

the Commuter

business • lifestyle • travel

Summer 2004

The Classic Lines of Dean Hutchinson Designs

Fish Tales:
The Art of the
Fishing Guide

**Pleasure-Way
Industries**
Puts Success on the
Road

**18 Days of Golf
Heaven**

Carrie Horachek
Singing & Writing
About Life

PLUS!

Just in Time for
Summer: The
Plateau

Landscaping Your
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Issue Two, Volume Five

Summer 2004

BUSINESS AND LIFESTYLE FOR A CULTURE ON THE MOVE

From the editor ...

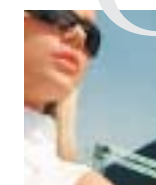
Over the past year and a half, Commuter magazine has been doing articles on destinations around the world. I've had the opportunity to meet interesting people and see incredible sights, and to capture it in photographs and stories. This time, we're doing something a little different. We're looking in our own backyard: the north.

It's amazing how many people live in the province and have never actually been to the north. It's got a lot to offer, especially for people looking for outdoor experiences. Our fly-in fishing camps are the best in the world – professional fishermen come up here when they want a holiday. I've had the opportunity to travel in the north many times, and the natural beauty still surprises me.

Our summer issue has a fashion article featuring designs by a former resident of Saskatoon, who now lives and owns his own store in San Francisco. I travelled to Los Angeles for the shoot and we set up in Beverly Hills. I learned you need a permit to shoot on Rodeo Drive, but it was fun while it lasted. Thanks to Tanja Reichert for modelling for us, Dean Hutchinson for the clothes and Lesley Diana for her help and contacts.

I hope you enjoy this issue of Commuter, and our look at some of the people and places closer to home.

Sean Martin



COVER

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U of S grad Dean Hutchinson dreamed about becoming a fashion designer and guess what? He made it.

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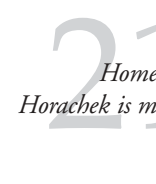
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On the Cover: L.A. actress Tanja Reichert models Dean Hutchinson Designs.

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M A R K E T P L A C E

Have interest rates finally bottomed out?

THE BANK OF CANADA RECENTLY sent a firm indication that it doesn't expect to have to lower interest rates again. If true, this means rates will eventually start to head back up again, maybe a few months from now or in 2005. For those with variable rate loans, low rates have been a long sweet ride, but you had better start planning because the ride may be coming to an end.



Many people today have variable rate mortgages. This has saved them a lot of money by sharing the rate risk with their financial institution. They've been on the winning side of the equation. Now it's time to review this strategy. This is especially true for those who have increased their mortgage over the last few years to access home equity at a low price. If rates go up, you might see your payments grow to an unsustainable level. This is always a danger when you borrow money.

Five years ago, the posted rates were 8.5% or more for a 5 year mortgage. Today the rate is around 4.5%. On a \$100,000 mortgage, this lowers your monthly interest cost from \$708 to \$375. If a rebounding economy takes interest rates back up to 8% over the next two-year period, for example, a lot of budgets could be squeezed very tightly.

Make sure you understand how rising rates will affect your portfolio. You'll avoid nasty surprises when the increases happen.

Todd Degelman, M.B.A. is National Sales Manager for Wellington West Capital Inc. He can be contacted at 1-866-844-4400.

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vintagereport

THE WINE:

Rosemount Estate 2002 Sauvignon Blanc

COUNTRY OF ORIGIN:

Australia (Adelaide Hills in South Australia, Victoria, Orange and Western Australia regions)

GRAPE VARIETY:

Sauvignon Blanc (cool, fermented in stainless steel tanks)

COLOUR:

Pale straw with a tinge of green

NOSE:

True varietal grassy nose with gooseberry overtones

IN MOUTH:

Tropical fruit, Kiwi, good acidity, good long finish

FOOD:

Seafood, tomato based pastas & salads, blue cheese, soft goat cheeses

VALUE:

A better than average Sauvignon Blanc, as the vintage was cool in the spring and summer but warm in the fall, giving the fruit optimum acidity and flavour. Priced right for summer deck drinking.

RATING:

4 grapes (0 lowest - 5 highest)
Silver medal winner in San Francisco International Wine Competition.
Drink now.



Vintage.

WINE COSTS

BY LEN STECKLER

\$14.50. KA-CHING. \$21.35. Ka-ching! \$54.40. Ka-CHING! That's the sound the cash register makes as it rings up your wine purchase. People often ask me why wine costs so much, they're only 750 ml bottles. In this issue, we will touch on why wines cost what they do. There are a lot of reasons.

First, grapes must be purchased from growers. Growers would say they don't get enough for their product, and perhaps many don't, but the winery must still pay however much in dollars per tonne. If a winery grows its own grapes, they've paid thousands of dollars per acre to purchase land. Land costs vary, being more expensive in France or California than in Chile, Argentina or Australia.

The grape root stock must also be purchased. A premium vinifera varietal like Chardonnay, Cabernet Sauvignon, Sauvignon Blanc or Merlot can be an expensive proposition. Once planted, there are chemical costs to combat plant maladies as well as insect infestations. In California, the glassy winged sharp shooter has already cost the wine industry millions of dollars. In growing regions where frost is a concern, giant fans or smudge pots are needed in certain years to ensure a crop. In overly dry regions, irrigation systems are needed in times of severe drought. Think of what a simple deck heater or sprinkler system cost to install in your own yard, then imagine the cost over hundreds of acres.

There is a time factor involved in growing grapes. The root stock can take three years to produce fruit. Five years can pass before the fruit is of a high enough quality to produce even the most basic wine product. With Bordeaux, twelve years can pass before the grapes may be used in a first growth.

Once the grapes are grown, they need to be harvested. If the grapes are hand-picked, the cost can be enormous. Icewine grapes are picked when the grapes are frozen. Sauternes from France may have harvesters going through the vineyard many times, just to pick the boytritis affected grapes that impart that sweet apricot-honey flavour. Grapes may also be picked mechanically, by harvesting machines costing more than \$100,000 each.

Once harvested, the grapes need to be processed. It requires a large investment, tens of millions of dollars, to purchase equipment to de-stem, press, cold ferment, store and bottle. French oak barrels cost up to \$800 US each, with American oak not far behind. Bottles and bottling lines are not inexpensive and something as simple as a cork can cost up to \$1.25 each.

The winery goes through all these processes to produce cases of well-made (or not) wine. They now have to market their product to consumers. Print media, television, radio and internet advertising all have a cost factor. Unfortunately, many consumers get caught up in the hype of the advertising, and that helps put unrealistic prices on some wines that are average, at best. Don't let price be your guide when buying wine. That's not to say expensive wines are over priced, simply be aware of what makes a wine a good value and purchase accordingly.

If I could afford to invest millions of dollars in an investment that could take five years or more to get a return (with no guarantee of how much a return), would I? Let's just say, that 750 ml bottle of wine isn't so expensive after all. Till next time, CHEERS!

LEN STECKLER received his Cellar Masters Diploma in 1995 and is a member of the Wine Educators Society. He has visited wineries in every major wine region in the world and does wine seminars for sales groups, customer appreciation groups, and restaurants (staff training and wine list building and maintenance). If you are interested in learning more, call Len at 306-933-4393.

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The Plateau

Ascend to the Top

story by Charles Renny, photography by DHS Communications

The latest in a series of van motorhomes from Pleasure-Way Industries is the Plateau. Based on the new Dodge Sprinter, which in turn is built by the Mercedes-Benz arm of Daimler-Chrysler, Pleasure-Way has added its own distinctive touch of craftsmanship. You know this is true because Mercedes doesn't let just anyone mess about with "their" van.

When Pleasure-Way invited me to look at the prototype of their newest van conversion, I was a bit skeptical. Automotive prototypes I have driven in the past always came with excuses about why things didn't work and how the fit and finish weren't up to production standards. That's not what "prototype" means to Pleasure-Way. In theirs, everything worked. If there was a flaw in the fit and finish, I couldn't find it – and I've had practice looking.

As conversions go, the Plateau is a bit narrower than most (it is European in design after all). You notice, kind of, but the maple cabinets keep the interior feeling light and spacious. And it makes up for less width by having more useable space behind the front seats.

The list of standard items reads like a luxury hotel room. Items we take for granted, such as interior and exterior showers, and a flush toilet. Detectors for propane, carbon monoxide and smoke are standard, as are a fridge, stove and microwave.

In fact, so much is standard on the Plateau that the option list is quite short. You can upgrade the entertainment system to a DVD/LCD theatre package, add a propane powered Onan generator and roof air, or get a coffee maker and an awning.

Getting in and out of the Plateau is easy, but a bit different than most conversions. Up front, the doors open wide and there is enough space behind the wheel to find a comfortable driving position, as long as you like a more up right seating position than commercial vehicles and Class A motor homes tend to use. Around the side, the door slides open and you can step right in without hunching over. You can come out the same way. Try that with a conventional van!



