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Friday

**March 21, 2025
MID-MONTH**

Next issue April 4, 2025

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To-do's

4-5



▲ Spring springs!

- Music Festival
- Children's Film Festival, Mar.20-22
- Northern Lights
- Aura Chamber
- Strings Orchestra
- Female artists
- Cat Wells
- Blue Moon Marquee
- Big Band Dance
- Bad Moon Rising
- Silverbacks
- Syrian Soiree
- Ethiopian dinner

Festival headliners announced

■ Legends Burton Cummings, Colin James, Los Lobos



> Roots & Blues announced three music legends for Salmon Arm's premier music event July 25 to 27 - Burton Cummings, Colin James and Los Lobos ('Bamba'). / P.5

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Depression	Acid reflux
	Psoriasis



ECO EXPO
 April 22 to 25
 Earth Day SD83 displays
 • Friends of Library book sale March 20-22
 • Diaper Drive, March 28
 • Easter Party, April 19
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DeMilles moving ahead

The relocation of Demille's from Salmon River bridge area in the west to Uptown at Broadview and the Highway to the east is proceeding ahead.

The over century-old Hanna orchard was purchased from Northwards Cider Company last April by Brad and Kelly DeMille and Lally and Sher Sidhu.

The cidery will continue operating on the site as a lessee. Co-owner Sidhu, an experienced Okanagan orchardist, has served as the guiding expert in the recultivation of the orchard as Brad DeMille physically oversees operations to bring the orchard back to a healthy, sustainable fruit-bearing state.

Many of the trees have been delimited or physically removed due to disease and age.

The new barn-like store structure will feature a main-floor shopping market, including a bakery and deli, with an upper mezzanine for cafeteria-style seating overlooking the orchard. Lock-up stage is projected

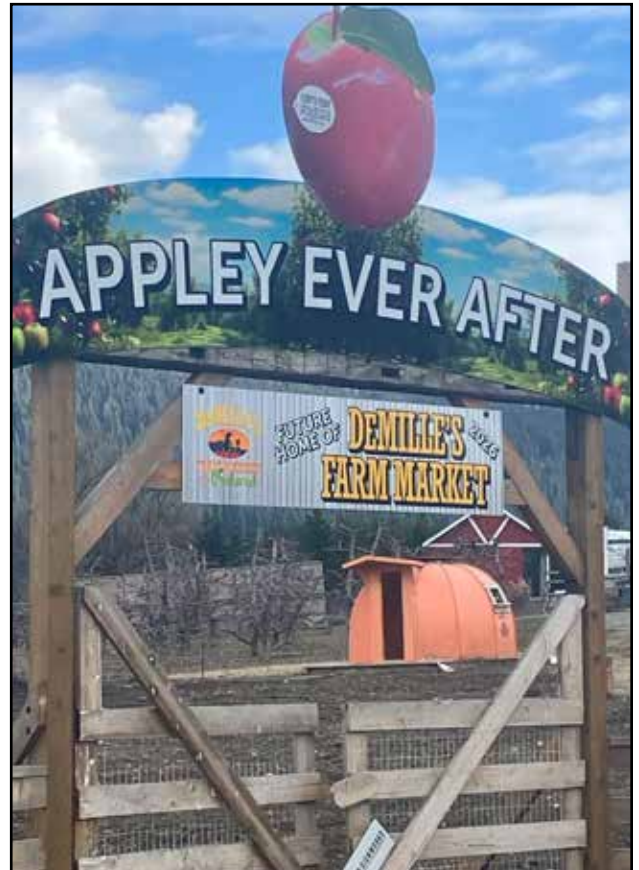
by November this year and ready to open Spring 2026

DeMille's functions as a centralized cooperative for nearly 200 local farmers and suppliers from the surrounding area and Okanagan and Fraser Valleys. DeMille said that without this needed outlet, farmers are exposed to the lengthy and cumbersome legwork that is required to take product-to-market for themselves "We take care of the sales, and let farmers get down to the business of farming".

He added that the operation will also provide an educational outlet for the community. "Field trips from local schools will highlight the important role of farmers and growers in the community."

He envisions wagon rides, samples of fresh pressed apple juice and and the pumpkin patch in the Fall.

One of the original Spartan trees will be left standing in the middle of the orchard. It was planted after the disastrous freeze-out of hundreds of orchards on New Year's 1949-50. ■



> This sign at Broadview and 11th Ave. NE suggests what is to come at the relocated DeMille's

NO. 1365

FRIDAY

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SASCU voting starts Monday

Voting for SASCU's Board of Directors runs March 24 to April 5. Three seats are open this year with four candidates in the running: **Doug Easterbrook, Constance Ladell, Curtis Slingerland and June Stewart.**

Membership voting takes place both online via online banking and inbranch. Incorporated businesses and non-profit associations must vote inbranch by paper ballot.

More information can be found at sascu.com/election or by visiting any of the four branches. ■

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PAGE 3

AM
MARCH MID-MONTH

Helping through final journey

Those on their end of life journeys should feel supported and cared for, and most of all, not feeling alone.

Shuswap Hospice Society has launched the H.O.P.E.S. Project (Helping to Optimize Palliative Care Experience in the Shuswap) in an effort to provide the best possible services to meet the needs of the community. Since January, the project has hosted open house meetings to hear stories and has also created a survey that will take less than five minutes to complete.

"It takes a community to raise children and it takes a community to support people well through to end-of-life," said Carolyn Iker, past president of the Hospice Society.

Simply reply to these questions and send to hopes@shuswaphospice.ca or snail mail to HOPES, Shuswap Hospice Society, 781 Marine Park Drive, Salmon Arm, V1E 2W7

1. Have you, a family member or loved one needed access to palliative care services?
2. What was the palliative care experience like? Please describe.
3. What were the good things about the care your family member or loved one received?
4. What would have helped your experience be better? ■

MOLEHILLS Lorne Reimer



> I've discovered many cool sights on my Tuesday walks with retired English professor Les Ellenor. Above is a quirky Inukshuk along Marr's Trail between 18th and 20th Streets NE. Les, meanwhile, was fascinated by all the fresh tree buds.



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Festivities

- > **Spring Break** - Mar. 15-30 Spring Break Camp. See P.13. and salmonarmrecreation.ca
- > **Spring starts** - Mar. 20
- > **Ethiopia traditional dinner** - Mar. 29, 5th Ave. 55 Plus. Fundraiser for Partners in Ethiopia. Co-host SA Rotary. / 11
- > **Music Festival** - April 7 to May 2. ShuswapFestival.com
- > **Easter Sunday** - April 20
- > **Syrian Soiree** - April 12, United Church. Supper, entertainment. Tix \$50. 250.463.3289. / P.11
- > **Environmental Expo** - April 22 to 25, Piccadilly Mall. Earth Day displays and presentations by SD 83.
- > **Home Show** - April 26-27, Rogers Rink.

Arts

- > **In Dialogue with the Collection: Fierce Female artists** Mar. 29 to May 4. Eight women artists. Tribute to Faye Fawcett. Artist talk, April 17. SA Gallery.
- > **Quintessence - Art of Five Women** - 10-7, April 17-27 at 1660 20th St. SE
- > **Cardiff Miller Art Warehouse** - 11-5, Sat & Sun, Enderby. Former Ashley store. /P14
- > **Atelier Gallery** - 321 Hudson Ave.
- > **Runaway Moon exhibit** - Enderby Arts Centre, all March.

