

# THE SALMON STEWARD

## Message from the President

Why Pacific salmon should become the next provincial emblem

Page 2

## Angler's Circle

Recreational Fishing Businesses in B.C. partner with Pacific Salmon Foundation to raise money for salmon

Page 3

## Accent Inns launches new program to support wild B.C. fish

New fishing licence program means more dollars for wild fish conservation

Page 3

## Rocky Mountaineer backs innovative Fraser sockeye tagging study

New acoustic tags will track sockeye's journey out to sea; identify challenges to survival

Page 5

## LOUDER VOICE FOR WILD SALMON

### Helijet helps PSF reach out to business community

BY ELAYNE SUN

More than 200 businesses support the Pacific Salmon Foundation through financial and in-kind donations. Private sector support for wild Pacific salmon conservation was the topic of a special 16-page information supplement published in the spring edition of Helijet's in-flight magazine.

"It is encouraging to see that commercial interests and conservation can combine on worthwhile causes," Helijet's president and CEO Daniel Sitnam said. "As a business, we see our sustainability as linked to the success of our fishing lodge clients and the satisfaction of their guests. If Pacific salmon stocks are allowed to dwindle, so too will the number of their customers."

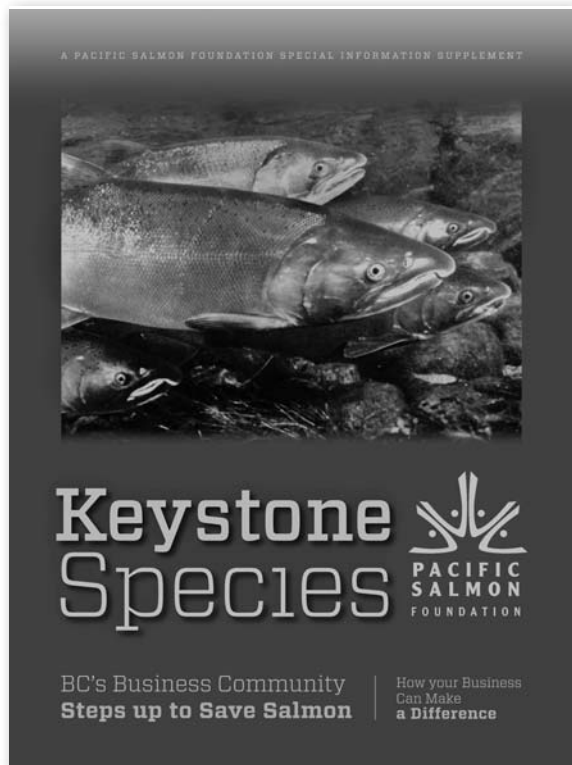
"Through the work of the Pacific Salmon Foundation and others, healthy and naturally diverse Pacific salmon stocks can be sustained for years to come for the benefit of all," he added.

The supplement also appeared in Business in Vancouver magazine and the Vancouver Board of Trade's membership magazine. A copy can be downloaded from the News section of the Foundation's website, [www.psf.ca](http://www.psf.ca).

In addition to the information supplement, Helijet has given upwards of \$25,000 in cash and in-kind donations to the Foundation since 2004.

Helijet was also the first private sector partner in British Columbia's carbon offset program. Currently, \$1.37 from each passenger ticket sold goes towards the Pacific Carbon Trust, a crown corporation set up to deliver British Columbia-based offsets that meet high standards of environmental integrity.

"Helijet is a great example of commercial and conservation interests working together. The people at Helijet understand salmon are a key species for the provincial culture and economy and finding methods to sustain the resource is just good business," said Pacific Salmon Foundation president Brian Riddell. "We greatly appreciate their commitment to salmon and the Pacific Salmon Foundation, and are pleased that they are demonstrating a viable business model that takes the environment into account."



