

#3 ISSUE

The Valley Voice

The Voices of the Columbia Valley

SU CASA AUTHENTIC MEXICAN KITCHEN

Be transported to a new local, family-owned business through the words and images captured by food writer, Steven Holliday.

LET'S EAT WITH OUR EYES

Enjoy Kat Maguire's local twist on a classic favorite - Chicken Tortilla Soup with Lime Zested Chips

MODERNIZE YOUR FINANCIAL PROCESS

Aspire Charter Professional Accounting talks process, automation and efficiency.

SOCIAL MEDIA MARKETING FOR YOUR BUSINESS

Local social media guru Andrea Meadus shares valuable insight into the world of Facebook Analytics.

COVER PHOTO TAKEN AND SUBMITTED BY CHERI HANN



HOW ARE WE DOING?

The Volunteers of the Columbia Valley Voices Online Magazine are dedicated to providing content that is generated and supported by our valley residents.

We welcome and encourage all communication - we want to know how we're doing!

Send us a note on Facebook or Instagram @thevoicecv

OR

by email to news@thevoiceca.ca

CHEERS

A very big CHEERS to Royal Canadian Legion, Branch 771 in Invermere for creating Pub Food Nights on Friday and Saturday!

With a Special Cheers to Shaun McNeil who makes the some of the best chicken wings in the valley!

Cheers to Jesse Okros and his students in the trades program at College of the Rockies for cutting out wooden eggs and bunnies for the Egg-cellent Adventure: Drive Thru Egg Hunt on April 3rd! I won't say how many they cut out to keep it a surprise but alot!! Thanks again!!

Photo Credit: Jessie Blakley



LETTER FROM THE VOLUNTEERS

Hey business owners in the valley! Did you know our advertising is FREE.

That's right - any and all businesses are welcome and encouraged to submit an ad to our magazine.

You can find the ad specs on the back page - have fun!

The only thing we ask is that you "freshen up" your ads each month. We want to be sure our content is staying fresh and relevant.

Not an artist? No media team? That's okay too. Let us know that when you submit, and an idea as to what you were thinking the ad should look like, and our designer and editor will put together something fab for ya.

Looking forward to seeing new, exciting promotions coming out of the valley.



THE ICE IS MOVING

Image submitted by Syd Danis

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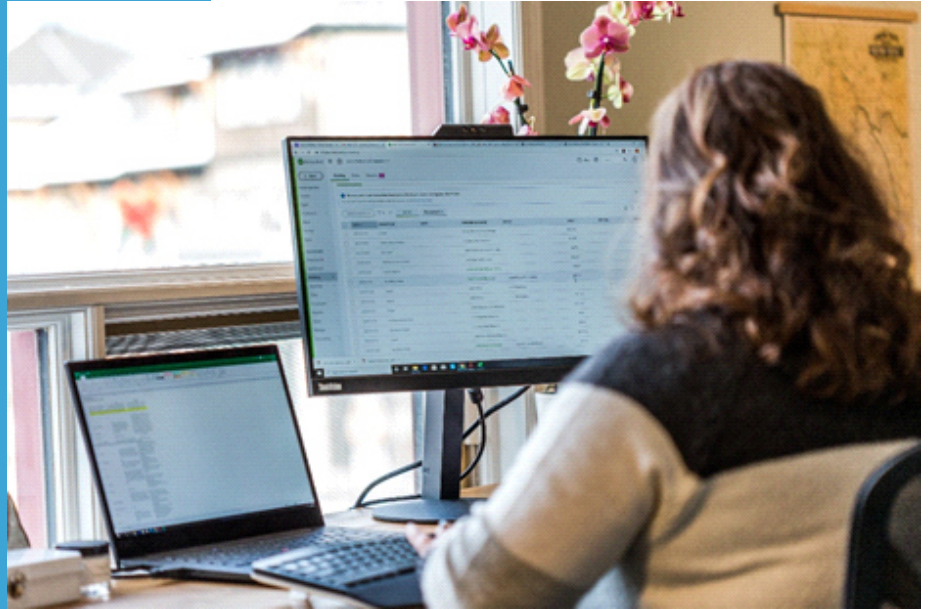
MODERNIZE FINANCIAL

YOUR PROCESS

**SUBMITTED BY
ASPIRE CPA**

ABOUT ASPIRE

You have a dream, we have your back. Aspire is a Charter Professional Accounting firm that provides a start-to-finish accounting approach, integrating technological systems and process efficiencies, so you can spend your time where you want to. Located in Invermere BC, Aspire supports businesses, not-for-profits/charities, and personal tax needs as your strategic partner. As your financial partner, we support our clients in understanding their numbers to better manage their organizations.



