

IS YOUR BOSS A
PSYCHOPATH? p. 52

JOEL SOLOMON
LEFTY CAPITALIST
EXTRAORDINAIRE p. 64

EARLS'
Southern
Strategy p. 136

AVOIDING "THE
STREISAND
EFFECT" p. 153

BC BUSINESS

SPECIAL DOUBLE ISSUE!



SUGAR RUSH

Thomas Haas rides one of his regular routes up to Cypress Mountain

New + Improved

In this issue: the latest developments from the world of travel

AIRPORT/ Cathay Pacific business travellers have a new place to relax at YVR. The airline's business class lounge in the international terminal is a tranquil retreat with a contemporary Asian aesthetic and a mountain view—plus comfy armchairs, free WiFi, workstations with iMacs

TRIP/ For a shorter hop, the 35-minute Harbour Air flight between Vancouver and Victoria can be bookended by hotel stays. Until the end of September, the Magnolia Hotel & Spa in Victoria and Loden Hotel in Vancouver have a Best of Two Cities package that includes the flight, drop-off at Waterfront/Harbour, two nights' accommodation in each city, early check-in/late checkout, daily breakfast for two and complimentary bikes.

Weekend Warrior

A Taste for Speed

Chocolate master Thomas Haas on riding the world with Trevor Linden and fending off the virtual competition

In 2009 I made a retirement cake for Trevor Linden, and some people at the party asked me, "We're starting a bike club. Would you like to join?" That's when my little weekend ride turned into three-hour evening training sessions and a 4 a.m. Cypress-Seymour-Grouse Mountain climb before work.

Then our training group signed up for races in Europe. We always said the week when the 12 of us would be somewhere in the Alps for 10 days was the best week of the year because all you do is ride your bike, laugh, drink—and the next day you ride again. After Day 5 you hate it, like, "I'm never going to do this again," because it's so hard. And then on Day 7 you sign up for next year again.

There's an app that came up around this time, it's called Strava, and it has taken off like crazy and also cost a lot of friendships. If you're on a GPS cycling computer, it tracks your rides, so I can make a segment from Dundarave to Horseshoe Bay. It tracks everybody that

does that segment and creates a leader board. The fastest person gets a "crown"—and then the ego starts, and people get totally obsessed about it.

A lot of riders track their heart rate, so it ranks your fitness level; I'm not a big number guy so I use it mainly for the basics. I made a rule: I only follow people I have ridden with, but I have a lot of people following me who are curious how my ride was. While it brings apart some individuals, it actually creates a great community. You see who rode today and you can put a "thumbs up" and make a comment, so by the time you hit the road, you know so many people.

—as told to Marcie Good

WARRIOR SPOTLIGHT Thomas Haas was ranked among the top pastry chefs in New York City before moving to Vancouver and starting his eponymous line of chocolates in 2000. Now with two café locations in Kitsilano and North Vancouver, he typically makes 20,000 chocolates a week (quadruple that number in November and December).

for Bluetooth and charging, free colour copying or use of the boardroom.

ADVENTURE/ For outdoor enthusiasts, *BCBusiness* 30 Under 30 alum and ShareShed founder Daniel Dubois has launched Guides.com to connect with local guides who will share insider experiences ranging from \$20 outdoor yoga to a \$1,699 backpacking trip.

—Felicity Stone

**hawksworth
communications**

MAGNOLIA HOTEL & SPA

BC BUSINESS, JULY/AUGUST 2016

SYNERGY'S JILL DOUCETTE ON THE GREEN ECONOMY

DOUGLAS

DOUGLASMAGAZINE.COM



Then. Now. Next.

ISSUES AND INNOVATIONS SHAPING OUR ISLAND

MAKERS & SHAKERS

MOVE OVER CRAFT
BREWERS, HELLO
SPIRIT DISTILLERS



WILLING TO FAIL: LOCAL
ENTREPRENEURS
TALK BUSINESS
BEYOND FAILURE



PM41295644

VICTORIA GOT COOL

In a potential boon for local tourism, global tastemaker *Vogue* recently deemed Victoria the "perfect spot for a cool Northwest getaway." As the article points out, the city has traditionally been left out of regional "cool talks" that focused on Seattle and Portland. But that's changing. An article in *New York* magazine talks about our "coastal cool" and a *Toronto Star* article observes that "somewhere along the way, Victoria got cool."