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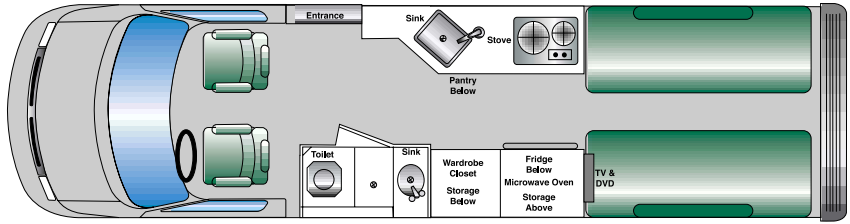



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My next step was to take this tall, flat walled conversion out on the road. I figured that with a 2.7 litre turbo diesel it would be a touch sluggish getting up to road speed. Wrong! Due to a fat and nearly flat torque curve, acceleration was brisk and I had no trouble on freeway onramps getting up to speed. In fact, the problem was that the Plateau felt very comfortable running between 100 and 130 kph. Good advice would be to use the cruise control on the open road.



The next concern with many conversions is handling. Two different cultures come into play on this issue. First off, the suspension engineers have to design a system that can handle and control a large range of weights. They have done this. The Plateau goes down the highway with little bounce, jounce or rebound (a fancy way of saying well-controlled and smooth). Pleasure-Way engineers have done their part by keeping the added mass of the conversion to a minimum and as low in the chassis as possible, and accessibility to all components is still first class.

The end result is much better than you would ever imagine. Part of my time behind the wheel was spent in a 30 to 50 kph side wind. As you would expect, there was a tendency to move about. I had to keep a few degrees of steering in, just to stay in my lane. What I didn't expect was that when wind came off a passing semi, I didn't feel like I was going to slam into the next lane or that the vehicle

would fall over. I couldn't relax totally, but it was certainly a confidence builder for driving in poor weather. Pleasure-Way has an agreement with Mercedes not to change any mechanical component or to make changes from the back of the front seats forward. In return, Mercedes provides a three year limited warranty (up to seven year on some power train components). Add in Pleasure-Way's own three year

limited warranty on the conversion, and you have a new Plateau in van motorhomes. ♡

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Opportunity in Saskatchewan

Philom Bios



Golden Opportunities Fund is proud to be one of the largest venture capital investors in Saskatchewan. To keep our shareholders and financial advisors informed about the investment activities of the Fund, we will periodically highlight our strategic investee companies in a feature called Opportunity in Saskatchewan.

Philom Bios was incorporated in 1980 to help farmers improve crop productivity and profitability through the use of microbial input products – inoculants. Today it is Western Canada's leading inoculant producer and the only Canadian-owned inoculant company serving prairie farmers.

A 3 TO 1 NET RETURN ON INVESTMENT – that's the average profit benefit realized by farmers using Philom Bios' high-value inoculants to increase the fertility efficiency of their crops. In 2003, use of Philom Bios inoculants led to an estimated \$25 million increase in profits for farm customers.

Delivering High-Value Agronomic Productivity Tools

Faced with increasing competitive pressures, farmers are demanding agronomic productivity tools. Philom Bios delivers these tools. It is committed to helping farmers around the world produce food, feed and fiber in ever-more efficient and sustainable ways. The micro-organisms that comprise the active ingredients of Philom Bios proprietary technologies, called inoculants, are derived from the soil and naturally occurring.

An inoculant is a beneficial, living micro-organism that, when coupled with other crop inputs chosen by a farmer, helps provide phosphate and nitrogen fertility in forms more readily used by that crop or in greater quantity than would otherwise be the case.

Licensed-in technologies and products complement this purpose.

Since its establishment, Philom Bios has consistently invested in research programs to develop novel inoculants that increase farmer profitability. These efforts have resulted in the introduction of several new products. In 1989, the Company introduced N-Prove, a superior line of nitrogen inoculants for pulse crops. JumpStart, the world's first commercial phosphate inoculant, was introduced in 1991 and is now available for all major crops.

Another major milestone was achieved in 1997 with the introduction of TagTeam, the world's first combination phosphate and nitrogen inoculant for all major pulse crops. Recently, the company secured the Canadian marketing rights for Agrotain(R), a urease inhibitor compound that increases the fertility efficiency of urea nitrogen. The focus of the Philom Bios product portfolio is increased fertility efficiency combined with a positive environmental footprint.

Growing Awareness & Brand Strength

In addition to ongoing investment in research and manufacturing systems, Philom Bios places high priority on a marketing model that delivers consistent value to the customer. Throughout its history, the company has maintained productive relationships with its distributor, retailer and farmer customers. It holds to the theory that the best technology in the world is of little value unless it can be placed in the customers' hands in an easy-to-use form and at a price that creates value. This is a direct reflection of the company's statement of purpose, namely, "to serve the needs of individual customers by delivering high-value inoculants."

The success of the Philom Bios model is best judged by the facts. From 1997 to 2003, the company's revenues increased 170% to reach \$9.5 million. Of 18 product names currently on the Western Canadian market, Philom Bios products hold the top three positions in terms of awareness or brand strength, and they have the highest market share of inoculated acres over competitors.

Expanding into Choice Markets

Philom Bios is based in Saskatoon, Saskatchewan. R & D, marketing and corporate functions are carried out at Innovation Place, Canada's leading research park. The company also maintains 75,000 square feet of manufacturing facilities in the city.

The business is driven by a multidisciplinary staff of 57 microbiologists, agronomists, engineers and marketing, manufacturing and business professionals. Sustained growth is the focus of the dynamic executive and management team.

The company is investing more than \$1 million annually in new and improved products and formulations, while continuing to expand its marketplace. Its entry into North Dakota in 2001 provides a solid base for ongoing expansion in the U.S. northern Prairie states.

The Philom Bios growth strategy is based on three commitments:

- 1. Deliver more value to existing customers.**
- 2. Invest prudently in technologies and growth markets that offer the opportunity to serve new customers.**
- 3. Manage internal operations with a rigor and discipline that translates the value created for customers into lasting value for shareholders.**

Golden Opportunities Fund Inc. is Saskatchewan's First and Largest Provincial Labour-Sponsored Venture Capital Corporation. To date, the Fund has raised \$45 million for investment in Saskatchewan growth companies. Approximately 8,000 Saskatchewan residents have become shareholders in Golden Opportunities Fund and have taken advantage of 35% tax credits and 100% RRSP eligibility.

Golden Opportunities fund is the largest single shareholder in Philom Bios and is proud to be a part of the success that this company has accomplished. For more information on Golden Opportunities Fund's investment portfolio, please visit our website at www.goldenopportunities.ca.

Fish Tales

story by Jeff Arthur
photography by
DHS Communications.

Visitors come from
around the world
to fish in Northern
Saskatchewan. And for
many, it's the guide who
makes the experience.



The man from Kansas City has heard all of Joe Martin's stories. For that matter, Joe's heard all of his stories, too. Yet every summer when the float plane turns its nose toward Lake Athabasca, the man's fond wish is to spend a few days in Joe's company.

Joe is a fishing guide at Athabasca Fishing Lodges. He and the Kansas City guest have had good times together, like the time they pulled in a 64-pound Northern Pike. That's the largest Joe's caught in his 50 years on the lake. But it's not always about the fishing; they trade stories and learn about life from each other.

