

# THE SOUNDER

WINTER 2005/2006



CLAYOQUOT WILDERNESS RESORTS & SPA NEWSLETTER

VOLUME 6

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## GREEN CHIP COMPANIES SET THE NEW GOLD STANDARD

As we grow into the so-called 'enlightened' 21st century, it is increasingly apparent that so many of us still, are not. In our collective search for bigger, better, faster and more, we are consuming the planet and destroying wildlife. And, for those of us that survived (dare I say, 'prospered in'?) the hyper-consumptive 80s', the road to enlightenment is especially bumpy. Thankfully, guests of the resorts and its representatives all over the world, are part of a massive wave of change for the better.

It is true that money, *your* money, talks. It speaks for fragile environments and endangered animals that cannot speak for themselves. It also affords us choice—to buy organic



**Green getaways, even weddings, pay surprising dividends.**

produce, fuel-efficient cars, energy-efficient homes, fair-trade clothing, clean water, even green vacations—vacations that leave the world a

better place.

Green vacations represent one of the fastest growing segments of the travel industry.

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## Rainforest Immortality: The Ultimate Gift



**Conservancy gifts benefit future generations.**

Remember when the latest and greatest birthday gift trend was to buy your loved one their very own star to wish upon? I have one. Someone out there in a major or minor cluster of equally anonymous twinklers, an orphan sun has my name on it. A romantic ideal to be sure, but one that benefits only the seller, whom by the way, did not own it in the first place (why didn't I think of that?).

But now, thanks to the cumulative vision of the people who own, manage and wildlife consult for the resorts, you can buy your loved one a gift that really does last a lifetime—hundreds of them in fact. Beginning this season, resort guests can buy salmon habitat restoration by the metre or by the mile. For as little as \$500, an attractive all-weather, eco-friendly granite marker, laser-etched with

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## PBS Special to Feature Outpost

In July, the crew of 'Adventure Lodges of North America' descended on the Outpost, for four-days of remote, refined, remarkable filming in the wilds of Clayoquot. The Outpost will be one of a select few Canadian adventure lodges featured in a one-hour segment scheduled to air on PBS affiliate stations in June, 2006. The program will repeat in most markets, and will also be available for purchase on VHS and DVD.

Check your local listings or visit [pbs.org](http://pbs.org) for details.

## New Partnership Proves HorsePowerful

Clayoquot Wilderness Resorts has partnered with B.C.'s Nimmo Bay Resort to create out-of-this-world seven-day adventures called HorsePower Safaris. Nimmo Bay is best-known for their breathtaking helicopter excursions to glacier fields, and inland rivers; and we, well we're pretty well known for our equestrian programs and other breathtaking adventures, so the partnership

was a natural one. HorsePower Safaris are offered on a limited basis to couples and individuals only during the week of June 18 - 25, 2006. Parties of six or more can reserve at anytime. Three and one-half days at each resort promise once-in-a-lifetime memories, spectacular cuisine, and thrilling adventure. For more information and rates visit [www.horsepowersafaris.com](http://www.horsepowersafaris.com).



**Nimmo Bay's legendary gourmet 'picnics à la glacier' are a memorable part of the resorts' new HorsePower Safari partnership.**

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## FOOD & WINE

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### *Seafood Chowder* —serves 6

#### Ingredients:

medium onion, diced  
4 stalks celery, diced  
4 cloves garlic, minced  
1 large potato, cubed  
12 prawns  
6 oz. each salmon, cod, halibut—cubed  
6 large or 12 small scallops  
olive oil  
2 cups cream  
4 cups veg or fish stock  
1t cumin, toasted and ground  
bunch, fresh thyme sprigs

In hot skillet, saute onion, celery and garlic in 1t olive oil until transparent, adding cumin near the end. Add stock to simmer, then add potato and simmer until soft. Add cream, bring to simmer, add s&p to taste, then remove from heat and keep warm.

In separate very hot skillet, saute seafood in 1t olive oil, only to medium rare. Divide seafood among six warm, shallow soup plates and gently spoon hot liquid mixture overtop. Garnish with fresh thyme sprig.

## Cellar News



Thanks to a brand new generator and the cumulative efforts of Chef Tim May and Sommelier Paul Mitchell, the Outpost has increased its wine cellar inventory by 100% “We now have what we think is the best representation of fine B.C. and PNW wines in the country,” says May. “and most of the wines are reserves, available only from the winery direct.” While Chef is best-known for pairing gorgeous B.C. varietals and ice wines with his trademark *modern natural cuisine*, he insists on stocking an impressive variety of fine wines from all over the world, adding “Our wine list must be as global and discriminating as our guests.”