## PRESIDENT'S MESSAGE

**Why the Pacific salmon should be a B.C. emblem**

**BY DR. BRIAN RIDDELL**

*The following editorial appeared in the July 27 edition of the Vancouver Sun and was co-signed by Dr. Brian Riddell, president and CEO of the Pacific Salmon Foundation, David Marshall executive director of the Fraser Basin Council, and Al Lill, manager, Living Rivers-Georgia Basin/Vancouver Island BC Conservation Foundation.*

Wild Pacific salmon are widely recognized for their iconic representation of British Columbia; they are a precious inheritance and an important legacy to pass to future generations.

We believe the time is right for Pacific salmon to become one of our official provincial emblems, alongside the Pacific dogwood, the Kermode bear and Western red cedar. These species themselves, our ecosystems as a whole and our economy all benefit from sustained abundance of healthy Pacific salmon.

(Pacific salmon includes sockeye, pink, chum, coho and chinook salmons, as well as steelhead trout and cutthroat trout.)

Salmon tell a story. The life cycle of the Pacific salmon is a natural drama. That story begins with young hatchlings (fry) emerging from the gravel in rivers and streams across the province.

As the fry grow, they gain strength for their long journey in the sea, but most will not survive the perils of the coastal seas and open ocean. The salmon that do grow

to maturity will ultimately turn homeward to their native streams and the spawning gravels of their birthplace.

It is a long journey -sometimes thousands of kilometres -from the fresh water to the ocean and back again. Along the way, some become food for us and the many species of animals that depend on wild salmon.

The odds of survival are slim. Of the thousands of eggs from one female parent, only a few fish return to spawn.

Those that do are destined to die soon afterward. This is the end of one generation and the beginning of the next. For in the gravels near the fertilized eggs, the dying salmon leave behind their own bodies to decay and decompose. And from these salmon come the invaluable nutrients that sustain their offspring and the ecosystem as a whole.

Salmon support communities. They have been pivotal to the cultural traditions and food supply of B.C. first nations for thousands of years. In just the past 200 years, the province has become home to many people of many different cultures. Over that time, salmon have proved a cornerstone of fisheries, contributing to the overall economic development and the enjoyment of all who live and visit here. Wild salmon are a precious resource for which the demand remains high.

Salmon are a symbol of ecosystem health. Wild salmon are a barometer of our natural world. Like the canary in the coal mine, salmon show us if aquatic ecosystems are in or out of balance.

Today we recognize that ecosystems are indeed under pressure, and all species of B.C. wild salmon face a new, more arduous upstream battle for survival as a result of climate change, habitat loss and other risks. But there is hope. More than ever, communities, individuals, businesses and all orders of government (federal, provincial, local and first nations) are working together to create healthier watersheds for common benefit.

We invite British Columbians to comment on this proposal to have Pacific salmon become a provincial emblem by visiting [www.thinksalmon.com](http://www.thinksalmon.com). Comments gathered will be conveyed to provincial officials, and then summarized on Think Salmon.





## NEW RECREATIONAL FISHING PROGRAM

In late 2009, the Pacific Salmon Foundation launched an outreach effort to the recreational fishing industry to connect with the anglers who benefit from the salmon resource. The Foundation now has information displays in more than 40 businesses that service anglers, including fishing lodges, bait and tackle shops and fishing guide services. These businesses have all pledged to encourage their customers to donate to the Foundation.

Accent Inns	Highwater Tackle	Murphy's Sportfishing	Weigh West Marine Resort
Air Nootka	Hoiss Point Lodge	Nootka Island Lodge	West Coast Fishing Club
Chinookta Lodge	Jamie's Whaling Station	Nootka Sound Resort	West Coast Resorts
Chris Barker Sport Fishing	Jay's Clayoquot Ventures	Nootka Wilderness Lodge	The Wickaninnish Inn
Chromer Sportfishing	Kyuquout Sound Lodge	North King Lodge	
Critter Cove	Kyuquout Beach House	Oak Bay Marine Group	
Delta YVR	Kyuquout Lodge	Pacific Safaris	
Dolphin's Resort	Langara Fishing Adventures	Fishing Adventures	
Fantastic Flies	The Lodge at Tahsis Harbour	Pioneer Boat Works	
Fishful Thinking	Matt Guiget Sportfishing	Queen Charlotte Lodge	
The Fish Store	McKay Bay	Shimano Canada Ltd	
Gone Fishin' Bait & Tackle	Method Marine	Sonora Resort	
Good Hope Cannery	Mills Landing	Steep Island Lodge	
Haggard Cove Resort		Tofino Swell Lodge	
		Trilogy Fish Company	