#19
World's 30
Friendliest Cities
— *Travel & Leisure*
magazine



IN 2015, TOURISM
VICTORIA'S FACEBOOK
PAGE REACHED
AN AUDIENCE OF
7,973,986
WHILE ITS
INSTAGRAM SAW
209%
GROWTH

EDITORIAL PLACEMENTS
IN TRAVEL AND LIFESTYLE
MEDIA INCREASED FROM
311 IN 2014 TO **350** IN 2015.

The media's discovery that Victoria is actually cool wasn't just serendipity. According to Tourism Victoria president and CEO Paul Nurse, the organization has four staff dedicated to content, travel media and lifestyle marketing — and he thinks they've been hitting it out of the ball park.

"The *Vogue* article was one of the over 300 pieces of coverage we got in the past year, around the world, in travel and lifestyle media," he says.

"That article specifically came to pass with our team's work with the Magnolia Hotel and their high-powered PR team. We invited five really high-end lifestyle-media journalists, and we put together an amazing program to show Greater Victoria in a different way."

Bill Lewis, general manager of the Magnolia Hotel, points to all that's

"... where Old World businesses coexist alongside hip new shops and restaurants ..."
New York Times

"Whether your idea of fun is cavorting outdoors or cocooning inside, the gorgeous B.C. city has you covered."
WestJet Magazine

"Victoria has a college-town vibe ... a bevy of coffeehouses and indie shops that outnumber the Starbucks outlets and retail chains."
Washington Post

happening in tech in the city as well as the food, wine and micro-brew scenes, as contributing factors to the city's cool cred.

"To have something as high-profile as *Vogue* take that stance puts a halo on the market here," he says. "We've had a lot of great pieces over the years, but we've never seen referral click-throughs from Google analytics like the *Vogue* story. There were hundreds within the first 10 days, where a good media article usually gets a few dozen."

It's a good sign for the upcoming summer season, which looks to see last year's significant growth in visitor rates. Nurse, who started at Tourism Victoria in January of 2014, believes the industry, and Tourism Victoria itself, has become "high-octane."

"It was kind of a country club," he says of the changes that have taken place over his two years at Tourism Victoria. "Now it's all about results."

12,788 Seattle travellers who booked a trip to Victoria as a result of the spring's Victoria Beyond Words campaign, with an economic impact of \$5.9 million. The increase in visits represents a 78:1 ROI (the industry norm ranges from 12:1 to 20:1).

Magnolia Hotel & Spa, Douglas
Magazine, June/July issue

hawksworth
communications

FOLLOW US ON INSTAGRAM AND TWITTER
@TRAVELGIRLMAG. LIKE US ON FACEBOOK, TOO!

travelgirl

www.travelgirlmag.com

CATCHING UP WITH
**SCARLETT
JOHANSSON**

**AN ITALIAN
SPA**
YOU NEED TO VISIT

**CAPTIVATING
CRATER LAKE
NATIONAL PARK**

5

**THINGS TO DO
WHEN IT RAINS
AT THE BEACH**

\$4.99 CDN \$4.99 US

SUMMER 2016



62



BIKES BEANS & BLOOMS IN VICTORIA

The warmest city in Canada is bursting with blooms. With the perfect name, Magnolia Hotel & Spa is the kind of boutique hotel we love with elegant raw silk inspired walls, lush interiors, deep soaker tubs, a spa, fitness center, sauna and a Romance Concierge. The Magnolia Hotel is located two blocks from Victoria's scenic inner harbor where you can go whale watching or kayaking. What could be better?

Hop on a complimentary hike and delve into the quirky neighborhoods for a 50-minute ride. Pedal under hanging baskets of blooming flowers on lampposts and by brightly painted Queen Anne Victorian homes. The hotel employees have mapped out two easy routes for guests. On the "Beans and Blooms Trail" you'll linger in teahouses, coffee bars or gardens. The "Tapa Trail" offers an insider's guide to the city's newest and most delicious tapas and cocktail bars. From Catalano Restaurant & Cicchetti Bar (serving Venetian-style tapas plates) to the lively Tapa Bar and trendy Bodega on Troncoe Alley, or tiny Chorizo & Co. on Fort Street — there are plenty of hot spots to share hearty side dishes and local seasonal toasts, or to enjoy cheese boards and sip local craft beer. This is just the tip of the iceberg for Victoria's booming tapas and cocktail bar scene.