Concerts

- > **SA Jazz club** - Shows at 7 pm, by donation at Nexus at First.
- **Keith Gray**, Mar. 27. Mission pianist, golden age of jazz.
- **Jordan Dick**, guitarist, April 10
- **ShuHorns - Big Band Swing Dance**, 6 pm, April 17, Song Sparrow Hall.
- **Group du Jour**, April 24
- **Jazz at Lakeside Manor**, 6:30, 3rd Tuesdays with Sandy & Friends
- > **Coffeehouse circuit** - Oct. to May. All 7 pm except Sunnybrae.
- **Celista & Grindrod** 1st Fri
- **Carlin**, 1st Sat • **Sunnybrae**, 2nd Sat
- **Enderby Srs. Centre**, 3rd Fri.
- **Gleneden**, 3rd Sat.
- **SA Elks Hall**, 4th Fri., featuring Dale 'Bushy' Bush
- **Silver Creek & Eagle Bay**, 4th Sat
- **Shuswap Writers**, 2-4 pm, 4th Fri., First Community. (Mar. 28)
- > **Jaeden Izik-Dzurko recital** - 8:30, Mar. 20, 21, Rotary Centre, Kelowna. Tix 250.469.8940

live & dance

- > **Canooligans** • Karls of Yale County, Mar. 29 • Blueshounds, Apr. 18 Karaoke, Wednesdays
- > **Copper Island Pub** • Jams with Blind Bay Blues Band, Tuesdays.
- > **Sicamous Legion** - Dale Trenholm, 3-6 pm, Sundays.
- > **Setters Pub** - Headway, April 4.
- > **SA Legion** • Bam Cats, 7pm, Mar. 29. \$15 • Theme Karaoke, 7 pm, every 2nd Friday: 'TV and Movies', Mar. 21. • Burger & Beer Fridays
- > **Gleneden Hall dance** • 7 pm, Sat., April 5 with Vic's Dance Band.
- > **Enderby Legion dances** • Kelly Belanger, April 12 • Sierra, Mar. 22
- > **Song Sparrow**, Ethan Askey & Elevators, April 26. Monthly Dance.
- > **Kamloops Fiddlers Family Dance**, April 5, 100 Lorne St., Kamloops.

- > **Cat Wells Blues Band** - 7 pm, Mar. 22, SA Elks Hall showpass.com/cat-wells-blues-band
- Blueshounds play April 12
- > **Northern Lights Chamber Choir** - "Off the Beaten Track", 7 pm, April 1, Nexus at First. By donation.
- > **Blue Moon Marquee** - April 3, Song Sparrow. Swing blues boogie jazz band. bandsin-town.com
- > **AURA Chamber Choir** - "Love & Fate", 7 pm, April 12 & 2 pm, April 13, Peace Lutheran, 1204 30th Ave., Vernon. Tix at ticketseller.ca or at door.
- > **Shuswap String Orchestra** - 'Symphonic seasons', 2 pm, April 13, St. Andrews Presbyterian, 1981 9th Ave. NE. By donation.
- > **Shuswap Music Festival** - April 7-May 2. shuswapfestival.com
- > **Ethan Askey and the Elevators** - "Boogie Blues Dance party, 7:30, April 26, Song Sparrow Hall. tix/info at celebrateshuswap.ca

- > **Wesli** - 7:30, April 18, Song Sparrow. High energy world music.
- > **Bad Moon Rising** - 7:30, April 11, Salmar Classic. CCR tribute
- > **Pharis & Jason Romero** - 7:30, May 3, Song Sparrow Hall. Four-time Juno award winners.
- > **Colin Linden** - May 24, Song Sparrow Hall. Nashville blues artist. rootsandblues.ca
- > **Roots & Blues** - July 25 to 27. Tix at www.rootsandblues.ca See front cover and page 5 about exciting headliner announcement
- > **Creed - Summer of 99** - Aug. 16, Rogers Rink.
- > **A Whole new World** - 7 pm, June 6, Song Sparrow Hall Concert of movie musicals from Disney & Hollywood.

Theatre

- > **The Virgin Trial** - April 25 to May 11, Shuswap Theatre. A royal scandal. Tix at Choose Refill and shuswaptheatre.com
- > **O-Zone Drama Festival** - May 19-23, Shuswap Theatre. Four regional plays in four days.

Sports

- > **Silverbacks**
On a five game winning streak!
HOME: • 7 pm, Mar. 28 vs. West Kelowna.
AWAY: Trail, Mar. 21 & 22; Penticton, Mar. 29. Final reg. season game
- ☐ SportSpot - P. 13

at the movies

- > **SALMAR GRAND**
- **March 21 to 27** • salmartheatre.com
- **Snow White**. 1:45, 6:30 daily. A live-action musical reimagining of classic 1937 film. (PG viol)
- **Novocaine**. 1:30, 6:40 daily. A man incapable of feeling physical pain turns his rare condition into an advantage. (14A viol, lang.)
- **The Day the Earth Blew Up**. 2:00, 6:30 daily. Classic animated odd couple, Porky and Daffy, turn into unlikely heroes as they save the day at the local bubble gum factory. (G)
- **Night of the Zococalypse**. 2:00 daily. A wolf and lion team up to rescue zoo when a meteor unleashes a virus that turns zoo animals into zombies. (PG)
- **The Island between Tides**. 6:50 daily. A Gothic bedtime horror set in Northern BC in 1982. Lily vanishes 20 years and reappears as she was and with prodigious musical abilities and no memory being taken away, (PG may frighten young children.)
- Thursday, Mar. 20 is the last night for **Mickey 17**.
- > **SALMAR GRAND**
- **CHILDREN'S FILM FEST**, March 20 to 22. All shows at 10:30. Choice of 2 each morning

- **The Lego Movie** or **Over the Hedge**, Mar. 20
- **Sing or The Croods: A New Age**, Mar. 21
- **Shrek or Trolls**, Mar. 22
- \$5 includes popcorn & juice. Hosted by Shuswap Children's Association • shuswapchildrens.ca
- > **SALMAR CLASSIC**
- **Shuswap Film Society** • shuswapfilm.net
- **Las Tres Sisters** (US/ Mexico), 5:00, Mar. 22. Three Mexican American sisters reunite, after years of estrangement, to complete their beloved Grandmother's pilgrimage on the sacred trail to Talpa de Allende. (PG)
- **Shepherds** (Can/France), 5:00, Mar. 29. A Montréal copywriter abandons his life in Canada to reinvent himself as a sheep herder in the French Alps (PG)
- **Young Werther** (Can), 5:00, April 5. A 17th century charming, tragic love story is retold in modern-day Toronto. (PG)
- Coming up: Darkest Miriam, Anora, Can I get a Witness, The Room Next Door, Miss Boots Misericordia, Doubles, The Penguin Lessons*
- **LIVE from N.Y. MET OPERA**
- **Le Nozze di Figaro**, 9:55 am, April 26

city lights

- ▶ **vernon** • ticketseller.ca
- **Creekside (C)** • Perform. Arts (P)
- **Mills: True Story**, Mar. 22 (P)
- **Luca Fogale**, Mar. 27 (C)
- **Legacy of Lightfoot**, Mar. 28 (C)
- **Led Zepagain**, Mar. 29 (P)
- **NOCCA: The Bergmann's**, Mar. 30 (P)
- **The Soldier's Wife**, April 2-7 (C)
- **John Reischman & Jaybirds**, Apr. 2 (Prestige)
- **Disney's Lion King Jr.**, Apr. 2, 3 (P)
- **The Soldier's Wife**, Apr. 2-9 (C)
- **Natalie McMaster**, Apr. 5 (P)
- **OSO: Mendelssohn & Chopin**, Apr. 6 (P)
- **Vernon Community Singers**, Apr. 11, 12
- **Jesse Cook**, Apr. 14 (P) • **Trooper**, Apr. 25 (P)
- **Word Nerd & Science Freak**, Apr. 16 (P)
- **Pedro Gonzalez**, Apr. 23 (P)
- ▶ **Kelowna**
- **Jesse Cook**, April 5 • **Fringe Fest**, Mar. 16-23
- **Nitty Gritty Dirt Band farewell tour**, May 8
- **Fringe Festival**, Mar. 21-23
- ▶ **Penticton**
- **BTO**, April Wine, Head Pins, April 4
- **Glass Tiger**, Mar. 31

THREE BIG NIGHTS

On the Saturday night of this July's Roots & Blues the audience is going to *Stand Tall* and hear *American Woman* in a whole new light. Burton Cummings is one of three big headliners announced Thursday morning.