## ACCENT INNS LAUNCHES NEW PROGRAM TO SUPPORT WILD B.C. FISH

Wild fish conservation and enhancement in British Columbia will receive a nice boost from a new donation program that the Accent Inns hotel chain started August 1 at its five locations across the province.

Accent Inns has announced it will donate one dollar to the Pacific Salmon Foundation and Freshwater Fisheries Society every time a guest shows a valid Federal or Provincial fishing licence at check-in. The guest does not need to be on a fishing trip, just traveling with their fishing licence "in-hand." The program is valid at all Accent Inn locations in Victoria, Vancouver Airport, Burnaby, Kelowna, and Kamloops, all year and regardless of the rate being charged.

Accent Inns is a family-owned business, run by the father and daughter team of Terry and Mandy Farmer. The Farmer's are avid anglers and supporters of the environment. Accent Inns' community outreach program, InnAid, connects all five hotel locations with a broad cross-section of individuals and groups throughout British Columbia. Last year alone, Accent Inns supported more than 230 organizations across the province.



Terry Farmer, founder and chairman of Accent Inns, with grandchildren

## PR PROS JOIN PSF STAFF AND BOARD

The Pacific Salmon Foundation has bolstered its communications and fund raising with the addition of two new communications professionals to the team.

The Foundation has hired **Michael Meneer** to serve as the Foundation's new vice president for development, marketing and communications. Meneer has more than ten years of experience in public affairs, strategic communications and fund raising in Canada and the United States. After moving from Washington, D.C. in 2007, he worked as a strategic communications and political consultant in Vancouver. Prior to moving to Canada, he worked as a broadcast journalist and a senior communications officer for several major NGOs in the U.S.

**David Leonard**, president & chief operating officer of DDB Canada, was recently appointed to the Foundation's board of directors. DDB Canada is Canada's most awarded creative communications firm and was voted Agency of The Year by industry peers in 2009. A North Vancouver native, Leonard brings 25 years of marketing and communications expertise to the Pacific Salmon Foundation and its efforts to dramatically enhance and raise the profile of salmon conservation and habitat restoration.

## FIRST NATIONS AND ANGLERS WORK TOGETHER ON CHEHALIS AND HARRISON

BY MEGAN MOSER

Led by the Chehalis Indian Band and supported by the Foundation's Fraser Salmon and Watersheds Program, collaboration between First Nations and recreational fishers has forged peace and shared access to wild Pacific salmon fisheries on the Chehalis and Harrison Rivers. The project has helped direct salmon resource users away from sensitive areas, provided recreational fishers with an access trail, parking lot, educational kiosks and catch monitoring.

In 2006, together with the Fraser Basin Council, the Pacific Salmon Foundation was chosen by the provincial and federal governments to be the guardians of the Fraser River salmon. Dubbed the Fraser Salmon and Watersheds Program, it supports hundreds of community projects aimed at fostering a sustainable balance between the Fraser's three million human residents and their salmon neighbours, resulting in many stream revitalization programs by dozens of communities and organizations.

Running 1,400 kilometres from near the Alberta border to the Pacific Ocean, the Fraser River is Canada's tenth largest river. Hundreds of millions of juvenile Pacific salmon migrate through the Fraser River to the sea, making it the world's largest spawning channel.



