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# MERRITT MORNING MARKET



WEEKEND EDITION — FEBRUARY 28, 2014 #2551

News, opinion, community events & classifieds since 1996! Box 2199 Merritt, BC V1K 1B8  
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## Friendship & devotion

*Quilting Arts Magazine* is the foremost monthly magazine for quilting enthusiasts. Among the many interesting features is the *Reader's Challenge*, where quilters across North America & the rest of the world submit art quilts based on the given criteria — it's a starting point for a fun project and a way to interact with other quilters. After a selection committee looks over the submissions, they decide on the works that will be published.

The edition currently on newstands features a small art quilt made by Merritt resident Shel Hein, one of 12 published from the 60 submitted last fall for the 'friendship & devotion' challenge. It is titled *Me Too!* and was inspired by her closest friend, whom she's known since childhood.

Not only did Shel's quilt make it into the article, but it was featured on the title page of the article, as well as in the table of contents — three spots in one magazine! (Clearly they liked hers best!)

## Thank you

A big thank you to those that believe in me, trusted me, sponsored and voted for me. There is a lot of work to do in re-gaining public trust in Council.

Congratulations to Neil Menard in the job ahead as a newly elected councillor.

*Ginny Prowal*

### Letter to the editor

## Country with Attitude?!

### More like Council with Attitude

I tried my best to hold back, but I just couldn't resist:

Country with Attitude?! More like Council with Attitude, I'd say. Seriously, what is this? Like many other Merritonians, I am appalled by this new branding of our town. I am sure most of the arguments have been made by others, but let's reiterate:

How is this the best option? Who was this "task force"? Why wasn't it presented to the public in a proper forum? Where was our say? And, God forbid, what are they thinking???

Who are the marketing geniuses responsible for this? While it's great to have an edge, you don't want your city's brand to be risque. You don't want to leave any room for it to be taken the wrong way. And "attitude" is probably the easiest word to do just that. That word initially comes off negative to everyone. If you have to EXPLAIN your slogan, and tell people why it's actually a good thing, then it's not a good brand! (Mr. Christy, you make dirty cookies. - Uh, what? - But dirty means good!)

This is where council is supposed to have good judgement. You're supposed to be conservative. Realize the potential responses, consequences, uproar, etc. that could arise. Look at some of BC's other brands – Kamloops is the Tournament Capital; Kelowna, the Orchard City; Nelson, the Queen of the Kootenays; Penticton, the Peach City; and Surrey, the City of Parks. Do you think any of those cities would consider "attitude" a better alternative?

Perhaps I am missing something. Is council trying to pull a "Miley Cyrus" maybe? Is this some attempt to make a transformation from a sweet little country town to an edgy, attention-seeking city? Is the logo going to show the Mayor twerking?

But I get it. We're all used to it by now – council does what they want. That's their attitude. *Nik Vischschraper*, an embarrassed Merritonian from London, On - The Forest City

### Texas Millionaire

A Texas millionaire had fallen ill. The doctors consulted did not seem to understand what ailed him. The millionaire let it be known that any doctor who could heal him could have whatever he desired. A country doctor was finally able to cure him, and as the doctor was leaving after a week's stay, the Texan said, "Doc! I am a man of my word. You name it, and if it is humanly possible, I'll get it for you." "Well," said the doctor, "I love to play golf, so if I could have a matching set of golf clubs, that would be fine." With that, the physician left. The doctor didn't hear from the Texan millionaire for some months. Then, one day, he got a phone call from the millionaire. "Doc, I bet you thought that I had gone back on my word. I have your matching set of golf clubs. The reason it took so long is that one of them didn't have a swimming pool, and I didn't think that was good enough for ya. So I had a pool installed and the clubs are all ready for you now!"

## Book sale

A book sale will be held Saturday, March 1st, 9am-4pm at Phalen House, 2336 Jackson Ave., in the lobby.

## Community

### Grad fundraisers

MSS Grad Class of 2014 will be having a **bottle drive** this Saturday 9:30am-4:30pm. The grads will be set up at the bottle depot if you would like to drop off your cans & bottles. **Steak dinner** & auction at the Grand Pub on April 12, \$15/ticket, available from any 2014 Grad or contact Dave Finch 378-5464.

### Movie benefit

Come to a special benefit viewing of Nino Jacusso's *Escape to Paradise*. The purpose is to raise funds to bring the Canadian premiere of *Shana* (also directed by Jacusso) to the Nicola Valley and to help send our very own featured actors to Switzerland for the world premiere. There will be 2 showings: Fri. Feb 28th & Sat. March 1, 7:30pm. Tickets at Country Bug Books, FMI 378-5634.

### Baron of Beef fundraiser

Nicola Family Therapy is hosting its 2nd annual 'Baron of Beef' fundraiser on Sat., Mar. 1 at the Lower Nicola Community Hall. Doors open at 5pm; dinner at 6pm. Cash bar, silent auction, loonie auction, 50/50. Gather your friends and family for a great night out! For tickets call 378-9222 or stop by Nicola Family Therapy in the front of the City Hall building.

### Shrove Tuesday pancake supper

Lent is coming and so are the pancakes at Trinity United Church. Enjoy pancakes with butter and syrup or apple sauce plus ham. Ice cream, coffee, tea, fruit juice will also be served. Tuesday March 4, 5-7pm at 1899 Quilchena Ave. Please call Pat at 378-5632 to arrange a ride.

### Legion happenings

Every Saturday, **meat draws** 2:30-4:30pm. **Spring craft fair** April 5, 10am-4pm, table rental \$20 includes one lunch ticket. Book your table now, call 315-8077.

### World Day Of Prayer service

The women of Egypt invite you to join with them in a celebration service, praying under the theme, *Streams in the desert*. A local service will be held at Sacred Heart Catholic Church, in partnership with St. Michael's Anglican and Trinity United Churches. Everyone is welcome to join in celebrating with Christians around the world, at the Catholic church, 2302 Jackson Ave, at 7pm on Friday, March 7.

### Hospice Society training course

The next event is a training course for those interested in becoming a hospice volunteer. The course will take place on March 7, 8 & 9. FMI contact the Hospice office 280-1701, [merrithospice@shaw.ca](mailto:merrithospice@shaw.ca)

### Open house: tourism plan & branding

Merritt Civic Centre, March 12, 6-8pm. Join the City of Merritt and TOTA for a tourism plan update, including the 3 components: Destination Branding, 2014 Travel Experiences Guide, and Destination/Stakeholder Inventory.

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