

#10 ISSUE

The Valley Voice

The Voices of the Columbia Valley



**CARAMELIZED YAM, KALE
WILD RICE
TOPPED WITH PEPITAS
AND GOJI BERRY MIX**

This week's recipe from Kat Maguire will soon become a sweet and savoury regular on your docket.

**RCMP LOOKING FOR
SUSPECT IN SUSPICIOUS
DEATH IN RADIUM**

BC RCMP has released to the public they are searching for Philip Toner who is a person of interest in the suspicious death of 35 year old Brenda Ware.

**INTERNATIONAL
NURSES DAY**

Nurses are celebrated every year on May 12th as this day marks International Nurses Day.

COVER PHOTO TAKEN AND SUBMITTED BY SYD DANIS



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

Photo Credit: Jessie Blakley



LETTER FROM THE VOLUNTEERS

WOW! Can you believe it's been 10 weeks since we've launched our online magazine?! Time flies when you're having fun.

Thanks to you, our reach stretches further each day providing value (and insight into our lovely valley) to those all over the world.

We love giving the residents and businesses of the valley a new way to showcase what they do, who they are, and what they believe in, without selling out a fortune or having to play politics.

BUT - it's so much more than that. It's a place where we can share with each other. Share our thoughts and feelings, rally over causes, support initiatives and report occurrences and changes.

Afraid to share something? Worried it's not the popular opinion? That's what this platform is for. Growth does not happen when we are comfortable. Change does not happen when we are unbending.

Thank you for your support, your eyes, your shares, your submissions and most of all, for YOU.



Photo Credit: Syd Danis

CONTENTS

PG 4

INTERNATIONAL NURSES DAY

PG 7

**APPLE iOS 14.5 UPDATE
- NEW PRIVACY SETTING**

PG 9

**LET'S EAT WITH OUR EYES:
CARAMELIZED YAM, KALE WILD RICE
TOPPED WITH PEPITAS AND GOJI
BERRY MIX**

PG 13

**RCMP LOOKING FOR SUSPECT IN
RELATION TO SUSPICIOUS DEATH
IN RADIUM**

PG 16

**GAMER'S CORNER: STEAM IS
FINALLY GETTING HEAT FOR
MONOPOLIZING PC GAMING**

INTERNATIONAL NURSES DAY

On May 12th 1820, the world's most famous nurse was born, Florence Nightingale. An English nurse who founded what we know today as modern nursing. She was known as the "Lady with the Lamp" and started her work as a nurse assisting British and allied soldiers who were wounded during the Crimean War. Florence was the first person to establish a formal training program for nurses and opened the first nursing school called "Nightingale School of Nursing" which was inaugurated in London in 1860. She was also the first woman to receive the Order of Merit in 1907.

Nurses are the backbone of hospitals and clinics and have been an integral part of ensuring care for millions of COVID-19 patients since the beginning of last year. They are more than often the first and sometimes only healthcare professional a person can see to assess their care and treatment. According to WHO, Nurses account for more than half of all the world's health workers and the COVID-19 pandemic is a stark reminder of the vital role nurses play. Without nurses and other health workers, we will not win the battle against outbreaks and viruses.

Nurses are celebrated every year on May 12th as this day marks International Nurses Day. Take this day as an opportunity to thank and express gratitude for the millions of nurses working on our front lines everyday.



HAVE YOU SEEN THIS WOMAN?



As reported by e-know.ca, Cranbrook RCMP is currently asking the public to help locate a missing woman.

Candice Marie Neale (pictured) was last seen by family on May 5 at around 11 p.m. She was last seen riding a yellow bike in the 1200-block of 16th Avenue S.

- Candice is described as:
- Caucasian female;
 - 37 years;
 - 5'6 (168 cm) tall;
 - 120 (75 kg) lbs;
 - Short blonde hair;
 - Blue eyes

"Candice has ties to the Salmon Arm, Kamloops area. Anyone who sees Candice Neale is asked to contact the Cranbrook RCMP at 250-489-3471," said Cst. Katie Forgeron.

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VALLEY PROMOTIONS

ELECTRIC SCHOOL BUSES COMING TO THE VALLEY



13 school districts across B.C. have purchased 18 electric school buses, including School District No. 5 (Southeast Kootenay) and School District No. 6 (Rocky Mountain), that will start operations by the end of the school year. These two districts will receive one electric school bus each.

A comment from B.C. Premier John Horgan, as reported by e-know.ca,

"By shifting gears from diesel to electric school buses, these K-12 students are benefiting from our government's work to create healthier and more sustainable learning environments across B.C.," said Premier John Horgan, MLA for Langford-Juan de Fuca. "Electric school buses produce zero emissions and also support CleanBC's target to reduce greenhouse gas emissions by 40% by the year 2030, helping build a cleaner, healthier future for all of us."

