

# *Indulge*

PEOPLE TO KNOW, PLACES TO GO, THINGS TO TRY, TASTE OR BUY!

**VANCOUVER ISLAND NEWSMEDIA GROUP**



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phone: 250.756.9996 | 3061 Barons Rd. | Nanaimo B.C.V9T 3Y6

[www.cornerstone-tile.ca](http://www.cornerstone-tile.ca)



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this is

# Indulge



VANCOUVER ISLAND

2014 EDITION

# Indulge

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INDULGE Vancouver Island  
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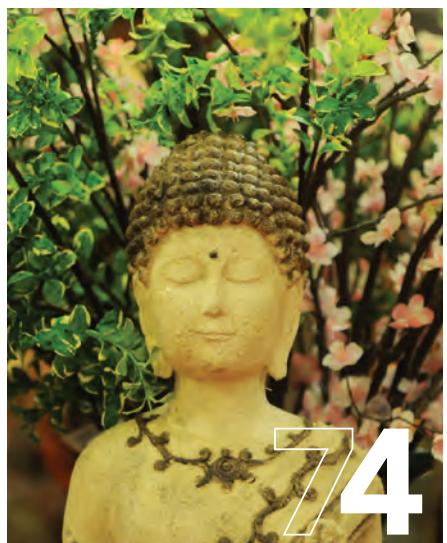
\*Some photography has been provided by clients.



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INDULGE

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# Layzell Dreger

Dustin Layzell and Cody Dreger have been selling Real Estate in the Nanaimo, Vancouver Island area for a combined 18 years. Being part of Nanaimo's top Real Estate Brokerage alongside 100 other competitive agents, they consistently remain in the top 10 percent of the office. As the years progress, they continue to strive to be No. 1 with progressive marketing strategies and top-notch customer service. Living on Vancouver Island in the Nanaimo area their whole lives has given them a competitive edge over the competition and greater familiarity with Nanaimo's unique neighbourhoods. Whether it is a condo, residential home or acreage estate, you can be assured that Dustin and Cody will provide you with accurate and up-to-date information to help you find that perfect fit.



## Q and A

### WHAT'S YOUR MAIN SERVICE?

We are a full-service real estate team specializing in buying and selling all real estate transactions.

### WHEN DID YOU START YOUR BUSINESS?

Cody Dreger is in his 10th year in the business, and Dustin Layzell is in his eighth. Together we have been a team for almost four years.

### WHAT INSPIRED YOU TO OPEN?

Our passion for customer service and our similar business practices inspired us to join forces and build an exceptional real estate team.

### WHAT IS YOUR BUSINESS PHILOSOPHY?

Our customers' needs always come first. We are dedicated to making sure we provide our clients with top-notch customer service and the results they expect.

### WHAT IS THE SECRET TO YOUR SUCCESS?

Being driven. We are always striving to be at the top of our game and help each other in every aspect of the business.

### WHAT INSPIRED YOU TO EXPLORE YOUR FIELD?

Both of our families are in real estate or development so it was something we both had passion to do.

### WHAT'S YOUR FAVOURITE EXPRESSION?

Always be happy, never be satisfied.

### WHAT'S UNIQUE ABOUT YOUR COMPANY?

We have long standing family backgrounds in both real estate and building development which give us a superior knowledge that we pass onto our clients.

### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

We have an informative first-time home buyers package that any first timer should know; most agents don't have this.

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#1-5140 Metral Drive, Nanaimo  
866-513-1243 • 250-751-1223  
[layzelldreger.net](http://layzelldreger.net)



# City Tile

We are a family owned and operated tile store established in November 2004. We have expanded our business over the years, starting with a 3,000-square-foot showroom and relocating to our new 12,000-square-foot showroom on Boban Drive. Voted one of Nanaimo's "Favourite Tile Stores" for six consecutive years, City Tile imports only the best, most exotic and exclusive tiles in natural stone, porcelain and ceramic tiles from around the world. We are well known for our exceptional service, competitive prices and unparalleled selection.

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**4337 Boban Drive, Nanaimo  
866-729-9766 • 250-729-9766  
citytile.ca**

Stop by today and see Vancouver Island's largest selection of ceramic, porcelain, slate, travertine, glass mosaics – including 2,200 varieties of tile and natural stones in the store, with innovative new products arriving each month.



*Q and A*

#### HOW DID YOU START YOUR BUSINESS?

There is a City Tile location in Burnaby and the owner wanted to expand to the Island. They have been family friends for over 30 years and it was a perfect time to make a change in our family.

#### PEOPLE ARE SURPRISED TO KNOW...

People are usually surprised by how big our store is, and just how many products we have to choose from.

#### DESCRIBE YOUR SHOP'S VIBE?

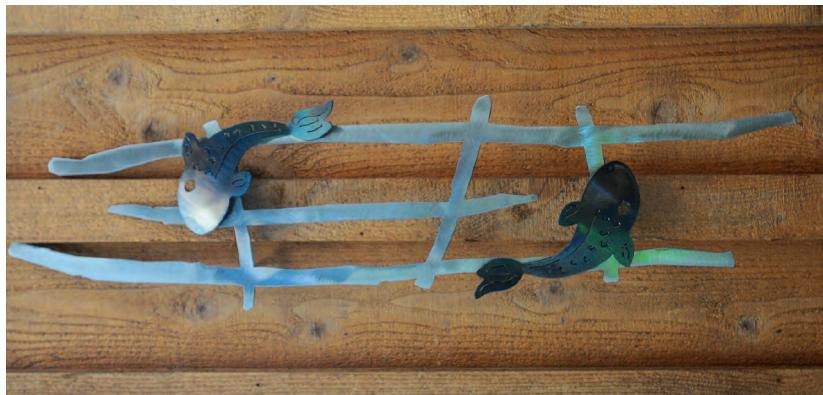
Everyone is like family. Our very knowledgeable staff is here to help make your selections as easy and stress free as possible.

#### WHAT'S UNIQUE ABOUT YOUR COMPANY?

We are a one-stop tile shop, operating on a cash and carry basis. Clients can come in and touch and feel the product they will be using in their spaces as opposed to ordering through boards or books.

#### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

We donate to our local Restore, Habitat for Humanity, with any tile that has been discontinued. We have donated throughout the years to local sports teams, as well as supporting the Nanaimo Community Hospice Society with tile and materials.



## Dig This - Nanaimo

The owners, Jenny and Darryl, would like to invite you to be inspired!

At Dig This, we believe that the garden and our home is an extension of the joy we feel for life. We believe creating beauty in the spaces around us creates beauty in our lives and our souls. We are artists; our gardens and home, are our canvases.

The moment you step inside Dig This Nanaimo, you are struck by the beauty, creativity and inspiration you feel. Serving Vancouver Island since 1980.



## Q and A

### WHAT'S YOUR MAIN SPECIALITY PRODUCT?

Ratana All-Weather Patio Furniture; garden sculptures, fountains and birdbaths; outdoor tabletop fireplaces; Lampe Berger Paris.

### WHAT BRANDS OR PRODUCTS DO YOU CARRY?

Metal Wall and Garden Art; Walleroo Hats; Michel Design & Pre de Provence Luxurious Soaps; Solar Lanterns; Specialty tools: Felco Pruners; Garden Bandit Weedevers; Haws Professional Watering Cans and so much more!

### WHEN DID YOU START YOUR BUSINESS?

October 2010. We've often heard it said, that "if you do what you love, you'll never work a day in your life." We are fortunate that we have amazing customers who make doing what we love so enjoyable.

### PEOPLE ARE SURPRISED TO KNOW...

That after three years of retirement, traveling in our motor home, we decided to pursue a new venture. And, that Dig This is such a unique store.

### DESCRIBE YOUR SHOP'S VIBE?

Professional, friendly, creative, fun, inspired and always changing.

### WHAT INSPIRED YOU TO OPEN?

We were retired and fell in love with the Dig This concept; an eclectic emporium of unique gifts and gear for the home and garden.

### WHAT IS YOUR BUSINESS PHILOSOPHY?

We are proud to invest in local and global communities by supporting local artisans and self-sustaining initiatives. We strive to offer exceptional customer service, unique and quality products, value and style.

### WHAT IS THE SECRET TO YOUR SUCCESS?

We feel the key to building a successful business is building relationships and the key to building relationships is genuine concern and understanding for our customers' needs. Having satisfied customers, without them we would not be in business.

### WHAT'S YOUR FAVOURITE QUOTE?

"Be the change you want to see in the world" – Ghandi

### HOW DID YOU PICK YOUR NAME?

Dig This is a franchise, known as one of BC's leading gardening and outdoor living space stores.

### WHAT'S UNIQUE ABOUT YOUR COMPANY?

Location and product selection. We strive to represent a number of unique local and Canadian artisans' work. We source our products from anywhere and everywhere!



5283 Rutherford Road, Nanaimo  
250-585-0149  
[www.digthis.com](http://www.digthis.com)



# Dodd's Furniture & Mattress

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715 Finlayson St., Victoria  
250-388-6663  
6421 Applecross Road, Nanaimo  
250-390-1125  
[doddsfurniture.com](http://doddsfurniture.com)

Dodd's Furniture & Mattress is a locally owned and operated company, which lives by the philosophy that customer service is the key to its success. Our diligent strive toward excellence has been rewarded by receiving awards for customer service, leadership and community support by societies such as the Better Business Bureau, Chamber of Commerce and Toast Masters. Since the initial conception of Dodd's Furniture & Mattress, there is one constant that we have always maintained: "We won't be undersold!"



**WHAT'S YOUR MAIN SERVICE?**  
Our focus is offering quality furniture at affordable prices including a great selection of Canadian furniture and mattresses.

**WHEN DID YOU START YOUR BUSINESS?**  
The Dodd's Furniture & Mattress legacy began in 1977 near downtown Victoria.

**SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?**  
Dodd's is locally owned and operated and the largest independent furniture store on Vancouver Island with the largest inventory housed in our warehouse distribution centre.



# Flying Fish

*... cooking, living & giving*



Flying Fish is a friendly, fun place where sights, sounds, smells, tastes and touch engage all of your five senses. We're a 6,400-square-foot furniture, kitchen, home décor and gift store housed in a 110-year-old building located right in the heart of Downtown Nanaimo ... and we're just "bursting at the seams" with everything you'll ever want for cooking, living and giving.

From an "edgy" greeting card that makes you "laugh right out loud," to a Canadian custom-made sofa that becomes the beautiful focal point of your home entertaining area, we have something to fit every taste and budget. People tell us the atmosphere of the store is welcoming, and the products are understated yet elegant ... but come with a sense of humour because we're not above offering the occasional "off-beat" or wacky item as well!

Our warm and friendly staff takes the greatest of care to ensure that each shopping experience is fun and rewarding! Our goal is to make you feel welcome every time you visit; and we want you to visit again ... and again ... and again!

So take a drive or a stroll to downtown Nanaimo and make your way to the corner of Bastion and Commercial for some shopping, food and fun! You'll wish you'd discovered us sooner!



#### WHAT'S YOUR MAIN SERVICE?

We're here to offer everything our customers will ever need/want for cooking, living and giving.

#### WHEN DID YOU START YOUR BUSINESS?

We just celebrated our 10th anniversary in January 2014.

#### PEOPLE ARE SURPRISED TO KNOW...

That a shop like ours exists in downtown Nanaimo. We hear so often, "WOW, I can't believe this kind of store is here. Do you have a store in Vancouver/Victoria?" They might also be surprised to know that we have a sister store in Terrace, BC.

#### DESCRIBE YOUR SHOP'S VIBE?

The atmosphere of the store is welcoming and warm. All of our staff have been with us a long time, and they take the greatest of care to elevate each customer's shopping experience.

#### WHAT IS YOUR BUSINESS PHILOSOPHY?

We offer a unique selection of products, with good perceived value, and constantly strive towards being a successful company that helps drive the revitalization of downtown Nanaimo.

