

# THE SALMON STEWARDS

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The front entrance to the new Quatse Salmon Stewardship Centre

## PSF KEY TO NEW PORT HARDY SALMON CENTRE

After three years of construction and more than \$1 million in funds, the new Quatse Salmon Stewardship Centre opens in Port Hardy.

The Pacific Salmon Foundation gave the project a \$70,000 seed grant in 2006 that helped the centre's planners successfully stimulate other donors. The grant was the largest in the history of the foundation's Community Salmon Program.

Spearheaded by the Northern Vancouver Island Salmon Enhancement Association, the new facility includes a hatchery, classroom and lab space and interpretive centre designed with the input of the Vancouver Aquarium.

"We want people to know that there is hope for the future of Pacific salmon and that each and every one of us has the responsibility and the opportunity to do something to help," said Grant Anderson, chair of the Northern Vancouver Island Salmon Enhancement Association.

Anderson also helps manage the Marble River hatchery where his wife Debbie Anderson volunteers an astonishing 300 days a year.

The foundation has granted more than \$320,000 to projects in the Port Hardy and Northern Vancouver Island area over the years.

Board member Ian Angus facilitated the foundation's support for the Quatse project and attended the opening.

"This is a big deal for the volunteers who worked hard for years to build this centre," said Angus. "It's also a great opportunity for Port Hardy to generate some much needed economic activity, not to mention an important example for how to make community centres built around salmon a reality across British Columbia."

## BC Ferries promoting salmon conservation

*B.C. Ferries will be promoting wild Pacific salmon conservation by providing the Pacific Salmon Foundation free advertising space on board several ferries. The ad features a close-up image of a wild Pacific salmon leaping out of the water with the headline "Help Me Make It Home." The poster goes on to read, "Currently, less than two per cent of salmon in B.C. streams will make it home to spawn. Pacific salmon return to the same stream from which they were born in order to spawn and complete one of the greatest natural cycles on earth. They need clean, cold water and gravel for spawning. Be sure your local streams are ready for Pacific salmon to return home." Thanks to foundation board member Nick Gudewill for making this opportunity possible.*



## More than just fishing at Hippa Island

For the second year running, West Coast Resorts partnered with the Pacific Salmon Foundation to host a four-day angling expedition. This time, Hippa Island Lodge located off the west coast of Graham Island in the Queen Charlotte Islands hosted the spring trip.

Twenty supporters of the foundation joined the fun and had a chance to see wild Pacific salmon up close in their natural habitat. Days of fishing were complemented by evening presentations and question/answer sessions with foundation president and salmon scientist Dr. Brian Riddell.

Bruce Orr, president of Orr Development in Vancouver, attended the trip.

"I relaxed, had a ton of fun, ate some great food, and got a much better understanding of the state of salmon in British Columbia. I now have a much clearer idea of what we all can do to make sure future generations can enjoy wild Pacific salmon," said Orr.

Planning is already underway for the 2010 trip. If you would like to attend, please contact the foundation's development officer, Michael Meneer, at (604)-664-7664 ext.127 or [mmeneer@psf.ca](mailto:mmeneer@psf.ca)



Gary Foreman, owner of Haggard Cove Resort.

## Haggard Cove Resort gives back to Pacific Salmon

Haggard Cove Resort owner Gary Foreman has been coming to British Columbia to fish for many years. After he retired a couple of years ago from Flint Energy in Alberta, he purchased a small recreational fishing lodge in the Southeast corner of Barkley Sound, near Bamfield. After attending the Pacific Salmon Foundation's fishing expedition to Hippa Island this spring with his friend Bob Cole, Gary became eager to raise money and awareness for the foundation.

As a small lodge owner, Gary decided to ask the 100 or so visitors to his lodge to consider making a contribution to the foundation. Gary is also hosting a blind-auction easel with a beautiful salmon painting that his guests can bid on during their fishing experience.

"As anglers, we are enjoying this great salmon resource in one of the best fishing locations in the world. It's only right that we give back financially to help preserve salmon for the future," said Foreman.