"I am constantly inspired by youth who push us to think about our environmental impact and their future," said Jennifer Whiteside, Minister of Education. "By making green investments in transportation and facilities, B.C. school districts can ensure students live, play and learn in cleaner communities that reflect our shared commitments."

Electric school busses provide a much smoother, quieter, and healthier method of travelling and are highly efficient over time. These school buses are zero-emission which saves approximately 17 tonnes of greenhouse gas emissions annually compared to a traditional diesel school bus.

APPLE iOS 14.5 UPDATE

NEW PRIVACY SETTING

If you are using Apple products for advertising you have probably noticed a decline of numbers in the last few weeks.

Reach and Conversion numbers are decreasing as this is due to the new privacy setting which is giving users the option to protect their privacy and data by opting out of tracking.

How is this going to impact your Campaigns? If you have set up your Ads for e-commerce and lead generating tracking using a pixel, you will now only be able to do so in a smaller scale following Facebook's guidance by setting up Events for Aggregated Event Measurements.

By doing so, you will learn that numbers of events are also limited meaning you will not be able to track cross platforms or devices and the complete actions taken by users on your website.

The new privacy rules also impact your algorithm, leading to less reach and conversion. To optimize the loss you will see that budget increase needs to be implemented but most businesses are not prepared or willing to do so.



HERE ARE A FEW OTHER OPTIONS:

The new rules will decrease performance on all platforms and even on your Search Engine Marketing. Study and compare which platforms are still allowing for best results.

Set yourself up for success with a closer look into your analytics. Monitor and compare every ad you have set up and calculate how your budget works with each ad.

Quality instead of Quantity: run less ads and optimize budget for the ones you choose to keep active.

Learn and be patient about how the privacy settings are impacting the algorithm. Your reach will drop, but you can master by time on how to increase numbers by simply choosing the most effective campaigns.

Do not rely on your campaigns only to recover from the declining numbers, but be pro active in organic growth: your followers are here for you if you engage and reward them.

And most importantly: Never give up! Use all tools available, stay engaged and learn.

Andrea M.

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



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VALLEY PROMOTIONS

LET'S EAT WITH OUR EYES

CARAMELIZED YAM, KALE WILD RICE TOPPED WITH PEPITAS AND GOJI BERRY MIX

Adapted from [Caramelized Sweet Potato and Kale Fried Wild Rice](#)
- [Iowa Girl Eats](#)

Wanting to get some nutrients in my system this week, I opted to go with a simple, yet impressive dish. This 'little ditty' is so versatile, it could work as the perfect fall side dish, or it could easily fit as a light and easy spring dinner.

With 2 small yams, 4 cloves of garlic, and a whole bunch of Kale, and Goji berries, the superfood quota is achieved in this dish! It's one of those dishes that tastes a bit gluttonous yet doesn't leave one with the guilt after consumption. After getting this meal into my belly, I'm ending the day on a good note. Feeling like the day's tasks were accomplished and the required amount of veggies consumed, the conclusion of the evening will to be as satisfying as this meal is!

Again, this is recipe that I usually don't deter on much. Yet, I always insist on using what is on hand, so use what you got! I don't always have maple syrup on hand as the original recipe calls for, so I subbed in honey. (I know, I know, how can I be a true Canadian, and not have maple syrup on hand!) Also, just use whatever you have for nut/fruit mixture. The Goji berries are to add to the 'Superfood Trifecta', but Cranberries could work too. One of the other factors about this recipe I really appreciate, is I usually have most of the ingredients on hand. So I don't have to stock up to put this puppy together again and again!



CARAMELIZED YAM, KALE WILD RICE TOPPED WITH PEPITAS AND GOJI BERRY MIX

Mix

1 ½ cups wild rice

3 cups of water and/or 3 tsp stock [Chicken Bouillon Powder | Knorr Selects™ | Knorr CA](#)

2 tbsp butter

2 cups cubed yams

1 ½ tbsp brown sugar

1 bunch of chopped kale

¾ cup of Goji Trek Mix or any nut/ dried fruit mix available

¾ cup salted pepitas

DRESSING

4 tbsp EVOO

4 tbsp balsamic vinegar

1 tbs honey [Tegarts Honey](#)

2 tsp dijon mustard

4 garlic cloves [Hopkins](#) -finely diced or pressed

S & P to season



DIRECTIONS

1. In a medium pot heat water seasoned with salt, or stock, and rice to boil. Reduce heat to medium-low. Simmer 'low and slow' till liquid dissipates, leaving rice sticky and glistening. This should take about 30-40 mins. Put aside till later
2. Mix Ingredients of dressing in small mason jar. Mix together and let flavor combine. Put aside till later
3. Fill a large sauté pan with water and place kale in water or steamer, if available. Steam Kale for 5 minutes and drain.
4. Using same pan melt butter at medium. Add sugar and yams to pan. Allow yams to caramelize for 8 minutes.
5. Add rice, kale, and dressing to pan and mix everything together. Serve and top with nut/dried fruit mix and pepitas.