No matter how early you rise, a steamy cup of 'kicking horse' awaits.

# SOUND ADVICE ABOUT LOCAL SUPPLY



Freshness isn't the only reason that Chef May buys from growers and farmers in and around Clayoquot Sound. Naturally, Chef maintains that freshness is the single most important ingredient in any

recipe. But freshness is not the only reason he insists on local supply. “When we buy locally-grown or farmed produce and protein, we don't just support our own communities, we reduce our personal carbon footprint as well,” says May.

\*Our personal carbon footprint is a calculation of the carbon dioxide emitted as a result of our activities—typically over a 12-month period. Carbon footprints can be calculated for anyone or anything. We can calculate a carbon footprint for a journey, an event, a whole business or a city. In all cases, the goal is to gauge impacts on the planet through global warming.

Footprints can be measured in two ways: The measure of direct emissions of CO<sub>2</sub> from the burning of fossil fuels, and the measure on indirect CO<sub>2</sub> emissions from the whole lifecycle of products we use or consume—those associated with their manufacture and eventual breakdown.

For example, buying produce from a local artichoke farmer has a small footprint compared to buying artichokes from a farm in California. The



**Chef with neighbour-grower Catherine King Adams.**



**Local oyster farmers supply Outpost.**

amount of fossil fuel burned to service large commercial farms, and transport produce (often-times internationally) via refrigerated truck or aircraft, is enormous by comparison. Also, buying locally reduces the amount of energy needed to long-haul package, process and dispose of (spoiled in transit) non-local products as well.

So, the next time you hesitate to spend that little bit more to support your local farmers, fishermen, and growers—don't! The planet will thank you for it.

*To calculate your own carbon footprint, visit one of these great on-line carbon footprint calculation tools:*

*[safeclimate.net/calculator/](http://safeclimate.net/calculator/)*

*[carbonfootprint.com/](http://carbonfootprint.com/) and*

*[\\*southampton sustainability.org/carboncalc.htm](http://*southampton sustainability.org/carboncalc.htm)*



**Outpost's organic herb garden creates no carbon footprint.**

## Celebrity Status

As a matter of policy, we guarantee all resort visitors complete privacy and the utmost discretion, no matter how flattered we might be by their royal or celebrity patronage. On occasion though, a celebrity guest blows his or her cover on their own. And when this happens, all's fair...



*Remote* is a word that can instill fear in the hearts of business travellers, unless of course it is associated with Clayoquot Wilderness Resorts & Spa. Located just 45 scenic minutes, by air, from the cosmopolitan city of Vancouver, the resorts represent a best-of-both-worlds opportunity to package work and play.

**CNN Business Traveller  
Richard Quest  
Goes Wild**

## Cast of Characters



**Resident Man About the Bar Paul Mitchell**

As we ceremoniously poured over the dog-eared guestbook at the end of the season, a few things were immediately apparent. First, resort guests really know how to enjoy themselves, and two, they really love Paul Mitchell (no relation to the shampoo guy). In the book, Paul has almost as many

mentions as do the general managers and the owner. The resorts' resident Sommelier/Maitre'D/Cruise Director is alternately described as charming, wily, capricious, droll, funny, mischievous, *and* flirtatious. The adorations, it seems, change with the menu and the spirit of the room. But, the underlying theme remains the same. Paul is well-loved and is doing exactly what he ought to be doing. He has, pardon the pun, found his opus behind and in front of the bar. He is tall -- some six feet and four inches of positive energy. His smile stretches from one side of the room to the other, and his kindness follows suit. Paul has been with the resorts for three seasons, but for just those five months of each year when the resorts receive guests and the dining rooms and dining tents are full. For the rest of the year, Paul is, believe it or not, a *gentleman's gentleman* of sorts—this winter, for a family of five living in the ski resort village of Whistler, British Columbia. When I spoke to Paul to learn from whence and when he came (Nanaimo, 1974), I remarked how very much like the inveterate John Cleese I thought he was. And get this—for a four-month period, Paul and John Cleese were neighbours, occasionally rubbing shoulders and exchanging dry wit at a pub in North London's tony

Highgate district.

It gets better. Paul passed through Highgate on his way to Georgian Bath, where he was "man about the bar" at the privately-owned, four-star Queensbury Hotel. It was there that Paul grew his intense love for interesting people and the English language. It made sense then to him (and only to him), to migrate back across the pond and enroll at the Jack Kerouac School of Disembodied Poetics in Boulder, Colorado.