## GOLDCORP GIVES \$50,000 TO SUPPORT SALMON CONSERVATION

BY ELAYNE SUN

A special thanks to Goldcorp, the Pacific Salmon Foundation's major sponsor of the 2010 Vancouver Gala Dinner & Auction. Goldcorp, which has been a corporate sponsor of the event since 2008, came through with a \$50,000 donation this year.

"Spearheading the protection of wild Pacific salmon in a province with more than 3,500 rivers and streams and an expansive coastal environment is a big undertaking. Our donation to the Pacific Salmon Foundation reflects Goldcorp's respect for the unique and important role wild Pacific salmon play in British Columbia's economy, environment and culture. Goldcorp is proud of our British Columbia roots and delighted to support the conservation of one of B.C.'s great species - wild Pacific salmon" said Chuck Jeannes, president and CEO of Goldcorp Inc.

**GOLDCORP**

## STORMS SET BACK POWELL RIVER SALMON CONSERVATION

BY TODD BRAYER

Everything changed for the Powell River Salmon Society's Lang Creek facility last November when heavy rains blasted trees and debris into the creek, creating dangerous logjams that caused lasting silt problems - silt suffocates salmon eggs and can kill adults by clogging their gills.

George Illes, vice-president of the Powell River Salmon Society said the river was inundated with silt, jeopardizing hundreds of thousands of salmon eggs. "The silt flooded the facility's fish holding tanks. They need to be vacuumed of tonnes of silt," he said.

Illes said the group plans to repair the erosion and shore up the creek's banks with truckloads of large rocks. He said the devastation would cost more than \$65,000, even with the helping hands of 100 volunteers.

The Powell River Salmon Society, a past recipient of Pacific Salmon Foundation support, operates two salmon hatcheries and many conservation and community programs. They release over 2.5 million salmon each year.

If you would like to make a donation to help the Powell River Salmon Society repair its Lang Creek facility, please contact Michael Meneer at (604) 664-7664, ext. 127.

Chehalis Chief Willie Charlie (second from right) and Rob Clapton of the BC Federation of Driftfishers (third from right) join other dignitaries to cut a ceremonial cedar ribbon to open a new fishing trail near the Harrison River



## \$80,000 FROM RBC TO PROTECT SALMON RIVER HABITAT

The Pacific Salmon Foundation's RiverWise BC program has received an \$80,000 grant from the RBC Blue Water Project. The grant will be used to pilot a "salmon-friendly" certification program for golf courses, land developers, wineries, and farms that operate near wild Pacific salmon habitat. RBC's contribution will help the program move from the drawing board to the ground with the potential to influence business land management decisions that impact salmon.

RBC has a longstanding commitment to environmental sustainability. Water has become an integral part of that commitment, as it is fundamental to the sustainability of all life. The first phase of the RBC Blue Water Project, announced in late 2007, is a grant program of \$50 million over ten years to support charitable initiatives that foster a culture of water stewardship. The RBC Blue Water Project is a wide-ranging, multi-year program to help foster a culture of water stewardship, so that people have clean, fresh water today and tomorrow.



**RBC  
Blue Water  
Project™**

## TIMBERWEST RENEWS COMMITMENT TO SALMON



TimberWest announced in April that it will renew its financial commitment to wild Pacific salmon conservation and restoration with a five-year pledge to donate \$80,000 annually to support volunteer-driven projects that operate in watersheds that run through TimberWest lands – an area twice the size of Metro Vancouver.

Past beneficiaries of TimberWest's support included The Ladysmith Sportsman Club, which received a grant from the Pacific Salmon Foundation to spruce up the Holland and Stocking Creeks. In Port Renfrew, TimberWest supported the annual release of thousands of Chinook fry. Part of the company's donation was also used to educate Port Alberni school children about salmon life cycles.

