

January is the start of another new year and, for some, a time of renewed motivation to work toward their goals. Health and wellness are often top of mind for people making new resolutions, and Campbell River is lucky to have a variety of talented professionals ready to help you reach those new heights.

## **MEET SOPHIA SAUTER, REGISTERED PHYSIOTHERAPIST AND CLINIC OWNER - ACTIVE LIVING PHYSIOTHERAPY**

Sophia came to Campbell River in 2012 from North Vancouver, along with her husband and two young children. When asked why they chose to make Campbell River their home, Sophia answers, "It's an affordable, beautiful place that promotes an active lifestyle. We are an active family, and wanted to be somewhere that reflected that."

As a registered physiotherapist, Sophia saw a need here in Campbell River and decided to address it. After opening her clinic, Active Living Physiotherapy, in Oyster River in 2012, she ultimately moved the business to its current Willow Point location in 2015. There, Sophia and her team of four registered physiotherapists help their patients with a wide variety of issues and concerns.

Active Living prides itself on offering a client-centric experience to their patients alongside evidence-based treatments and the latest technological assessment tools.



"Our services are diverse and specific," says Sophia, "and we want our patients to feel confident that they are in the right place." This means that every appointment comes with the undivided attention of your physiotherapist, along with their years of experience and training.

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## Sports Connection

As Campbell River's only Certified Sports Physiotherapists, and with a keen interest in helping other athletes remain fit, Sophia says that she and her team see a lot of sports injuries, especially from endurance athletes like runners, swimmers, skiers and cyclists. "However, we do have a wide spectrum of patients, of all ages and all fitness levels," she mentions. "We never turn anyone away that needs our help." Her interest in sports has led Active Living to generously participate within the Campbell River sports scene, sponsoring a range of different clubs and organizations. Sponsored groups include the Killer Whales Swim Club, CR Gymnastics, the River Runners and the Strathcona Triathlon Club. Sophia herself is a runner, and also enjoys skiing, yoga and biking in her spare time.

"It's important to encourage everybody, but especially young people in the community, to create an active lifestyle," says Sophia of the sponsorships. "We love being active within the community and staying involved."



## Unique Services

Active Living offers a wide variety of specialized services. Some of these include:

- Video running gait analysis - helping runners to identify improvements in their personal running style and avoid injury and strain
- Custom bike fit - analyzing cyclists' riding positioning and making necessary mechanical adjustments to their bikes
- Concussion management - a 3-part process including concussion assessment, follow-up and baseline screening
- GLA:D Canada Osteoarthritis exercise program - a 7-week program for those suffering from stiff knees or hips, teaching techniques to reduce symptoms and improve movement
- Build Your Base strength class - an exercise class designed to improve resistance to injury and enhance core and joint strength

The clinic also runs four complimentary community lectures annually, speaking to various topics. Coming up on March 1, a lecture on the topic "Smart Office Ergonomics." While the seminars are free, pre-registration is required to hold your seat. You can pre-register for the next seminar [here](#).

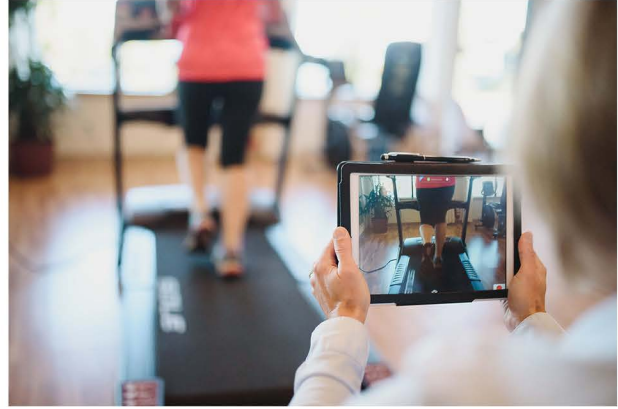
## Fit Tips

January is a time of new and renewed fitness goals for many people. When asked about the top tips and tricks she has for people looking to improve their health, fitness and overall wellness, Sophia doesn't hesitate before answering with her top pick.