Three years later, Paul emerged as a graduate creative writer and environmental scientist. Now, does that not sound like the *perfect* apprenticeship for his career at the Outpost? And, it is a career. When I ask him about the future, he says he is right where he wants to be, "taking a bit of the world off people's shoulders, making people happy, and playing a role in the making of memories."

Those of you who know Paul and his propensity for telling very tall tales, might be as suspicious as I was about the authenticity of the bits about Cleese and Buddhist poetics, but I know it to be true. I made him swear on his mother's good health. So kudos to you Paul, and kudos to mom. It takes a special kind of person to support the dreams of a dreamer.

Paul will be back in the cookhouse when the Outpost opens for the season in May, 2006.

The new family tents proved so popular last season that two more were added this season, and another two will be introduced before the resorts open in 2006. The family tents promise all the luxuries of the

original guest tents, but have a forward lounge space complete with queen-size pull-out Adirondack sofa bed, games table and chairs,

## SUITE DREAMS

and an overstuffed lounge for fireside reading. Since we opened in 2000, we have tripled the square footage of the guest tents and

increased their numbers from five to 21, plus two "bunkies". We don't plan on getting too much bigger than this though ... such just wouldn't fit our original commitment to remote, refined, and remarkable.

In September of 2005, *CNN International's* Richard Quest fled London, England for greener pastures overseas, landing at the resorts' Outpost at Bedwell River. Quest was hosting a new *CNN Business Traveller* segment called *Down Time*, and wanted to learn first-hand what the self-proclaimed 'remote, refined, remarkable' resort had to offer his viewers—some of the

world's most demanding business travellers.

It was no accident that Richard learned of the Outpost, as it had recently gained editorial prominence in UK publications like *Conde Nast Traveller*, *Tatler*, *The Independent*, *The Guardian*, *The Sunday Times*, and *Premier* magazine.

After a few biz days in Vancouver, Richard's quest yielded an uber-luxe

weekend of plugged-in R&R at the Outpost. In less time than it takes most city workers to commute, Quest found himself on the western-most edge of Vancouver Island, deep in the heart of the Clayoquot Sound Biosphere Reserve. Mission accomplished—some 650 million CNN viewers in Europe, the Middle East, Asia, Africa, and South America are onto us.



## NEW!! RIDING CAMPS



City slickers and all those that fell off way back but couldn't muster the courage to get back on—take heart. The new season brings relief to novice and not so confident cowboys and cowgirls of all ages. It is true that Outpost horses aren't the plodding sort that meekly follow the leader down the same old straight and narrow. Outpost horses are purpose-bred endurance animals—gentle of spirit, but by no means catatonic. They respond to neck reining and adapt easily to riders experienced in western or English

riding. They also respond beautifully to brand new riders who follow a few simple lessons taught by Outpost wranglers. So remember that the best lesson of all is to be prepared. A riding clinic or two (complimentary to all guests) is all you will need to sit high in the saddle, relax, and really enjoy your equestrian experience.

*Riding boots, chaps, helmets for children (and adults) and all-weather gear all readily available in the Outpost tack room.*

## Games Anyone?



While many resort guests come back time and again, many of you are due for a return visit. There have been a few changes, and things just keep getting better. This last year saw the conversion of the original kitchen roundhouse to a games room with no-host lounge bar, and a gift shop. So now, in addition to the original games tent with its turn-of-the-century snooker table, poker table and board games, guests can enjoy full-size billiards and foosball in the new games room.



**New Outpost retail shop carries outerwear and gift items.**

*Green Chip Companies continued from page 1*

And the squeamish needn't worry, for there are many shades of green — hence the phrase “soft adventure and soft beds”. For most city folk, soggy pop-up tents sans bathroom hold little appeal, and for this they need not apologize. Surely, many could hold their own if lost in the woods, but would they opt-in for the annual family vacation? Perhaps not. Maybe later, when the children can pack, paddle, zip and unzip on their own.

Thankfully, driven by a new corporate conscience, companies like Clayoquot Wilderness Resorts & Spa have stepped-up to the plate, developing all manner of green products and services that meet or exceed market expectations. Granted, the price of green may be higher in the short term, but if consumer and shareholder satisfaction are indicators of future economic standards, then green is most definitely the new gold.