#### WHAT IS THE SECRET TO YOUR SUCCESS?

A great mix of product, stunningly displayed, and a responsive staff committed to giving each customer the best possible shopping experience! Having a great location at the corner of Commercial and Bastion in downtown Nanaimo doesn't hurt either!

#### WHAT'S UNIQUE ABOUT YOUR COMPANY?

We search the world to bring back the most unique and unusual products we can find for cooking, living and giving. It's what our customers have come to expect.

#### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

We really do want everybody to have the most amazing shopping experience ever. Come for a visit, have a browse ... you'll wish you'd discovered us sooner!

180 Commercial St., Nanaimo

250-754-2104

[www.flyingfishnanaimo.com](http://www.flyingfishnanaimo.com)



# Real Insurance Solutions

Real Insurance Solutions Inc. has earned the reputation as the central Island's most respected insurance adviser. We provide competitive products underwritten by top insurers and find solutions tailored to your individual needs.

Real Insurance offers competitively priced packages for small business owners, independent contractors, retail stores, offices, building owners and more.

We also specialize in commercial liability, bonding, professional/errors and omissions liability, home-based businesses, course of construction/builders risk and commercial auto fleets. As an independent insurance broker with affiliated offices throughout the province, Real Insurance Solutions has access to local and international insurers – including Lloyd's of London – and offers all lines of insurance.

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#2 4180 N. Island Highway, Nanaimo  
877-535-9217 • 250-585-2950  
[www.realins.ca](http://www.realins.ca)



#### WHAT'S YOUR MAIN SERVICE?

We are a full service, independent insurance brokerage, specializing in home, commercial and auto.

#### WHAT BRANDS OR PRODUCTS DO YOU CARRY?

We deal with most major domestic and foreign carriers.

#### PEOPLE ARE SURPRISED TO KNOW...

We offer competitively priced packages for small business owners, independent contractors, retail stores, offices, building owners and more.

#### DESCRIBE YOUR SHOP'S VIBE?

We are a very productive office with a positive

attitude. We create a great upbeat vibe.

#### WHAT IS YOUR BUSINESS PHILOSOPHY?

Our philosophy is to keep clients satisfied and well informed. Our goal is to keep you out of trouble by providing you with proper coverage.

#### WHAT IS THE SECRET TO YOUR SUCCESS?

A well trained and experienced staff always offering the best insurance solutions.

#### WHAT'S YOUR FAVOURITE EXPRESSION OR QUOTE?

The best compliment you can give us is to refer Real Insurance.



#### HOW DID YOU PICK YOUR NAME?

As the name suggests we, strive to find real insurance solutions for real people at the most competitive price.

#### WHAT'S UNIQUE ABOUT YOUR COMPANY?

We are deeply rooted in our community, locally owned and operated, with a management team that boasts a combined 100 years of experience.

#### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

We make house calls. We like to get to know our clients, visit their property when requested and assess any possible gaps in insurance.



**WHAT'S YOUR MAIN SERVICE?**  
Quality contemporary home furnishings from Canada and around the world.

**WHAT BRANDS OR PRODUCTS DO YOU CARRY?**  
The world's most renowned recliners – Norwegian and Stressless chairs and sofa seatings from Ekornes.

**WHEN DID YOU START YOUR BUSINESS?**  
Thirty-eight years ago in Richmond, there was a need for quality Danish modern furnishings.

**PEOPLE ARE SURPRISED TO KNOW...**  
Shopping at our store is very affordable.

**DESCRIBE YOUR SHOP'S VIBE?**  
A warm, comfortable relaxing atmosphere.

**WHAT IS YOUR BUSINESS PHILOSOPHY?**  
"Find it at ScanDesigns." We carry a wide selection of styles for every taste, combined with great customer service.

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
Satisfied customers, well-made furniture at competitive prices and knowledgeable friendly staff.

---

1711 Bowen Road, Nanaimo  
250-753-6361  
661 McCallum Road, Victoria  
250-475-2233  
[www.scandesigns.com](http://www.scandesigns.com)

ScanDesigns  
Quality Home Furnishings



Q and A



**WHAT'S YOUR MAIN SERVICE?**  
We feature a unique and sophisticated collection of furniture and home decor.

**WHAT BRANDS OR PRODUCTS DO YOU CARRY?**  
We offer an eclectic blend of classic and eco-chic pieces made from reclaimed woods, industrial metals, leathers and sumptuous fabrics.

**WHEN DID YOU START YOUR BUSINESS?**  
Two years ago; people were looking for unique inspirational pieces that could be a focal point in their home, that were eco-friendly. This collection was all that.

**PEOPLE ARE SURPRISED TO KNOW...**  
That our pieces are made from recycled materials.

**DESCRIBE YOUR SHOP'S VIBE?**  
Fun, creative and inspiring

**WHAT IS YOUR BUSINESS PHILOSOPHY?**  
We strive for excellence in all that we do and believe that customer service is key.

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
Providing an exceptional customer experience.

---

1711 Bowen Road, Nanaimo  
250-753-8900  
661 McCallum Road, Victoria  
250-474-3433  
[www.museandmerchant.com](http://www.museandmerchant.com)

# Muse & Merchant Home Collection



# The SoakHouse

What began as a shopping trip to buy a hot tub back in 2005 turned into an innovative and successful entrepreneurial adventure for David Sauve. Instead of bringing home a hot tub, Sauve came back with an idea that evolved into The SoakHouse – Vancouver Island's premium authorized dealer for the legendary Jacuzzi hot tubs.

"We've designed Nanaimo's only private test soak room, which includes two hot tubs and an infrared sauna ... We wanted to do things differently," said Sauve. "We're excited and we want people to be able to experience the luxurious Jacuzzi difference."

The SoakHouse also offers Nordic hot tubs, Sunlighten saunas and boasts a world class water care centre with Bioguard pool/spa products.

For barbecues, we offer Napoleon, Weber, Big Green Egg, Bull and Broil King products.

Now seven years in business and Better Business Bureau A+ accredited, it's hard to not be impressed when you visit The SoakHouse. "We set out to create a 'wow' experience for visitors from the moment they walk in our door. At The SoakHouse, we want people to know that we do things differently."

Isn't it time you started soaking in the good life? Drop by The SoakHouse to find out how you can.

---

2520 Bowen Road, Nanaimo  
866-400-7561 • 250-758-7155  
[soakhouse.com](http://soakhouse.com)





# Westcoast Solid Wood Furnishings

We opened our store when we moved to Nanaimo 23 years ago and have been here in the Remax Centre on Metral Drive for the past 18 years. We have maintained a family-based operation with non-commission sales, thus creating a relaxed and personable atmosphere when shopping for solid wood fine furnishings.





#### WHAT'S YOUR SPECIALITY PRODUCT?

We specialize in solid wood furnishings, all handcrafted in the Vancouver Lower Mainland.

#### PEOPLE ARE SURPRISED TO KNOW...

There is a variety of customization options including wood choice, many stain choices and hardware choices. We personally pick up the furniture orders ourselves, ensuring the 'TLC' required for fine furniture.

#### DESCRIBE YOUR SHOP'S VIBE?

Truly a browsing, relaxed, warm atmosphere with the wonderful fragrance of real solid wood.

#### WHAT IS YOUR BUSINESS PHILOSOPHY?

100 percent customer satisfaction – we like to see the same customers coming back from 20 years ago.

#### WHAT'S UNIQUE ABOUT YOUR COMPANY?

We have several manufacturers who are exclusive to us locally.

**5140 Metral Drive, Nanaimo  
250-756-7707  
[www.westcoastfurnishings.ca](http://www.westcoastfurnishings.ca)**

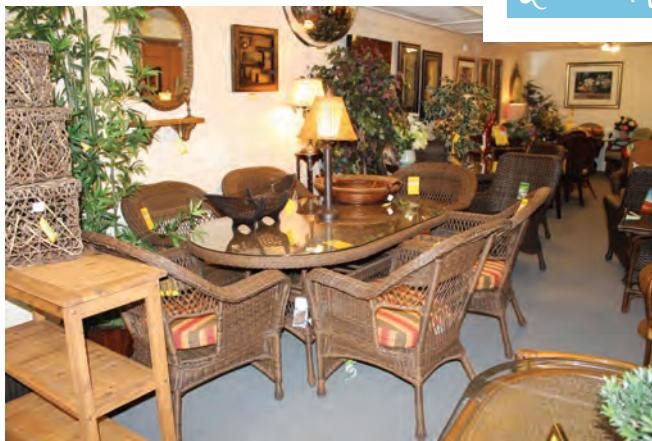


# The Wickertree

We take pride in fast custom orders for our customers. Warranties and guarantees that mean something. Keeping on top of trends and new items for relaxing, worry-free entertaining. Great selections, always full showrooms to choose from.



Q and A



**WHAT'S YOUR MAIN SPECIALITY PRODUCT?**  
Outdoor patio and sunroom furniture.

**WHAT BRANDS OR PRODUCTS DO YOU CARRY?**  
Ratana, Cathay, Cabana Coast, Berlin Gardens, Rocky Mountain fire pits

**WHEN DID YOU START YOUR BUSINESS?**  
1984

**PEOPLE ARE SURPRISED TO KNOW...**  
We have stores in Victoria, Langley.

**DESCRIBE YOUR SHOP'S VIBE?**  
Relaxing.

**WHAT IS YOUR BUSINESS PHILOSOPHY?**  
Only the best outdoor and indoor furniture.

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
Making sure our product is top of the line. Never handle goods that will not last 15 years minimum outdoors.

**WHAT'S UNIQUE ABOUT YOUR COMPANY?**  
Hands on, family run.

---

4705 Trans Canada Highway, Duncan  
250-748-1100  
574-B Culduthel, Victoria  
250-590-4915  
[www.thewickertree.com](http://www.thewickertree.com)



# McLaren Lighting

We are a family run, local Vancouver Island business serving the island since 1960, with stores in Victoria and Nanaimo. We specialize in residential and commercial lighting products including ceiling fans, portable lamps, mirrors, dimming systems and recessed lighting.

---

2520 Bowen Road, Nanaimo  
250-758-0138  
[www.mclarenlighting.com](http://www.mclarenlighting.com)

Our main dedication is to a high level of customer service which we provide to our clients and truly believe in word of mouth and repeat business. With more than 5,000 square feet of showroom space, we are able to have an impressive display, sometimes even overwhelming at first to some which is where the sales team can jump in and really help. With seven full-time experienced sales staff, two at reception and five warehouse staff, we are able to guide our customers to find what they are looking for in a very stress free environment, making the experience hassle free from the start all the way to helping pack up the customer's car or providing delivery.



## Q and A

### WHAT'S YOUR MAIN SERVICE?

Our main service is finding the right lighting solution for our clients' needs in a stress free environment.

### WHAT BRANDS OR PRODUCTS DO YOU CARRY?

We carry more than 60 brands from all the top well known makes, from lower end to high.

### WHEN DID YOU START YOUR BUSINESS?

My father helped open the store in 1960 in Victoria and 1980 in Nanaimo.

### PEOPLE ARE SURPRISED TO KNOW...

People are surprised to find out how large our store actually is after they walk in.

### DESCRIBE YOUR SHOP'S VIBE?

Our shop's vibe is very busy! Our staff is constantly on the move helping several clients per day.

### WHAT IS YOUR BUSINESS PHILOSOPHY?

Our business philosophy is quality lighting with experience and customer service.