"TimberWest has been a major corporate donor to the Pacific Salmon Foundation's flagship Community Salmon Program for nearly a decade," said Pacific Salmon Foundation president Dr. Brian Riddell. "We appreciate the depth of Timber West's commitment to wild Pacific salmon and are delighted to have the opportunity to continue our work together during the coming five years."

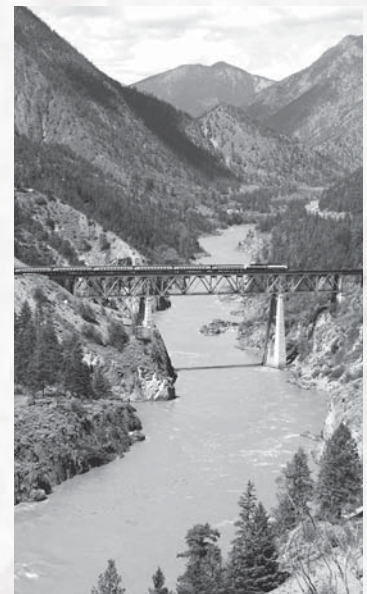
## ROCKY MOUNTAINEER BACKS INNOVATIVE FRASER SOCKEYE TAGGING STUDY

Rocky Mountaineer has funded a new project of the Pacific Salmon Foundation to determine where Fraser River sockeye salmon are dying during their migration through the Fraser River and the Strait of Georgia on their way to sea. This is a matter of great public interest following the extremely low 2009 Fraser River sockeye then this year's record return.

The study will track 200 juveniles from Chilko Lake with innovative acoustic transmitters that are implanted in the fish and tracked by receivers positioned in various river and coastal areas. Chilko Lake is one of the province's largest lakes, located about 100 Km north west of Whistler. Rocky Mountaineer's contribution will be used to purchase 100 transmitters at a cost of approximately \$350 each. The pilot study is groundbreaking because it will be the first application of this technology in wild Fraser sockeye and the first step in assessing what is limiting salmon survival. The project was started this spring in partnership with the University of British Columbia, Fisheries and Oceans Canada, Kintama Research, and private funder Bob Hager.

Rocky Mountaineer has been a major corporate supporter of the Foundation since 2006 when the company pledged \$400,000 to support salmon conservation and restoration on the Fraser River.

Now in its 20th year of operations, the Rocky Mountaineer has grown to become the largest privately owned passenger rail service in North America and welcomed its one millionth guest in 2008. In 2009, Rocky Mountaineer was named one of the "World's Greatest Trips" by National Geographic and ranked as "The number one train experience in the world" by The Society of American Travel Writers. It is also a four time recipient of the "World leading travel experience by train" by the World Travel Awards.



The Rocky Mountaineer crossing the Canyon Bridge over the Fraser River near Lillooet, British Columbia



Past PSF Chair, George W. Hungerford O.C. (right), and PSF President, Dr. Brian Riddell (left), present Jennifer Atchison with the 2010 Hungerford Award

## IN THE MIDST OF AN INDUSTRIAL LANDSCAPE, SALMON CAN SURVIVE

BY REG TUPPER

Beginning atop Burnaby Mountain, Stoney Creek will remain a testament to Jennifer Atchison's passion and devotion to salmon.

Atchison was an extraordinary streamkeeper and volunteer who devoted her life to protecting and improving the salmon resource with the Stoney Creek streamkeeper group in Burnaby. Sadly, she passed away after a brave battle with cancer on Friday, August 20. She left behind many friends, family, admirers and a legacy of accomplishments. The Pacific Salmon Foundation had the opportunity to honour Atchison's service at the annual Vancouver gala on Wednesday, April 28 when she was presented with the inaugural George Hungerford award. The award was named for the Foundation's first chairman George Hungerford, and was created to honour an outstanding community volunteer with a long-standing record of service to salmon conservation in British Columbia. As part of the award, Atchison was able to direct a \$10,000 grant to her stream keeping group for future projects. Atchison had been volunteering in Stoney Creek since the mid-nineties.