Visitors to Haggard Cove have responded very generously, so beginning in 2010, the initiative will be expanded to more fishing lodges, bait and tackle shops and other businesses catering to the sport fishing industry in British Columbia.

To inquire about this new program, please contact development coordinator Elayne Sun at (604)-664-7664 ext. 108 or [esun@psf.ca](mailto:esun@psf.ca)



Attendees of the 2009 Pacific Salmon Foundation fishing expedition to Hippa Island.

## New President a Great Catch

If art work and pictures on an office wall tell the story of its occupant, no one could mistake Dr. Brian Riddell's two main joys in life: salmon and his family.

Framed photos of his three children enjoy pride of place among the many prints, trophies, photos, and salmon art that trace his professional career. Riddell's oldest son, Nathan, 26, entered medical school in Granada in August. His other son, Andrew, 24, finished a criminology degree at Vancouver Island University last Spring, and daughter, Erin, 20 recently started studies in hotel administration.

Prior to coming to British Columbia in 1979, Riddell married his wife Lorna, a public-school teacher. They met at university in Guelph and kept in touch as he went on to doctoral studies at McGill in Montreal.

Thirty years later and recently retired from the Department of Fisheries and Oceans, Riddell looks back on an abundantly satisfying professional life and ticks off major milestones like the Pacific Salmon Treaty with the United States and the formation of a wild salmon policy for Canada.

But Riddell's recent appointment as president of the Pacific Salmon Foundation and the ambitious agenda he is charting for the 22 year-old organization leaves little time for reminiscing.

"I want the Pacific Salmon Foundation to be the pre-eminent advocate for salmon," said Riddell.

It is an impressive goal and one of several he has set for the foundation's future.

But Riddell is an impressive figure, having spent a thirty-year career standing guard over a unique and potent symbol, the embodiment of West Coast culture and mystique: wild Pacific salmon.

### Determined to Improve State of Salmon

Taking the job marked a major milestone in his life, said Riddell. "As I looked back over three decades with DFO and started thinking about the capstone to my career, I realized I could do more for salmon at the foundation in the next five to ten years, than I could do by continuing with the federal government."

The top question he posed to the foundation's board of directors during his interview process: "How vocal do you want the foundation to be in promoting wild salmon?"

Riddell asked the question because he said this is a crucial time as the province continues to face serious losses of wild Pacific salmon stocks, while grappling with serious economic hurdles that have eroded traditional sources of funding for wild Pacific salmon research and conservation.

"We can't allow salmon to be under appreciated or forgotten," Riddell said.

### More Visibility for PSF

According to Riddell, the foundation has to come out to the general public and educate people in a broad, grass-roots, manner about wild Pacific salmon and the positive work of the various non-profit streamkeeper groups funded by the foundation.

Riddell's plans to carry the foundation's 22-year record of accomplishment into the public through visibility awareness activities like the foundation's recent 'Pink Salmon Festival' that drew 3,000 people to a Vancouver waterfront park.

"We need to be in the media providing a reasoned assessment of the challenges confronting wild Pacific salmon sustainability," said Riddell.

"Aquaculture, run-of-river power and the health of the Strait of Georgia are major issues we need to be addressing for the sake of wild Pacific salmon."

### Broadening the Base of PSF Support

Since joining the foundation in February, Riddell has been actively reaching out to past supporters as well as groups that may not have been aware of the foundation's work in the past. He's hosting informal, small-group meetings around the province to introduce himself and to discuss the foundation's future plans. He's even reached across Canada with a very successful trip to Ottawa in June where he and members of the foundation's board briefed Members of Parliament and the Minister of the Environment about wild Pacific salmon issues.

"We have been very fortunate to have a strong group of individual, and corporate donors who care deeply about wild Pacific salmon and what they represent in British Columbia and Canada. A big part of my job is to make sure our supporters know how valuable they are to salmon sustainability and to ensure they have opportunities to help us chart the foundation's future course."