"For the closing band on Saturday night, I was thinking about classic Canadiana and the artists we'd love to see on that stage. I thought of Cummings, one of the greatest rock voices, and could picture what that would sound

like and what that would look like, with our mountain backdrop and the crowd coming together," said artistic director Kevin Tobin.

Friday night's headliner will be another fast road to nostalgia for with the TexMex band, Los Lobos and their dance and earworm giant hit, *La Bamba*.

Finally B.C.'s Colin James and his dynamic band will be back to close the festival on Sunday night.

This year's Roots & Blues runs July 25 to 27. (rootsandblues.ca) ■



> Los Lobos, Colin James and Burton Cummings.

you're invited

> **Peace n' Pizza**, 5:30, Mar. 21. First Community (United Church). (3rd Fridays, by donation). This month's fireside chat with Arpita Dash from India. Event builds humanity through story-telling and listening, and includes a delicious dinner of pizza and veggies. See peace-builders.world.

> **Spring Book Sale** on March 21, 22, Piccadilly Mall.

> **Health-Care Auxiliary**, 1:30, 3rd Tuesdays at the hospital's board room.

> **Bottle Drive**, 10 to 2, March 22, Piccadilly Mall parking lot. Hosted by Lions CljB for Shuswap Food Action. / P.9

> **Fly at Night**, 6-8 pm, Tues & Wed., Children's association. fly@shuswapchildrens.ca

> **SA council**, 2:30, Mar. 24, Apr. 14

> **CSRD**, 9:30, Mar. 20, April 17

> **SD83**, 6 pm, April 15

> **Downtown Winter Market**, Saturday morns

> **Free Lunches**, 11-1, Wednesdays, First Community.

> **Pancake Breakfast**, 8-11:30, April 11, 5th Ave. 55Plus Centre. \$12 ages 5+ to 105.

> **Diaper Drive**, 11- 1:30, Mar. 28, Piccadilly Mall.

> **Paint Night**: 'O'er the Hill we go', 7 pm, Mar. 28, 148 Lakeshore Dr.

> **Garden Club**, 7 pm, 4th Tues, 5th Ave 55 Plus.

> **SA Toastmasters**, 7 pm, Thursdays, 5th Ave Centre. Lorraine 514-898-1776.

> **Trauma Aware communication**, 9:30 to 3, April 5, Shuswap Children's Association, 551 Hwy. 1. Cost \$5 includes lunch.

> **Chess drop-in**, 6 pm, Wednesdays, Okanagan College. salmonarmchess@gmail.com

> **Theatre on Edge**, June 13-15. Apply by March 30 to totfestival.com

> **Free income tax preparation** (individual taxes up to \$35,000, couples \$45,000), 9-3 Mon-Thur, now to April 30, Shuswap Family Centre, 681 Marine Park Dr. 250-832-7000 or seniorsresourcecentre.org

> **Mokulito** - Lithography on wood workshop, Mar. 22, 29. See regalo390@gmail.com to register

> **Enderby Spring Market**, 9-3, April 12, Enderby Seniors

> **Building Vibrant Communities**, 1-2, April 12, Piccadilly (across from office). Hosted by Baha'i. Info 250-804-8657.

> **Full day at the hospital**, April 9 for SD83 grades 9/10 students interested in a career. 12 different career stations.

> **Salmon Arm Downtown AGM**, 5:30, April 23, Song Sparrow Hall. info@salmonarmdowntown.com

> **Meditation Midweek Downtown** - 7-8 pm, Thursdays, 450 Okanagan, (off 4th St. SE).

> **Team Spelling Bee**, 7 am, May 7, Song Sparrow Hall. shuswapliteracy.ca

> **Peace Gathering**, 8:45am-4 pm, April 5, satellite from Grand Forks to Song Sparrow.

> **Notch Hill events** - Junk in the Trunk, 9-2, Mar. 29 & Spring Homestead Market & Petting Zoo, 10-3, April 19. Over 30 vendors

□ *Email non-profit You're invited items to FriAM.ca*

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IT'S THE LITTLE THINGS

Four things have been exercising me lately. I don't mean the big important stuff, of which far too much has been said already, but small questions that form the fabric of a life - even if they have no answers.

I like the segway to fabric as long-suffering readers will be aware of my interest in tee-shirts.

The latest observation is that my work versions, those too disreputable for best, have started developing small holes. I'm not concerned with the normal huge rents that appear, but more with localised holes in the belly button region that look like small stabs or shot holes. A careful examination reveals no corresponding holes in me. Phew! But also, no corresponding holes in the covering sweaters. There lies the question.

I regularly cross Kault Hill and watch the progress avidly. I don't agree with the monstrous expenditure for the mere benefit of traffic (two or three hospitals would be a better use of my money), but you have to be impressed by the scale of the enterprise. I noticed that when the old bridge or old road was taken out of service I felt somehow sad that I might never travel them again. I never said these things would make any sense!

My grocery shopping is every two weeks. Any more frequent and I get too annoyed at the whole business. There are two consequences to this schedule. One, I am pretty low on good stuff at the end. And two, if there's sufficient of something left over it is a month old before replacement.

I must praise some Chinese Mandarins. I keep them in the fridge pulling a few at a time out to the fruit bowl and some how they got out of sight (and of mind) and missed three shops.

On one level, I knew they were there, but on another I did not see them, so they were gone. Peek-a-Boo! You would think it would be an easy nose job to find six-week-old mandarins in your fridge but all but one were in good edible condition. I was happy, then sad. What on earth was in them?

Since about 1970 I have followed Formula 1 motor racing and from 2013 an elegant Rolex pit clock has signaled the start of the warm-up lap. The minute hand "clicks" from one to the next over a face with no numerals, just the Rolex coronet at 12 o'clock. I like the precision that as the minute hand clicks the cars start moving. None of that will change this year except the clock is now by Tag Heuer and a good bit more gaudy. There has only been one race this season and I miss that old clock. ■

□ Tech and social commentator Barry Marshall can be reached at BarryMarshall@gmx.com

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One of the Great 8

David Broadwall took his stunning custom 1957 Chevy convertible from Sunnybrae all the way to the annual Autorama in Motown Detroit and ended up a "Great 8" finalist. He engineered and performed all the fabrication to turn the convertible into a roadster with a unique, clamshell enclosure behind the front seats and an extended trunk that houses a custom, five-piece convertible top. The event is one of the premier custom car shows in the world, with the Ridler award cementing cars, owners, and builders in hot rod lore. The eventual winner from the Great 8 was a 1955 Chevrolet Nomad "Gray Madder".