Stoney Creek's renewal began in 1989 when the Sapperton Fish and Game Club prevailed on CN Rail to build a fish ladder at the rail crossing on Stoney Creek, to improve fish passage from the Brunette River to upper Stoney Creek. This was to advance the returning fish to a point where they could continue up Stoney Creek to spawn.

In 2004, Fisheries and Oceans Canada installed baffles in the culverts to reduce the flows to help salmon pass safely through these obstructions.

Essential to the group's success was bringing together a variety of overlapping commercial and environmental interests, including companies responsible for transmission lines, oil pipelines and bulk fuel storage to name a few - much of the fuel used by the airlines at YVR is transported from depots in the Stoney Creek area.

Since 1999, the Foundation contributed a total of \$14,480 to Stoney Creek Environment Committee for a variety of projects, including \$7,800 to help rehabilitate habitat, \$1,550 for education and awareness activities in the community and a further \$5,103 to undertake in-stream assessment to determine if road salt had an impact on the salmon egg development

"Jennifer Atchison set an inspiring precedent as a streamkeeper. She truly understood the many complex issues that affect salmon and what needed to be done. She was an incredible person and she will be greatly missed by many" said Dr. Brian Riddell.

## VOLUNTEERS RECLAIM THE TSOLUM RIVER FOR SALMON

BY REG TUPPER

For years, concerned conservationists in the Comox Valley have worked hard to reverse the damage done to the Tsolum River watershed from decades of historic logging and mining practices. The Tsolum River Restoration Society was created to bring the Tsolum back to its former productive levels and to rehabilitate salmon runs. Through their efforts, conditions in the Tsolum have recently improved, including a reduction of toxic acid rock drainage by more than 50 per cent and major increases in returning Coho in 2009.

The society has succeeded by building partnerships with the provincial and local governments, businesses, volunteers and the Pacific Salmon Foundation.

For the last six years the Foundation has provided grants to the Tsolum River Restoration Society totaling \$76,397. The Foundation facilitated a further \$400,000 donation to the society and the Mt. Washington Partnership to develop a strategic plan and provide technical expertise to determine the best fix to permanently address this problem. The dedication and perseverance of the society and this partnership resulted in the Province of British Columbia committing \$4.25 million to cap the entire mine site in 2009 and support the society's work to fix the 43-year-old pollution problem. This will result in the necessary water quality improvements for rebuilding and sustaining the salmon runs to their original levels. Jack Minard, the society's coordinator since 1998, said most of the credit should go to volunteers who have offered their time, energy and money to restore the Tsolum. One volunteer, Bob Hager of Vancouver, stood out when Minard looked back.

Hager was looking for something to do following his planned retirement from the Vancouver financial services firm he started. He was a dedicated sport fisherman and a long-time client of Jean & Walt Schoenfelder who ran the Quatsino Sound Lodge and lived on the Tsolum River. Both the Schoenfelders were active members of the society and introduced Hager to Minard, who showed him what a grassroots group could accomplish with very little money.

"Bob was knocked over," said Minard. "Here was this guy who had spent years in the big city overseeing investments in mining companies, among other things. At the same time he was a guy who loved fishing, loved the outdoors. For the first time he made the connection and it was at the gut-level."

Hager ended up offering key financing that kept operations of the society on track while the group built the partnership that ultimately resulted in the provincial government action. He also recruited other friends and anglers to support the society.

"This year," said Hager, "because of the work we did three or five years back, and the improvement in water quality, for the first time since the mid-1950's we had a really good return of salmon. After years of weak returns, this year the river experienced returns of 45,000 pinks, 1,200 coho and more than 8,500 chum."

"And it was so exciting because the river was almost dead," Hager added.

He summed up his philosophy simply. "These things, if you've got a passion for them, can be a lot of fun."