### WHAT IS THE SECRET TO YOUR SUCCESS?

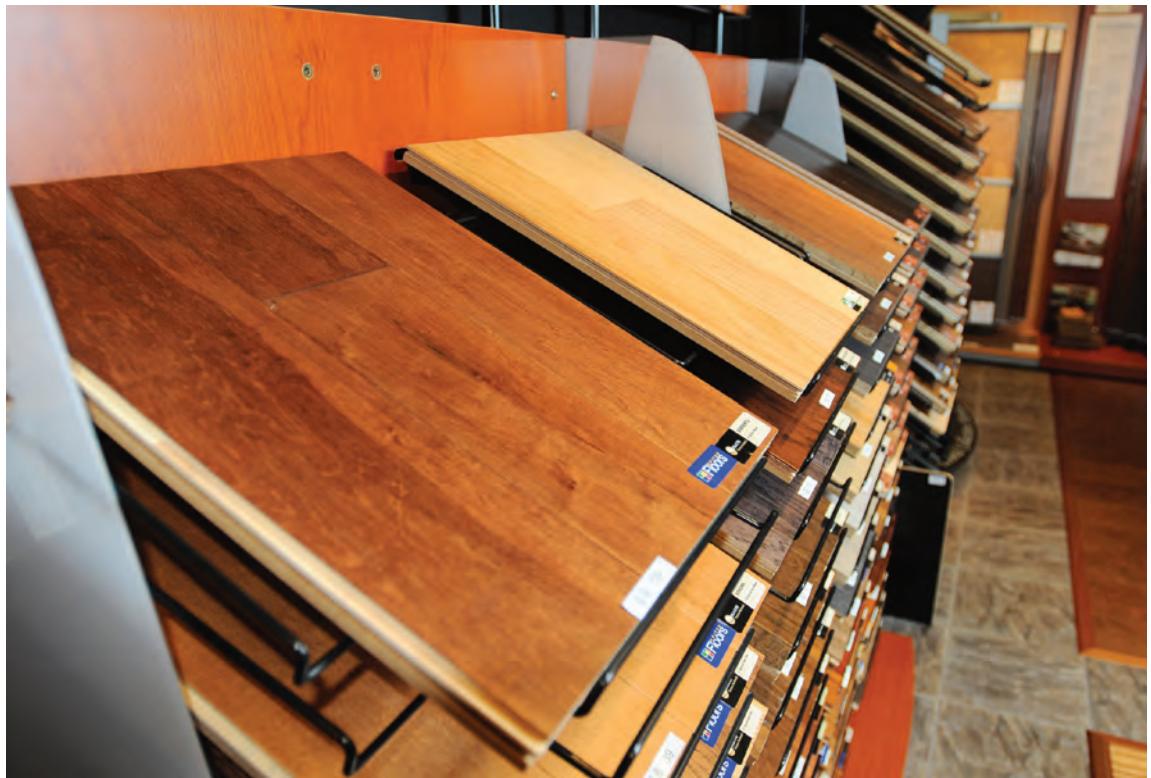
Our secret to success is service, word of mouth, quality, stock on hand and knowledgeable staff.

### WHAT'S UNIQUE ABOUT YOUR COMPANY?

The whole experience we try to give our customer.

### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

Quality, selection, value, experience, volume pricing, inventory



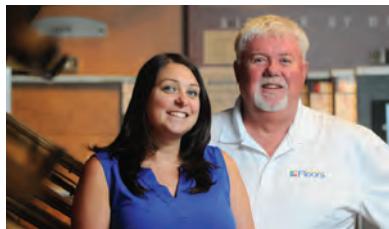
# United Floors Nanaimo

United Floors in Nanaimo has been in business since 1986. Our family has been in the flooring business for three generations. We take great pride in serving our community, and spending time with our customers building relationships. Many of our customers have been coming back to us for decades because we offer more than just flooring; we offer an experience.

We are proud to say that some of our staff has been with us for more than 20 years. We have a family mentality when it comes to our immediate staff. There are also more than 20 locations of United Floors across Canada, and that family feel is big part of our entire group. Nanaimo is a beautiful community and we are very fortunate to have been in business here for as long as we have, and will continue to do so.



Q and A



#### WHAT'S YOUR MAIN SERVICE?

Our main service is to sell flooring. We work with clients to find the best solution for their needs in each individual home.

#### WHEN DID YOU START YOUR BUSINESS?

United Floors in Nanaimo has been in business since 1986.

#### DESCRIBE YOUR SHOP'S VIBE?

We hope to create an environment that is relaxed, friendly and hopefully easy for customers to navigate through.

#### WHAT INSPIRED YOU TO OPEN?

Darrell had the good fortune of starting a career at United Carpet in Victoria in 1980. When the opportunity in Nanaimo arose in 1986, he saw the potential in this beautiful community to build a successful business, and a great place to raise his family.

#### WHAT IS YOUR BUSINESS PHILOSOPHY?

We may sell flooring, but our business is all about building long lasting relationships with our clients.

#### WHAT INSPIRED YOU TO EXPLORE YOUR FIELD?



My dad (Darrell) inspired me, much like his dad inspired him. I can proudly say my dad and grandfather are both very well respected leaders of our group and our industry.

**WHAT'S YOUR FAVOURITE QUOTE?**  
As Buddy the Elf once said, "Smiling's my favourite."

#### WHAT IS THE SECRET TO YOUR SUCCESS?

There is no secret. Success is about hard work, dedication and having a passion for what you do.

#### HOW DID YOU PICK YOUR NAME?

Originally we were "United Carpet" which was a name chosen over 35 years ago, but we recently changed to "United Floors" because it better describes what we sell today.

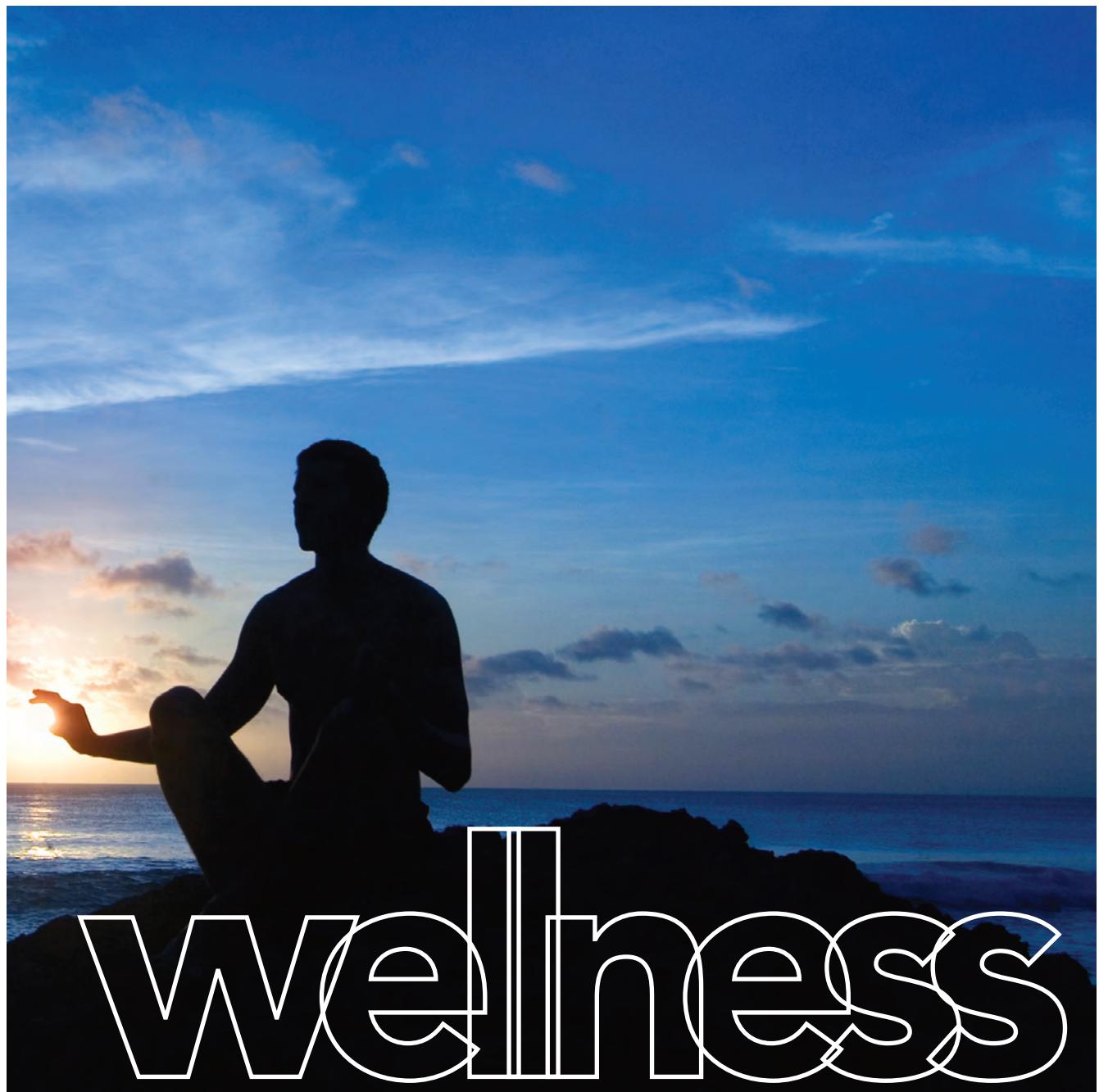
#### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

Flooring is fun! We are so fortunate to be a part of such a unique industry.

---

**#104-2520 Bowen Road, Nanaimo  
250-758-4664  
[www.unitedfloors.ca/nanaimo](http://www.unitedfloors.ca/nanaimo)**





# wellness

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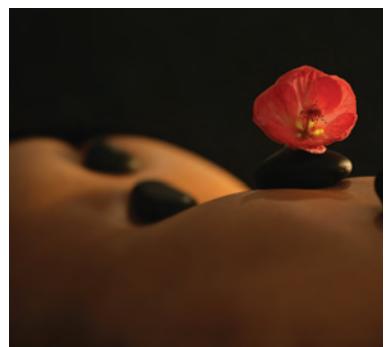


# Oh Spa at the Old House Hotel in Comox Valley

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1730 Riverside Lane, Courtenay  
877-703-4770 • 250-703-4770  
[www.ohspa.ca](http://www.ohspa.ca)

Oh Spa is a sanctuary created for relaxation and well-being, nestled on the banks of the Courtenay River in the Comox Valley. Exclusive treatments and organic products enhance our innovative services like our chromotherapy effervescent tub for two. Experience the unique Rainforest Vichy Shower and Hydrotherapy Tub which are beneficial for circulation and oxygenation of the blood. Oh Spa is the perfect way to escape the stress of everyday life with a year round outdoor heated pool and hot tub as well as spacious couples rooms where you can enjoy exquisite spa cuisine in front of the fire. Experience the luxuries of Oh Spa on your own or with friends.



## Q and A

**WHAT'S YOUR MAIN SERVICE OR SPECIALITY PRODUCT?**  
Eminence facials, classic pedicures, and relaxation massages

**WHAT BRANDS OR PRODUCTS DO YOU CARRY?**  
Eminence Organics, Aveda, Deserving Thyme, OPI

**PEOPLE ARE SURPRISED TO KNOW...**  
We provide registered massage therapy.

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
Treat each guest as if they were your best friend, sister or mother.

**WHAT INSPIRED YOU TO EXPLORE YOUR FIELD?**  
To help improve peoples lives with relaxation and pampering.



# Core Essentials Personal Training & Rehabilitation

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6439 Portsmouth Road, Nanaimo  
250-390-3160  
[www.core-essentials.net](http://www.core-essentials.net)

Core Essentials is a prescribed exercise and rehabilitation centre. We work with all levels of clients, from the hip replacement client, post cancer, Olympic athlete to the stay-at-home mom. The secret to our success with our clients is finding the right starting point, so when you arrive, we put you through a full postural/mechanical health screening before you even begin to exercise. This is important as it allows our trainers to implement exercise or rehabilitative programs designed specifically for your unique physiological needs. Most advice given to clients about exercise is vague, general and without follow-up. Core Essentials is committed to providing you with ongoing support and helping you to develop a support network to ensure your success.



#### **WHAT'S YOUR MAIN SERVICE?**

We provide in-depth screening prior to exercise recommendations. This ensures what we design is right for you and your specific needs.

#### **WHAT BRANDS OR PRODUCTS DO YOU CARRY?**

We carry nutritional supplements which are an optional part of our clients' programs that we find very helpful in rounding out a healthy diet.

#### **WHEN DID YOU START YOUR BUSINESS?**

We open up here over 11 years ago, but I have been involved in the industry for over 20 years.