*Rainforest Immortality continued from page 1*

the benefactor's name and occasion, will be permanently installed by Nuuchah-Nulth First Nations elders, along the riparian edge of the newly-enhanced salmon spawning off-

channel. Plus, a one-of-a-kind, numbered parchment certificate signed by an elder, is your frame-worthy keepsake to take home or wrap for giving. For the man, woman or child (or company) that has everything, what better way to leave

their mark, and what better way to leave the planet in better shape than we found it? For details on how to purchase an eco-metre or a mile, or to plan a celebratory on-site installation ceremony of your own, contact the resorts at [info@wildretreat.com](mailto:info@wildretreat.com).

## Family Album

### New Arrivals!



*Brennan Ryder Caton arrived August 6, 2005, to Courtenay Caton and Cozy Lawson. Little man weighed in at an impressive 9 lbs, 12 oz.*



*Red-tailed hawk Isabelle arrived this summer, taking-up residence in the Outpost flight pen.*



*Grand dame Ebony just wouldn't give up baby Annie, born December 24, 2004.*

## “Kind Words” A FEW FROM OUR 2005 GUEST BOOK...

“The ‘wow’ factor of the Outpost is just legendary! We selected it for Maritz (Travel Company’s) top performers because it is the perfect reward for a group of discerning travelers with 5-star taste buds. I selected it for my wedding because it is like nothing else on earth.”

—Bob and Nancy Ackenhausen, St. Louis, MO

“None of us wants to leave this place of ‘firsts’... first horseback riding, first family kayaking, first killer whales... first tears on leaving a holiday.”

—Sarab

“By promoting (exceeding company sales targets), we have been able to visit the ‘greatest resort on earth!’”

—Ron Seroka, Chairman, Leadership Board—United American Insurance Company,

“Such an unbelievable place — every detail outdid the last. Gorgeous scenery, surreal setting, terrific food, great staff, what more could you ask for?”

—Caroline Dyer

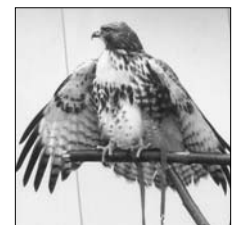
“Within hours (of arriving), the stresses of our busy lives were shed and the magic of the outpost began to show itself. The exotic dinners, the captivating scenery, the romantic and sensual tent rooms, and most importantly the fantastic staff, made us feel welcome and part of this very special place. My spirit is rested and restored.”

—Becky, Santa Barbara, CA

## IN MEMORIUM...



*Joey, passed June, 2005*



*Hannah II, passed June 20, 2005*

INSIDE INFORMATION FOR MEETINGS & INCENTIVE TRAVEL PLANNERS

## E-Planning Made Easy

Clayoquot Wilderness Resorts & Spa offers elite meeting planners several new no-cost, on-line sales and planning tools that will help raise the bar and bottom line.

You and your clients depend on Clayoquot Wilderness Resorts & Spa to be first to offer sales tools, travel experiences and expertise unlike any other. And we deliver—every time.

Contact your sales representative for details or visit [wildretreat.com](http://wildretreat.com)

## Soft Adventure, Soft Beds, Hard Wired

Out of reach and out of touch do not go hand-in-hand at the Outpost, where high-speed satellite and wireless internet access keep everyone in-touch and informed.

Meeting tents boast state-of-the-art a/v capabilities, including large screen projection, video, dvd, powerpoint and slide presentations. The cookhouse and break-out tents offer wireless and satellite internet.



## CORPORATE DO-GOODERS LEAVING A LEGACY



**Skoda executived release three rehabilitated eagles into the wilds of Clayoquot, September 2005.**

There is no getting around it—business travel exacts a heavy toll on the environment, but the news isn't all bad. Increasingly, successful corporations are discovering that long-term, sustained profitability depends largely on responsibility and ethics.

Clayoquot Wilderness Resorts' **Environmental Legacy Program** (ELP) provide corporate clients, like Austria's Allianz Insurance and Skoda Auto of the Czech Republic, with the ways and means to make lasting contributions to the environment. Through participation in one or more ELP Stewardship (both fun and educational), namely: salmon habitat restoration, raptor rehabilitation, bear mapping, whale acoustics research, and Roosevelt elk feeding ground enhancement, guests and/or corporations leave the planet healthier, and leave a lasting legacy for future generations.

To learn how to make a lasting contribution, See "Rainforest Immortality" on page one, or visit the conservancy pages of [wildretreat.com](http://wildretreat.com).