All successful businesses need an effective finance function. This is a critical part to any successful organization – the invoicing, bill payments, payroll, reconciliations... etc.

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According to statistics from McKinsey & Company, 89% of general accounting operations are highly or fully automatable. If you're still manually managing your general accounting processes, know that you don't have to!

Through software tools you can modernize your process, integrating different systems that seamlessly transfer your data from initial input (which can be as easy as taking a photo with your phone!), to final reporting. You can integrate your revenue systems including point-of-sale and online e-commerce platforms, as well as expense applications, with a cloud-based accounting software. Once these integrations and automations are set up, monthly reconciliation processes ensure your finances stay on track and provide valuable reporting that informs better decisions.

Aspire CPA is proud to support their clients with streamlined financial management processes and often hosts educational seminars to the business community. Upcoming webinars can be found at: www.aspirecpa.ca/events/.



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VALLEY PROMOTIONS

SU CASA AUTHENTIC MEXICAN KITCHEN

The moment you step foot inside the dining room at Su Casa you are transported somewhere else. It could be the Spanish music, the enticing scent of Mexican food cooking away, or the decor. I'm not in the valley anymore.

I am greeted by Luz (owner) and served by her daughter. This is, after all, a family run restaurant. Daughters Emily and Madelline enthusiastically take care of the front of house service while Luz and her husband Eric handle the cooking behind the scenes. You'll also find sons Adi and Das helping out in the kitchen or running their very own candy stand selling authentic Mexican confections.

After the first bites of my appetizer, I am immediately aware that there are no corners cut here; Luz knows exactly what she's doing and commands a complete understanding of her ingredients. It's in her blood. Luz opened her first restaurant with her sister called Flavors of Mexico in Manitoba. Luz's brother also ran a restaurant named after their mother Alicia's Flavors in Chilliwack which he has since closed to open a Mexican Grill spot in Langley named Coco's Kitchen Lounge. But all of this would not be possible if it were not for their mother Alicia, who also just opened a new restaurant in Portage la Prairie, Manitoba called Mole Guacamole.



The recipes shared amongst the siblings have been passed down from their mother and her mother before her. For example, the corn tortilla you will experience is a family recipe that is almost 100 years old and is manufactured in Manitoba to be used at all of the family's restaurants exclusively. I'm telling you now, they are damn good, maybe the best I've had.

Top Photo: Su Case External Branding

Left Photo: Famous corn torilla's made by the family-run business in Manitoba.



Photo: Luz and sons Adi and Das.



Photo: Hand-made blue corn empanadas.



Photo: A la Pastor Sizzling Fajitas



Photo: Luz's boys Adi and Das's candy stand.

With great ingredients comes great food, and that is exactly the case at Su Casa. The bulk of her ingredients are sourced either from Manitoba, or Vancouver which boasts a large population of Hispanics. Everything you will find on the menu at Su Casa is made from scratch, and it shows. Each dish is plated beautifully, even adding hearts of sour cream on the frijoles (refried bean). There is a certain sense of pride in the air here.

