

# Kelowna Visitors' Guide going out to Russia, Belarus, Ukraine

Many of the new 2009 Kelowna Visitors' Guides are in the mail to tourists in Russia, Belarus and Ukraine.

"While this may seem baffling, we can link the interest back to the successful World Arm Wrestling Championships held here in December," said Tourism Kelowna CEO Nancy Cameron.

"This is a testament to the value of hosting events and Kelowna's attractiveness on the world stage."

Arm wrestling competitions attract a lot of eastern European athletes and the Kelowna event was televised in Russia, Belarus and Ukraine.

Tourism Kelowna recently took delivery of 185,000 copies of the annual visitors guide to hand out and mail to tourists, conventioners and sports teams that request information about the city.

It is the primary marketing tool touting Kelowna as a tourist destination worldwide.

Many people also look at an electronic version of the guide at [tourismkelowna.com](http://tourismkelowna.com).

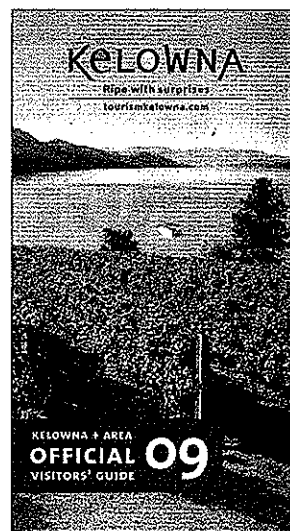
This is the second year the 82-page, full-colour, glossy guide has been printed in a smaller, six-inch by 10-1/2-inch format.

The more diminutive package still allows for good-sized photos, maps, directories, text and advertisements, but is easier for people to put in the glove compartment of their car, a purse or pocket.

The guide is available free at tourist information centres throughout Western Canada and Washington state.

## Local salaries

Salaries seem to be holding up in Kelowna despite the economic tightening.



*Illustration contributed*

This photo of a vineyard in Lake Country graces the cover of 185,000 copies of the 2009 Kelowna Visitors' Guide.

A survey by CBD Network, a local agency that helps professionals find jobs, reports that during the last half of 2008, some 58 per cent of clients found jobs paying more than \$40,000.

Of that number, 18 per cent found employment with \$60,000-\$100,000 annual pay. Some 42 per cent of CBD clients came in at the \$13-\$19 an hour range, which translates to \$27,000-\$39,500 a year, based on full-time, 40-hour work weeks.

Average annual vacation entitlements started at three weeks rather than the minimum required two weeks and 44 per cent were offered benefit plans.

During the past five years, salaries in Kelowna have crept upward in response to the booming economy and labour shortage.

It will be interesting to see in CBD's next survey covering the

first quarter of 2009 if pay is being scaled back as the economy falters.

## New EDC board

The Central Okanagan Economic Development Commission has a board of 32 for 2009.

They are:

David Webb, chairman, Everest Recruitment Solutions  
 Bob Monaghan, past-chairman, Kelowna Flightcraft  
 Scot Speiser, vice-chairman, Business Development Bank  
 Laurel Douglas, Women's Enterprise Centre  
 Mike Gilmore, Grant Thornton Chartered Accountants  
 Renee Wasyluk, Troika Developments  
 Sam Samaddar, Kelowna Airport  
 Larry Widmer, Community Futures  
 Rosalind Neis, Westside councillor

Geoff Millar, Postnet  
 Douglas MacLeod, Okanagan Science & Technology Council  
 Paul Maarschalk, Solomon Resources  
 Ron Labossiere, Labossiere, & Co. Lawyers  
 Kelly Hayes, Central Okanagan Regional District director  
 Shirley Geiger, Peachland Chamber of Commerce  
 Penny Gambell, Lake Country councillor  
 Doug Gallagher, Andrew Peller Wines  
 Lindsay Bell, Peachland councillor  
 Alison Yesilcimen, Okanagan Valley Newspaper Group  
 Peter Withers, Lake Country Chamber of Commerce  
 Andre Blanglell, Kelowna councillor and Andre's Audiotronic  
 Larry Smith, Next Stage Consulting  
 Roger Sellick, consultant and retired Kelowna Airport manager  
 Bill Redmond, Okanagan Innovation Fund  
 Barrie Pachenski, Royal Bank



STEVE  
**MAGNAULL**

Valley Views

Doug Ogram, UBCO  
 Jim Hamilton, Okanagan College  
 Guy Gaiser, WearAir Oxygen  
 Jayne Fosbery, Westbank First Nations  
 Bradley Field, Trilogy Design Works  
 Gilles Dufort, Harvest Golf Club  
 Broc Braconnier, Westbank Chamber of Commerce.

## Upcoming . . .

• A seminar about human resources practices in a union shop is offered today, 8:30 a.m. to 4:30 p.m., at the Best Western Hotel in Kelowna.

To register, call Tim Read at the Southern Interior chapter of the B.C. Human Resources Management Association at 250-763-3199.

• A panel will discuss How to Survive & Thrive in this New Economy at 7:30 tonight at the Coast Capri Hotel in Kelowna. It is organized by the Okanagan Valley Entrepreneur Society.

• Urban Development Institute Pacific president Al Poettcker speaks at a Kelowna chapter luncheon Thursday at the Coast Capri Hotel.

Fax registration for \$40 tickets for members; \$65 for non-members, to 250-448-8824.

Steve MacNaull is a business reporter and columnist with *The Daily Courier*. He can be reached at [steve.macnaull@ok.bc.ca](mailto:steve.macnaull@ok.bc.ca).