"Keep moving!" she says with a smile. "And if you aren't moving, get moving! It doesn't matter what level you are at right now, you can only go up."

Her second tip for health is all about caution. "Build into your activities carefully, with an awareness of your limits and your abilities. It is so easy to hurt yourself by going too hard or too fast."

Finally, Sophia recommends finding a role model. She notes that, "exercise gets more difficult and also more important as we age. Find somebody who is older than you are, someone who is in the shape you'd like to be in at that age, and use them as a guide to your own activity levels. Having somebody to emulate can be an invaluable motivator", says Sophia, "showing you what is possible for yourself."



An active lifestyle is a key component of wellness and health throughout your life, and Active Living Physiotherapy plays a vital role in helping to keep Campbell Riverites on top of their game.

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Active Living - Photos by Erin Wallis

## MEET DR. TANYA FLOOD, DOCTOR OF OPTOMETRY - FYI DOCTORS

Established in 1948, the same eye clinic that has been serving the North Island for 70 years is still going strong. What began as a modest, one-doctor clinic has grown throughout the years, operating under a variety of names and consistently adopting the latest technology in eye health. Today, that clinic is known as FYidoctors. Founded in 2008 by a dedicated group of 30 Canadian eye doctors, FYidoctors has a simple mission: to offer personalized, affordable and cutting-edge eye care to their patients.

Dr. Tanya Flood was one of those founding doctors, and today, she is proud to bring those values to Campbell River and the North Island region.

“The whole idea behind it was to provide the best care for our patients,” Tanya explains. “We wanted to create a place that we were proud of as doctors.”

Tanya pursued her optometry degree in 1998 at the University of Waterloo, and in 1999 she received her Masters in Vision Research. Since then, she has served on a variety of professional Boards throughout the province, and is the recipient of the President's Award, an acclaimed recognition of outstanding service to the profession of optometry. She brought her talents to the former Coastal Eyecare Centers in Campbell River and Comox, eventually owning and operating both locations. Finally, a decade ago, she became an integral part of establishing FYidoctors in Western Canada. The Campbell River location has since been the recipient of numerous Campbell River Chamber of Commerce awards, with Dr. Flood herself receiving the Chamber's 'Professional of the Year Award' in 2016.

FYidoctors has now grown to over 450 optometrists across the country, allowing the company to pursue their goals even further. “With more doctors involved, we can bring costs down even further for patients while investing in the most advanced eye-care technology available,” says Tanya. “We are really doing something special with this group.”



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### Prevention is the Name of the Game

According to statistics from the Canadian Association of Optometrists, 75% of common eye diseases are preventable if identified early on. “That’s why we focus on prevention, early detection and education for our clients,” says Tanya. “We want to maintain eye health for as long as possible.”

The numbers are startling, and outline why regular eye exams are important as we age:

- By age 40, 1 in 28 people suffer from preventable eye disease
- By age 60, 1 in 9 people
- By age 70, 1 in 4 people

“It makes me really sad when somebody in their late 50’s or 60’s comes in for their first eye exam ever because their vision is failing,” Tanya says. “It’s usually due to an eye disease that could have been prevented had we known it was there earlier.”

This is why Tanya encourages regular eye exams, even if you have good vision. She notes that eye exams look for those early warning signs and other problems, along with testing vision. “The advanced technology we use gives us this incredibly detailed picture of your eye, and we can actually show you any damage or problems during the exam,” she says.

Eye health and vision naturally deteriorate as you age, especially after age 40. However, there are a number of things you can do to maintain vision and health well into your golden years.

### Tanya’s Tips and Tricks

There are a number of risk factors that can cause eye damage which can be mitigated by a few simple steps, according to Tanya. “It’s all about identifying your personal risk factors and managing them with your optometrist.”



