

explore magazine

Issue 1 • June-August 2010



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Inside



2 Unity

Five communities foster a spirit of co-operation for the benefit of an entire region

10 Relaxation

Take a visit to an award-winning bookstore that offers something for everyone

14 Destination

A vibrant uptown core is viewed as a catalyst for luring families back to the Port City

20 Retail

Saint John merchants attract more customers by combining competition with co-operation

28 Tradition

Customers keep coming back generation after generation because they're treated like family

34 Specialty

Saint John features one-of-a-kind shops offering merchandise you won't find elsewhere



Explore - And See - With Us

Ralph Waldo Emerson left our world before we got to know him, but the brilliance of his mind is revisited daily in board room and coffee shop conversations as people explore the possibilities of bridging today's world with tomorrow's challenges.

To wit, the late American essayist and philosopher once mused that "people only see what they are prepared to see."

Henry Ford got it. The inventor and industrialist did not revolutionize transportation early in the 20th century with the Model T by falling back on conventional wisdom.

"If I had asked people what they wanted, they would have said faster horses," Ford quipped famously. His words weren't meant to dismiss a tenet of good business practices – customer opinion; he was using innovation to enhance the customer's experience of getting to and from their destinations in a timely, efficient manner.

So, how do we think like Emerson and Ford and history's other visionaries? How do we imagine what's possible – and enjoy the adventure the journey brings?

What are we prepared to see?

That's the conversation Saint John's civic leaders and builders are having today – and that's why we're excited about launching *Explore*, a quarterly magazine that serves as an open invitation for you, the reader, and to you, the visitor, to learn about the Saint John experience.

Buckle up – fly with us at 30,000 feet and learn why Saint John is a hot spot worth exploring. Okay, okay – so we're not Las Vegas. And, you're right – we can't set the thermostat at room temperature and promise sunshine every day. But

we will tell you what's cool about Saint John and shed the skin of a stereotypical image that has outstayed its welcome in what is a connected, vibrant Port City community:

- we are historic – and modern;
- we are outdoors people with a niche for creating adventurous experiences;
- we are Harbour Station, the Imperial Theatre and the New Brunswick Museum, home to world-class shows and exhibitions;
- we are restaurants where no dish is beyond your lips;
- we are culturally diverse – and just as artistically inclined;
- we are East Point Shopping – New Brunswick's premier retail destination that is anchored firmly by the largest Costco store in Atlantic Canada; we are McAllister Place; we are speciality shops sprinkled like magical pixie dust in our uptown core; we are the Lancaster Mall. Retail? That's us.

We are Saint John – one destination with multiple communities worth visiting, worth exploring and worth taking great memories back home from.

Throughout this issue, we're going to chat you up and visualize the Saint John that awaits your arrival. We want you to explore what we have to offer through a number of lenses. We want our people to give you a virtual tour of Saint John with words and images.

That's how you can fly with us at 30,000 feet. Like Troy Northrup does.

It was only a few years ago that people drove along an undistinguished east side road. Where existed a hilly, mountainous area with a thick covering of brush, the ambitious builder was prepared to see



something else – a retail development with no equal in Atlantic Canada. East Point Shopping was born and Costco, Indigo, Starbucks and others joined the family. Today, indeed, she is lookin' swell, fellas.

When you follow the bread crumbs to Saint John, we'll tease you with the full monty – the fast pace of retail and recreation, and the wonderful romance of great dining and relaxation at our restaurants and hotels.

Oh, and did you know that we're having a year-long birthday party? This "original city" has been around 225 years but we're not old...folks, we're just getting started.

The marquees at the Imperial Theatre and Harbour Station talk to us daily about what's going on in Saint John.

With the launch of *Explore*, we're going to continually talk to you about the Saint John renaissance – a special place and time – our time.

Enjoy the conversation.

TELEGRAPH-JOURNAL

New Brunswick's Newspaper, Founded in 1862

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A goal that unites

HEATHER MACLEAN
FOR THE TELEGRAPH-JOURNAL

How do you build a vibrant community? Start with a common goal, add the ability to attract and retain talented people, who then in turn attract investment, and the result is a place where people can be proud to live and work, says Steve Carson, CEO of Enterprise Saint John, the city's economic development corporation.

"We've made Saint John a destination city because the five municipalities have worked together, becoming one community with the same goals," says Carson.

Ten years ago, the communities of Grand Bay-Westfield, Saint John, Rothesay, Quispamsis, and St. Martins began working together because, "after many years of having separate intentions and messages, we knew that by working together we could build and grow the pie, instead of fighting over its pieces," says Carson.

"Working apart slowed down progress. We decided that the focus should be on what unites us instead of on what divides us."

With that objective in mind, the municipalities set out to create one community of interest. "We spent a lot of time over the years breaking down the silos each municipality was operating in, and developed a balanced approach to the growth of Saint John."

Achieving social, cultural, environmental, and economic development priorities simultaneously are at the core of the philosophy the Greater Saint John community operates under.

"A decade ago, the municipalities would have been working on each one of those growth activities independently," says Carson. "Now we work co-operatively on all of them at the same time, creating partnerships and new opportunities where possible."

Building the brand of the Saint John community – a place where people are happy to live life on their own terms – hasn't been without its challenges. It's one thing to propose unity, it's another to live it.

"A lot of other places have tried this, but it's difficult to actually make it work. It's easy to find the things that we disagree on between our municipalities," Carson says. "The majority of our time is spent on the things that we do agree on. We're a family now, we act as a team."

The motivating factor behind forging an alliance among the five municipalities was to create a place where people want to live and work. That is especially challenging to realize with one group in particular – the younger generation.

"Fusion, for example, is a group that has engaged, motivated, and encouraged young people to stay and contribute to the city. It wasn't something we started; it was a grassroots organization that began organically. But it is a testament to the work we've been doing to make Saint John a magnet for creativity and innovation and a place 20 and 30 year olds want to put down roots."

The proof of the community action and investment is obvious.

"We have a revitalized waterfront, we're a port of call for cruise ships and tourists from all over the world. We have a healthy economy with workers in every sector. Residents are proud of the city's history and they're positive about its future," Carson says, referencing the city's most recent coup – the largest Costco in Atlantic Canada.

"There has been a retail renaissance here," says Carson. "Retailers and restaurants are coming in to support and meet the needs of our growing population. Costco chose to come here because their head office recognized that. Their opening is a result of the economy that is already present in Saint John today."

The message Carson and the mayors of the municipalities want people to hear is that Greater Saint John has changed and will continue to change.

"People have outdated perceptions; there is a real sense of optimism and excitement about being here. Saint John is 225 years strong this year, our community feels good about itself and that's contagious. We're building on that enthusiasm, with tremendous success so far."



NOEL CHENIER/TELEGRAPH-JOURNAL

'A decade ago, the municipalities would have been working on... growth activities independently,' says Steve Carson, CEO of Enterprise Saint John. 'Now we work co-operatively on all of them at the same time, creating partnerships and new opportunities where possible.'



Mike Briere
Warehouse Manager

THANK YOU SAINT JOHN!

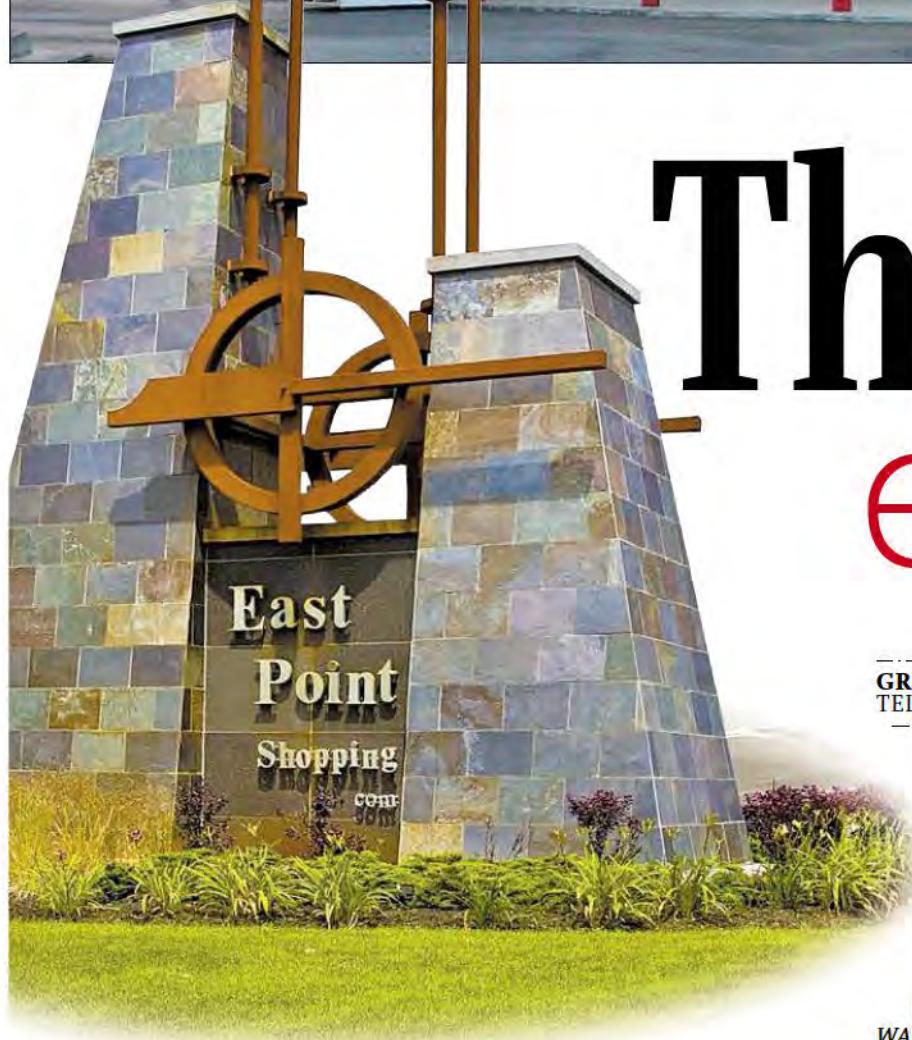
I appreciate the warm and friendly way in which you've welcomed Costco. What perfect timing it is to open our doors during the 225th anniversary of Canada's original city. Your enthusiasm, hospitality and goodwill have helped me build a great local team, and made our work of readying the warehouse for the opening much easier. The Costco team is committed to creating one of the best shopping experiences in Saint John.

Our members tell us that shopping at Costco is like a treasure hunt and we hope you'll agree.

With the opening of this Costco warehouse, the business owners and smart shoppers of Saint John can benefit from outstanding savings on a huge variety of high quality, brand name products. Join us at our Grand Opening on May 27, 2010, and discover everything you need to make your home more comfortable, your business more productive and your days easier and more convenient—for less.

You're invited! Grand Opening on May 27, 2010 at 8 a.m.





The Costco experience

GRETCHEN DRUMMIE
TELEGRAPH-JOURNAL

Let's go inside the head of a Costco Saint John shopper: Pull into the 600-spot parking lot. Wander in the front door like Bugs Bunny entering a giant carrot patch. Flash the membership card. Snag a cart (or two). Head for the food section. Load up on fresh veggies and fruit. Oh, the meat, it's AAA and to die for. Whoa, that's a WALK-IN dairy cooler!! Hey, look there's a cute T-shirt, grabbit. Jeez, I need a new set

of bath towels. OMG I've been looking for that exact coffee maker. Wow, I can get my prescription filled over there. Um, that ring would fit my finger perfectly. ... Look, you can get your photos done on CD's! Hmm, if I go this way I can snarf a hotdog at the food court, then hit home renovations with a side trip to pastries and not break stride. Neeeeed. Flat. Screen. TV. All this only costs how much? Gee, I've got cash left over for a nice meal in one of those cool uptown restaurants...

PLEASE SEE → COSTCO, PAGE 5



MATTHEW SHERWOOD/
TELEGRAPH-JOURNAL
Gary Swindells, vice-
president of regional
operations for Costco.

'It made sense' to come to Port City

COSTCO ← PAGE 4

Ah, the Costco experience. And surprise, this shopper's from Moncton.

Or Fredericton. Or St. Stephen. Calais. Digby...

Saint John is suddenly where the cool kids are heading. And the city's biggest shopping magnet – Atlantic Canada's largest Costco at East Point Shopping – opens May 27. It's 142,000 shiny, new square feet packed full of pretty much every single thing you can think of to buy. At jaw-dropping, low warehouse prices. All under one enormous roof.

"It has all the bells and whistles," says Gary Swindells, vice-president of regional operations for Costco.

"We feel Saint John has what we need to do good business here," Swindells



MATTHEW SHERWOOD/TELEGRAPH-JOURNAL

At 142,000 square feet, the Saint John location is Atlantic Canada's largest Costco.

tells a visitor during a tour of the store during the setup. "We feel we've got a lot to offer as well to the city."

Costco's emergence in Saint John will "change a lot of things," predicts developer Troy Northrup, president of East Point Inc. "Having a Costco in your community does a lot for the greater area. It does a lot to attract consumers that come to the area from away. It expands our market, and because not every area will have a Costco, it's going to

draw other communities to Saint John. ... It's one more asset to have here and one more attraction for everyone."

In fact, Northrup thinks the Costco opening will be a permanent bonus for the city. "It is a regional draw that not everybody's going to have. I think it's important for Saint John to be able to offer that kind of diversity in shopping and in the experience for

PLEASE SEE → COSTCO, PAGE 6



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Developer predicts store will help make city a shopping destination

COSTCO ← PAGE 5

the city." After all, Costco is the largest retail draw on the planet.

He adds there are people in the city's outlying area that haven't shopped here before and "they're a real asset for the community when you think of the markets that we're going to pull in. Having the largest Costco in Atlantic Canada is certainly a great draw and it's a spinoff to everybody else."

Northrup predicts people will travel here to shop at Costco, see stores such as Indigo, and discover all the unique stores uptown, and the pedway system, and the entertainment events, and the restaurants, and stay in the hotels, and so on. "That's a benefit to the entire community. It's going to drive further development, it's going to drive more restaurants, more shops, more tax base, more jobs and it's great for the entire community," says Northrup.

But why did Costco choose Saint John? "We've got studies and demographics of how the cities are growing and what works for Costco with respect to population and it made sense to come here. Right now it fits the pattern if we look at population and population is a big thing for us."