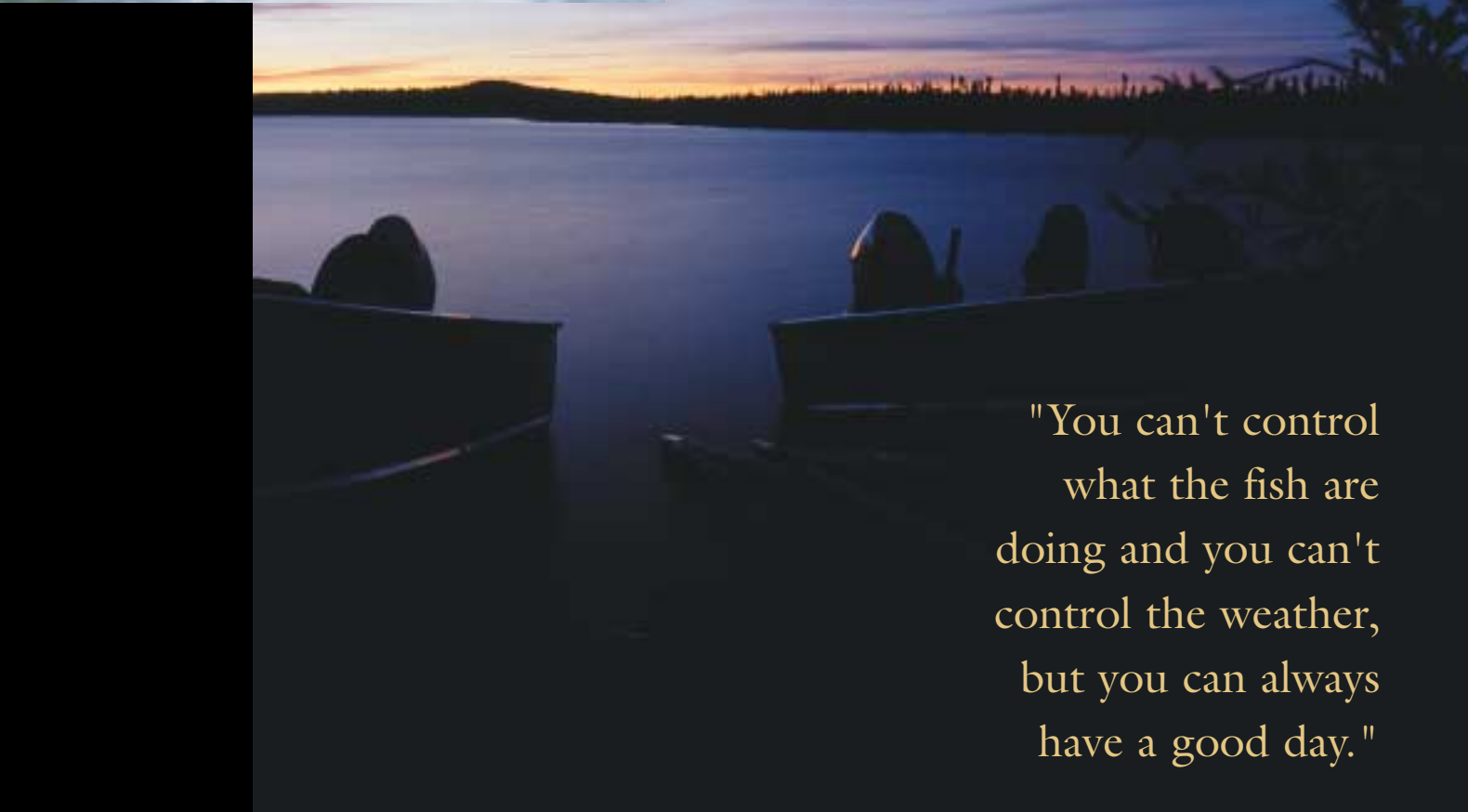
"Every time he comes, he asks for me. He likes me." Joe pauses, revising his observation, "We're good friends. We have a lot of fun together."



The life of a fishing guide isn't for everyone. It's 90-100 straight days on the boat, a three-month stretch from the beginning of June to the end of August. You spend each day preparing the boat and equipment, teaching people how to fish, entertaining guests and cooking. And you're expected to know where the fish are all the time.

"You get out on the lake in the summertime, you get a lot of fresh air, eat fresh fish," Joe counters. "Fishing is my life and I like guiding - it's a good job."

Veteran Scott Lake Lodge guide Ken Johnson agrees. He starts to get excited about the beginning of May when it's time for him to put seven years of guiding experience and a lifetime of fishing to good use. "I've been fishing for as long as I can remember and as a guide you need that extensive fishing knowledge. One thing about guiding, though; I thought I knew a lot about fishing until I started guiding, then I realized just how little I knew."



"You can't control what the fish are doing and you can't control the weather, but you can always have a good day."



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A guide must know how to do a lot of little things right, says Laurie River Lodge co-owner Brent Fleck, but they aren't much good if they can't catch fish. "First and foremost, they have to have knowledge of the local species of fish. There's an awful lot of people who know how to fish, but the trick is to parlay that into the ability to teach other people how to fish. A guide's job is to take the secrets they know and give them to their guests."

There's no substitute for experience in guiding. When you have guests spending \$2,000-\$4,000 for a week-long fishing trip, Fleck says, you need guys who know where to find the fish.

Phil Wiebe, guide at Minor Bay Lodge and Outposts, believes you almost have to think like a fish. Every species has seasonal movements. You need experience on a specific body of water to find the little weed beds they're feeding in at various times of year. Even with global positioning systems and fish finders, the guide has to have a plan of attack.

"You can't control what the fish are doing and you can't control the weather, but you can always have a good day," Phil says. "I've been on that lake since '95 and there hasn't been a day when we haven't been able to do some fishing."

On tough days, the skills of the exceptional guides shine through. They have the interpersonal skills to read their guests and have the right attitude in the boat. One of Fleck's most important jobs as a lodge operator is matching guide to guest.

"It takes a special kind of personality to start over every four or five days. You have to totally re-learn the guest," Fleck says. "As a guide, you have to know how to pace the guest. Some guests will come in and they just want to rip some lips for as long as they're here, but you also have to see when someone's had enough and needs to find a quiet stream somewhere."

Cleanliness and appearance can be a factor for new guests, particularly women. But the most important tool in a guide's kit is open communication. "If there's anything you don't like, tell your guide," Joe Martin urges. "I've had some good arguments out on the boat, but we always talk it out. The only way you're going to learn about each

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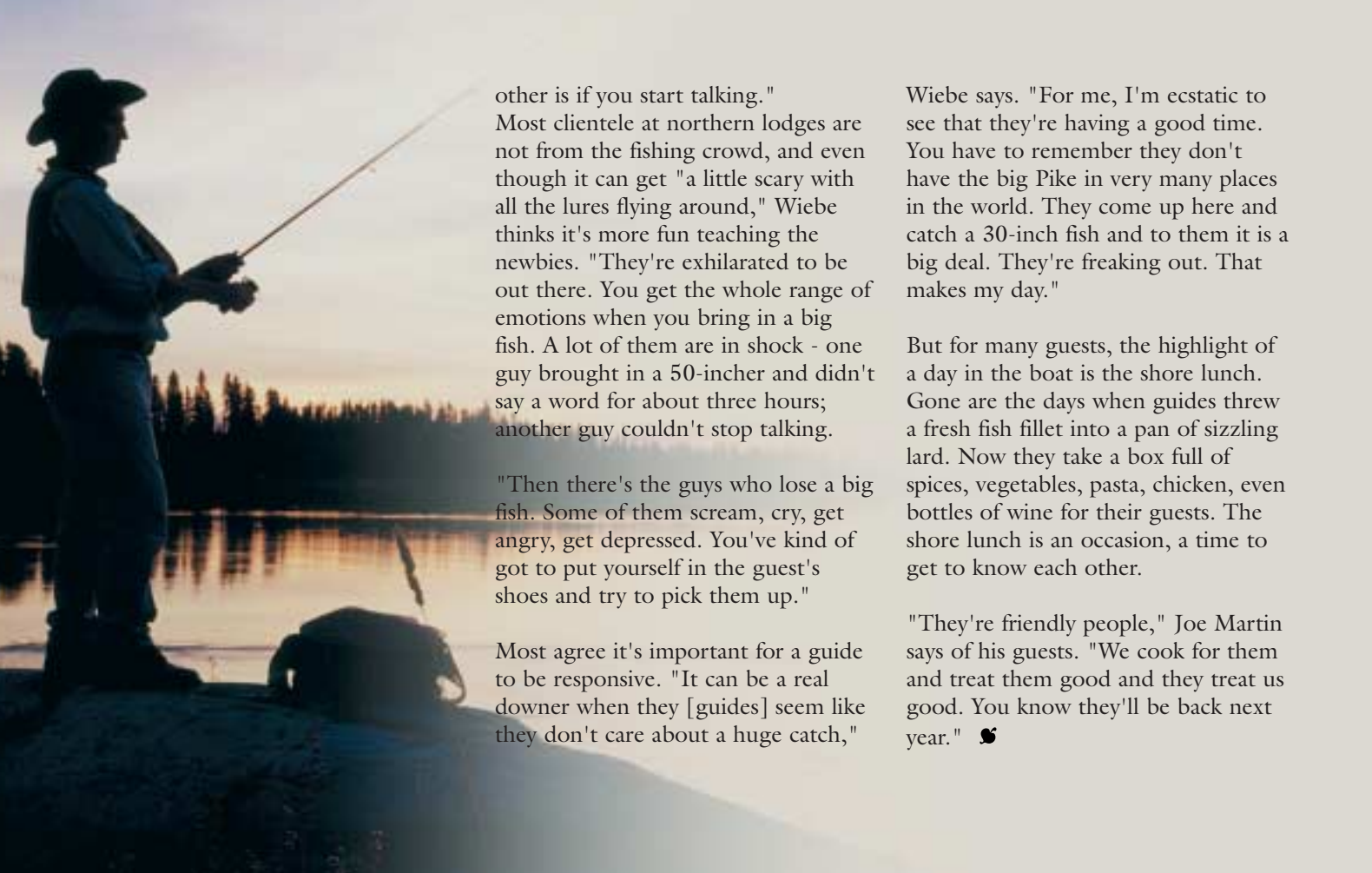
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other is if you start talking." Most clientele at northern lodges are not from the fishing crowd, and even though it can get "a little scary with all the lures flying around," Wiebe thinks it's more fun teaching the newbies. "They're exhilarated to be out there. You get the whole range of emotions when you bring in a big fish. A lot of them are in shock - one guy brought in a 50-incher and didn't say a word for about three hours; another guy couldn't stop talking.