- **Sunshine:** The sun can cause severe damage to the eye, so wearing sunglasses is crucial. Choose a pair labeled UV-400 with a full-face wrap design for maximum protection.
- **Diet:** Eat lots of dark, leafy greens and colourful fruits and vegetables like bell peppers, kiwis and berries for vital nutrients and vitamins. Also, fish high in omega-3 fatty acids can prevent macular degeneration – a leading cause of irreversible vision loss in people over age 60. A balanced diet promotes long-lasting health and vision.
- **Screen time:** Flat LCD/LED screens such as televisions, phones, tablets and computers can cause digital eye strain and end up damaging the eye. Try to limit screen time between 7pm and 7am, and minimize glare when using screens.



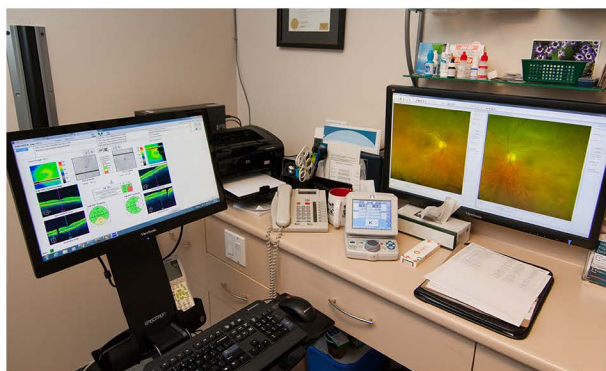
“I never used to have to speak about limiting screen time,” says Tanya, “but in recent years it’s become such a problem.” If you use screens a lot throughout your day, Tanya suggests following the ‘20/20/20’ rule:

- Limit screen time to 20 minutes
- Take a 20 second break
- Gaze at an object 20 feet away
- Repeat

After one hour of this strategy, Tanya suggests a 20 minute break from the screen where you focus your eyes on something else. Other tips include drinking lots of water, blinking frequently and using artificial tears to combat dryness.

“Screens emit high levels of blue light which, with excessive exposure, can damage the retina,” she says. She suggests installing ‘blue-blocker’ applications on your devices, and minimizing screen time right before bedtime. “Blue light emissions can significantly disrupt your circadian rhythm and interrupt sleep patterns.”

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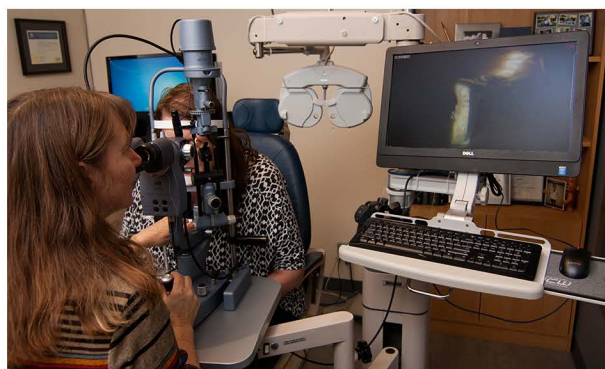


### The FYI Difference

“Vision and eye care is one part of maintaining overall health,” says Tanya, “and it’s an important one.” She recommends getting an eye exam done every 1-2 years, and going to see an optometrist immediately if you notice any changes in your vision.

Starting February 1, you will have a new location at which to visit Tanya and her team of talented optometrists. She is proud to announce that FYI Doctors will be opening a second clinic downtown in Mariner’s Square in order to better serve our region.

“We have these amazing tech tools available to help people,” says Tanya, “like an electronic fitting device that perfectly matches your frames to your face. And retinal imaging systems that allow us to actually show you detailed pictures of your eye and explain what we’re seeing. It’s as much about education as it is about treatment.”



FYI Doctors - Photos by Dr. Tanya Flood

## MEET DR. CHRISTINE HILDEBRAND, DENTIST FRESH DENTAL

Campbell River’s newest dentist practice opened its doors in Timberline Village in 2013, thanks to the vision of Dr. Christine Hildebrand. “I really just wanted to build a place that I would be proud to take my family,” she says.