Once all the components of this dish are prepared and ready to combine, that's when our senses get invited to the party. Once that dressing is added to everything, the smell awakes our senses and it's time to dive right in. Wild rice on its own can be a bit bland, yet the yams sweeten and brighten everything up, and that dressing is blast of fragrance and tart to perfectly balance the sweet. Top with the nut/seeds and berries for just the right amount of texture. It's such a fantastic combo that I actually doubled up the amounts, as the original recipe wasn't enough and disappeared way too quickly! Time to dig in and reap your reward.

**TILL WE EAT AGAIN,
K**

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<https://pin.it/7D3rzMx>

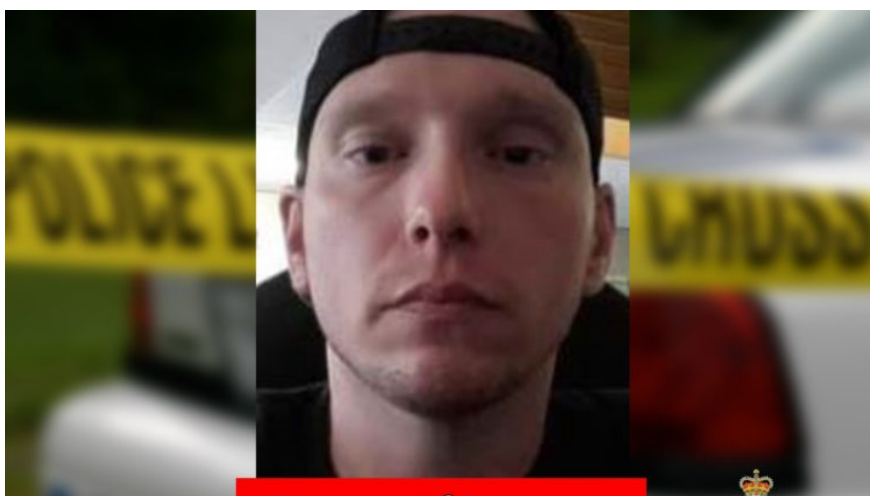
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ABOVE: VICTIM BRENDA WARE
BELOW: PHILIP TONER



RCMP LOOKING FOR SUSPECT IN RELATION TO SUSPICIOUS DEATH IN RADIUM

BC RCMP has released to the public they are searching for Philip Toner who is a person of interest in the suspicious death of 35 year old Brenda Ware. On May 6th, the body of Brenda Ware was located 54KM east of Radium along with her 2019 Jeep Cherokee.

As reported by myeastkootenaynow.com,

“Brenda Ware and Toner were known to each other,” said Acting Officer-In-Charge (A/OIC) Supt. Sanjaya Wijayakoon of the BC RCMP Major Crime Section. “However, the nature of that relationship will not be released at this time. Investigators are interested in speaking with Philip Toner, 41, as soon as possible.

While the suspect has connections to both BC and Alberta, his current whereabouts are unknown. If anyone sees or hears from this individual, the RCMP urges you not to engage and contact the police right away in your local jurisdiction.

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VALLEY PROMOTIONS



Some Food for Thought

My neighbor texted me, "I just made synonym buns!"
I texted back, "You mean like grammar use to make?"
I haven't heard from her since.



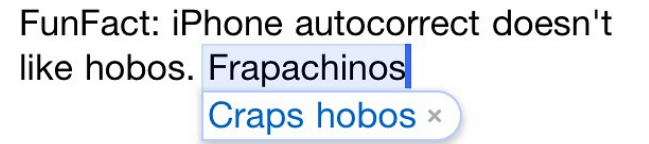
Pardon My French (Fries)

I can't stand potato puns.
I think they're pomme de terrible.



Budget Appropriately

To save money, I suggested to one of my grown sons that we all live together in one house.
I could tell he didn't think it would be cost-effective when he asked, "Who's going to pay the therapist?"



When Auto-Correct Works

After i-messaging back and forth with my wife, I jokingly commanded Siri to pass along this message: "You need to get back to work now; you have a husband to support."
Here's what Siri sent: "You need to get back to work now; you have a has-been to support."