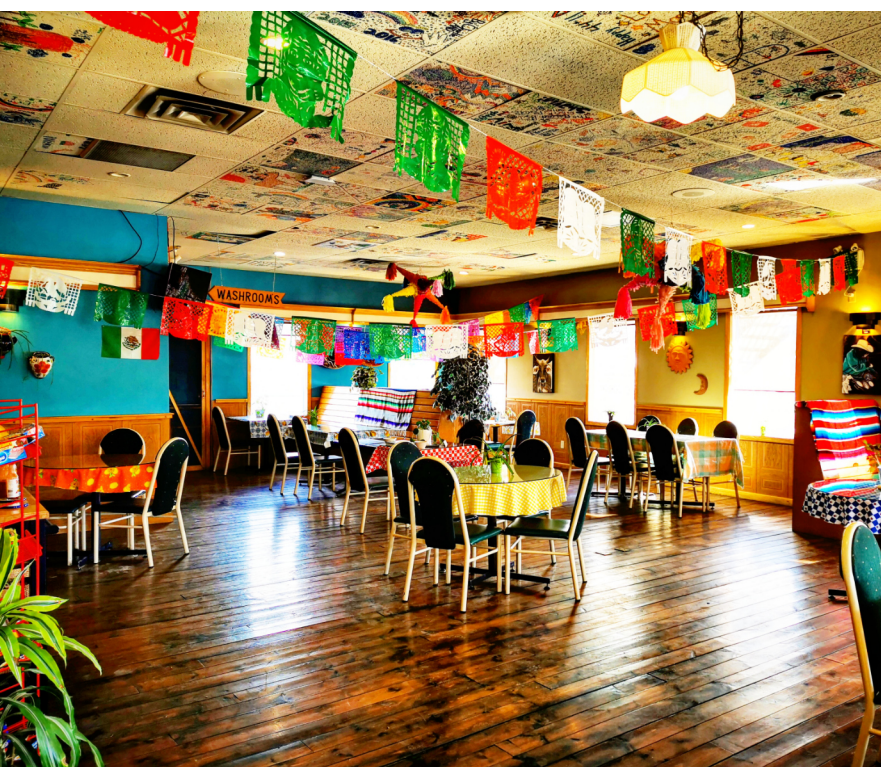
My first dish is hand-made blue corn empanadas. One just cheese, one ground beef, and one chipotle chicken. The empanadas have a soft crunch as you bite in followed by smooth soft texture, I thoroughly enjoyed each one but have to say the chipotle chicken was my favorite. The dish was accompanied by some exceptionally fresh salsa, guacamole.

Second dish was A la Pastor Sizzling Fajitas, and for those who don't know, A la Pastor is marinated pork with pineapple. Served on a cast iron skillet true to the name is extremely hot but makes your mouth water seeing it sizzling away in front of you. The aromas coming from this skillet are intoxicating. Along with the pork and pineapple you will find mixed sliced peppers, onions, and mushroom. Presented in a hand-made tortilla warmer are the famous family recipe corn tortillas.

This is a choose your own adventure dish; you can add as little or as much as you like to each tortilla. I did manage to save some guacamole and salsa from my first dish to add to these fajitas. The flavors are bold! I've had sizzling fajitas before but not like this. Not this good. You also get a side plate of Arroz (Mexican rice), the refried beans (which I loved) and a small salad of romaine, I think pico del gallo, and queso fresco. The dish was accompanied by a small batch hot sauce made with tomatillo and chilli piquin. Now this... this is a hot sauce. It reminded me of a salsa verde with a kick. If I could buy this bottled, I'd be a happy man.

The menu is well rounded and plays the hits that you would expect to find and must have at any restaurant serving authentic Mexican cuisine. As we were wrapping things up Luz mentioned to me how incredibly grateful she was to have so many volunteers who didn't even know her come out and assist in the final stages of opening. Complete strangers putting in 8-hour days out of the sheer kindness of their hearts. It's these people that make this valley what it is.

It was a fantastic experience meeting Luz and her family. Before you leave, be sure to support Luz's boys Adi and Das's candy stand, you won't find anything like it around (my favorite was the cucumber flavored sucker). If you are ever in the area Su Casa Authentic Mexican Kitchen is a MUST STOP!



Steven Holliday
@hungry.holliday

Food writer for @thevoicecv
I am researching food culture, looking for food that tells a story, speaks to the soul, and warms the heart.



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VALLEY PROMOTIONS

LET'S EAT WITH OUR EYES

KAT MAGUIRE

Chicken Tortilla Soup with Lime Zested Chips

Adapted from BEST Chicken Tortilla Soup (slow cooker or stovetop) | The Endless Meal® Slow Cooker Chipotle Chicken Tortilla Soup with Salty Lime Chips. - Half Baked Harvest

After my first 2 baking adventures with you all, I'm trying to expand my repertoire for you . Thus, we are delving into one of my favorite food categories.... Soup!! This beauty of a meal will leave your tummy craving bowl after bowl. There is a little labour involved to bring this dish to fruition, but there will be tons to freeze for another day. Therefore, the effort pays off!

Since perusing 2 different recipes, this adaption took different tricks from both the authors and merged them together into this hearty bowl of warmth, that have your tastebuds going south of the boarder to the heart of Mexico. So, crack open a cerveza and let's get cooking!