Christine graduated from dental school in 2003 in Saskatchewan before moving to the Island with her husband. She says they loved Campbell River for its beauty, lifestyle and mild winters, but they ended up staying for their children.

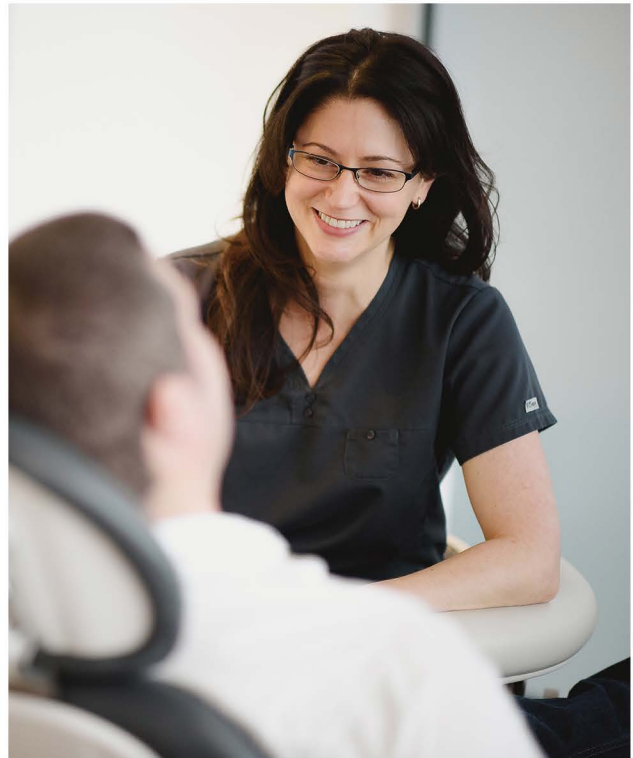
“Once we started having a family we realized that this was really the greatest place ever to raise children,” says Christine. “It also inspired me to start building Fresh Dental.”

Christine began working on the business while on maternity leave between her two kids. It wasn’t easy, but that central idea of creating a great, family-centric dental experience pushed her through any difficulties. She was heavily involved during the construction of Timberline Village, designing the space Fresh Dental would occupy while hunting down the best ideas she could from other moms, dentists and industry leaders. Today, Fresh Dental is a full practice serving Campbell River residents and their families, with two dentists and a great staff of dental assistants.

### The Big Picture

When it comes to staying healthy, Christine says that dentistry is a small but significant part of the overall picture.

“Health and wellness is a really comprehensive concept, and it’s very broad,” she explains. “Sometimes it feels like you have to do so many things to be ‘doing it right,’ and it can be so overwhelming for some families.” That’s why



Christine and her team focus on helping their patients fit dental care into their lives, finding a realistic balance that works for families. “We don’t want to lecture people or make them feel bad because they don’t have time to floss every single day. We are here to help you do the best you can.”

***“I really just wanted to build a place that I would be proud to take my family”***





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That is a philosophy that Christine says has influenced how she’s chosen the team she works with at Fresh Dental, all of whom are women and many who have families of their own.

“The great thing about all of us is that we all have lives outside of work and we support one another to find that work-life balance. We are proud to be where we are and we bring that attitude into work with us, and to our patients.”

Because of that great attitude, Fresh Dental is able to offer a complete list of dental services including cleaning, whitening, fillings and crowns. They also provide a unique patient experience, offering massage chairs, cozy blankets, ceiling-mounted televisions and noise-cancelling headphones. Of the extra amenities, Christine is humble, repeating that she “wanted to build a place that I would like to take my family. That’s really all I had in mind.”

### Teeth Tips

When it comes to having healthy teeth and gums, Christine says that the main thing is to see a dentist regularly in order to monitor and prevent any problems.

“Campbell River is so lucky to have a really big pool of fantastic dentists,” she says, “so find the right one for you! I’m not saying you need to come see me, but make sure you go see somebody on a regular basis.”