## SURVEY RESULTS

Results of an informal year-long survey undertaken by the resorts were somewhat atypical for the industry. While M&IT and Global Travel Managers as a whole cited 'budget' or 'value' as major considerations for choosing venues, transportation and itineraries, our preferred partners indicated that 'reliability' and ability to deliver 'unique experiences' were paramount, not only to the success of the venture, but to their own reputations. We are encouraged by the feedback, but wish to point out that we compete on all counts - offering the most unique experience available, at a fair and competitive price, and always with a 24/7 commitment to making you look good.

## Vienna Waltz

This season, while the resorts experienced a *British invasion* of leisure travellers from all over the UK, meetings and incentive business was heavily skewed by groups from Vienna, Austria. The reason? Top-shelf meetings and incentive travel planners *Erlibnis Marketing*, smitten with the Outpost after their *Allianz Insurance* clients visited, returned for yet another buy-out with top-sellers from Skoda Auto. On both occasions, the Environmental Legacy Program figured prominently, as the top-seller joined Nuu-Chah-Nulth elders in the "blessing and release" of rehabilitated bald eagles. Says resorts director of sales, Sue Bosdet, "Allianz and Skoda are beautiful examples of how green travel and environmental legacy building are driving forward-thinking companies ahead of their competition."

## Increase Your Party Appeal!

## ECO-TRIVIA



Sound like a *Cosmo* cover story? Could be. After all, the idea *is* to increase your appeal as a coveted dinner party guest. You know, the kind that is funny, charming, and always has *the* most interesting and important things to say. We can't help you with the funny and charming part, though no doubt you are both

and more, but we can divulge some little-known, remarkable facts about the very stuff on which we supp. For example:

- There are more life forms in one square metre of temperate rainforest (Clayoquot Sound), than in one square mile of tropical rainforest—many too small to be seen by the naked eye, but no less critical to the web of life.
- Although the extinction of various species is a natural phenomenon, the rate of extinction occurring currently is exceptional—as many as 100 to 1,000 times greater than normal—*Dr. Donald A. Levin, American Scientist magazine.*
- Unless we change our eco-unfriendly behaviors, half of all living bird and mammal species could well

be gone within 200 or 300 years.

- A distinct species of plant or animal becomes extinct every 20 minutes—*Phillip S. Levin, National Marine Fisheries Service Biologist, and expert on the demography of fish, especially salmon.*
- In global history, there have been five mass extinctions. We are currently experiencing the sixth. The earth took several million years to recover from each of the first five, but what now when not just the species (man included), but their habitats too are destroyed?
- The Clayoquot Sound Biosphere is the largest intact example of temperate rainforest left on earth. It is, in effect, an upside-down rainforest. Where, unlike tropical rainforests where wildlife is concentrated in

overhead canopies, all the action takes place at and below ground level.

- Maintaining wild salmon stocks is as critical to temperate rainforest health, as is the flow of fresh water. Salmon are a major food source for whales, seals, black bears and eagles, but also, through their cycle of spawn and decay, contribute (via bear migration) nitrogen rich fertilizer to inland habitats.
- Organics are the new old-fashioned alternative. Prior to WWII, there was virtually no such thing as 'conventional' (non-organic) farming in North America. Today, over 90% of crops are grown using synthetic and chemical pesticides. Immune system and reproductive health improve in direct proportion to consumption of organic food.

## WEB NEWS

With spring comes the addition of even more Outpost activity information to wildretreat.com. Watch for insider info about

specific hikes, nature walks, Trailblazers educational programs for children, and much more.

Watch too for "Out-Posts", our new on-line guest book, including quotes and authentic family vacation and wedding photos.

## Wee Gifts

If there is a downside to visiting an eco-resort, it may be the lack of shtick available for purchase in the gift shop. You know, those mass-produced pieces of memorabilia that we feel compelled to pick-up for our children and grandchildren, as we fly past on our way out the door. We have a solution. In 2006, we will introduce a high-quality line of



wee fleeces and sportswear for babies, children and teens. Watch for outerwear like cozy vests, jackets and hats for junior guides, and soft cotton/hemp blend Ts, shorts and baseball

shirts. The entire resort collection for children and adults will soon be available on-line too. Watch for wildretreat.com/giftshop in the coming months.

## Condé Nast Traveller UK Discovers 'Luxury Wilderness Playground'

In a refreshingly intelligent and well-researched 10-page feature article, veteran UK travel journalist Jessica Berens, waxes poetic on the virtues of Clayoquot Sound, Tofino, and Clayoquot Wilderness Resorts & Spa. Ask any CWR representative for a copy of the story or visit [www.cntraveller.com/Magazine/This\\_Issue/June2005/](http://www.cntraveller.com/Magazine/This_Issue/June2005/) and request a back issue of the magazine.

