

FACES

OF KELOWNA

Leaders, Trailblazers, Influencers.

FACES OF DENTISTRY

KNOX MOUNTAIN DENTISTRY

DR. JORDAN SANDERS
DR. LINDSAY BALFOUR



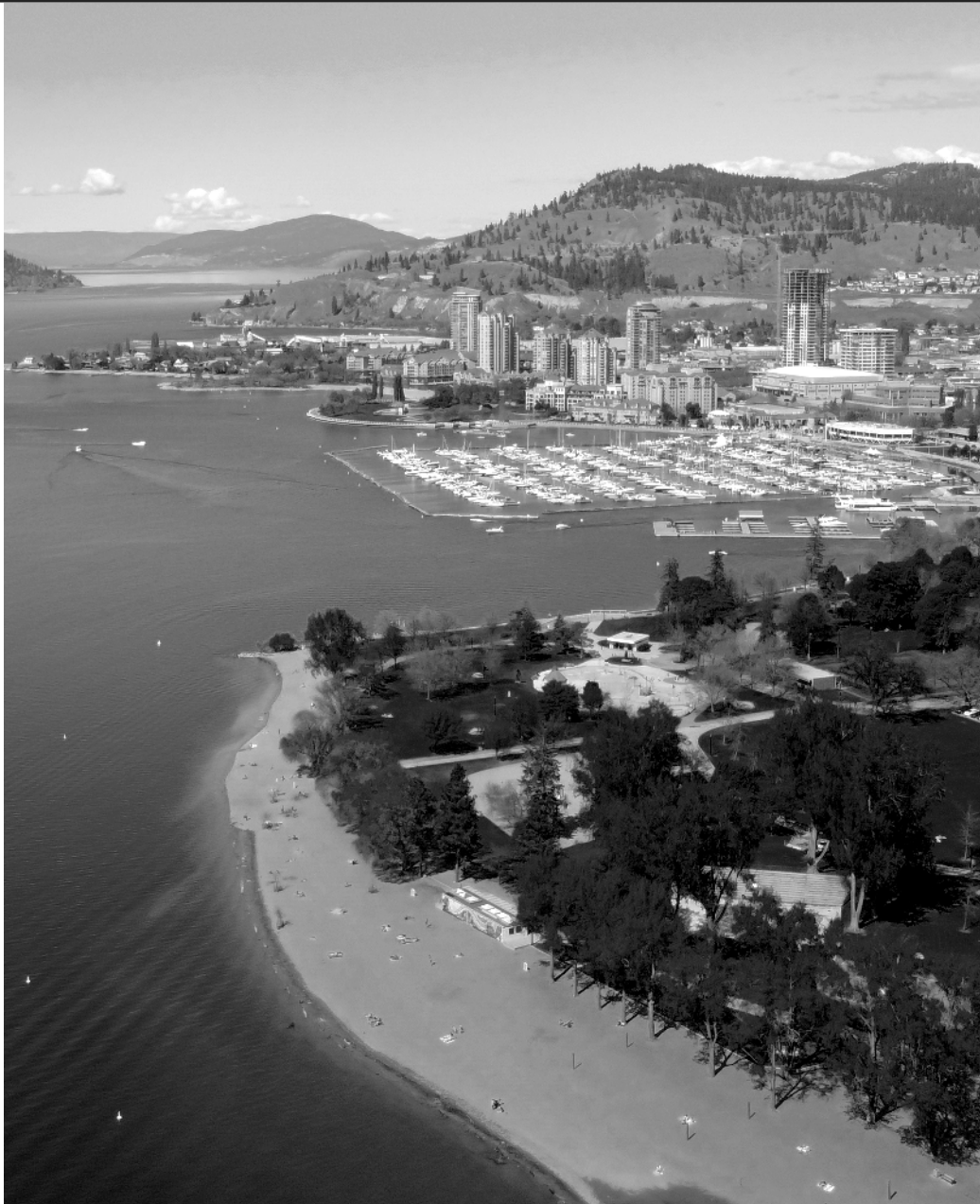
Kelowna is a community shaped by the people who live, work, and dream here, the family-led businesses woven through generations, the entrepreneurs who transform challenges into opportunity, and the leaders who show up every day with passion and purpose. In this year’s Faces of Kelowna, we celebrate the businesses and individuals who form the backbone of our region.

Many of the stories in this edition are rooted in family legacies — businesses passed from parent to child, built on craftsmanship, trust, and deep community pride. Others highlight inspiring journeys of reinvention: people who faced adversity, embraced change, and emerged stronger with a renewed sense of purpose. Together, they reflect the resilience and heart that define the Okanagan.

Across every feature, a shared theme emerges: connection. Whether it’s a wellness clinic supporting whole-person health, a trades company keeping homes safe, or a local entrepreneur reimagining their industry — each face in these pages contributes to the vibrant fabric of our community.

Welcome to Faces of Kelowna 2026 — a celebration of dedication, legacy, and the remarkable people who keep our community thriving.

Settle in, turn the page, and enjoy the stories that make our city what it is.



FACES OF KELOWNA 2026

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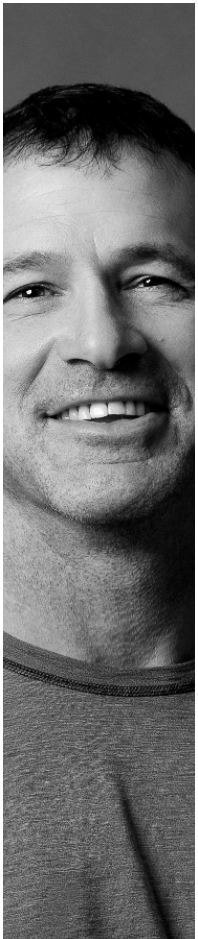


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TRIBE MANAGEMENT

HEART-CENTERED
COMMUNITY MANAGEMENT



In the fast-paced world of property management, few companies have managed to blend innovation, heart, and community as seamlessly as Tribe Management. With presence in Kelowna and a growing national footprint, Tribe has quickly risen through the ranks and has been recognized as one of the top property management companies in the region, as voted on by the community.

For Michele Seger, Tribe Management’s Director of Strata Management Services for BC, that success is rooted in one thing: people. “We’re a company with heart,” says Seger. “Our focus is on managing buildings as communities and homes, not just walls.”

Operating from their long-standing office on Osprey Avenue, and supported by property managers from here to Kamloops, Tribe’s team services strata, rental, and commercial properties across the Okanagan, from Vernon to Penticton and even as far as Sun Peaks. Their portfolio includes well-known properties such as SOPA Square, The Outback Resort, and IntraUrban McCarthy.

But what truly sets Tribe apart is its team’s deep connection to the region and its confidence in the area’s continued growth as a place where people want to live and invest in. Seger herself, has lived in the region for 30 years and worked in property management in the Okanagan for 15 years, bringing both a personal and professional understanding of the area’s communities and growth.

“We’ve watched Kelowna evolve into a vibrant hub for culture, the outdoors, and entrepreneurship,” Seger shares. “It’s a privilege to grow alongside it.”

At its core, Tribe’s philosophy, Community Management with Heart, reflects its belief that every building is more than a structure; it’s a living community. The company takes a holistic approach to property management that prioritizes financial health, operational efficiency, and long-term sustainability, while fostering collaboration among owners, councils, and residents.

That people-first mindset is mirrored internally as well. Tribe’s strata managers are supported by a proactive team of senior leaders, regional directors, and specialized departments, including brand new developments and software engineering. Senior management often goes the extra mile- literally, to ensure clients and staff have what they need.

Seger describes what that commitment looks like “Our team is proud to service the region and we are on the road often to attend meetings or perform in-person site visits because we want to put our best foot forward and ensure our clients feel cared for. Likewise, when it comes to supporting and mentoring our staff, our leaders, myself included, are in that car driving two hours to a council meeting or AGM to sit next to one of our property managers to work through complex building and council needs. That’s just how we operate, it’s about being present and building trust.”

Behind Tribe’s heart is a foundation of purposeful technology. The company’s proprietary platform, Tribe Home, was developed in-house more than a decade ago to tackle some of the biggest challenges in property management: communication, visibility, and access to information.

Every community managed by Tribe benefits from systems that make it easy to stay informed and connected. Building communication is centralized and transparent—owners can access notices, records, and correspondence anytime, and council members can monitor ticket statuses to see how efficiently issues are being addressed.

“Communication, visibility, and access are at the heart of what we do,” Seger explains.

“People want to know what’s happening in their community, and they deserve the peace of mind that comes with having that information at their fingertips.”

Another key differentiator is Tribe’s team structure, designed to ensure that no manager faces challenges alone. The company’s strata managers work hand-in-hand with senior operations to provide well-rounded, solution-based support for every client.

“One of the most rewarding parts of this work is seeing our team members grow and develop,” she says. “When people feel supported, they stay, they thrive, and that benefits our clients and communities alike.”

Tribe’s growth continues to be guided by a clear vision—one focused on creating sustainable, long-term solutions for multi-family communities. From managing new developments to maintaining legacy properties, the company remains committed to the financial, operational, and environmental health of the buildings and people it serves.

Locally, Tribe is deeply entrenched in both the strata and rental markets, offering expertise across diverse property types—from large developments to single rental units in sought-after buildings like Waterstreet by the Park.

“Our goal is to build an evolving solution that supports the management and lifestyle needs of multi-family living,” says Seger. “We want to see our communities thrive not just today, but for decades to come.”

For Tribe Management, success isn’t measured only by growth or innovation—it’s measured by trust, relationships, and the wellbeing of the communities they help shape. In the Okanagan and beyond, Tribe continues to prove that property management, when done with heart, can truly make a lasting difference.



MAAX WRAP

RENEW YOUR SPACE,
SAVE YOUR BUDGET



What started as a way to make ends meet during one of life’s hardest seasons has become one of the Okanagan’s most inspiring success stories.

In 2010, while her husband was deployed in Afghanistan with the Canadian Armed Forces and their five-year-old daughter was undergoing her third year of cancer treatment at BC Children’s Hospital, Nicole Mikkelsen, owner of MaaxWrap Ltd., found herself searching for creative ways to support her family. Without extended health benefits to cover medication costs, she began loading her mini-van with IKEA products, kids and a pug in tow and shipping them back to the Okanagan.

What began as a small side hustle soon evolved into assembling and designing IKEA kitchens, eventually leading Nicole to discover architectural vinyl as a sustainable and affordable way to transform spaces without the waste or high cost of a full renovation.

The name MaaxWrap ties back to Nicole’s Gitanmaax heritage, a proud nod to her Indigenous roots. Today, the company represents resilience, creativity, and reinvention, helping families and businesses across BC reimagine their spaces in practical, beautiful, and meaningful ways.

“I’ve always struggled with how expensive traditional renovations are,” Nicole says. “Architectural vinyl bridges that gap between affordability and creativity.” MaaxWrap specializes in wrapping kitchens, cabinets, walls, elevators, and commercial interiors, giving existing materials a second life instead of replacing them. “The biggest advantage is cost. Wrapping can be 60 to 80 percent less than a full renovation,” she explains. “But it’s also sustainable. We’re keeping materials out of landfills while using products that are antimicrobial, mould-resistant, and built to last.”

The bonus, she adds, is speed. “Instead of weeks of demolition and dust, we can completely transform a kitchen or office in just days. It’s fast, clean, and efficient and the results are incredible.”

With over 450 textures and finishes, from classic white shaker to sleek matte black, MaaxWrap offers endless possibilities. “In the Okanagan, anything is possible,” Nicole says. “Commercial clients love our warm wood-grain finishes, while homeowners might choose something timeless or bold. That’s the beauty of vinyl, it’s completely customizable.” For her, the joy is in the transformation. “I’ve always loved makeover shows, and now I get to live that dream, watching spaces come alive and seeing the excitement on our clients’ faces.”