**Once I read the recipe of [The Endless Meal](#), I incorporated the few extra steps suggested in the article to up the favour factor. So, using the bone in chicken will kick up the stock flavour level tenfold. Then pureeing onions, garlic and chipotle peppers into a paste prior to adding to soup, layers that flavour into the velvety goodness that just glides down your gullet!

Also, if you haven't perused the recipes of [Half Baked Harvest](#), you definitely should, as she brings flavour to the table continuously with her masterful creations. I followed her direction and gave my new stove a break by dusting off my crockpot for this attempt. Making this on stove-top can be done, just as easily. As your adding ingredients to pot on oven, simmer on low. Once ingredients are added, simmer at med low for 25- 30 mins. Remove Chicken, shred and add back to pot. Continue to simmer for few more mins and serve up to everyone's hearts' content!**



INGREDIENTS

3 dried chilis
mix of dried chilis-- hopkinsharvest.com

3 chipotle peppers in Adobe sauce, finely chopped

non-stick cooking spray or EVOO
(whatever is available)

1 medium yellow onion diced

3 Garlic cloves diced or pressed
organic Russian garlic- hopkinsharvest.com

2 tsp cumin

2 tbsp smoked paprika

8 skinless bone-in chicken thighs

8 cups of chicken stock

1 tbsp ground Himalayan pink rock salt

1 - 15 oz can rol-tel.com diced tomatoes

1 - 15 oz can of black beans, drained and rinsed

Top with your choice of grated cheddar cheese, avocado, sour crème, diced green onions, sliced jalapenos, cilantro and lime zested chips. Squeeze some fresh lime over top.

DIRECTIONS

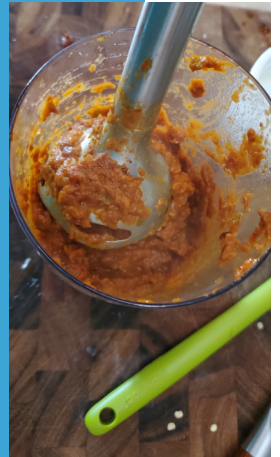
Turn crockpot on high for 4 hours. Place chicken in crockpot with chicken stock and cover with lid.

Place chilis in a glass jar. Fill jar with hot water and place lid back on jar. Let chilis sit to re-hydrate. Heat medium skillet with cooking oil. Sauté onions till transparent. Add garlic, cumin, paprika and S & P to pan, continue sauteing for a min or 2. Take chilis from jar. Pull tops off chilis and de-seed. Add onions, garlic and chilis to small blender or emersion blender cup and blend into thick paste. Add small amount of chili warm water if paste too stiff to blend into paste. Transfer paste to crock pot. Let crockpot cook for rest of timed cook.

Remove chicken from pot and shred with 2 forks or hands. Return chicken to pot and stir in with stock.

Add corn and black beans to pot and stir all together. Reset timer on pot for another 25 mins and let soup meld together in pot.

Top with preferred toppings- grated cheddar cheese, sour crème, diced green onions, sliced jalapenos, cilantro and lime zested chips. Squeeze some fresh lime over top and serve.



****Lime Zested Chips:** heat 1/4 cup avocado oil or olive oil in a medium skillet set over medium heat. When the oil shimmers, add thinly sliced corn tortilla strips of 1 large tortilla rounds shell. Fry 1 minute, then toss and fry another 30 seconds to 1 minute. Drain on a paper towel lined plate. Sprinkle with lime zest and flaky sea salt. Repeat with 3 more tortillas. You can also bake or air fry chips, whatever is at your fingertips!

Now dig in!! The bones of the chicken give the stock that extra punch that allows all the wonderful flavours to float right in the bowl. Then the heat from the peppers hit the back of your throat to give just enough heat to remind you it's definitely a Mexican dish. All those topping will cut that heat to the perfect level. The crispiness and zest from the chips, gives that last little bit of texture and flavour that dreams are made of!!



TILL WE EAT AGAIN, K

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Seeing in the Dark for Around the Clock Surveillance
 Specifying a security camera for low-light environments isn't a one size fits all solution. Each application has its own set of challenges, lighting constraints and budget requirements. Dahua understands this dilemma and offers four low-light technology tiers, **Basic Starlight**, **Enhanced Starlight**, **Starlight+**, and **Night Color Technology** to make it easy to choose the correct camera that fits your needs and your budget.