Dr. Brian Riddell

## First run of Pink Salmon

### Festival a success

Vancouver served up perfect weather for the Pink Salmon Festival hosted by the Pacific Salmon Foundation at Vancouver's Vanier/ Haddon Park on August 30. The festival, the first of its kind sponsored by the foundation, was inspired by record forecasted returns of 15 – 20 million pink salmon to the Fraser River. The goal of the event was to educate the public about the importance of pink salmon to the West Coast ecosystem.

The foundation's event gurus, Brenda McIntyre and Greg Senini, put together an array of activities for the inaugural festival. About 3,000 people attended to sample barbecued pink salmon and hors d'oeuvres prepared by premier Vancouver chefs from Nu, Raincity Grill and C Restaurants, along with celebrity chef Rockin' Ronnie Shewchuk. The chefs prepared more than 2,000 pounds of pink salmon donated by the Seafood Producers Association of British Columbia.

Donors to the foundation were treated to a complementary wine pairing sponsored by the Mark Anthony Group, which donated bottles of a 2008 Sauvignon Blanc from the White Bear Wine label and a Pinot Noir from the Painted Turtle label.

Blue grass music by Highrise Lonesome and Up Your Watershed provided the acoustic backdrop for face painting, magic shows, fly fishing demonstrations, sea life exhibitions, Stream of Dreams fish painting and performance story telling by Angela Brown.



A freshly painted toddler watches Matthew Johnson perform magic on the main stage.



Chefs from Nu, Raincity Grill and C Restaurants prepare their pink salmon creations.

### Make salmon a part of your legacy

The Pacific Salmon Foundation is committed to sustaining wild Pacific salmon for generations to come. The foundation is the pre-eminent organization supporting wild Pacific salmon conservation in British Columbia because of the generosity of countless individuals who donate their time, talent and treasure. You and your family can make a lasting commitment to wild Pacific salmon by

- ✓ remembering the foundation in your will
- ✓ donating a life insurance policy in the foundation's name
- ✓ giving an annuity, trust or other gift
- ✓ establishing a memorial fund
- ✓ giving a gift of cash, investments, property or other assets.



To learn more about planned giving options available to you, please contact the foundation's development officer Michael Meneer at (604) 664-7664, ext. 127 or at [mmeneer@psf.ca](mailto:mmeneer@psf.ca).

## HSBC Bank Canada Renews Support for “River Stewardship Program”



The Pacific Salmon Foundation thanks HSBC Bank Canada for renewal of their support in 2009 for the HSBC River Stewardship Program. In honor of HSBC Bank Canada's commitment to link charitable funding to employment engagement, the \$10,000 contribution will be directed to the foundation's flagship Community Salmon Program. Through this initiative various streamkeeper groups in the greater Vancouver area will be the beneficiary of much needed funds and volunteer resources for projects that positively impact Pacific salmon in the wild.

## Accountability, Visibility Top Agenda of New Chair

Ned Pottinger has spent much of his professional life advising businesses about the environmental aspects of their projects, and seeing to it that they have the most reliable information to build responsible, environmentally sustainable, businesses. Throughout his 12 years as a board member with the Pacific Salmon Foundation, his overarching goal has been accountability for the money donated to the foundation. He has been a major player in the foundation's work to direct grants to effective projects - whether science programs, habitat reclamation or education initiatives.

Accountability “is not easy, because to really be effective there are a variety of details that have to be considered, including establishing basic standards that the organizations we consider funding have to meet, as well as creating reporting procedures and systems to show that funds are being used in the ways donors intended,” said Pottinger.

As he takes over as board chair from John Woodward, he acknowledges the foundation's achievements to date and the challenges and opportunities of the future.

Pottinger said he will be particularly focused on generating visibility and finding new sources of funding to help the foundation improve runs of Chinook and Coho salmon in the Lower Strait of Georgia. This will require creating a program with support “in the tens of millions,” and he said he is actively courting corporate and individual donors with a shared interest in the concept.