So, for the few living under a rock who don't know what Costco is, here's a short definition: it's a warehouse membership store that sells everything from applican-

es to food to electronics. Annual memberships are \$50 for business, \$55 for gold star and \$100 for executive.

"We do good business," says Swindells. "We offer what the members want, merchandise at great prices. We feel very comfortable with our pricing."

And the selection is second to none. "We're one-time shopping. ... We want to create the treasure hunt atmosphere. You find things at Costco you don't see elsewhere. We want to show the members what they are looking for."

"You always get surprised," he adds.

The store was really starting to look like a Costco inside by late last month. The racking was up to hold the 4,000 skus (items) they carry. The first products to be brought in for sale were the flat screen TVs.

"We do great, great business in electronics and TVs," says Swindells. But he notes the store also carries excellent seasonal items. And something as unexpected as a clothing rack "generates hundreds of thousands in sales."

By April 22, 2,000 new members had signed up. By opening day they hope to have 6,000 to 7,000 and overall they're aiming for 35,000 to 40,000.

"It's going very well. We're ahead of plan as we speak," says Swindells.

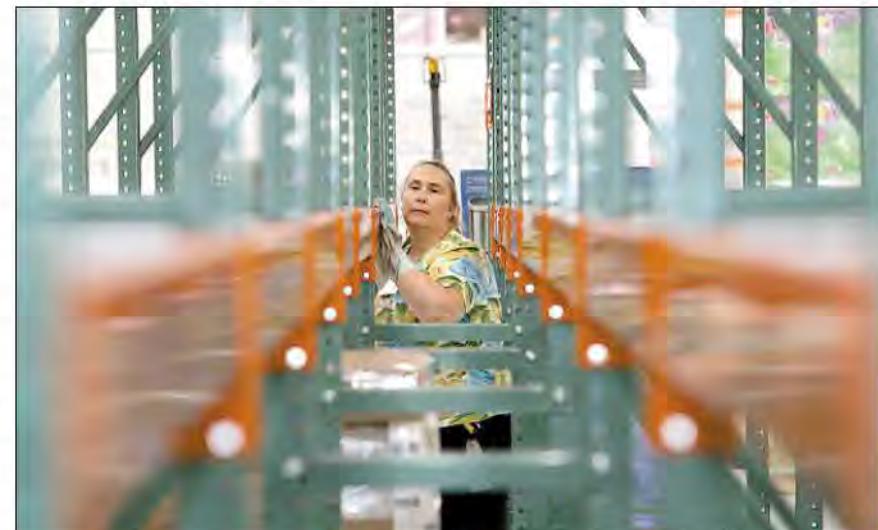
Costco hired 129 new workers from the city after a job fair over three days that saw 1,300 applicants interviewed. Plus, at least 75 current Costco employees are transferring here from all over the country; some are Atlantic Canadians who went out west to work and are now coming home. There are 77 Costco outlets nationally.

"The job fair was huge. We had lots of fun. We got to meet people and they're fantastic; the atmosphere



MATTHEW SHERWOOD/TELEGRAPH-JOURNAL

With its one-time shopping philosophy, Costco tries to create a 'treasure hunt atmosphere'.



MATTHEW SHERWOOD/TELEGRAPH-JOURNAL

Mary Wilbur prepares the shelves that soon will be stocked with a variety of Costco merchandise.

was great," says Swindells.

In September, Northrup finished the pad upon which the Costco sits, high above the city's east side. The retailer built the new store with upgrades to the exterior. "This is their latest prototype," says Northrup.

And it has some neat new touches. For example, the meat shop is massive. "I would not buy my meat anywhere else

than Costco," says Swindells.

There's a 400-square-foot walk-in produce cooler that makes you want to eat your veggies. Swindells says there's been a "big expansion in fresh food." There's a similarly slick setup for dairy products.

Even the food court is a new design, where shoppers can grab hotdogs, pizza, burgers, ice cream, cappuccino or a foamy latte.

Swindells says Saint John is a "beautiful city. The people have been nothing but fantastic to us. We can see and feel the enthusiasm which is always a great feeling."

And, he says they'll be all set for the big opening with promotions and special prices.

"There'll be some deals worth waiting to get in," he says, adding Costco can be a busy place but "for us it's business as usual."

Meanwhile, as John Johnston, retail development manager of East Point Inc. says, the opening of Costco makes Saint John a destination.

Costco may be the straw that stirs the drink in getting people to come here, but the challenge is to ensure they drink in the rest of what the city has to offer, he says.



Costco hopes to attract up to 40,000 members to its Saint John store.



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"Especially in the Maritimes, vehicles need protection from 3 major problem sources: salt air, salt spray from the salt used on winter roads acid rain.

Ziebart offers its customers a variety of packages to suit their needs. Ziebart's total protection package covers the complete rust protection of all inner panels on the top and bottom sides of your vehicle plus the exterior paint of the vehicles as well as the application of a material which protects the seats and interior upholstery, all with a 10-year all-inclusive warranty.

Other packages also provide the standard Penetr-Oil undercoating, for those with a tight budget, using the same technique of application as its complete rust protection process.

"To apply rust protection of any kind you must have a hoist and the vehicle underside has to be steam cleaned. That's critical to any rust protection process. Nobody would want to pay for rust protection sealant sprayed over mud on the underside area of your vehicle. At Ziebart the facilities are clean and cars and trucks are fully steam-cleaned before any type of rust protection is applied."

Ziebart warranties are honoured at any Ziebart franchises across Canada. "So if you move your moves right along with you."

A stronger voice on the horizon



JOHN CHILIBECK
TELEGRAPH-JOURNAL

Francophones visiting the Port City this summer for the 31st Acadian Games are going to find that the unilingual anglo fortress that once surrounded the region has given way to a more open, welcoming attitude.

While the official brochures from the municipality still trumpet the city's name as Saint John, not Saint-Jean, as French speakers call it, Christiane Vachon-Horgan has witnessed a startling transformation from when she was a little girl visiting her mother's Irish-Catholic side of the family, including her nine uncles and aunts.

A full-time Saint John resident since 1991, Vachon-Horgan has the pleasant, imitable voice you'd hear when leaving a message on a Telus Mobility voicemail or when using Canada Direct online, in English or French.

"There's been a sea of change since I moved here, specifically, in Saint John," says the native of Hull, now called Gatineau on the other side of the river from Ottawa. "It

felt like New Brunswick had already gone to a bilingual model, but it just didn't happen here. There was a French population here when I arrived but they were all – or nearly all – assimilated."

The translator muses that it's one of the few places in Canada where people with francophone names pronounce them with an English accent – Leger, for instance, ends with a vowel sound in French, whereas in Saint John it generally is pronounced with the consonant 'r'.

Old habits die hard, but an influx of newcomers has ensured French won't disappear after first being spoken by explorer Samuel de Champlain more than 400 years ago, naming the river that now bisects the city 'Saint-Jean' because he arrived in his ship on June 24, the Christian feast day of St. John the

KATÉ BRAYDON/TELEGRAPH-JOURNAL

Christiane Vachon-Horgan, a bilingual translator, says she's seen a sea of change in Saint John since moving to the city almost 20 years ago.

Baptist.

Francophones have always been around but the new arrivals come from places that protect their language and demand equal status.

"Before, there was an attitude here that French people who moved here, they moved from other parts of the province, they were either small labourers or from the farm or country, and they were moving here to take little jobs. So they weren't important people, you just changed their name as you wished, you just pronounced their name the way that's easy for you, and they could just adapt to English."

Most of these francophones, she says, accepted this fate without fuss. The community was largely lower middle class and cloistered on the west side, and the children quickly lost the language.

Today, the influx has grown to about 6,000 francophones throughout Greater Saint John, with a fair portion in the Kennebecasis Valley. They tend to be more educated and professional. They don't want to lose their language and like to speak it whenever they can.

"The people who move here now, whether they move here from the rest of the province, or Quebec, or France or Belgium, they don't think that. They think they're going to live bilingually. And when I speak to my other French friends, we're going to speak French. When we go to stores, and we hear that little tell-tale accent, or we see the French name on somebody's name tag, I go to that person."

Since launching an aggressive bilingual program a few years ago, the City of Saint John now has several services in French. Every council meeting has simultaneous interpretation, all signage, bylaws and minutes are translated, and the website, notices and publications are all bilingual.

Most importantly, there are far more people in the municipal organization that can say "Puis-je vous aider?"

"We have also been successful in recruiting a number of skilled employees to the organization that happen to be fluently bilingual," says city manager Patrick Wood, a fluently bilingual accountant originally from Campbellton. "Hosting les Jeux

PLEASE SEE → VOICE, PAGE 9

About 6,000 francophones residents now call Greater Saint John home

VOICE ← PAGE 8

d'Acadie is another opportunity for us to step back and make sure we are meeting our obligations. Just as important to me is that offering bilingual services is not an issue and has become a part of the way we do business."

Woods says that over the last 15 years that he's worked in Saint John, far more staff are bilingual. More than 50 of the 800-odd employees have attained an intermediate level or higher in French language accreditation, and new vacancies for front-line and administration positions are filled with bilingual candidates.

"Apart from specifying certain key positions as bilingual I think the increase is also due to the fact that we are now hiring individuals who have gone through the various immersion programs," says Woods. "For example, we may have hired some-

one for their technical or professional skills but they also happen to be comfortable in both languages."

The services available in French extend beyond City Hall, too, with the Centre scolaire-communautaire Samuel-de-Champlain offering the community a French school, library and event space for the past 25 years.

After a recent expansion, there's a regular playgroup for children in French, a francophone daycare and a medical health centre, Médisanté Saint-Jean, staffed by a francophone doctor.

There's also an uptown presence, with the local francophone association, ARCF, maintaining its Le Faubourg building at 125 Prince William St., where cultural events take place.

Not everyone who works in health care in the region speaks both official languages, but a spokesperson for the Health Hor-

izon Network says the organization is committed to offering bilingual service.

"We don't have any data in terms of how many physicians or family doctors speak French," says Tracey Shipley. "Horizon does have policies in place to provide services to patients in both official languages."

Local businesses can be hit-or-miss for offering French-language services, but Vachon-Horgan says this is changing too, mostly, she believes, because of the popularity of local school immersion programs. They've come a long way since 22 students first took immersion in Saint John in 1968. This school year, more than 5,200 students are enrolled in French immersion in Saint John and the Kennebecasis Valley.

The immersion graduates are providing a pool of bilingual talent to shop owners and restaurants.

The catering extends to products for sale. For instance, you might be surprised



Pat Woods

to learn that Indigo in East Saint John offers more shelves of French books than the Chapters in Fredericton, where there's a big francophone population working in the civil service.

Vachon-Horgan says businesses are realizing that it's in their own interests to offer French services.

"My dad just bought \$7,000 worth of appliances at Sears based on the fact that the salesman could speak French," she says with a laugh.

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TELEGRAPH JOURNAL



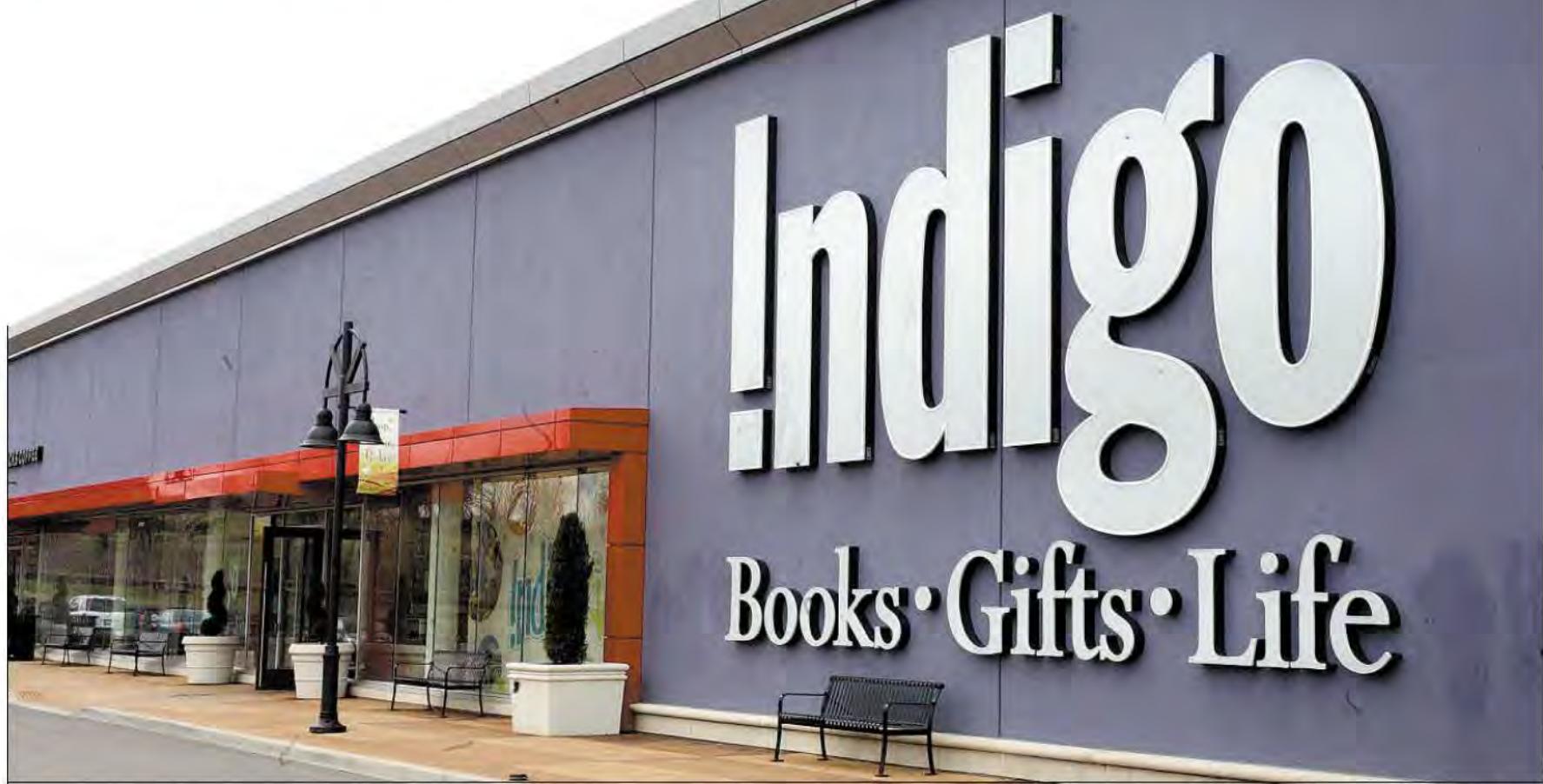
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Discovering bliss in a bookstore



MATTHEW SHERWOOD/TELEGRAPH-JOURNAL

Inside the doors of Indigo Books and Music visitors experience one of the company's two original boutique layouts, providing shoppers with a unique, award-winning design.