"Then there's the guys who lose a big fish. Some of them scream, cry, get angry, get depressed. You've kind of got to put yourself in the guest's shoes and try to pick them up."

Most agree it's important for a guide to be responsive. "It can be a real downer when they [guides] seem like they don't care about a huge catch,"

Wiebe says. "For me, I'm ecstatic to see that they're having a good time. You have to remember they don't have the big Pike in very many places in the world. They come up here and catch a 30-inch fish and to them it is a big deal. They're freaking out. That makes my day."

But for many guests, the highlight of a day in the boat is the shore lunch. Gone are the days when guides threw a fresh fish fillet into a pan of sizzling lard. Now they take a box full of spices, vegetables, pasta, chicken, even bottles of wine for their guests. The shore lunch is an occasion, a time to get to know each other.

"They're friendly people," Joe Martin says of his guests. "We cook for them and treat them good and they treat us good. You know they'll be back next year." 🍷

18 Days of Golf Heaven

I have a plan for an exotic three-week golf holiday. It will take me to places I've never seen before. I'll play the most beautiful, distinct and challenging courses you could imagine. And I won't cross even one border.

story by Jeff Arthur, photography by DHS Communications.

I can do all this because Saskatchewan has, according to saskgolfer.com, more than 250 golf courses. On my highly-ambitious, four-person RV tour of the province, I will play barely 10 per cent of them. It's a quest I'm calling 18 Days of Golf Heaven.

One: Pack up the RV, collect my three golfing compatriots and head northwest to our first stop, the scenic and challenging North Battleford club as recommended by accomplished golfer Tom Kroeker. Follow that up with nine holes at Silver Lake near Maidstone, before heading down Highway 16 and setting up camp at the fully serviced sites of Lashburn Town and Country Golf Course.

Two: Begin the day at Lashburn's well-irrigated course, especially enjoying the long par three third hole that drives slightly uphill toward the native trees. Finish the day with 18 at Lloydminster, a course Kroeker calls "one of the toughest in Saskatchewan. Very challenging tee to green."

Three: Wait until morning to take the scenic drive to Meadow Lake, then switch drivers to head back south to finish a sightseeing kind of day with nine holes at Shellbrook.

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Four: One of Saskatchewan's oldest and finest 18 hole courses is Cooke Municipal in Prince Albert. Match that with the 18 at Emma Lake for a memorable contrast.

Five: Eagle Point Resort in La Ronge is worth the two-hour drive for its challenging nine holes. We'll be back in time to play Waskesiu, a course champion golfer Colin Coben describes as "irreplaceable."

Six: "Elk Ridge just keeps getting better and better," Coben says of the 27 hole course just outside Prince Albert National Park. "It's one of my top five in the province." We'll play all 27 and make full use of their well-designed RV area.

Seven: Evergreen Golf Club in Nipawin is a good test, but it also offers different tee boxes for every level of golfer. We'll follow up with nine at Tisdale.

Eight: Coben likes the Melfort Golf and Country Club - who am I to argue with a golfer of his calibre? Thanks to Daniel Rauckman and the Saskatchewan Golf Association (www.saskgolf.ca) for providing contact information. Include nine holes at St. Brieux in the day.

Nine: Green Hills in Greenwater Park is building itself a very good reputation. Also recommended: Club Foam Lake, a beautiful little nine hole course.

Ten: A challenging but completely satisfying day of golf to start the back nine of our trip: Good Spirit Lake near Canora and Madge Lake. Remember, when the ball's above your feet you're likely to hook.

Eleven: "We've got a very strong golf club here at Deer Park," says Allan Sauser, Head Pro at Deer Park Golf Club in Yorkton. "It's a mixed challenge in that water comes into play, there are lots of trees and lots of bunkers on a very hilly course." I'd stop at either Esterhazy or Rocanville for another nine.



Twelve & Thirteen: For an excellent tour through the southeast corner of the province, start at Golf Kenosee near Carlyle, move on to Estevan Woodlawn, Mainprize near Midale and finish at Weyburn.

Fourteen: A full day in Regina. Take your pick of at least five superb courses, but make sure one of them is Deer Valley. Coben says it's a very pretty but very difficult course where "you can get into so much trouble left or right off the tee."

Fifteen: The picturesque Elmwood course in Swift Current is infamous for its blind shots. Head north to Saskatchewan Landing for another surprising 18 holes.

Sixteen: According to Kroeker, the wind coming off Lake Diefenbaker is the real challenge at the Harbor Golf Club near Elbow. Coben commends Outlook Riverview's nine holes for its abundance of trees and low cost.

Seventeen: "If you play the back tees it's all you want and then some," Coben says of Moon Lake near Saskatoon. He's a fan of the original 18 but we have all day to play the full 27.

Eighteen: The elevation changes are what make the new nine hole Delisle course special, Coben says. He's also played the new Dakota Dunes south of Saskatoon and says from the back tees (7,300 yards - yikes!) it's as tough as they come.

We've driven past many excellent courses in our 18 day tour, but there's always next year, and the year after that... and I still won't play the same course twice. 🍷



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Luxury to Go

story by Jeannie Armstrong, photography by DHS Communications.



Pleasure-Way Industries conquers new export markets.

Saskatchewan ingenuity knows no boundaries. The proof of that statement is evident at Pleasure-Way Industries, Saskatoon manufacturer of van motorhomes. The family-owned company has not only captured an extensive share of U.S. markets, it has now extended its reach into Great Britain and Japan.

Approximately 70 per cent of the "Class B" or van motorhomes manufactured by Pleasure-Way Industries are sold through a 50-dealer network in the

United States. Pleasure-Way's market share in the U.S. now totals approximately one-third of all sales in this category of recreational vehicles.

Eight years ago, Pleasure-Way's mini-palaces on wheels broke into the lucrative Japanese market. "We were approached by dealers from Japan about our product at a manufacturers' trade show in Louisville, Kentucky. It's the largest trade show in the industry, and dealers from around the world attend every year," says Dean Rumpel, vice-president of Pleasure-Way Industries.

This spring, the corporation made its first entry into European markets, exporting units to a dealership in Great Britain.

Company founder and president Merv Rumpel built his first van motorhome in 1986, as a sideline to his local RV sales dealership, Glenwood Trailer Sales, which is now under the direction of son and vice-president, Terry Rumpel.

"Glenwood Trailer Sales was approached by a company that is now our competitor. They wanted us to become a dealer for their van motorhomes. My father decided to take the product on to sell, but when he contacted them, he found they were so backlogged with orders, it would take six months before we could receive any inventory. He figured that in six months, he could build one himself. He worked on it after hours, in the back of the shop, and came up with his own prototype of a van motorhome. With

his extensive contacts in the RV industry, my dad was able to sell the motorhomes as quickly as he could build them," Dean Rumpel says.

"In our first year, we built 16 units and had six employees. Today, Pleasure-Way Industries employs 150 employees and manufactures approximately 750 units annually."

The luxurious van motorhomes are built on three different van platforms, by Ford, General Motors and Dodge. "The Ford and GM platforms are 20 feet long. The new Dodge Sprinter platform is 22 feet long," says Rumpel.

Consumers can select from three different floor plans. "Each of the three floor plans is available on any of the three van chassis," says Rumpel. All are furnished with all the comforts and conveniences of home, including an amply-equipped kitchen with a domestic refrigerator, two-burner stove, microwave oven, sink and Shur-Flo demand water system and large pantry; a fully self-contained private bathroom including a vanity, flush toilet and a sit-down shower; and comfortable sleeping quarters with an electric sofa that converts into a choice of two single beds, a king-size bed or an extra-long double bed.

The luxuries don't stop there. "Today, all of our units feature LCD flat screen TVs and home theatre packages. What once were considered options are now standard features in Pleasure-Way van motorhomes," Rumpel says.

Because each van motorhome includes amenities for sleeping and cooking as well as a bathroom, the units qualify in the U.S. for income tax deductions as a second residence.

What distinguishes Pleasure-Way van motorhomes from the competition is the flawless craftsmanship and intricate finishing inside each unit. "The differences are really apparent in the details," Rumpel says. "The assembly and finishing of our cabinetry, for example, is superb. It visually separates us from the competition.



"Our floor plans are considered quite innovative. We have a lot of useable space. We also offer some unique design features that our competitors do not, such as our self-contained private bathrooms."