Community is also central to MaaxWrap’s story. The Mikkelsen family proudly supports BC Children’s Hospital and Ronald McDonald House, organizations that helped them through their daughter’s treatment. “Ronald McDonald House was our home away from home,” Nicole says. “We found comfort, friendship, and hope there. Supporting them and volunteering every McHappy Day—means everything to us.”

That same generosity led to a surprise opportunity: helping install IKEA kitchens for HGTV’s Love It or List It. The chance came after volunteering for Mamas for Mamas, where Nicole and her husband assembled a seacan full of IKEA furniture. “It showed me the power of giving back,” she says. “Opportunities can come from the most unexpected places.”

Now serving clients throughout the Okanagan and beyond, MaaxWrap is expanding further into commercial spaces, from daycares and restaurants to offices and reception areas. “We want people to see and feel what architectural vinyl can do,” Nicole explains. “We’ll be at more home shows and community events to help people understand how flexible and sustainable this product really is.”

While the company still offers IKEA kitchen design and installation, the main focus is now on vinyl refacing—transforming spaces with creativity, care, and purpose. “Our goal is simple,” Nicole says. “To help people fall in love with where they live and work, without the stress or cost of a full renovation. For us, it’s about creating spaces that inspire and last.”



ANDREW TONCINI

TONCINI
MODERN ITALIAN



Nourishing Connections Through Authentic Italian Flavours.

When you picture your wedding or milestone event, you don't just imagine food on a table — you imagine moments that feel warm, meaningful, and unforgettable. That's exactly what Tonicini Modern Italian, led by chef Andrew Tonicini, has become known for in Kelowna.

What sets Tonicini apart isn't just the food — though every dish sings with authentic Italian flavour — it's the way they transform catering into an experience. From elegant weddings and stylish corporate events to intimate private dinners, every menu is designed to connect people, spark conversation, and create lasting memories.

Andrew's roots run deep in Italian tradition, but his style is modern and flexible, with menus that balance timeless recipes and seasonal Okanagan ingredients. The result is a catering service that feels personal, thoughtful, and

elevated. Couples planning their big day especially appreciate Tonicini's ability to curate menus that showcase signature Italian staples — handmade pastas, vibrant sauces, and indulgent desserts — while tailoring every detail to reflect their vision. Guests are always impressed by Tonicini's signature live experiences, from the impressive giant pasta pan to the interactive pizza station and cannoli cart.

In recent years, Tonicini Modern Italian has grown into one of the Okanagan's most trusted catering names, executing events for anywhere from 20 to 700 guests. Yet, at heart, the philosophy is simple: hospitality means connection, where every dish is made with love, served with passion and shared with joy!

For Andrew, weddings are particularly meaningful. "A wedding meal is a memory that stays with a couple and their guests forever. We approach every plate with that responsibility in mind," he shares. Whether it's an intimate backyard reception or a grand winery

celebration, Tonicini Modern Italian delivers not only food but an atmosphere of warmth and joy.

Alongside catering, Tonicini continues to offer engaging cooking classes during slower seasons, inviting guests to roll gnocchi by hand or simmer sauces the Italian way. It's another way Andrew shares his passion — making food approachable, fun, and connected to tradition.

As Tonicini Modern Italian looks to the future, the mission is clear: to keep improving and sharing the hospitality ideology in the Okanagan, blending the richness of Italy with the beauty and community of Kelowna.

For couples, businesses, and families looking to celebrate life's big or small moments with authenticity, flavour, and heart, Tonicini Modern Italian is ready to make your event unforgettable.



HALL • CASSIE MARSHALL GROUP

DEFINING LUXURY IN OKANAGAN REAL ESTATE

The past year has been a landmark one for the group. Their record-setting \$17.5-million lakeshore estate sale in Carrs Landing marked the largest residential transaction in the history, at the time of sale, of the Association of Interior Realtors, affirming their position at the pinnacle of Okanagan real estate.

At the same time, their portfolio continues to expand to include some of the region’s most notable and complex listings, including the \$45 million Pier Mac gravel pit in Oyama, a once-in-a-generation redevelopment opportunity.

“This past year has been about evolution,” says Scott Marshall. “We’ve expanded not just in volume but in capability, serving clients from vineyard estates to large-scale development properties with the same level of precision and integrity. With nine agents, we’ve taken on the ability to market and sell every real estate type with success.”

The Hall Cassie Marshall Group now comprises nine licensed agents supported by three full-time team members focused on marketing, operations, and client experience. This depth allows them to manage one of the largest active portfolios in the BC Interior while maintaining the highest standards of personalized service. They also represent the largest Sotheby’s International Realty Canada team in the province.

With more than \$300 million in active listings and over \$300 million in career sales, the Hall Cassie Marshall Group operates at a scale rarely achieved outside major metropolitan markets. Their expertise spans lakeshore estates, vineyards, acreages, development land, and luxury residential properties, each represented through cinematic videography, architectural photography, and bespoke storytelling.

Properties are syndicated across 100 international platforms including The Wall Street Journal, Financial Times, Mansion Global, and JamesEdition, reaching qualified buyers worldwide. “We believe luxury is about experience,” says Nate Cassie. “Every image, every word, and every showing reflects the care and intentionality our clients expect.”

Through their proprietary HCM Lakeshore Report, Acreage Report, and Luxury Report distributed quarterly to more than 15,000 households and investors, the group provides in-depth data and curated listings that offer a comprehensive view of the Okanagan’s evolving market. This analytical approach positions them as leading authorities in the region’s upper-tier and development markets.

“The Okanagan continues to mature as one of Canada’s most desirable real estate destinations,” notes Geoff Hall. “Our role is to ensure our clients benefit from that growth through expert positioning and negotiation.”

The Hall Cassie Marshall Group has become synonymous with results that define the marketplace. From record-setting estate sales to transformative land transactions, their work reflects both the heritage and future of the Okanagan, rooted in five generations of local history yet elevated by global reach. They embody the Sotheby’s standard of quality, integrity, and presentation.



“Every client and every property deserves excellence. That’s the foundation of everything we do.”



KNOX MOUNTAIN DENTISTRY



CONNECTION OVER CROWNS: CHANGING HOW KELOWNA FEELS ABOUT DENTISTRY

At the base of Knox Mountain, where Kelowna’s downtown energy meets the calm of the North End, Knox Mountain Dentistry feels right at home.

“I probably went through 200 names trying to figure out what to call this place,” says Dr. Jordan Sanders with a laugh. “Knox Mountain just felt right. The office was designed to feel like a walk through a mountain trail—it’s a little nod to where we are.”

That sense of place and pride in the community is woven into everything the clinic does. Led by Dr. Sanders and Dr. Lindsay Balfour, Knox Mountain Dentistry has become known for its warm, down-to-earth approach and genuine focus on people over procedures.

For Jordan, dentistry has always been about more than fixing teeth; it’s a creative pursuit. He approaches his work like an architect and a problem-solver, drawn to the challenge of building, restoring, and transforming. What excites him most isn’t just the technology, but the process of creating real change for people. It’s the intersection of skill and artistry that keeps him motivated each day.



That same mindset shapes how he leads the clinic. Growing up in the Okanagan, Jordan says Knox Mountain Dentistry represents more than a career; it’s a way to give back to the community that raised him. Reconnecting with Kelowna, he says, feels like coming full circle. “At the end of the day, we’re just a group of people who love what we do,” he says. “We bring that energy into everything, because let’s face it, going to the dentist isn’t always fun. Our goal is to make it a whole lot better.”

Lindsay brings a different but equally human perspective. With a background in psychology, she has a deep appreciation for the emotional side of patient care. Each appointment, she says, is an opportunity to build trust and connection, often during moments when people feel most vulnerable. Blending empathy with a love of science, she finds joy in helping patients understand what’s happening and feel truly supported in the process.

Together, their complementary strengths form the heart of Knox Mountain Dentistry. For both Lindsay and Jordan, success isn’t measured in numbers but in relationships built along the way.

Rather than relying solely on technology or design, the clinic’s approach centers on how patients feel when they walk through the door. “There are so many dentists in this town,” Jordan

says. “We just figure that what really sets us apart is the simplest stuff, our daily, face-to-face interactions with people.”

Lindsay echoes that sentiment, noting that education and empowerment are at the heart of their philosophy. “We take the time to explain everything so our patients can make choices that feel right for them,” she says. “It’s amazing how often new patients say, ‘I’ve never seen my X-rays before.’ Once we walk them through it, they finally understand what’s going on.”

That focus on understanding extends beyond the chair. Knox Mountain Dentistry uses the Oryx Dental Software platform, offering patients access to a secure and user-friendly online portal. Through their personalized MyChart account, patients can easily view dental records, complete forms ahead of appointments, add family members, and book or reschedule visits online, all with the support of the clinic’s friendly team, who are always happy to help get you started.

That commitment to connection and trust has built a strong reputation through word of mouth. “When we ask how people found us, it’s never, ‘I heard you have great tech,’ or, ‘I love the free coffee,’” Jordan says. “It’s always, ‘My friend comes here,’ or, ‘My sister told me about you.’

They say they feel listened to and cared for, and that’s what we’re all about.”

The clinic’s team culture is a big part of what makes that possible. “Our team is curated to be highly skilled and very patient-focused,” Jordan explains. “We always hire for personality first and train for skill.” That authenticity creates an atmosphere that patients instantly feel.

“There’s a lot of laughter in this office,” Lindsay says. “Patients tell us they’ve never heard so much laughter during a dental visit.”

At Knox Mountain Dentistry, the team takes pride in what they do but never takes themselves too seriously. “We’re not the dentist for everybody,” Jordan says. “We don’t try to be. We just want to be the dentist for people who appreciate what we do.”

For Kelowna residents looking for a dental experience that feels human, relaxed, and rooted in community, Knox Mountain Dentistry has found the perfect formula: a mountain-inspired setting, a close-knit team, and plenty of laughter. It’s a place where care goes beyond the chair, and everyone is treated like they belong.

Become part of the family.

LEXI + LAKE

A SPACE DESIGNED FROM THE HEART

The lights were dim, the floors creaked softly, and sunlight filtered through the front windows of a small Kelowna boutique. Standing in the middle of what would soon become the expanded home of Lexi + Lake, Amanda Bell didn't just see shelves of furniture and décor — she saw potential. A vision of what the space could be.

"It wasn't just about furniture," she recalls. "I wanted to create something that felt curated yet comfortable, sophisticated yet sincere, and most importantly, deeply personal."

In October 2020, in the midst of a global pandemic, Amanda took a leap of faith and invested in her vision. The world felt uncertain, but her instincts told her it was the right move. With years of experience as a lead designer in the furniture industry, she knew what worked, what people wanted, and how to build relationships that last. With that experience, she knew right away that she could expand the store into something more."

That vision came to life quickly. What was once a 1,500-square-foot shop grew into a beautifully curated 4,000-square-foot showroom, filled with furniture, lighting, wallpaper, area rugs, and home accessories. Today, Lexi + Lake is one of Kelowna's most admired destinations for home design — a place where style meets soul.

But what truly sets it apart isn't what's on display; it's how the space feels. The store reflects Amanda's personality: grounded, creative, and people-focused. Every interaction is rooted in care and connection. Clients are greeted by name, conversations flow easily, and even if you're just browsing, you're welcomed like family.

"The secret to my whole career is people," Amanda says. "If you ask me what my best skill is, it's that. I've been able to surround myself with talented people and create an environment where everyone feels comfortable."

That philosophy extends to her team — Natalie and Heather, her "partners in creativity," who bring balance to every detail. The Team's keen eye for design shapes the store's aesthetic and social media presence while ensuring everything behind the scenes runs seamlessly.

Together, they form a team that's not only professional but genuinely passionate about what they do.

Their in-house delivery crew shares that same pride. With their own truck and white-glove service, Lexi + Lake guarantees the experience from showroom to living room. Every piece is opened, inspected, and delivered with care. "For many people, furniture is deeply personal; it's a reflection of who they are and how they live."