STEAM IS FINALLY GETTING HEAT FOR MONOPOLIZING PC GAMING

JOSH GRIEVE

VALVE INC. HAS BEEN UNDER THE SPOTLIGHT LATELY WITH A WIDE ARRAY OF LAWSUITS DIRECTED TOWARDS THE VIDEO GAME GIANT BEHIND THE PC GAMING PLATFORM, STEAM.

Earlier this week, a class-action lawsuit was filed by developers due to Steam requiring developers to sell their games at the same price across all platforms once it enters Steam.

The lawsuit states that Valve's "Most Favored Nations" clause in its Steam Distribution Agreement forces developers to agree that "the price of a PC game on the Steam platform will be the same price the game developers sell their PC games on other platforms." Making it extremely difficult for developers to sell their games on other platforms and effectively making Steam the least expensive PC gaming platform.

There's no question that Valve is a giant in the industry. Originally hitting the scene with fan-favourite platformers like Portal and Half-Life. Now they've become what gamers hate, money hungry greedy corporate bastards. Steam is a great platform for gamers - it's a great way to find new games and new developers to fall in love with. However, without the developers there are no games and there are no platforms. Abusing the content creators only serves to put an end to Steam as we know it.



Because Steam is the dominant platform for PC gaming, it's going to be hard for Valve to fight this and resist change. The lawsuit is seeking to disrupt the market share Steam has and make distribution and selling of PC games better for creators and players.

A LITTLE FUN

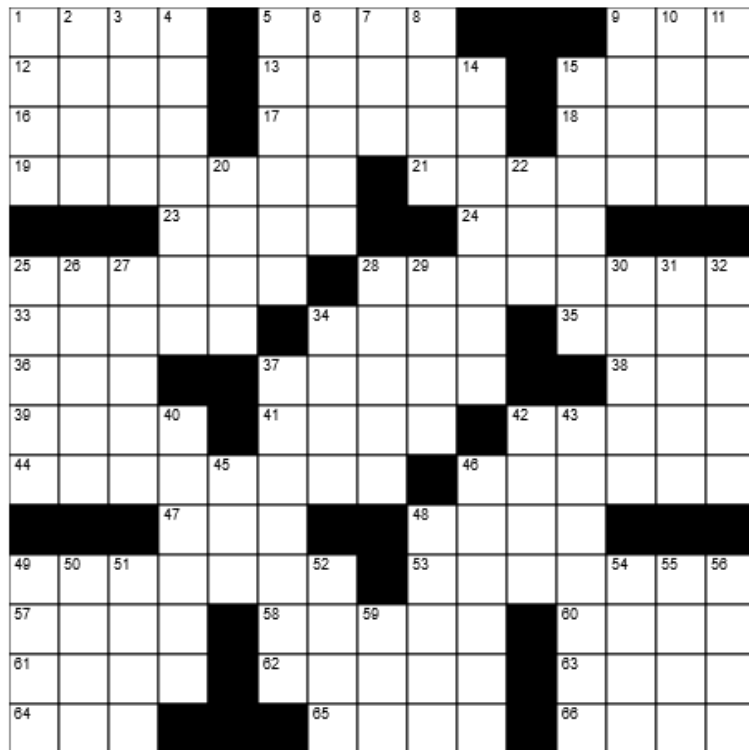
BestCrosswords.com - Puzzle #1 on 5/11/2021

Across

1- Get as a result; 5- Apartment, e.g.; 9- Absorb, as a cost; 12- "The Joy of Cooking" author Rombauer; 13- Frasier's brother; 15- Foot part; 16- Coconut-husk fiber; 17- The end of ____; 18- Ceremony; 19- Dancing party; 21- Pleasant fragrance; 23- Comply; 24- Little one; 25- Soviet leader Brezhnev; 28- Guns, knives, etc.; 33- Minimum; 34- Carnivorous mammal; 35- Gothic-type arch; 36- High-pitched; 37- Bring about; 38- Pompous person; 39- Bump into; 41- Look at lustfully; 42- Connected series of rooms; 44- Put in order; 46- Beyond; 47- Charge carrier; 48- Fly in the ointment; 49- Farm laborer; 53- Generous; 57- Hot rock; 58- Apartment sign; 60- Brief letter, paper money; 61- Algerian seaport; 62- Go into; 63- Pleasingly pretty; 64- Fashion monogram; 65- It is in Spain; 66- Planetary revolution;