Farewell, Shirley

> Shirley Mainprize passed away March 3. The best friend that so many rescued donkeys and mules owe their lives and ongoing care to is pictured here with her husband Robert Miller at the Turtle Valley Donkey Refuge they founded. To donate in her name to the continued good works of the Refuge, visit <https://turtlevallydonkeyrefuge.com/donate>



> More recipients of Salmon Arm Legion Branch 62's annual Poppy Poster and Essay contest include these students from Rancho Elementary: 1st Jayde Guenther (b&w poster intermediate); • 1st Aubrey Volkmann (b&w poster junior); 2nd Bailey Jones (b&w poster primary); 2nd Ava Ward (colour poster intermediate & essay intermediate); 3rd Elijah Baum (b&w poster intermediate) Cash prizes were \$100 for 1st; \$50 for 2nd; \$25 for 3rd.

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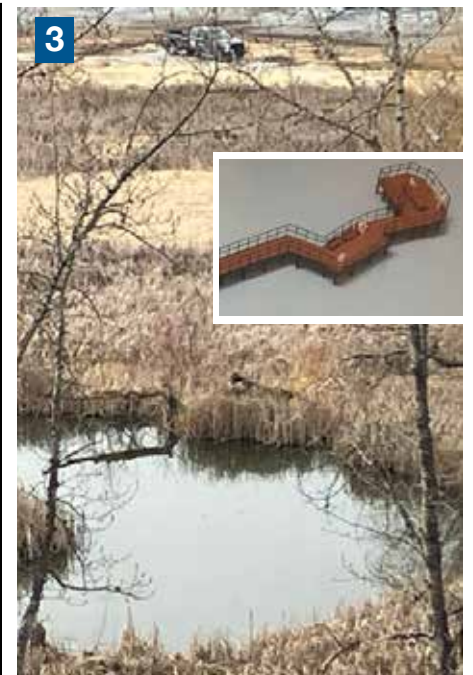
Marketplace works.



SLOW WALK

Lakeshore Road is possibly the most scenic drive in Salmon Arm, but is mighty treacherous to walk or bike. Try if you dare. That is about to change after the current stabilization and widening project is complete. Among the plans are a three-metre multi-purpose walkway, plus underground wires for a better view. There are already two trails that link up to Lakeshore Road:

- 1** After 10th Ave. NE corner, the trail leaves Lakeshore Rd on route to McGuire Lake and Downtown, shown below left.
- 2** Pictured, below centre, is the Dodds trail that climbs from Lakeshore Road to Sinclair Park on 16th Street NE.
- 3** The new boardwalk/ viewing platform is now under construction on the foreshore. While there's no link to Lakeshore Rd,
- 4** ... there are eventual plans for a footbridge over the tracks.



When reaching out goes ‘viral’

Like almost everyone in our nation, Salmon Arm resident Mary Scheidegger Adams has been watching the news with growing concern about what all is happening with our neighbours to the south. She decided to write a post addressed to voters of Trump, and MAGA supporters in Canada as well, and was astounded how - in a short time - it spread across the web universe. Her viral post is reprinted in the bonus pages of this edition at FriAM.ca.

The following piece is Mary's response to all the response:



So, I wrote this thing... and, well, it kind of took off. I didn't set out to go viral, but here we are. I wrote it for myself, to help process the madness, and then shared it on Facebook a week or two ago, thinking maybe a few friends might appreciate it.

Like everyone else, I've been seeing so much anger and toxicity flooding social media. And like, I suppose, everyone else I've found it overwhelming. Writing is one of the ways I make sense of the world, so I took some of that anger I was seeing and reframed it... turning it into a gentler, heartfelt message for my neighbours to the south. I pulled inspiration from others (yes,

even the angry ones) and wrote straight from my heart. Well, turns out it resonated with a lot more than just my friends. That post has now been shared on Facebook over 20,000 times, picked up by newspapers, and reposted in countless blogs. Sometimes attributed to me, sometimes not, as happens in the wilds of social media. I am aware of at least one influencer who has edited with, uh, "spicier" language (but with the same message) since reshared thousands more times.

Am I shocked and alarmed with all that has happened these last few months? Yes. Very much so. Am I angry too? Oh yeah. Am I sad? Even more so. But I'm also deeply moved and inspired by the thousands of strangers who've shared my words with their own circles, the hundreds of people from all over the world who've reached out to me offering gratitude, solidarity, and international friendship... it's actually been quite incredible. It is a reminder that, even in the chaos, people are still listening, still connecting, still trying to find common ground. And that? That gives me hope.

☐ See bonus pages at FriAM.ca for full post.

SEASON 2, EPISODE 2 Serial by Shawn L. Bird

Desdemona Moreno was glad she'd moved to Salmon Arm.

She was thankful her uncle had willed her his apartment in 325 Alex.



During the coldest days of the winter, she'd missed Vancouver, but now it was raining rather than snowing, it felt like home.

Sure, it was quieter, but she didn't miss the sounds of sirens and constant traffic. She could hear herself think in this quaint little city where her uncle had found a contented retirement.

She liked her neighbours in the building and the good places to eat within steps of the front door. Most of all, she liked that her Youtube ☐ Continued next page

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Annual General Meeting & Volunteer Tea
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BOTTLE DRIVE

Saturday, March 22
10 am to 2 pm

Drop off bottles of at Piccadilly Mall parking lot. We will direct traffic flow and unload and sort your bottles



All proceeds will go to Shuswap Food Action

April Art Exhibit 

Quintessence: The Art of Five Women

1660 20th St. SE Salmon Arm
April 17th - 27th 10am - 7pm



Verna Brown • Diane Akey • Maureen Howard • Cori Torres • Rebecca Shepherd

Ear to the GROUND S.N.O.R.T.!



Now that construction on the Shuswap North Okanagan Rail Trail is well underway, I will say again - S.N.O.R.T. is not an unfortunate accidental acronym. It's perfect! It's a deep "snort" of fresh air and beauty to breathe in as we traverse the trail.

I honestly don't get "SHU", but I'd be proud as a peacock to wear a "SNORT" shirt.

A snort full of fresh North Okanagan and Shuswap air is what trail walking is all about. ■

Web SITINGS

► whatismissing.org
Exploring our planet, facing its challenges, finding solutions.

Spring Flowers

> Local stores like Pedro's are loading up with beautiful flowers - soon to spring up in local yards.



325 ALEX: Episode 2, Season 2

☐ Continued from previous page

Most of all, she liked that her Youtube channel had gone completely viral since she started filming an episode in her apartment, all because of her neighbour's cat, which constantly snuck into her apartment while she was recording.

Viewers were watching just to catch sight of a covert cat, and Desdemona could not be happier. It was a shame that she was allergic to cats and could never own one of her own, but this mystery cat was better than having to deal with feeding and litter boxes. She had no idea how the cat knew when it should appear, but she was not complaining. Anything for views. That cat was improving her bottom line. It was welcome to sneak into her home.

She was a little concerned about the noises she heard now and then from the apartment directly below her. A young family had moved out the same week she'd moved in. No one had rented the space yet, but still there were noises coming through her floor.

She knew that her own work in her apartment had had the whole building worried the space was haunted. Building noises had a logical cause, but still.

It was super creepy that bumps and thuds had changed to the distinct sound of voices in that empty apartment in the middle of the night when voices had no business being there.

☐ Read Episode 3 in the All Month Friday AM on April 4

City FIXINGS

> Salmon Arm has not organized a big Canada Day celebration since the Children's Festival disbanded.

This year is especially in need of a July 1st celebration.

Our smaller neighbouring communities Portage & Main event in the Peg in Sicamous, Enderby and Blind Bay put on great fun events. Salmon Arm needs to get busy and start planning now.