“The foundation funds the conservation and restoration work of hundreds of outstanding non-profit groups and some 30,000 volunteers across British Columbia,” said Pottinger. “At the end of the day, volunteers matter the most, because with more than 4,000 streams in the province, government alone cannot be expected to effectively manage such an important resource as salmon.”



E.L. (Ned) Pottinger, new chair, board of directors, Pacific Salmon Foundation.

## PSF Joins 1% For The Planet

1% For The Planet is an American and Canadian effort to inspire members of the business community to contribute one per cent of their sales to environmental non-profits. The Pacific Salmon Foundation was approved as a qualified recipient by 1% For The Planet in 2008.

Earlier this year, the Victoria law firm Horne Coupar became the first business to contribute to the foundation through 1% For The Planet. Horne Coupar has a demonstrated commitment to the community and is proud to be the first law firm in Canada to join 1% For The Planet.

For more information on donating to the Foundation through 1% For The Planet, please contact Michael Meneer at (604) 664-7664, extension 127 or [mmeneer@psf.ca](mailto:mmeneer@psf.ca)



## PSF Making a Difference

### Grantee Spotlight: West Vancouver Streamkeepers Society

"The Pacific Salmon Foundation has just been a wonderful organization for us," said Hugh Hamilton, past president of the West Vancouver Streamkeepers Society - an all-volunteer group of committed conservationists.

For five years prior to breaking out on their own, the group had been part of the North Shore Streamkeepers. In 2001 they formed their own independent body, and the following year they received their first financial support from the foundation.

According to Hamilton, support from the foundation vastly increased the scope and effectiveness of his group's conservation efforts.

While the foundation's total annual contribution amounts to about \$12,000, funds are only made available "on a project-by-project basis", said Hamilton. Most recently, \$5,300 was donated towards construction of a fish ladder.

This makes the foundation the group's major supporter and a key to leveraging additional dollars.

Like all of the projects supported by the foundation, the West Vancouver Streamkeepers Society attracts additional funds on its own by approaching other interested parties, such as Fisheries and Oceans Canada, as well as the Coho Society of the North Shore.

The rest of the contributions are in kind, made up of the hours of volunteer work put in by the group's core members. "We will put in as Streamkeepers quite a bit of our own work," said Hamilton. According to Dianne Ramage, director of Community Salmon Programs at the foundation, "The West Vancouver Streamkeepers exemplify the volunteer community's skills of building local partnerships and leveraging our donations with their volunteer time, personal skills and local knowledge. The foundation depends on volunteers and volunteers depend on the foundation. However, volunteer projects need cash. Donations are critically important for materials, supplies and watershed level expertise. Donations provide an opportunity for those who

cannot get out on the creek to be part of the team making a positive difference for Pacific salmon in the wild."

There are approximately 22 streams in the West Vancouver municipality. In 2008, a total of 241 live chum and 28 coho were observed in these creeks. "We have prioritized twelve of them where we feel we can make an immediate difference" said

Hamilton.

The most productive stream is "Brother's Creek a tributary of the Capilano, and the second most productive creek, the one we've done some foreshore work and some baffling on, is Lawson Creek which goes right through the center of Ambleside," said Hamilton.

Creating and installing the infrastructure for all of this came about through hard work in gaining the support and cooperation of the municipality which has backed their efforts by



Hugh Hamilton and West Vancouver Streamkeepers installing baffling in culverts.

installing culverts and baffling. As a result, fish returning to the area are now able to penetrate far further inland than has been the case for many years.

This marked a major step forward in attracting wild Pacific salmon back to spawning grounds in the West Vancouver region; it also offered great hope for what can be done to reintroduce wild Pacific salmon into the larger urban area.

## Community Salmon Projects

The Pacific Salmon Foundation granted \$800,000 to 103 community-based salmon conservation, habitat restoration and education groups in 2008. The total value of those projects was more than \$10.5 million when other donations, volunteer time and in-kind contributions were leveraged.

