

LIFE & TIMES

FROM THE

Archives

1919 Police staged a raid on a Front Street business establishment with the result that five men were hauled before magistrate Hugh Bowden and fined \$25 or one month in jail for gambling.

1929 A hand-tooled leather blotter made by Miss Beadle of Salmon Arm was selected as part of the Provincial Handicrafts Guild's gifts for the Prince of Wales prairie home at High River, Alberta.

1939 Tempers flared and arguments were lengthy as some 150 ratepayers backed municipal council at a public meeting which heard both sides in a dispute between council and the school board after council decided to reject the board's budget. Most speakers seemed to feel teachers pay was too high, noting those in elementary school were making from \$1,100 to \$1,800 per year, and the principal's salary worked out to about \$2 per hour, "more than any farmer could even think of."

1949 Manager C.R. Hayter announced a delay in the arrival of seats would postpone the opening of Salmon Arm's new community theatre until May 5. How times have changed, H.W. Scales was advertising 12 acres of choice lakeshore property in Eagle Bay for \$1,200. On the other hand, C.D. Munro offered 15 acres on the Trans Canada Highway with a new cabin, two barns, cows and equipment for \$1,950. Goddards offered a 60x110 foot lot on Front Street in downtown Salmon Arm for \$1,100.

1959 Teachers of South Broadview Elementary couldn't be blamed for feeling they were seeing double as five sets of twins were enrolled in primary grade. They included Karen and Ian Howe, James and John Hanna, Lorne and Loyd Porteous, Edward and Ronald Hunter. Salmon Arm village council passed a resolution calling on the provincial government to pay the entire cost of teachers' salaries.

Entrepreneurs strut their stuff

By Martha Wickett
OBSERVER STAFF

In the end, they were all winners – and, in this case, that's not a cliché.

Nine teams took part Friday evening in the final segment of the Shuswap Launch-a-Preneur program, Salmon Arm's version of CBC Television's Dragon's Den.

To a nearly packed Salmon Arm Classic Theatre, the nine teams, whittled down from an initial 23, were first given two minutes each to do an "elevator pitch," a chance to entice their potential investors into wanting to learn more about their businesses.

Speaking in front of the crowd was clearly nerve-racking for some, but the audience was loudly supportive and presentations were entertaining, with business ideas ranging from customized eulogies to unique building painting.

Following the elevator pitches, the judges, who included Kelowna angel investor Ed Alfke, founder of Rent-A-Wreck, gave positive feedback and suggestions. Luckily for the teams, the judges were much kinder and encouraging than the sometimes obnoxious investors on the television counterpart to Launch-a-Preneur.

The judges stressed the importance of making sure your audience learns what your product and service is, why you're



passionate about it, what its benefits are, why it is unique and who your market is.

The field was then narrowed down to five.

Moving on to the next segment – five minute presentations with props – were: Pandemonium, Hydrodynamic Foils, Okanagan Outback Western Adventures, White-o-Coccoli and OneKan.

Brenda Hunter and Joyce Leach of Pandemonium went first, describing their water-jet cutting business that creates locally designed and hand-crafted metal pieces of art, big and small. They emphasized that if people can imagine it, they can create it.

Between the presentations, while the judges were conferring, international speaker and author Darren Jacklin engaged the audience, asking what people had learned from each presentation and adding his own tidbits for business and personal growth.

The next presenters were Okanagan Outback Western Adventures, Laine Keyes and Kyra-Rae Horvath.

Keyes spoke of a number of plans for their 400-plus acre ranch in the Turtle Valley. They include summer children's camps, trail rides, therapeutic riding, horse boarding and exercising, and the opportunity for the public to participate in day-long cattle drives.

Conrad Wilkins of OneKan presented next, showing the gasoline can he has invented that avoids many of the problems of existing models such as spillage and the need to go through several steps before pouring. In a demonstration with a conventional gas can, he showed how much quicker his invention is.

The Hydrodynamic Foils team of Blaine Sholinder, Gordon Jones and Lionel Lyons was next, demonstrating their Easy Rider Sit Down Ski.

Sholinder, with one of their skis on hand, explained how his team has improved on other sit-down waterskis in areas of safety, accessibility, stability, weight and maneuverability.

The final presenter was Jennifer Ripel with



Budding businesses: (Above) Blaine Sholinder demonstrates his sit-down ski.

(At left) members of the top five teams, from left: Laine Keyes, Conrad Wilkins, Kyra-Rae Horvath, Joyce Leach, Brenda Hunter, Blaine Sholinder, Jennifer Ripel, Lionel Lyons and Gordon Jones.

White-o-Coccoli. She explained that her products are personalized cutlery and tableware for children, made out of bamboo from China, a healthy alternative to the plastic and toxic materials of most cutlery and dishes for children.

In addition to getting experience and exposure, the teams of budding entrepreneurs were vying for a number of awards with generous prizes including cash, a houseboat package, business consultations, advertising and more.

During one of the breaks the audience had been given their chance to vote for their favourite team. When the Public Choice ballots were tallied, Conrad Wilkins of OneKan was the winner.

Another special award presented was the Green Initiative award, which Jennifer Ripel of White-

o-Coccoli received. Then came the three finalists. Taking third spot and a \$1,000 prize package was the Pandemonium team. In second was White-o-Coccoli with a \$3,500 prize total. And the top prize, a \$13,000 package, went to... Hydrodynamic Foils.

Blaine Sholinder was ecstatic.

"Even without winning, it was a great program," he said, emphasizing his gratitude to his business mentor as well as his student mentor from Okanagan College's SIFE program (Students in Free Enterprise). SIFE took on Launch-a-Preneur as a community project, with support from Salmon Arm Economic Development Society and Community Futures Shuswap.

"It was a great experience. A lot of work but it was definitely worth it."

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