Bravos & BOOS

> **BRAVO TO** Sue Murray, Chase citizen of the year.

> **BRAVO TO** SD83 medal winners at the annual Skills Canada Regional Competition at TRU, March 7. A.L. Fortune Grade 12 student Nya Korpa won gold in Electrical Foundations; and PVSS students Arel Ciccone - gold and Owen Severinski, silver in automotive.

Contributed by Darrel Warman:

> **BOO TO** Canadians and some companies that spell "centre" as "center", as often observed on signage. Other words fall into this as well. Let's be Canadian.

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> A rock and mud slide closed a 7.2 km. stretch of Highway 1 for several hours between Canoe Beach Drive NE and Bernie Rd. on March 13. Dale Derksen Facebook photo

FLAVOURS OF ETHIOPIA

A night of authentic Ethiopian cuisine and community building is Salmon Arm Rotary Club has teamed up with Partners in Ethiopia to host a fundraiser dinner March 29 aft Fifth Ave. 55 Plus Activity Centre, benefiting both local community projects in the Shuswap and education and healthcare initiatives in Agarfa, Ethiopia.

The dinner is prepared in the traditional ways of the Oromia Region of southeast Ethiopia by a team of experienced cooks led by **Partners In Ethiopia** founder and Salmon Arm Rotary member Woinshet Bayssie, who grew up in Agarfa immersed in this food tradition.

Full details are available at www.partnersinethiopia.org/rotarydinner, including detailed menu information. See ad on right.



> Woinshet Bayssie at recent Peace n' Pizza

Support Canada and Fly the Flag!

The Salmon Arm Rotary Club is a non-political and non-religious organization.

Over \$130,000 raised in the past 5 years, all monies used to support needy organizations in Salmon Arm. Help us put Salmon Arm on the map by flying Our Canadian Flag!

Help make a difference in your community! Fly the flag from the May long weekend through November 11. Sign up for a one-time contribution of \$100. Proceeds to local community projects.

Rotary
 Club of Salmon Arm

Details # [salmonarmrotary.org](https://www.salmonarmrotary.org)

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and
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TRADITIONAL Ethiopian Dinner

Sat March 29, 2025
 Doors open 5 pm • Dinner 6 pm

Fifth Avenue Senior's Activity Centre
 170 5th Ave SE, Salmon Arm

Tickets \$120

Eventbrite tickets via website
 Tickets (cash only) at

- Soapolallie Soapworks at 611 Cliff Ave Enderby
- Lotto Booth at The Mall at Piccadilly

A Fundraiser to equally support Rotary's local community projects and Partners in Ethiopia's educational and healthcare projects in Agarfa, Ethiopia

More at partnersinethiopia.org/rotarydinner

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- Help keep Salmon Arm safe by going out on four hour patrol one afternoon or evening each month. We also take part in numerous community events and enjoy socializing together.

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WEATHER SYNOPSIS

Chance of showers Friday to Sunday. High +11 to +1.
Normal: +9C to -2C
Sunrise 7:05 • Sunset 7:07

Past Temps, March 5 to 18
By weather reporter Nick Parsons
 SW Gleneden, 458 m (119 m above lake):

DATE	HIGH	LOW	PRECIP.
Mar. 5	+6	+2	
Mar. 6	+9	+2	
Mar. 7	+8	-2	
Mar. 8	+9	+3	
Mar. 9	+10	+3	1/16" rain
Mar. 10	+13	+2	
Mar. 11	+8	0	
Mar. 12	+6	+1	1/8" rain
Mar. 13	+6	+2	9/16" rain
Mar. 14	+7	-1	
Mar. 15	+4	0	3/16" rain
Mar. 16	+7	0	
Mar. 17	+7	0	
Mar. 18	+8	-1	

NICK'S NOTES: Predictions by climatologists have been fairly wrong in this area. There's been less than half the snowfall of previous winters. There's little to no runoff and our land is becoming dry again.

PASSAGES

LEGACY LIVES ON
shuswaphospitalfoundation.org
shuswapfoundation.ca

Fischer's Funeral Services
fischersfuneralservices.com

- ❖ David Ross Adams
February 26, 2025, at age 47
- ❖ Marie Pierrette Boivin
March 6, 2025, at age 95
- ❖ Winifred Westwood Ewing
March 12, 2025, at age 82
- ❖ Earl Dennis Johnson
March 14, 2025, at age 84
- ❖ William Joseph Lynch
March 7, 2025, at age 85
- ❖ Shirley Anne Mainprize
March 3, 2025, at age 73
- ❖ Trevor Thomas Ginn
February 25, 2025, at age 87
- ❖ Wayne Ham
February 22, 2025, at age 81 (Walmart greeter)
- ❖ Wilfred John Hampson
February 17, 2025, at age 80
- ❖ Viento Alberto Brideau
1-4, April 26, 5th Ave. Sr.

Bowers Funeral Service
bowersfuneralservice.com

- ❖ Robert 'Bob' Caldwell
February 26, 2025, at age 68

- ❖ Margaret 'Eleanor' Eliason
March 7, 2025, at age 84
2 pm, Mar. 23, *Shuswap Community Church*
 - ❖ Lenora Ethel Fogarty
March 6, 2025, at age 89d
 - ❖ Lyle Dean Kunkel
March 10, 2025, at age 73
 - ❖ Juanita June Moore
March 7, 2024, at age 96
- ❖ ❖ ❖
- ❖ *Beau Dozier, 45, songwriter, producer for many bands*
 - ❖ *Peter Wall, 87, Developer, leading contributor to Vancouver's City of Glass image*
 - ❖ *John Hemingway, 105 Battle of Britain pilot*
 - ❖ *Jesse Colin Young, 83, Youngbloods singer. 'Get Together', an anthem of Summer of Love*
 - ❖ *Lenny Schultz, 91, comedian and major influence on Robin Williams, David Letterman, Jon Stewart and Billy Crystal*

SPORT SPOT



> Salmon Arm Legion Br. 62's team at the Firefighters curling bonspiel won five straight games to take first place. From left: Leo Patenaude, Jim Jackson, Bob Ravi-gnat (50-year Legion member) and skip Kevin Smith.

> **SILVERBACKS:** 29 W, 14L, 7 OTL, 65 pt
Guaranteed spot in playoffs
On a five game winning streak
 • **Recent scores:** Mar. 15: SA 5, Spruce Grove 2 • Mar. 14: SA 3, Powell River 2
 • Mar. 8: SA 6, Okotoks 2 • SA 7, Cranbrook 3
 • Mar. 2: SA 3, Prince George 1.
 • **Next games:** Mar. 21 & 22 in Trail • Mar. 28 in SA vs. West Kelowna
 • Mar. 29: SA in Penticton

End of regular season
Interior East: Penticton 81; Brooks 77; Trail 69; SA 65, Sherwood 63, Cranbrook 60; West Kelowna 47; Okotoks 45; Spruce Grove 40; Vernon 36; Blackfalds 28
Coastal: Chilliwack 69; Surrey 62; Cowichan 59; Victoria 59; Coquitlam 59; Nanaimo 56; Aberni 55; Langley 47; Pr. Geo. 43; Powell R. 24.