Of course, regular brushing and flossing is necessary to maintaining healthy teeth. Consistency is key and it’s a great opportunity to involve the whole family in a healthy activity. Starting good habits for children as early as possible is important, but Christine stresses that finding a good balance is also paramount.

She also points out that while she recognizes cost might be a barrier to some families, there are a



variety of programs available that help to provide funding for dental care. [BC Healthy Kids](#) is one such program, providing funding to children 18 and under from low-income families. This program also covers some hearing and vision care.

“Again, be realistic about your life and do your best,” she says. “Dental care is one small part of that overall health picture, and we are here to help you take care of it.”

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Fresh Dental - Photos by Erin Wallis

## CAMPBELL RIVER ECONOMIC DEVELOPMENT OFFICE - 2018 UPDATE

For entrepreneurs and business leaders in Campbell River, 2018 is already shaping up to be an exciting year. Thanks to support from local businesses and a few that are further afield, a variety of workshops and gatherings are planned for 2018.

### 2018 Modern Entrepreneur Series

In 2017, the Economic Development Office launched The Modern Entrepreneur Series, encompassing workshops and events aimed at supporting existing and emerging entrepreneurs in Campbell River. The Series has been a success, bringing together business leaders, startups, and those considering going into business. This year, the series is continuing with more workshops, monthly Freelance Fridays, and the introduction of roundtables, providing more opportunities for economic growth and expansion in Campbell River.

“Inspired by feedback from local businesses and recognizing the changing landscape of business, we have created a number of relevant workshops. This year’s events are customized to address the needs expressed by attendees during the 2017 workshops,” says Rose Klukas, economic development officer.

Keith Ippel, from Vancouver-based business support company Spring, has returned to share his knowledge and insights with Campbell River entrepreneurs. On January 17 and 18, more than fifty attendees participated in workshops focused on building a strong online presence and crafting a compelling business pitch.

The two days’ of workshops wrapped up with a meet & greet where roundtables were introduced. Roundtables are groups of curated entrepreneurs and business leaders who meet monthly to dedicate time to supporting each other and accelerating their business’ growth in a confidential environment. Spring will be launching roundtables in Campbell River this year. More info and the registration page can be found [here](#).

Upcoming events include a double-feature workshop on April 18 with Crystal Henrickson from the Talent Collective in Vancouver. Crystal will be leading a discussion on dealing with negative customer feedback, as well as hosting a workshop on attracting and retaining talent. Plus, there will be a bonus Ask Me Anything session in the afternoon. [Stay tuned to the Economic Development Office](#) for more information and more events!



## Freelance Fridays

As part of The Modern Entrepreneur Series, the economic development office has launched Freelance Fridays.

Are you a freelancer or home-based entrepreneur looking to connect with other freelancers? Come to a Freelance Friday jointly hosted by the Economic Development Office and local entrepreneurs! Since starting up in December 2017, Freelance Fridays have seen more and more people come out to connect with one another and get some work done.

The next Freelance Friday will be held on Friday, February 2 at Sundance Java Bar in Willow Point. Bring your laptop, notebook or whatever tools you need to get some work done. The event is free, but space is limited so be sure to [RSVP here!](#)



JOIN US FOR  
*Freelance Fridays*

THE 1ST FRIDAY OF EACH MONTH  
LOCATIONS CHANGE. FOLLOW US ON  
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## CRadvantage Wins Smart 50 Award

2017 also saw the introduction of high-speed broadband internet access in Campbell River's downtown core. Branded CRadvantage, this municipal broadband network is the first of its kind on Vancouver Island. Campbell River has already seen five buildings hook into the network with plans for more uptake in the future.

A progressive initiative, CRadvantage is receiving international attention, and has been awarded the Smart 50 Networks Award as a result. Each year, the Smart 50 awards recognize the most influential and innovative technology projects around the globe. With enterprise level broadband internet, Campbell River is poised to attract new and diverse tech-based businesses.

The award will be presented at a gala held in Kansas, Missouri on March 26.



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