GRETCHEN DRUMMIE
TELEGRAPH-JOURNAL

Amy Cleveland perches in a giant teacup, sips coffee and devours a magazine.

Across the room, her tow-headed tot Jobe flashes a sly grin and heads for the train set like a heat-seeking missile.

No, they haven't been dropped into the middle of a Disney movie. It's one version of their weekly hour of bliss. In a bookstore. Other times you might find Cleveland settled cross-legged on a stool eagerly reading a book she's ordered in, while young Jobe plays peek-a-boo with an elusive Jack-in-the-box.

"He calls this the train store," says Cleve-

land of her three-year-old, who probably doesn't care that it's really called Indigo Books & Music. "I think it's phenomenal," she says. "It's absolutely amazing here, especially the kids' section."

From the exterior, the distinctive blue Indigo outlet at East Point Shopping looks like all the rest that dot the landscape coast-to-coast. But, step inside, and it's immediately apparent this one's something special.

The outlet has been "boutiqued" meaning it's been divided into sections with special items grouped together for teens, adults, children, gifts, magazines, well-being, self-help and more.

"We're not just books anymore," says the store's general manager Nancy Pender-Feltham, as soft background music

lightens the mood.

"This store is very unique," says Troy Northrup, president of East Point Inc. "When it was built it was one of only two in Canada and this particular design won the International Council of Shopping Centres design award for the country. It's very remarkable inside and the interior matches what East Point's trying to do, and that is to really give a unique experience to the shopper."

Judging by Jobe's face, it's mission accomplished. Décor-wise, the kids' section is like *Alice in Wonderland* meets *Santa's Workshop*.

Brightly hued and jam-packed with books, stuffed animals and toys, there's even paper stretched across a table for little hands to exercise their inner artist,

with crayons. Thought has also been given to mom and dad who can find plenty of spots to read or watch while their kids do their thing. And on weekends be warned, an impromptu story time can break out.

Meanwhile, if a caffeine fix is called for, Starbucks is conveniently located within the store and it's de rigueur to prowl the sections with a latte in hand.

Pender-Feltham says the difference here is "this is a destination spot. People don't just come here for a book; they're buying the experience." She adds that a shopper isn't merely purchasing a book in the kids' section, but rather this approach is "tying in every aspect of life in

PLEASE SEE → INDIGO, PAGE 11

Store captures shopping centre design award

INDIGO ← PAGE 10

your experience."

With Indigo for six years, Pender-Feltham relocated to Saint John from Newfoundland and Labrador as a career move. And it's been worth it. "Oh, I love this store; this is so different. It's bright and it's beautiful," she says, noting her particular fondness for the children's section.

"It's one of my babies," she admits.

Moving through the 18,000-square-foot store (3,000 of which is set aside for the kids), a visitor notices the great lighting (all the better for reading) and a feeling of spaciousness created by the high ceilings and ample aisles. Gestur-

ing toward the gifts section, Pender-Feltham advises that a shopper can pick up items similar to those found in high-end home stores.

The piece de resistance in one visitor's opinion: the giant magazine section. This huge, brightly-lit room has so many titles it could send a glossy-lover into sugar shock.

Pender-Feltham says in her opinion Saint John is a destination because "it's a small city with a large-city feel. It offers great shopping, great dining. It's the whole atmosphere."

And now there's Indigo here to boot: a place that's jam-packed with the same products you can find in any big city in



MATTHEW SHERWOOD/TELEGRAPH-JOURNAL

Three-year-old Jobe Cleveland plays in the children's section of Indigo Books & Music.



MATTHEW SHERWOOD/TELEGRAPH-JOURNAL

'People don't just come here for a book; they're buying the experience,' says Nancy Pender-Feltham, general manager of Indigo Books & Music in East Point Shopping.

Canada, she says.

"People love this store. They say, 'We waited so long for this store to come here,'" says Pender-Feltham, adding there's a ton of regulars.

The word that springs to John Johnston's mind when he thinks of Indigo is "ambience." The retail development

manager of East Point Shopping, says the store has a "wonderful, warm" feeling that makes one feel like browsing.

He says that feeling is also reflected in the staff and décor. "Those things cheer you up," he says.

Just like curling up with a good book and a steaming mug of coffee.

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CALENDAR

The following is a smattering of the great art and culture events taking place in Saint John this summer:

JUNE

Rising Tides Festival

Starting in mid-June, the festival is comprised of several one-day, free events designed to bring Saint Johners together through art and music.

Sunday, June 6

Cirque Estival

3 p.m. - 5:30 p.m., Harbour Station

Tickets may be purchased at Harbour Station's Box Office or call 506-657-1234 / 1-800-267-2800 or on online at www.harbourstation.ca

Tuesday, June 8

An Evening with Ray Price

7 p.m., Imperial Theatre

Tickets: \$59.50 (discount for groups of 20+)

Wednesday, June 23

Characters & Chronicles

7 p.m., in front of Hilton Hotel

Join guest presenter Robert Elliot, historian and teacher; and New Brunswick Museum interpretive staff to commemorate the meeting of two nations and the founding of the first French settlement in North America in 1604, with an outdoor interpretive walk on Harbour Passage. Meet museum interpreters in front of the Hilton Hotel. The tour will conclude with stories at the Brigantine Lounge, Hilton Hotel. Pre-registration is required by June 21: 643-2349 / 1-888-268-9595. \$25 (tax included); includes one refreshment. (English)

JULY

July 8-10

Salty Jam

Tickets to the main shows in the waterfront tent are \$25 a night or \$60 for a weekend pass. Acts include: Old Man Luedecke, Grand Theft Bus, Brent Mason and Matt Andersen

AUGUST

Friday, Aug. 13

Saint John Gallery Hop

(#3 of 4)

4:30 p.m. - 8:30 p.m.

Various Galleries in Uptown Saint John

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KATÉ BRAYDON/TELEGRAPH-JOURNAL

The idea for a working gallery came to Saint John artist Sarah Jones while completing her masters in art history at Queen's University in Kingston, Ont. Now, her Germain Street studio is visited regularly by patrons and the curious while Jones works on her latest canvas.

An open invitation to art

MICHAEL LANDRY
TELEGRAPH-JOURNAL

Jones Gallery typifies art and culture in Saint John. Only a few arm widths wide, blink while driving uptown on Germain Street and you could miss it. But you'll be sorry you did.

The gallery is a unique micro-sized combination of studio and exhibition space for emerging artist Sarah Jones. If you do happen to take a peak through gallery's large, street-level windows, chances are you'll find Jones working away on her latest canvas.

Like many of Saint John's younger artists, Jones is inviting people to share in the artistic process. More than just a pretty canvas or photograph, Saint John artists are setting themselves apart by offering a more personal connection to their art.

Jones opened the gallery last January. Born and raised on Saint John's west side, the idea for a working gallery came to Jones while completing her masters in art history at Queen's University in Kingston, Ont. Her main focus at school was studying the ways galleries function in society.

"The problem I have with art galleries is it takes a lot of guts to walk through the door," says Jones. "Especially with big galleries... art is this mysterious process where in secret a work is created by some kind of mystical process."

For Jones, having a working gallery also reflects the city's blue-collar, hard-work-

ing tradition. This past winter, Germain Street regulars watched as Jones spent a month slaving away over a massive canvas from its humble incomprehensible sketch line beginnings to a textured view of the Saint John harbour.

Contrary to the notion of the reclusive, quiet artist, in Saint John, younger artists are eager to have people stop by, ask questions and get engaged. Jones is even planning changing her 'open' sign to a more emphatic, 'Please, do come in!'

"It's not interrupting. Even if you feel you don't understand art, just look at it. There's nothing to get. If you like it or you don't, whatever. Just have fun."

Down near the foot of Germain Street you can find rising jewelry artist, Jeneca Klausen. She says it would be great to have more people stop by her studio/home.

And you'd be wise to get your foot in the door if you are eyeing one of her inspired-from-nature pieces. People were lining up to see Klausen's work for her last two exhibitions at Handworks Gallery in uptown Saint John, and it didn't last long on their display plinths.

"(Buyers) like it because it's a little bit unusual, but it's very accessible. Anyone can wear it, but it's not run of the mill. It's all one of kind," says Klausen, busy sanding away at a tiny piece of future beauty.

Her studio setup is very basic – torch, soldering table, buffing machine and the washing-machine sounding tum-

bler. She doesn't mince words when it comes to debunking notions of the aloof artist.

"I just think that's foolish. It's not pretentious in Saint John at all. And you're guaranteed that."

Although you'll have to go through Handworks to buy the work, Klausen is more than open to making special orders.

The openness of Saint John artists also can bring you big-city art experiences. Normally, if you want to pick up one of internationally exhibited Alexandra Flood's paintings, that would mean a trip to Toronto or London. But since she lives uptown on Mecklenburg Street, all you have to do is stop by Flood Studios where her chocolate lab Oliver is always happy about the arrival of visitors.

"My work is almost always in progress in the studio so people can actually see how I create the work," says Flood. "People get to see the ghostly image developing as opposed to seeing just the finished

PLEASE SEE → ART, PAGE 13

Accessibility demystifies the artistic process

ART ← A12

product."

Even better than just viewing or purchasing one of Flood's paintings, you

can also arrange for either a workshop or private lessons. More information about lessons and workshops can be found on Facebook under Painting Lessons at Flood Studio.

"I give them what other business don't have here – hands-on, one-of-a-kind creative exploration."

But really, each in their own way, that's the experience many Saint John artists

offer.

And it can be yours to share if you take just a few minutes to inquire at one of Saint John's many galleries, and arrange a chat with a local artist.

LOCALES

The following is a list of galleries and museums in Saint John. From storied spaces like the Saint John Arts Centre and New Brunswick Museum to hip the Handworks Gallery and Jones Gallery, Saint John has art & culture for everyone's tastes:

Third Space Gallery

Saint John's only artist-run centre. This year they have regular exhibition programming in partnership with the New Brunswick museum.

Market Square, inside the New Brunswick Museum

New Brunswick Museum

Canada's oldest continuing museum with three floors and 60,000 square feet of exhibition spaces and a wide range of public programs.

Market Square

Peter Buckland Gallery

Commercial gallery promoting top tier Atlantic Canadian artists with solo and group exhibitions all year.

80 Prince William St.

Tel: (506) 693-9721

Trinity Gallery

Two levels of restored gallery space representing an array of the Maritimes' foremost craft and fine artists.

128 Germain Street

Tel: (506) 634-1611

Jorgen Klausen Custom Framing

Framing shop and commercial gallery.

106 Prince William Street

(506) 693-9976

Handworks Gallery

Representing more than 80 of New Brunswick's best artists and crafts people's one-of-a-kind works.

12 King Street

(506) 652-9787

City of Saint John Gallery

Atlantic Canada's first municipal gallery.

Saint John Arts Centre

20 Hazen Avenue

(506) 633-4870

Saint John Art Club Gallery

Exhibition space for the more than 100-year-old art club.

Market Square

Tel: (506) 634-1377 or 849-2833

Jones Gallery

Local artist Sarah Jones' commercial gallery offering art with an urban edge.

122 Germain Street

(506) 672-2326

Fundy Gallery of Art

An artist run co-operative exhibition space. Loch Lomond Mall, McDonald St., East Saint John

Hayward China Museum

Showcasing the city's oldest family owned business's story of the manufacturing and retailing of earthenware, housewares and fine china from 1785 to now.

85 Princess Street

Tel: (506) 653-9066

Loyalist House Museum

One of the few surviving buildings of the Great Fire of 1877.

120 Union Street

Tel: (506) 652-3590

Millennium Artplace

Changing exhibits by local artists.

Saint John Free Public Library, 1 Market Square

Tel: (506) 643-7220

Saint John Jewish Historical Museum

The only Jewish Museum in Atlantic Canada.

91 Leinster Street

Tel: (506) 633-1833

Saint John Floral Museum

Exhibits examine the 200-year history of the city's floral industry.

Kiersteads Flower Shop, 143 Charlotte Street

Tel: (506) 634-8780

Saint John Firefighters Museum

Housing a collection of firefighting tools from the 19th and 20th century and a collection of photographs of firefighting in the city.

Engine House #2, located next to the County Courthouse on Sydney Street.

Citadel Gallery

Contemporary artworks by established Canadian artists.

162 Charlotte Street,

642-9004

Imperial Theatre

Exhibitions on display in the lobby.

24 King Square South

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MATTHEW SHERWOOD/TELEGRAPH-JOURNAL

Jeff Roach, seen at the Saint John Skate Plaza, says a vibrant city core has the potential to draw even more families back from the Kennebecasis Valley and beyond.

REID SOUTHWICK
TELEGRAPH JOURNAL

When Jeff Roach moved from Vancouver to Greater Saint John about 10 years ago, friends and family encouraged him to move to the suburbs. They told him there is no better place in the region to live than the Kennebecasis Valley.

He says he later realized they were wrong. A technology executive at the time, Roach commuted every day to work in Saint John and knew things had to change.

"I got to the point that I was physically angry by the time I got home every night after being in the car," he recalls. "I used to live in downtown Vancouver and I walked nine blocks to work; there was just a good quality of life there."

Roach later moved his family uptown, the heart of Saint John that he says has the potential to draw even more families back from the valley and beyond.

Uptown could become the site of dense housing and commercial development where more people would live, work and shop in the same neighbourhoods, Roach surmises.

Uptown at the core of a revival

A more concentrated population base, he says, would create a more vibrant uptown that would attract even those who enjoy the comforts of a suburban lifestyle.

Roach recalls a recent conversation he had with friends who live in the valley and he asked them what keeps them in the suburbs. They replied that they loved their manicured lawns, private back decks and fogless days.

Challenging them to debate, Roach asked his friends whether they would move back to Saint John if it boasted a more energetic city centre, with throngs of people pacing streets that offer new shops and restaurants.

"They all said, 'oh, we would move uptown,'" Roach recalls. "And that's when I started to think, if we had more of them in the city, we would have all that, and they wouldn't give a damn about the fog."