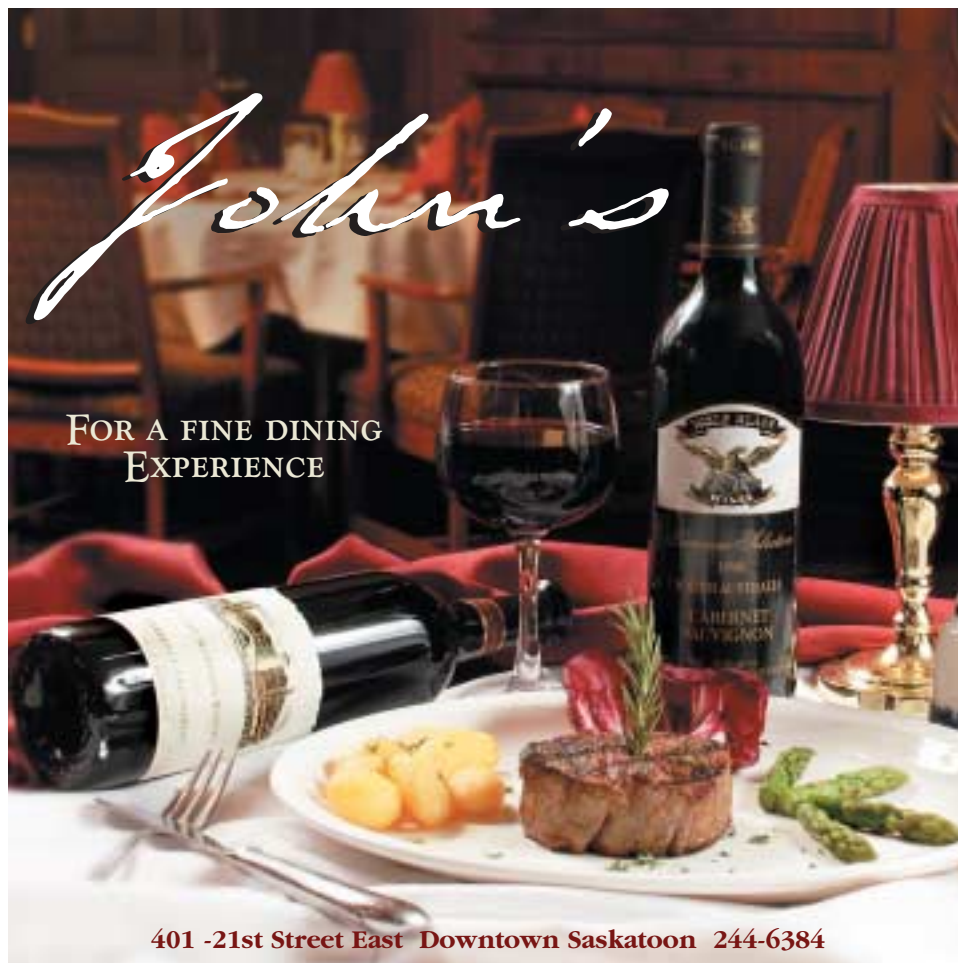
The quality construction, together with an extensive warranty program, has created a solid reputation and strong customer loyalty. "We just had one gentleman who ordered his fifth unit," says Rumpel. One of the perks for new buyers is automatic membership in the North American-wide Pleasure-Way Travel Club. The club actively promotes the RV lifestyle, providing information in free quarterly newsletters, as well as extending invitations to attend rallies and other RV adventures.

Rumpel notes that all of Pleasure-Way's competitors are based in Canada.

"We're all reaching over the border and selling into the U.S. market. Over the years though, the number of competitors is decreasing. It's becoming more of a niche market, because of the time it takes to build a van motorhome. We definitely can build our units more affordably in Canada than in the U.S., with its more expensive labour market."

It takes six weeks to build each van motorhome, so many of the units are pre-sold as they come off the assembly line. "However, for peak selling periods, we try to build up our level of yard inventory."

In North America, Pleasure-Way Industries' target market consists of consumers age 65-plus. Many have



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Todd Degelman, M.B.A.
National Sales Manager

previously owned larger recreational vehicles and are now downsizing. They're not yet ready to give up the RV lifestyle, but are looking for a vehicle that is easier and more convenient to operate.

The Japanese represent a very different customer, however. "The demographics in Japan aren't the same as the North American market. It's more of a family market. So we build a slightly different floor plan for the Japanese market. Those units have more seats, because the customers are younger, with children," says Rumpel.



While Pleasure-Way's export activity is expanding, Rumpel stresses that the North American market is the primary focus. "We've got about all we can handle, just with the North American market."

Manufacturing activities are now spread out over five buildings and 80,000 square feet. A fifth building, measuring 20,000 square feet, was constructed last year.

The Rumpels are quick to attribute their success to their hard-working employees, including 15 who have been with Pleasure-Way since day one. "Our employees make everything work so well. Good employees are at the core of every successful business. We've got a great bunch here. They take a lot of pride in what they do, and that is really reflected in the end results. That's what keeps everybody going."

The leadership of Merv Rumpel has also been a guiding light over the years, according to his sons. "My dad exemplifies leadership. The way he conducts himself – his values, fairness and old-fashioned work ethic – translates to everyone in this company. That's why we are where we are today," Rumpel says. 🐼

branded

When singer/songwriter Carrie Horachek tells a story, it's the stuff of everyday life - love, relationships, ambition, good days and bad days. story by Beverly Fast



Canada has never been more flush with female vocal talent. From famous names Sarah McLachlan and Diana Krall, to a growing cadre of singer/songwriters the likes of Ember Swift, Serena Ryder, Sarah Harmer and Emm Gryner.

Carrie Horachek announced her arrival on the scene last summer with her debut album, *Out The Car Window*, produced by Brock Skywalker of Captain Tractor. In it, she lends a poet's perspective to the commonplace experiences that make up our daily lives.

In the November/ December 2003 issue of Canadian Musician, Ryan McLaughlin called the CD an "assemblage of tunes that illustrates the Saskatoon songstress' ability to weave folk-pop with her funky roots. ... With beautiful vocals and comfortably catchy tunes, there's little doubt this prairie pixie is on a road trip to stardom."

Prairie pixie? Well 'prairie' is bang on. Whether you're listening to the CD or watching a live show, Horachek's roots are evident in her easy, open manner. Just now, she's sharing her thoughts in a free-ranging interview that swings from the emotional catharsis of songwriting, to the practical business of making a living as a musician in Canada, to the politics of commercial radio.

"When I think of commercial radio, I think top 40. What they play is very narrowly defined. That's not a bad thing, they're fulfilling a niche. It's just that I'm more interested in songwriting than I am in selling to a market," Horachek says.

Though committed to the singer/songwriter model, she does admit her views on commercial radio have softened. "When you produce a CD, you

learn that you have to sell it. You need to connect with your audience, whether they're the radio-listening audience or not.

"I also started to listen more closely to what was being played. I realized that there are a lot of artists who I really enjoy that have hit mainstream popularity. Norah Jones is a great example of a very surprising songwriter who has gotten a lot of attention, and who's outside that rock-pop formula. Kathleen Edwards is another example."

The upshot, for Horachek, is that commercial radio play isn't an "expectation or a focus, but it's definitely something you want to keep in mind and be open to."

“I come home to find my guitar on my bed as if it made love to every word I left there.”

Commercial radio is certainly open to her. At her CD release party in Saskatoon last June, a full house turned out to hear her play. And not just family and friends, but fans and local media. Community, CBC and commercial radio all got behind the CD, playing tracks like *thumbed up a ride*, *think about it*, and *branded*.

"The support from local media was amazing," Horachek says. "There are a lot of audiences that are really open to the singer/songwriter in Canada right

now. Typically community radio and CBC have been more open to those things, so it was great to have support from local commercial radio too."

For the singer/songwriter, it all comes down to being heard. That's why Horachek does what she does. "When I'm writing songs, it's a self-absorbed activity. At times, you start writing and think, will real people like this? I don't want that to be the determining factor, but knowing that it's important in the bigger picture lends itself to songwriting," she says. "It's important to feel like I'm making a difference, because the music industry is a tough business. You're always being evaluated, judged. It's harsh.

"I was on my honeymoon in January, and my husband and I had a lot of conversations. I said, I just don't know why my music matters. Then I came back and started auditing a class at the U of S, and all of the sudden it clicked. This is part of our social vocabulary, our culture. Whether you listen to lyrics or not, the music still filters into our consciousness and ideas about who we are."

The insight reflects another side of Horachek's personality - the academic. She was a grad student at the University of Saskatchewan when she first took up the guitar and started playing in the folk/funk/rock band Leonard. The class she audited was Gender and Popular Music, in preparation for teaching it during spring-summer session. It got her thinking.

"People are resistant to trusting their own reactions to popular music, and to interpreting their reactions as a critical commentary. I think a lot of students want to be told the 'answer' - they think



there's a secret answer. So they'll react to music emotionally but not be able to articulate why. That's the missing link, that's what you hope to fill in, to get people used to listening all the way through a song, so they're able to understand their reaction to it."

