

Let the Sparks Fly!

Igniting connections between the past and future of Powell River's economy

Katrin Harry, owner of Raven Events and Communications, recently spoke with the Groundswell leadership to further the community conversation about the future of Powell River's economy, environment and social well-being.

Tell us about Raven Events and Communications.

Katrin • Raven Events and Communications is a full-service event management business located in Sliammon. We handle all facets of event organization from design to production. Raven Events is owned by QWASTeNAYe ~ L. Maynard Harry, the Principal Partner, along with me the Managing Partner. Our Aboriginal Business Match (ABM) tradeshow connects Aboriginal communities with the private sector to create opportunities for business. In 2015 we will produce three events engaging over 350 Aboriginal communities across Canada and the same number of companies. At each tradeshow delegates initiate new business deals worth over \$30 million.

Groundswell integrates economic, environmental and social sustainability principals. How are these important to you from a business perspective?

Katrin • Very important. We must be connected to the well being of our community. We work with a clear vision for the future. The revival of entrepreneurship in Sliammon is a big part. Sustainability is at the heart of Aboriginal culture. Our business is knowledge-based with low impact while technology allows us to connect with our market. We see technology as a powerful tool to build rural economies. We create quality jobs and generate all our income outside of Powell River while spending much of it locally.

Your ideas to cultivate a thriving community?

Katrin • Powell River has successfully invested in developing an arts and culture infrastructure. The drivers and organizations are already building a unique brand and the cultural initiatives create a lot of buzz in and out of the community. We suggest dialling this up a notch as it holds significant potential for even



created my own reality. I decided a while ago to be authentic rather than compliant. I do suffer the consequences at times, yet this approach enables me to create strong relationships. It is the core of my relationships that create professional and personal stability.

How might Tla A'min and Powell River work together into the future?

Katrin • The partnership between Sliammon and Powell River is nationally recognized and is an example of solid leadership. Continuing to collaborate, to pool resources for joint initiatives such as a museum or cultural centre can benefit both communities and support the richness of two distinctly different communities that have much in common.

What is it about our community that makes you proud?

Katrin • The mix of creativity and productivity in the region from Townsite Brewery growlers to Amanda Martinson jewellery, Pollen Sweaters, musical talent developed by Olga Tereshchenko and her colleagues at the Academy of Music and so much more. Powell River is an energetic place to be!

AUDIO WALK PROJECT

What: Recording soundscapes that share our region's history.

When: Contact Megan Dulcie Dill at megandulcie@shaw.ca for more information.

CONFERENCE PLANNING

What: Groundswell conference planning

When: March 12, 2 pm

Where: VIU

more economic and social return.

As the mother of a teenager I see much opportunity to work with youth. As an event manager I see great potential for more events, engaging youth, for cementing Powell River's cultural brand, and maybe even for a smaller version of ABM to attract investment and generate business.

What has been your strongest career motivator?

Katrin • The need for personal independence. I need to be self-employed as I'm unemployable. I truly

What is Groundswell?

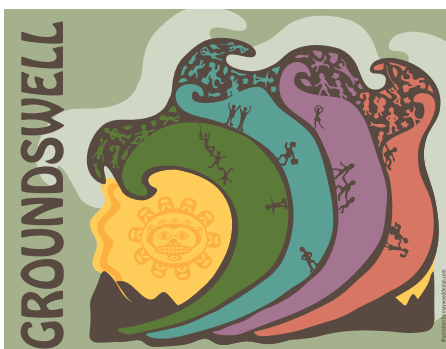
Groundswell, the January 2014 conference at VIU, brought 160 community members together for a day of inspiration, creativity, ideas, and relationships that focused on a positive future for our region.

Participants expressed a strong interest in creating a better understanding of the dynamic links between economic, social, and environmental wellbeing.

They were also eager for the conversations that started at Groundswell to make their way into the community, and to see these efforts result in concrete actions. This series is part of that effort.

To learn more: read the full Groundswell conference report: wordpress.viu.ca/ddcc/groundswell-conference/.

Please join the conversation on Facebook: facebook.com/ddccPR



GROUNDSWELL:

inspiring creativity, ideas, and relationships that advance the wellbeing of our community



Get involved in the Groundswell community audio walk project, recording soundscapes that share our region's history. Contact megandulcie@shaw.ca for more information.

Next Groundswell meeting is March 12, 2:00 pm, VIU.

Join us!