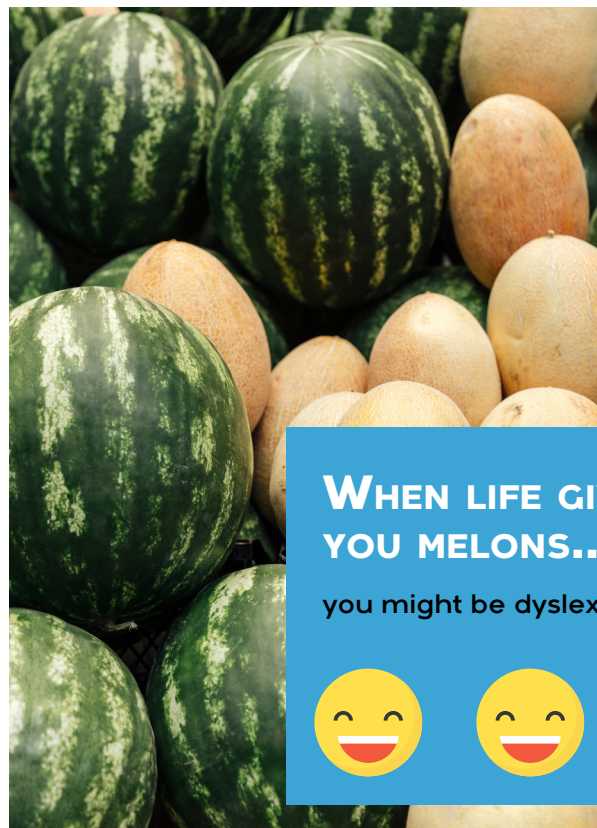
Down

1- Having wealth; 2- Switch back?; 3- Gallic girlfriend; 4- Forgives; 5- Not impressed; 6- Simpleton; 7- ____ de France; 8- Actress Hatcher; 9- "____ Brockovich"; 10- Plays are divided up into these; 11- Of ____ I Sing; 14- Capital of New Mexico; 15- Playground retort; 20- Passing notice; 22- One with a beat; 25- Wool source; 26- Conger catcher; 27- Western; 28- Past tense of will; 29- Additional; 30- Mystery writer Marsh; 31- Reposes; 32- Affirmatives; 34- Hourly rate; 37- Related by birth; 40- Island off the SE coast of China; 42- Strike breaker; 43- Insistence; 45- ____ de guerre; 46- "Peer Gynt Suite" dancer; 48- Driving hazard; 49- Ruse; 50- Metallica drummer Ulrich; 51- Track; 52- Zilch; 54- Libertine; 55- Kofi ____ Annan; 56- Lewd look; 59- Mil. officers;



Easy Puzzle 2,912,319,744

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YOU MELONS...**

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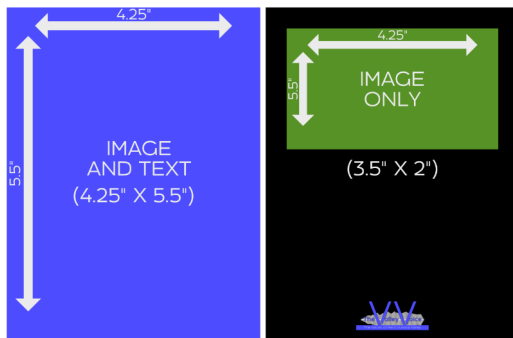
BUSINESS ADS

Any and all businesses, organizations and entrepreneurs are welcome to submit a business ad for free. You may also submit (through our website) a request to be featured as a Valley Spotlight or Food Write-Up. *Ads must be refreshed every 3 months*

Business Ad Sizing Rules

IMAGE AND TEXT
If you have a completed ad that you are submitting, use the image and text sizing below, 4.25"x5.5"

IMAGE ONLY
If you are submitting image with separate word copy, use the image only sizing below, 3.5"x2", with the understanding the copy will be sized to fit the remainder.



FOR A FULL-PAGE PLACEMENT

Donate a product or service for giveaway through the Valley Voice. Help us give back to the readers and we will help place you. Though, we will likely reserve this to one per issue. Businesses can choose to host more than one giveaway through Valley Voices to obtain additional feature pages.

FOR A FULL-PAGE FOOD WRITE UP

We will ask you to provide the meal set you want tasted, at no charge, to our public food writer. (One of the front facing volunteer positions through the Valley Voice where anonymity is not always possible.) You will be notified when to expect the critic and they will introduce themselves. Once the meal has been completed, you can expect a full-page review, complete with photography of your food, to appear in a future issue.

TO GET ON THE COVER

This one is really easy... take the best photo. If the best photo has been submitted by a business, it's the business who will be credited on the front page.

BECOME A VOLUNTEER

We are still looking for content curators, front-facing liaisons, photographers, and promoters.

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