SPRING BREAK GUIDE available in print & online

• Kids Camp, 8:30-3:30 drop off at Little Mt. pick up at Recreation Centre. Mar. 17-21 & 24-28 \$240 wk. (age 6-12) Play group games & sports, daily hiking & swimming, arts & crafts & much more.

salmonarmrecreation.ca



> Silverbacks' proud parents day



- > **Tennis**, book indoor / outdoor courts at clubsparks.ca
- > **Hit2Fit Boxing Charity Gala**, 4-10:30 pm, April 26, SASCU Recreation Centre • salmonarmboxingforwellness.simpletix.com
- > **Dragon Boat Information & Sign-up**, Saturday, Mar. 29. Friends Abreast Dragon Boat team will be at the Downtown Farmer's Market looking for ladies interested in trying out the sport this Spring and Summer. No experience or special fitness required.
- > **Shuswap Dragon Boat Society / Friends Abreast AGM**, 1-4, April 13, Salmon Arm Lawn Bowling Club next to curling rink.

> Lance Ewan, the president of Salmon Arm Legion Br. 62 was awarded the King Charles III Coronation Medal. Retired from the Vancouver Fire & Rescue Service after 30 years, Ewan served as batallion chief, hiring and outreach officer, fire investigations and president of the Vancouver Firefighters band. Since joining Salmon Arm's Legion in 2020, Ewan has been instrumental in starting a 'donate local' campaign and 'purchase local' policy at the Legion. ■



We are F.A.M.I.L.Y.*
***Friday AM Is Looking at You!**
 Community news • In print or online
FriAM.ca Now 1st & 3rd Fridays



> Caleb Espinoza of Shuswap Rotary presents \$2,000 to members of Friends Abreast Dragon Boat team, Margaret Hinchliff, LiZ Burdeniuk and Linda Wesley to support this year's Dress the Town Pink campaign and the Shuswap Dragon Boat Festival on June 14. For more info, visit friendsofbreast.com

5,000 diapers in first 3 years

In recent years, many families have had trouble affording essential items for their infants and toddlers, especially diapers and formula.

These items are necessary for the health and well-being of young children, but their rising costs have made them much harder to pay for. Diapers alone can cost between \$945 and \$1,500 a year for each child, with one child using around 4,600 to 4,800 disposable diapers in the first three years of life.

Despite being a basic need, many families struggle to afford enough diapers. "Diaper need" happens when families cannot provide enough diapers without sacrificing other basic needs. Diapering is a key task for parents, but for some, the cost of diapers creates a serious financial burden. A survey by Huggies® found that one in five Canadian Moms are having trouble purchasing diapers.

The ongoing increase in diaper prices is making things worse for families already dealing with higher rents, utility bills, and food costs. Not being able to afford enough diapers can lead to serious health issues for children, like skin rashes, infections, and other problems caused by wearing soiled diapers for too long.

Diaper need can also lead to more health problems, such as urinary tract infections (UTIs) and diaper dermatitis (DD). DD is a skin condition caused

by moisture, friction, and sometimes infection, and UTIs are common in young children. Both conditions are linked to how often a child's diaper is changed. When families can't obtain enough diapers, they may not be able to change them as often as needed, increasing the risk of these health issues. One way to help reduce these health problems

is by improving access to diapers. In addition to diapers, the cost of infant formula is also rapidly rising, with prices increasing by 46 per cent in BC between 2022 and 2024.

To help families in need, Shuswap Children's Association is hosting its first **Diaper Drive** on Friday, Mar. 28 at Piccadilly Mall from 11 to 1:30. Donations of diapers, formula, wipes, snacks or cash will be gratefully accepted. All donations over \$20 are eligible for a charitable tax receipt.

Each month, through donations, we support an average of 50 local families in crisis. In order to continue, we need the support of our community.

If you want to learn more or have any questions about Shuswap Children's Association you can email us at info@shuswapchildrens.ca, visit our website at www.shuswapchildrens.ca or call 250-833-0164 ext 0. Referrals to our programs can be made through our website or by coming to see us at 551 Trans-Canada, next to Royal Lepage. ■

FAMILIES FIRST
Shuswap Children's Association

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CardiffMillerArtWarehouse.ca
Saturday & Sunday 11 - 5pm

Winter tires

It may be tempting to remove winter tires with Spring's official arrival this week, but it is best to wait..

Law requires winter tires on designated highways until at least March 31. Some routes require until April 30. The best decision is to wait until temperatures consistently stay above 7C, says Road Safety at Work.

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WORD SEARCH

Sweeper & plow names

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 Sweep Caroline
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 Gordie Plow
 Blizzard of Oz
 Plowasaurus Rex
 Betty Whiteout
 Scoopdog
 Buzz Iceclear
 Alice Scooper
 Fast & Flurrious
 Sleetwood Mac
 Sled Zeppelin

PICTURE THIS



> The final heart tugging scene in the classic pet adventure movie, *Homeward Bound*, makes humans cry, and Barney the dog furiously wag his tail and clutch his Teddy. On right, this budding band is playing at a club near you - beagle on piano and vocals, baby on play guitar. Off the web.

HIDDEN GEMS

THIS QUOTE SPACE HOSTED BY
 Hidden Gems Bookstore, 331 Alexander
www.hiddengemsbookstore.com

> "I love to buy but hate to spend, so I go to discount stores, warehouse clearances, bargain basements, special sales, closeouts. And come home with things that end up in garage sales, charity bazaars, the Salvation Army and other places where people who love to buy but hate to spend." ~ *Natasha Josefowitz*

> "I am convinced that if the world survives these dangerous times, it will be tens of thousands of small things that do it." ~ *Pete Seeger*

> 1985: I can't wait to see what the world is like in 40 years.
 2025: I miss 1985.

> F.E.A.R. has two meanings: Forget Everything And Run or Face Everything And Rise.

FUNNY BONE

> *My first day on the job as a police officer:*

Me: "Suspect is dancing naked through the streets of downtown"
 Dispatch: "Copy that."

Me: "I'll try, but I'm not much of a dancer."

> My Saturday was going pretty well until I realized it was Sunday.

> The biggest joke on mankind is that computers started asking humans to prove they are not robots.

> When does a joke become a "dad" joke?

When it becomes "apparent"


> 1. Binfluencer - The neighbour on your block who wheels the bins to the curb first, so the rest of the block knows if it is garbage week or recycling week.

POP QUIZ

> Which famous people are/ were known to struggle with Tourette's?


> Which Canadian provinces are larger in area than Texas?

are a little smaller than Texas. Alaska is over twice the area of Texas.
 < Only Ontario and British Columbia. Quebec and Prairie provinces
 Samuel Johnson, Howie Mandel, Herb Alpert, Michael Wolf
 Dash Mihok, Howard Hughes, Seth Rogan, Jamie Grace Harper, Dr.
 < Billie Eilish, David Beckham, Lewis Capaldi, Dan Aykroyd, Mozart,



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Savings Account	1.75%	Down 0.10%
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1 year	3.28%	Down 0.18%
2 years	3.29%	Down 0.23%
3 years	3.36%	Down 0.22%
4 years	3.38%	Down 0.17%
5 years	3.50%	Down 0.17%

* GIC rates as of Mar.18, 2025, subject to change without notice. Certain minimums and conditions may apply

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ON THE HORIZON

> Two large building plans are before council - one commercial and the other residential. Bartle & Gibson Co. is proposing a wholesale/retail building supply outlet on the lot between Canadian Tire and Ashley Furniture. A 73-unit apartment is breaking ground on 28th St. NE by Nico's Nursery and Rogers Rink. The six-storey structure, featuring rooftop patio, are pictured above.