With an eye on the future, Roach says the city can begin to balloon its population by ensuring every new investment

of public funds is targeted at projects that promise to attract more people.

This means, he says, spending more on parks in residential neighbourhoods, cleaning up traffic congested areas to make them more pedestrian friendly and revamping the transit system to improve the flow of people into the city centre, among other projects.

"There needs to be some really meaningful connections to the university," he says.

"Spend money providing free shuttles back and forth. If students could get back and forth between uptown and there were shuttles running every 15 minutes, and they could rely on that, there would be real, meaningful connections to the university. More people could live uptown; people could connect to the business community more."

Apart from public infrastructure, waterfront condominiums could help the city draw the younger generation to the

uptown core, suggests Kevin Francis, president and CEO of the technology firm Centerbeam Inc., which has offices on King Street.

The "up and comer, trendy professionals" want to be able to walk to work and new condo development would serve that real need, Francis says.

The Hardman Group, a Halifax developer, has proposed a new hotel, condominiums, retail space, offices and parking spots along the waterfront.

The proposal has been in the works for years, though executive vice-president Colin Whitcomb said recently he was upbeat about the progress his firm has made.

There may even be an opportunity to spread commercial development to Long Wharf, the waterfront site that was once slated to be the new headquarters of Fort Reliance, Irving Oil's parent company,

PLEASE SEE → DESTINATIONS, PAGE 15

Concentrated population base in heart of city integral

DESTINATIONS ← PAGE 14

says Bob Manning, chairman of the economic development group Enterprise Saint John.

With the headquarters deal now quashed, Manning envisions retail or other commercial use next to the port's secondary cruise ship berth.

"Long Wharf will probably be a combination of commercial and ship front, because it will continue to be a secondary cruise ship berth," he says. "But first I think we've got to execute on some of these plans that we've already got in front of us."

And while condos could draw more crowds, a greater focus on tourism could also generate more economic activity uptown and throughout the city.

With the Port of Saint John expected to have another record breaking cruise ship

season this year, Francis believes restaurants, museums and other tourism destinations could rake in the benefits of what he calls heritage passports.

Francis envisions tourists disembarking from cruise ships and paying for vouchers, or passports, that would offer bus service on tours around the city.

The passports would give visitors discounts, or maybe two-for-one deals, at participating restaurants and tourist venues, such as the Reversing Falls, Francis suggests.

Retailers, he says, would become tourism hubs, while visitors would find places they otherwise wouldn't know existed.

"It's a way to incentivize business, and whether they give away a bottle of wine, if it's a dinner for two or whatever is appropriate, I could absolutely see something like that being successful in Saint John."



KATÉ LEBLANC/TELEGRAPH-JOURNAL

King Street is part of an ongoing uptown revival with new businesses opening in vacant spaces.

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CINDY WILSON/TELEGRAPH-JOURNAL

Three cruise ships, from left, Norwegian Dawn, Caribbean Princess and Carnival Triumph, visit Saint John in 2009. More than 200,000 cruise ship passengers are expected to tour the city in 2010.

REID SOUTHWICK
TELEGRAPH-JOURNAL

Saint John's cruise industry is expected to embark on a record-breaking year when the Hanseatic ship motors into the harbour in late May and opens the season. About 214,000 passengers are scheduled to land on the city's shores this year, spending an estimated \$30 million in retail shops, restaurants, museums and other tourism destinations across southern New Brunswick.

The city has never before hosted so many cruise ship passengers, and neither have most Atlantic Canadian ports. Only Halifax will see more passengers than Saint John this year.

And the benefits here stretch across the region, said Stephen Campbell, chairman of the Saint John Port Authority.

"The spinoffs go to more than just Saint John - they go from St. Stephen to St. Andrews up to Gagetown, Kings Landing and up to the Hopewell Rocks and St. Martins," Campbell said in a recent meet-

ing with the Telegraph-Journal's editorial board. "All of these places benefit from the cruise sector."

In Saint John, cruise passenger volumes have ballooned by 140 per cent over the past four years and are on track to grow even further, said Al Soppitt, the port's president and chief executive officer.

The port had earlier planned to host a little more than 200,000 passengers in 2012 and is expected to exceed that forecast this year. The port is now poised to bring in more than 300,000 passengers in 2015, "a real goal that we can achieve," Soppitt said.

The traffic is a major boon for uptown retailers and restaurateurs as many passengers often have plenty of time to shop, get a bite to eat and perhaps stroll through the city market.

"Our cruise ship terminal is basically on the doorstep of our uptown area and it makes it very easy for passengers to walk down the gangway and be right in our city core," said Peter Asimakos, general manager of Uptown Saint John Inc.

"It's providing a lot of vitality to the uptown core."



Al Soppitt

that you get from passengers about things like Hopewell Rocks, the chocolate experience in St. Stephen or whale watching in Charlotte County, it's very gratifying," he said.

Last year, Aquila Tours guided about 85,000 cruise passengers on romps across the region. This year, the company expects it may tour close to 100,000.

Aquila will take visitors from St. Andrews to Hopewell Rocks and some big spenders will ride by helicopter to Miramichi for salmon fishing at Pond's Resort.

The company boasts a plethora of tour packages that include the wheelchair accessible highlights tour around the city, trolley tours, Moosehead beer tastings and long-distance excursions across southern New Brunswick.

"A lot of people don't realize how many people come back by land after they're here on cruise," Aquila owner Beth Kelly-Hatt said.

"Most are from New York or Boston, or those regions, and this year we're trying to measure that conversion where they come back and what the impact is."

Uptown's "great architecture," its numerous restaurants and unique retailers create "an engaging experience for visitors," Asimakos said. "When you see that many people walking down the sidewalks in the uptown, it's obviously a happening spot."

Meanwhile, cruise traffic has also buoyed southern New Brunswick's tourism industry over the years, allowing more visitors to soak in the region's hot spots, Campbell said.

"To hear and see some of the feedback



CINDY WILSON/TELEGRAPH-JOURNAL

Laura Downing and Matt Dube, staff members of Daytripping, take time out to enjoy a canoe ride around Lily Lake at Rockwood Park. Daytripping opened in 2008 and is among the companies expanding the outdoor adventure opportunities in Saint John.



KATÉ BRAYDON/TELEGRAPH-JOURNAL

Yennah Hurley, left, and Laura Downing of Day Tripping take a paddle boat out for a spin.

Environment created for adventure

KATHY KAUFIELD
FOR THE TELEGRAPH-JOURNAL

When it comes to playing host to superb outdoor adventures,

Saint John has two indisputable assets: the highest tides in the world and the second largest municipal park in North America.

"Our outdoor activities, it's just kind of natural here," says Wanda Hughes, president of Hospitality Saint John and owner of Go Fundy Events. "The Bay of Fundy is in our backyard."

Whether it's plunging down a zip line over Reversing Falls, kayaking in the Bay of Fundy or rock climbing at Rockwood Park, outdoor enthusiasts have lots to do in Saint John and the choices are only getting better in recent years.

"We're sitting on a gold mine here, and it's just going to get better and better," says Yennah Hurley, owner of Daytripping, one of the companies responsible for the recent growth spurt in the Port City's outdoor offerings.

Opened in 2008 in Rockwood Park, Daytripping offers residents and tourists alike the chance to do everything from kayaking, hiking, geo caching, biking, pedal boating, rock climbing and canoeing in the summer to snowshoeing and cross-country skiing in the winter.

When Hurley, a certified nordic walking instructor, first opened her shop at the Lily Lake Pavilion, she rented out nordic walking poles, in-line skates, snowshoes and handheld GPS devices for geo caching. The response was so strong from customers that she quickly expanded into water activities.

"It just grew from there. It's ballistic now. It's out of control," she says with a laugh.

Daytripping now offers school programs, summer camps and corporate team building events too.

At 2,200 acres, Rockwood Park is the second largest municipal park in North

America (Central Park in New York City is the third). Hurley said the recent improvements to the trails, the refurbished pavilion and the wide variety of recreational activities available puts Rockwood Park firmly on the map as a destination. The park also offers horseback riding, golf, camping and a zoo.

The sole Canadian finalist for one of the world's top seven natural wonders, the Bay of Fundy brings the world's highest tides right to the Port City, and along with it, great options for outdoor adventures.

This summer, thrill-seekers will see the addition of a new and exciting attraction – a zip line at Reversing Falls. Riders securely fastened into a climbing harness will be able to hit speeds of up to 40 kilometres per hour as they zoom down a zip line over the falls.

"That's going to be amazing," says Hughes.

The Reversing Falls is already home to the popular jet boat rides that take people across the whirlpools, whitecaps and rapids created by the tremendous Fundy tides.

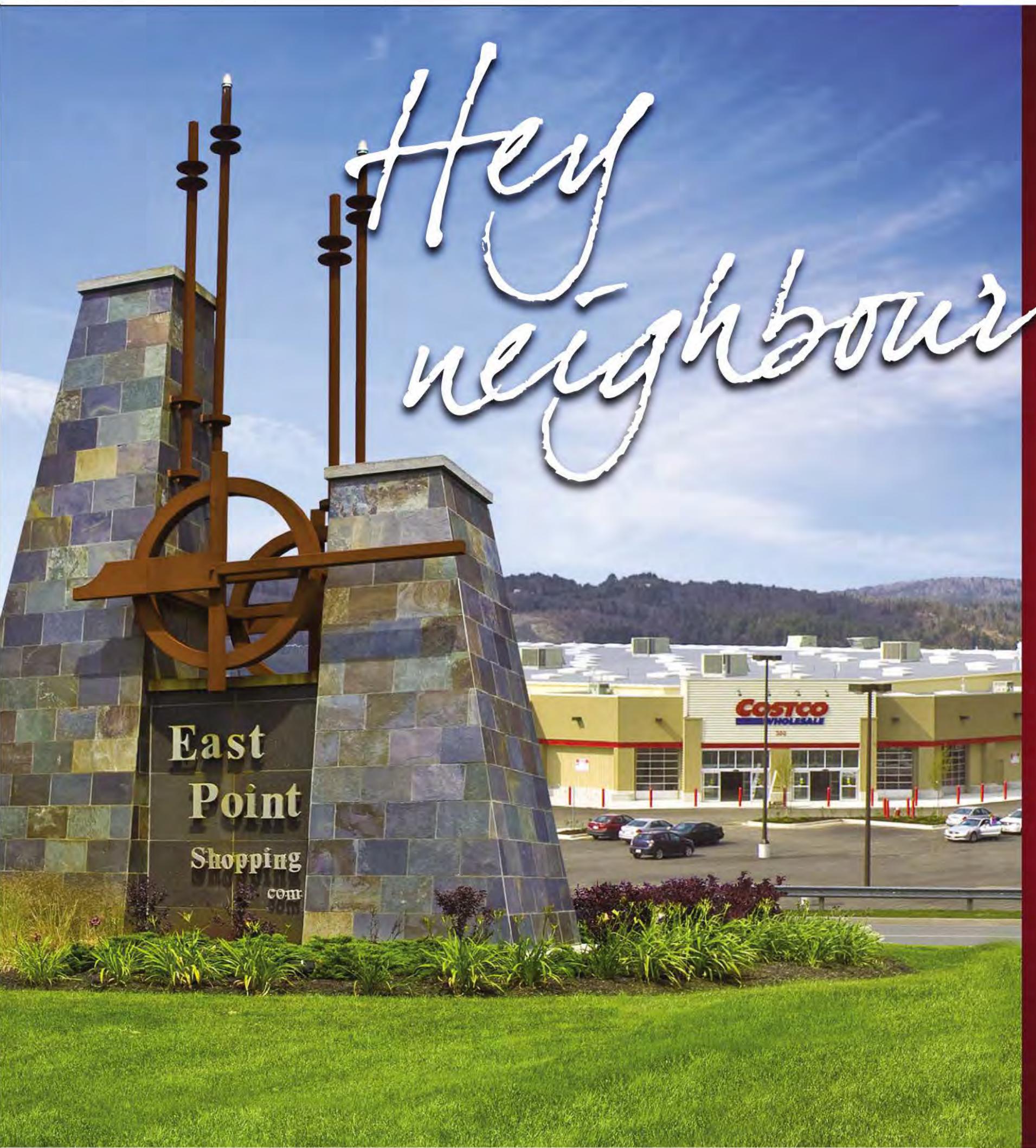
Hughes, who has owned Go Fundy Events for seven years, says tourists especially love to experience a city they are visiting, not just go on sightseeing tours. Go Fundy offers a variety of customized kayak tours and outdoor programs for all ages and activity levels.

She says people who are from Saint John often complain that, "There's nothing to do" in the city, but Hughes thinks nothing could be further from the truth.

"There's lots to do. It's really coming along," she says.

Hurley is eagerly anticipating further improvements to Rockwood Park, including a formal entrance, more parking and a designated space for tents for events. Lily Lake Pavilion will feature regular live entertainment this summer so guests can listen to music as they paddle the lake or enjoy a beverage on the deck.

"I really think Saint John is going to get on the map," says Hurley. "We're only getting better all the time."