That focus on quality also drives what fills the showroom. Amanda works with over 100 suppliers, many of them Canadian. "We've always had a strong Canadian supplier list," she explains. "It's important to me that we support our economy when we can." From Montreal-made upholstery to pieces crafted right here in B.C., every collection is chosen for its craftsmanship, sustainability, and story.

Design-wise, Amanda's philosophy is simple: be aware of trends, but don't chase them. Her team draws inspiration from fashion, colour, and texture, but always leans toward timelessness.

"We're aware of all the trends," she says, "but we're careful not to go too far into them. Good design lasts."

That same sense of warmth and ease extends to how Lexi + Lake welcomes its guests, including four-legged ones. The store is proudly pet-friendly, offering treats at the counter. "Nothing here is too precious," she says with a smile. "People live in their homes. We want to make sure their spaces reflect that."

It's that down-to-earth approach that keeps customers coming back. Amanda and her team offer honest advice and creative solutions. They'll help you prioritize pieces, balance investment with impact, and design a space that truly fits your life, whether it is one piece or an entire house.

Her generosity also extends beyond the showroom. Through community giveaways and furniture donations to the women's shelter, Amanda gives back in the same spirit that's built her business. "I really believe positivity breeds positivity," she says. "I feel fortunate, and I like to pay that forward."

Amanda celebrated Lexi + Lake's fifth anniversary this last year. She reflects on the journey, not just as a business owner, but as a woman leading with heart and authenticity. The milestone will be marked with champagne, good company, and the warm energy that has become the store's signature.

Five years after taking that leap, Amanda still walks through the doors every morning with the same spark she felt on day one. What began as a risk has become a gathering place for creativity, connection, and comfort, proof that when you design with heart, everything else falls beautifully into place.

Never been to Lexi + Lake? Come by, grab a coffee, and make yourself at home. Sit on the couch, wander through the showroom, and chat with us. There's never any pressure here. We love when people come to browse, dream, and get inspired. When you're ready to make your space feel like you, we'll be right here to help.



When Angela Moore first imagined her career, finance was nowhere on her list.

“I wanted to be a school teacher,” she said. “I loved the idea of planning, presenting, and empowering the next generation.”

The future looked different after Angela took a reception job at IG Wealth Management. Surrounded by inspiring women who were thriving in the industry, Angela started to see a future she had never considered.

“I realized advisors educate their clients every single day, and it truly clicked into place,” she explained. All of the aspects of teaching are

encompassed in the financial planner/client relationship model.

From that point, her career took shape. She moved from receptionist to assistant and eventually built her own practice with her assistant, Megan. Today, they focus on a group that is often overlooked in finance – millennials and young families who are actively saving, setting goals and trying to build their future.

“In our industry, we see a lot of advisors geared towards pre-retirees and retirees with their wealth already built. The reality is not a lot of

people have that, especially in the 28-43 year old age category” she said, speaking from experience as a younger adult herself. “I feel like our practice fills a niche gap in our industry focusing on building wealth.”

Her team's process is hands-on and highly personalized. They work primarily with those still building, helping them navigate challenges like home ownership, debt management, cash flow analysis, and family planning. She believes the need for guidance at this stage of life is often greater than people realize. One of her most impactful programs is her “budget boot camp,” where she checks in with clients bi-weekly to help them develop better spending habits and create realistic, sustainable plans.

“There’s no judgement or negativity intended. It’s meant for purely educational purposes,” she noted. “Cashflow management is such an important and crucial part of a client’s plan. Sometimes we get so wrapped up in societal stigmas that it turns into something that becomes normalized in our daily routine. For instance, ordering Skip the Dishes every other night, I’m here to tell you, it’s not normal. If you save that cashflow instead, with compounding and time in the market, you can achieve so much more, you’re giving up your legacy for small instant gratifications. It’s not worth it.”

The bootcamp runs for three months, and clients often begin with only a vague sense of where their money is going. By the end, most have a clear picture of their habits and how to make meaningful changes to reach their goals. “For us, having one person impacted is really rewarding, especially when two years later they get to buy that house and they attribute some of that success due to the planning.”

Beyond budgeting, Angela helps clients with the full scope of planning – savings and investments, estate planning, insurance and even conversations about significant life events like weddings, children, major purchases, and separations. For her, planning is not just about retirement decades away, it’s about creating a life that aligns with her clients’ goals right now and for the future.

“Our practice is consistently evolving and finding new ways to bring a fresh perspective to planning. I think that when we have meaningful



and impactful conversations with our clients, we open the door to a future of possibilities. We love options and empowering clients to have the power of choice. That’s why we are here.”

“I strongly believe that the work we do matters, and people notice which speaks for itself through genuine and real referrals.” The biggest compliment Megan and I can receive is by having our clients refer their friends, family members and even their parents. We often hear from client’s loved ones, “Our financial advisor isn’t doing that for us”.

“The industry itself is changing. With more young planners entering the field and baby boomers retiring, there is a shift toward approaches that are more planning focused and less reliant on only discussing the investments that make up your portfolio. Clients are noticing their fees on their statements and they want to see real genuine advice that comes along with it.” We provide our clients with a plan, not a statement.

Being named one of the Faces of Kelowna for finance is a milestone that she sees as a reflection of this work.

“It’s a huge honour because it means that there’s trust. It shows we’re building rapport with our community,” Angela explained. “To us, it’s validation that what we’re doing is working. The face of finance is about redefining the future of planning and providing true comprehensive advice for everyone.”

For those who are hesitant to begin planning, her advice is simple: start small and set realistic goals.

“Define your goals. What are they? Do you track them? How do you measure your success? Do you celebrate your wins?” she said. “The first step will always be the scariest, but it is the most important because it means you’re taking action.”

If you are ready to start building your financial future with clarity, structure and the support of someone who understands your stage of life, Angela and Megan are ready to help guide you forward, one practical step at a time.



ANGELA MOORE

REDEFINING FINANCIAL PLANNING FOR A NEW GENERATION

WISE ON HOME INSPECTIONS

ELEVATING HOME INSPECTION STANDARDS

Buying a home is a big decision, and Wise on Home Inspections gives buyers and sellers the insight they need to move forward with peace of mind. Trish Wise, founder of Wise on Home Inspections, brings expertise, precision, and approachability to a process that can often feel overwhelming.

At 43 Trish made the bold decision to leave her successful real estate business, invest in herself, and go back to school. A chance conversation about a woman home inspector sparked her curiosity. After shadowing an inspector for a day, Trish realized the work suited her perfectly. "It combined everything I loved — being thorough, helping people, and understanding how homes really work." This leap launched Wise on Home Inspections, now a trusted name across the Okanagan.

An inspection is an essential step in buying or selling a home, Trish explains "It's not about ticking boxes or just pointing out flaws, it's about helping people make informed decisions." Yet as important as it is, it's a profession that often goes unseen. It's also one where women are dramatically underrepresented; fewer than 20 women are counted as part of the nearly 500 licensed home inspectors in B.C.

"We need more women in the inspection industry and across all trades," she says. "Different perspectives make a profession stronger. Patience, focus, and attention to detail are real strengths in this work, qualities many women naturally bring."

Her inspection process, from roof to foundation, is efficient and methodical. Trish knows that sellers expect timely completion, while buyers need clear, reliable details about the home. Striking that balance requires focus, routine, and organization. Her reports go beyond the basics; thorough, easy to understand, actionable, and tailored to each client. Delivered the same day, the reports point out the problems but also explain what they mean, why they matter, and what to do about them.

That level of professionalism, care and clarity sets Wise on Home Inspections apart. Every inspection is done with the same diligence as if it were for her own family. And in a growing market like Kelowna, that kind of trust is everything.



Lic#70005

“We’re really there to help people avoid surprises,” she says. “And to make sure they understand the key information about the home.”

Beyond her own inspections, Trish makes education a central part of her work. She teaches at the same school where she trained, writes educational resources for HIABC, mentors inspectors across B.C. and serves as a final examiner for new inspectors. She is deeply committed to teaching and raising industry standards.

Her efforts have been recognized with the Bill Hopen Award in 2021 for outstanding contributions to the profession, and most recently, the HIABC President’s Award for ongoing leadership and service.

For Trish, every inspection is a chance to lead by example — “Each inspection is an opportunity to share knowledge, support homeowners, and raise the standard of the profession,” she says.

So, whether you’re buying, selling, or just want peace of mind, trust Trish Wise and Wise on Home Inspections to inspect what matters most. Learn more at www.wiseonhomeinspections.com.

WOLSEY WALL

ARCHITECTURE & INTERIOR DESIGN

ROOTED IN VALUES, CREATING SPACES THAT TELL STORIES

When Brian Wall and Jeni Wolsey decided to combine their talents, it wasn’t about ego or a signature style. It was about listening to clients, to community, and to each other and building something meaningful together.

For years, Brian led an architectural practice and Jeni owned an interior design firm. They often found themselves recommending one another. “I’d say, ‘Jeni’s the right person for this project,’” Brian recalls. “And when she needed an architect, she’d give us a nudge. We’ve always enjoyed each other’s process.”

What began as an easy collaboration became a rethinking of how the industry works. “The traditional model, where interior designers, architects, engineers, and clients collaborate from separate corners, is flawed,” Brian explains. “We wanted to change that. True collaboration eliminates the tug of war and serves the client more fully.”

Jeni saw that shift reflected in the results. “When clients experienced seasoned architecture and interior design under one roof, their response was incredible,” she says. “They’d ask, ‘Why aren’t more firms doing this?’ Because the outcomes were just that impactful.”

That philosophy is anchored in Wolsey Wall’s core values: LIGHT—Loyalty, Integrity, Growth, Humility, and Tenacity. “Those values guide every decision, who we hire, how we work, and who we collaborate with,” Jeni says. “We’d rather grow slowly with the right people than quickly at the expense of what we believe in.”

They affectionately call their team “unicorns,” a rare mix of talent, curiosity, and authenticity. “Everyone has a seat at the table,” Jeni adds. “Whether it’s accounting, architecture, or design, everyone’s experience matters. That’s what generates creative solutions.”

Brian describes their approach as calm and solutions-focused. “Nothing constitutes an emergency,” he says with a smile. “We take a breath or sip on a glass of wine and find the right path forward.” Jeni laughs. “If we haven’t laughed once in a day, we’ve failed.”

Their equal leadership creates a natural rhythm. “Sometimes architecture leads interiors, sometimes interiors lead architecture,” Brian says. “It’s a dance that becomes something greater than either discipline alone.”

At the heart of every project is the client. “This isn’t our building,” Jeni emphasizes. “It’s yours. We want to hear your voice in the process.”

That belief often challenges the stereotype of architects designing monuments to themselves. “If you see an architect’s personality in a building, that’s a failure,” Brian says. “A building should reflect the people and purpose it serves.”



Listening to clients, communities, and culture has shaped some of Wolsey Wall’s most meaningful work. When designing a youth centre for a First Nation partner, the team spoke directly with local young people. “They told us they wanted colour- tons of colour,” Jeni recalls. Inspired by a traditional headdress, the team wove more than 50 vibrant hues into the walls, celebrating the community’s energy and identity.

In another project, a story from an Elder named Charlie reshaped a cultural centre’s design. “He told us about a rock where people would burn sweetgrass before entering,” Brian says. “From his words and gestures, we designed glulam beams to echo that shape and placed a four-ton rock at the entrance to honour the tradition.”

For a child and family services building, the team created spaces focused on comfort and restoration rather than formality. “In interview rooms for children, we used light therapy,” Jeni explains. “The space can fill with whatever colour makes a child feel safe; pink, green, purple, rainbow, so they can share their story with less fear.”

Being rooted in place matters deeply. “You can’t design authentically for a place you don’t understand,” Jeni says. “Kelowna feels like a big family, and the Okanagan has a unique rhythm that influences how we build here—if you know, you know.” Brian agrees. “It wasn’t until we became part of the community that people trusted our perspective. Understanding place means earning it.”

When it comes to legacy, both founders turn the spotlight away from themselves. “I don’t want to leave a personal legacy,” Jeni says. “I want our work and relationships to stand the test of time. The fact that clients return project after project tells us it’s about trust, not ego.”