#### **PEOPLE ARE SURPRISED TO KNOW...**

We specialize in injury management and those new to exercise. The fitness field generally has a bad rap for being a tad undereducated, but our team is well trained to deal with anything that walks through our door.

#### **DESCRIBE YOUR SHOP'S VIBE?**

We are pretty laid-back here. Lots of poking fun at each other, a real family like environment. We take

our jobs seriously, but we like to have fun doing it.

#### **WHAT INSPIRED YOU TO OPEN?**

I worked in big gyms in the past where the main goal was the membership drive, not the members' success necessarily. Our sole focus is client success!

#### **WHAT IS YOUR BUSINESS PHILOSOPHY?**

I believe everyone deserves to succeed in fitness, so we explore every avenue to find out what works, and design a program to fit every lifestyle and budget.

#### **WHAT IS THE SECRET TO YOUR SUCCESS?**

*Kaizen*, never ending improvement! We explore our field through weekly meetings that focus on research, improvement, quality controls and our own personal development.

#### **WHAT INSPIRED YOU TO EXPLORE YOUR FIELD?**

I came from a very unhealthy lifestyle in my former life, and when I made the change it felt so great I had to share it with the world.

#### **WHAT'S YOUR FAVOURITE BOOK OR EXPRESSION OR QUOTE OR CELEBRITY CHEF?**

"Only a life lived in the service of others is a life worth living." – Albert Einstein.

#### **HOW DID YOU PICK YOUR NAME?**

I realized early in my career that the No. 1 issue with clients getting hurt during exercise or not recovering from injury fast enough is that their core was too weak, hence the name.

#### **WHAT'S UNIQUE ABOUT YOUR COMPANY?**

Our focus is primarily neurological, meaning that everything we do focuses on training the brain, not the muscles. Train the brain, the body will follow.

#### **SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?**

We have unified and simplified a very complex field of study, human wellness. As our name denotes, we provide our clients with the "core essentials" of everything they need to be successful, guaranteed.



# Rewind Med Spa

Welcome to Rewind MedSpa, owned and operated by Moreen Reid, a medical aesthetician and certified laser technician with more than 15 years experience.

Our goal is for you to experience the absolute best in beauty treatments and skin care in a safe environment.

We provide customized treatments in photo rejuvenation, skin tightening, laser hair removal, medical grade peels, microdermabrasion, Botox, Juvederm and skin tag removal. Also, nested inside Rewind MedSpa is Balance Esthetics & Spa offering you a full range of aesthetic treatments from waxing to Guinot Hydradermie facials.



Q and A

## WHAT'S YOUR MAIN SERVICE OR SPECIALITY PRODUCT?

Our most popular treatment is the Age Defy program. It comes with a light peel, photo rejuvenation, skin tightening and wrinkle correction. This treatment helps reverse skin damage and slows the aging process down.

## PEOPLE ARE SURPRISED TO KNOW...

We offer complimentary consultations where we take the time to get to know you – and help develop a personalized plan. We recognize injections aren't for everyone so we can suggest and provide alternative treatments so you can still look your best.

## DESCRIBE YOUR SHOP'S VIBE?

We offer a friendly, welcoming feel that focuses on connecting and educating each client and giving them options that will give them the results they're after.

## WHAT'S YOUR FAVOURITE EXPRESSION?

"Great skin can be created." I truly believe beautiful skin is an investment. With the right nutrition, lifestyle, advanced laser treatments and skincare, one can achieve it. My passion is to give you the plan to make it happen!

---

#104-6330 Dover Road, Nanaimo  
250-933-1133  
[www.rewindmedspa.com](http://www.rewindmedspa.com)



People to  
**know**

INDULGE 37



# Calvori Hearing Ltd.

We are the only hearing clinic in the Nanaimo region that is owned and operated by an audiologist. Luigi Calvori has been working in Nanaimo since 2000. He then opened up his own independent clinic in 2008.



#### WHAT'S YOUR MAIN SERVICE?

We sell hearing aids and various types of custom hearing protection, including custom earbuds/monitors. We also conduct various types of hearing tests.

#### PEOPLE ARE SURPRISED TO KNOW...

That if you live long enough, pretty much everyone is going to end up wearing hearing aids.

#### WHAT IS THE SECRET TO YOUR SUCCESS?

Since we opened in 2008, we pride ourselves in combining 1950s-style customer service with the latest technology available.

#### WHAT INSPIRED YOU TO EXPLORE YOUR FIELD?

I'm a frustrated musician. Nobody would pay me to play the accordion, so I had to shift my focus to an audiometer.

#### HOW DID YOU PICK YOUR NAME?

I wanted something that sounds sophisticated, unique and has cachet. So I chose my own name.

#### WHAT'S UNIQUE ABOUT YOUR COMPANY?

Standing at 5 feet 5 inches, I'm Nanaimo's tallest owner/operator audiologist.

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**#110-2124 Bowen Road, Nanaimo  
250-760-0749  
[www.calvohearing.com](http://www.calvohearing.com)**



Q and A

**WHAT'S YOUR MAIN SERVICE?**  
Dog training.

**WHAT BRANDS DO YOU CARRY?**  
Karen Pryor Academy Certified instructors.

**WHEN DID YOU START YOUR BUSINESS?**  
2009.

**PEOPLE ARE SURPRISED TO KNOW...**  
How easy and fun it is to train your dog with positive reinforcement.

**DESCRIBE YOUR SHOP'S VIBE?**  
Fun!

**WHAT INSPIRED YOU TO OPEN?**  
The need in the local community.

**WHAT IS YOUR BUSINESS PHILOSOPHY?**  
First, do no harm.

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
Passion.

**WHAT INSPIRED YOU TO EXPLORE YOUR FIELD?**  
Learning.

**WHAT'S YOUR FAVOURITE EXPRESSION?**  
Dogs are not stupid; they just don't speak English.

**HOW DID YOU PICK YOUR NAME?**  
Local area plus what we offer.

**WHAT'S UNIQUE ABOUT YOUR COMPANY?**  
All instructors are Karen Pryor Academy Certified Training Partners.

**SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?**  
Dog training is an unregulated business. Anybody can put up a sign and call themselves a dog trainer.

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**#106-5301 Chaster Road, Duncan  
778-455-1985  
www.cowichancanine.ca**

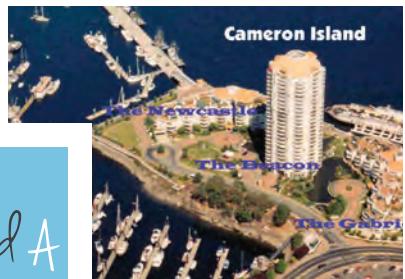
# Cowichan Canine

Cowichan Canine offers dog training in the form of group classes, private or semi-private in-home training and confidential in-home behaviour consultations, seminars and workshops throughout the Cowichan Valley area on southern Vancouver Island.

Group classes are held at our Training Centre at #106-5301 Chaster Road, Duncan.

Feel free to drop in during office hours to chat or watch our classes; 1-7 p.m. Monday-Thursday, 10 a.m. to 3 p.m Saturday and Sunday, or watch our video on [www.cowichancanine.ca](http://www.cowichancanine.ca).

- Socialization classes for puppies 8-16 weeks old.
- Foundation programme for dogs from 17 weeks-17 years old.
- Continuing education programme for our Foundation graduates include: advanced skills, agility, canine good neighbour, games and tricks, rally obedience, scent games and more.
- Reactive dog programme for dogs with "issues."
- Positive reinforcement training for quick and easy results and long-term success.



**WHAT'S YOUR MAIN SERVICE?**  
Global marketing of Nanaimo Real Estate.

**WHAT BRANDS OR PRODUCTS DO YOU CARRY?**  
Century 21 & the Multiple Listing Service

**WHEN DID YOU START YOUR BUSINESS?**  
1977.

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
16-hour work days, 37 years experience, certified condominium specialist and 21 years experience specializing in Cameron Island.

**SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?**  
You pay the same price to hire a local Realtor – as you do (with) us and we provide a higher level of marketing through C21.

# Gord Halkett at Century 21 Harbour Realty

List your property with the world's largest residential real estate company – Century 21. We have more than 7,000 offices worldwide. All our listings are translated into Mandarin (Chinese) for marketing in Asia. Get global marketing of your property.

**3179 Barons Road, Nanaimo  
250-714-2001  
[www.century21.ca/harbourrealty](http://www.century21.ca/harbourrealty)**



## Real Insurance Solutions

With roots on Vancouver Island, Real Insurance Solutions is a brokerage conscious of local industry trends and in touch with our clients' insurance needs. As an independent insurance broker with affiliated offices throughout the province, Real Insurance Solutions has access to local and international insurers – including Lloyd's of London – and with more than 50 dedicated employees, offers all lines of insurance products including home, business, farm, auto, RV, boat and travel, as well as life and disability.

Real Insurance Solutions also boasts the largest commercial auto division on central Vancouver Island, with mobile road service agents ready to deliver to your door and commercial fleet automobile coverage available for businesses with multiple vehicles.

**#2 4180 N. Island Highway,  
Nanaimo  
250-585-2950  
[www.realins.ca](http://www.realins.ca)**

We value the trust our clients bestow upon us. We're not just your broker – we're your neighbour and friend – committed to being there when you need us most, with 24-hour claims service (after all, accidents don't always happen during normal business hours).

Speak to one of our insurance professionals for all your insurance needs. Get real insurance solutions at Real Insurance Solutions!



*Q and A*

#### **WHAT'S YOUR MAIN SERVICE?**

We are a full service, independent insurance brokerage, specializing in home, commercial and auto.

#### **WHAT BRANDS OR PRODUCTS DO YOU CARRY?**

We deal with most major domestic and foreign carriers.

#### **PEOPLE ARE SURPRISED TO KNOW...**

We are the largest auto broker in Nanaimo and we deliver the best service.

#### **DESCRIBE YOUR SHOP'S VIBE?**

We are an upbeat and busy office with a great atmosphere!

#### **WHAT IS YOUR BUSINESS PHILOSOPHY?**

Our philosophy is to keep clients satisfied and well informed. Our main goal is to offer you the best service and provide you with proper coverage.

#### **WHAT IS THE SECRET TO YOUR SUCCESS?**

A well-trained and experienced staff willing to go the extra mile.

#### **WHAT'S YOUR FAVOURITE EXPRESSION OR QUOTE?**

The best compliment you can give us is to refer someone to come see Real Insurance.

#### **HOW DID YOU PICK YOUR NAME?**

As the name suggests we strive to find real insurance solutions for real people at the most competitive price.

#### **WHAT'S UNIQUE ABOUT YOUR COMPANY?**

We are deeply rooted in our community, locally owned and operated, with a management team that boasts a combined 100 years of experience.

#### **SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?**

We make house calls. We like to get to know our clients, visit their property when requested and assess any possible gaps in insurance.



# Michael L. Warsh Law Corp.

Located in Nanaimo's Old City Quarter, Michael L. Warsh Law Corp. is a thriving law practice specializing in family and estates law. Michael Warsh and Sabrina Yeudall provide assistance with the drafting of wills and agreements, and provide representation in all areas of family and estates litigation.

Michael is a senior litigator with more than 20 years' experience. Sabrina is an effective litigator and experienced negotiator. With the assistance of their dedicated support staff, Michael and Sabrina guide families through the significant transitions in their lives.

"A commitment to excellence – in service and results."

**#201-335 Wesley St., Nanaimo  
250-741-0003  
[www.warshlaw.com](http://www.warshlaw.com)**



Q and A



# Dan Morris RE/MAX of Nanaimo

There are many qualities and skills that go into being an excellent real estate professional – integrity, in-depth community and market knowledge, marketing savvy, effective negotiation skills and a high-quality professional network, all of which are hallmarks of how I work.

#### My Personal Guarantee:

- Putting you first by looking after your needs
- Keeping myself accessible
- Responding quickly to your needs

#### HOW/WHEN DID YOU START YOUR BUSINESS?

I have been a licenced Realtor since 2010; since then I have helped more than 100 clients buy and sell their properties.