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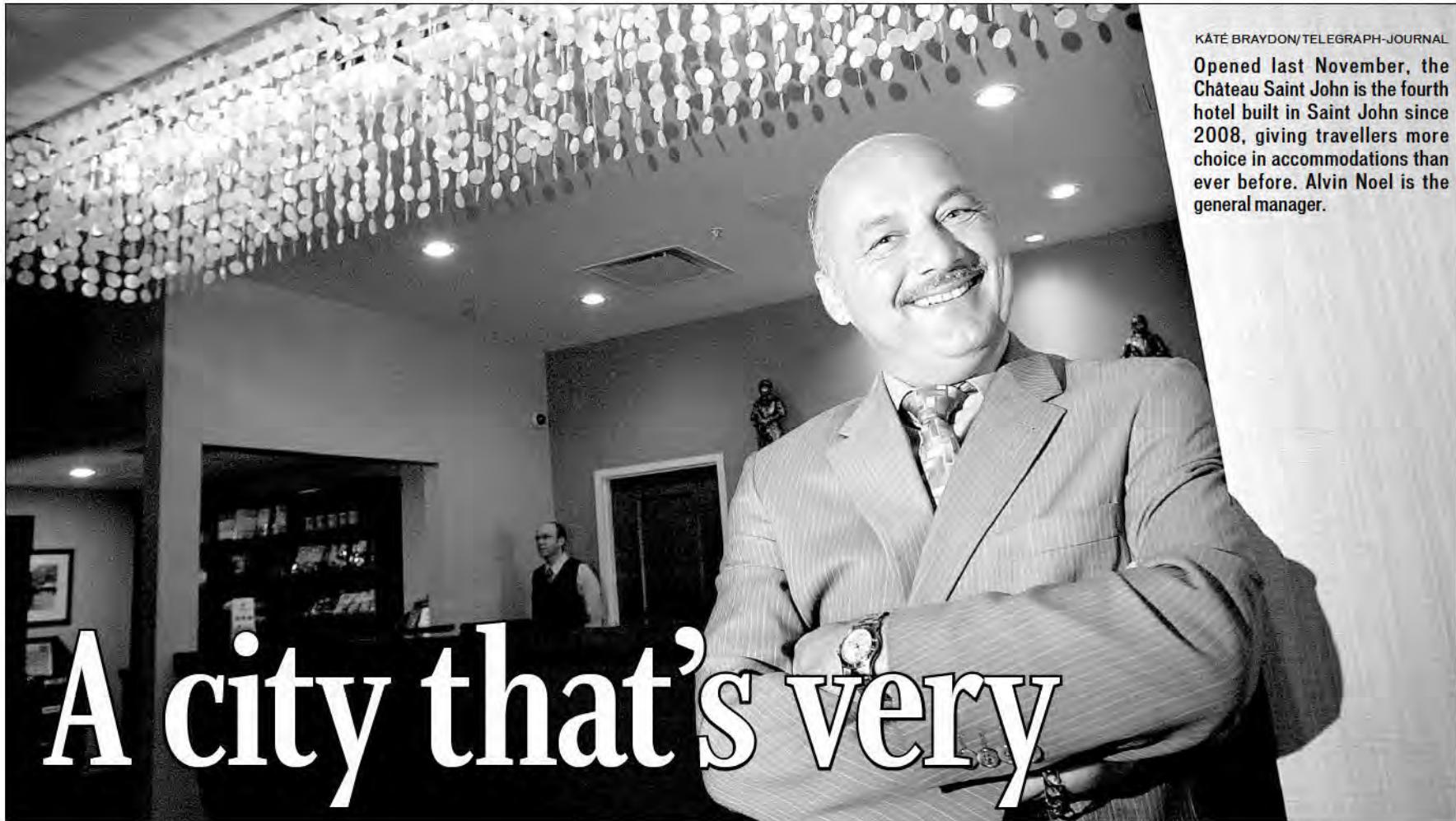
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KATÉ BRAYDON/TELEGRAPH-JOURNAL
Opened last November, the Château Saint John is the fourth hotel built in Saint John since 2008, giving travellers more choice in accommodations than ever before. Alvin Noel is the general manager.

A city that's very accommodating

KATHY KAUFIELD
FOR THE TELEGRAPH-JOURNAL

Spacious rooms with 42-inch flat screen televisions. Traditional and warm decor. Large bathrooms with gorgeous granite countertops. Free high-speed Internet. Free deluxe continental breakfast, free parking and a brand-new 24-hour fitness centre.

Welcome to the Château Saint John Hotel and Suites, the latest jewel in the Port City's accommodations' crown.

"People come in and they say, 'Wow,'" said André Lavoie, vice-president of Château Hotel and Suites.

He says travellers comment frequently on how big the rooms are.

"Our rooms are super big. You don't have to turn sideways to walk between the bed and the dresser and the TV," he said.

Opened in November of last year, the Château Saint John is the fourth hotel built in Saint John since 2008, giving travellers the most choice they've ever had in terms of accommodations.

Conveniently located on Rockland Road in the city's north end, the \$10-million, seven-storey hotel adds 112 rooms to the city's accommodations sector, bringing the total to approximately 1,869 guest rooms in the Greater Saint John area, not including small motels and bed and breakfasts.

Since 2008, Saint John has also welcomed the Best Western with 77 guest room and the Hampton Inn & Suites with 116 guest rooms in the heart of the city's shopping district on the east side as well as the Amsterdam Inn with 49 rooms in Quispamsis, the closest hotel to the Saint John airport.

"People who haven't been to Saint John in a few years would be surprised to see the amount of new hotels we've got," says Imelda Gilman, president of the Saint John Board of Trade. "(Travellers) have a lot more choice to meet their needs."

Prior to the recent flurry of hotel construction, Saint John hadn't seen the addition of a major hotel for about 20 years.

"There's been very remarkable growth

(in the hotel sector)", says Gilman, who puts Saint John on par with other Atlantic Canadian cities in terms of accommodations choices.

Lavoie says his company saw a need in Saint John for an affordable hotel with high quality facilities and service. He says Château Hotel and Suites considered locating in Fredericton but chose Saint John because it's such a growing city.

"I think Saint John is a city moving in the right direction," Lavoie says. "People know the city is growing and the demand is there for business."

He and Gilman point to the refurbishment of the Point Lepreau nuclear plant, the construction of Canaport LNG and the Brunswick Pipeline project as examples of the city's growth over the past few years. These projects have resulted in more hotels, restaurants, retail stores and other services, they say.

In addition to the arrival of new players in the accommodations sector, existing hotels such as the Hilton Saint John and the Delta Brunswick have invested significantly in renovating and modern-

izing their facilities.

Gilman says hotels are often updated every decade or so, but the renovations at the Hilton and Delta are much more than just routine upgrades.

"They have gone above and beyond that," she says.

Saint John also boasts a wide range of other accommodations choices, from executive suites for business people, such as Chipman Hill Suites, to bed and breakfasts, such as the five-star Homeport Historic Bed and Breakfast on Douglas Avenue and Mahogany Manor on Germain Street.

"(The growth in the hotel sector) makes it much more attractive for people to come to Saint John," says Lavoie.

Lavoie says business has been strong since the hotel opened, and he's anticipating busy spring and summer seasons. He says customers really like the hotel's location, with its easy access to the highway and close proximity to the shopping district, Harbour Station and the up-town.

"You can go pretty much anywhere in a heartbeat," he says.

Recreation that's purely natural

KATHY KAUFIELD
FOR THE TELEGRAPH-JOURNAL

A strong feeling of pride overcame Alex Coffin as he ran along a trail during the sixth annual Brent Kelly Memorial Five Miler Run/Walk, the unofficial kick-off event for the spring opening of the scenic Irving Nature Park.

"I couldn't imagine being in a more beautiful spot to run. I mean it was just amazing," says Coffin, one of New Brunswick's elite distance runners. "You could just see how proud everyone was of the location."

Coffin says the Irving Nature Park and Rockwood Park have arguably the best trails in New Brunswick.

"They are gorgeous. Any city would love to have those trails," he says.

With its location on the Bay of Fundy, Saint John has nature on its side when it comes to offering extraordinary recreational opportunities for residents and tourists alike. From outdoor trails at the Irving Nature Park, Rockwood Park and Harbour Passage to state-of-the art indoor facilities such as the Canada Games Aquatics Centre and Harbour Station, Saint John boasts tremendous choice when it comes to recreational activities.

"I would say there is a renaissance going on in recreation in Saint John," says Barry

Ogden, chairman of Saint John's Leisure Services Advisory Committee. "There's a fair bit of refurbishing and new building to do but it's starting now."

One of the biggest refurbishment projects is the \$6-million upgrade at the Canada Games Stadium, to be completed by this fall. The refurbished stadium will include berms to give a "bowl effect", artificial turf, a renovated grandstand and new, larger change rooms, bathrooms and showers that will all meet accessibility standards. The outside of the stands will be covered with a waterproof, epoxy coat.

"I think personally it will be the nicest stadium in Atlantic Canada," says Ogden. "It will be a major venue."

Coffin says the Saint John area has made huge strides forward in terms of its recreational infrastructure in recent years, citing the renovated Lily Lake Pavilion and the improvements on the nearby trails as two of the biggest steps.

"Now there is actually a place for people to meet, with locker rooms," says Coffin, who owns his own fitness shop in Market Square. "They did a really good job on the trail ... You could take a wheelchair around there now."

The trails are so good that the upcoming Marathon by the Sea will start and end its route at Lily Lake, and Coffin predicts the trail improvements will attract

even more events.

One of Canada's largest municipal parks, Rockwood Park boasts a campground, lakes for swimming, an 18-hole golf course, horseback riding, a zoo and a playground. In the winter, the park features sleigh rides, cross-country skiing and skating.

Both Ogden and Coffin say the addition of Harbour Passage to the local trail system is another huge step forward for the city.

Harbour Passage is a series of interconnected running, walking and biking trails that connect Reversing Falls with the uptown.

"It's added a lot of character to the city and it speaks volumes to who we are," says Ogden.

Coffin says Harbour Passage is almost always filled with people, especially at lunchtime and has quickly become one of the city's most popular running routes.

Saint John also boasts some terrific indoor facilities, including the Canada

Games Aquatics Centre, which features an Olympic-sized pool, two leisure pools, waterslides and exercise rooms. Two indoor playgrounds for children opened in the Port City this year too: Just Play Inc. and Played Out Fun Centre. Both centres, which feature large play structures, slides, tunnels and games, have quickly become the favourite spots for kids in the Port City.

Ogden says the city still has some work to do to improve its recreational offerings, such as adding more artificial fields, expanding rinks and improving parks. But he says significant progress is being made already.

While he's a fan of the indoor facilities too, Coffin still has a soft spot for the outdoor ones, especially the improved Fundy Trail in nearby St. Martins. He said the work done there – including the addition of a new bridge over Big Salmon River – have made that trail much more accessible.



KATÉ BRAYDON/TELEGRAPH-JOURNAL

With its location on the Bay of Fundy, Saint John offers extraordinary recreational opportunities for residents and tourists alike. Here, Alex Coffin runs along Harbour Passage.



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Bob Manning

REID SOUTHWICK
TELEGRAPH-JOURNAL

If Bob Manning could add a new word to the Canadian lexicon, it would be co-opetition.

It's a hybrid term that merges cooperation and competition, two seemingly contradictory words, but Manning, the chairman of the economic development group Enterprise Saint John, believes the paradox is at work in Saint John's retail sector.

Retailers in the city, he says, are all vying

A new definition for retail

for the same consumer dollars, but they realize that by having more stores that sell more products, they build a more vibrant and attractive market for consumers.

They co-opete.

"They recognize that by having a broader offering they are going to attract more, and if you attract more, you have that much more potential to attract people to your store," Manning says.

The city boasts unique retail sectors on the west side, east end and uptown, he says, and they offer consumers a favourable array of choice, from big box stores to niche shops.

Already, the city has more retail per square foot than any other municipality in the province, Manning gushes. And that Costco has opted to open its largest store in Atlantic Canada in Saint John underlines significant confidence in the market here, he says.

"That to me says that retailers in this region have a lot of confidence in the economy and the direction the city is going in," he says.

"You see new construction around the Home Depots, the Indigos, now Costco. You're seeing development on the west side to support those residents and people that come into that area of the city to shop."

In the spirit of co-opetition, retailers have even struck a committee to identify measures to draw consumers to their stores.

The Saint John Board of Trade, a member-drive economic development group, hosts a forum of retailers with major outlets, including East Point Shopping Inc., as well as smaller, independent stores.

A couple of years ago, the forum commissioned a telephone survey with residents living in a two-hour driving radius of Saint John. Those residents said the No. 1 reason

they left Saint John to shop elsewhere was to walk the aisles at Costco.

"We see that as a real opportunity to keep our own people, and attract people from other areas as well, to shop in Saint John because we're going to have the largest Costco in Atlantic Canada," said Imelda Gilman, president of the board of trade.

Officials with other organizations in the city now sit on the committee as they collaborate on finding ways to leverage current market growth to position Saint John as a retail destination.

"Part of what we're trying to do is encourage our own residents to support retail in Saint John and shop in Saint John and experience Saint John as well," Gilman said.

"There is also the opportunity to leverage that, and how do we attract people from other parts of the province to come and visit Saint John and take in all we have to offer?"

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Music scene comes alive

KATHY KAUFIELD
FOR THE TELEGRAPH-JOURNAL

John Likourgiotis still gets amazed, even after all these years in the music and restaurant business.

"There are times when I am just kind of awestruck at the whole atmosphere that was created on that particular evening," says Likourgiotis, who, along with his brother Chris, owns The Blue Olive, one of the top live entertainment venues in Saint John.

Arguably the most underrated gem of Saint John's entertainment scene, The Blue Olive is a spacious and funky 250-seat music venue and restaurant that hosts some of the finest musical talent in the region and the country – from Dan Hill and Ron Sexsmith to Matt Andersen and Serena Ryder.

Customers can enjoy a relaxing and delicious meal followed by a terrific live show, and on the nights when the right crowd mixes with the right music, the results are unforgettable, says Likourgiotis.

"People really enjoy it," he says.

An evening at The Blue Olive is only one of many entertainment choices available in Saint John. From sports to live theatre

and music to gallery hops and concerts by big name stars, Saint John has a vibrant and evolving entertainment scene. The city boasts events almost every night that suit a variety of tastes and budgets.

"Saint John is definitely on the rise up in terms of things to do," says Jeff Liberty, a well-known music manager and columnist. "There's tons to do and new places are opening and thriving. There's something for everybody. I really feel that especially in the last eight years, things have really gotten exciting."

One of the newest and most talked about arrivals on the entertainment scene is the Bourbon Quarter Restaurant and Magnolia Cafe, located on the corner of Prince William and Princess Streets.

Bourbon Quarter will host Blues Tuesdays with local blues band the Honeyboys while the Magnolia Cafe will feature acoustic music.

"It's fantastic," says Liberty. "It's got that kind of New Orleans vibe."

He points to Peppers Pub and O'Leary's as other great Port City live music venues. The iconic City Market will also host live music on a regular basis this summer, he says.



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Building a retail sector that's distinct



PETER WALSH/TELEGRAPH-JOURNAL

Keira Fraser, owner of Je Suis Prest, a boutique in Brunswick Square, says the 'goal of the store is uniqueness and originality - where you can find something no one else has.'

THE GOAL OF THE STORE IS UNIQUENESS AND ORIGINALITY - WHERE YOU CAN FIND SOMETHING NO ONE ELSE HAS AND IT IS COVETED THAT WAY.

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KATHY KAUFIELD
FOR THE TELEGRAPH-JOURNAL

Kiera Fraser is passionate and unwavering about the overall goal of her funky, new clothing store, Je Suis Prest.