Cleaning Supply & Vacuum

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We provide products to a wide range of businesses, institutions, restaurants, automotive, agricultural, recreational sites and many

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We also supply rental carpet shampooers and other equipment. Dermatologists recommend our soap for sensitive skin. Hairdressers send their clients to us for our shampoo and our bath products have minimal ingredients. ■



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1st Fridays- All Month: SALMON
3rd Fridays- Mid Month: ARM

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Blog Post

FriAM.ca

All Month SALMON
Mid Month ARM

FROM FACEBOOK DAILY POSTINGS

Let's take a moment and clear things up

Here is the full text of the viral post that Mary Scheidegger-Adams wrote. See her account on its reponse on page 9

Dear 77 million Americans who voted for Trump (and to a few of our own MAGA-loving Canadians),

Let's take a moment to reflect on who we Canadians actually are, as you may have been misled lately. We are compassionate. We are polite. We value education and children, our elders and the vulnerable. We are proud, we are strong, we are free. We quietly (sometimes not so quietly) go about our business. See, being Canadian has never been about shouting the loudest or demanding attention. That's not who we are. We're the quiet ones — the ones who shovel our neighbour's driveway without being asked, who hold the door open, who say "sorry" when you bump into us, and who believe that getting along is better than shouting each other down.

We believe in fairness, decency, and looking out for each other — not just here at home, but around the world. It's part of why we've always been proud to be your greatest neighbour. We've always shown up for you — time and time again. From the beaches of Normandy to the mountains of Korea, from the fields of Flanders to the streets of Kandahar, Canadians have stood beside you, fought beside you, and yes, died beside you during your darkest hours. When Hurricane Katrina devastated New Orleans, we were there. When California burned, we sent our finest firefighters and water bombers. And on September 11, 2001, when the world stood still, we opened our homes and airports to thousands of your citizens, because that's what good neighbours do. It would certainly never occur to us to ask for expressions of gratitude, let alone demand it. Who does that?

To be frank, it's hard — really hard — to watch your president, a convicted criminal who built his entire persona on insults, cruelty, and division, turn that hostility on us. We've been your friend, your ally, your partner — and now we're treated like an inconvenient commodity at best, an enemy at worst.

Now, to the Canadian MAGA cheerleaders telling me to "mind my own broken country" — let's take a moment and clear a few things up. Canada isn't broken. Do we have problems? Of course we do — name a country that doesn't. But we're not on the verge of civil war because we can't even agree on basic facts. We don't rally to round up immigrants or people who don't look like us, or

eh? is the last word in a classic Canadian sentence.

em! is a printing term and root of dozens of words from emotions to empathy and email to emoji.

cheer when our leaders mock the disabled and vulnerable. We don't vote convicted criminals into office — we vote them out. We don't cling to political labels like they're our whole identity. We're Canadian first — not Liberal or Conservative first. We actually understand how tariffs work. We know that affordable health care for all isn't some radical fantasy — it's basic human decency. We don't fantasize about dragging society back to the 1940s. And we certainly don't believe the most morally corrupt person on the planet was handpicked by God. Who does that?

We didn't gut essential health care for millions of people with the stroke of a pen. We don't think lower taxes magically cover cancer treatments or emergency surgeries when you've lost your job. We believe a country is only as strong as the way it treats its most vulnerable — not how much it worships billionaires. That's morally reprehensible. What the actual what? Who even does something like that?

We didn't hand over the keys to our government to a bunch of unelected corporate tycoons and media personalities. We don't cling to a 250-year-old gun law while innocent children are slaughtered in their classrooms, pretending nothing can be done.

Canada is respected around the world — not pitied or laughed at. We believe in upholding all of our Charter of Rights and Freedoms, not picking and choosing which rights apply based on political convenience. That's illegal, and morally reprehensible. What the actual what? Who even does something like that?

Mind my own business? Oh, I would love to — but here's the thing: when your neighbour is a country of over 300 million people, and they've put a conspiracy-loving anti-science addict in charge of public health, that's my business. When your president tears down the economic, military, and trade alliances that keep the world stable, that's my business. When your leader openly talks about invading sovereign countries — including ours — that's my business. Oh... that is very definitely my business.

Dear ones, south of the border. We're your friend, your ally, and your neighbour — but we're not blind, and we are definitely not fools. We're polite. We're fair. But we're not pushovers. And right now? We're watching. Closely.

Warmly, with kindness — and a whole lot of concern, Canada

ROOTS & BLUES LINEUP

Los Lobos | Burton Cummings | Colin James

Bywater Call | Dumai Dunai | Elisapie | Empanada Ilegales | Foghorn Stringband | Improvement Movement | Jackie Venson | Jesse Roper | Les Mamans du Congo & Robin | Lloyd Spiegel | Miss Emily | Meredith Moon | Moses Mays and the Funk Family Orchestra | My Son the Hurricane | Ruby Waters | Selwyn Birchwood | Shooglenifty | Steve Marriner & Local Electric | The Boom Booms | The Heavy Heavy | The Sadies | VIK | Willi Carlisle | Ye Vagabonds | and many more!



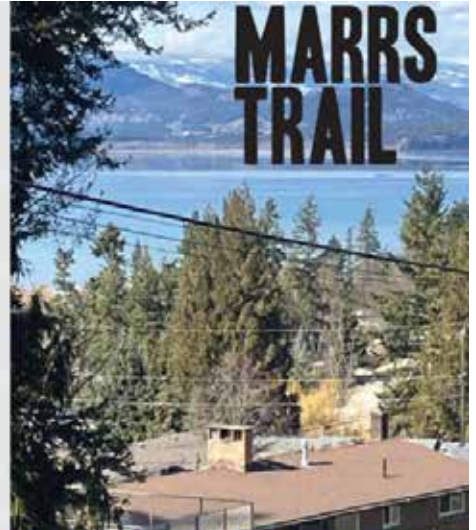
walk with Les

Dodds Trail



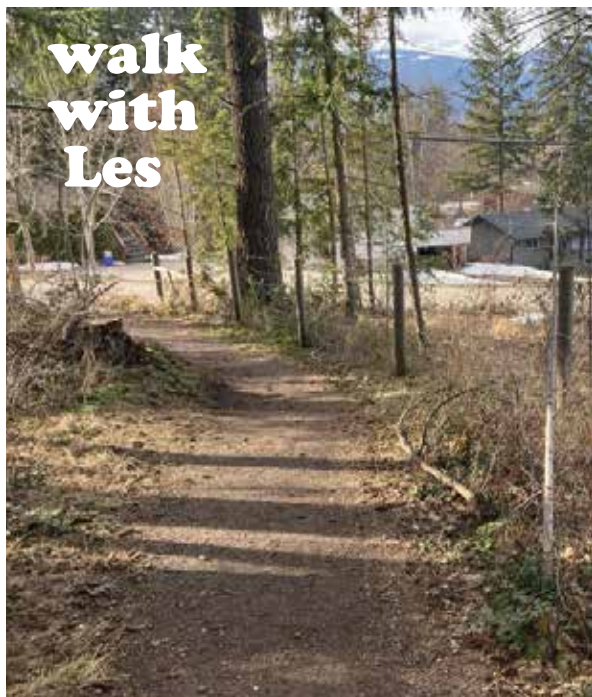
walk with Les

The Marris Trail is another reason I love this city. You're deep in a hilly forest above a ravine, surrounded by nature, yet the bustling is just a block away. This connector trail runs between 18th and 20th Streets NE. We met up with Rochelle Marr and son Travis doing yard work. The buds and Spring have definitely sprung.



