

“The idea that a page is made beautiful only at the expense of legibility is a vagary of artists who lack the knowledge of the art with which they meddle.”

Frederick W. Goudy,
 from *The Alphabet & Elements of Lettering*

True North points the way for mediation users

The *BC Mediation Directory* is a centralized directory of mediators and mediation services in BC, and the first publication of its kind in the province.

The *Directory* is the brainchild of Sharon Sutherland and Beth Bynoe, both qualified Vancouver area mediators. They came to Eye Design Inc. for a logo design for their company, True North Dispute Management and its fledgling sister True North Publications Inc. Drawing on the expertise and experience of Eye Design Inc. with similar publications, a plan was drawn up and the *BC Mediation Directory* was born.

With the use of mediation expanding rapidly, Beth and Sharon knew that it is difficult for users of mediation services and members of the mediation community to find reliable information. The *Directory* had to

provide this information comprehensively and accessibly. And that is does.

Designed to be user-friendly, the *Directory* includes tips on how to select a mediator and how to develop a mediation practice. Listings of mediators comprise the main section and are arranged alphabetically, by area of practice, and by geographic region.

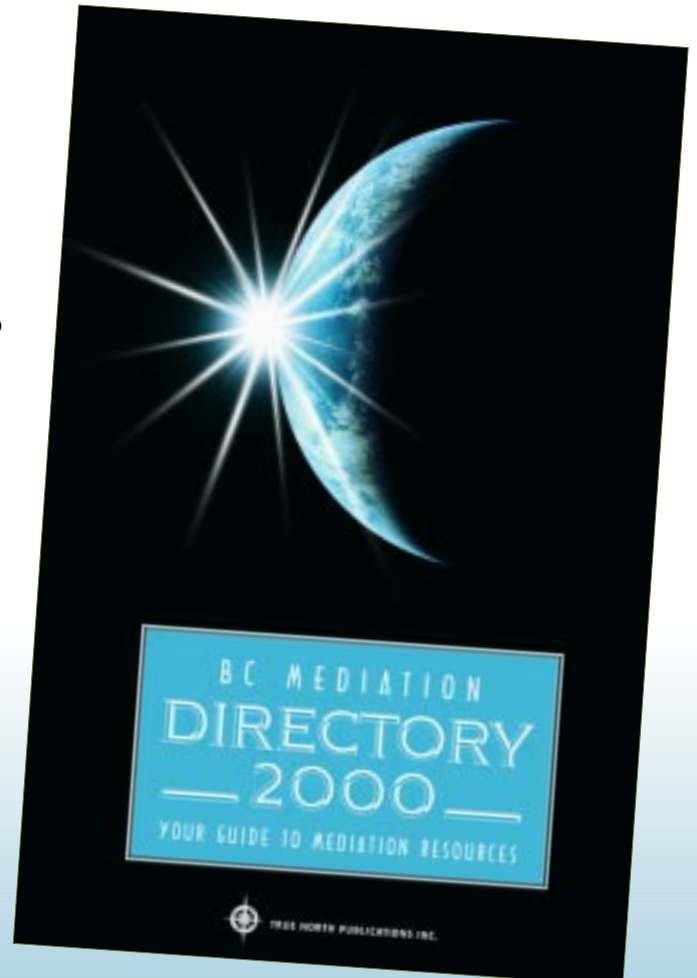
If, for example, you need a mediator in Fort St. John, you can look in the regional listings for the Peace River. How about a specialist in mediation of commercial, family or real estate disputes? Look under the Practice Area Listings for one in your area.

Also included are listings of mediators and other professionals who provide related dispute resolution services such as arbitration, facilitation, systems design or training.

If you are confused by all the letters after a mediator's name you can look in the glossary for explanations of qualifications and credentials as well as many other terms you will encounter in the mediation process.

For more information or to get a copy of the *Directory* contact True North Publications Inc. by telephone at (604) 948-9377 by fax at (604) 608-3810 or by e-mail at truenorth@dccnet.com

It can be difficult for users of mediation services to find reliable information. The *Directory* provides this information comprehensively and accessibly.



Paddle in a rainforest paradise with the kayak professionals

Dan Lewis and Bonny Glambeck celebrated the new millennium by launching Rainforest Kayak Adventures. Both veteran rainforest conservationists and seasoned kayaking professionals, Bonny and Dan have a combined 25 years leading sea kayak trips in Clayoquot Sound. They have lived in Tofino for ten years, and paddle there year-round.

Unlike some tour operators, Rainforest

Kayak Adventures keeps its groups small – no more than eight paddlers and two guides per trip. The company's other innovations include taking local First Nations youth paddling, and touring their conservation/kayaking slide shows in winter.

To help ensure their success, Dan and Bonny turned to Eye Design Inc. to design their logo, stationery, and later, ads for paddling magazines and a rack card with 15,000 copies distributed to hundreds of outdoor stores throughout Canada and the US.

Response to these has been brisk. Participants can choose between four- or six-day courses

and guided tours. Women's courses and tours are also offered. Custom trips can be arranged, as well as lodge-based group retreats.

The courses are for those who plan to one day rent or buy kayaks and head out on their own. *Basics & Beyond* is for beginners, and *Surf & Open Coast* is for intermediate paddlers. A day is spent honing paddling and navigation skills, then it's off on a camping trip to apply these skills in a wilderness environment.

Tours are for those who want a guided sea kayaking adventure. The first day you will learn the basics of paddling, then embark on a voyage of discovery. Enjoy wildlife viewing – from gray whales to moon snails, ponder the mysteries of the ancient cedar giants, experience the magic of a tidepool, or simply rest and relax on the beach!

For schedules and information check out www.rainforestkayak.com or call them toll-free at 877-422-WILD.



Bonny and Dan are seasoned kayaking professionals, with a combined 25 years leading sea kayak trips in Clayoquot Sound.



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