She wants her store to be the store in Saint John where women can find clothes that no one else has.

The 22-year-old entrepreneur won't sell brands that shoppers can find in every other store in town, and she won't carry more than six sizes of any particular style.

"Saint John is a small city, and I don't want you to see yourself on everybody. It drives me crazy," says Fraser, owner of Je Suis Prest, one of the newest independent retailers in Saint John's shopping scene.

"The goal of the store is uniqueness and originality - where you can find something no one else has and it is coveted that way."

When her customers clamoured last year for a beautiful bright yellow coat that sold out quickly, Fraser refused to order more of the same coat, choosing instead to bring in a slightly different coat to fill the demand. Her customers, she says, are as passionate as she is about goal of uniqueness.

Opened a year ago on the second floor of Brunswick Square in the uptown core, Je Suis Prest (which means 'I am ready') carries everything from shirts to jeans to sundresses and cocktail dresses from companies ranging from BB Dakota, Free People and iT Jeans.

Je Suis Prest is only one of the many independent shops in the uptown core that helps make Saint John's retail sector distinct from other cities in the region.

"We have a very strong, very interesting base among independent retailers," says Daryl Wilson, chairman of the Saint John Board of Trade's Retail Forum. "That's a strength we have, whether it be Hayward and Warwick, Walsh Luggage, Bustins, Waterton's or Manchester Shoe."

Shoppers can easily browse the shops along the historic streets of the uptown or venture into Brunswick Square and Market Square, which are linked via the pedway system and clustered with great restaurants, art galleries and hotels.

He says that strong, independent retail sector in the uptown and its close proximity to the major big box shopping dis-

trict on the east side sets Saint John apart from other Atlantic cities.

The Port City's retail sector has grown significantly in recent years, with more than a million square feet of new retail built over the past eight years, according to Enterprise Saint John. Wilson says the arrival of Costco will only help that growth. He says it will keep Saint Johners from going elsewhere to shop and will also draw shoppers from other cities.

Saint John's major shopping district on the east side has seen strong growth and expansion in recent years, with the arrival of East Point Shopping and several major hotels and restaurants. Shoppers can find the most popular chain stores here

TWE WANTED A VIBRANT RETAIL SECTOR. WE WANTED A NICE DOWNTOWN, AND I THINK WE HAVE THAT NOW."

DARYL WILSON

- from Old Navy, Walmart, Winners-HomeSense and Pier 1 Imports to Toys R Us, Zellers and Sears. McAllister Place shopping centre just finished a \$12-million refurbishment and has added new stores, including The Telephone Booth, Yves Rocher and Boathouse.

The city's west side has also seen growth in the retail sector, with a \$14-million renovation and expansion of Lancaster Mall, which includes a bigger Zellers and a standalone Shoppers Drug Mart. Plazacorp has developed approximately 100,000 sq. ft. of new retail space on the west side too.

Wilson says two years ago the retail forum did a survey that found a significant number of people did not come to Saint John to shop because they "never thought of it" or "had no reason to come."

He anticipates a huge change in the survey results when the forum does its next poll.

"Now people who do come here are saying, 'This is a nice spot. I'm coming back,'" says Wilson. "We wanted a vibrant retail sector. We wanted a nice downtown, and I think we have that now."



MATTHEW SHERWOOD/TELEGRAPH-JOURNAL

Shawn Verner, general manager of the Bourbon Quarter and Magnolia Cafe on Prince William Street in Saint John, believes the more restaurants operating in the uptown, the better.

Choices that are gastronomical

GRETCHEN DRUMMIE
TELEGRAPH-JOURNAL

Have a thirst for Benedict Arnold Extra Special Bitter beer? Head down to Big Tide Brewing Co.

Is your mouth watering for a bite of butter chicken? Well, Thandi, where east meets west, is just the ticket.

Got a hankering for pecan-crusted rack of lamb? Why, Bourbon Quarter, the new

kid on the block, is the place to go.

If chipotle back ribs or cedar planked salmon is what you hanker, stop by Church St. Steakhouse for a nosh.

Then, wash it all down with a fine cabernet at happeniez wine bar.

It's not just fish and chips in Saint John. The city has become a gastronomic go-to destination with restaurants tucked within heritage buildings, boasting the finest décor and what some industry experts say is the widest diversity

of victuals in the province.

And the table is set.

"We should let people know whatever their tastes are that they will be satisfied," says Big Tide chef Tom MacArthur.

Adjusting the sleeves on his chef's whites and leaning against the bar, MacArthur warms to the subject.

"The more diversity the better," he says of the burgeoning industry here. "Most other big cosmopolitan cities have a restaurant area and it becomes a destina-

tion." And guess what: MacArthur thinks "it's getting done here."

Big Tide, on Princess St., is in the thick of the city's mushrooming uptown restaurant district – more than 25 privately owned eateries operate here now, many of which feature menus from around the world. Glancing at the giant beer brewing tanks standing at attention behind glass walls, MacArthur says diversity is a

PLEASE SEE → DINNER, PAGE 26

Customers find variety is spice of life

DINNER ← PAGE 25

good thing.

"If all the restaurants are the same and serve the 'me too' stuff, people don't see it as variety," he notes, pointing out that within a block of Big Tide there's tapas at Alley-Gria on Prince William Street and Latin American at Taco Pica on Germain Street.

Down the street and 'round the corner at Opera Bistro on Prince William owner

Margaret Begner ushers a guest to a back table where she can hardly wait to talk about Saint John, the place she calls New Brunswick's restaurant hub.

"We are bypassing Fredericton and Moncton. It's very diverse here," says Begner who with her husband Axel started serving their "farm to table" cuisine back in 1992 – when they were one of a handful of privately owned restaurants in the 'hood. One of them was the ever-popular Grannan's Seafood that's ruled in Market

Square since the 1980's and where some would argue the late Paul Grannan got this party started...

"From that time until now there has been a complete change and it has become a destination because of the people who took the chances and opened the restaurants with the different ambiances and cultures," Begner says.

What makes Saint John's scene work, says Begner, is the restaurant owners cooperate: competition schmopolitanism.

It's the more the merrier and if you're different, all the better.

"I truly and honestly believe Saint John is the city in New Brunswick that is leading in this particular hospitality industry," she says, leaning forward with barely bridled excitement. "What makes us unique is the restaurants here work together. It's almost like a hospitality community. It's not the competition thing, but more

PLEASE SEE → DINNER, PAGE 27



MATTHEW SHERWOOD/TELEGRAPH-JOURNAL

Chef Tom MacArthur, seen with the brewing vessels at the Big Tide Brewing Company on Princess Street, in the heart of the burgeoning uptown restaurant district.



MATTHEW SHERWOOD/TELEGRAPH-JOURNAL

Margaret Begner, of Opera Bistro on Prince William Street, seen inside the restaurant.



MATTHEW SHERWOOD/TELEGRAPH-JOURNAL

Chefs Saneosh Sherma, left, and Josh Hogan at Thandi's in Uptown Saint John.

For restauranteurs, the more, the merrier

DINNER ← PAGE 26

about what we can do together to create new experiences."

She adds that Saint John's a "destination because of the variety of restaurants offering different styles of cuisine, in particular the smaller places that are owned and operated by people who moved here from other countries. They are the ones who add the spice."

As do the customers. Begner, whose menu's most popular dishes include lobster bisque, points at a couple at a nearby table. "They are from Fredericton," she confides with a twinkle. "I call them locals."

A few steps away is Bourbon Quarter restaurant and bar, which, with its sister Magnolia Café, opened this spring. Former human service counsellor Shawn Verner is the general manager and greets visitors at the door; his mom and dad Marilyn and Michael own the hoping establishments with head chef Brad Richard.

Who would have thought you could find buttermilk fried chicken or stuffed pheasant on the menu in Saint John? But those are just some of the tasty treats in store for guests of this hot new eatery with its dark wood and gleaming bar.

"The more spots uptown the better," says Verner. And it's not just pubs in the

city, he adds.

"I just believe Saint John is moving in the right direction," he says. "People have to realize how cool the uptown is."

Through a glass door in the wall, the Magnolia Café is a cozy hideaway where cream puffs and surprising sandwiches rule. A mural by local artist and café employee Alexandra Flood graces the sunny yellow walls.

"It's very mellow, very cool. I'm excited to try all the food," says Rebecca Clarke, a server. "It used to be a bar so they've done a really great job. It's so fresh." She adds that Saint John is "definitely mak-

ing an effort" to be a destination. "I enjoy the vibe here. It's nice to be able to walk to whatever you need."

Her advice to visitors: "Go check out the stores and bars meet some people." And then drop by for a bite.

Her colleague Keltie Darrah says she thinks the city is certainly "getting there."

"With every new place that opens it's getting that extra appeal to it." In fact, she thinks Saint John has a secret and it's ready to get the word out. There's great restaurants here.

The list is endless...the Saint John Alehouse in Market Square, Billy's at the

City Market, Mexicali Rosa's, Sense of Tokyo...

Plus, it's not just the uptown sector that's growing gourmet-wise. Does succulent pulled pork enjoyed beside a stone fireplace overlooking a lake sound fab? Then hit Lily's Café at Rockwood Park.

And, for great homestyle comfort food, catch Montana's Cookhouse at East Point Shopping.

Or savour the thai at Suwanna on Lancaster Ave.

Meanwhile, there's a triple decker grilled cheese with our name on it at Urban Deli on King Street.



SUBMITTED PHOTO

Patrons head to the mountain to dine at Montana's, part of East Point Shopping.

Where customers are treated like family

Some retail stores come and go while others have flourished in Saint John decade upon decade.

What sets long-standing businesses apart from the rest? Quality products and treating customers like family are the practices that have made shopping at a few select stores in Saint John a tra-

dition. But how have these stores established and retained their trusted brands? What is the secret to making their names synonymous with tradition? Because, as Saint John shoppers have proven, they're nothing if not loyal to the stores and their owners who have stood the test of time. Just ask any of the following Saint John shopping staples:

GREEN LEE SHOE

HEATHER MACLEAN
FOR THE TELEGRAPH-JOURNAL

His family history in Saint John dates back to 1861. His ancestors were all entrepreneurs. Steve Green knows a thing or two about running a business and the value of tradition. His shoe store, Green Lee Shoe, has been in business for almost 30 years. "I have roots here," he says. "You've been around a while when a customer remembers your grandfather who died in 1958!"

What has made Green Lee Shoe successful?

"Our common sense business practices. I'm accessible to any customer who comes in here. I deal with my employees one-on-one, and the employees and I take pride in our community."

What are the merits of selling shoes in Saint John?

"Our customers are loyal. They're faithful to the store and the brands we carry."

How do you instil consumer trust?

"Based on the tradition of 'no sale is ever final.' There's no head office to deal with – just me. If you have a problem, we'll fix it."



CINDY WILSON/TELEGRAPH-JOURNAL

Steve Green, owner of Green Lee Shoe, has been in business in Saint John for almost 30 years.



CINDY WILSON/TELEGRAPH-JOURNAL

Hazel McLean, co-owner of Ben's Clothing and Shoes.

BEN'S CLOTHING AND SHOES

TRADITION ← PAGE 28

When Hazel McLean and her husband Richard became the owners of Ben's Clothing and Shoes they inherited a rich tradition to uphold. Established in 1945, Ben's is Saint John's premium outfitter.

"Besides selling high-quality products, we had to keep peppermints on the counter," McLean says with a chuckle. "Generations of shoppers come in here and they always remember the peppermints."

"It's the one-on-one service and our product knowledge that has kept us in business for so long," says McLean. She lists Crosby Molasses, Richie's Carpet Warehouse, and Dave's Electric as some of the companies who send their employ-

ees to Ben's, along with the many other regular customers. "Ben's has always been like a coffee shop, people stop in here to find out what's new, what's going on uptown. We're keeping that tradition going."

How do you get repeat customers? "For us, it's not just about the sale. It's about helping customers find exactly what they're looking for. We listen. Why Ben's? People want to support small local business. They're tired of the crowds, the poor service, and the quality offered at bigger stores. Their support means our success."

What's new at Ben's?

"We're environmentally conscious. We offer reusable bags and recycle as much as possible. We're looking out for the city's future."

SLOCUM & FERRIS

It's one of the most well-loved eateries in the city. How can you tell? It's been dishing up delicious food to hungry customers in the Saint John City Market since 1895.

"We don't have to ask what people want, we already know," says Dave Forestell, only the fifth owner Slocum & Ferris has known in its lengthy history.

"Our tradition is knowing our customers by name and vice versa."

Part of Slocum & Ferris's success can be attributed to its location in the market.

"We're lucky to be in the centre of all the action," says Forestell. "When you've been in the same spot for years, you get to know people – our customers are like extended family. We've watched people date, then get married, and then bring in two kids," he says, laughing.

It's that customer loyalty and recogni-

tion of quality that has opened up new retail endeavours for Forestell. The business has extended its brand into packaged products such as maple syrup and dulce.

"Tourists really like them; they can buy Slocum & Ferris products for souvenirs or gifts."

When asked what the eatery's previous owners left behind as the secret to success, Forestell's answer was a resounding, "Great recipes!"

What makes your business unique?

"We're lucky to be in the market; it has character. Eating and shopping here is an authentic experience."

What's your favourite part of your job?

"Meeting people. The market is where people from all walks of life meet up. It's one of the coolest places in the city."

PLEASE SEE → TRADITION, PAGE 30



PETER WALSH/TELEGRAPH-JOURNAL

Dave Forsythe, owner of Slocum & Ferris.

HAYWARD & WARWICK

TRADITION ← PAGE 29

You know a business is steeped in history when the company charter dates back to 1893, is signed by Edward the VII, and hangs in a display case in the store's very own museum. Such is the case at ceramic tableware retailer and distributor Hayward & Warwick.

"The business is 155 years old this year," says Mark Hayward, who, along with his brother David, is a fifth generation owner. "There has always been a traditional marketplace for tableware since we started importing it from England in 1877. You've got to eat off of something!"

The store was on Prince William Street

until it was destroyed in the Great Fire. It was rebuilt and has been at its Princess Street location ever since.

"We're a family business that offers excellent customer service," says Hayward. "You can see things in our store that you won't see in other places."

So if you're in the market for the classic must-own's such as Royal Doulton, Spode, Denby, or Wedgwood, there's really only one place to go – and where else are you going to see an authentic 18th century china shipping container made of only wood and straw on display?