Marybeth Bond

The Bikes, Beans & Blooms Package starts at \$259 CAD or \$204 US
<http://magnoliahotel.com>

Magnolia Hotel & Spa, TravelGirl
Summer 2016

hawksworth
communications

BOULEVARD

ISSUE NO.52 MAY 2016 五月

DEFINING VANCOUVER LIFE AND LUXURY

新居生活



RIVER ROCK'S
Leading Ladies
 REDEFINE LUXURY

Bathroom
TRENDS

卫浴新风

环保的时尚

Eco FASHION WEEK
 上的吸睛设计

BIKING IN

Victoria

骑行维多利亚

TASTE OF WASHINGTON

品位华盛顿美酒

A Weekend In Victoria 維多利亞周末

來過維多利亞無數次，
每次都能發現新的美好。
就像這個晴朗的春日午後，
騎行過市，
徜徉花海，
然後
安靜地在這個世外桃源
品嚐美食，
生活就像頂層托盤裏的
水果蛋糕，
美麗而甜蜜。

文 / Kelly Bai



Magnolia 酒店的餐食也很有格調



從 Magnolia 酒店的房間可以看到 BC 省議會大廈

DAY 1

四月的一個周五，天氣晴好，於是決定去維多利亞度週末，會會久不見的朋友。

因為事情耽擱，趕到位於 Coal Harbour 的 Harbour Air 時已經晚了，預訂的下午 3:40 的飛機正要起飛。漂亮的櫃檯妹妹一番忙碌，把我塞到了 4 點的飛機上。飛機很小巧，全部坐滿也不過十幾人。途中一路欣賞著壯闊的大海、秀麗的小島，不知不覺已經降落在維多利亞內港。以往去維多利亞大多是自己開車、乘坐渡輪，這次的水上飛機之旅讓我意識到：從溫哥華市中心到維多利亞市中心原來只需要 30 分鐘左右的時間，坐 Harbour Air 水上飛機省時又省力！

水上飛機直接降落在維多利亞的內港，從內港出來步行 5 分鐘，就是下榻的 Magnolia Hotel

& Spa。這家酒店不大，但氣氛溫馨，大堂裏有寬大的壁爐和舒服的沙發，裝潢典雅頗具古韻，再加上服務員的親切友好，有一種賓至如歸之感。

房間面向內港，落地玻璃窗將美麗的港灣景色框成了一幅天然畫卷。燃氣壁爐、柔軟的大床、帶腳凳的沙發、衛生間裏的泡泡浴浴缸，讓人願意宅在房間裏哪也不去。這個酒店被 Condé Nast Traveler 評為加拿大頂級酒店之一，而且名列 TripAdvisor's Travelers' Choice 加拿大最佳酒店和加拿大最佳奢華酒店兩大榜單，必定是有理由的。

晚餐定在了唐人街附近的 OLO 餐館，我趕到的時候朋友已經等在那裏。

OLO 在奇努克語與法語、英語、美洲印第安語的混合語 Chinook Jargon 語中（舊時在北美西北部沿海地區的商人與印第安人之間使用）是“饑餓”的意思。餐廳不大，風格比較隨意，而



OLO 餐廳的西餐令人印象深刻

菜品着實令人驚艷。這裏秉承“農場到餐桌”的理念，所用食材均來自本地，極其新鮮。熱情且博學的侍者 Devin Mason 為我們推薦了招牌菜，並且為每道菜都搭配了相應的酒。

第一道 Semolina Cubes 是一種小食，Grana Padano 奶酪被包裹在粗粒小麥粉中，炸成金黃色，搭配蒜泥蛋黃醬，外焦裏內，入口即化。之後的甜菜沙拉色彩斑斕，口味清爽。甜菜以可可豆殼燻制，減少其水分，使其更甜更有韌性，輔以葵花籽、漿草和紫蘇油，味道極其豐富。還有榴木烟燻野生三文魚——滑嫩的三文魚切成片，與薄薄的薯片、烤卷心菜、酸乳酪、早金蓮花與鹽漬洋蔥配在一起，好吃得無法形容。最後的 flat iron 牛排更是精彩，本來前面已經吃過這麼多道，到了牛排這裏已經有點吃不下了，我本身也不太能吃肉，但這道牛排堪稱佳品。肉質鮮美多汁，爽滑入味，淋着肉汁的蘑菇和土豆也美味極了，尤其是蘑菇，餐館的工作人員當天早晨親自採摘的，鮮美極了。