Brian echoes the thought: “The legacy we want is for our buildings to endure 150 or 200 years from now because they were designed with purpose and integrity.”

For Wolsey Wall, architecture and interior design are not about the names on the drawings, they’re about values, humility, and creating spaces that reflect people, communities, and stories for generations to come.

ECORA

MANISH NAYAR LEADS ECORA INTO ITS NEXT CHAPTER



Ecora's newest chapter begins with a leader who understands both the power of regional expertise and the necessity of national strength.

Manish Nayar, the new CEO of Ecora, is widely recognized in Canada's engineering and infrastructure sectors as a visionary builder of companies. As the Founder and Executive Chairman of PRI Engineering, Manish has spent his career growing specialized firms into trusted, high-performance organizations that anchor meaningful community development. Now, with PRI's acquisition of Ecora, he steps into a new role that brings his long-term vision into the heart of British Columbia.

Known for his strategic mindset, his passion for people, and his ability to scale companies without sacrificing culture, Manish is focused on one mission: elevating Ecora into the pre-eminent regional mid-size engineering firm in Western Canada. For him, this new chapter is not about becoming a faceless national corporation. It is about strengthening a company that understands the communities it serves and giving it the resources to make an even bigger impact.

"What excites me most is the opportunity to become the leading regional firm in Western Canada," he explains. "We have six core offices in BC, each deeply rooted in its community. Now, with PRI's support, our teams can focus on building strong, long-term relationships and bringing significant infrastructure and housing dollars into the communities we serve."

The acquisition immediately strengthens Ecora's capabilities and reach. All six BC offices — Kelowna, Kamloops, Penticton, and the three serving the Lower Mainland — now operate as a unified platform with greater depth, more specialized talent, and enhanced technical capacity.

"We can offer an unparalleled level of service across every office," Manish says. "PRI is committed to growing each BC location and attracting the very best talent."

With expanded resources, Ecora can now lead larger, more complex infrastructure and housing projects across the province. This scale is crucial for securing provincial and federal funding for transportation, climate adaptation, and community development.

Beyond British Columbia, Manish sees thoughtful opportunities for growth. Ecora intends to expand into neighbouring provinces and territories by leveraging its BC-based expertise in resource management, environmental engineering, and work in complex terrains.

Despite the organizational growth, Manish stresses stability above all else. Clients will continue working with the same project managers, engineers, and specialists they trust. The difference is that Ecora can now respond faster, collaborate more broadly, and solve complex challenges with far greater efficiency.

"When a difficult project lands on our desk, we can instantly mobilize PRI's collective resources. Clients will see stronger solutions delivered more quickly."

Blending two organizations requires more than merging systems. It requires merging values. Manish's guiding principle is simple: be relationship-first.

This approach shows up in two key ways. First, every Ecora office will retain its regional decision-making, ensuring local knowledge guides every project. Second, Manish emphasizes that meaningful, respectful partnerships with First Nations must shape the company's future.

"First Nations relationships are fundamental to everything in BC," he says. "Our combined firm must prioritize engagement, respect, and shared prosperity."

Manish identifies the province's most urgent needs as Ecora's biggest opportunities. The company is preparing to play a major role in accelerating the delivery of sustainable and affordable housing. Ecora will also focus heavily on transportation resilience, climate adaptation projects, resource development, and energy infrastructure.

"We have a responsibility to help future-proof BC communities."

Ecora will also build cross-provincial specialization, exporting BC's expertise to support other regions facing similar challenges.

Manish sees three forces shaping the future of engineering in Canada.

First, Indigenous-led development will define how major economic and infrastructure projects move forward. Building trust and fostering true partnership will be essential for long-term success.

Second, predictive digital engineering will accelerate project delivery through AI, digital twins, and advanced geospatial technology, allowing for safer, greener, and more efficient outcomes.

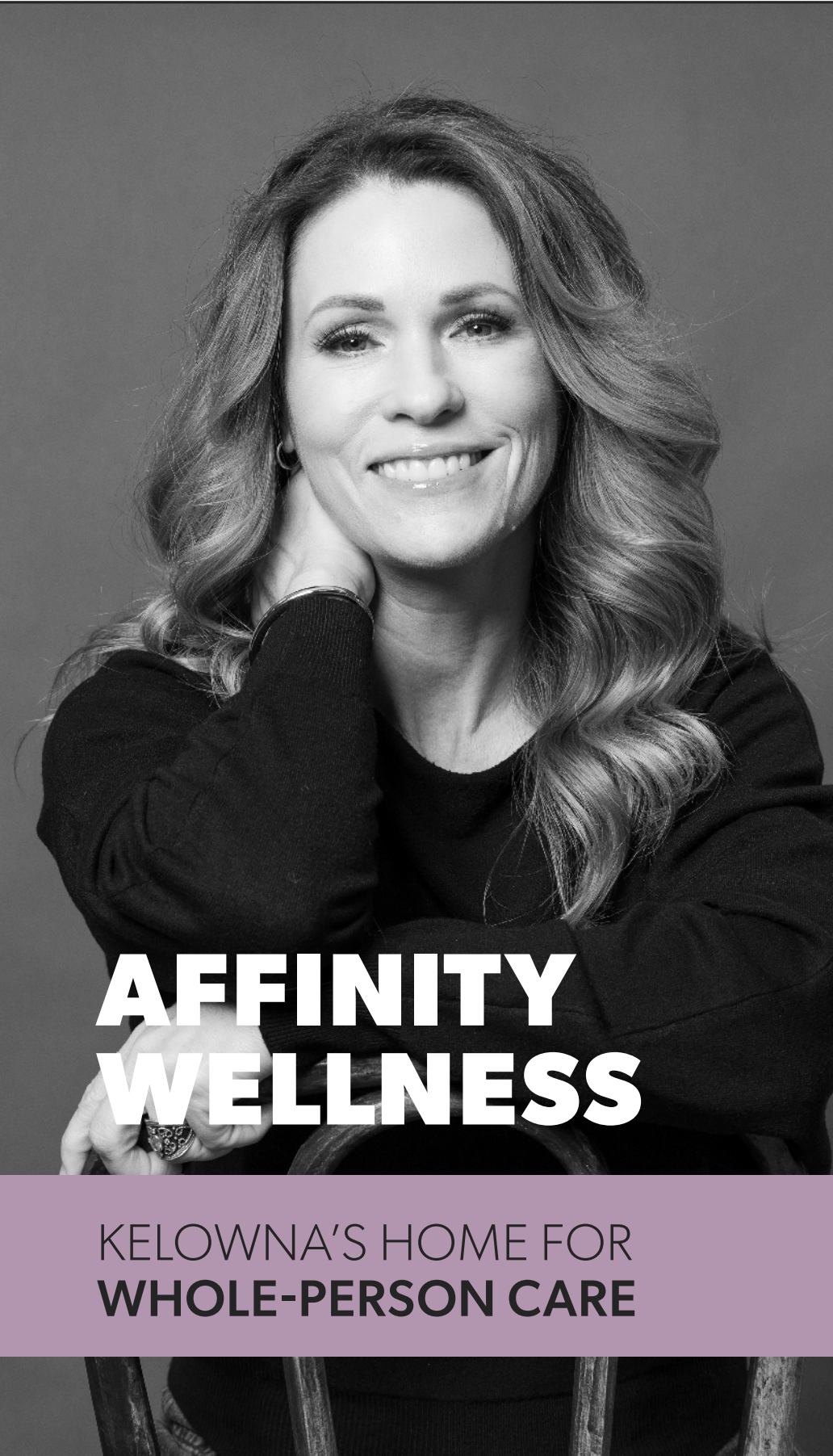
Third, climate resilient engineering will become non-negotiable, especially in a province where wildfire, flooding, and seismic activity are constant risks.

When asked about his legacy, Manish reflects not on himself, but on the impact he hopes Ecora will have.

"I want Ecora to be the premier regional engineering partner in Western Canada. That means delivering innovation and value, championing meaningful relationships with clients, communities, and especially First Nations partners. And it means leveraging PRI's scale while keeping our regional roots strong."

With Manish Nayar at the helm, Ecora enters its next chapter with clarity, confidence, and a renewed commitment to shaping a stronger, more resilient future for British Columbia and beyond.





When you walk into Affinity Family Wellness, you immediately feel something different. Patients often describe a sense of being welcomed, supported and cared for – not just as clients, but as people.

Since 2011, the clinic has grown into one of Kelowna’s most trusted wellness centres. It’s built on a culture that blends compassion with professionalism, which has always been the vision for founder and clinical director Kyla Feddersen.

“At Affinity, we believe true health happens when the mind, body and spirit are cared for together,” she explained. “We’re not just a clinic with individual providers, we’re a team that collaborates across disciplines to help people feel better, move better and live better.”

That collaborative approach is rooted in four core values: responsibility, compassion, communication and collaboration. According to Kyla, these are not just guiding principles but daily practices that shape every interaction, from the way the front desk team greets patients to how practitioners build treatment plans together. Every detail matters, because those small, intentional moments are what make patients feel at ease.

Health care can often feel overwhelming, but Affinity works hard to create an environment that feels warm and approachable.

“From the first phone call to the last follow-up, we want patients to feel heard, respected and genuinely cared for,” Kyla said. “That could mean a physiotherapist designing a plan to help someone get back to their sport, a chiropractor restoring mobility, or a counsellor providing space for healing. Even something as simple as our front desk team making it easy to book can make a difference.”

Affinity is intentional about making each patient feel like the most important person in the room. That commitment to service has helped the clinic become a trusted choice for families across Kelowna. Patients know they’ll be listened to, given the time they need and supported beyond their appointment.



What makes Affinity stand out is the range of services available under one roof. The clinic brings together physiotherapy, chiropractic care, massage therapy, manual osteopathy, counselling, kinesiology, dietetics and occupational therapy. Each discipline is valuable on its own, but the real strength lies in how they complement one another.

A patient recovering from an injury might work with both a physiotherapist and a kinesiologist. Someone managing stress may benefit from a combination of counselling and massage.

We’re proud to support families of all ages, offering care that meets the unique needs of both parents and children.

“It’s whole-family, whole-body support, and it makes care more effective,” noted Kyla.

The collaborative nature of Affinity allows patients to access care that evolves with them. As life changes, so do their health needs, and having a team that can adapt quickly makes a difference.

Since opening its doors, Affinity has grown largely through word of mouth. Kelowna is a community that values wellness, and positive experiences quickly spread through families and friends.

“It’s trust,” Kyla said. “Kelowna is a community that values wellness and word of mouth means everything. People don’t just come for a treatment, they come because they know we’ll take the time, listen deeply and help them achieve their goals. That’s why generations of families come to us.”

That trust has been earned by consistency. Patients return because they know they’ll receive the same thoughtful care every time, regardless of which practitioner they see. Many have become long-term clients, building relationships that last years and even decades.

While the clinic has grown, its focus has remained on relationships, not numbers. Still, Affinity continues to expand its programs to meet evolving needs in the community. New initiatives include occupational therapy for patients with ADHD,

Pre/PostNatal Care as well as education workshops designed to reach people beyond the clinic walls. Technology is also being explored as a way to support patients between visits, ensuring care extends beyond the appointment.

For Kyla and her team, the vision remains constant. “We’re excited to keep innovating while staying true to our roots,” she explained. “That sense of belonging is what keeps us motivated every day.”

Kyla often reflects on what Affinity means to the families it serves. For her, wellness is not an optional extra but something foundational to living a full life. “At Affinity, we often say we’re more than a clinic, we’re a community,” she said.

“Wellness is not a luxury, it’s a foundation for living well. We feel so privileged to walk alongside the people of Kelowna on their journey to better health.”