What has been the secret to the store's longevity?

"We've always met the market demand, we have relevant products, and there has



PETER WALSH/TELEGRAPH-JOURNAL

Mark Hayward, co-owner of Hayward & Warwick.

always been family interest in running this business.

What differentiates you from the competition?

Customers are loyal to our name, they say, 'My mother used to come here, that's why I come here.' We carry products people are proud to have in their home.

And uptown Saint John offers a different shopping experience than going to a mall."

What do you enjoy about living and working in Saint John?

"The city is accessible, the marketplace is growing, and the people have a positive attitude."



PETER WALSH/TELEGRAPH-JOURNAL

Bob Bustin, co-owner of Bustin's Fine Furniture on Germain Street Saint John.

BUSTIN'S FINE FURNITURE

Bustin's Fine Furniture has been a fixture in uptown Saint John since 1905. Bob Bustin, along with his brother Tom, are the forth generation to own and operate the furniture store that has been at the same location, 99 Germain Street. Bustin's success is deeply rooted in a slogan passed down through the years, "build furniture up to a standard, not down to a price" – a saying that "we still abide by today," says Bob Bustin.

The company credits its return patronage to the quality of its products and the long-lasting relationships it has with its customers.

"We've built not only trust, but friendships with our customers," says Bustin. "Often times if we sell to the parents, we'll see the children come in to buy from us too. We try to balance tradition with the transitional tastes of today's generation."

It's the tradition of quality and customer care that has allowed furniture from Bustin's to be passed down through generations of Saint John families, says Bob Bustin.

When people think of Bustin's, what

comes to mind?

"The quality of our products and the reassurance that customers are getting the best value for their dollar."

How do you retain customers?

"We've always had a friendly knowledgeable staff, courteous delivery drivers, and we stand behind everything we sell. We also allow customers to take things home and try them out before they purchase so they know what they're buying is the right fit."

How has Bustin's adapted to the changing needs of the city?

"We have an in-house design consultant, Leslie, who will help customers with everything from choosing paint colours to fabrics to go with their new furniture. It's a free service and our customers really appreciate her expert advice. Our showrooms have also been renovated and remodelled over the years."

What do you like about doing business in Saint John?

"The city has good core values with a lot to offer. Because of Saint John's long history, there's a romance about this city."

SAINT JOHN ON THE BAY OF FUNDY | SAINT JOHN SUR LA BAIE DE FUNDY



TOP ATTRACTIONS / ATTRACTIONS VEDETTE

1. Carleton Martello Tower - Tour Carleton Martello
2. Cherry Brook Zoo - Jardin zoologique Cherry Brook
3. Irving Nature Park - Parc de la nature Irving
4. Loyalist House - Maison Loyaliste
5. New Brunswick Museum - Musée de Nouveau-Brunswick
6. Reversing Falls & Jet Boat Rides - Chutes réversibles
7. Rockwood Park & Campground - Parc Rockwood
8. Saint John City Market - Marché public



ARENAS/ARÉNAS

9. Charles Gorman
10. Harbour Station
11. Hilton Belyea
12. Kennebecasis Valley
13. Lord Beaverbrook Rink
14. Peter Murray Memorial
15. River Valley
16. Rothesay Collegiate
17. Stewart Hurley

CENTRES

18. Centre Communautaire Samuel-de-Champlain

MARINAS

19. Saint John Marina
- MP Voyageur II Dock
20. Royal Kennebecasis Yacht Club
21. Saint John Power Boat Club
- MP Voyageur II Dock
22. Renforth Boat Club
23. Rothesay Yacht Club

MISCELLANEOUS/DIVERS

24. Empire Studio 10 Cinemas
25. Spruce Lake Industrial Park
26. Grandview Industrial Park
27. McAllister Industrial Park

SHOPPING CENTRES/ CENTRES D'ACHATS

28. Uptown - Centreville
- Brussels Square
- Market Square
29. East-Est
- East Point Shopping Centre
- Costco
- Exhibition Square
- McAllister Place
- Parkway Mall
- Westmorland Mall
30. West-Ouest
- Lancaster Mall
31. North-Nord
- Lansdowne Place

SAINT JOHN
New-Nouveau-Brunswick, Canada

NOTE: The map and information is courtesy of Tourism/Tourisme Saint John - 1-866-GO-FUNDY and www.TourismSaintJohn.com.

Calendar of Events



MAY 2010

May 22 - Imperial Theatre

The Producers, 2 p.m.; 8 p.m. Tickets: Matinee - Adult: \$32, Senior: \$32, Student: \$24; Evening - Adult: \$37.50, Senior: \$34.50, Student: \$24, Winner of a record-breaking 12 Tony Awards, The Producers proves that sometimes what can go wrong, won't.

May 26 - Imperial Theatre

Symphony New Brunswick presents Spanish Flair, 8 p.m. Tickets: Adult: \$40, Senior: \$35, Student: \$10. Conductor, Micheal Newnham; Soloist, Daniel Bolshoy, classical guitar.

May 28 - Harbour Station

Daniel O'Donnell, 7 p.m. Tickets: \$66. Experience Daniel O'Donnell's trademark combination of country music, inspirational ballads, 60's pop and Irish standards. O'Donnell's dazzling voice and his easy-going, entertaining on-stage personality make each live show an exciting event! With 10 national PBS Television specials and more than 7.5 million albums sold world-wide, this Irish-born musical phenomenon has quickly made his mark in North America.



May 29 - Imperial Theatre

Rothesay Ballet School presents 35th Anniversary Celebration, 1 p.m. & 5 p.m. Tickets: Adult: \$17.50, Senior: \$13, Student: \$11 (for both shows) Adult: \$27, Student: \$13). Join the students of Rothesay Ballet School for their year end recital, students range in age from three up.

May 30 - Imperial Theatre

Dance Encore presents Dance Extravaganza 2010, 2 p.m. Tickets: Adult: \$15, Senior: \$13, Children (12 & under): \$13. Join the students of Dance Encore at their year-end finale. Features students of all ages performing routines in Tap Jazz, Lyrical and Hip Hop.

JUNE 2010

June 4 - Imperial Theatre

Step In Time Dance School presents Year-End Dance Recital, 7 p.m. Tickets: Adults: \$12, Youth & under: \$12, Children 12 & under: \$10 - Tickets On Sale May 8th 12 p.m. Join the students of Step In Time Dance School for their year end recital.

June 5 - Imperial Theatre

NB Old Tyme Fiddle Orchestra, 7 p.m. Tickets: \$14. A fast, lively downeast fiddle show. There will be dancers, as well as country and gospel songs. The fiddlers are ages 7 to 95.

June 6 - Harbour Station

Cirque Festival, 3 p.m. Tickets: \$24.00 Adults, \$18.00 Youth (13 and under).

June 8 - Imperial Theatre

An Evening with Ray Price, 7 p.m. Tickets: \$59.50 (discount for groups of 20+) Ray Price is one of American music's truly great stars. He was inducted into Nashville's Country Music Hall of Fame in 1996, but has long shown his genius in other genres as well. After more than a half-century in the business, Ray can still belt out a song with the best of them, whether it's honky-tonk, country, pop, blues, jazz, or anything in between.

June 8-10 - Trade and Convention Centre

12th Annual Canada New England Cruise Symposium: Come for the Show, Stay for the Wonders, will be the theme when Saint John hosts the Canada New England Cruise Symposium. This Symposium will draw more than 225 participants to hear industry experts talking about the latest trends and recent developments in the trade.

June 10 - Imperial Theatre

225 Celebrations: the Originals Arts Award Gala.

June 11-12 - Imperial Theatre

Danceability presents Dance Experience 2010, 7 p.m. Tickets: Adult: \$15, Senior: \$13, Children (12 & under): \$13. Join the students of Danceability at their year end finale. Features students of all ages performing routines in Tap Jazz, Lyrical and Hip Hop.

June 17-27 - Harbour Station

9th annual Community Fair featuring Campbell Amusements. Tickets: Free admission to midway. Coupon Pricing: Single Coupon: \$1.2; Sheets of 25

Coupons: \$30.00 (\$1.20 for each ride coupon); Sheets of 40 Coupons: \$35.00 each - (\$0.88 cents for each ride coupon Best Value).

June 18 - Marco Polo Cruise Terminal

Big Splash on the Waterfront - 6:30 p.m. Good food and entertainment. An event you would not want to miss,

JULY 2010

July 1-3 - Market Square

Canada Day Celebrations: A full slate of day-long activities, including magic shows and favourite children's characters. Don't miss the evening entertainment and fireworks. Market Square (506) 658-3600; www.sjcanadaday.ca



July 1 - Harbour Station

2010 Jeux de L'Acadie opening ceremonies, 8 p.m. Tickets: \$2 (all seats).

July 3 - Fisher Lakes Rockwood Park

225 Celebrations: Culture Fest Multicultural Festival. Events for the whole family, including live performances, children's activities and great food. Culture Fest 2010 celebrates the many cultures and people that make up Saint John. It is the second of four summer festivals hosted by Saint John 225.

July 4 - Harbour Station

2010 Jeux de L'Acadie closing ceremonies, 3 p.m. Tickets: \$2 (all seats).

July 8-10 - Saint John

Salty Jam Festival: Tickets \$25/night; \$60/festival pass. Tickets available at Harbour Station; Market Square News; Backstreet Records. www.saltyjam.ca

July 10-11 - Rothesay

Rothesay Fine Crafts Festival: Features works by New Brunswick artisans and craftspeople. Rothesay Common (506) 450-8989; www.nbcraftscouncil.ca

July 11 - Lily lake

Emera Brunswick Pipelines Celebration of Green Space: Run Through History, Lily lake.

July 12 - Harbour Station

Celtic Woman, 8 p.m. Tickets: \$66.50, floor and lower bowl; \$51.50, upper bowl. Celtic Woman, a smash hit around the globe, comes to Saint John with an all new live show for one night only. The awe inspiring vocalists Lisa, Chloë, Lynn and Alex along with the mesmerizing Celtic violinist Mairéad continue to capture the hearts of fans across the country.

July 16-17 - Market Square

Maritime Kitchen Party: Market Square Boardwalk will be partying "Maritime-Style" with some great home cooking at our restaurants and our favourite Maritime bands and comedians. Market Square (506) 658-3600; www.marketsquaresj.com.

July 16-24 - St. Martins

St. Martins Old Home Week: From book fairs to flea markets, car shows to church suppers, enjoy a real down-home country fair. (506) 833-2010; www.stmartinscanada.ca

July 22-25 - Market Square

Buskers On The Boardwalk Festivals: Market Square will host the 19th Annual Busker Festival with side-splitting comedy, astounding physical feats and all-out crazy antics from performers the world over. This summer's festival promises to be the best ever! Market Square (506) 658-3600; www.marketsquaresj.com

July 31-Aug. 2 - King Street

New Brunswick Day Weekend: By day, browse the flea market stands along King Street. In the evening, the boardwalk entertainment will bring you back to our Celtic roots. Market Square (506) 658-3600 or 1-506-444-5347; www.gnb.ca

AUGUST 2010

Aug. 5-8 - Saint John

Fundy Bay Festival: A mixture of music, dance, theatre and visual arts will be a feast for the senses and the Saint John region's first multi-cultural festival. (506) 738-0990; www.fundybayfestival.com

Aug. 6-8 - 225 Saint John

Celebrations - Reunion 2010 Music Festival. Inspired by the Old Home Week celebrations that occur throughout the Maritimes, Reunion 2010 is an opportunity for musicians to reconnect with their Saint John roots. Reunion 2010 will fill Saint John with music August 6th to 8th, with performances from local, regional and national acts that all share a strong connection to our city.

Aug. 7-8 - Saint John

Tim Horton's Marathon by the Sea: Saint John's premier event for fitness, family and fun. (506) 642-5555 www.marathonbythesea.com



PLEASE SEE → CALENDAR, PAGE 33

Concerts, Festivals & Cultural Events!

CALENDAR ← PAGE 32

Aug. 13-14 - Market Square

7th Annual Fundy Fog Festival: This year's performers will include Saint John's favourite bands all weekend long. Market Square (506) 658-3600 www.marketsquaresj.com.

Aug. 15 - 77 Ragged Point Road

Fete Nationale de l'Acadien/Acadian National Day: Ecumenical service. Traditional Acadian celebration of through music and dance. 77 Ragged Point Road (506) 658-4600 www.saintjeanarts.ca.



Aug. 19 - Harbour Station

Backstreet Boys, 8 p.m. Tickets: \$59.50. With countless hits, record-setting tours and worldwide sales in excess of 100 million, Backstreet Boys have made their mark over the last 16 years.

Aug. 27-28 - Market Square

Country Weekend: The Boardwalk 'country style'. Boardwalk restaurants' cowboys and cowgirls will serve up your favourite dishes and drinks. Market Square (506) 658-3600 www.marketsquaresj.com.

Aug. 28 - Renforth Wharf site, Rothesay

6th Annual Saint John Dragon Boat Festival: An exciting fundraising event that combines the thrill of team dragon boat racing with a unique cultural festival. Local musicians and performers as well as traditional Chinese dancers. Renforth Wharf site, Rothesay, NB. (506) 632-5497 www.sjdragonboat.ca.

Aug. 31- Sept. 3 - Exhibition Park

Atlantic National Exhibition: The annual ANE is a family favourite, with thrilling rides, fantastic food and exhibits. Exhibition Park (506) 633-2020

SEPTEMBER 2010

Sept. 4 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

Sept. 11 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

Sept. 12 - Imperial Theatre

The Carlton Showband, 7 p.m. Since its first appearance on The Pig 'n' Whistle Show in 1967, the Juno Award winning Carlton Showband has entertained audiences across North America.

Sept. 16-18 - Island View Lions Club, Quispamsis

Kennebecasis Valley Quilt Show: Beautiful quilts. Join in the celebration of quilting. Island View Lions Club, Quispamsis (506) 847-5663.

Sept. 18 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

Sept. 22 - Imperial Theatre

Fred Eaglesmith & The Flying Squirrels, 8 P.M. Tickets: \$25 Fredheads unite! Juno Award-winning Fred Eaglesmith is hitting the road with his band for a busy North American tour.

Sept. 25 - Saint John

225 Celebrations: First Nations Festival. Celebrate the Aboriginal arts, culture and heritage of the Wolastoqiyik (Maliseet) and the Mi'kmaq, First Nations of the Maritimes.