# IT'S NOT WHAT LIFE INSURANCE IS, IT'S WHAT IT DOES

## Create a Lasting Legacy by Donating Life Insurance Policy to PSF

By: Garry Zlotnik, President of ZLC Financial Group

In 2008, an icon in the insurance industry, Harold Zlotnik the founder of ZLC Financial Group, passed away. Harold originally entered the life insurance business in 1945 after returning from decorated service as a navigator in the RAF. He was supposed to join his father and enter the jewellery business. Unfortunately, his father passed away while he was overseas and that option was no longer open to him.

Now faced with being a new father and unemployed, his mother suggested he talk to Great West Life Assurance Company, as she had received insurance proceeds from the insurer on her husband's death. That insurance helped the family survive very tough economic conditions during this period. So, for Harold Zlotnik, the start of a distinguished career was the result of a life insurance policy on his father's life.

Harold always said, "People think with their heads but act with their hearts." Over the years ZLC Financial Group has been active in all aspects of charitable giving, including our associates and employees volunteering in key roles for many charities, and the donation of funds directly including the ZLC Foundation Golf Tournament.

One of the strategies employed for charities like the Pacific Salmon Foundation is the simple gifting of a life insurance policy, allowing the donor to receive a donation tax credit for the premium paid on the life policy.

Harold Zlotnik's legacy will live on through his endowment funds for many local charities created by life insurance. The cash created is obviously important but one could argue that's not the most important issue. It's the fact that his children can feel the heart-felt appreciation from the charities, and directly participate in the gift by seeing the benefit of what was created for the greater good. Harold's career was started through seeing the benefits of life insurance, and, in the end, life insurance created security for his spouse of 65 years, fulfilled a succession plan for his business, and created a legacy through charities for the greater good.

To learn about donating a life insurance policy to the Pacific Salmon Foundation, contact Michael Meneer at (604) 664-7664, ext. 127 or [mmeneer@psf.ca](mailto:mmeneer@psf.ca).

## Make Sustaining Salmon Part of Your Legacy

The Pacific Salmon Foundation is committed to sustaining wild Pacific salmon for generations to come. You and your family can make a lasting impact 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, shares, investments, property or other assets.

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



**The Pacific Salmon Foundation was established in 1987 as an independent, non-governmental, charitable organization to protect, conserve and rebuild wild Pacific salmon populations in British Columbia and the Yukon Territory.**

**The Foundation:**

- Raises money and makes grants to volunteer organizations that work on behalf of salmon across the province – \$8.5 million invested in volunteer-driven salmon projects that have engaged more than 35,000 volunteers since 1989.
- Manages multi-million dollar initiatives in the Skeena and Fraser River watersheds in partnership with industry, provincial and federal governments and other foundations.
- Advances scientific and evidence-based solutions to challenges facing wild Pacific salmon.
- Serves as a voice for conservation and restoration of wild Pacific salmon and the ecosystems that depend on them.

Learn more about supporting the Pacific Salmon Foundation by contacting Michael Meneer or Elayne Sun at 604.664.7664, ext. 108 or [esun@psf.ca](mailto:esun@psf.ca).

Web resources:

PSF.CA    THINKSALMON.COM

## UPCOMING EVENTS

Saturday, October 16  
**Powell River Dinner & Auction**  
 Dwight Hall, Powell River

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Friday, October 22  
**Comox Valley Dinner, Dance & Auction**  
 Filberg Center, Courtenay

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Thursday, November 4  
**Calgary Dinner & Auction**  
 The Petroleum Club, Calgary

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Saturday, November 13  
**DADDS Port Alberni Dinner & Auction**  
 Echo Centre, Port Alberni

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Saturday, November 27  
**Nanaimo Dinner, Dance & Auction**  
 Beban Park, Nanaimo

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November, 2010  
**Okanagan Dinner & Auction**  
 The Okanagan Grand Hotel, Kelowna  
**PSF Conservation Stamp Art Competition**  
 The Westin Bayshore, Vancouver

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April 29, 2010  
**Vancouver Dinner & Auction**  
 Vancouver Trade & Convention Center