PUSHOR MITCHELL

THE NEW FACES OF PUSHOR MITCHELL



Kelowna’s growth is powered by people, the entrepreneurs, professionals, and community builders who see opportunity not only in business but in connection. For more than five decades, Pushor Mitchell LLP has been part of that story. As one of Kelowna’s longest-standing law firms, Pushor Mitchell has built its reputation on legal excellence, strong relationships, and a deep commitment to the community it serves.

Today, the firm continues that legacy by welcoming The New Faces of Pushor Mitchell; three associates who represent the next generation of legal talent shaping the Okanagan’s future: Derek Graham, Tiffany Lee, and Cassidy Cyra. Each brings distinct experience, energy, and perspective to Kelowna’s evolving legal landscape, united by a shared commitment to community.

“Growing up in Kelowna instilled in me a deep appreciation for the entrepreneurial spirit of this region,” says Derek Graham, an associate practicing Business Law, Securities Law, and Real Estate. “Beginning my career at Pushor Mitchell has allowed me to work with businesses in Kelowna, throughout the Okanagan, and across British Columbia, supporting their growth and success.”

Derek’s practice focuses on helping companies navigate the complexities of business transactions, real estate development, and corporate governance. A graduate of UBC Okanagan (Bachelor of Management, 2020) and the University of Calgary (Juris Doctor, 2023), he articulated at a corporate finance and M&A firm in Vancouver before returning home in 2024.

“Kelowna has always been home,” Derek says. “There’s a strong sense of collaboration here. People genuinely want to see each other succeed. Being able to contribute to that through my work is incredibly fulfilling.”

Tiffany Lee, who practices in Employment Law and Civil Litigation, adopts a human-centered approach, helping employers and employees navigate workplace issues with empathy and expertise.

“As a member of the Kelowna community, I’m reminded daily that workplace law isn’t only about navigating rules, regulations, and policies, it’s about strengthening the network of people and organizations that make up our city,” she says. “Being at Pushor Mitchell has enabled me to be part of a vibrant, respectful, and supportive group of individuals committed to excellence, growth, and community development.”

Born and raised in Victoria, Tiffany earned her Juris Doctor from Bond University in Australia. Before returning to British Columbia, she worked with the Australian federal industrial relations tribunal and a national union. She has represented clients before both the Supreme Court and Provincial Court of BC.

“Employment law is about people,” Tiffany says. “When you can help resolve conflict and restore fairness in the workplace, you’re helping strengthen the whole community.”

For Cassidy Cyra, law is about guiding people through some of life’s most personal and challenging moments. Raised in Kelowna, Cassidy is an associate lawyer with a practice focused on General Litigation and Family Law.

She advises clients on corporate and commercial disputes, construction litigation, bankruptcy and insolvency matters, and family law — an area she finds especially meaningful for its human impact.

Cassidy earned her Bachelor of Science (Earth and Environmental Science) from UBC Okanagan and her Juris Doctor from the University of Calgary. After articling in Calgary, she was called to the Alberta bar in 2025 before returning home to join Pushor Mitchell.

“Coming back to the Okanagan felt right,” she says. “There’s a strong sense of connection here. Clients aren’t just names on a file; they’re part of the same community we live in.”

The New Faces of Pushor Mitchell reflect a firm that is both proud of its past and excited for its future. With more than 50 years in Kelowna, Pushor Mitchell is deeply rooted in the community, supporting local initiatives, investing in people, and building long-term relationships that strengthen the region.

The firm’s approach to recruitment goes beyond technical skill. It centers on shared values: integrity, collaboration, and a genuine commitment to community. This philosophy has made Pushor Mitchell a destination for lawyers across Canada who want to do sophisticated, meaningful work while staying closely connected to people and community.

For Derek, Tiffany, and Cassidy, that sense of belonging is what makes their work meaningful. Whether advising local businesses, resolving workplace challenges, or supporting families through transitions, each is helping strengthen the connections that make Kelowna such a vibrant and supportive place to live and work.



Some of the best ideas start with a beer and a conversation. For Darren Gill and Kory Zelickson, that casual chat turned into Bios Wellness Clinics, a Kelowna-based company quietly transforming how independent wellness and medical aesthetics clinics operate across North America.

Rather than creating one brand to rule them all, Bios Wellness is building a connected network of locally loved clinics that retain their own names, staff, and culture. Behind the scenes, the company provides what many practitioners need most: business support, structure, and scalability so they can focus on what they do best, caring for patients.

“It’s a founder-first approach,” says Gill, Co-Founder and CEO. “Private equity has its place, but this is a people business. You can’t just look at margin and volume and forget the human side. That’s where we’re different.”

Gill’s career began in the automotive sector before he joined a tech startup that grew from a hundred to over four thousand employees worldwide. He later joined Deloitte where he was a leader in the integrations and separation advisory practice in western Canada, where he worked on deals across BC and Alberta. After years of scaling global corporations, he wanted to build something closer to home and more personal.

“We could have done this in Toronto or Vancouver, but we wanted to prove that world-class companies can be built right here in Kelowna,” he says.

That vision has taken root. From its headquarters in the Kelowna Innovation Centre, Bios Wellness acquired its first clinic in June 2024. Less than a year later, the company is approaching 10 clinics, with a growing list of new clinics on the way and long-term plans to expand to as many as two hundred across North America.

For Co-Founder Kory Zelickson, the drive behind Bios Wellness was personal. Years ago, he battled chronic migraines. When a doctor prescribed a strong antidepressant, a pharmacist urged him to seek alternatives. Zelickson turned to IV nutrient therapy, a service offered at many wellness clinics, and the results were life-changing.

“That experience completely shifted my perspective,” he says. “It opened my eyes to how powerful these treatments can be and how little awareness there still is.”

An engineer and lifelong entrepreneur, Zelickson saw that many clinic owners were spending more time managing payroll and marketing than treating patients. “We realized we could build a platform that lets them focus on what they love while we handle the business side,” he explains.

At its core, Bios Wellness isn’t about creating clones. Each partner clinic keeps its brand, reputation, and personality. The team steps in only where needed, handling operations, HR, accounting, and marketing so practitioners can focus on care.

“We’re not overly corporate,” says Gill. “We take whatever culture the clinic already has and enhance it, not detract from it.”

Zelickson adds that people and culture are the real differentiators. “Patients come because they trust their provider. They have real connections with their nurse injector, their naturopath, their doctor. So for us, the biggest focus when we buy a clinic is on the people and how we support them.”

That commitment extends to every acquisition. When a clinic joins Bios Wellness, Gill or Zelickson personally visit the site, meet the team, and ensure everyone feels confident and valued. “We know these transitions can create anxiety,” Zelickson says. “We want every person to feel secure and excited about the future.”

Bios Wellness also aims to shift public perception of the industry. While aesthetic services like Botox and fillers are part of the mix, much of the company’s focus lies in functional and preventive medicine, including hormone therapy, IV nutrition, biohacking, and holistic wellness.

“There’s still a lot of public education to be done,” Zelickson says. “People associate our space with cosmetics, but there’s so much more. Women’s health, hormone balancing, and other therapies are often covered under extended benefits but underutilized.”

Bios Wellness may be growing quickly, but its foundation remains firmly planted in the Okanagan. Both founders see Kelowna as more than just a beautiful place to live; it’s the perfect ecosystem to launch a wellness company with purpose.

“What keeps me going isn’t just the growth numbers,” says Gill. “It’s the people—the doctors we meet, the teams we support, the patients whose lives are changing.”

Zelickson agrees. “This is our backyard. We’re proud to be building something here that helps both clinics and patients thrive,” he says. “At the end of the day, it’s about helping people feel and function at their best.”

From the heart of downtown Kelowna, Bios Wellness Clinics is proving that innovation doesn’t have to come from a big city. It can start with two entrepreneurs, a shared belief in better care, and a commitment to putting people first, one clinic, one community, and one patient at a time.



BIOS WELLNESS CLINICS

BUILDING A PEOPLE-FIRST NETWORK
RIGHT HERE IN KELOWNA



LUCRA GROUP

REDEFINING THE INDUSTRY WITH LUCRA GROUP

Bookkeeping isn't typically a business owner's favourite part of running a company. It often gets pushed aside, but it's one of the most important things to get right. When the books fall behind and reports lose accuracy, business owners are left making decisions in the dark.

That's where Lucra Group comes in — turning bookkeeping into a powerful tool. More than numbers, Lucra provides financial clarity that drives profit.

"We're a CPA firm, but we only do bookkeeping," explained CEO Terrance Visser. "It's a unique service we focus on."

With a background in corporate finance, mergers and acquisitions, and business ownership, Terrance saw firsthand how overlooked bookkeeping can hinder growth — and how the right financial visibility can transform leadership decisions.

He realized many businesses didn't need a full-time CFO — they just needed timely, accurate bookkeeping to guide decisions. That insight inspired Lucra Group's creation: a firm dedicated solely to bookkeeping done right.

Partnering with an experienced CPA, Terrance witnessed how poor bookkeeping created costly delays for businesses. Together, they founded Lucra Group with a clear vision.

"Let's just focus on bookkeeping. Let's do it right. Let's provide businesses with CFO, CPA, and controller expertise by just doing the bookkeeping," he said.

What makes Lucra Group different is its proactive approach. Many business owners rely on gut feelings or bank balances to make decisions, which creates stress and uncertainty. Lucra ensures clarity by reconciling and closing every month, then delivering a management reporting package that reveals trends and opportunities.

"We see so many business owners trying to make decisions on gut feelings, sales, or their bank balance," Terrance noted. "They're stressed because they don't have a clear picture. So we reconcile and close every month, then provide a management reporting package."

In one case, Lucra flagged issues within a week of month-end, allowing the client to act immediately rather than waiting up to a year for year-end results.

"Here's the trend we see, here are the flags, let's fix this now," Terrance explained.

This timely insight is what Terrance believes redefines bookkeeping — turning it from a historical record into a forward-looking management tool that empowers better decisions.

Lucra Group has grown quickly beyond Kelowna. Though founded locally, they now serve clients across North America as a fully cloud-based firm. Their clients range from sole proprietors to businesses with more than 100 employees across multiple locations.

By helping companies move from outdated, manual systems to modern, cloud-based platforms, Lucra gives owners real-time visibility into their finances from anywhere. Gone are the days when bookkeeping needed to be done in-house.

Another key part of their success is collaboration with accounting firms.

"Accounting firms love us," said Terrance. "They'll admit bookkeeping isn't their favourite, so we take it off their plate. One partner told us after a year-end handoff that they didn't have a single question."

By specializing in bookkeeping, Lucra allows accountants to focus on higher-value services like tax and advisory work, while businesses save money and stress at year-end.

Terrance is clear about Lucra's long-term vision. "We'll never do more than bookkeeping — that's what we've committed to. We want to be the bookkeeping brand for North America," he stated.

Behind the systems and processes is a remote team that works collaboratively across locations.

"We can bring in different expertise from anywhere," Terrance noted. "We've built efficient processes by leveraging the best technology available to serve our clients."

And for Terrance, it all comes down to peace of mind.

"We don't like seeing business owners stressed and anxious over bookkeeping when this foundational tool can bring them clarity and confidence every month"

Lucra Group proves that when done right, bookkeeping is more than just keeping numbers straight — it's about giving businesses the insight they need to grow, adapt, and make confident decisions.

Discover what clarity feels like. Contact Lucra Group today and experience bookkeeping done right, every single month.





COMFORT TECH

TRUSTED COMFORT, BUILT LOCALLY

When the Okanagan’s weather swings from scorching summers to icy winters, having a reliable home comfort system isn’t just a luxury; it’s a necessity. For countless homeowners, Comfort Tech Heating and Cooling has become the trusted name for dependable service, skilled workmanship, and genuine local care.

Locally owned and operated, Comfort Tech has built its reputation on doing things the right way: honest advice, quality products, and meticulous installation. The team understands that comfort goes beyond temperature—it’s about creating safe, efficient spaces where people can truly relax.

