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Next edition of the Fernie  
Chamber News Bulletin  
Thursday , August 5th, 2010

Deadline for submissions:  
**WEDNESDAY, August 4th at  
Noon**

## KOOTENAY FLY SHOP



### Welcome to Kootenay Fly Shop & Guiding Co. Celebrating 15 Years of Fly Fishing the Elk River!

Kootenay Fly Shop is celebrating 15 years of business We were established in 1995 to offer a full service fly fishing shop and BC Guide service for some of the best fly-fishing waters in North America.

**We would like to offer our local clientele 15% off guided fly fishing trips as well as all clothing and fly fishing gear in the store!** The Kootenay Fly Shop inventory includes high end brands including Sage and Simms, with all the latest models in fly rods, fly reels, fly lines, waders, boots, specialty clothing, fly fishing accessories, books, DVD's and much more

On Sale Now ~ New & used Drift Boats, Pontoon Boats and Rafts:

Experience fishing of a lifetime in Fernie, where the last strong remaining populations of Wild West Slope Cutthroat Trout in North America can be found in our rivers. Pursue Cutthroat Trout on the dry as well as fishing for huge Bull Trout on the Elk River.  
Drop in and visit !

Gordon Silverthorne  
Phone: 250-423-4483  
Email: [info@kootenayflyshop.com](mailto:info@kootenayflyshop.com)

**This ad space can be yours for as little as... \$50.**

Call the Chamber at 250-423-6868 or email: [office@ferniecechamber.com](mailto:office@ferniecechamber.com)



The rivers are flowing and Canyon Raft Company is open, with great whitewater trips on the Lower Elk Canyon and the Bull River as well as scenic floats on the upper Elk River surrounded by the Rocky Mountains.

Check out our web site at [www.canyonraft.com](http://www.canyonraft.com)



Ready to provide your business with all its janitorial needs.

Contact us at:  
 Ph 250-423-4029  
 Fax 250-423-4028  
 Email: [client-care@goldstarservicesgroup.com](mailto:client-care@goldstarservicesgroup.com)  
[www.goldstarservicesgroup.com](http://www.goldstarservicesgroup.com)

## FEATURE BENEFIT TD MERCHANT SERVICES



Payment solutions you can count on

### Welcome to TD Merchant Services

TD Merchant Services, part of The Toronto-Dominion Bank, is a Canadian-owned and -operated payment solutions provider. TD Merchant Services has been established – and trusted – in the payment solutions industry for over 30 years.

With TD Merchant Services, you can:

**Get a reliable solution and superior service** – We are a leader in point-of-sale (POS) technology and product innovation for large and small businesses. We offer a complete line of credit and debit card payment processing, services and payment transaction solutions for face-to-face, telephone and Internet transactions. We'll provide on-site technical service within four hours of your call seven days a week in most major centres\*

**Choose from a variety of POS solutions** – As a leading technology processing solution provider, we offer countertop, wireless, PC-based and e-commerce solutions

**Get competitive rates** – We offer competitive rates on debit and credit card transaction processing, as well as preferred pricing for [professionals](#), [medical professionals](#), [restaurants](#) and [other industries](#)

**Improve your cash flow and save money** – You can save money on service fees because deposits to your TD Canada Trust Business Chequing Account are not treated as chargeable transactions on your account – a unique feature! Transaction proceeds are available as early as the next business day

**Contact us today**

Our sales experts will answer any questions you have and recommend a solution that meets your needs.

For more information call the Chamber of Commerce 250-423-6868



### **WHAT'S HAPPENING @ FERNIE ALPINE RESORT**

Please check our website for regular updates – [www.skifernie.com](http://www.skifernie.com)

#### **LEGENDARY SUMMER AT FERNIE ALPINE RESORT**

**NEW this summer – open late on Fridays! Start your weekend off right with a few runs!**

##### **Summer Chairlift Operation**

Opening Date – Saturday, June 26<sup>th</sup>

Closing Date – Sunday August 29<sup>th</sup>

Thursday – Sunday & Holidays

Re-Opening for Labour Day Weekend (Sept. 4-6)

##### **Elk Quad Chairlift**

Thursday & Friday: 10:00am – 7:00pm

Saturday, Sunday & Holidays: 10:00am – 4:30pm

##### **Timber Express Chairlift**

Saturday, Sunday & Holidays: 10:00am – 4:00pm

#### **THE ALPINE WILDFLOWERS ARE IN FULL BLOOM!**

Join Nature Bob for a Guided Alpine Hike! Half & Full Day hikes are available.