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Basic Starlight Good low-light performance for applications down to 0.008 to 0.009 lux. Features an IR cut filter.	Enhanced Starlight Enhanced low-light performance under dark conditions down to 0.005 to 0.007 lux. Features an IR cut filter.	Starlight+ The best low-light performance down to 0.004 lux or lower. Features an IR cut filter.	Night Color 24/7 low-light color surveillance without an IR cut filter.	White-light Night Color 24/7 full-color surveillance with white-light LEDs.








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VALLEY PROMOTIONS

SOCIAL MEDIA MARKETING FOR YOUR BUSINESS

FACEBOOK ANALYTICS

Whether your goal is reaching new customers and users, building products or growing revenue on Facebook, using analytics can definitely be to your advantage.

When you decide to spend money on campaigns you can easily follow results on your Business.Facebook.com page.

Not only can you learn results from your campaigns, but also from your posts and stories.

Using Analytics is essential if you want to learn how to use your campaign-budget effectively, get a deep insight and understanding of how your audience reacts to your content and campaigns.

Learn to build content that allows for immediate connection with your audience by analyzing and comparing engagements and reactions.

Analyze which content and campaigns generate new leads and which ones do not.

I suggest using analytics regularly to help you save costs on campaigns and to connect with your audience.

Stay tuned for next week's article where we want to talk about LinkedIn for Businesses.

Andrea M.

Andrea Meadus is an experienced Social Media Manager with a demonstrated history of working in the marketing and advertising industry.



BREAK-IN AT RADIUM POST OFFICE



On Tuesday, March 19th at approximately 7:20am the Radium Hot Springs Canada Post branch was the victim of a break and enter being investigated by the Columbia Valley RCMP. It's been reported that packages, letters, and postage stamps were stolen during the break-in. If you have any information pertaining to the break-in or the persons involved, contact the RCMP at 250-342-9292 or Crime Stoppers at 1-800-222-8477.

HAPPY BIRTHDAY



**HAPPY 85TH BIRTHDAY
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VALLEY PROMOTIONS

GAMER'S CORNER

JOSH GRIEVE

An Open Letter to Nintendo

Dear Nintendo,

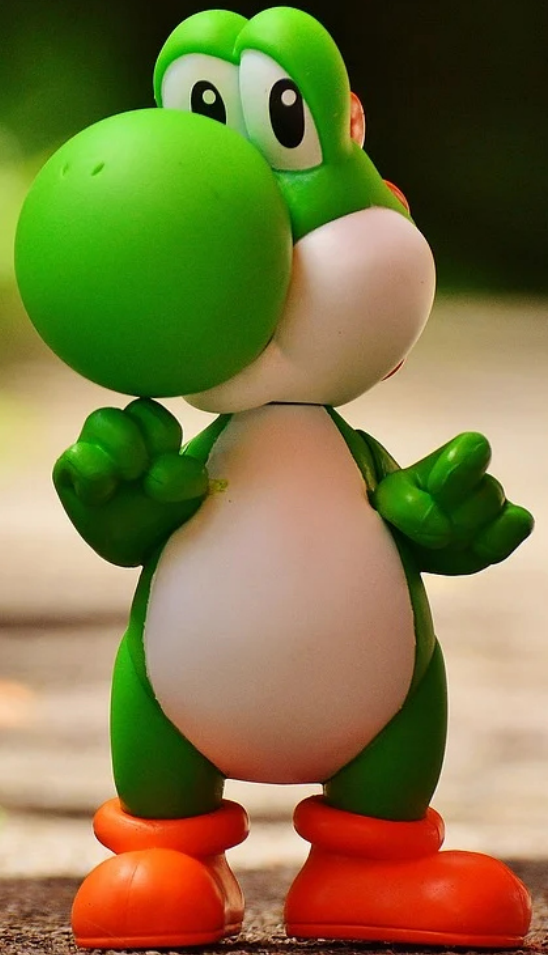
You have been part of the gaming industry almost since its inception. You were pioneers in the gaming industry, developing iconic platformers that are still played generations later. The keyword you should take out of all that was "were". The console industry has seen it's ups and downs over the decades with the race generally between Nintendo, Sony, and Microsoft. Nintendo used to be the number one name coming out of kids' mouths. Everyone wanted the Nintendo 64 or the Nintendo Wii. Then, Xbox360 and Playstation 3 came out and everything changed.