Getting people to listen is at the core of what Horachek does. Lyrics are the heart and soul of her music. She believes in the songwriter as storyteller.

"You pull out everyday banal images that serve to set a scene that audiences can connect with. Vocals are upfront, you can hear the words and you use instrumentation to flavour the story. If you're a songwriter, you want your story, your vocals, your mood to come across."

Still, after swimming against the Top 40 current, Horachek says she has finally started to accept that "in some music, the lyrics simply aren't important - and they're not meant to be important. Feeling is more important than content."

"I'm shaking my tail with everybody who's trying to be different just like me. We're after the same brand of individuality."

That's quite a concession. Real life has a way of opening your eyes to more than your own opinion. Horachek has spent her fair share of time staring out the car window on long drives between gigs. She has played every kind of venue, from coffee houses where the audiences are enthused and attentive, to bars where the patrons are ... not.

"I remember, one time, I showed up to play a gig in Calgary and I was singing into a microphone duct-taped to a broomstick anchored in a milk crate. And

the mic cord ran across this table of six women, who were drinking and having a good time and not at all interested in me."

She played through. "You just have to tell yourself, okay, not a good night. It's humbling, but it's part of your growth."

One of Horachek's strengths is the ability to shrug off the not-so-good nights and focus forward. Right now, she's thinking about her next album. She's also staying involved behind the scenes. She's just finished serving two years on the board of the Saskatchewan Recording Industry Association (SRIA), including six months as president, and she's currently on the national advisory board for the Foundation to Assist Canadian Talent on Record (FACTOR). On her website, she's posted a call for support for FACTOR.

For Horachek, advocacy and support are vital to the survival of the Canadian music industry. "I know it's hard sometimes for some people to justify tax dollars going to things like art and music and culture, but I think the first thing that's forgotten is the huge economic impact of these industries. The kind of dollars we've brought into the province through federal grants that get spent in Saskatchewan - on recording studios, graphic arts, photography - it's all money that gets invested back into the community," she says.

With much of her energy going into teaching and industry advocacy, is Horachek afraid she'll lose her focus on the music? Not a bit. "I like the fact that there's something else contributing to my music. You can get too caught up in the criticism and image, because your living depends on it. But it's way more fun when you can just go out there and blow off steam.

"There is tremendous opportunity for solo artists in Canada right now. Now is the time, it really is. Audiences are getting overwhelmed with the flash and glitter of commercial music, they're looking for something more authentic."

Authentic. It's the calling card of a new generation of female singer/songwriters, and it's Carrie Horachek's brand. 🍷

Landscaping Your Yard: It's More Than Laying Sod

Like home decor, your yard, garden or patio can be an extension of your personality and lifestyle.

story by Noelle Chorney

Preferences, dislikes and little quirks are often evident in landscaping choices. My own personal quirk, when it comes to plants, is that if I can't eat them I'm not interested in caring for them. My potted herb selection reflects that.

Whether you're updating your yard or considering a radical change, here are expert tips on putting a personal stamp on your outdoor space.

Think of Your Yard as an Outdoor Room

Megan Payne of Wilson's Greenhouse and Garden Centre points out that if you think of your yard as an extension of your home, you may find it easier to imagine creative changes or additions. You use your kitchen for cooking, your TV room for watching TV, your bedroom for sleeping - what do you want to do in your backyard? If your answer is sleep, plant trees to hang a hammock or design around your existing hammock tree to make it more private. If you want to entertain, design a deck that's big enough to hold 20 guests. If you want to relax in beautiful and fragrant surroundings, install garden paths and benches, plant flowers and consider raised beds for growing vegetables.

Look at the Big Picture

Landscape experts take cues from their clients' homes when making recommendations. Neil Robinson of

Garden Architecture and Design walks through both house and yard to get an overall feel for the type of surroundings a client prefers. He makes suggestions based on his observations. You can do the same thing by asking yourself some basic questions.

First, take a look at aesthetics. From a beauty standpoint, looking at the big picture involves determining how you want to use your backyard. Do you want a secluded reading spot or your own holiday area at home? Do you want to host neighbourhood barbecues or sunbathe on your deck? Industry trends show that many people are looking for more privacy than the traditional raised deck provides. They want shade, quiet and a relaxing outdoor area away from neighbours' eyes. Some homeowners want more than one deck, each with different functions. Once you know what you want, you can organize your outdoor spaces to meet your needs.

Second, look at functionality, particularly water flow. Is the area around your home properly drained? If soil angles toward your house, rather than away from it, moisture in your yard will flow toward your home and eventually damage the foundation. That can lead to damp basements and unhealthy indoor environments - primarily from mould. It can cost thousands of dollars in improvements simply to maintain your property value.

According to James Polley at Allan's Landscaping, Ltd. dealing with water flow problems to prevent potentially devastating problems in both new and older homes is a common part of the job. Redirecting roof drainage can be part of the treatment. Proper landscaping prevents water draining along house foundations, channelling it instead to areas of your yard that need water. Also, soil built up around your home acts as an insulator - 30% of heat is lost through basements. Combined with a proper slope away from your home, your basement will stay warmer and drier.

Landscape consultants can integrate time and cost saving devices into new and redone yard designs. Directing slopes toward tree roots, for example, can give your trees extra water every time it rains... without your having to lift a finger.

Budget Your Time AND Money

Polley recommends deciding how much time you want to spend building and maintaining your yard. This will help determine how involved a landscaper will be. Ask for a consultation based on your needs. Hire someone to do the hard landscaping, such as building beds and laying topsoil, and do the rest yourself. Or sit back and let them do the whole thing. Just sign on the dotted line.

The amount of money you spend will also determine the amount of work you do yourself. For maximum results

spending as little as possible, prepare to invest in sweat equity. A nice balance is to plan the work in phases. Landscaping consultants commonly create phased designs that can be built over several years.

Short Term Effort, Long Term Gain

What's your take on maintenance over the long term? Do you want to do the minimum and get out of there? Do you love cutting grass? How much access to water do you have? These questions will determine how much money and effort you put into your yard at the outset.

Grass is one of the fastest and cheapest landscape elements to install. Over the long term, however, it is maintenance intensive. It requires aeration, adequate water, mowing and fertilization to look

green and lush. Other options may cost more up front but will require less effort to maintain down the road – leaving you more time to enjoy your yard.

One long-term low maintenance approach is xeriscaping, the practice of using drought tolerant and hardy plants in landscape design. By blending these plants with moisture-conserving mulches, you can have a beautiful and low-maintenance yard with little effort. Xeriscaped yards require a little more planning and therefore cost a little more up front. Landscape designers will need to know how you plan to use your yard, if you need a grassy area for the kids to play on, for example. You can still have grass, but by surrounding it with less demanding plants the upkeep will be minimal.

Finishing Touches

Once you've worked out how your yard will look and function, add the personal touches. Local greenhouses employ knowledgeable staff who can help with everything from a single flowerbed to the full meal deal. Megan Payne has these tips.

Beyond Garden Gnomes. Garden accessories are becoming more and more sophisticated. Mix them in pathways among foliage, add a chair or bench in a secluded spot or place a gazing ball in a prominent part of your garden.

Just Add Water. Yards don't have to be all about decks and plants. Focal points such as ponds and water fountains are popular too. Whether you have a consultant plan and build it, or take a class at your local greenhouse and do it yourself, a bubbling spring can provide hours of pleasure with minimal maintenance.

Contain Yourself. If you choose low maintenance perennials for your yard, brighten up your deck and focal points with container gardening. Potted plants are a great way to add colour without too much water or upkeep. And don't confine yourself to plants in those planters. Remember the water fountain - try that in a pot! 🍷

When considering landscape design and installation costs, keep in mind that 15% of your real estate value is landscaping, not including drainage issues. Use the value of your home as a guide for how much to invest.

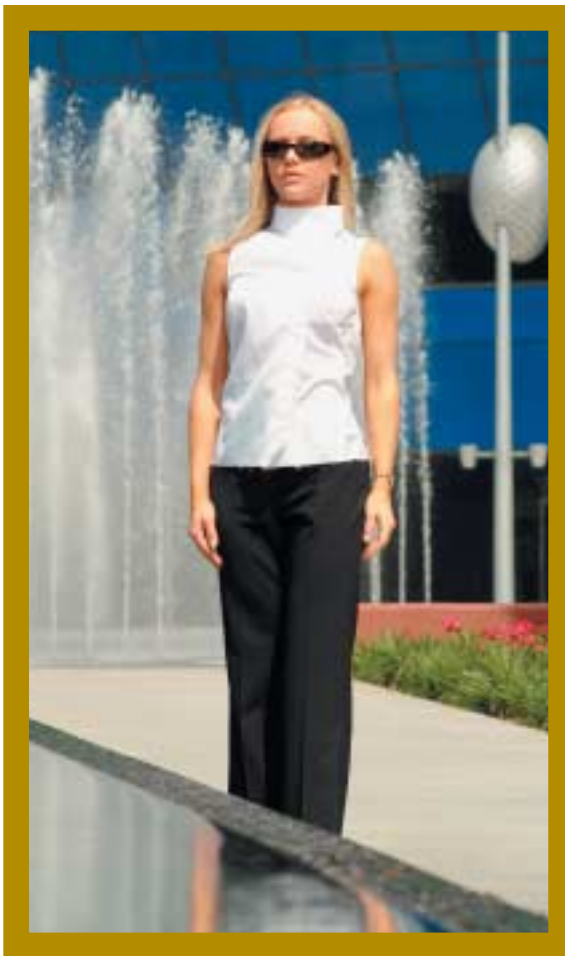
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Classic Lines

photography by Sean Francis Martin

As a fine arts student, Dean Hutchinson dreamed about a career in fashion design. Today he's got his own label and an upscale store in San Francisco. Not bad for a Saskatoon boy.

