

# First Choice Books Newsletter

(Wholly owned subsidiary of Victoria Bindery)

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## Introducing our new mascot:



### Oscar the sea otter (He is small but a growing concern!)

Why an otter as a mascot? Because otters are industrious, social, flexible, energetic, cute, playful, creative, very popular and a product of the West coast North American ecosystem ... just like us! We will be bringing you Oscar's adventures from time to time. Click here: [Oscar's relative plays B-Ball](#)



## Our new website:

It seems much is set to freshly bloom at Victoria Bindery / First Choice Books this spring besides the flowers. We have been working hard through the dark days of winter to bring you a new website with a different look for the business. It is to be launched in a few weeks and will contain a full complement of social media connections enabling you to keep up with us in a way most convenient to your busy schedule. Stay tuned!

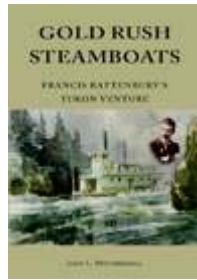
## First Choice Books

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## Greetings from the owners!



We were very proud to wake up one morning in January to find one of our author's books reviewed by none other than Dave Obee, the editor-in-chief of the Victoria Times Colonist newspaper. (A venerable institution itself having hit 150 years old in 2008). The book was [John L. Motherwell's "Goldrush Steamboats – Francis Rattenbury's Yukon Adventure"](#).

Francis Rattenbury is a well known historical figure around Victoria and this book deals with his exciting, true life, but little known, adventures in the Yukon. The review states:

"... it was self-published; it is more evidence that these books can match, and even surpass, the books coming from conventional publishers." Hear, hear...well put Mr. Obee!

[For all the news fit to print ....read all about it!](#)

## [Paul Nicklen, National Geographic Wildlife Photographer](#)

*After viewing Paul Nicklen's work at the Royal BC Museum, in the "Wildlife Photographer of the Year" exhibit, sponsored by London's Natural History Museum, (beating out 40,000 other entrants) we just had to attend his presentation at UVic Feb 6<sup>th</sup>. Although the event was sold out, we stubbornly lined up at a desk marked "Wait List" an hour before the event. First in line, it turned out to be an evening well worth the effort. Those of you who have purchased Victoria Bindery calendars know of our passion for nature photography. Not only does this lad, a UVic grad., and resident of Vancouver Island, take awesome photos to the next level, he weaves an even better story as well. At press time it has just been announced Paul Nicklen, Canada's only National Geographic Photographer, has won yet another award: first place in the "Nature Stories" category of the World Press Photo contest, one of photojournalism's most prestigious. Don't miss the opportunity to hear him speak!*

## Born to Bind



Meet Rachad Riyasat, Production Technician, Victoria Bindery. The first time he stepped up to binding machinery he was 11 years old! That's right, his dad the former owner, Shy Riyasat, taught all his children the business well and Rachad is one of the best.

You will never find him answering your phone call, however he has had a hand in the majority of books we have produced, not to mention calendars, lists and other stationery products. The steady silent type, he is yin to our production foreman Rick's yang (a strong communicator). However, when it comes to working our production machinery, he can navigate any idiosyncrasy and make those machines sing at high speed. Mechanical quirks don't faze him and he will tenaciously fiddle with pins, sensors, glue and sprockets until the problem is solved. He has a degree in Microbiology from UVic and loves to vacation in sunny warm climates. We salute those who were born to bind!

Our authors never fail to delight and astound us with the intelligence, variety, depth and breadth of their work !

Some of our favourite links:

- [Editors' Association of Canada editors.ca](#)
- [Canada's most beautiful book](#)
- [2012's top book designs](#)

## School Rebinds:

Just a reminder up until Feb 28<sup>th</sup> all text book rebinds are 15% off.

Victoria Bindery/  
First Choice Books:  
Sustainable CD covers, Door hangers, Perforation, Calendars, List Padding, Coil Binding, Menus and Menu covers, Bill folders, Business cards, Photo Albums and rebinds, Annual Day Planner, Yearbooks, Anthologies, Commemorative & Centennial Books, Thesis or Dissertation, Bible Rebinds, book rebinds, Business Cards, Self Publication....

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