Comfort Tech isn’t a large franchise; it’s a local business deeply rooted in the Okanagan. From day one, their philosophy has been simple: treat every customer like a neighbour. That means showing up when they say they will, communicating clearly, and standing behind their work. Whether it’s a new furnace installation, a summer A/C tune-up, or an emergency call on a cold winter night, Comfort Tech brings the same level of dedication and professionalism to every job.

“Our customers are people we see at the grocery store or the hockey rink,” Terri shares. “That’s why doing right by them matters too, it’s personal.”

Comfort Tech offers complete HVAC services for residential customers, including installations, repairs, and maintenance. They work with leading brands to ensure every system is reliable, energy-efficient, and built to last. As technology evolves, the team continues to train and adapt, embracing innovations like heat pumps and advanced air purification systems that improve indoor comfort and lower energy costs. They’re also known for their precise, detail-oriented installations. Every system is carefully designed for the specific home or building, ensuring maximum performance and efficiency.

That technical expertise has earned Comfort Tech a loyal following and countless word-of-mouth referrals. Customers appreciate their ability to explain things clearly, upfront pricing, and assistance, helping homeowners make smart, cost-effective choices.

What sets Comfort Tech apart is their focus on long-term value rather than quick fixes. Their work is meant to last because when heating or cooling systems fail, homeowners deserve a company that cares about durability as much as comfort. Every technician on the Comfort Tech team takes pride in their craftsmanship. It shows in the little things: quality installations, constant communication, and taking the time to leave a home as tidy as they found it. That attention to detail has made them one of the most trusted names in the Okanagan’s HVAC industry.

Comfort Tech doesn’t just focus on the work—they focus on the people who make it possible. They take their responsibility as an employer seriously, creating a workplace where people feel supported, valued, and treated like family.

“Being part of the Okanagan means being accountable to the people around you,” they say.

“ We believe that support doesn’t end when the workday does. Our team and their families matter to us—we celebrate their successes, and support them during challenges. When our people feel valued and cared for, they can do their best work for our customers. That’s what family means to us at Comfort Tech.”

As the Okanagan continues to grow, Comfort Tech remains focused on what matters most: helping people feel at home. Their combination of modern expertise and small-town integrity has built a business based not on sales, but on trust. Whether it’s a quick service call or a full system replacement, every job reflects the pride they take in their work.

Comfort Tech proves that comfort isn’t just something you feel in the air. It’s something you feel in the way you’re treated.

Shane Jensen, a Partner with New Quest Consulting Group saw the shifting tides of workplace culture long before they became mainstream conversations.

Jensen and the New Quest team have spent over two decades helping organizations transform how they attract, retain and develop talent. Some of the unique factors that set New Quest apart are a relentless commitment to excellence, staying current with the latest research, methodologies and workplace practices, and a laser focus on client success with a passion for building high-performance teams and engaged workplaces.

When Jensen first founded the company in 2005, leadership looked very different. Traditional workplaces operated under a rigid, top-down structure where employees were expected to simply do their job. Concepts such as workplace culture, leadership development, and employee engagement were often considered secondary concerns.

Jensen, however, saw something coming. Inspired by the book "Boom, Bust and Echo" by David Foot, he recognized that the coming demographic shifts would create a multi-generational workforce, combined with rapidly advancing technology and the inevitable shift in geopolitics, would soon present unprecedented labour challenges for employers.

Companies would need to rethink how they attract, retain and, most importantly, keep employees engaged and highly productive—especially in a labour market where talent holds the upper hand.

"I knew that one day, companies would need a consulting firm like New Quest Consulting Group to help them navigate these changes," Jensen explains. "People don't leave organizations—they leave bad bosses."

NEW QUEST CONSULTING GROUP

With that insight, New Quest Consulting Group was born. Over time, the firm evolved beyond leadership and employee development training to encompass organizational performance, human resources, culture change, employee engagement strategies, large-scale change projects, workplace assessments, strategic planning, and strategy development. Regardless of what services New Quest is involved in, everything leads to helping clients create a high-performance workplace culture that supports the success of the client's key objectives or deliverables.

Today, New Quest has grown with a team of dedicated consultants, trainers and coaches into one of Western Canada's premier leadership development and organizational consulting firm, working with major corporations, small to medium-sized businesses, government agencies, Indigenous-based groups and non-profits alike.

Although the company was founded in Kamloops, New Quest's footprint has expanded across British Columbia—with a growing presence in Kelowna and Vancouver. This province-wide focus positions the firm to support organizations throughout BC with tailored strategies that build leadership strength and workplace resilience.

"At New Quest, we compete with the biggest consulting firms out there," says Jensen. "From the very first interaction, we are focused on providing an exceptional client experience. We're transparent, results-driven, and we back everything we do with a near-100% return rate from clients who keep coming back. This commitment extends to understanding the specific needs of Canadian enterprises in the current climate, ensuring our support is timely, relevant, and drives tangible positive outcomes for their bottom line."

New Quest is widely recognized for its leadership training programs, which have skyrocketed in popularity. These two-day leadership intensives—offered in Kelowna, Vancouver, Kamloops and beyond—are designed for organizations looking to develop their existing and rising leaders in a hands-on, impactful way.

Beyond leadership and staff training, New Quest also offers generalist human resource services, organizational change and development, strategic planning and execution, employee engagement strategies, team building, change management, workplace assessments, executive and managerial coaching, facilitation, culture development, staff engagement surveys and mediation services.

"We don't just offer advice—we help execute real and lasting change," Jensen emphasizes. "And that's why our clients trust us. Our comprehensive suite of services, from leadership development to employee engagement strategies, is designed to equip Canadian businesses with the internal strength and adaptability required to navigate any economic headwinds."

The last few years have marked a period of unprecedented growth for New Quest, leading to a major rebrand in 2024 to better reflect the firm's expanded services and the rapidly evolving needs of its growing client base.

This growth has been fueled by demand and by the team's ability to continuously adapt to the evolving needs of the workforce—and what is required from leaders to succeed in today's environment.

Take what is happening now, in a climate of economic uncertainty. Jensen and the rest of the team at New Quest deeply understand the dedication and perseverance that define Canadian enterprises and are here to support that same spirit in others during these times.

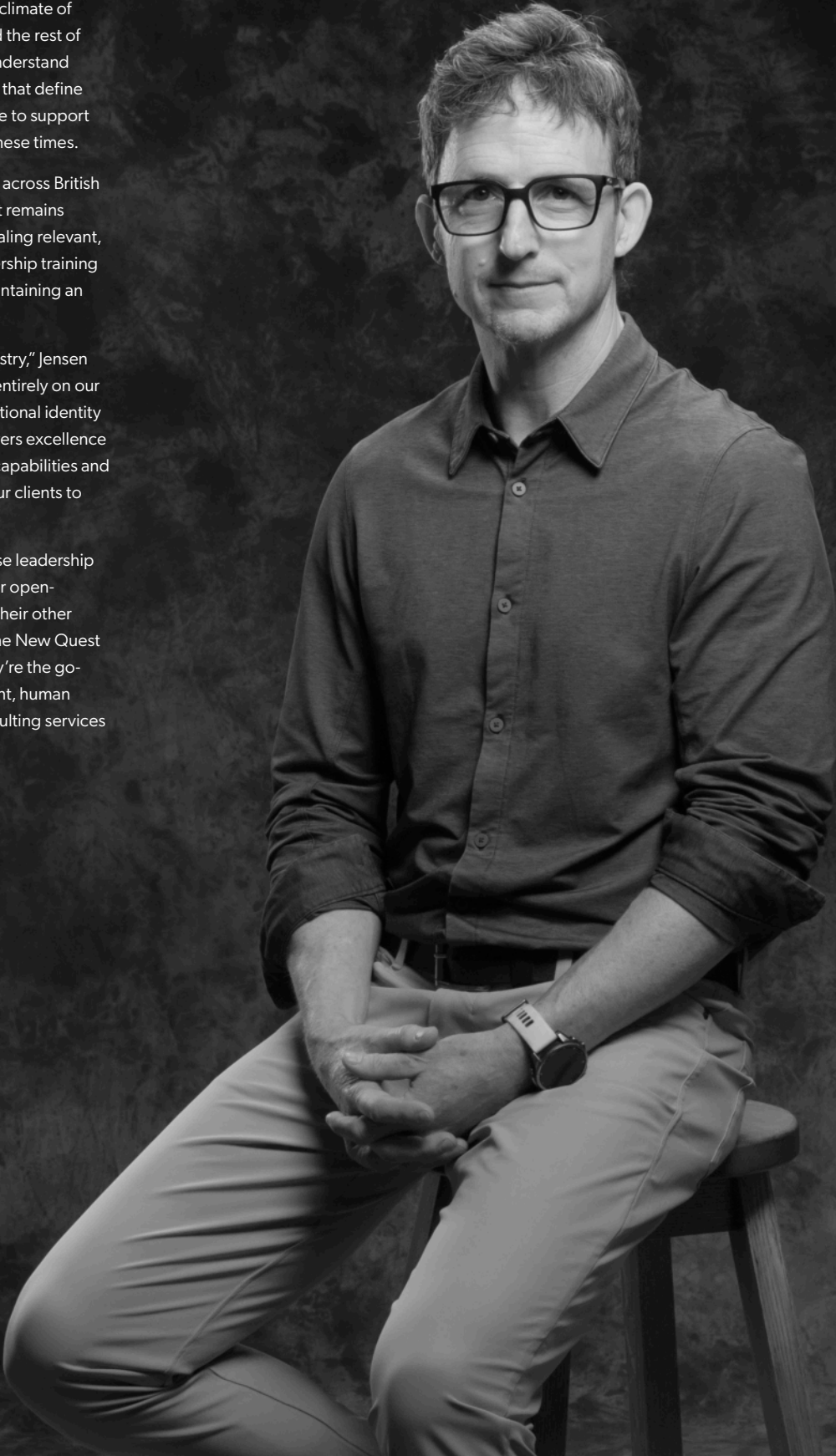
As New Quest continues to grow across British Columbia and Western Canada, it remains focused on one key objective: scaling relevant, meaningful, and actionable leadership training and consulting services while maintaining an unbeatable client experience.

"There is no safety net in this industry," Jensen explains. "Our success depends entirely on our ability to create a strong organizational identity and culture that consistently delivers excellence in tailored strategies, distinctive capabilities and customer relationships that get our clients to where they want to be, faster."

Whether it's a customized in-house leadership program, one of their sought-after open-enrollment workshops, or any of their other in-demand consulting services, the New Quest team continues to prove why they're the go-to firm for leadership development, human resources and management consulting services in British Columbia.

SHANE JENSEN

NEW QUEST
CONSULTING GROUP



IN BLOOM TATTOO

WHERE ARTISTRY, CONFIDENCE, AND SAFETY INTERSECT

A young woman traded in her degree and a career in kinesiology for ink, needles, and a dream. She didn't set out to become one of Kelowna's most celebrated tattoo artists—yet with each delicate line, each heartfelt conversation, and each piece of art etched into skin, Emily Roch was quietly building something extraordinary.

What started with a mentorship in the basics of tattooing quickly became a self-driven pursuit. Emily immersed herself in learning, refining her skills in fine line, realism, and detailed black-and-grey work. Before long, her talent began to turn heads—and win awards, including Best Tattoo of the Day at the Okanagan Tattoo Show. In 2022, Emily took a leap that would change everything: opening her own tattoo studio. Her vision was clear: create a space where artistry, inclusivity, and safety come first. "I really value my independence," she says. "I wanted to create a safe space where everyone feels welcome."

In just a few short years, she transformed from an apprentice learning the basics to the proud owner of In Bloom Tattoo, a creative haven in

the heart of downtown. Today, her studio is more than a place to get inked; it's a safe space where stories are told, confidence is reclaimed, and art blooms in every shade of black, grey, and colour. "I've always loved art," she shares, "and I like making people feel more confident in themselves. Seeing someone light up after a tattoo, it's an incredible feeling."

Today, In Bloom Tattoo is home to eight talented artists, many of whom were friends before joining the industry. The moment you walk in, the atmosphere is warm, the energy collaborative, and the creativity boundless.