Half Day Hike (adult) - \$31.00 + hst

Full Day Hike (adult) - \$46.60 + hst

Price includes guided hike and scenic chairlift ride up & down the mountain. Contact Guest Services to book your hike!

#### **MOUNTAIN BIKE CAMPS & CLINICS**

##### **Friday Night Skills Clinics – Every Friday from 5 – 7 pm**

Fun, action packed, skill development clinics for the beginner or intermediate rider. Learn the basics and boost your confidence for climbing, downhill, x-country, obstacles, single track or regular bike handling on our lift accessible trails.

**Price:** \$18.00 + hst (includes instructional clinic only)

\$49.99 + hst (includes instructional clinic, 2 hr bike rental, and 2 hr lift ticket)

##### **Women's MTB Camps – next camp is August 7 & 8**

Mountain Bike Camps designed by women for women! These camps are catered to beginner to intermediate level riders and are led by qualified female instructors.

Please register in advance at Guest Services.

Price: 2 Day Camp - \$185 + hst (includes 2 day instructional camp, lunches & lift tickets)

1 Day Camp - \$105 + hst (includes 1 day instructional camp, lunch & lift ticket)

##### **Kids Freeride Camps – July 24-25 (intermediate), August 6-8 (advanced)**

Learn to ride steep lines and tackle challenging terrain with our team of expert coaches. Each camp has a specific focus that maximizes progressive development in all aspects of mountain biking. Lift ticket & disc brake bike are required. Helmet, gloves and pads are mandatory.

**\*Price:** 1 Day - \$75 + tax / 2 Days - \$135 + tax / 3 Days - \$199 + tax

\* Prices include instruction only. Lift passes will be required.

#### **LOST BOYS CAFE WINE TASTING – SATURDAY, AUGUST 14<sup>TH</sup>**

Don't miss this spectacular afternoon of wine tasting at the top of the mountain! Wine sampling, complete with paired appetizers and great tidbits of information on our E & J Gallo wines – all in the beautiful setting of the Lost Boys Café.

Time: 2:00 – 4:00 pm

Price\*: \$13.00 + hst

\*price includes wine tasting function only. Lift ticket is also required.

#### **FULL THROTTLE MOUNTAIN BIKE FESTIVAL – AUGUST 21 & 22**

The Full Throttle Mountain Bike Festival will celebrate all things mountain bike related, attracting avid competitors and recreational riders of all levels. Weekend highlights include the

**Super D Downhill Race, Dirt Crit Race and Dual Slalom Competition.** Also running during the weekend will be the **Wham Bam Dirt Jump Jam**, on Saturday night at the City Dirt Jumps (put on by the Fernie Mountain Bike Club). Don't miss this action packed weekend at Fernie Alpine Resort! Check our website at [www.skifernie.com/summer](http://www.skifernie.com/summer) for full event details.

### **Whats On At the Art Station....**

#### **Opening Reception**

**Thursday, July 29, 2010 at 7:00**

**pm**

In the Gallery at The Arts Station

601 1<sup>st</sup> Avenue, Fernie, BC

The Fernie and District Arts Council is proud to host the 20<sup>th</sup> Anniversary Exhibition of The Arts Station! The Arts Station has reached this important milestone through the hard work and generosity of the volunteers and facility users who have always offered us their support and encouragement. As a way of saying, "Thank You!"

The Arts Station has a year of festivities planned that will keep residents and visitors amazed at the wealth of artistic talent that Fernie possesses and that The Arts Station brings in from outside the community.

To kick off the celebrations the gallery at The Arts Station has a month-long display of photographic artifacts that show the evolution of The Arts Station from the dilapidated CPR station that it once was to the stoic and shining beacon of arts and culture in contemporary Fernie. Through pictures, newspaper articles, and personal accounts, the exhibit tells the story of how the train station was saved from almost certain destruction, moved fifty feet to its present location, and restored to combine an outlet for theatre, music, and art in an historic setting. Celebrate The Arts Station's twentieth anniversary with a tour of this exciting historical exhibit.

The goal of The Arts Station has always been the creation and defining of arts awareness for the establishment of a vital cultural community. Those involved with The Arts Station recognized these tenets early on and the 20<sup>th</sup> Anniversary exhibition is dedicated to the hard work of the original founders and all those who came after.

The Arts Station thanks Fernie for the support it and its surrounding communities has afforded us over the years and hopes that everybody will join us in a celebration of twenty years of art and culture!

For more information please **contact:**  
Courtney Baker  
Fernie and District Arts Council  
250-423-4842  
[assistant@theartsstation.com](mailto:assistant@theartsstation.com)

## Member Focus

### THE BENEFITS OF MEMBERSHIP

Membership in the Fernie Chamber of Commerce provides you with an opportunity to:

Build contacts and strengthen long-term relationships through our many networking and social events.