Gamers now had a wide variety of games and options they can choose from, outside of the cookie-cutter Nintendo gaming formula. While, Nintendo, you have continued to innovate and try to keep your foothold over the gaming market, you're missing key components to continue engaging gamers and gaining new ones. Replay value and length of game are two components that have a crucial impact on someone's decision to purchase a game. No one wants to spend upwards of \$70+ on a video game only to have 10-12 hours of play time.

Microsoft and Sony gave gamers a reason to replay their games over and over again. This comes in the form of achievements and trophies, something in which Nintendo has yet to adopt to any of their consoles. These achievement and trophy systems give back to the gaming community and provide gamers with multiple ways to play the same game. When you purchase a Nintendo game, let's say Legend of Zelda: Breath of The Wild (great game BTW), you can play through the entire story campaign and beat the game. Now what? Do it again? The exact same way? Do you know of any other way to play the game? That can get quite repetitive.

Achievements and trophies give gamers multiple ways to play games to achieve them. You can play through the entire story campaign of a game and get all of the achievements/trophies the game has to provide. However, most games don't give you ALL of these achievements/trophies just for beating the game. There's still more you need to unlock and also shows you different ways to play the game that you may not have thought of before. This increases the games value immensely and provides hours upon hours of additional playtime for gamers.

So Nintendo, at the end of the day, give back to gamers and implement an achievement/trophy system to the Nintendo Switch. While we know you'll never see this, this needs to be said.



CBT PROVIDES FUNDING FOR TECH-RELATED INITIATIVES



The Columbia Basin Trust (CBT) has provided just over \$1 million across 178 different organizations to support tech-related initiatives. The funding received through these grants will be put towards efficiency and increase of operations, and new equipment and infrastructure that will help give the community access to technology.

Here are the largest grant recipients:

Cranbrook:

Community Connections Society of Southeast BC
\$19,689

Creston Area:

Kootenay-Columbia Discovery Centre Society
\$5,000

East Kootenay:

East Kootenay Invasive Species Council
\$19,050

Fernie:

Fernie Family Housing Society
\$20,000

Golden:

Golden Community Resources Society
\$10,061

Invermere:

Hospice Society of the Columbia Valley
\$3,340

Kimberley:

Wildsight Kimberley Cranbrook Branch
\$3,359

Sparwood:

Elk Valley Seniors Housing Society
\$8,550

News Source:

www.myeastkootenaynow.com

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VALLEY PROMOTIONS



WORDSTORY

"DON'T LOOK A GIFT HORSE IN THE MOUTH"

While buying a horse, people would determine the horse's age and condition based on its teeth, and then decide whether they want to buy it or not. This is the reason why people use this idiom to say it is rude to look for flaws in a thing that was given to you as a gift.

PRESS RELEASE

MARCH 18, 2021

KAST HELPS HUNDREDS OF KOOTENAY BUSINESS IMPACTED BY COVID-19 WITH DIGITAL TRANSFORMATION

Kootenays, B.C. – One year into the pandemic and the Kootenay Association for Science and Technology (KAST) has helped hundreds of businesses in the Kootenays impacted by COVID-19 get help with digital transformation.

Partnering with the BC Tech Association was the first step in providing crucial 1:1 support free of charge to non-tech businesses in the Kootenays. The first Virtual Connection Day took place in May 2020 and due to high interest, KAST offered four more in July, September, October and January 2021.

KAST eventually paired up with Basin Business Advisors, Columbia Basin Trust and Community Futures Central Kootenay to expand the program to include the entire Columbia Basin. Businesses applied to receive free 1:1 mentorship with a tech expert in the areas of digital marketing, ecommerce, remote working and cybersecurity.

Technology experts, a lot of whom were tech consultants and digital service providers from the Kootenays, gave businesses personalized advice on tools and tactics they could adopt to ensure their company remained resilient in this uncertain time. They were also able to advise them on new ways to reach customers and maintain business revenue.

"This was the first step of many in KAST helping Kootenay businesses overcome challenges due to COVID-19," said Sean Smillie, Executive Director of KAST. "Holding Virtual Connection Days with our partners is a great example of how we can work together as a community to build resilience, help local businesses with digital transformation and benefit the entire Kootenay economy. This is just one of many initiatives KAST has taken on to support both our non-tech and tech businesses locally."