Sept. 25 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

OCTOBER 2010

Oct. 2 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

Oct. 9 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

Oct. 12-13 - Imperial Theatre

Monty Python's Spamalot, 8 p.m. Tickets: \$65, \$70, \$75 Lovingly ripped off from the classic film comedy Monty Python and the Holy Grail, Spamalot tells the legendary tale of King Arthur and his Knights of the Round Table, and features a bevy of beautiful showgirls, cows, killer rabbits and French people.

Oct. 15 - Uptown

Gallery Hop, 4-6 p.m. Start your hop at the NBM, then continue to explore other Uptown galleries. Free.

Oct. 15-16 - Saint John

Shakespeare Festival, Season 9: Antony and Cleopatra runs with performances Thursday to Saturday. If you enjoy the show, don't forget to purchase tickets for the Renaissance Feast that follows in November. Enjoy excerpts of Will's plays and music whilst you relish a period four-course

meal. Imperial Theatre (506) 674-2240 www.saintjohnshakespeare.ca

Oct. 16 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

Oct. 23 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

Oct. 30 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

NOVEMBER 2010

November - Uptown

TBA: Chop Chop Feastival for Foodies: The skilled Chefs of Saint John are 'chopping' to bring you a seven-day feastival to please your tastebuds as never before. For all of you 'foodies,' this is the first event of its kind for Saint John with 22 fine uptown establishments participating. Each establishment will be featuring something unique so be sure to check out www.uptwnsj.com or call the uptown restaurants directly to find out what they are 'chopping' up for the day.



Nov. 3 - Imperial Theatre

Pruie Inc. & Saint John Radio presents Excuse Me Lord But I Didn't Hear You, 8 p.m. Tickets: \$20

Nov. 6 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2

Nov. 11 - NB Museum

Remembrance Day at the NBM, Noon-5 p.m. In recognition of this day, visit the New Brunswick Museum and fill your afternoon with Wartime Memories themed stories, music, and craft. Regular Admission. Free admission for veterans and their families.

Nov. 13 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2

Nov. 20 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

Nov. 27 - Saint John

58th Annual Santa Clause Parade: Parade route - Crown to Union Street; Sydney Street; King Square North; Charlotte Street; King Street; St. Patrick's Street; Main Street; Lansdowne Avenue. This year's theme is "Christmas in Movies and Books". Presented and organized by Uptown Saint John Inc. For more information please call (506) 633-9797.

Nov. 27 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

DECEMBER 2010

Dec. 4 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

Dec. 4 - Imperial Theatre

Saint John Chorale presents 17th Annual Christmas Gala, 7:30 p.m. Tickets: Adult: \$23 to \$25, Seniors & Students: \$21 to \$23, Child (12 & under): \$10.

Dec. 11 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

Dec. 18 - NB Museum

Explorer Saturdays, 10 am-4 p.m. Activities include art instruction, hands-on discovery tours, crafts, cooking and more. Free with Regular Admission. Face Painting each Saturday 11 am - noon, \$2.

Dec. 18 - Jan. 9 - NB Museum

A Blizzard of Fun. New interactive learning adventures are guaranteed to take the chill out of winter and add in lots of fun. Free with Regular Admission.

Dec. 30- 31 - NB Museum

12-5 pm, Free admission. Bring your friends and family for heritage story-telling, creative activities, films and music for all ages! Compliments of the New Brunswick Museum - Happy Holidays. Free.



Dec. 31 - Saint John

New Year's Eve Festival and Celebrations.

Providing a one-of-a-kind experience

JOHN CHILIBECK
TELEGRAPH-JOURNAL

In some parts of the country, there's a lingering perception that Saint John still caters mostly to a rough-and-tumble, blue-collar crowd, that it's more a place to drink away your troubles than to pop a cork and celebrate.

Those people haven't visited the uptown over the last few years. Once a place of crumbling brickwork and empty storefronts on each block, the Port City's traditional core has had a rebirth that's the envy of places that long ago demolished their heritage buildings for the latest architectural fads.

Inside many of these old gems are specialty shops and restaurants that are as unique as the intricately-detailed facades outside.

"There are people in Atlantic Canada who still think Saint John is the Saint John of 20 or 30 years ago," says Peter Asimakos, the general manager of Uptown Saint John Inc. "Somehow we have to get those people to come and experience Saint John and see how it's changed and what a great community it is now."

While Asimakos' organization is busy promoting the uptown, local shopkeepers and restaurateurs have been working at making their businesses one-of-a-kind experiences.

Uptown Saint John is still as densely packed as it was two centuries ago, when you went everywhere by foot if you didn't have the benefit of hooves. This means that today, every business is within a 10-minute walk or so.

On a casual stroll down Prince William Street – the first nationally designated heritage block in the country – you can find lots to do. Duck into the new Magnolia Café for some fresh European-style bread and an espresso, or have lunch in the Bourbon Quarter restaurant next door with its open-style kitchen.

Just around the corner and up the hill on recently renewed Princess Street, you'll find happenz wine bar if you want a cozy subterranean after-meal tipple. Take one block north on Germain Street and you'll pass by Backstreet Records, a place that still pays the glorious days of vinyl their due respect. A little farther

along and you'll find Loyalist City Coins and Books, a store many people would consider the book nook to end all book nooks. That is, unless of course, they ventured back down to Prince William and found Scheherazade Books & Music, equally splendid in its higher treatment of pre-read and lovingly-preserved printed materials.

Along the way, if you blinked, you might have missed an Iranian rug store – Atlantic Persian Rugs – or the Feel Good Store, which, as the name suggests, never lets you down.

This is all without even venturing into several art galleries that sell the best that Maritime artists have to offer or the uptown malls, Brunswick Square, the

Shoppes of City Hall and Market Square, each with their own standout stores, eateries and stops.

Asimakos has seen the transformation, at first subtle, and now increasing in pace, since moving to Saint John in 1988. On the heels of the economic recession in the early 1990s, many of the chain stores that dominated the uptown closed and either put more stock in the outlets at the city's east side shopping mall destination or opened new storefronts there. Both the east and increasingly the west side of Saint John have become among the best big box locations in Atlantic Canada, offering their own reason for a special trip.

So while there was an uptown "through", as Asimakos calls it, for sev-

eral years, the void was eventually filled by independent business entrepreneurs who poured their hearts and souls into creating something fresh and unique for customers.

In the last five or six years, there has also been a surge in the number of quality restaurants and bars, something Asimakos believes bodes well for the neighbourhood.

"The uptown's changed immensely, it's changed for the better from a vitality point of view," he says. "It's important to Greater Saint John that the downtown core has this unique experience full of entertainment. That's what attracts people to live and work in the Greater Saint John area. It's a big part of what attracts people."



CINDY WILSON/TELEGRAPH-JOURNAL

Peter Asimakos of Uptown Saint John Inc. says the plethora of chain stores that once dominated the city core has been largely replaced by independent businesses that cater to niche markets.

Saint John's uptown area offers an array of unique specialty shops, eateries and bars. While many have grown in popularity over the years, here are a few that will definitely convince you to toss your wallet over:



PETER WALSH/TELEGRAPH-JOURNAL

Chong Yoon, left, of Sense of Tokyo serves some gyoza to Peter Bourque during the Fundy Food Festival at the Lily Lake Pavilion.

SENSE OF TOKYO

It's been three years since chef Chong Yoon, an ethnic Korean from Japan, opened his modest sushi restaurant a little off the beaten path of most of the uptown's eateries. It wasn't a sure bet, either, considering several restaurants opened and closed in the same location before him, including another sushi house.

But after tinkering with his hours – the restaurant's now only open for dinners – his food offerings, with heaps of delicately prepared sashimi and fresh miso soup with every big order, are a smashing success. You'll know you're in the right

place because when you open the door to enter, the staff greets you loudly from the open-concept kitchen, either in English, Japanese or Korean.

Park directly beside the chefs at the bar as they prepare the artistic cuisine in front of your eyes and be sure to order a warm jug of saki, an excellent rice liquor that complements the food perfectly.

The Port City has always had seafood – now it has fresh from the ocean food served the way it is half a world away.

PLEASE SEE → OFFER, PAGE 36

HAPPINEZ WINE BAR

A little bar with lots of wine is Dutchman Peter Smit's motto for the special setting he created a few years ago, where it isn't odd to see a bunch of business executives fraternizing with a group of beatniks talking about their latest book club pick. Tucked in the lowest level of a historic building on newly renewed Princess Street, happinez offers its wine of the month, a special corking device for keeping wines by the glass fresh, special tastings run by a sommelier, and not-easy-to-find premium beers and liquors. But the best part about the cozy bar, with its beautiful taste and style, is the talk. The staff Smit hires is, like him, always friendly, talkative and smart. Only in movies are bartenders and barmaids this nice and witty. Be sure to check out

the small front patio once it's out during the warmer months – designed by local architects Stephen Kopp and Monica Adair, it's as much a piece of art as a resting place. The bar is open Wednesday through Friday after 4 p.m., and on Saturdays after 5 p.m.

SUBMITTED PHOTO

Peter Smit, owner of happinez wine bar.



BACKSTREET RECORDS

OFFER ← A35



CINDY WILSON/TELEGRAPH JOURNAL

Gordie Tufts, owner of Backstreet Records, has made the list of top 20 best record stores in Canada, according to a CBC Radio 3 poll.

The joke goes that owner Gordie Tufts has almost as many vinyl records in his shop as he has children.

The family man from Titusville has run his shop through ups and downs in the recording industry, always willing to find a rare gem for his customers or to order the latest box set and sell it at a much more decent price than most of the big name retailers.

The space is small, but Tufts musical knowledge is expansive, so if you're looking for an interesting piece of popular music, he's the man to see.

In 2008, his store was the runner-up for the title of top independent record store in Canada, which was decided by a CBC Radio 3 poll.

He's also created a score of street parties over the years, celebrating each April's Record Store Day with an afternoon of free music with acts such as Joel Plaskett and Rose Cousins.

And hey – you have to respect a guy who wears a crucifix while keeping the beat on his cash register to Jimi Hendrix.



KATÉ LEBLANC/TELEGRAPH-JOURNAL

Children and their moms flocked to Inprint Bookstore for Sheree Fitch Day and enjoyed a very Sheree reading from her new book. The bestselling author is on the right, sharing a laugh.

INPRINT BOOKSTORE

Oh sure, the university's small up-town bookstore doesn't have the same selection as the Indigo on the city's east side, but what it lacks in sheer numbers of shelves it makes up for in the intimacy of its small spaces.

Along with several used books stores in the same area, this is a perfect place to browse through a few pages before deciding what to buy. It's rarely very busy, and the staff of bookworms are always helpful. Located in a newly restored sec-

tion of CenterBeam Place – the award-winning southwest block of historic King Street completely revamped by Commercial Properties – Inprint is a stately home for intelligent books on everything from heretical art to CanLit.

Besides the written work, it also sells university clothing and gifts, and select office supplies. It's also on the steepest main street in Canada, so once you get there, you'll want to take a breather, open a great book, and have a good read.

TIM ISAAC ANTIQUES AND AUCTIONS

A familiar and trusted name in Saint John, auctioneer extraordinaire Tim Isaac recently moved his shop full of fine furniture and art from Prince William Street to Wentworth.

For more than 30 years, Isaac has used his mellifluous voice to buy and sell rare pieces of local art.

In a single year, it isn't unusual for Isaac to hold 20 auctions in the Maritimes and thanks to his expert eye, he has become one of the top go-to sources for insurance and trust companies to perform antiques and art appraisals.

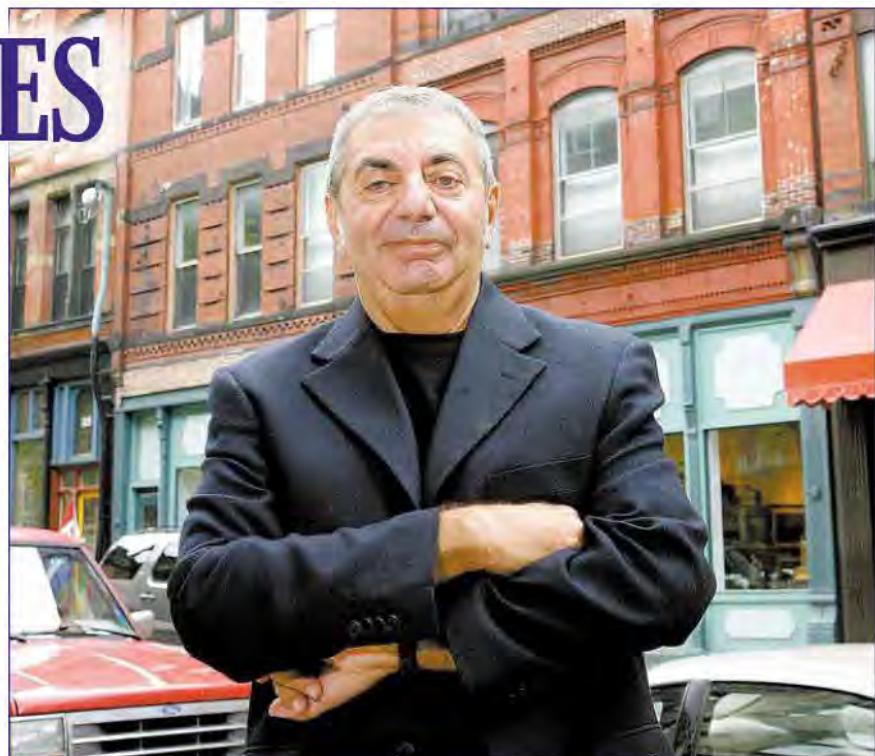
The shop itself is replete with quality products from a bygone era. Where else can you find sterling silver jewelry, can-

dleholders, and table wares, alongside formal mahogany and country furniture from previous centuries?

Among the glassware you're likely to find Lalique, Tiffany, Mary Gregory and Cranberry, and the China often includes Limoges, Shelley, and Royal Crown Derby.

If that doesn't catch your interest some of the old masters will: Isaac's been known to sell tableaux by Fred Ross, Jack Humphrey, Molly Lamb Bobak and a host of other celebrated artists.

If you want to see some of the history of the Maritimes' upper social crust in one afternoon, visit his store.



NOEL CHENIER/TELEGRAPH-JOURNAL

Tim Isaac, in front of his old home on Prince William Street in uptown Saint John.

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