Whether it's a deeply personal piece, a spur-of-the-moment walk-in, or a meticulously planned full sleeve, Emily and her team approach each project with care and artistry. The studio offers a wide range of styles, from traditional and illustrative to anime-inspired and hand-poked tattoos.

For Emily, tattooing isn't just about the design; it's about the story behind it. "There's a lot of sentimental energy that comes with tattoos," she explains. "Sometimes it's about commemorating a loved one, other times it's about reclaiming confidence in your body. Each one matters."

Her ability to connect with clients, listening, understanding, and translating their vision into lasting art, has earned her a loyal following. She never rushes a piece, ensuring it's exactly what her client envisioned, and she thrives on using modern technology and high-quality inks to achieve stunning results.

Emily's journey has been fueled by determination and a refusal to stop growing. Even with her successes, she's constantly seeking new ways to evolve, whether it's expanding her team, exploring innovative techniques, or planning special monthly flash events to engage the community.

Her advice for anyone seeking their first (or next) tattoo? "Do your research. Look for an artist whose style resonates with you, make sure the environment is sanitary, and choose someone you feel comfortable with. A tattoo is permanent; it deserves thought."

Just a few years into owning her business, Emily is already making her mark not only as an artist but as a young woman leading a thriving creative enterprise. In Bloom Tattoo isn't just a studio; it's a space where art, confidence, and community intersect.

And for Emily, this is only the beginning. "I love what I do, and I never want to stop growing," she says. "Every day I get to create something meaningful for someone, and that's the best part."

“Every day I get to create something meaningful for someone, and that’s the best part”

Emily's story is still being written, one tattoo at a time. Whether you're considering your first piece, adding to a collection, or simply curious about the artistry, In Bloom Tattoo welcomes you to step inside, share your story, and let your confidence bloom.





FAMILY LEGACY & CLEAR FUTURE IN THE OKANAGAN

Visionfirst Optometry has been a trusted part of the Okanagan community since 1990.

Founded by Dr. Noel Erhardt with a vision to provide families with high-quality eye care close to home, the practice has always focused on patient-centred service and advanced technology. Those same values remain at its core today as Noel continues to lead the business alongside his son, Dr. Lucas Erhardt.

Together, the father and son team is building on a legacy of excellence while expanding Visionfirst's reach. Families across Kelowna and West Kelowna already associate the name with care they can rely on, and with a new third location in the Landmark District, Visionfirst is making eye care even more accessible to the community.

As Lucas shared, this growth has always been about people: "We're continuing to grow as a family business, and every new location is about

providing consistent, high-quality care to more patients."

Technology remains central to the Visionfirst philosophy. Optometry is evolving quickly, and the practice has invested in tools and treatments that help patients access the most current care available.

For years, the best that could be offered to patients with dry macular degeneration was vitamin supplements to help slow the loss of vision. Now, Visionfirst is proud to provide MacuMira, a new, innovative treatment that improves functional vision for patients living with this condition.

Visionfirst has also expanded its contact lens services, now offering specialty fittings for scleral and hard lenses for patients with advanced corneal disease, as well as Ortho-K lenses designed for myopia control.

Beyond advanced treatments, Visionfirst has worked to make everyday eye care easier

and more accessible. Patients can now book appointments online and order contact lenses through Otto Optics, a convenient service that ships directly to their home or offers in-store pickup. Otto even reminds patients when it is time to reorder, helping them avoid the stress of running out.

What sets Visionfirst apart, however, is not just its technology or expertise; it is its deep community connection. In June 2025, Lucas guided a visually impaired runner in the Wine Country Half Marathon, one of many ways the team gives back to the Okanagan. Visionfirst also supports local fundraisers through donations and runs a program that collects used glasses for recycling and redistribution overseas.

This initiative holds special meaning for Lucas, who first saw the impact of optometry on a service trip to Peru with his father when he was just 13 years old. That experience shaped his understanding of how vision care can change lives, both locally and globally. It is a belief that continues to inspire his work today.

While the Erhardt family's influence is deeply felt, Visionfirst's strength also lies in its team of dedicated optometrists and staff who ensure every patient feels supported. Noel and Lucas continue to lead with a balance of clinical excellence, compassion, and community-minded care.

At its heart, Visionfirst is about people. From children receiving their first pair of glasses to seniors managing complex eye conditions, the practice is there for every stage of life, offering comprehensive care that includes eye exams, laser consultations, disease co-management, and fittings for glasses and contact lenses.

Looking ahead, Visionfirst is focused on the future, continuing to build, innovate, and grow as a father and son team while maintaining the values that have guided the practice for more than three decades.

Visionfirst Optometry is proof that a local, family-founded business can honour its roots while embracing change, helping Okanagan families see clearly today and for years to come.



KELOWNA SOFTWARE

FULL-STACK PARTNER BASED IN KELOWNA

In the heart of BC's growing tech community, Kelowna Software helps organizations tackle complex challenges, modernize operations, and build systems designed to last.

President and CEO David Herrington, recipient of the Kelowna Chamber of Commerce's 40-under-40 honour in 2022 and Meagan Herrington, Director of Marketing, lead Kelowna Software alongside Director of Customer Development Matthew McInnis and Senior Product Manager Nicole Backmeyer. Together, they guide a team of passionate professionals dedicated to innovation, relationships, and real-world impact.

Kelowna Software brings a depth of knowledge that sets the company apart. With more than a century of combined experience across sectors such as aerospace, oil & gas, forestry, healthcare, manufacturing, construction, public safety, municipal, and enterprise resource planning, the team is equipped to support clients in a wide range of fields. The team has the tools and experience to deliver on every project from startups to enterprise customers.

This level of experience gives them perspective to see where organizations often stumble. "Many businesses find themselves stuck using multiple off-the-shelf softwares to run their business," says David. "This results in duplication of work, loss of efficiency, and systems that hold the business back."

To meet those challenges head-on, Kelowna Software offers a full suite of design, development, and IT services.

"Many firms specialize in one area," Nicole emphasizes. "We do all of it, under one roof. Clients don't have to juggle multiple vendors or worry about integration issues."

"We pride ourselves on building high-quality, long-lasting solutions that endure. We don't cut corners, and we want our clients' systems to grow with them," says David. It's an approach that has paid off - earning Kelowna Software multiple Gold Best of Kelowna awards and a reputation for quality across industries.

"I love seeing the impact of our work," adds Matthew. "We're not vendors, we're partners."

Watching our solutions transform a client's operations is the best part of my job."

Their focus on long-term results clearly shows. David recalls a telling anecdote that demonstrates the service they're able to offer because of their talented and devoted team.

"A client came to us after having work done overseas," he explains. "We quickly identified over 35 serious architectural issues. The money saved initially was lost in the long run. Which is why we invest in doing it right the first time."

Looking ahead, the company continues to see an increasing demand for AI and intelligent workflow optimizations across industries. They are excited to help clients unlock new opportunities while modernizing products they already depend on.

Kelowna Software's own story is one of growth grounded in community. As the Okanagan's tech scene expands, their mission remains simple: help local organizations thrive through thoughtful, lasting innovation.

"It's rewarding to be part of that transformation."

LISA ANN BUTCHER

THREE SISTERS
COUNSELLING INC.

After nearly two decades as a respiratory therapist, Lisa Ann Butcher began to notice something about her work: many patients' struggles extended beyond their physical conditions. "I started becoming really interested in the mental health aspect of physical health," she recalled.

"I found myself talking to patients and families for far longer than I ever did before. That's when I knew I wanted to focus on the mind as much as the body."

At the age of 39, Lisa pursued a Master's in Counselling Psychology and made the bold decision to transition into a new field. By early 2020, she launched Three Sisters Counselling with the dream of creating a space where people could feel understood, supported, and empowered.

The timing, however, was daunting. Just weeks after signing a lease on her new office, the COVID-19 pandemic shut the world down. As a single mother of three, she questioned her decision. "At first, I thought, what have I done? I had just rented an office, and suddenly everything was ordered to be closed. It felt like the worst timing imaginable," she said.

What initially felt like a crisis soon became a calling. As the pandemic unfolded, the demand for mental health services surged. "In reality, there were very few people who were mentally healthy during COVID," she reflected. Within three months, she had to bring on another counsellor, and the clinic has only grown since.

Today, Three Sisters Counselling operates in both Kelowna and Vancouver with a team of nearly 20 practitioners, including registered clinical counsellors, social workers, occupational therapists, registered psychologists, a pediatrician, and graduate interns. Their collective goal is simple: to make mental health care accessible, diverse, and responsive to the wide range of needs of the children and adults in their community.

The name Three Sisters Counselling carries personal meaning. Lisa started the business at her kitchen table with nothing more than a pen and a dollar-store notebook. As a single mother, she wanted to build something meaningful for her children, while also redefining her own life. That vision grew into the company's guiding philosophy: *redefine your life*. To Lisa, that means helping people shift perspectives, find strength in new ways, and believe in the possibility of starting fresh.

Her team's approach to counselling is rooted in meeting people where they are. "We can't change the events that have happened to us, but we can shift our perspective around them. Meeting people where they are allows us to see things through our client's eyes, which enables us to help them use their strengths, their values, and their capabilities," she explained. That outlook has shaped the clinic's client-first model, which includes free 20-minute consultations to ensure the right fit. Lisa emphasizes that not every personality matches every client, and that's okay. "We truly believe there is a fit for everyone."

Diversity across her team also ensures clients can be matched with someone who truly understands their needs. "Our therapists are diverse in language, ethnicity, professional training, clinical specialty, treatment modality, and demographic." Clients are encouraged to have consultations with multiple team members in order to ensure they find their perfect fit.

The clinic has also become a trusted resource for first responders. Several members of their team are former first responders, so this is a niche service they offer to police, firefighters, paramedics, nurses, respiratory therapists, and

physicians. "We offer direct billing and pride ourselves on prioritizing accessibility, with clients being able to see someone within two days to a week, remarkably fast in the world of counselling."

Lisa is focused on supporting her counsellors, helping them showcase their skills, and ensuring that the people who need their expertise can access it quickly. The team, made up entirely of women, brings a powerful blend of compassion, knowledge, and diverse experience to the clinic. For Lisa, creating space for her practitioners to thrive is just as important as being there for clients herself.

If you're struggling or know someone who is, you don't have to face it alone. Book a free 20-minute consultation with Three Sisters Counselling, and we'll help connect you with the right practitioner for your unique needs, whether for yourself or your child.

Our team supports a wide range of areas, including:

- Frontline & government workers
- Specialized trauma therapy
- LGBTQ2S+ & safe spaces
- Couple and family therapy
- Parenting therapy
- ADHD and Autism therapy
- ASD Assessment and Diagnostics
- Self-harm & suicidal ideation
- Mood disorders, anxiety & depression
- Chronic pain & health anxiety
- Youth, adolescent & student counselling
- Separation & divorce counselling
- Gender and sexual identity
- FNHA, ICBC, EAP & CVAP support

Take the first step today. Book your free consultation and begin redefining your life.



LAKE SIDE PHARMACY

50 YEARS OF CARE: KELOWNA'S PERSONAL TOUCH

For half a century, Lakeside Medicine Centre Pharmacy has been part of Kelowna’s heartbeat. A trusted place where care still feels personal and time is never rushed. Founded on old-fashioned values and a belief that healthcare begins with compassion, the pharmacy has grown and evolved, but one thing has never changed: their promise to truly take the time to care.

What started as a small neighbourhood pharmacy 50 years ago has become a leading centre for clinical and nursing services offering everything from wound care and ostomy support to footcare and compression therapy. While technology and medicine have advanced dramatically, Lakeside has never lost sight of what matters most; people.

At the heart of that commitment is the nursing team. A group of skilled professionals who bring decades of expertise and a deep sense of compassion to every appointment. “It’s about relationships,” says Pam Mayor, a Registered Nurse specialized in Wound, Ostomy, and Continence (NSWOC(C)) with over 34 years of experience. “We see people through some of their most vulnerable times, and it’s very rewarding to be part of their healing.”