In September 2020, KAST expanded their digital transformation efforts by delivering the Digital Economy: Rapid Response + Resiliency (DER3) program, developed by Innovate BC and funded by Western Economic Diversification. The program helped 231 small to medium-sized businesses and organizations, in multiple sectors, enter or expand in the digital economy. At no cost or obligation, these businesses received 1:1 mentorship, support, resources and funding opportunities to enter or expand in the digital economy.

DER3 helped Kootenay businesses shift their business approach to be more profitable, expand into new markets or opportunities and respond to new challenges associated with COVID-19. The DER3 team, made up of four local advisors – Shane Hainsworth, Andrew Zwicker, John Leishman and Cleo Roy – provided personalized advisory services, coaching, mastermind groups and matched businesses with Kootenay tech consultants and local digital service providers.

"It was important for KAST to pull together a team that could relate to, and fully understand, the unique challenges businesses in our region are facing," said Sean Smillie, Executive Director of KAST. "Rural communities face very different challenges than major centres, especially when it comes to digital transformation. It was critical that our local Virtual Connection Day service providers and our DER3 and Tech Resiliency Program contractors could relate to the people they're helping. Locals helping locals is the ecosystem we were after and we are thrilled it was successful."

The top five areas businesses needed help in were:

- Websites
- Digital marketing strategy
- Search Engine Optimization (SEO)
- Business strategy
- Tech stack/back office systems/integration/bookkeeping

Highlights of the program include:

- Most DER3 clients were referred by other clients already in the program, which speaks to the value clients received.
- The program was widely promoted by local chambers of commerce, economic development offices, municipalities and nonprofit organizations.
- Studies have shown that COVID has impacted and marginalized women much more than men and that was evident in the DER3 program, where 75 percent of businesses were women-owned.
- Over 50 digital service providers signed on to the program to offer services in digital marketing, ecommerce, sales and so much more.
- Two mastermind groups took place to help 21 Kootenay organizations with digital transformation.
- Finally, KAST helped businesses and entrepreneurs in the science and technology sector with the Tech Resiliency Program. This program was specifically designed for Kootenay technology startups and companies who were impacted by COVID-19. Businesses received 1:1 mentorship and coaching in specific areas of their businesses including business development, capital raising, HR, digital marketing and more.



ABOUT KAST:

Since 1998, KAST (Kootenay Association for Science & Technology) has led our region's economic development through technology and innovation. We are the only non-profit tech association serving the entire Kootenay region. Our main offerings are the Venture Acceleration Program, the Kootenay Pitch Competition, DER3, Tech Resiliency Program, the Nelson Innovation Centre and GLOWS.

Media Contact
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Executive Director
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VALLEY PROMOTIONS

A LITTLE FUN

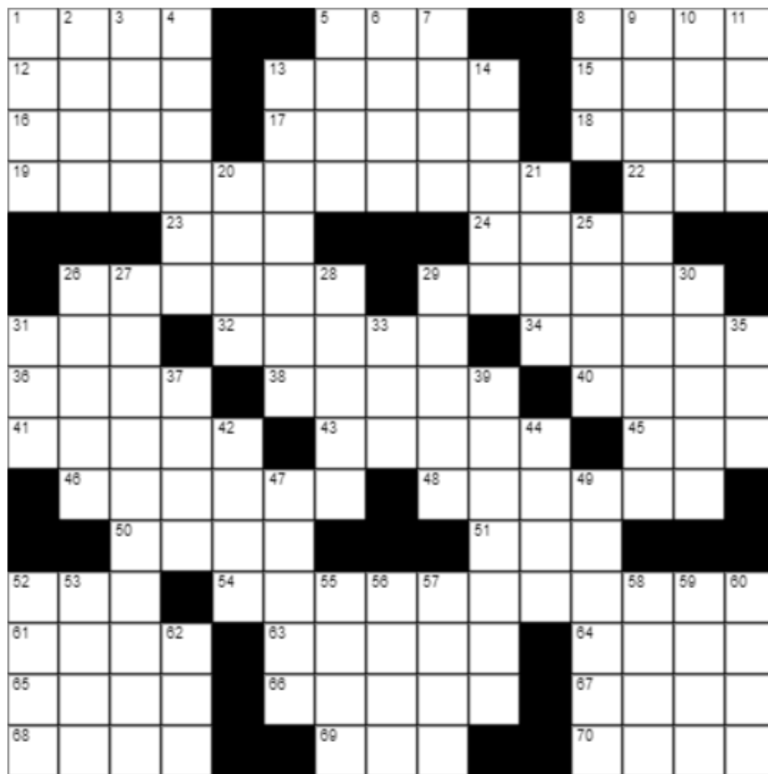
BestCrosswords.com - Puzzle #1 on 3/23/2021

