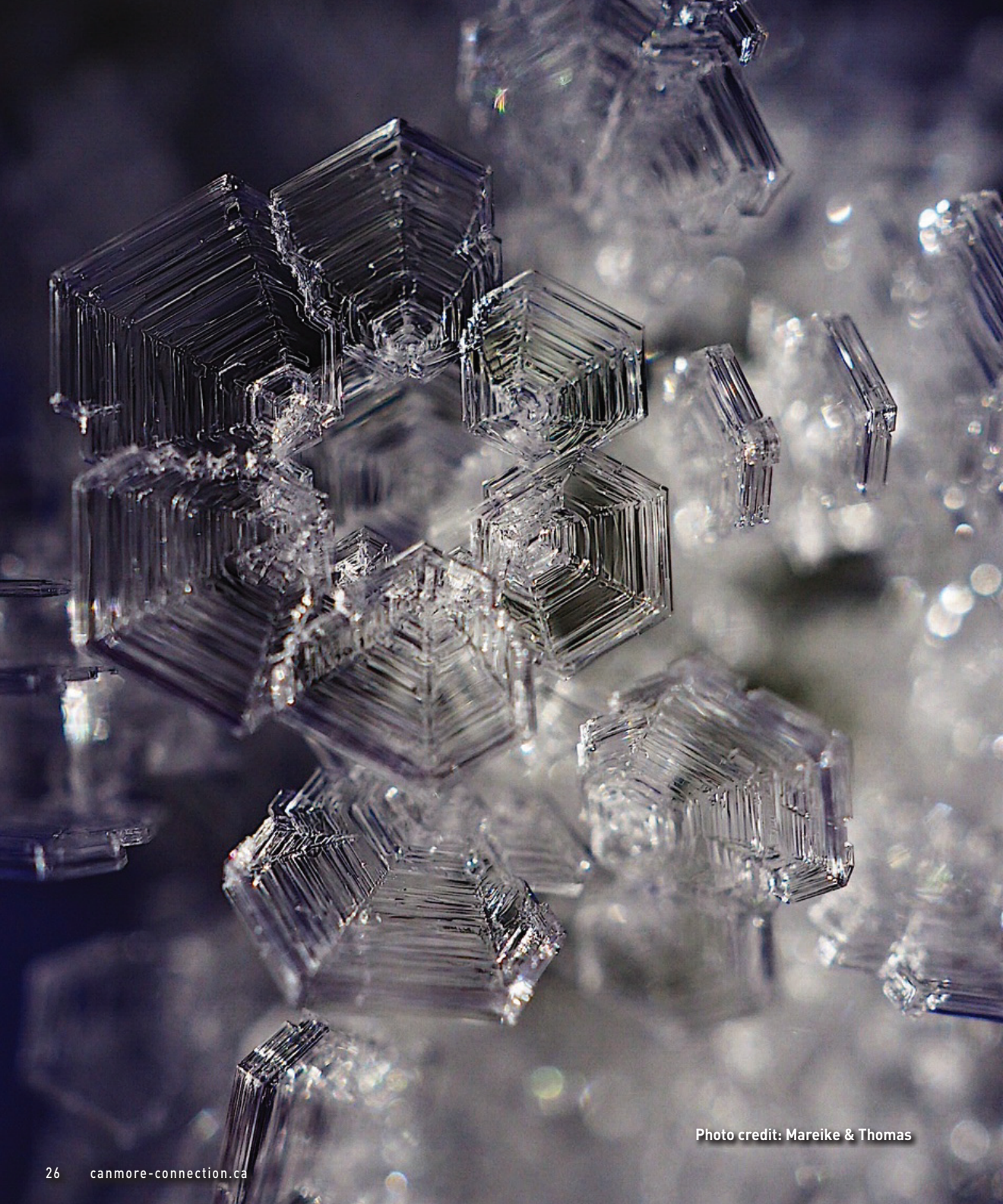


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As we sign off on this final issue, we would like to thank the contributors; from photographers, writers, advertisers, and readers. Your support made the Canmore Connection a *great product for a great community.*

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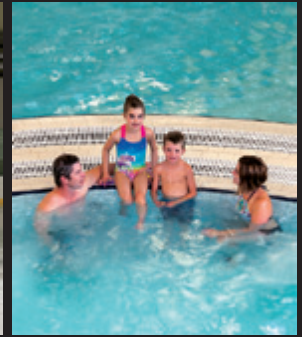
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