The foundation is never able to fully fund qualified grant requests and is always seeking additional support. If you would like to donate to the foundation's Community Salmon Projects please contact Michael Meneer at (604) 664-7664 extension 127 or [mmeneer@psf.ca](mailto:mmeneer@psf.ca).

## PSF and Victoria Foundation

Dr. Brian Riddell announced in September the renewed effort to build a Pacific salmon conservation fund at the Victoria Foundation. The Pacific Salmon Foundation will receive money from the fund to support community salmon projects on Southern Vancouver Island and to fund scholarships at the University of Victoria School Of Environmental Science. The endowment fund currently has \$15,000 thanks to the leadership of the Yarrow family, David Hyslop and the Pacific Salmon Foundation board of directors. The immediate goal is to build the fund to \$50,000 and provide the first scholarship in 2010, then grow the fund over time with sustained annual donations. Please contact Michael Meneer in the foundation's development office at (604) 664-7664, ext. 127 or [mmeneer@psf.ca](mailto:mmeneer@psf.ca).

## Direct Government Dollars to the Pacific Salmon Foundation

By Mark Zlotnik, C.A., CLU

How can you get the government to give more money to the Pacific Salmon Foundation? One way may be to lobby your local member of parliament or member of the legislative assembly. The prospect of a positive response would be less than certain and the effort might not be the best use of your time. A sure fire way to get the federal and provincial governments to support the foundation is through their support of your contribution. How does that work?

When you make a contribution that qualifies for a tax receipt, you get a credit against your income tax liability. For the first \$250 of receiptable donations, the tax credit is based on the lowest rate of tax. For donations over \$250 in total during the year, the tax credit is based on the highest tax rate, currently 43.7%. If you have already made a gift of \$250 in the year, a gift of \$1,000 causes your tax liability to be reduced by \$437.

### \$1,000 Dollar Gift

Your Portion	Government Portion
\$563	\$437



Mark A. Zlotnik C.A., CLU  
ZLC Financial Group

Gifts that qualify for tax relief can be simple, such as giving cash. More complex donations can include gifts of securities, life insurance policies or gifts tailored to suit your own estate planning goals.

One tax benefit of note relates to gifts of securities. Currently, if you give shares of a public company to the foundation, your capital gain on the shares is eliminated. You still get a full receipt for the gift. For example, you give shares with a value of \$1,000 to the foundation with an ACB (cost) of \$250. You get a charitable receipt for \$1,000 and you do not have to report a gain. If you sold the shares your capital gain would be \$750.

Regardless of the form of the gift, by making a gift to the foundation you are directing the governments of Canada and British Columbia to support the foundation as well. Call Michael Meneer at the foundation office at (604) 664-7664 ext.127 for more information on how you can redirect tax dollars to support the Pacific Salmon Foundation.

-Mark A. Zlotnik, C.A., CLU

Mark Zlotnik is with the Vancouver firm ZLC Financial Group. He can be reached at (604) 688-7208 or [markz@zlc.net](mailto:markz@zlc.net)

## Pacific Salmon Foundation Events



November 16th	November 28th	January 23rd	February 4th	March 6th
Pacific Salmon Foundation Conservation Stamp Art Competition <i>The Westin Bayshore</i>	Nanaimo Dinner/ Dance & Auction  <i>Beban Park</i>	Oceanside Dinner/Dance & Auction <i>The Qualicum Beach Civic Centre</i>	Campbell River Dinner & Auction <i>Campbell River Marine Heritage Centre</i>	Quesnel Dinner/ Dance & Auction  <i>Quesnel Senior's Centre</i>

For more information contact our events administrator Greg Senini at (604) 664-7664 ext. 111 or [gsenini@psf.ca](mailto:gsenini@psf.ca)

### Salmon Steward

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Editor:

Michael Meneer

Contributors:

Dianne Ramage

Jim Shinkewski

Elayne Sun

Shaun Tierney

Reg Tupper

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

(604) 664-7664 1682 West 7th Avenue • Vancouver, BC. Canada