> Dodds trail is a little known path that starts at the heritage Sinclair House on 16th St. NE and ends with a beautiful bayview on busy Lakeshore Rd. It will be ten times better when Lakeshore Rd. is widened to include a pedestrian path. ■





walk
with
Les



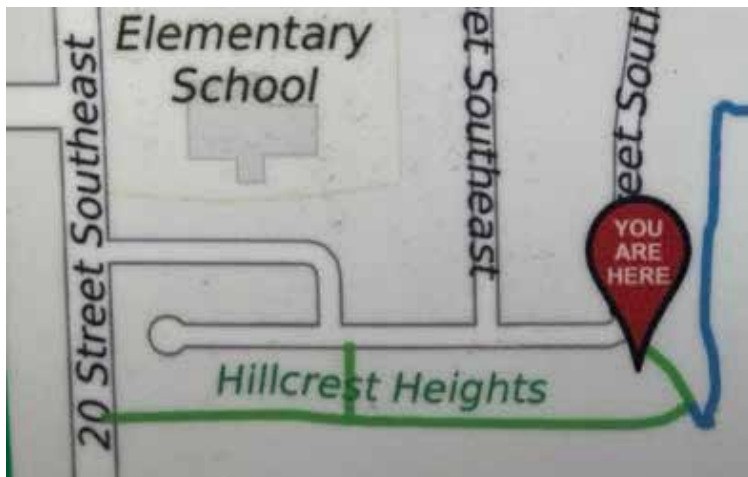
HILLCREST HEIGHTS

There's Hillcrest, then step up a little higher, and there's "Hillcrest Heights". This afternoon's Walk with Les took us to the Ellenor family's old stomping grounds, their second home across the street from Hillcrest School.

We took a long slow walk around 1970 10th Ave SE, which, interestingly, 1970 is the year they moved here from Port Alberni.

Les reminisced about this house - the skating rink he'd flood for the local kids; the trees the family planted; the addition they built overlooking the backyard gardens; and how daughter Jessica would jump off the roof - a forerunner to her days as a movie stuntwoman.

The reminiscing would not be complete without running into at least one old neighbour. Heather was out raking her leaves - yes, snow is nearly all gone, even in the snowbelt. I listened to them chat about her years working at the hospital, and his days as a patient.



Then the actual walk began... south up 20th Street to the trailhead of the Hillcrest Heights trail on the backside of 14th Ave. SE. It was a delightful wooded trail (see the green line above). On one side, the backs of all the new homes along Hillcrest Elementary School. On the other side, pastoral fields leading up to a snowy hill.

While a little sad to see most of the woods gone, there's no debate that Hillcrest Heights - on the southern edge of town - is an awesome neighbourhood to raise your kids. ■



TODAY'S NERDY FACTOID:

Getting from the airport to downtown in a city with metro population of 8 million is the same as a city with a metro population of 235,000

Kelowna airport to
Downtown - 14 kms -
24 minutes by car
in good traffic.

Metro Kelowna 235,000
(airport to Salmon Arm
100 kms / 1 hr. 19 min.)



Hong Kong
airport to
Downtown
40 kms
24 min. by train
Metro Hong Kong
8 million
*Greater Bay area
is 86 million!*



*Bon Voyage family
friends- Sieu Lan
Wong & family- start
of journey to connect
with family roots*

eh?/em!

Blog Post

FriAM.ca

All Month SALMON
Mid Month ARM

March 15, 2025 • 1st Posting of the Day

AM



Chelsea Reimer photo

Sadly, we need to take Trump at his word..

JANUARY:

Trump says he would use military force to acquire Panama Canal & Greenland, and 'economic force to annex Canada.

FEBRUARY:

Continuous taunts and back and forth tariffs

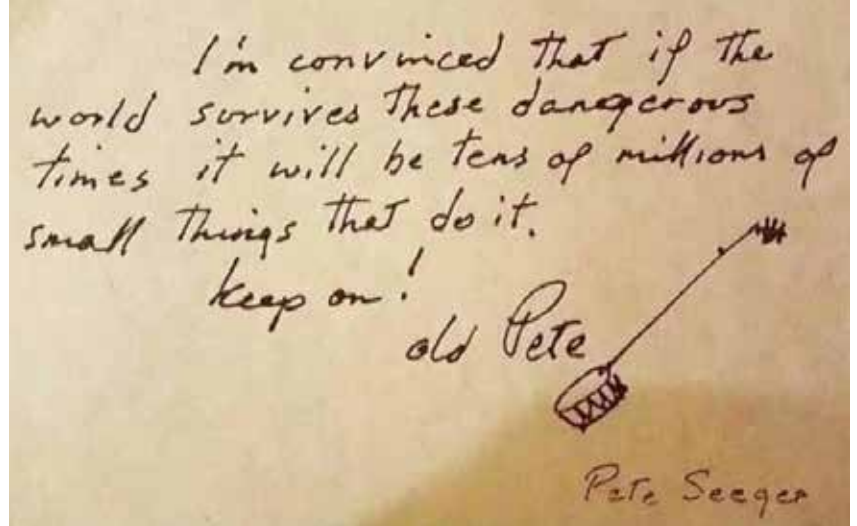
MARCH:

Trump orders Pentagon to develop plan to invade Panama, and says that the only way for tariffs and punitive actions to disappear is for Canada to "become our cherished 51st State".

GOING FORWARD:

American friends: Heed Pete Seeger's universal words, above, and keep standing in Trump's way. This works in Canada too!

SMALL & BIG THINGS THAT DO IT:



The beloved owners of a New Jersey restaurant, are detained in jail by ICE. The entire neighbourhood rallies around them, resulting in their release.



AM

eh?/em!

Blog Post

FriAM.ca

All Month SALMON
Mid Month ARM

March 6, 2025 • 2nd Posting of the Day

Sophisticated scams hit locals / 3.10

Canada's a Keeper
Start with Medicare

March ALL MONTH

Real Estate

Fun & Events

Concerts

Theatre

Search for at 301.000

March All Month is now out ..on the streets and at FriAM.ca

- Here are a few scenes around town observed during my Thursday evening delivery rounds...
- > About 15 years ago I took a photo of a similar set of recycling bins in a Montreal subway shopping mall and I was immediately surrounded by security officials wondering what the heck I was up to. So today I took a photo of the ones at Piccadilly, and not a peep.
- > What a great bumper sticker slogan, on right.
- > The BC Log & Timber gang are convening. There's a red heart sweet sitting on the Narrows in the logo below. A Narrowing of the heart- not so sweet
- > We "LIVE FREE" to scrawl words on a hydro box and risk getting electrocuted.
- > What's with "Quiet Please, Important work in Progress" outside the Askew's washroom?



> Another sign of Spring... the growing number of bus tours stopping in town for dinner and lodging



> Eight Tesla chargers at Askew's Uptown, and the actual engineers/ founders / and original CEOs of Tesla - Marc Tarpenning and Martin Eberhard



I have a long history dispensing unsolicited ideas, with practically zero success. I keep doing it.. just because. So here's another one. Tesla is a publicly traded company with Elon Musk as its third owner/ CEO. Musk's actions are costing Tesla billions by dragging its reputation down with him, and he cannot possibly be doing his job as CEO while he's literally camped out at the White House dragging down America. I cannot imagine how shareholders can continue to allow this to continue. Since Musk's name will forever be attached to Tesla, here is my idea.

Martin Eberhard and Marc Tarpenning are the engineers and entrepreneurs who developed and founded Tesla. The only thing Musk has to do with Tesla's development is developing the impression that he the one who did all the heavy lifting. My idea is to rebrand Tesla with a new name honouring the original developers. Their first names are Marc and Martin, so I suggest renaming it Marcin. (pronounced Mark-in).. Marcin is a name common in Poland with a really appropriate meaning of "courage, strength, resilience." What say you downtrodden Tesla investors?