Dean Hutchinson confides the secret to his success. "I pride myself on being able to notice trends, to say, 'this is a moment.' And to respond to that."

In fashion design, being able to spot a trend early is often the difference between long-term success and early flame-out. Thanks to his ability to see what's on the horizon, and a knack for knowing his



Our Model: Tanja Reichert

At 5'5", Tanja Reichert is not your stereotypical model. But then, this 25-year old blonde isn't a model - she's an actress. She's also a fitness buff who loves snowboarding, hiking, Starbucks coffee, Sarah McLachlan and Miles Davis, ice cream, sushi, smoothies and men who wear good shoes.

A recent transplant to LA from Vancouver, Reichert is making a name for herself in the movies. Her latest venture is the horror slasher spoof Club Dread. She's also had parts in Legally Blonde 2 with Reese Witherspoon, Head Over Heels with Freddie Prinze Jr. and Scary Movie with the Wayans brothers.

Reichert has been building her acting resume since 1996. She followed up a guest spot on television's Poltergeist: The Legacy with roles on a variety of series filmed in Vancouver and Toronto, including Breaker High, The Net, Beggars & Choosers, 2Gether and Millennium. She landed a break-through recurring role on Relic Hunter in 2001-2002, and recently took another step forward with appearances on CSI Miami and The Chris Isaak Show. In a town with more than its fair share of blonde beauties, Reichert is in demand.



market, Hutchinson has built an enviable career in one of the world's most intensely competitive fields.

The ink wasn't even dry on his University of Saskatchewan Fine Arts degree when he headed south to Los Angeles in the early 1980s. He planned on staying a year, soaking up everything he could about the industry in a city where fashion was being redefined almost every day.

He returned home, briefly, before moving to Toronto in 1985 to officially launch his career. "In order to do what I wanted to do in Canada, I had to be

in a big market. At that time, Toronto was really a centre of fashion, and there was a lot happening to promote the industry in the city. And for me, it turned out to be the right place at the right time."

Hutchinson went straight to work. In 1986, he started wholesaling his designs. By 1992, he had created an entire collection and a network of representatives across North America were working to get his clothes into stores, everything from small boutiques to high-end department stores. That same year, another door opened on a whole new market.

"I got an opportunity to open my own store in San Francisco," he says. "It was a really good opportunity. I just felt that it was the direction to go. So we closed down the wholesale end of things and concentrated on building a vertical business line - design, manufacture and retail."

Hutchinson moved state-side in 1996 to get a better feel for the southern California market. He had a second store in LA for a time, but when he saw the trend shifting towards a younger, trendier, more disposal fashion ethic, he closed the outlet and focussed on his San Fran store.

"I know my clients, they're anywhere from their mid-30's to their 60's. They want to look good; they do not want to look missy. My clothes are classic, basic but with good architectural lines, good fit and detail.

"I know how to make good clothes. My designs are built on beautiful architecture (another of his signatures). I have the ability, once I've built this foundation, to distort it. My inspiration comes from the human form, both physical and non-physical. I really like tapping into that energy that women have. I've had women tell me they feel powerful when they put on my clothes. You feel good wearing them. It's an intangible thing, but a big part of my creative process."

Dean Hutchinson (Design) Inc. designs and manufactures clothing in Toronto and retails them through the San Francisco store. 🐾



Golden Opportunities Fund Inc.

Golden Opportunities Fund is Proud to be Saskatchewan's First and Largest Provincial Labour Fund.

To date the Fund represents 8,000 shareholders across the province, and has invested in the growth of 30 Saskatchewan companies across 11 different industry sectors.

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what's out west

WINNIPEG

Winnipeg Folk Festival
July 8-11, 2004 - Birds Hill Park

This annual event presented by Gas Station Theatre Set promises to deliver the laughs! Look for the Turtle Island Comedy Hour and a Half - North America's Best Aboriginal Comics, the High School Improv Superteam, Myths, Lies & Maple Leafs; Tales from Late Night - Canadian Comics Who've Hit the Big Time, CBC Gala - The Best of CBC Comedy, Best of the Fest and more. Ticket information at www.winnipegcomedyfestival.com

SASKATOON

SaskTel Saskatchewan Jazz Festival
June 25 - July 4, 2004 - Various Venues

Four-time Grammy winner Aaron Neville heads a stellar line-up at the 18th annual SaskTel Saskatchewan Jazz Festival. Also coming: Jesse Cook, Jacksoul, John Hammond, Ivana Santilli, John Pizzarelli, Hubert Sumlin and many more. It's classic jazz, blues, groove, funk and world. For tickets call 652-4700 or 1-800-638-1211. www.saskjazz.com

Shakespeare on the Saskatchewan
July 7 - August 22, 2004 - South Saskatchewan Riverbank
Shakespeare on the Saskatchewan celebrates its 20th anniversary with two of the Bard's biggest hits: Macbeth and Much Ado About Nothing. Plays are staged under the big top tent, just behind the Mendel Art Gallery on Spadina Crescent. Tickets available at the festival box office (652-9100) and all Ticketmaster outlets (306) 938-7800 or 1-800-970-7328. www.shakespeareonthesaskatchewan.com

Great Northern RiverFest
July 13-18, 2004 - Friendship Park
The world's leading powerboat racers are heading back to Saskatoon, set to thrill spectators with race speeds of up to 130 mph and hair-raising 90 degree turns. The event partners with A Taste of Saskatchewan, a 5-day food fest where Saskatoon's best restaurants sample their signature dishes. For updates, visit www.greatnorthernriverfest.com

Saskatoon International Fringe Festival
July 29 - August 8, 2004 - Broadway Avenue
Saskatoon's 15th annual Fringe Festival offers some of the most original and innovative live theatre in the world. With over 300 scheduled performances, there's something for everyone: dramas, one-person shows, musical romps, comedy, dance, family-friendly KidsFringe and more. For information, call 664-2239 or visit www.25thstreettheatre.com

REGINA

CFL Football
June 20, 2004 - Taylor Field
The Calgary Stampeders take on the hometown Saskatchewan Roughriders at Taylor Field, dubbed one of the rowdiest, noisiest football stadiums in the west. Game time is 2:00 p.m. For tickets, call (306) 569-2323 or Toll Free 1-888-474-3377. For a complete at home game schedule, visit www.saskriders.com

RCMP Sunset Retreat Ceremonies
July 1 - August 17, 2004 - RCMP Depot Division Parade Square
A colourful 30-minute ceremony during the lowering of the Canadian Flag. Includes a parade featuring the RCMP Cadet Band and Cadet

Troops wearing the traditional scarlet tunic of the world-renowned Royal Canadian Mounted Police, with mounted officers in attendance. Weather permitting. For days and times, call (306) 780-5838/5558 or www.rcmpmuseum.ca.

Buffalo Days
August 3-8, 2004 - Regina Exhibition Park
A 2004 provincial exhibition features the popular Buffalo Days parade, thrilling midway, grandstand entertainment, downtown activities and more. For information, call (306) 781-9200.

Making It Like A Man!
until August 22, 2004 - MacKenzie Art Gallery
An exhibit that looks at contemporary design in Canada. With the concept of design becoming a significant factor in the consumer market, designers are gaining greater exposure and receiving the attention they deserve. From the chairs we sit in to our personal computers, design affects every aspect of our lives. The exhibit celebrates the work of ten Canadian designers/firms. www.mackenzieartgallery.sk.ca.