Raise your profile in the local business community and become recognized as a leader by attending or sponsoring events

Grow your business by interacting with potential customers, clients and suppliers.

Strengthen your individual voice, be part of the larger collective which is your advocate at all levels of government.

Help shape business policy in our community; be an active participant in the issues that affect how you do business.

Support and strengthen your local business community by taking advantage of numerous partnership and promotional opportunities

**IF YOUR SHIP DOESN'T  
COME IN**

**--SWIM OUT TO MEET IT!--**

Prize drawing  
will be on  
August 31st  
at 10am!



**ENTER TO WIN  
FREE ICE CREAM  
FOR ONE YEAR**

\*\*\*\*\*  
SEE IN STORE FOR DETAILS



Enjoy 16 flavours and  
our handmade waffle cones!

581A 2nd Ave., Downtown Fernie • 250.423.2680 • OPEN DAILY



#### What is Invest Kootenay?

A regional partnership focused on attracting, retaining and expanding investment by:  
raising the profile of our communities and the region as a whole  
attracting the 'lifestyle' investor in an effort to diversify our local economies,  
providing investor-specific information and supports  
assisting local partners in 'readying' their communities for interested investors

#### Who is involved?

Boundary Area, Castlegar, Creston, Kalso, Kootenay Lake (East Shore), Nelson, Radium Hot Springs and Revelstoke – core funding provided by participating municipalities and regional districts

The municipality &/or regional district, Chamber of Commerce, economic development association, Community Futures and First Nations partner at the local level to guide efforts

Your First Point of Contact representative coordinates local efforts and handles investment inquiries – Ambassadors and local businesses support activities

#### Where does it fit?

community-driven initiative  
tool in your economic development toolbox  
strengthens the region as a whole  
builds local and regional cooperation  
grows our communities in the eyes of the investor  
leverages limited human and financial resources

#### What do we get?

training and support (checklist, orientation, protocol, annual action planning)  
local capacity building (recruiting local support, community engagement)  
marketing of local & regional assets (website, rack cards, brochures, signs, ads)  
provision of investor resources, ongoing investment climate research



**TransRockies brings more people and they'll stay longer**

The TransRockies Start is returning to Fernie, where it all began! Fernie originally hosted the Start for five consecutive years beginning in 2002, followed by three years of hosting the Finish.

Stage 1 there will be an exciting time-trial where the riders will start and finish in Downtown Fernie and ride on local trails. Then the following morning, Stage 2 will start in Downtown Fernie and head north to Elkford.

**Stage 1 Sunday August 8th:** 9AM – 5PM, Time Trials Downtown Fernie

**Stage 2 Monday August 9th:** 9AM, Race start, Downtown Fernie to Elkford

500 riders and 300 supporters will be in Fernie and they begin arriving days early. The official shuttle begins hauling from Calgary on Tuesday August 3<sup>rd</sup> and continues until the August 7th registration at the Community Centre.

You might be questioning what financial impact this event generates for businesses in Fernie? “There will be more riders in Fernie than in past years and they will be here for a longer stay,” said Dan Savage, TransRockies Society. “Accommodators, food service and retail will experience a considerable increase in business as a direct result of the event.”

Downtown Fernie will be a hub of activity. Expect CP Station Square and Victoria Avenue between 7<sup>th</sup> and 4<sup>th</sup> Streets to be closed all of Sunday and Monday morning until 10AM.

Fernie is the only community to host all nine TransRockies events. This is a result of the continued support from the City Of Fernie, sponsors and volunteers. This is the largest bike event ever to roll through Fernie’s Downtown and it has become Fernie’s premier summer event.

The generous sponsors who help keep this event in Fernie include: Other official sponsors of the Blackstone Fernie TransRockies include Blackstone, Fernie Real Estate, Tinhorn Creek Winery, 901 Fernie, Straightline Skis & Bikes, Fernie Brewing Co., Overwaita Foods, Fernie Fix, Fernie Getaways, Lizard Creek Lodge, Stanford Hotels & Resorts, Best Western Fernie Mountain Lodge, Red Tree Lodge, Fernie Alpine Resort, The Fernie Lodging Company and The Raging Elk.

Blackstone is an environmentally sensitive master plan mountain community that is currently completing its planning and approvals stage. It will feature an 18-hole championship golf course designed by David McLay Kidd.

**Volunteers** are in need for marshalling and set-up and teardown. For more information or to volunteer please contact **Dan Savage at 250-792-0256 or [transrockies@fernie.com](mailto:transrockies@fernie.com)**