#### PEOPLE ARE SURPRISED TO KNOW...

That I have had quite a diverse entrepreneurial background – outdoor advertising, computer and internet programming, and the most unusual training hawks to chase wildlife to name a few.

#### WHAT IS YOUR BUSINESS PHILOSOPHY?

My philosophy is to provide a level of service to my clients that is worthy of being recommended to their family and friends.

#### WHAT IS THE SECRET TO YOUR SUCCESS?

One of the secrets to my success is the speed and effectiveness at which I communicate with my clients – I'm extremely responsive to all inquiries.

#### WHAT'S YOUR FAVOURITE EXPRESSION?

Without a doubt the Golden Rule – "Do unto others as you would have them do unto you."

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5140 Metral Drive, Nanaimo

250-751-1223

[www.danmorris.ca](http://www.danmorris.ca)





Places to

GO

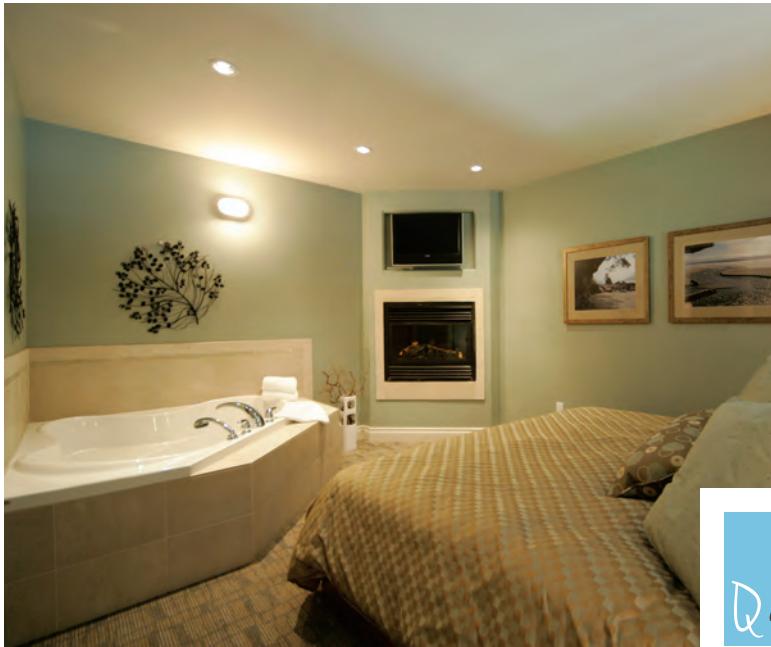


## Old House Hotel in Comox Valley

Vancouver Island's best-kept secret, The Old House Hotel & Spa is set along the Courtenay River and centrally located to shopping, dining, entertainment, championship golf courses and countless recreational activities. Enjoy everything from kayaking, to mountain biking, from hiking to skiing. Located at the doorstep of Strathcona Park and the Discovery Passage, we are your year-round outdoor adventure destination.

This West Coast-inspired Comox Valley hotel offers spacious accommodations with petite or full gourmet kitchens, fireplaces, soaker tubs, DVD players, flat screen TVs, and numerous little touches that will enhance your BC travel experience. Our outdoor heated-pool, two hot tubs, and infrared sauna are open year-round.

Enjoy pampering treatments at "Oh Spa." Located just off our lobby, this is the perfect way to escape the stress of everyday life. The Old House Experience Package offers accommodation, two one-hour relaxation massages at the beautiful Oh Spa and a \$50 dinner voucher at Local's at The Old House Restaurant.



**WHAT'S YOUR MAIN SERVICE?**  
Offering luxury accommodations at affordable pricing in the Comox Valley.

**WHEN DID YOU START YOUR BUSINESS?**

In 2006, we finished construction of the Eagle's Ridge building which offers 33 one-bedroom suites and our Lofted Penthouse Suite. The River's Edge building was completed in 2008 with an additional 45 rooms and includes the beautiful Oh Spa and our relaxing outdoor heated pool and hot tub.

**PEOPLE ARE SURPRISED TO KNOW...**  
We host a number of conferences each year in our meeting facilities, providing full service including audio-visual equipment, catering and accommodation.

**DESCRIBE YOUR SHOP'S VIBE.**  
Friendly and welcoming

**WHAT INSPIRED YOU TO OPEN?**  
The Valley's need for a boutique luxury hotel that is unique as it is.

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
We treat our guests and staff like family

**WHAT INSPIRED YOU TO EXPLORE YOUR FIELD?**

Hosting people has always been a passion. Turning travel moments into memories that last a lifetime for people, is one of the best feelings in the world.

**HOW DID YOU PICK YOUR NAME?**  
The Old House Hotel & Spa was named after the Old House Restaurant, which we share the property with, a beautiful heritage building built in 1938, that has been island renowned for many, many years.

**SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?**

We are an unique boutique hotel where we want to make sure that your experience is the best on Vancouver Island!

Q and A



1730 Riverside Lane, Courtenay  
888-703-0202 • 250-703-0202  
[www.oldhousevillage.com](http://www.oldhousevillage.com)



# The Inn on Long Lake

The Inn on Long Lake is more than just a place to spend the night – your experience starts from the moment you step onto your own private balcony and let your gaze stretch across the tree-lined waters of Long Lake. With kayaks, paddleboats, and wildlife viewing at your doorstep, and local shopping centres just a short walk up the road, the inn lets you nestle alongside nature while enjoying all that the city has to offer. Whether you're with us for business or vacation, the Inn on Long Lake is not just a hotel. It's a place to build memories, and the perfect launch pad for your Vancouver Island adventure.

Situated on the East Coast of Vancouver Island, Nanaimo is easily accessible via BC Ferries, float plane, Nanaimo Airport and the highway, which also stretches south to Victoria. Named one of North America's "most livable small cities," Nanaimo is filled with history, culture, and myriad outdoor experiences to offer its visitors.

At the Inn on Long Lake, all rooms feature a full array of amenities for your comfort and entertainment, plus a private balcony overlooking Long Lake. Our staff – the friendliest in town – is committed to working together to create extraordinary guest experiences. The Inn on Long Lake is a recipient of the 2014 TripAdvisor Certificate of Excellence. We are proudly independent, CAA/AAA rated, and eager to help make your stay truly unforgettable.



**WHAT'S YOUR MAIN SERVICE?**  
Lakeside hotel guest rooms

**WHEN DID YOU START YOUR BUSINESS?**  
The hotel opened in 1990.

**PEOPLE ARE SURPRISED TO KNOW...**  
Every room has a patio or balcony overlooking Long Lake.

**DESCRIBE YOUR SHOP'S VIBE.**  
We are friendly, courteous and professional

**WHAT IS YOUR BUSINESS PHILOSOPHY?**  
To provide our guests with the most comfortable stay possible

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
The secret to our success is our great staff.

**WHAT'S UNIQUE ABOUT YOUR COMPANY?**  
We are a proudly independent, and family owned hotel

**SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?**  
We do meetings for up to 40 people.

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4700 N. Island Highway, Nanaimo  
800-565-1144 • 250-758-1144  
[www.innonlonglake.com](http://www.innonlonglake.com)



## Oceanfront Suites at Cowichan Bay

Idyllically nestled on the shores of Cowichan Bay, the Oceanfront Suites features 56 suites with either one or two bedrooms. All suites have stunning ocean views, a kitchenette, complimentary Wi-Fi and full cable TV. Relax in our swimming pool, whirlpool or sauna after a workout in our fully equipped fitness center. Our banquet rooms are ideal for weddings, conferences or seminars. Our newly renovated Oceanview Restaurant features delicious meals prepared from the freshest local produce and a selection of fantastic wines from our local wineries in the Cowichan Valley. Executive chef Kacia Scholz takes pride in creating colourful and fantastically flavorful dishes for your taste buds, so relax and enjoy the stunning views of the ocean and marina while we look after you.



## Q and A

### WHAT'S YOUR MAIN SERVICE?

Oceanview accommodation, fully licensed restaurant and bar with local food and local wines, weddings, banquets.

### PEOPLE ARE SURPRISED TO KNOW...

New ownership and going through fantastic renovations to update the hotel. Newly renovated restaurant.

### DESCRIBE YOUR SHOP'S VIBE.

Relaxed and peaceful getaway. Soothing vibes accompanied with great tasting food and wine.

### WHAT'S YOUR FAVOURITE QUOTE?

"The world is a book, and those that do not travel read only a page." – Saint Augustine

### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

Our friendly and attentive staff make our guests experience an unforgettable one.



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1681 Cowichan Bay Road,  
Cowichan Bay  
1-800-663-7898  
[www.oceanfrontcowichanbay.com](http://www.oceanfrontcowichanbay.com)



#### HOW DID YOU START YOUR BUSINESS?

With a lot of passion and support from volunteers and the local community.

#### PEOPLE ARE SURPRISED TO KNOW...

Veronica Milner believed fairies live in the gardens.

#### WHAT INSPIRED YOU TO OPEN?

Veronica Milner's eye for beauty and her love of the gardens and forest.

#### WHAT'S YOUR FAVOURITE BOOK?

"In Veronica's Garden," the social history of Milner Gardens & Woodland, by Margaret Cadwaladr.

#### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

Guilty pleasures ... an extra dollop of Devonshire cream on top of hot scones with jam.

# Milner Gardens & Woodland

Milner Gardens & Woodland is a magical seaside retreat once reserved for royalty. Sheltered on three sides by old-growth forest, this one-of-a-kind woodland estate rejuvenates the soul with its gardens and magnificent coastal views.

Enjoy the charming Camellia Tea Room after strolling the grounds and contemplate the history of the gardens or fantasize about having them all to yourself.

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2179 Island Highway W.,  
Qualicum Beach  
250-752-6153  
[www2.viu.ca/milnergardens](http://www2.viu.ca/milnergardens)



Q and A

**WHAT'S YOUR MAIN SERVICE?**  
Hospitality in accommodations, restaurant and spa.

**WHAT BRANDS OR PRODUCTS DO YOU CARRY?**  
Ancient Cedars Spa, The Pointe Restaurant.

**HOW/WHEN DID YOU START YOUR BUSINESS?**  
1996.

**PEOPLE ARE SURPRISED TO KNOW...**  
The Inn is a standalone property, owned and operated by a local Tofino family.

**DESCRIBE YOUR SHOP'S VIBE.**  
Rustically elegant.

**WHAT INSPIRED YOU TO OPEN?**  
The Inn is a celebration of Tofino and its culture. From storm watching to local art and craftsmanship, each touch point of the Inn reminds guests they are nowhere else but on the Western Edge of Vancouver Island.

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
Passion for the Pacific Rim

**HOW DID YOU PICK YOUR NAME?**  
Chief Wickaninnish was the most powerful Chief in the area at the time of European contact. His name means "He who no one sits in front of in the canoe."

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500 Osprey Lane, Tofino  
250-725-3100  
[www.wickinn.com](http://www.wickinn.com)

# Wickaninnish Inn

Discover Tofino through the only resort on Chesterman Beach. The Wickaninnish Inn offers magnificent views of the open ocean set against a backdrop of old-growth forest. A dedicated concierge creates readily available, custom Tofino packages such as: wildlife viewing, fishing, ocean sports, and arts and cultural experiences. Uncompromising service and a range of in-house amenities, such as Ancient Cedars Spa and The Pointe Restaurant, make for memories reaching far beyond the tangible.



# Black Rock Oceanfront Resort

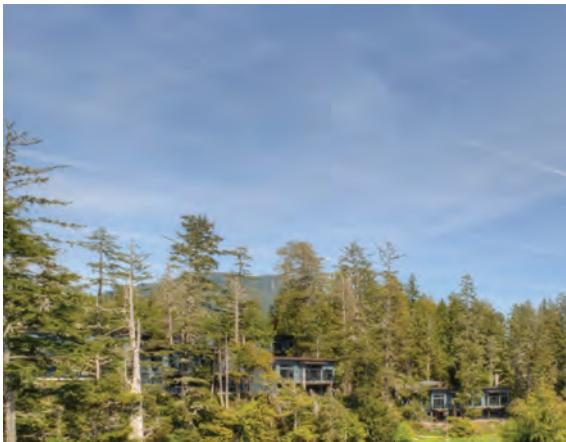
Escape to the naturally inspiring Black Rock Oceanfront Resort - an extraordinary retreat on Vancouver Island's rugged west coast. Our magnificent oceanfront resort in Ucluelet, British Columbia, is set in nature and designed for comfort.