四道菜都被我們吃得乾乾淨淨，終於理解到這個餐館為什麼取名“饑餓”了——到這裏來的人都會像餓漢一樣胃口大開。再飽甜品也是不能少的，Rhubarb 凍糕和巧克力漿果凍糕都可圈可點，各有風味。這餐吃得真是好滿足，可算是最近一段時間來最美味的晚餐。

晚上回來，用酒店提供的 Salt Spring Island Sparkling Rhubarb Bubble Bath 泡了個舒服的泡泡浴，床邊的小桌上放着金葉子形狀的巧克力，真是貼心，要被寵壞的感覺。

“明天去哪呢？”，吃着巧克力，眯着眼睛躺在大床上，腦子裏謀劃着第二天的安排。

星期六，睡了個懶覺，在酒店附帶的餐廳



DAY2

Catalano 吃過早餐後，決定嘗試一下酒店設計的自行車之旅。

Magnolia 酒店似乎不滿足於祇做酒店，而是承擔了一部分維多利亞旅遊局的責任，為住店客人們設計了各種有趣的步行、騎車旅遊線路，讓人們盡情發現維多利亞的美妙之處。比如，你可以騎車去遊覽美術館、博物館及經典旅遊之地，或是探索城中各處美麗的花園，要不就來一場痛快淋漓的購物之旅，也可以順着 Tapa Trail 的路線在城中覓食……每條線路都設計精心，配着地圖和說明。

我選了花園加咖啡館的自行車線路——春天來了，正是遊園賞花的好時候！騎着酒店提供的漂亮自行車行駛在路上，和煦的春風拂面而過，燦爛的陽光暖暖照耀，深刻體會到維多利亞為何有“加拿大自行車之都”的稱號——在這裏騎車真是太舒服了！

一下午，我轉了 Government House 安寧

靜謐的花園，欣賞了 Abkhazi Gardens 各種美麗的奇花異草，在 Beacon Hill 公園的玫瑰園和石頭園徜徉，追着開屏的孔雀照相，還在 Palm Tree House 看到了 15 棵擁有 45 年樹齡、25 英尺高的棕櫚樹。

每個園子各有特色，最想着重筆墨的是 Abkhazi Gardens。這個花園雖然面積不大，但布局緊湊，各種花草爭奇鬥艷，一步一景。

最有趣的是這個園子背後的浪漫故事。

1920 年代，年輕的佩姬與流亡海外的捷克王子尼古拉斯在巴黎邂逅，彼此傾慕，而後二戰爆發，兩人失去聯絡，分別被關在集中營中。佩姬獲釋後於 1945 年 12 月到達維多利亞，買下一塊樹林茂密的高地，後來這裏成為了 Abkhazi 花園。到達維多利亞不久，佩姬就意外地收到尼古拉斯的來信，兩人重聚，並在相識 26 年後終成眷屬。婚後，夫婦二人傾力經營他們的花園，每株花草都經過精挑細選。如今，Abkhazi 花園已成為一件精緻的藝術品。

園子裏的主宅落成於 1947 年，是夫婦二人的居所，現一部分改建為茶室，供應午餐和下午茶；其餘分別用作禮品店、植物陳列區和花園歷



Abkhazi 花園

史展覽區。騎了一大圈也有些餓了，于是在小巧溫馨的茶室坐下來，享用一頓下午茶。從寬大的玻璃窗望出去，可俯瞰美麗的花園全景，陽光正好，灑在鬱鬱蔥蔥的葉子和花上，閃閃發亮。桌上三層托盤上，擺着新鮮出爐的鬆餅、牛角包、小蛋糕、水果塔和各種口味的迷你三明治，茶的味道正濃。

來過維多利亞無數次，每次都能發現新的美好。就像這個晴朗的春日午後，騎行過市，徜徉花海，然後安靜地坐在這個宛若世外桃源的地方品味美食，感覺生活就像頂層托盤裏的水果蛋糕，美麗而甜蜜。



DAY3

第三日又是懶散的一天，睡過懶覺之後，在 Catalano 吃了一頓豐盛的早午餐，然後悠然步行到內港，登上水上飛機，轉眼之間就回了溫哥華的家。

這一趟說走就走的周末行留下了太多美好，就像每一次去維多利亞一樣，讓人回味，並期盼再次相遇。



Harbour Air 的水上飛機