Across

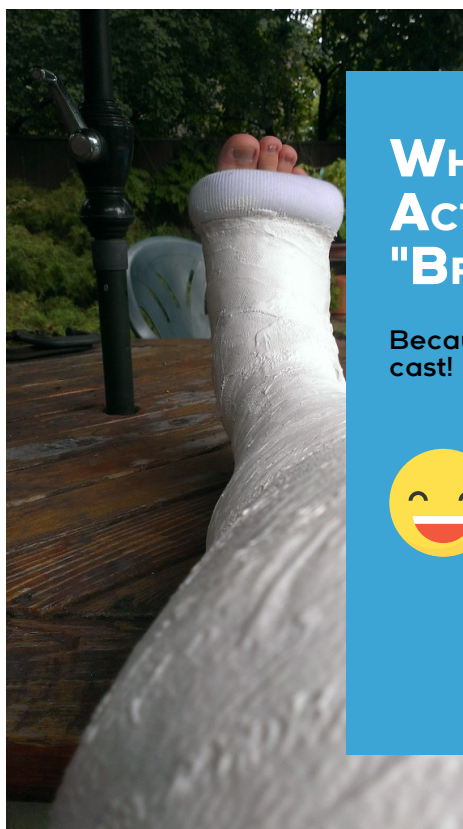
1- Kind of prof.; 5- ___-pitch softball; 8- Blind as ___; 12- Baseball team; 13- Put away; 15- Highland hillside; 16- Apple product; 17- Reef material; 18- An apple or a planet will have this at the centre; 19- Handling things delicately; 22- Basketball Hall of Famer Unseld; 23- Wall St. debut; 24- ___ Crunch; 26- Payroll frequency; 29- Maximally; 31- Prom duds; 32- Person of exceptional holiness; 34- Swung around; 36- Egyptian cobras; 38- Staggers; 40- Shrek, e.g.; 41- Chirp; 43- Fertile soils; 45- Joan of ___, French heroine; 46- Unlade; 48- African sands; 50- Paint unskillfully; 51- Stage signal; 52- "___ Believer" (Monkees hit); 54- Touchy; 61- Young bears; 63- Use a soapbox; 64- The life of Riley; 65- Earthen pot; 66- Stair part; 67- Get in a hand; 68- ___-do-well; 69- Sucker; 70- Cheek;

Down

1- Indigo source; 2- ___ Valley, Calif.; 3- Hang-up; 4- Computer expert; 5- Greek portico; 6- Bereft; 7- Toward the mouth; 8- 1970 Jackson 5 hit; 9- Molasses; 10- Bern's river; 11- Driving aids; 13- Student; 14- Chosen; 20- Toll rds.; 21- Beaver creations; 25- Game played on horseback; 26- Chinese martial arts; 27- Superfluous; 28- Give up; 29- Collection of maps, Titan of Greek mythology; 30- ___ firma; 31- Tic ___ Dough; 33- Classical beginning; 35- Last mo.; 37- Actress Ward; 39- Dollar; 42- Sulk; 44- Feng ___; 47- Loathe; 49- Trojan War hero; 52- Clickable image; 53- Sterile hybrid; 55- The eyes have it; 56- Mission control gp.; 57- Pace; 58- "Peter Pan" dog; 59- Ballpark figs.; 60- Poor grades; 62- Mediterranean isl.;



		6		2	4		3	7
7		1		8		2		9
				7		1		
4						6	8	
	1		6	5	2		7	
	6	7						1
		2		3				
5		4		9		8		6
1	7		8	6		4		



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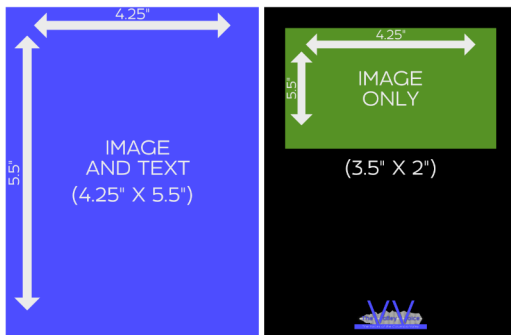
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