CALGARY

Calgary Stampede
July 9-18, 2004 - Pengrowth Saddledome
Grab hold of the reins and get read for a great ride. The Stampede is 10 days of rides, rodeos, chuckwagons, agricultural displays, big name acts and big white hats. The whole city gets in spirit. Last year, more than 1.1 million people from around the world came to the "Greatest Outdoor Show on Earth." Get the latest news at www.calgarystampede.com

EDMONTON

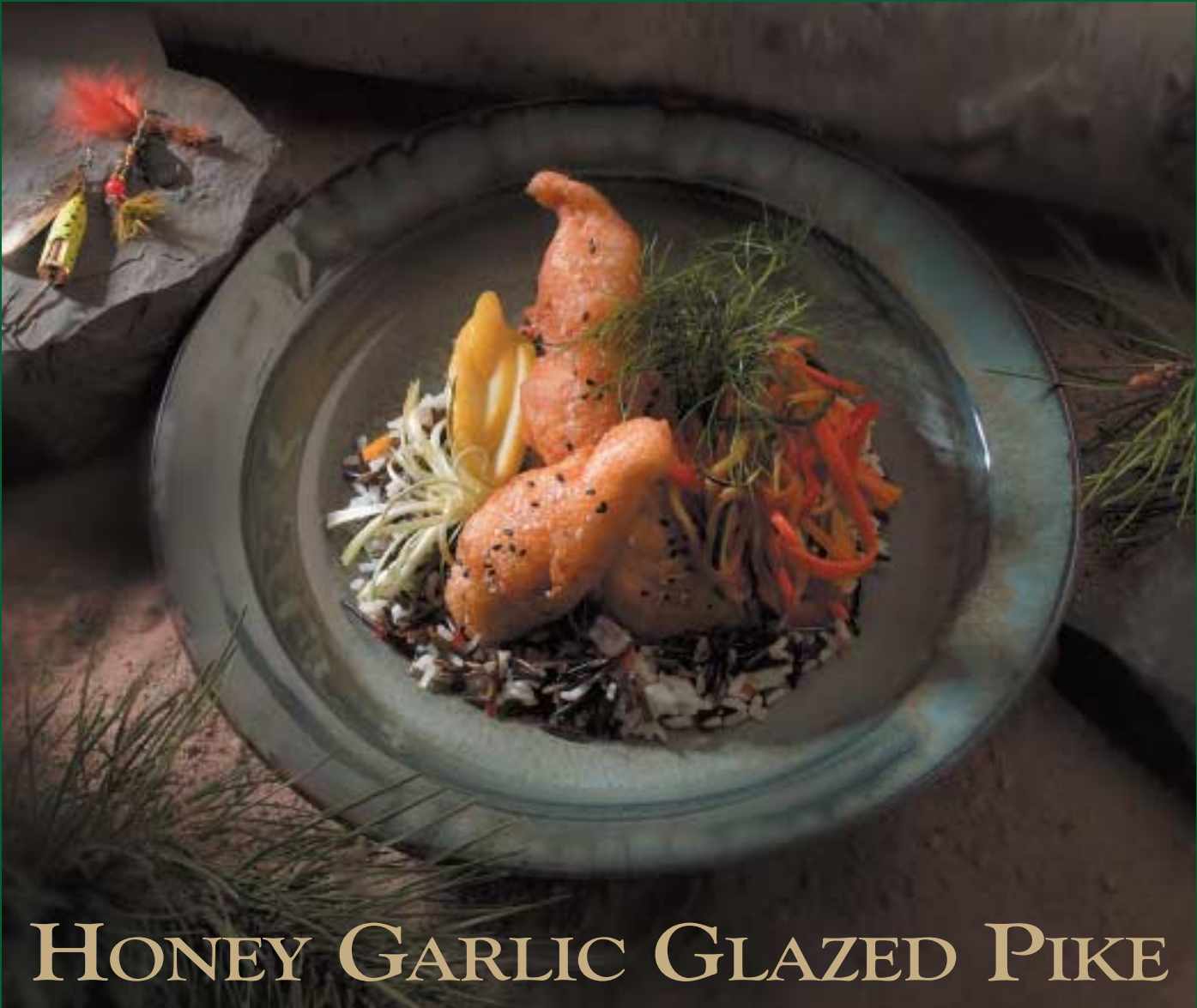
Klondike Days
July 22-31, 2004 - Northlands Park
One of Canada's most famous summer fairs features North American's largest travelling midway, the Klondike Chuckwagon Derby (richest stop on the world professional chuckwagon racing circuit), a talent-packed schedule of entertainment, daredevil feature attractions and more. It will leave you with memories to last a lifetime. www.klondikedays.com

VANCOUVER

Festival Vancouver
August 2-15, 2004 - Various Venues
Vancouver hosts the return of one of the largest classical music festivals in North America, featuring the music and musicians of France. During 14 music-filled days, concert venues around the city will stage more than 45 outstanding classical, jazz and world music performances by internationally acclaimed artists. Experience some of the best music the world has to offer. Find more information at www.festivalvancouver.bc.ca

VICTORIA

Eternal Egypt
July 10 - October 31, 2004 - Royal BC Museum
The first exhibition to focus on the art history of one of the greatest of all cultures, Egypt, comes to Victoria for the summer. The 144 masterworks on display have been selected by the British Museum for rarity, beauty and historical significance. They span more than 3,000 years, from the time of the great pyramids through the era of Cleopatra. Call Toll Free 1-888-447-7977 or visit <http://rbcm1.rbcm.gov.bc.ca>



HONEY GARLIC GLAZED PIKE

Serves 6 people

Honey Garlic Pike
2 1/2 lbs. fresh Pike (cubed)
1/4 cups canola oil
1 tbsp. chopped garlic
1 tsp. sea salt
1 tsp. cracked black pepper
• marinate overnight

Beer Batter
2 cups all purpose flour
1 tsp. baking powder
1/2 tsp. salt
1/4 tsp. dill
1/2 tsp. lemon pepper
2 cups beer
• prepare just before use.

Glaze
1 cup honey
1/8 tsp. salt
1 tsp. chopped garlic
1 tsp. black sesame seeds
• put all ingredients in a sauce pot and bring to simmer

Method
• Roll pike cubes in lightly seasoned flour and shake off excess flour from cubes.
• Dip floured cubes in batter.
• Using two wooden skewers, one to remove each cube from batter and the other to release the cube into a 350 F deep fryer.
• Cook cubes until golden brown (approx. 2 -3 minutes).
• Remove pike cubes and drain on paper towel for about 1minute.
• Glaze pike with honey garlic mixture just before service.
• Garnish with black sesame seeds and or finely sliced chives.
• Serve on the shores of one of Saskatchewan's premier lakes or in your backyard patio.
• Serve with your favorite potatoes or rice, as a main dish or even as an hors d'oeuvre.

Boffins offers cooking classes to its members on a monthly basis. Classes range from themes such as Asian cuisine, East Indian cuisine and summer BBQing to bread making, soups and stews. Guests are taken through the process of preparing items from scratch with hands-on training.

Classes are both entertaining and informative, with on- and off-topic discussions featuring a wealth of knowledge and kitchen lore shared by both chefs and managers. The finale of the class comes when everyone is seated at a large table together and returns to the kitchen with plate in hand to sample the foods that have been prepared.

For schedules and costs contact Ray Dulos at 249-5344.

www.boffins.ca

This recipe courtesy Executive Chef Steve Driver and Sous Chef Rusty Penno from Boffins.

SO MANY REASONS TO STAY.

fitnessfile

By Andrea Michaud

Stretch Before You Swing

WITH WARMER TEMPERATURES FINALLY HERE, more golfers are heading out to the course. Golf is a physically demanding sport. It takes power and muscular control to consistently hit the ball at high speed, hole after hole. But while golfers take care to get their clubs ready, many forget to take care of their #1 piece of equipment – their body.

A proper warm-up consists of stretches and exercises to increase blood circulation in the muscles you use for golf. Pre-game stretching not only reduces the chance of injury, it also helps improve performance. To prepare for your next round, try these exercises (not one, all of them).

Side Bend: Stand up straight with your feet shoulder width apart and arms at your sides. Bend to the right, keeping your hips facing forward. Let your right arm slide down along your leg, while your left arm leans overhead to the right. Feel a stretch along the left side of your torso. Hold each stretch for a count of 10. Repeat 3 times on each side.

Upper Body Rotation: Stand up straight with your feet shoulder width apart and your arms bent at the elbows and grasping a club behind your head. Twist your upper body toward the right, keeping your hips facing forward. Hold for a count of 10. Twist your upper body toward the left and hold. Repeat each stretch 3 times.

Shoulder Stretch: Grasp your club in front of you with your hands crossed – bottom hand palm up, top hand palm down. With your bottom hand, push the club in the direction of your top hand. Feel a stretch in the back of your shoulder. Hold each stretch for a count of 10. Repeat 3 times on each side.

Quadricep Stretch: Stand with one arm holding onto the cart or your golf partner. With the other hand grasp your ankle and pull your foot behind you. Feel a stretch in the front of your thigh. Hold for a count of 10 and repeat 3 times on each leg.

As with any sport, potential injuries can occur in golf if your body is not ready to take on the stress of a repeated movement. Those who golf on a regular basis know how important it is to be mentally prepared. It is also important to be physically ready. Proper warm-up, flexibility and swing mechanics will not only help your game, but will also help you avoid putting your clubs away early due to injury.



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