Enjoy our exquisite suites designed for maximum comfort - from plush king beds to state-of-the-art kitchens. Relax by your fireplace or flat-screen TV and rejuvenate in spa-inspired bathrooms with heated floors, soaker tubs and eco-inspired bath products. Take in exceptional nature views from your furnished balcony. Our suites are also pet friendly.

Black Rock Resort features Fetch Restaurant and Float Lounge, both boasting amazing oceanfront views and artisan inspired West Coast cuisine. Open breakfast, lunch, dinner and late. Kid-friendly menus are also available.

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**596 Marine Drive, Ucluelet  
877-762-5011 • 250-726-4800  
[www.blackrockresort.com](http://www.blackrockresort.com)**



#### WHAT'S YOUR MAIN SERVICE?

Stunning oceanfront accommodations, oceanfront restaurant and patio and signature oceanview spa.

#### WHAT BRANDS OR PRODUCTS DO YOU CARRY?

Drift Spa features the Seaflora organic seaweed skincare line.

#### WHEN DID YOU START YOUR BUSINESS?

Black Rock Oceanfront Resort opened its doors on Jan. 15, 2009. Five years in business.

#### PEOPLE ARE SURPRISED TO KNOW...

We are pet friendly!

#### DESCRIBE YOUR SHOP'S VIBE.

Professional, hospitable and friendly West Coast culture.

#### WHAT IS THE SECRET TO YOUR SUCCESS?

Consistent customer service, superior communication skills and supporting our local community.

#### WHO'S YOUR FAVOURITE CELEBRITY CHEF?

We love chef Andrew Springett. Chef Springett was executive chef when the resort opened in 2009 and remains a major player in our success today.

#### HOW DID YOU PICK YOUR NAME?

We are surrounded by a black rocky coastline and facing the open ocean equals Black Rock Oceanfront Resort.

#### WHAT'S UNIQUE ABOUT YOUR COMPANY?

Our stunning Pacific Ocean views; the rocky coastline, old growth rainforest and open ocean align to create an amazing experience for all guests.

#### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

Direct access to the Wild Pacific Trail from our property, currently the No. 1 rated activity for Vancouver Island on TripAdvisor.



# Downtown Nanaimo Business Improvement Association

Do French inspired linens get your senses tingling? Maybe a vintage, lipstick-red swivel rocker feels more like you? Whatever your style or budget, shop downtown Nanaimo and keep your commitment to shopping local first. Lose yourself in one of the collectible stores on the China Steps, replenish your wardrobe at the boutiques along Commercial Street or enjoy life in the Old City Quarter!

Craving Asian, Indian tandoori, Irish pub fare or French delicacies? Downtown restaurants are a diner's delight with a cultural smorgasbord to please every palette. Make sure to save room for hand-dipped gelato as you enjoy a post-dinner stroll along the waterfront, or people-watch while sipping fair-trade iced coffee patio-side.

**A-10 Victoria Crescent, Nanaimo  
250-754-8141  
[www.dnbia.ca](http://www.dnbia.ca)**

As Nanaimo's designated arts and culture district, you can explore art galleries, museums, fringe festivals and theatre venues. Grab a takeout lunch and listen to local musicians at the free Summertime Music Series in Lois Lane on Thursdays. Purchase Island-made products at one of two open air markets every Friday, or bring the kids to play all day at a free event, like the Bathtub Days Street Fair. Revisit your downtown this summer. Find full details at [www.dnbia.ca](http://www.dnbia.ca).





## The Magnolia Hotel & Spa

The Magnolia Hotel & Spa is Victoria's premier luxury boutique hotel, providing outstanding quality and service in the heart of downtown Victoria. The recipient of many honours and awards, the hotel was recently recognized as one of the Top 10 Hotels in Western Canada by Condé Nast Traveler Readers Choice Awards.

**Location:** Just two blocks from the inner harbour and easy walking distance to exciting activities and attractions. Close shopping and exceptional dining, right where you want to be!

**The Details:** It's the little things that count, like the chocolates at your bedside, fresh flowers in the lobby, or live music on the lobby's baby grand piano. Bottled water in your room to welcome you when you arrive, and the attentive service you'll experience throughout your stay.

**Elegant accommodations:** Just 64 beautifully appointed rooms with crown mouldings, floor-to-ceiling windows and two-poster beds. Enjoy marble bathrooms with Aveda Spa amenities, glass walk-in showers and deep soaker tubs. Everything you need is here, from dedicated internet in your room so you can stay in touch to plush robes with slippers so you can relax! Corner rooms are the largest, and Diamond Rooms are located on the top two floors and offer cozy gas fireplaces.

**Spa Magnolia:** Offers seven beautiful treatment rooms and a wonderful relaxation lounge. Product lines include Intelligent Nutrients, Comfort Zone and Jane Iredale are free from fillers, parabens, phthalates, coal tar synthetic dyes and carcinogens and are recommended by dermatologists and skin care professionals around the world. What goes on your body goes inside your body, The Spa Magnolia merges luxury with organic health and beauty treatments designed to revitalize skin, hair and body with the best nature has to offer backed by scientific research.

**Catalano Restaurant & Cicchetti Bar:** Victoria's favourite new restaurant, Catalano Restaurant & Cicchetti Bar offers fresh Mediterranean cuisine, primarily from the regions of Spain and Italy. Cicchetti (chi-KET-tee) is Italian for a small bite or small plate of food. Food is market driven, with emphasis on locally sourced product, prepared with a Mediterranean spin. The cicchetti bar, taken after the venetian form of tapas, is an ideal spot for visitors and locals alike to gather for a glass of wine, a well-crafted cocktail and a cicchetto or two.

**Meetings:** Three stylish meeting rooms are perfect for board meetings, retreats or small dinners.





## MAGNOLIA HOTEL & SPA



Q and A

### WHAT'S UNIQUE ABOUT YOUR COMPANY?

Romantic getaways, proposals and anniversary celebrations are very popular here. So popular, we created a special package called Romance Concierge where one of our Guest Services Team becomes responsible for helping you create the perfect romantic getaway for you! We arrange for horse-drawn carriage rides, wine and flowers, even a bubble bath!

623 Courtney St., Victoria  
250-381-0999 • 866-400-7561  
[www.magnoliahotel.com](http://www.magnoliahotel.com)



# The Grand Hotel

Nestled in the heart of Nanaimo's prestigious north end, The Grand Hotel offers discerning guests premier accommodations and amenities in a location like no other, whether you're travelling for business or leisure.

With our excellent guest services, we make sure you experience the best that Vancouver Island has to offer. When you stay at The Grand, you're at the centre of it all.

Located on beautiful Vancouver Island, we are just minutes from BC Ferries and the Nanaimo Airport. The Grand is also minutes away from Nanaimo's downtown harbour centre where seaplane service travels to Victoria, British Columbia's capital, and Vancouver. The Grand Hotel is central to all major transportation services in the city.

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**4898 Rutherford Road, Nanaimo  
877-41-GRAND • 250-758-3000  
[www.thegrandhotelnanaimo.ca](http://www.thegrandhotelnanaimo.ca)**



#### WHAT'S YOUR SPECIALITY PRODUCT?

We are world renowned for our Whisk(e)y Bar with over 140 varieties and an award winning wine list.

#### WHAT BRANDS OR PRODUCTS DO YOU CARRY?

Our Pink Lollipop gift shop has unique handcrafted pashminas and bling sourced from around the world.

#### PEOPLE ARE SURPRISED TO KNOW...

We have an enchanted garden oasis where we host weddings, lunches, afternoon teas and dinners.

#### WHAT INSPIRED YOU TO OPEN?

The City of Nanaimo approached us many years ago to consider opening a hotel on the north end.

#### WHAT IS YOUR BUSINESS PHILOSOPHY?

Second generation boutique hotel creating real hospitality with a third generation in training.

Q and A

#### WHAT IS THE SECRET TO YOUR SUCCESS?

Service without borders, nothing is impossible!

#### WHAT'S YOUR FAVOURITE EXPRESSION?

Let's show our guests "real" hospitality!

#### HOW DID YOU PICK YOUR NAME?

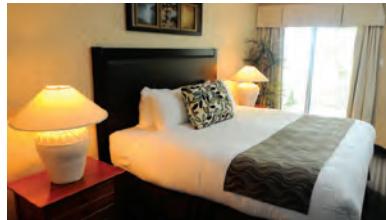
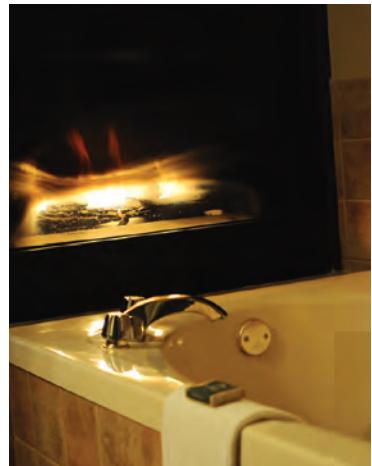
We surveyed our guests and they selected the name.

#### WHAT'S UNIQUE ABOUT YOUR COMPANY?

Global experience in the neighborhood with our own four legged brand ambassador, Barkley!

#### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

We are members of the Chaine des Rotisseurs and we always want an excuse to saber champagne!



# Pacific Shores Resort and Spa

Tucked away on the peaceful waters of spectacular Craig Bay, near Parksville, BC, Pacific Shores is the ideal getaway. Leave your everyday responsibilities behind and discover the serenity of island life as you explore our gardens and woodland trails, and relish the panoramic views of the Salish Sea. Resort amenities include an indoor pool and hot tub, complimentary kayaks, spa and restaurant.

## WHAT BRANDS OR PRODUCTS DO YOU CARRY?

AquaTerre Spa is very discerning; Guinot, SpaRitual, Babor, Gehwol, SaltSpring Soapworks and SilkRoad Tea are the product lines carried.

## PEOPLE ARE SURPRISED TO KNOW...

In addition to spectacular views of the Salish Sea, we have acres of botanical gardens (including rare specimens) and trails.

## WHAT IS YOUR BUSINESS PHILOSOPHY?

Customer service is more than just a friendly voice; it is offering our guests what they really want.

## WHAT IS THE SECRET TO YOUR SUCCESS?

Our exceptional staff ensures that your spa experience is all about you. We are a refuge of relaxation and rejuvenation.

## SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

Guinot Hydradermie lift facial creates a natural temporary facelift effect by lifting features through facial muscle stimulation.

**1-1600 Stroulger Road, Nanoose Bay  
250-586-7262  
[www.pacific-shores.com](http://www.pacific-shores.com)**



Things to  
**buy**

INDULGE 65



Q and A



# Buckerfield's

Established in 1918 to service the needs of agricultural customers in BC, our stores have continued to flourish by adding new products and expanding our facilities. Buckerfield's head office is now on the Duncan property and we continue to look for new product opportunities to satisfy today's customer.

**WHAT'S YOUR MAIN SERVICE?**  
We are a retail business with a wide range of products from livestock feed to pet food.

**WHAT BRANDS OR PRODUCTS DO YOU CARRY?**  
We carry pet food and accessories, livestock feed, grass seed, fertilizer, fencing, wild bird food and accessories, farm hardware and a whole lot more!

**HOW/WHEN DID YOU START YOUR BUSINESS?**  
The business was started by Ernie Buckerfield in 1918 and sold in the 1950s to the Richardson family who owned it until 2005, when it was purchased by five local shareholders.

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
Our business has more than doubled over the last nine years due to our product knowledge and old-fashioned customer service.

**SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?**  
Our company is staffed by long-term employees, some with over 40 years, bringing a lifetime of knowledge and experience.

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**#1-1277 Island Highway S., Nanaimo  
250-753-4221**  
**5410 Trans Canada Highway, Duncan  
250-748-8171**  
**587 Alberni Highway, Parksville  
250-248-3243**  
**[www.buckerfields.org](http://www.buckerfields.org)**



# Julia's Ladies Clothing

Julia's is an exquisite boutique offering unique and fine apparel, jewelry and accessories. We offer petite, regular and plus sizing. We carry quality casual to formal wear available in sets or separates to create your individual look. Visit us at [www.juliasladiesclothing.ca](http://www.juliasladiesclothing.ca) for a pleasant shopping experience.



**WHAT'S YOUR MAIN SERVICE?**  
Women's apparel in petite, regular and plus sizing for the perfect fit.

**PEOPLE ARE SURPRISED TO KNOW...**  
That 75 percent of our brands are made in Canada.

**WHAT IS YOUR BUSINESS PHILOSOPHY?**  
To offer honest, no pressure exceptional customer service.

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
Our happy customers. When your style reflects your personality you look good and feel fantastic.

**SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?**  
We are experts in "wardrobing." We can help you make the most of your clothing by coordinating functional styles for home, work and travel.

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#504-6581 Aulds Road, Nanaimo  
250-390-4242  
[www.juliasladiesclothing.ca](http://www.juliasladiesclothing.ca)



# Marsh & Son



Marsh & Son is a jewellery store with a difference, where people can sell, and trade their treasures in a respectful environment. "We are always surprised at the fine quality and great designs of many items that our customers bring in. We quite often have pieces from Tiffany's, and from Toni Cavelti and Karl Stittgen, now-retired master craftsmen."

Owner Lance Marsh is an experienced GIA Graduate Gemologist and Registered Master Valuer, with over 30 years of retail and appraisal experience. "It didn't take us long to find our market niche, namely an exchange for fine jewels. Because this business model requires in-depth knowledge and gemological training, there are still only a few jewellers who dare to enter this field. And yet it is very satisfying to discuss the jewels with their owners and explore their options."

**3392 Norwell Drive, Nanaimo  
250-585-1648  
[marshandson.com](http://marshandson.com)**

Marsh & Son is located in a small strip mall with just three other merchants, on busy Norwell Drive in Nanaimo and overlooking the Country Club Mall. "We are a family-run operation with a single store, allowing personal service and attention. For a number of years we were located in enclosed shopping centers, with their high occupancy cost and long opening hours. We have never looked back."



Q and A



#### **WHAT'S YOUR MAIN SERVICE?**

Our emphasis has been on fine estate and pre-owned jewellery that is in pristine condition, but a considerable part of our business is in special orders and design.

#### **WHAT BRANDS OR PRODUCTS DO YOU CARRY?**

We carry the 18K Romance line by Kim International, and the German Bernd Wolf silver line, which emphasizes clean lines and use of interesting gems. We have an extensive selection of estate jewels, and a good inventory of loose diamonds and gemstones.

#### **WHEN DID YOU START YOUR BUSINESS?**

I started in the jewellery field in 1977, shortly after finishing my degrees, together with my sister-in-law, Rita Taylor, and (we) are still working together as a team.

#### **PEOPLE ARE SURPRISED TO KNOW....**

Two staff are IA graduate gemologists. Marsh & Son has a fully qualified goldsmith. Repair estimates are complimentary and fully guaranteed, and we are experienced appraisers with advanced equipment, with 70-plus years of experience.



#### **DESCRIBE YOUR SHOP'S VIBE.**

Bright and cheerful, a fun yet professional environment, unpretentious and not pushy.

#### **WHAT IS YOUR BUSINESS PHILOSOPHY?**

"Never knock the competition" and "An educated customer is a repeat customer."

#### **WHAT IS THE SECRET TO YOUR SUCCESS?**

We take time to explain the technical intricacies of gold and diamonds and treat everyone as a special customer. We have earned a reputation for "going the extra mile."

#### **WHAT'S UNIQUE ABOUT YOUR COMPANY?**

Another one of our business philosophies is "we have nothing to hide." Therefore, from the start, we decided to clearly label and describe every item in our showcases. Our customers greatly appreciate the information displayed.

#### **SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?**

There is value, and there is price, and these two are very different. When comparing prices, it is imperative to judge the quality, the workmanship, design and attention to detail.



## Manaimo Toyota Scion

I'm Robert Eaves and we are a family business. My father started out as a Toyota dealer in 1974 in Moose Jaw, Saskatchewan. My sister Kelly is our controller, and her husband Jeremy is our fixed operations manager. We bought the existing Toyota franchise (C&R Motors) in 1997 and are proud that we have grown into the largest automotive retailer in our market.



Q and A



**WHAT'S YOUR MAIN SERVICE?**  
All of your automotive needs.

**WHAT BRANDS OR PRODUCTS DO YOU CARRY?**  
New Toyota and Scion vehicles, most used vehicle brands, genuine Toyota parts and accessories and many aftermarket parts and accessories.

**PEOPLE ARE SURPRISED TO KNOW...**  
That we offer a full auto and marine detail shop and micro body shop.

**WHAT IS YOUR BUSINESS PHILOSOPHY?**  
To invest in and support the community, offer a pleasant and comfortable atmosphere for our employees and customers alike.

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
To be driven for success while not compromising our integrity.

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2555 Bowen Road, Nanaimo  
877-295-1367  
[www.nanaimotoyota.com](http://www.nanaimotoyota.com)



# Real Insurance Solutions

At Real Insurance Solutions, our associates go above and beyond to exceed your service expectations. Forming relationships and watching your business grow while protecting all that you work for provides us with great pride. We're honoured you have chosen us to care for what you have worked tirelessly to achieve. At Real Insurance Solutions, we help analyze values, guide our clientele on how best to protect their property and assist in establishing ways to reduce losses. These guaranteed services help reduce insurance costs and ensure that in the event of a loss, clients will be back in operation and living their lives. The best solutions can be found at Real Insurance Solutions Inc.



#### WHAT'S YOUR MAIN SERVICE?

We are a full-service, independent insurance brokerage specializing in auto, commercial and home.

#### WHAT BRANDS OR PRODUCTS DO YOU CARRY?

We deal with most major domestic and foreign carriers.

#### PEOPLE ARE SURPRISED TO KNOW...

We are the largest auto broker in Nanaimo and we deliver.

#### DESCRIBE YOUR SHOP'S VIBE.

We are an upbeat and busy office with a positive vibe.

#### WHAT IS YOUR BUSINESS PHILOSOPHY?

Our philosophy is to keep clients satisfied and well informed. Our main goal is to offer you the best service and provide you with proper coverage.

#### WHAT IS THE SECRET TO YOUR SUCCESS?

A well trained and experienced staff dedicated to offer the best service.

#### WHAT'S YOUR FAVOURITE EXPRESSION OR QUOTE?

The best compliment you can give us is a referral to Real Insurance.

#### HOW DID YOU PICK YOUR NAME?

As the name suggests we, strive to find real insurance solutions for real people at the most competitive price.

#### WHAT'S UNIQUE ABOUT YOUR COMPANY?

We are deeply rooted in our community, locally owned and operated, with a management team that boasts a combined 100 years of experience.

#### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

We like to get to know our clients, we can assess any possible gaps in insurance and offer you the best coverage for the best price. We also make house calls.

---

#2 4180 N. Island Highway, Nanaimo  
250-585-2950  
[www.realins.ca](http://www.realins.ca)



# Woodgrove Centre

Located on Vancouver Island in the harbour city of Nanaimo, Woodgrove Centre is the market-dominant retail destination and focal point of the community. Known as the mall with it all, the centre features more than 750,000 square feet of retail space and is Vancouver Island's largest shopping centre, attracting millions of shopping visits per year.

**6631 Island Highway N., Nanaimo  
250-390-2721  
[www.woodgrovecentre.com](http://www.woodgrovecentre.com)**

Woodgrove is home to more than 140 stores and services including Hudson's Bay, Old Navy, Pier 1 Imports, Chapters, Sport Chek, Walmart and Save On Foods. From fashion to food to home decor and services, we are the place to find your island style.



## Q and A

### WHAT'S YOUR MAIN SERVICE?

We are Vancouver Island's largest and favourite shopping centre destination.

### WHAT BRANDS OR PRODUCTS DO YOU CARRY?

Hudson's Bay, Winners, Pier 1 Imports, Old Navy, Sport Chek, Walmart, Chapters, Toys "R" Us, Save On Foods and Avalon Cinemas as well as many other leading retailers.

### HOW/WHEN DID YOU START YOUR BUSINESS?

In the early 1970s, local businessman and community leader Deane Finlayson had a vision of creating a great shopping centre.

### PEOPLE ARE SURPRISED TO KNOW...

That the centre is focused on environmental sustainability. Woodgrove Centre has won awards for the ongoing efforts to partner with its retailers and the community to reduce, reuse, and recycle.

### DESCRIBE YOUR SHOP'S VIBE.

Woodgrove Centre is all about "Island living. Island style."

### WHAT INSPIRED YOU TO OPEN?

Our inspiration was to bring a complete and convenient shopping experience to central Vancouver Island.

### WHAT IS THE SECRET TO YOUR SUCCESS?

Staying true to the culture of island life and delivering exceptional service to the customers that visit the centre.

### HOW DID YOU PICK YOUR NAME?

The name Woodgrove Centre was inspired by the natural landscape of Vancouver Island.

### WHAT'S UNIQUE ABOUT YOUR COMPANY?

Woodgrove Centre is a leader regarding community involvement and also in promoting environment sustainability.

### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

The centre is easy to find. Located at Aulds Road between the Nanaimo Parkway (Highway 19) and the Island Highway (Highway 19A), we are only 10 minutes from the Departure Bay Ferry Terminal. We are the hub of north Nanaimo!



Photo locations from clockwise: Pier 1 Imports, Pier 1 Imports, Manhattan Home, Manhattan Home, Hudson's Bay



76 INDULGE



Things to  
**taste**

INDULGE 11



# SIMON HOLT

FOOD DRINK NANAIMO



## Simon Holt

6582 Applecross Road, Nanaimo  
250-933-3338  
[www.simonholt.ca](http://www.simonholt.ca)

Simon Holt is a locally owned and operated restaurant in Nanaimo's north end, priding itself on a scratch kitchen, an extensive wine selection of both red and white by the glass and first class service. Offering three patios, including a rooftop deck featuring beautiful ocean and mountain views, Simon Holt is a perfect place to relax and enjoy the mild West Coast weather.



## Q and A

### WHAT'S YOUR MAIN DISH?

Our main dish that people keep coming back for would be our West Coast Hot Pot featuring five different types of seafood in a curry broth served with noodles.

### WHEN DID YOU START YOUR BUSINESS?

We opened Simon Holt in December 2009 and will be celebrating our five year anniversary this year!

### PEOPLE ARE SURPRISED TO KNOW...

That Simon Holt is not a chain, we are locally owned and operated.

### WHAT INSPIRED YOU TO OPEN?

We wanted to bring a neighbourhood restaurant to an area that really needed one.

### WHAT IS YOUR BUSINESS PHILOSOPHY?

Serve fantastic fresh food using the best products and fast friendly service.

### WHAT IS THE SECRET TO YOUR SUCCESS?

We know our guests expect a high standard in food quality and service, so we try to deliver that every time.

### HOW DID YOU PICK YOUR NAME?

Our name came from two of the three partners Larry Simon and Marilyn Holt.

### WHAT'S UNIQUE ABOUT YOUR COMPANY?

We have three different unique patios including a rooftop patio with ocean and mountain views.

### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS.

We have live music every Thursday, Friday and Saturday with various genres from blues to country to classic rock?



# Blackfin Pub

With its panoramic ocean and mountain views, the Blackfin offers the definitive West Coast dining experience. Located steps from the Comox Harbour in the Comox Valley, the Blackfin has a bounty of flavours with a diverse and creative menu.