While Pam leads the specialized clinical care, Susan an RN and NSWOC brings a wealth of nursing experience to the team. Susan “loves what she does, helping people and making a difference,” she says. “It’s the relationships that make it meaningful.” Kellyn Brewer, an LPN and SWAN (Skin Wound Associate Nurse), leads the front store and has also joined the nursing team. Kellyn supports health visits and follow-up care, ensuring patients receive consistent, compassionate support every step of the way. From the first phone call to the final appointment, the team customizes care to each patient’s unique needs.

Together, the Lakeside nursing team provides private, specialized care in a calm, supportive environment designed for comfort and trust. Their services include:

- **Ostomy and wound care** – personalized treatment, education, and follow-up to help patients feel confident managing their health.
- **Medical foot care** – assessments, callus and corn care, ingrown toenails and complex nail care.
- **Compression therapy and ABPI (circulation tests)** – improving circulation and reducing swelling with custom-measured garments and wraps.
- **Continence and catheter support** – helping patients select the right products and maintain comfort and skin health.

These services fill a critical gap in the community. For many patients transitioning from hospital to home, Lakeside’s nurses are the bridge, providing continuity of care when it’s needed most. “We meet people where they are,” Pam explains. “Sometimes that means helping them adjust after surgery, other times it’s just listening and offering reassurance.”

That personalized touch is something Lakeside has been known for since the beginning. The pharmacy remains proudly independent and deeply connected to its community, staffed by professionals who know their customers by name and who believe that good medicine includes kindness, patience, and time.

As they celebrate 50 years, Lakeside Medicine Centre Pharmacy continues to blend traditional values with modern clinical care. Their reputation for exceptional service, trusted expertise, and genuine compassion has made them a cornerstone of Kelowna’s healthcare community.

" Healthcare will always evolve," Pam says, "but caring for people, really listening and helping them feel seen — that’s timeless."



CONTINENTAL EQUIPMENT LTD.

A GENERATIONAL LEGACY OF SERVICE, STRENGTH, AND LOCAL PRIDE



For more than 35 years, Continental Equipment Ltd. has served the heavy-equipment needs of the Okanagan and beyond from its base in West Kelowna, B.C. What began in 1985 under founder Gino Ficociello has grown into a full-service operation that sells, rents, trades and services used machinery with a distinctly personal touch.

Gino built the business from modest beginnings, and now his son, Dean Ficociello, has taken the helm. Dean started as a young man working alongside his father and has kept the same hands-on ethos: knowing the equipment inside-out, staying engaged with customers, and treating every job as important.

“My dad built it on relationships and reputation, that’s something we’ve never lost sight of,” Dean says. “Our customers aren’t just clients, they’re people we’ve known for years.”

At the heart of the business is a well-stocked parts and service shop that supports major brands including Hitachi, Volvo, Caterpillar and Deere. Continental’s fleet and inventory include excavators, wheel loaders, dozers, backhoes, articulated trucks and rock-moving machines, along with attachments like buckets, blades, and machinery built for aggregate work such as rock crushers and separators.

The company also runs a gravel-pit operation through its KACO Gravel site in Peachland, adding breadth to its offerings.

In an industry increasingly dominated by large corporate players and digital systems, Continental Equipment continues to thrive by focusing on expertise, accessibility and trust. Dean acknowledges the challenge of staying visible in a fast-moving market, but he is excited about reaffirming the company’s presence in the community.

“In an increasingly digital world, it can be easy for people to forget who’s been here all along,” Dean reflects. “That’s why I’m looking forward to reminding the community who we are and what we stand for.”

For many businesses involved in construction, forestry, mining or site development, Continental is more than a supplier—it’s a partner. With over 55 years of combined experience in those sectors, the team handles everything from rentals of smaller machines to full-scale equipment packages, and works across provincial and international borders when required. The company is licensed for oversized-load transport and supports customers with logistics, delivery and equipment sourcing when operations demand it.

The family-run nature of the business remains a standout. Dean’s son has recently come on board, adding a third generation to the company. His wife’s brother is also part of the team, creating a close-knit work-family environment where longevity and loyalty matter. Employees are regarded as part of the extended team and customers often feel the same way.

From its roots in the Okanagan to its reputation for quality and service across Western Canada, Continental Equipment stands as a reminder that a business built on genuine relationships, strong expertise and local commitment can still succeed amid change. The machines may vary, the technology may evolve, but the core remains the same: deliver what’s promised, support your clients, and stand by your work.

As the company looks ahead, Dean hopes to carry his father’s vision forward while adapting to today’s demands—and ensuring that when people call Continental Equipment, it is not just about machines and parts. It is about people, legacy, and the kind of service that never fades with time.



DeAnna Crawford’s journey proves that healing is only the beginning; true freedom comes through reinvention.

For DeAnna Crawford, reinvention is not just a concept. It is a way of life. Her story is proof that no matter where you begin, it is never too late to create something extraordinary. Her journey embodies what it means to start over with purpose, to take everything you have learned, and turn it into something that not only supports your life but fuels your soul.

DeAnna is the founder of The Soul-Inspired CEO, a business that helps ambitious professionals break free from the 9-to-5 treadmill and step into entrepreneurship with clarity, confidence, and purpose. Through her programs, one-on-one coaching, and an upcoming podcast, she empowers others to transform their lives and careers into something that feels aligned, authentic, and fulfilling.

Her mission is to show others that freedom is possible, that success can be both meaningful and sustainable, and that entrepreneurship can be an expression of who you are. She works with clients who are ready to stop settling, to stop

trading time for security, and to start creating work that truly reflects their values and passions.

Her path to entrepreneurship began with a single, powerful decision to begin again. In 2007, she walked away from a life that no longer aligned with who she was. By 2010, she was a single mom working three jobs, studying late into the night, and holding everything together through determination and grit. “I was exhausted, but I knew I was meant for more,” she recalls. “My reinvention began with one sentence: ‘You can do it.’ And one question that changed everything: ‘How will you feel at 40 if nothing has changed?’”

That question became her catalyst for transformation. It was a wake-up call that shifted her from survival to creation. She returned to university, became a certified health coach, and later trained as a clinical counsellor. Each step was part of rebuilding her foundation, but it was entrepreneurship that allowed her to reclaim her voice and her freedom.

Over the years, DeAnna built multiple six-figure ventures, including Renew Counselling & Health Coaching and Transformation Fitness. These businesses gave her a deeper understanding of what it takes to balance ambition with

authenticity. But it is The Soul-Inspired CEO that represents her full-circle moment, combining her professional expertise with her passion for empowering others to design lives and businesses that feel true to who they are.

“I have lived the burnout, the 70-hour weeks, the feeling of being trapped in something that looks successful but does not feel fulfilling,” she says. “Now, I teach others how to break that cycle, to create businesses that deliver both impact and freedom.”

Through The Soul-Inspired CEO, DeAnna blends mindset work, reinvention strategy, and entrepreneurial guidance to help clients design businesses that reflect their purpose. Her approach is grounded, practical, and deeply personal. She believes that work should be more than a paycheck. It should inspire creativity, confidence, and joy. “You can have both income and impact,” she says. “You do not have to choose between doing what you love and building wealth.”

Her coaching style is refreshingly direct yet compassionate. DeAnna meets her clients where they are, guiding them step by step from burnout to breakthrough. For some, that means identifying a business idea that feels aligned with their strengths. For others, it is learning to let go of fear, perfectionism, or self-doubt so they can finally move forward.

What sets her apart is her ability to merge lived experience with strategic insight. As a Brainz Magazine Top 500 Entrepreneur and soon-to-be podcast host, DeAnna brings both credibility and relatability to her work. She will be launching a new podcast that challenges listeners to rewrite their own stories, offering inspiration and perspective you won’t want to miss, where she will share conversations, tools, and insights designed to inspire growth, courage, and reinvention.

Her work is rooted in the belief that growth does not have an age limit and that reinvention begins the moment you decide you are done settling. Whether through private coaching, group mentorship, or her upcoming podcast, she offers

multiple ways for people to access guidance and support, no matter their stage in the journey.

Her story is not one of overnight success but of courage, consistency, and conviction. DeAnna Crawford has built her life and business around a simple but powerful truth: you are never stuck unless you stop choosing yourself. “You are never too old, too far gone, or too behind,” she says with a smile. “This is your moment. Permission granted.XXOO”



DEANNA CRAWFORD

COACHING & ENTREPRENEURSHIP

In the heart of the Okanagan, where family businesses help define the local landscape, Pinnacle Roofing Limited has stood the test of time. Established in 2003, the company has built one of the strongest reputations in the region, serving Kelowna, West Kelowna, Penticton, Vernon, and beyond with a commitment to craftsmanship, honesty, and community pride.

This year marks an extraordinary milestone for the team: ten consecutive Gold wins in the Best of Kelowna Awards. For co-owner Greg Portas, the recognition represents more than success. It is a symbol of the trust they have earned from homeowners, builders, and businesses across the valley.

"We're local guys that have been around for a while," Aaron shares. "This isn't just a business; it's part of our story and part of the community. There are a lot of companies that come and go, but we've built something lasting. That's what makes us proud."

From its early beginnings, Pinnacle Roofing has been a true family effort. Co-owner Aaron was one of the company's first employees, working side by side with his father, who founded the business more than two decades ago.

Known for his precision, work ethic, and deep knowledge of the trade, Aaron's father built a foundation of trust that the company still stands on today.

Now retired, he takes great pride in seeing how his son and the team have continued to innovate, expand, and elevate Pinnacle Roofing while staying true to the values he instilled from day one.

"We've always believed in doing things the right way," says Greg. "That means standing behind our work, taking care of our clients, and treating every roof like it's our own. We live here, we raise our families here, and we want to make sure the work we do reflects that."

That local commitment has shaped everything about the company's approach, from using top-quality materials to maintaining strong relationships with trusted suppliers. One of those partnerships, IKO, has become a cornerstone of their success story.

Founded in the 1950s and headquartered in Calgary, IKO is a proudly Canadian, a family-owned business that has become a global leader in roofing and waterproofing products. For over 70 years, IKO has built its reputation on craftsmanship, performance, and innovation—values that align perfectly with Pinnacle Roofing's own philosophy.

"It's a really cool Canadian business story," Aaron says. "IKO is family-owned, and that matters to us. It's a partnership that makes sense because they care about quality the same way we do. Plus, our clients love knowing their materials are coming from a trusted Canadian company."

While IKO plays a key role in Pinnacle's work, the team is quick to acknowledge that they collaborate with many suppliers. Supporting local businesses and maintaining long-term relationships are part of what has kept Pinnacle Roofing at the top of the industry for over 20 years.

Through every project, whether it is a new build, renovation, or commercial installation, the Pinnacle team approaches each roof with a blend of technical expertise and pride of ownership. Their reputation for consistency and care has made them the go-to roofing company for countless homeowners and contractors.

It is not uncommon for clients to return years later, referring friends and family or calling again when they move into a new home. That kind of loyalty does not happen by accident. It is earned, job after job, by showing up, doing the work right, and being there when people need them most.

"At the end of the day, we're not just putting on shingles," Aaron reflects. "We're protecting what matters most to people—their homes, their families, their peace of mind. That's something we take seriously."

Pinnacle Roofing shows no signs of slowing down. The next generation is already stepping up, continuing the family tradition of craftsmanship and care. Their story is one of resilience, reputation, and real connection—a reminder that in a fast-changing industry, the companies that last are the ones built on trust.

Whether it is through partnerships with respected Canadian brands like IKO or their ongoing commitment to local homeowners and businesses, Pinnacle Roofing continues to raise the bar for quality in the Okanagan.

Because for Aaron, Greg, and the team, success is not just measured in awards. It is measured in the roofs that stand strong, the families they serve, and the legacy they continue to build right here at home.



PINNACLE ROOFING

**GENERATIONS OF TRUST
BUILT RIGHT HERE AT HOME**



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