Savour and enjoy fresh seafood such as local Komo Gway Oysters, wild salmon, Pacific cod, and Haida Gwaii/Queen Charlotte Islands halibut. The Blackfin is also known for its signature dishes, including seafood chowder, Jack Daniels baby back ribs, Moroccan lamb shanks and New York steak with cajun prawns.

Pair your meal with selections from our global wine list, extensive varieties of martinis and scotches, or one of our draught choices and rotating taps. Dine by the roaring fireplace in our rich nautical inspired setting, take a comfy seat at the bar, or enjoy the view from our oceanfront deck. Whatever the season or occasion, the Blackfin is the perfect place for cocktails and a casual lunch or dinner.

Our lively atmosphere, attentive service and passionately prepared food were recently rewarded with being voted Vancouver Island's "Best Patio" and also "Best Pub & Bar."

Be sure to watch the virtual tour and see our live ocean-cam at [www.blackfinpub.com](http://www.blackfinpub.com) and experience our point of view.

Reservations accepted and encouraged. Please call 250-339-5030.



## Q and A

**WHAT'S YOUR MAIN SPECIALITY DISH?**  
Steak and seafood.

**WHAT BRANDS OR PRODUCTS DO YOU CARRY?**  
Craft beers, local and global wines.

**WHEN DID YOU START YOUR BUSINESS?**  
The Blackfin has been in operation for 23 years.

**PEOPLE ARE SURPRISED TO KNOW?**  
The handcrafted White Hull boat hanging from the ceiling has never been in the water.

**DESCRIBE YOUR SHOP'S VIBE.**  
Gastro Pub, oceanfront views, spectacular patio, fresh flowers and local art.

**WHAT IS YOUR BUSINESS PHILOSOPHY?**  
Attention to detail, consistency, customer recognition, locally owned and operated.

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
Loyal customer base, attentive staff, creative and evolving menu.

**WHAT'S YOUR FAVOURITE QUOTE?**  
"One cannot think well, love well, sleep well, if one has not dined well." – Virginia Woolf

**WHAT'S UNIQUE ABOUT YOUR COMPANY?**  
Customers and staff are treated and valued like family.



# Browns Socialhouse

Browns Socialhouse is dedicated to the art of presenting exceptional cuisine in our own stylish and unique setting. We like to think we simplify the dining experience, integrating fresh food and cheerful service in a relaxed environment.

---

6338 Metral Drive, Nanaimo  
250-933-6641  
[brownssocialhouse.com](http://brownssocialhouse.com)

Our customers tell us that Browns makes them feel comfortable, relaxed and at home. This is no coincidence, because it's the foundation of the term "Socialhouse." For us, Browns is more than a restaurant, it is a place to be welcomed, remembered and indulged, with a standard for service and food that will leave you feeling exceptional and satisfied, every time. Restaurant. Bar. Socialize.



## Q and A



### WHAT'S YOUR MAIN SERVICE?

Full-service restaurant that specializes in fresh West Coast dishes with an Asian influence.

### WHEN DID YOU START YOUR BUSINESS?

March 26, 2013.

### PEOPLE ARE SURPRISED TO KNOW...

Browns is a franchise and locally owned and operated.

### DESCRIBE YOUR SHOP'S VIBE.

Comfortable, relaxed and easy going. Approachable for all to enjoy.

### WHAT INSPIRED YOU TO OPEN?

We felt that we have something special to offer

locals that they had not experienced before.

### WHAT IS YOUR BUSINESS PHILOSOPHY?

Focus on the guest and their experience. Connect with the community and be involved. It's really about creating that great guest experience. Everytime. Everywhere.

### WHAT IS THE SECRET TO YOUR SUCCESS?

We are easy going and unpretentious. We are a smaller footprint, embedded in the community, and we can go where other big brands can't. Each owner/operator is rooted in the community to which they serve.

### WHAT'S YOUR FAVOURITE QUOTE?

"People always ask me 'What is a Browns

Socialhouse?' We serve fresh, tasty food in a lively room that's fun, full of energy and designed to be as comfy as my living room ... without the dog hair." - Scott Morison, founder and CEO

### WHAT'S UNIQUE ABOUT YOUR COMPANY?

We are Canada's fastest growing premium casual dining franchise. We focus on a truly unique dining experience and pride ourselves on our fresh food and beverage program.

### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

We have a truly amazing a la carte brunch menu that we offer from 10 a.m. to 2 p.m. on Saturday, Sunday and holidays.



## Hudson's On First

Located steps from downtown Duncan, Hudson's On First offers comfort, elegance and intimacy to your next dining experience. The moment you step into this impeccably restored 1906 heritage building, you will notice that it is all in the details. From warm attentive service to beautifully conceived dishes, you will be able to escape on a culinary retreat, where the techniques are classic, presentation is modern and ingredients fresh, local and simple.

For young husband and wife team Andrea and Daniel Hudson, years of education combined with hands-on experience and their love for good food, wine and service has allowed them to build a solid foundation for their business as both chefs and restaurant managers. Their dedication, eye for detail and gracious service in an unpretentious, atmosphere has been recognized and acknowledged through numerous awards and achievements. Together Daniel and Andrea are committed to their careers as they share their passion, love of community and experience with their customers, their staff, local farmers, culinary students and many others.

**163 First St., Duncan  
250-597-0066  
[www.hudsonsonfirst.ca](http://www.hudsonsonfirst.ca)**

Hudson's On First is the perfect place for business lunches, weekend catch-ups, culinary journeys, or your daily unwind. Relax in our steampunk-style lounge with its hammered tin ceiling and adjustable crank tables or indulge in one of our two elegant dining rooms with original features and soothing ambiance. If it is privacy you seek, we have our cozy private dining room. During the warmer months sit, sip and soak up the sun on our outdoor patio or covered front porch.



**WHEN DID YOU START YOUR BUSINESS?**  
November 2012.

**PEOPLE ARE SURPRISED TO KNOW...**  
We completely renovated, designed and landscaped this 1906 heritage property ourselves in five months.

**DESCRIBE YOUR SHOP'S VIBE.**  
Comfortable, elegant and unpretentious.

**WHAT IS YOUR BUSINESS PHILOSOPHY?**  
Supporting local and seasonal. Inspiration through knowledge and passion. Genuine service. Made from scratch cooking.

**WHAT IS THE SECRET TO YOUR SUCCESS?**  
Focusing on the details of our food, atmosphere and service. Loving what we do. Working hard.

**WHAT'S YOUR FAVOURITE BOOK OR EXPRESSION OR QUOTE OR CELEBRITY CHEF?**  
"Top Chef Canada's" Chef Daniel Hudson of course!

**HOW DID YOU PICK YOUR NAME?**  
Once we had the location it seemed logical.





## Locals Restaurant



1760 Riverside Lane, Courtenay  
250-338-6493  
[www.localscomoxvalley.com](http://www.localscomoxvalley.com)

Locals Restaurant is located in a 1936 heritage home on the banks of the Puntledge River in Courtenay, in the heart of the Comox Valley on Vancouver Island. Chef Ronald St. Pierre showcases local food production and its producers, providing memorable dining experiences that marry the bounty of Vancouver Island with culinary artistry, offered in a casually elegant dining setting with heartfelt service. His ever-changing seasonal menus and market sheets set the prevailing standard for the renowned Comox Valley food culture. Local fish, seafood, meat, poultry, fruits and vegetables are offered as seasonally available and are divinely prepared. More than 50 percent of the 75 wines available are from BC, with the remainder being from the Old and New World. Locally produced beer and mead are also celebrated. Open for lunch and dinner seven days a week. Weekend brunches available 10 a.m. to 2 p.m. Reservations: 250-338-6493. Visit [www.localscomoxvalley.com](http://www.localscomoxvalley.com) to view menus.



#### WHAT'S YOUR MAIN SPECIALITY DISH?

Locals Restaurant showcases local food production of the Comox Valley, closing the consumer – producer gap.

#### WHAT BRANDS OR PRODUCTS DO YOU CARRY?

Locally sourced, prime quality fish, seafood, meat, game, vegetables, wines and meads.

#### WHEN DID YOU START YOUR BUSINESS?

We opened in June 2008 in a humble strip mall and recently moved to the historic old house.

#### PEOPLE ARE SURPRISED TO KNOW...

We were awarded No. 8 Fine Dining Restaurant in Canada on TripAdvisor for 2014, as well as 2013.

#### DESCRIBE YOUR SHOP'S VIBE.

We're in a 1936 Arts and Crafts era home with massive cedar beams and Tiffany glass, set on the banks of the Puntledge River.

#### WHAT INSPIRED YOU TO OPEN?

The Comox Valley offers a vast variety of fine food production, rarely so readily accessible to a chef.

#### WHAT IS YOUR BUSINESS PHILOSOPHY?

People need to know how, when, where and by whom their food was produced – integrity in cooking is key.



## Q and A



#### WHAT IS THE SECRET TO YOUR SUCCESS?

We strive to provide our cooks and servers with the best tools and resources available to ensure a quality work environment.

#### WHAT INSPIRED YOU TO EXPLORE YOUR FIELD?

I was born in the countryside of Quebec and have a deep appreciation for the labour of love required for quality food production.

#### WHAT'S YOUR FAVOURITE EXPRESSION?

Firstly, I believe you must handle your food producers and their products with respect.

#### HOW DID YOU PICK YOUR NAME?

"Locals–Food from the Heart of the Island" speaks to our heart's passion and also that we're located in the Heart of the Island.

#### WHAT'S UNIQUE ABOUT YOUR COMPANY?

We turned the "100 Mile Diet" into a "20 KM Diet" and we recognize all producers in the various dishes listed on our menus.

#### SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?

We know every ingredient in every dish we serve, as everything is made from scratch, in house, with no artificial additives.





#### **WHAT'S YOUR MAIN SERVICE?**

We pride ourselves on having a variety of different great menu items from breakfast through dinner. Adam and Ian both work as the chefs, so one is always at the restaurant to ensure quality and consistency all day, every day!

#### **PEOPLE ARE SURPRISED TO KNOW...**

We are working hard to provide fresh and local ingredients. We shop locally and frequently for great fresh products and have recently been recognized by Ocean Wise™ as serving environmentally sustainable seafood in a majority of our dishes.

#### **WHAT INSPIRED YOU TO OPEN?**

After working together for many years and building a great friendship (they were in each other's wedding parties). It was clear they wanted to go into business together. They have been in business since June 2013.

#### **WHAT IS THE SECRET TO YOUR SUCCESS?**

Friends and family. Each member of our team is an important part of our family. We work hard together to provide excellent food and great service.

#### **SOMETHING YOU THINK EVERYBODY SHOULD KNOW ABOUT YOUR BUSINESS?**

Adam and Ian both grew up in Qualicum Beach and Parksville respectively. They both have returned home to raise their families in the communities that have supported them all their lives.

---

**#3-1000 Ravensbourne Lane,  
Qualicum Beach  
250-752-8966  
[finalapproachrestaurant.ca](http://finalapproachrestaurant.ca)**

# The Final Approach Restaurant

We are committed to giving every guest a unique and enjoyable dining experience. Offering breakfast, lunch and dinner seven days a week. Located at the Qualicum Beach Airport Terminal.

Ian and Adam, two local boys have just celebrated their first year in business together, and are excited with positive response they have received while looking forward to future success. Come and enjoy the excitement of frequent air traffic in a relaxing environment.



BUILT FOR THE WATERFRONT.

NANAIMO HARBOUR, BC



BUILT FOR THE BC OUTDOORS.

COLLIERY DAM, NANAIMO BC



BUILT FOR ADVENTURE

WESTWOOD LAKE, NANAIMO BC

# NEWCASTLE NISSAN

3612 North Island Hwy  
(Beside Country Club Mall) DL.30776

[newcastlenissan.com](http://newcastlenissan.com) 250-756-1515



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**[www.lairdwheaton.com](http://www.lairdwheaton.com) 2590 Bowen Rd., Nanaimo**